

Codecademy example research report

# How travelers plan and collaborate

Name, Jun 2022

# Executive Summary

Our team conducted an interview study (N=5) on how travelers plan for vacations, the tools they use, and their pain points.

## We learned...

Participants feel frustrated with existing travel platforms. From confusing user onboarding to not providing options they're looking for, we discovered the needs of our users are not often met.

Trip planning takes up a lot of time and can be difficult to have all parties on the same page, especially when they are busy with other life events.

Finding recommendations on where to visit, eat, book hotels and prepare transportation, are all things that contribute to the stress of travel planning for users.

# Overview

## Background

A recent study reported that 80% young adults (age 20-30) found travel planning frustrating. There are not many platforms available to help alleviate this process or that cater to people traveling in groups.

Our goal was to learn how young adults plan for trips.

## Research Questions

- How do young adults plan for a vacation?
- What tools do they use?
- When traveling with others, how do young adults collaborate on travelling planning?

# Method

We ran 5 **semi-structured interviews** via Zoom to learn more about participant habits with regards to traveling.

## Relevant docs

- [Research plan](#)

Identify the process young adults use to plan for a vacation, where recommendations are found and evaluated, and how they feel about this process as a whole.

Describe your last vacation. Where did you go? Who did you go with? What did you see or do?

*The last vacation I took was a four day trip to New Orleans for my sisters bachelorette party. We ate a lot of great Southern food, toured the French Quarter, and went dancing each night. But the highlight of the trip was dancing at the most amazing jazz bar on our last night in the city.*

You mentioned eating a lot of great food - what restaurants did you eat at? Which was your favorite? How did you find it?

*My aunt actually went to medical school at Tulane so she also sent us a list of recommendations. A few I found on travel blogs while I was planning the trip. But the best restaurant we went to was this tiny breakfast spot one of our Uber driver recommended to us!*

How did you find and evaluate sights and activities when on your last vacation?

*Well, for starters, I do a lot of research before going anywhere. I read a lot of travel blogs and asked friends for recommendations. I am also part of a Facebook group called Girls Who Travel that I usually post in before visiting somewhere new. I like to make sure I'm going to try the best places! I also love to ask any locals I meet once I get there! Those are always the BEST recommendations.*

# Participants

	Age	Travel frequency	Do they travel in groups or alone?
P1	24	Twice a year	Groups
P2	27	More than three times a year, often for work	Groups
P3	25	Three times a year	Alone
P4	23	Twice a year	Groups
P5	26	Three times a year	Alone

# Findings and Recommendations

## Finding #1

**When traveling in groups, it is difficult to get everyone on the same page and use the same platform.**

Trip planning takes up a lot of time. It is hard to find time to meet, go over details, and get prompt responses from everyone, especially when they are busy with other life events.

*"I initially used emails to share hotel information, but some people didn't respond to emails until days later.*

*Some people don't respond to text. Some people don't use Facebook. I had to send separate emails/WhatsApp/text to nudge each person. It was very very tiring and frustrating. "*

- P4

## Finding #2

### **All participants sought out recommendations from multiple sources (online and offline)**

TripAdvisors, Yelp and Google Maps are most common tools used.

For offline recommendations, participants sought help from family & friends, locals, hotel staff etc.

*"I often use Google Maps and Yelp to search for restaurants in advance, then bookmark the ones I am interested in."*

- P2

*"I also love to ask any locals I meet once I get there! Those are always the BEST recommendations!"*

- P3



### Finding #3

**Finding recommendations on where to visit and eat contribute to the stress of travel planning, especially in group travels.**

On multi-day trips, there are lots of activities and meals to plan for. In addition, when people in the group have different preferences, it makes planning much harder.

*“Planning out where to eat is actually not that easy. For a 7-day trip, that’s 21 meals to plan for. Especially when you travel with a group. Some people prefer a quick cheap meal. Some people want to enjoy fine dining...”*

*It’s a huge headache.”*

- P1

#### Finding #4

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- P1

**Note: research reports can have many findings. In this example, we didn't list out all findings and recommendations.**

# What's Next?

- Conduct a competitor's analysis on current travel planning services (e.g., TripAdvisor, Google Maps etc.)
- Create user personas