

User Interview Guide

Objective

To explore and understand the key factors, group dynamics, and individual motivations that influence why planned group vacations frequently fail to move beyond initial discussion stages in group chats.

What We're Looking For

1. **Personal Motivations and Priorities:** Investigate individual motivations for participating in group trips and any potential reservations or priorities that might override travel plans.
2. **Communication and Decision-Making Dynamics:** Examine how group dynamics, including communication styles, decision-making processes, and levels of commitment, affect the progress of trip planning.
3. **Common Barriers and Pain Points:** Identify recurring obstacles, such as budget concerns, scheduling conflicts, or logistical difficulties, that lead to hesitation or abandonment of the plans.
4. **Influence of Planning Tools and Organizational Skills:** Understand the role of planning tools, group leaders, and organizational strategies, if any, and how these impact the likelihood of progressing from idea to action.
5. **Group Commitment Levels:** Assess how individual commitment levels vary within the group and how perceived enthusiasm or lack thereof influences the motivation of others.

Hypotheses

Hypothesis 1

Spousal Influence:

Individuals with families are less likely to commit to group trips because they feel their spouse may disapprove of or resist the idea of them traveling without the family.

This hypothesis considers the role of spousal influence and the negotiation required to gain

support for the trip. The aim is to validate or refute whether this spousal dynamic significantly hinders travel commitments.

Hypothesis 2

Fear of Missing Out on Family Moments:

Parents with young children are hesitant to commit to group trips due to concerns about missing out on meaningful family moments or important milestones.

This hypothesis tests whether a sense of responsibility and a fear of missing significant family events prevent individuals from committing to group trips, particularly those who feel their presence at home is essential.

Hypothesis 3

Inability to Delegate Family Responsibilities:

Individuals with family or caregiving responsibilities struggle to commit to group travel plans because they find it challenging to arrange alternative caretaking support or delegate family responsibilities during their absence.

This hypothesis looks at the logistical side, questioning whether the difficulty in finding a trusted caregiver or effectively delegating responsibilities at home is a substantial barrier to committing to a group trip.

Interview Questions

Greeting and Introduction

"Hi! Thanks for taking the time to chat with me. My name is David Odhiambo, and I'm exploring how people plan group vacations, especially the factors that help or sometimes hold us back from making those plans a reality. I'd love to understand your thoughts, experiences, and any challenges you've faced with group trips. This isn't about finding right or wrong answers; I'm just here to learn more about what makes

these trips work—or not—so we can get a clearer picture of the process from different perspectives.

Let's get started with a few quick questions to get to know you a bit more!"

Screening Questions (For Demographics)

**These are quick, simple questions to understand the participant's background before diving into the main questions.*

- Q1: "How old are you?"
- Q2: "What do you do for a living?"
- Q3: "Where are you currently based?"
- Q4: "Are you currently in a relationship or family setting? (e.g., single, partnered, married, with children, etc.)"
- Q5: "How often do you typically travel or take vacations each year?"

These questions will help us understand how different life stages, work demands, and family situations might affect attitudes toward group vacations.

Broader Context: Social and Leisure Preferences

- Q1: "Tell me about how you typically spend your leisure time. What kinds of activities do you enjoy with friends?"

General Attitudes Towards Group Trips

- Q2: "How do you feel about group trips in general? What are some of the reasons you look forward to them, and what might hold you back?"

Family and Personal Responsibilities

- Q3: "Describe a time when personal or family responsibilities impacted your plans for a group trip. What happened, and how did it influence your decision?"

Group Decision-Making Process

- Q4: “What is the process like when you and your friends start planning a trip? How does the group usually decide who will attend?”

Social and Emotional Influences

- Q5: “Think about a time when you felt pulled between joining a trip and staying back. What were the main emotions or thoughts you had about missing out or staying behind?”

Partner/Family Approval or Support

- Q6: “Tell me about how (if at all) your partner or family affects your decision to join a group vacation. Are there specific steps you take to ensure they feel comfortable with your decision?”

Logistical Barriers

- Q7: “What are the practical aspects of planning for a group trip that make it challenging for you to commit?”

Emotional and Social Dynamics Within the Group

- Q8: “How do others in the group affect your decision? Can you describe a time when social dynamics (like peer pressure or lack of enthusiasm) influenced your choice to go or not?”

Specific Situations: Past Experiences and Emotional Reactions

- Q9: “Tell me about the last time a group trip didn’t work out. What were the main reasons, and how did it make you feel?”

Looking Forward: Future Decisions

- Q10: “What do you think would need to change for you to feel more comfortable or committed to future group vacations?”

Conclusion

"Thank you so much for sharing your thoughts and experiences with me today! Your insights are invaluable in helping us understand the dynamics of planning group vacations.

If you have any additional thoughts after our conversation, feel free to reach out—I'd love to hear more!

Also, if you know anyone else who might be interested in sharing their experiences or thoughts on this topic, I would greatly appreciate it if you could connect us.

Thanks again for your time, and I hope you have a great day!"