

Going on Holidays

Interview Guide

1. Introduction

"Hi, my name is Allan Robinson, and I'm working on a project to make holiday experiences smoother and more enjoyable for everyone. Today, I'd love to hear about your personal holiday experiences, including any challenges or inconveniences you face, to better understand how we can improve these experiences for everyone involved."

2. Objective

To understand the common pain points people face during holidays, with a focus on group trips with friends. This includes logistical, social, and personal challenges that can affect the enjoyment of holiday experiences.

3. Hypotheses

1. Planning and scheduling are the most stressful aspects of organizing group holidays.
2. Differences in interests and budgets are common sources of friction among friends.
3. Lack of clear communication leads to misunderstandings and tension during group holidays.

4. Screening Questions

1. What is your age?
2. What is your occupation?
3. Where are you currently located?
4. How frequently do you go on holidays with friends?

5. Main Topics and Questions

Topic 1: Planning and Coordination

- **Question:** "Can you walk me through your process of planning a holiday with friends?"
- **Question:** "What are some common challenges you encounter when scheduling trips?"

Topic 2: Communication and Decision-Making

- **Question:** "How do you and your friends decide on locations or activities for the trip?"
- **Question:** "Can you recall a time when differing opinions on a trip caused tension? What happened?"

Topic 3: Budgeting and Finances

- **Question:** "What steps do you usually take to manage expenses during group holidays?"
- **Question:** "Have financial disagreements ever affected your holiday? How did you resolve them?"

Topic 4: Expectations and Interests

- **Question:** "Tell me about a time when different expectations led to friction during a trip."
- **Question:** "How do you and your friends handle it when someone wants to do something others aren't interested in?"

Topic 5: Positive and Negative Experiences

- **Question:** "What is one of the best group holiday experiences you've had, and why?"
- **Question:** "What about the most stressful or disappointing experience? What made it that way?"

6. Conclusion

Thank you so much for sharing your experiences! Your insights are incredibly valuable for us in understanding how we can enhance group holiday experiences. If you know anyone else who'd be interested in speaking with us, we'd love an introduction. Thanks again, and have a great day!