

# Allan Robinson's User Research Report: “Going on Holidays”

## Interview Scripts and Contextual Insights

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**Version:** V1

## Introduction

**Interviewer:** Allan Robinson

**Note-taker:** Fred Munene

In this research, six interviews were conducted in public places like cafés, parks, and bus stops to gather insights on how individuals approach group holiday planning. Each interview lasted approximately 15 minutes, and the participants were informed of the interview's purpose and consented to audio recording for accuracy. Participants were thanked with a coffee, and each interview script below includes their responses along with key observations.

## Interviews Overview

Each interview includes the participant's name, location, time, demographic information, a full transcript, and observations on any relevant body language or hesitations.

### *Interview 1*

- **Location:** Mezzanine floor.Lake-basin mall
- **Time:** 3:00 PM
- **Participant:** Felix
- **Demographics:** 23 years old, Head of security, lives around Mamboleo.

### *Script:*

- **Interviewer:** “Can you tell me about the last holiday you went on with friends? How did it go?”
- **Felix:** “It was a road trip, and it went pretty well! But coordinating everyone's schedules was a challenge, especially since some of us had work commitments.”
- **Interviewer:** “What was the most stressful part of the trip?”
- **Felix:** “Honestly, agreeing on a budget. We had different financial priorities, which made planning tricky.”

### *Observations & Notes:*

Felix leaned back and appeared relaxed but became slightly tense when discussing finances,

indicating some discomfort with the topic.

## ***Interview 2***

- **Location:** City Square
- **Time:** 11:00 AM
- **Participant:** Faith
- **Demographics:** 25 years old, student, lives in Carwash.

### ***Script:***

- **Interviewer:** “What kind of challenges did you face on your last group holiday?”
- **Faith:** “Oh, definitely deciding on activities. Some of us wanted to explore while others just wanted to chill at the hotel.”
- **Interviewer:** “How did you feel about the group dynamics overall?”
- **Faith:** “It was fun, but I think it’s hard to keep everyone happy.”

### ***Observations & Notes:***

Faith was enthusiastic, smiling frequently, but occasionally hesitated when describing her preferences, hinting that group pressure influenced her choices.

## ***Interview 3***

- **Location:** Park Bench
- **Time:** 1:00 PM
- **Participant:** Joan
- **Demographics:** 29 years old, project manager, lives in Kondele.

### ***Script:***

- **Interviewer:** “Tell me about the process of planning your last holiday with friends.”
- **Joan:** “It was a mix of excitement and frustration. I ended up doing most of the planning because no one else wanted to take charge.”
- **Interviewer:** “Did you find that role stressful?”
- **Joan:** “Yes, especially trying to keep everyone informed. It felt like I was managing a work project!”

### ***Observations & Notes:***

Joan seemed passionate about organizing but expressed frustration with taking on the responsibility alone, showing a slight frown when recounting details.

## ***Interview 4***

- **Location:** sports ground
- **Time:** 10:30 AM
- **Participant:** Sabrina
- **Demographics:** 34 years old, freelance writer, lives in Mllimani.

### **Script:**

- **Interviewer:** "What do you enjoy most and least about planning holidays with friends?"
- **Sabrina:** "I love the anticipation, but I dread arguments over destinations. It's tough to please everyone."
- **Interviewer:** "How did those discussions typically play out?"
- **Sabrina:** "We'd start with everyone's ideas, but it would often end in compromise that felt forced."

### **Observations & Notes:**

*Sabrina's tone was light, but she sighed and leaned forward when mentioning compromises, indicating a level of exhaustion with repeated negotiations.*

## **Interview 5**

- **Location:** United mall
- **Time:** 2:00 PM
- **Participant:** Victor
- **Demographics:** 28 years old, graphic designer, lives in the city outskirts(nyamasaria).

### **Script:**

- **Interviewer:** "What is the biggest challenge you face when planning group holidays?"
- **Victor:** "I think syncing up schedules is the hardest part. People are either busy or have other commitments."
- **Interviewer:** "Do you think you'd enjoy the trip more if someone else organized it?"
- **Victor:** "Yes, definitely! I'd prefer to just go with the flow instead of handling logistics."

### **Observations & Notes:**

*Victor showed some relief when mentioning the idea of not handling planning, smiling and nodding in agreement with the thought.*

## **interview 6**

- **Location:** Mega city Mall
- **Time:** 4:30 PM
- **Participant:** Sheryl
- **Demographics:** 31 years old, marketing executive, lives in Riat.

### **Script:**

- **Interviewer:** "What's your typical role in planning group trips?"
- **Sheryl:** "I'm usually the one who organizes everything, but it can be stressful, especially if people don't respond."
- **Interviewer:** "What do you think would make the planning process smoother?"
- **Sheryl:** "Having a platform where everyone could vote on options easily would help. Right now, we rely on endless group chats."

**Observations & Notes:**

*Sheryl appeared thoughtful and leaned in when discussing improvements, suggesting she had given the topic some consideration before.*

**Conclusion**

The insights gained from these six interviews will help inform potential solutions for streamlining group holiday planning. Repeated themes include difficulty coordinating schedules, budget disagreements, and compromises on activity preferences. By focusing on these issues, we aim to create a solution that makes group holidays more enjoyable and less stressful.

**Next Steps:** We plan to follow up with interview participants to present our proposed solutions and gather feedback on their effectiveness in addressing the identified pain points. Thank you to all participants for your time and contributions to this project!