Survey on tourism app

Response 1

1. How do you usually prefer to explore a new city? (Select all that apply)

- ☑ Guided tours
- ☑ Self-guided tours
- ☑ Using mobile applications
- ☐ Exploring without a specific plan
- ☐ Other (please specify)

2. What are the most important factors for you when choosing a tourist activity? (Rank in order of importance)

[1] Convenience

[2] Fun and entertainment

[3] Educational value

[4] Cost

[5] Time required

[] Other (please specify)

3. What types of activities do you enjoy most while traveling? (Select all that apply)

- ☑ Visiting historical sites
- ☐ Playing interactive games or challenges
- ☑ Taking photographs
- ☑ Learning about local culture and history
- ☐ Socializing with locals or other tourists
- ☐ Other (please specify)

4. How appealing do you find the idea of a mobile app that combines a city tour with a treasure hunt-style game?

- ☑ Very appealing
- ☐ Somewhat appealing
- ☐ Neutral

☐ Not very appealing
☐ Not appealing at all

5. Which of the following features would you find most useful in a city exploration app? (Select all that apply)

☑ Interactive maps with directions
☑ Clues and hints for finding landmarks
☑ Historical and cultural information about landmarks
☐ Points and rewards system
☐ Social sharing options (e.g., sharing photos on social media)
☑ Offline mode
☐ Other (please specify)

6. When playing a game within a tourist app, how important are the following elements to you? (Rate on a scale from 1 to 5, with 1 being not important and 5 being very important)

Ease of use [5]

Quality of hints and clues [5]

Educational value of the information provided [4]

Visual appeal of the app [3]

Reward system (e.g., stars, points) [4]

Social interaction features (e.g., sharing progress with friends) [4]

7. How likely are you to use an app that encourages you to take photos of landmarks and provides information about them?

☑ Very likely
☐ Likely
☐ Neutral
☐ Unlikely
☐ Very unlikely

8. What would motivate you to use this type of app repeatedly? (Select all that apply)

☑ New content and challenges
☑ Rewards and recognition (e.g., badges, stars)

- ☐ Social features (e.g., competing with friends)
- ☑ High-quality and interesting information
- ☑ User-friendly design
- ☐ Other (please specify)

9. What potential challenges or concerns do you foresee with using this type of app? (Select all that apply)

- ☑ Battery usage
- ☐ Data usage
- ☑ Navigation difficulties
- ☐ Lack of interest in games
- ☐ Insufficient information about landmarks
- ☐ Other (please specify)

10. Do you have any suggestions for features or improvements that would make this app more appealing to you?

- Integration with local events and festivals would be great.

Interview Questions 1

1. When you travel, how do you usually prefer to explore a new city?

- I usually prefer to explore a new city using mobile apps and wandering around on my own.

2. What are the most important factors for you when choosing a tourist activity?

- The most important factors for me are convenience, fun, and educational value. I like activities that are easy to access, enjoyable, and provide some learning about the place.

3. Can you describe a memorable experience you had while exploring a city? What made it memorable?

- One memorable experience was in Paris. I found a small garden by the guide of locals. Then I googled it and it gave me a brief history of the garden and its significance, which made the experience much more enriching.

4. Do you use mobile applications to enhance your travel experiences? If yes, which apps do you use and what do you like about them?

- Yes, I use mobile applications like Google Maps, TripAdvisor, and sometimes Visit a City. I like how they provide interactive maps, user reviews, and detailed information about landmarks.

5. What features do you look for in a travel-related mobile app?

- I look for interactive maps, historical information, points and rewards system.

6. We are designing an app that combines city exploration with a treasure hunt-style game. How does this concept appeal to you?

- It seems like a fun and engaging way to explore a city.

7. Would you prefer going straight to the monument or playing the game to find it?

- I would prefer playing the game to find the statue. I enjoy challenges and think it would make the exploration more interesting.

8. When using a mobile app, what design elements or features do you find most important for ease of use?

- Ease of use, clear navigation, and an appealing design are most important for me.

9. What potential challenges or concerns do you foresee with using this type of app?

- Potential challenges could be battery usage and navigation difficulties, especially if the hints are too vague.

Response 2

1. How do you usually prefer to explore a new city? (Select all that apply)

- ☑ Guided tours
- ☐ Self-guided tours
- ☐ Using mobile applications
- ☑ Exploring without a specific plan

☐ Other (please specify)

2. What are the most important factors for you when choosing a tourist activity? (Rank in order of importance)

[3] Convenience

[1] Fun and entertainment

[5] Educational value

[2] Cost

[4] Time required

[] Other (please specify)

3. What types of activities do you enjoy most while traveling? (Select all that apply)

☐ Visiting historical sites
☑ Playing interactive games or challenges
☑ Taking photographs
☐ Learning about local culture and history
☑ Socializing with locals or other tourists
☐ Other (please specify)

4. How appealing do you find the idea of a mobile app that combines a city tour with a treasure hunt-style game?

☐ Very appealing
☑ Somewhat appealing
☐ Neutral
☐ Not very appealing
☐ Not appealing at all

5. Which of the following features would you find most useful in a city exploration app? (Select all that apply)

☑ Interactive maps with directions
☑ Clues and hints for finding landmarks
☐ Historical and cultural information about landmarks
☑ Points and rewards system

☑ Social sharing options (e.g., sharing photos on social media)
☐ Offline mode
☐ Other (please specify)

6. When playing a game within a tourist app, how important are the following elements to you? (Rate on a scale from 1 to 5, with 1 being not important and 5 being very important)

Ease of use [4]

Quality of hints and clues [3]

Educational value of the information provided [2]

Visual appeal of the app [5]

Reward system (e.g., stars, points) [4]

Social interaction features (e.g., sharing progress with friends) [5]

7. How likely are you to use an app that encourages you to take photos of landmarks and provides information about them?

☐ Very likely
☑ Likely
☐ Neutral
☐ Unlikely
☐ Very unlikely

8. What would motivate you to use this type of app repeatedly? (Select all that apply)

☐ New content and challenges
☐ Rewards and recognition (e.g., badges, stars)
☑ Social features (e.g., competing with friends)
☑ High-quality and interesting information
☑ User-friendly design
☐ Other (please specify)

9. What potential challenges or concerns do you foresee with using this type of app? (Select all that apply)

☑ Battery usage
☐ Data usage

- ☐ Navigation difficulties
- ☑ Lack of interest in games
- ☐ Insufficient information about landmarks
- ☐ Other (please specify)

10. Do you have any suggestions for features or improvements that would make this app more appealing to you?

- Make sure it's easy to use even without a data connection.

Interview Questions 2

1. When you travel, how do you usually prefer to explore a new city?

- I prefer using mobile apps and sometimes joining guided tours for specific sites.

2. What are the most important factors for you when choosing a tourist activity?

- Convenience and educational value are the most important for me. I like to learn about the places I visit without too much hassle.

3. Can you describe a memorable experience you had while exploring a city? What made it memorable?

- In Rome, I joined a walking tour that took us to less known historical sites. The guide's stories and insights made it memorable.

4. Do you use mobile applications to enhance your travel experiences? If yes, which apps do you use and what do you like about them?

- Yes, I use apps like Google Maps and I have also tried Rick Steves Audio Europe.

5. What features do you look for in a travel-related mobile app?

- I look for maps, historical information, and social sharing options.

6. We are designing an app that combines city exploration with a treasure hunt-style game. How does this concept appeal to you?

- The concept is quite appealing. It adds an interactive layer to exploring the city.

7. Would you prefer going straight to the monument or playing the game to find it?

- I would prefer playing the game. I enjoy interactive activities and think it would be more fun.

8. When using a mobile app, what design elements or features do you find most important for ease of use?

- User-friendly design, clear instructions, and good offline functionality are key.

9. What potential challenges or concerns do you foresee with using this type of app?

- hallenges could include battery usage, data usage, and potentially getting lost if the hints are not clear enough.

Response 3

1. How do you usually prefer to explore a new city? (Select all that apply)

- ☐ Guided tours
- ☐ Self-guided tours
- ☑ Using mobile applications
- ☑ Exploring without a specific plan
- ☐ Other (please specify)

2. What are the most important factors for you when choosing a tourist activity? (Rank in order of importance)

[2] Convenience

[3] Fun and entertainment

[4] Educational value

[1] Cost

[5] Time required

[ ] Other (please specify)

3. What types of activities do you enjoy most while traveling? (Select all that apply)

☐ Visiting historical sites
☑ Playing interactive games or challenges
☑ Taking photographs
☐ Learning about local culture and history
☑ Socializing with locals or other tourists
☐ Other (please specify)

4. How appealing do you find the idea of a mobile app that combines a city tour with a treasure hunt-style game?

☑ Very appealing
☐ Somewhat appealing
☐ Neutral
☐ Not very appealing
☐ Not appealing at all

5. Which of the following features would you find most useful in a city exploration app? (Select all that apply)

☑ Interactive maps with directions
☑ Clues and hints for finding landmarks
☑ Historical and cultural information about landmarks
☑ Points and rewards system
☐ Social sharing options (e.g., sharing photos on social media)
☑ Offline mode
☐ Other (please specify)

6. When playing a game within a tourist app, how important are the following elements to you? (Rate on a scale from 1 to 5, with 1 being not important and 5 being very important)

Ease of use [5]

Quality of hints and clues [5]

Educational value of the information provided [5]

Visual appeal of the app [4]

Reward system (e.g., stars, points) [4]

Social interaction features (e.g., sharing progress with friends) [3]

7. How likely are you to use an app that encourages you to take photos of landmarks and provides information about them?

- ☑ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

8. What would motivate you to use this type of app repeatedly? (Select all that apply)

- ☑ New content and challenges
- ☐ Rewards and recognition (e.g., badges, stars)
- ☐ Social features (e.g., competing with friends)
- ☑ High-quality and interesting information
- ☑ User-friendly design
- ☐ Other (please specify)

9. What potential challenges or concerns do you foresee with using this type of app? (Select all that apply)

- ☑ Battery usage
- ☐ Data usage
- ☑ Navigation difficulties
- ☐ Lack of interest in games
- ☐ Insufficient information about landmarks
- ☐ Other (please specify)

10. Do you have any suggestions for features or improvements that would make this app more appealing to you?

- Real-time updates about the best times to visit certain places to avoid crowds.

Interview Questions 3

1. When you travel, how do you usually prefer to explore a new city?

- I prefer exploring without a specific plan but use mobile apps for guidance.

2. What are the most important factors for you when choosing a tourist activity?

- Fun, convenience, and cost are most important for me. I like activities that are enjoyable, easy to access, and affordable.

3. Can you describe a memorable experience you had while exploring a city? What made it memorable?

- In Barcelona, I stumbled upon a local festival by chance. The vibrant atmosphere and spontaneous participation made it memorable.

4. Do you use mobile applications to enhance your travel experiences? If yes, which apps do you use and what do you like about them?

- Yes, I use apps like Google Maps, Instagram, and Airbnb Experiences. I like their interactive maps, user recommendations, and diverse activity options.

5. What features do you look for in a travel-related mobile app?

- I look for interactive maps and social sharing options,

6. We are designing an app that combines city exploration with a treasure hunt-style game. How does this concept appeal to you?

- It is a great idea.

7. Would you prefer going straight to the monument or playing the game to find it?

- I prefer playing the game to find the the points. It sounds more engaging and fun.

8. When using a mobile app, what design elements or features do you find most important for ease of use?

- Ease of use, clear and attractive design, and good navigation features are most important.

9. What potential challenges or concerns do you foresee with using this type of app?

- For me challenges might include battery usage and possibly the complexity of the hints.

Response 4

1. How do you usually prefer to explore a new city? (Select all that apply)

- ☑ Guided tours
- ☑ Self-guided tours
- ☐ Using mobile applications
- ☐ Exploring without a specific plan
- ☐ Other (please specify)

2. What are the most important factors for you when choosing a tourist activity? (Rank in order of importance)

[1] Convenience

[3] Fun and entertainment

[4] Educational value

[5] Cost

[2] Time required

[] Other (please specify)

3. What types of activities do you enjoy most while traveling? (Select all that apply)

- ☑ Visiting historical sites
- ☐ Playing interactive games or challenges
- ☐ Taking photographs
- ☑ Learning about local culture and history
- ☐ Socializing with locals or other tourists
- ☐ Other (please specify)

4. How appealing do you find the idea of a mobile app that combines a city tour with a treasure hunt-style game?

☐ Very appealing
☑ Somewhat appealing
☐ Neutral
☐ Not very appealing
☐ Not appealing at all

5. Which of the following features would you find most useful in a city exploration app? (Select all that apply)

☑ Interactive maps with directions
☐ Clues and hints for finding landmarks
☑ Historical and cultural information about landmarks
☑ Points and rewards system
☐ Social sharing options (e.g., sharing photos on social media)
☑ Offline mode
☐ Other (please specify)

6. When playing a game within a tourist app, how important are the following elements to you? (Rate on a scale from 1 to 5, with 1 being not important and 5 being very important)

Ease of use [4]

Quality of hints and clues [3]

Educational value of the information provided [5]

Visual appeal of the app [4]

Reward system (e.g., stars, points) [3]

Social interaction features (e.g., sharing progress with friends) [2]

7. How likely are you to use an app that encourages you to take photos of landmarks and provides information about them?

☐ Very likely
☑ Likely
☐ Neutral
☐ Unlikely
☐ Very unlikely

8. What would motivate you to use this type of app repeatedly? (Select all that apply)

- ☐ New content and challenges
- ☐ Rewards and recognition (e.g., badges, stars)
- ☐ Social features (e.g., competing with friends)
- ☑ High-quality and interesting information
- ☑ User-friendly design
- ☐ Other (please specify)

9. What potential challenges or concerns do you foresee with using this type of app? (Select all that apply)

- ☑ Battery usage
- ☐ Data usage
- ☐ Navigation difficulties
- ☐ Lack of interest in games
- ☑ Insufficient information about landmarks
- ☐ Other (please specify)

10. Do you have any suggestions for features or improvements that would make this app more appealing to you?

- Integration with local transportation schedules and options

Interview Questions 4

1. When you travel, how do you usually prefer to explore a new city?

- I prefer self-guided tours and using mobile apps.

2. What are the most important factors for you when choosing a tourist activity?

- Educational value, fun, and convenience are the most important factors for me.

3. Can you describe a memorable experience you had while exploring a city? What made it memorable?

- In Venice, just walking alone at night in the tight streets, was a memorable experience for me.

4. Do you use mobile applications to enhance your travel experiences? If yes, which apps do you use and what do you like about them?

- Yes, I use apps like Google Maps.

5. What features do you look for in a travel-related mobile app?

- I look for historical information and additional help.

6. We are designing an app that combines city exploration with a treasure hunt-style game. How does this concept appeal to you?

- The concept is very interesting.

7. Would you prefer going straight to the monument or playing the game to find it?

- I would prefer playing the game to find the statue. It would add a layer of excitement and challenge to the experience.

8. When using a mobile app, what design elements or features do you find most important for ease of use?

- Important design elements for me are ease of use, intuitive navigation, and appealing visual design.

9. What potential challenges or concerns do you foresee with using this type of app?

- Potential challenges could be battery usage, and ensuring the hints are clear and not too difficult.

Response 5

1. How do you usually prefer to explore a new city? (Select all that apply)

- ☐ Guided tours
- ☑ Self-guided tours
- ☑ Using mobile applications
- ☐ Exploring without a specific plan
- ☐ Other (please specify)

2. What are the most important factors for you when choosing a tourist activity? (Rank in order of importance)

[3] Convenience

[1] Fun and entertainment

[2] Educational value

[4] Cost

[5] Time required

[] Other (please specify)

3. What types of activities do you enjoy most while traveling? (Select all that apply)

- ☐ Visiting historical sites
- ☑ Playing interactive games or challenges
- ☐ Taking photographs
- ☑ Learning about local culture and history
- ☐ Socializing with locals or other tourists
- ☐ Other (please specify)

4. How appealing do you find the idea of a mobile app that combines a city tour with a treasure hunt-style game?

- ☑ Very appealing
- ☐ Somewhat appealing
- ☐ Neutral
- ☐ Not very appealing
- ☐ Not appealing at all

5. Which of the following features would you find most useful in a city exploration app? (Select all that apply)

- ☐ Interactive maps with directions
- ☑ Clues and hints for finding landmarks
- ☑ Historical and cultural information about landmarks
- ☑ Points and rewards system
- ☑ Social sharing options (e.g., sharing photos on social media)

☐ Offline mode
☐ Other (please specify)

6. When playing a game within a tourist app, how important are the following elements to you? (Rate on a scale from 1 to 5, with 1 being not important and 5 being very important)

Ease of use [5]

Quality of hints and clues [4]

Educational value of the information provided [5]

Visual appeal of the app [4]

Reward system (e.g., stars, points) [5]

Social interaction features (e.g., sharing progress with friends) [4]

7. How likely are you to use an app that encourages you to take photos of landmarks and provides information about them?

☑ Very likely
☐ Likely
☐ Neutral
☐ Unlikely
☐ Very unlikely

8. What would motivate you to use this type of app repeatedly? (Select all that apply)

☐ New content and challenges
☑ Rewards and recognition (e.g., badges, stars)
☑ Social features (e.g., competing with friends)
☑ High-quality and interesting information
☐ User-friendly design
☐ Other (please specify)

9. What potential challenges or concerns do you foresee with using this type of app? (Select all that apply)

☑ Battery usage
☑ Data usage
☑ Navigation difficulties

☐ Lack of interest in games
☐ Insufficient information about landmarks
☐ Other (please specify)

10. Do you have any suggestions for features or improvements that would make this app more appealing to you?

- Regular updates with new challenges and landmarks and including new cities.

Interview Questions 5

1. When you travel, how do you usually prefer to explore a new city?

- I prefer using mobile apps and wandering around on my own.

2. What are the most important factors for you when choosing a tourist activity?

- Fun, educational value, and convenience are the most important factors for me.

3. Can you describe a memorable experience you had while exploring a city? What made it memorable?

- I found a bookshop through a travel app. The unique atmosphere and the pictures of this place in the past made it memorable.

4. Do you use mobile applications to enhance your travel experiences? If yes, which apps do you use and what do you like about them?

- Yes, I use apps like Google Maps, and Spotted by Locals. I like their detailed information, and local tips.

5. What features do you look for in a travel-related mobile app?

- I look for interactive maps, clues and hints, historical information, points and rewards system, and offline mode.

6. We are designing an app that combines city exploration with a treasure hunt-style game. How does this concept appeal to you?

- It sounds interesting to me.

7. Would you prefer going straight to the monument or playing the game to find it?

- I prefer playing the game.

8. When using a mobile app, what design elements or features do you find most important for ease of use?

- Ease of use, intuitive navigation, and attractive design are most important.

9. What potential challenges or concerns do you foresee with using this type of app?

- Challenges might include too many in-app advertisements, and ensuring the hints are engaging and not too difficult.