

HCI Report: Team 3

Intro

Team Members: Maci Thomas, Keisha, Jasmin Yu

Domain of interest: Itinerary Planning mobile app

We chose this because we wanted to provide users with a seamless experience when planning trips, whether it be for solo travellers or group travellers. Planning itineraries can be a difficult, sometimes frustrating process when it comes to budgets, finding activities, and different interests. Therefore, we hope to meet the users' needs of building an application that makes the process much easier and even enjoyable.

Methodology

a. Participants – Why were they chosen? How were they recruited? Which is their age, gender, ...? Who is the extreme user and why? Who is the domain expert, if any?

In terms of our interviews, we wanted to interview a mix of both users and stakeholders. In our case, we interviewed participants who have either done their own planning or have had their itineraries planned for them. We considered the stakeholders as travel agents who typically take hold of the research and planning process for customers.

Our extreme users are both those who are experts in travelling and those who have little to no experience with planning trips. The domain experts are people such as travel agents who are in charge of the planning and research process. As our team members were being interviewed, our demographics were age ranges from 18-24 and female. However, we hope to consider a larger demographic when working to meet the users' needs.

b. Consent Signatures from the interviewees

Do you consent to being interviewed? If yes, please sign below.

Participant 1: Maci Thomas

Participant 2: Hoeun Jasmin Yu

Participant 3: Keisha Owino

(Digital signature)

c. Where were the interviews conducted?

The interviews were conducted in the classroom, as it was a familiar area so the interviewees were comfortable.

d. Interview Questions

1. What challenges do you face when making a travel itinerary?
2. Are you more comfortable travelling alone or with others? Is there a particular reason for this?
3. Are you more comfortable taking the lead on planning or having it planned for you?
4. What is your current approach to planning and organising your travel itineraries? Do you use any tools, websites, or resources?
5. When you travel, do you typically have a budget in mind?
6. When you travel, do you have any specific activities in mind? Are you interested in visiting historical museums or hiking?
7. Are you more likely to travel to small towns, island areas, or large cities?
8. Is customisation an important feature for you? Or is a fixed schedule preferred? Please explain why.
9. Are day-to-day plans enough or is a schedule made "by the hour" more convenient?
10. What is your research process like when assisting customers in planning their trips?
11. How do you tailor each travel plan to the different customers' needs?
12. What are some complications or frustrations you receive from your customers when helping them plan their trips?
13. How do you help a customer stick to their budget?
14. How do you sort out and divide their wants and needs in an organised manner?

e. Team member roles for each interview

Maci - Took notes and wrote the answers for each of the questions

Keisha - Also wrote down interviewee answers, also asked the interview questions

Jasmine - Asked interview questions

f. Any material you used (camera, recorder, etc.)

We used our laptops to record everyone's answers.

Interview Results

a. Key quotes

Users	Frustrations	Needs/wants
User 1	<p>Trying to find things to do, in general, as it is hard to think of things to do on the spot.</p> <p>Finding things to do everyday is difficult, but I don't want to exhaust the list within the first week.</p>	<p>A fixed schedule helps me stay on schedule, but the spontaneity is nice when travelling as well.</p>

User 2	<p>Budget, time, the people who are coming or not coming with me.</p> <p>do not have a budget, often go over the budget. Try to expand wisely and with a plan.</p>	<p>Customization is better because I can change the plans according to my flexibility, the weather, and the mood.</p>
User 3	<p>I worry that I would miss out on things. For groups I worry about making sure everyone is included</p>	<p>To take the lead on planning.</p> <p>It's nice to have a plan to go off of but having the option of customization is nice</p>
Stakeholder	<p>When they don't understand or read the terms and policies of bookings, in terms of the chances of cancellations, because we get blamed.</p> <p>If they change or want to cancel their plan, the booking confirmations are difficult in terms of refunding and cancellations.</p>	<p>If they change or want to cancel their plan, the booking confirmations are difficult in terms of refunding and cancellations.</p> <p>I give them a budget plan and they buy things with their space money and pocket money.</p>

Synthesis

a. The most insightful user needs

After observing our interview results, we found that the main topics of conflict for our participants were budget, the research process, and scheduling in terms of time and interests. Whether users have a strict budget or typically splurge while travelling, they struggle to track their spendings and follow their original budget plan. For the research process, many users tend to use multiple resources when trying to plan their trips, which can often become confusing and difficult to organise their findings. A big worry is the timing when it comes to uncertainty of weather, wanting a bit of spontaneity or wanting a strict schedule. In terms of group travelling, it can be difficult to plan according to the shared interests of the group.

b. Next steps

When building the app, we are going to work on building an MVP (minimum viable product). Although we wish we could solve every problem, we are going to focus on a few key solutions divided into the three clusters of our synthesis results. Some ideas that we plan on putting into motion are featuring a budget tracking section, discover section that will filter to their preferences, and a trip section for reference when travelling with an export option for easy access.