

# User Interviews

## Interview 1

**Charlie** (36-year-old accountant, married with a 5-year-old)

### Screening Questions

- **Q1:** "I'm 36."
- **Q2:** "I'm an accountant."
- **Q3:** "I live in Kisumu City."
- **Q4:** "I'm married, and we have a young child, a 5-year-old."
- **Q5:** "We travel as a family once a year, usually around the holidays."

### Broader Context: Social and Leisure Preferences

- **Q1:** "Leisure time is usually family-oriented. I enjoy things like family picnics and outings to the Impala Park, or Kisumu Museum with my wife and son. With friends, we might grab a beer or go to a sports game occasionally."
  - *Observation:* Charlie is relaxed talking about family activities but less enthusiastic when describing outings with friends.
- **Q2:** "Group trips sound like a lot of fun and a good way to reconnect, but they're tough for me to commit to. I think the main reason is that I feel responsible for both my family and finances."
  - *Observation:* He expresses a bit of guilt here, hinting at a possible internal conflict.
- **Q3:** "Once, my friends planned a weekend trip out-of-town, but it coincided with my son's birthday. I felt that being there for my family took precedence, so I stayed back."
  - *Observation:* Charlie seems certain about his priorities but also slightly nostalgic.

### Social and Emotional Influences

- **Q4:** "Usually, the group chat blows up with ideas, and one person—usually George—takes the lead with ideas. However, no one wants to commit until we have a firm plan, which rarely happens."
  - *Observation:* Charlie sounds slightly amused by the chaotic planning process, indicating he may not take it too seriously.

- **Q5:** "It's mostly disappointment about missing the chance to reconnect, but I also don't want to miss out on my son's growth and milestones."
  - *Observation:* He speaks with a slight wistfulness, acknowledging the importance of both his family and friendships.
  
- **Q6:** "My wife is supportive, but we usually discuss any plans first. I think if it's a short trip, she's okay with it, but I always make sure she's genuinely comfortable."
  - *Observation:* Charlie seems cautious about pushing any boundaries here, likely out of respect for his partner.
  
- **Q7:** "Peer pressure doesn't affect me much, but seeing others excited sometimes makes me reconsider. The lack of organization, though, usually lets me off the hook."
  - *Observation:* He chuckles here, suggesting he's somewhat resigned to the usual outcome of plans fizzling out.
  
- **Q8:** "Budgeting is a big challenge, and so is managing time. I don't want to overextend financially or with time away from my family."
  - *Observation:* He speaks firmly here, indicating this is a hard boundary for him.
  
- **Q9:** "The last time a trip fell through, it was because half the group couldn't confirm. I felt relief, honestly, since it saved me from having to back out."
  - *Observation:* Charlie admits to this candidly, showing his hesitance to commit fully.

## Conclusion

- **Q10:** "For me to feel comfortable, it would help if we had a solid plan well in advance. That way, I could prepare financially and discuss it with my wife."
  - *Observation:* His response is thoughtful, emphasizing the need for clear planning.

# George (35-year-old network technician, two kids with different mothers)

## Screening Questions

- **Q1:** "I'm 35."
- **Q2:** "I work as a Cisco-certified network technician."
- **Q3:** "Based in Nairobi."
- **Q4:** "I have two kids with different mothers, so it's an... unconventional setup."
- **Q5:** "If I can swing it, I try to take at least two trips a year, but it's tricky with everything going on."

## Broader Context: Social and Leisure Preferences

- **Q1:** "I'm all about the nightlife—clubs, bars, concerts. I love organizing events and hyping people up for the next big thing."
  - *Observation:* George is lively and animated, leaning into his role as the social organizer.
- **Q2:** "I love group trips. It's my chance to escape the daily grind and reconnect with my friends. But sometimes, I hesitate because I have family obligations too."
  - *Observation:* His enthusiasm dims slightly as he mentions family obligations, but he quickly recovers.
- **Q3:** "There was a time when I was all set to go, but my kids needed me that weekend. That felt heavier than any FOMO"
  - *Observation:* George is unexpectedly reflective here, hinting at a sense of responsibility he typically hides.

## Social and Emotional Influences

- **Q4:** "I usually kick things off with ideas, but everyone's got opinions. I'll hype the group up, but if they don't follow through, it's frustrating."
  - *Observation:* George is visibly exasperated, hinting at a lack of patience with indecisiveness.
- **Q5:** "If I can't make it, I feel bummed, mostly because I want my friends to see me as dependable and the life of the party."
  - *Observation:* He reveals a vulnerable side here, showing that he values his friends' opinions.

- **Q6:** "I try to talk to the kids' moms and work out a schedule. Sometimes it's smooth, other times... not so much."
  - *Observation:* He shrugs here, showing resignation to the unpredictability.
- **Q7:** "When I see a lack of enthusiasm, it's demotivating. I try to hype them up, but if no one's vibing, I lose interest too."
  - *Observation:* George seems disappointed, indicating that group energy heavily influences him.
- **Q8:** "Coordinating with the kids' mothers and budgeting. It's tricky, but I make it work if the plan seems promising."
  - *Observation:* George sounds determined here, showing his commitment to both family and friends.
- **Q9:** "The last trip fell apart because no one wanted to commit. I was frustrated and felt let down."
  - *Observation:* He sounds annoyed, reinforcing his frustration with the group's lack of commitment.

## Conclusion

- **Q10:** "If people were just more decisive, we could make these trips happen! We need people to step up and show they're in."
  - *Observation:* His tone is firm, emphasizing his frustration with indecisiveness.

## Interview 3

**Martin** (33-year-old car salesman, enjoying bachelor life)

## Screening Questions

- **Q1:** "I'm 33."
- **Q2:** "I sell cars. Been doing it for about a decade now."
- **Q3:** "I'm based in Kisumu."

- **Q4:** "Single and living it up!"
- **Q5:** "I take as many trips as I can squeeze in. No family means I can go whenever."

## Broader Context: Social and Leisure Preferences

- **Q1:** "When I'm not at work, I'm either hitting the gym or out with friends. We do everything from bar-hopping to road trips."
  - *Observation:* Martin speaks confidently, enjoying the freedom of his lifestyle.
- **Q2:** "Group trips are my favorite. It's a chance to cut loose and make memories. I'm the one who's always ready to book and go, no second-guessing."
  - *Observation:* He's visibly enthusiastic, embracing spontaneity.
- **Q3:** "One time, I skipped a weekend trip because I had a big sale coming up. Honestly, I regretted it. I felt like I was missing out."
  - *Observation:* He appears a bit wistful, hinting that he prioritizes social experiences.

## Social and Emotional Influences

- **Q4:** "We have a group chat where plans are made, and I'm usually the first to say 'yes' to everything. I think that inspires others, but it's frustrating when they don't commit."
  - *Observation:* Martin's excitement dims slightly, showing his frustration when friends hesitate.
- **Q5:** "I always feel a bit of FOMO. I don't like the idea of sitting out, but I understand it's not realistic to make every trip."
  - *Observation:* He laughs, shrugging it off, though there's a hint of genuine disappointment.
- **Q6:** "Honestly, there's no one else I need to check with. If I want to go, I go. It's one of the perks of being single."
  - *Observation:* He says this with a grin, exuding confidence and contentment in his independence.
- **Q7:** "Peer pressure? Nah. I'm usually the one encouraging others. But if they're not into it, I'll just find someone else who is."
  - *Observation:* Martin is self-assured, unaffected by peer pressure.

- **Q8:** "Budget is usually fine, but timing can be an issue with work. If it's a busy season, I sometimes have to say no."
  - *Observation:* Martin speaks thoughtfully, balancing his priorities with work and leisure.
- **Q9:** "When trips fall through, it's disappointing, but I usually bounce back by planning something else."
  - *Observation:* He's upbeat, showing his resilience in the face of failed plans.

## Conclusion

- **Q10:** "If everyone could just be spontaneous and ready to go, we'd have a lot more fun. Overthinking kills the vibe."
  - *Observation:* His tone is confident, affirming his preference for spontaneity.

## Interview 4

**Ted** (32-year-old IT consultant, divorced, co-parents a 10-year-old son)

## Screening Questions

- **Q1:** "I'm 32."
- **Q2:** "I'm an IT consultant."
- **Q3:** "I live in Kakamega."
- **Q4:** "I'm divorced, and I co-parent a 10-year-old with my ex-wife."
- **Q5:** "I get a week off each year for a personal vacation and split holidays with my ex-wife for family trips."

## Broader Context: Social and Leisure Preferences

- **Q1:** "Most of my free time goes to my son, but I do enjoy hiking and karaoke nights with close friends."

- *Observation:* Ted speaks warmly, showing his close bond with his son.
- **Q2:** "Group trips are a luxury for me, and I always weigh whether it's worth leaving my son to go."
  - *Observation:* Ted's expression is serious, indicating his cautious nature.
- **Q3:** "I skipped a recent trip because it was during my scheduled time with my son, and I didn't want to miss out on that."
  - *Observation:* Ted is reflective, showing a strong commitment to fatherhood.

## Social and Emotional Influences

- **Q4:** "I'll usually contribute ideas, but I leave the heavy planning to others. I prefer to join in when I can rather than spearhead things."
  - *Observation:* He appears relaxed, preferring a more passive role in group dynamics.
- **Q5:** "I feel like I'm missing out sometimes, but I'm at peace with it because I know my son comes first."
  - *Observation:* Ted sounds content with his choice, showing maturity.
- **Q6:** "I discuss any plans with my ex-wife first. We coordinate schedules to ensure our son is well taken care of."
  - *Observation:* He speaks calmly, revealing a practical co-parenting relationship.
- **Q7:** "I'm not easily swayed, but I do sometimes wish my life allowed for more freedom like my friends have."
  - *Observation:* He's thoughtful, indicating a sense of wistfulness.
- **Q8:** "My main challenge is timing. I have limited vacation days, and I have to be strategic about using them."
  - *Observation:* He sounds slightly resigned, accepting his constraints.
- **Q9:** "When plans fall through, it's both disappointing and a relief because it removes the guilt of choosing between friends and family."

- *Observation:* Ted seems content with the silver lining, showing resilience.

## Conclusion

- **Q10:** "If we could plan trips well in advance, I'd be able to coordinate things better with my ex-wife."
  - *Observation:* His response is practical, showing his need for foresight.

## Interview 5

**Brian** (31-year-old software developer, single, interested in self-improvement)

### Screening Questions

- **Q1:** "I'm 31."
- **Q2:** "Software developer."
- **Q3:** "I live in Nairobi."
- **Q4:** "Single and focusing on self-growth."
- **Q5:** "I try to take one trip a year, usually somewhere that challenges me mentally or physically."

### Broader Context: Social and Leisure Preferences

- **Q1:** "I enjoy reading, hiking, and spending time on personal projects. I find group gatherings to be refreshing but draining sometimes."
  - *Observation:* Brian is thoughtful, suggesting he's selective with his social interactions.
- **Q2:** "Group trips are great when they're meaningful. I don't want to go just for the sake of it, though."
  - *Observation:* He's introspective, showing a preference for purposeful experiences.
- **Q3:** "I missed a mountain-climbing trip once because I had a personal project I was invested in. I don't regret it."



- *Observation:* Brian sounds resolute, comfortable with his decision.

## Social and Emotional Influences

- **Q4:** "I'm usually quiet in the group chat but appreciate when others initiate. If it sounds appealing, I'll join."
  - *Observation:* He's laid-back, showing no urgency to lead.
- **Q5:** "I sometimes feel like I'm out of the loop, but I remind myself that my goals are different."
  - *Observation:* He's reflective, comfortable with his choices.
- **Q6:** "No one else influences my decisions here—it's all based on my own plans and goals."
  - *Observation:* He's firm, valuing his independence.
- **Q7:** "Peer pressure doesn't get to me. If anything, seeing everyone's excitement makes me glad they're having a good time."
  - *Observation:* He's content, unaffected by peer influence.
- **Q8:** "Balancing personal projects and social trips is the biggest challenge for me."
  - *Observation:* He's practical, acknowledging his priorities.
- **Q9:** "I feel neutral when plans fall through. It's an opportunity for something else to take its place."
  - *Observation:* He's philosophical, embracing change.

## Conclusion

- **Q10:** "If the trips were more experience-focused, I'd be inclined to join more often."
  - *Observation:* He's thoughtful, preferring trips that align with his values.

# Alex (29-year-old grad student, single, limited finances)

## Screening Questions

- **Q1:** "I'm 29."
- **Q2:** "Grad student in psychology."
- **Q3:** "Currently living in Kakamega"
- **Q4:** "Single."
- **Q5:** "I don't have much money, so I travel rarely, usually when there's a big reason to celebrate."

## Broader Context: Social and Leisure Preferences

- **Q1:** "I spend my free time reading or exploring nature trails. I go out with friends maybe once or twice a month."
  - *Observation:* Alex is reserved, valuing quieter hobbies.
- **Q2:** "I'd love group trips, but my budget rarely allows it. I tend to feel left out but try to focus on school."
  - *Observation:* Alex is sincere, accepting limitations.
- **Q3:** "I missed a road trip last year because I couldn't justify the cost. It stung, but I moved on."
  - *Observation:* Alex is pragmatic, displaying resilience.

## Social and Emotional Influences

- **Q4:** "In group chats, I'll join the conversation, but I'm usually a listener more than anything. When the topic of a trip comes up, I stay quiet because I know I might not be able to afford it."
  - *Observation:* Alex's tone is subdued, showing a sense of self-consciousness when it comes to finances.
- **Q5:** "I do feel like I'm missing out sometimes, especially when friends come back with great stories. But I remind myself I'm here for a reason, and it'll pay off eventually."
  - *Observation:* Alex sounds both hopeful and resigned, reflecting a tension between his present sacrifices and future goals.
- **Q6:** "My decisions are all my own; I don't need to check with anyone else. But I do have to justify the expense to myself and sometimes that's hard."

- *Observation:* He speaks candidly, indicating a strong internal dialogue about spending.
- **Q7:** "Peer pressure isn't too bad, but it can feel awkward when friends assume I can just join without considering my situation. Sometimes I wish they understood, but I don't hold it against them."
  - *Observation:* Alex speaks kindly, revealing his understanding but also a hint of frustration.
- **Q8:** "Money is obviously the biggest challenge. I have to budget everything very carefully, and travel is a luxury I often can't justify."
  - *Observation:* Alex's tone is pragmatic, acknowledging his financial constraints.
- **Q9:** "When plans fall through, I feel relieved because it takes away the stress of finding an excuse or feeling left out. I hate missing out, but it's easier not to face that choice sometimes."
  - *Observation:* He seems a bit conflicted, revealing a complex mix of relief and disappointment.

## Conclusion

- **Q10:** "If we could plan smaller, affordable trips, I'd feel more included and would have a chance to join in without overextending myself."
  - *Observation:* Alex's response is thoughtful, showing his desire for more inclusive planning among his friends.