

USER INTERVIEWS

Enhancing Group Holiday Experience

INTRODUCTION

Hello, I'm Joel Adero, a UX researcher studying group holiday experiences. I am looking to understand the challenges and joys of traveling with friends to make these trips more enjoyable for everyone. Thank you for taking the time to share your experiences with us.

OBJECTIVES

- To understand the real problems behind stressful moments during group holidays and identify opportunities for enhancing the overall experience.

HYPOTHESES

- Conflicts arise mainly due to differences in budget expectations and spending habits.
- Lack of clear communication about individual preferences leads to tension during the trip.
- Groups that use collaborative planning tools have more satisfying holiday experiences.

SCREENING QUESTIONS

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

MAIN QUESTIONS

- 1. Tell me about the last holiday you took with your friends. What was the experience like?**
 - How many people were involved?
 - Where did you go?
 - For how long?
- 2. What aspects of planning a group holiday do you find most challenging?**
 - How do you usually handle budgeting and expenses?
- 3. Can you describe a moment of tension or disagreement during a group holiday? How was it resolved?**
- 4. How do you and your friends typically make decisions about activities or itineraries during the trip?**
- 5. What strategies have you found effective for maintaining harmony within the group during a holiday?**
- 6. Tell me about a particularly positive experience you've had while on holiday with friends. What made it special?**
- 7. How do you handle differences in preferences or travel styles within your group?**
- 8. What roles does technology play in group holiday experiences, from planning to during the trip?**
- 9. If you could change one thing about your past group holiday experiences, what would it be and why?**
- 10. What advice would you give to someone planning their first holiday with a group of friends?**

CONCLUSIONS

Thank you so much for sharing your experiences and sights with me. Your input is invaluable in helping me understand how to make group holidays enjoyable for everyone. Do you know anyone else who might be interested in participating in this study? If so, we'd greatly appreciate it if you could put me in touch with them.