# 1. Introduction

## 1.1 Team members

Our team is comprised of four members, 아리에타 마테오스 앙헬 에밀리아노, 김서우, 김명섭 and 뉴트 킴 후에 남. We come from different backgrounds such as Mexico, South Korea, Singapore and Vietnam :)

## 1.2 Project Domain

We have experienced different situations when we travel and normally travelling comes with a lot of doubts but we don't know where to look for the answer so we decided to develop an app where our users can look for the answers based on a AI response that will guide them through theil.or trip and helping them to understand what they could do to have a better experience saving time and making it more efficient.

# 2. Methodology

## 2.1 Participants

The participants were chosen in a natural setting. The participants' different background information would be expected to enhance the quality of the interview. Below is the basic information of the participants of the interview.

**Jack**
- Age: 20
- Male
- single
- Attending University (currently in his Freshman year)
- Big fan of tourist Youtubers
- Haven't travel abroad by himself, wishes to visit other country at the end of August
- Foreign Language skills: Novice
- Novice user for tourist apps

**Kimberly**
- Age: 38
- Female
- single
- Working at a trading company
- Visited other countries for work (3,4 times per year)
- Foreign Language skills: Expert
- Experienced user for tourist apps

**Jiahui**

- Age: 67
- Female
- couple
- Retired
- Rarely travels
- Foreign Language skills: Novice
- Dependent on other members of the family on trips

**Wang**

- Age: 48
- Male
- couple
- Owner of a chain of hotels
- Organising Itinerary for the guests
- Always busy and has a short period of time to vacations
- Travels by plane everytime (even for short distances)
- Foreign Language skills: Expert
- Super experienced user for tourist apps

## 2.2 Interview procedure

While conducting surveys is an efficient form of interviews with pre-set questions for participants to answer, our group decided to conduct in-person interviews to have more open interaction with our participants and gain deeper insights from them.

Being approached by a stranger can be very intimidating, especially in a foreign country. In order to create a comfortable environment for our participants, we first decided to wear a common SKKU shirt and hold a sign "We are students from SKKU, and we seek your opinion! " in three foreign languages - English, Chinese and Japanese to allow our potential participants to easily understand our purpose.

Our team will standby in our interview location and when we spot any potential participant, we will first introduce ourselves, our purpose - conducting an interview on tourists, approximate duration of the interview (15min) and seek their consent. If they do consent, we will start off the interview by relocating to a more conducive location if necessary, and asking their particulars: their name, age, country of origin, language and signature. Otherwise, we will greet them and move onto seeking our next potential participant.

Subsequently, our group will proceed the interview with the set of questions that our team has prepared. The focus of our interview is to have open-ended, unbiased, non-leading questions to have minimal influence on our participants while giving them sufficient time to think and respond to maintain a comfortable and low-pressure environment.

When the clock hits 15 minutes, we will wrap up the interview and thank our participants for their precious time and effort. When they have left, we will do necessary recording or documentation before proceeding onto our next interview.

## 2.3 Interviewer responsibilities

In order to conduct our interviews smoothly, we have assigned roles and responsibilities to each team member as follows:

- Interviewer: 아리에타 마테오스 앙헬 에밀리아노 NEWT :)

- Recording the interview: 김서우

- Documentation: 김명섭

- Time keeper: 뉴트 킴 후에 남

Laptop or notepad, scripts with questions, common SKKU shirts, and consent forms will be needed to conduct our interviews.

# 3. Interview Results

We have prepared a separate set of questions for our tourist participants Jack, Kimberly and Jiahui, and stakeholder participant Wang. Due to limited time, we handpicked most relevant questions to understand the needs of tourists.

### 3.1 Tourists - Jack, Kimberly and Jiahui

*1. What are the most helpful and frequently used mobile applications during your trip*
**Response:** When I plan my trip, I use Tripadvisor to set up the trip plan. Then, during the trip, I use Google Maps for navigation, and WhatsApp for communication.

*2. Do you have any experience using local applications? (ex. Kakaotalk, Naver Map)*
**Response:** Yes I did. I've used Kakaotalk and Naver Map during my trips in South Korea.

*(Y) how was the experience with the ones that you used?*
**Response:** The experience with those apps was great. The information from the local apps were more accurate than the ones that I frequently used in my home country. Also, the app was much more intuitive.

*(N) Why not?*

Response: N/A

### 3. What were the 3 main difficulties faced during your trip?
**Response:** The three main difficulties I faced during my trip were language barriers, finding suitable food options, and navigating public transportation systems.

### How did you overcome those difficulties?
**Response:** To overcome language barriers, I used translation apps. Although the translation of the word might have changed a little bit, I could communicate with locals and get what I want. For finding suitable food options, I relied on restaurant review apps and asked locals for recommendations. Those reviews were more accurate and fit to my appetite when I used local apps. Navigating public transportation systems was easier with the help of navigation apps and asking for directions when needed.

### 4. Were there any situations where you required assistance from others?
**Response:** Yes, there were some situations where I required assistance from others, such as asking for directions, recommendations, or help with understanding local customs or transportation systems.

### 5. Is there any information you wish you knew prior to your trip?
**Response:** Yes, I wish I knew more about local customs, as well as specific safety tips or cultural norms that would have helped me navigate the destination more smoothly.

## 3.2 Stakeholder - Wang

### 1. What are some of the highest-rated products among tourists? (tour package, transportation, admission tickets)
**Response:** It is hard to pick the highest-rated product, but there are some criterias that are in common. Tourists loved well-curated tour packages that offer a comprehensive and enjoyable travel experience. And in order to back it up, reliable and convenient transportation options, and admission tickets were necessary.

### What do you think are selling points of your products
**Response:** The selling points of our tour packages are personalized itineraries that cater to the specific interests and preferences of our customers, seamless transportation arrangements that ensure comfort and convenience throughout the trip, and exclusive access or special passes at popular attractions or events.

### 2. What are some of the situations where you were required to provide assistance to your clients / customers?
**Response:** We are often required to provide assistance to our clients/customers in situations such as itinerary changes or adjustments, resolving any issues or concerns that may arise during the trip, and providing recommendations or suggestions for additional activities or attractions based on their preferences.

*In case you don't have the required information, what do you do?*
**Response:** In case we don't have the required information, we make every effort to gather the necessary details by reaching out to our extensive network of local contacts or searching on the internet.

*3. What is the main thing that you focus on when you arrange a tour package?*
**Response:** When arranging a tour package, the main thing we focus on is creating a well-balanced and immersive experience for our customers. This includes selecting a variety of attractions, activities, and cultural experiences that showcase the best of the destination while considering their preferences and interests.

*4. What are some emergencies faced during the course of your service?*
**Response:** Some emergencies that may be faced during the course of our service include unexpected changes in weather, medical emergencies or illnesses, transportation delays or cancellations, and unforeseen events that may impact the planned itinerary.

*5. How do you guide a customer that is not familiar with your product/service?*
**Response:** For me, connecting with the clients is the one that we focus on. First, we provide clear and detailed information about our itinerary, such as foods, sites, and hotels. Then, during the trip, we also offer personalised assistance and guidance throughout the booking process, addressing any questions or concerns. Through these efforts, we are trying to solve clients' problems and connect ourselves to them.

# 4. Synthesis

Based on our interview results, we have brainstormed a list of user needs in our AI Tour Guide app.

Among our tourist participants of three different generations, one of the main difficulties was language barriers, which affected their ability to communicate with locals, navigate their surroundings, and access necessary information. They expressed that they need a solution that helps them overcome language barriers.

The interviews also highlighted the need to develop user-friendly features that cater to the non-tech-savvy generation, such as Jiahui, who expressed reliance on family members for assistance during trips. This emphasizes the importance of creating an intuitive and easy-to-use AI Tour Guide mobile application that accommodates users with varying levels of technological proficiency, ensuring a seamless and accessible experience for all tourists.

On the other hand, our interview with Mr. Wang, a stakeholder in the tourism industry, provided valuable insights into the preferences and demands of tourists. He highlighted

the importance of offering high-rated products, such as tour packages, transportation options, and admission tickets. This information emphasizes the need of our AI Tour Guide app to provide recommendations and information on popular and reliable services.

By connecting these needs to the interviews and answers, we can identify the following **key insights**:

1. Tourists require a way to overcome language barriers so they can access information in foreign destinations.
2. Tourists desire an AI Tour Guide app that recommends the best high-rated products and services.
3. Tourists face difficulties related to navigation, transportation, and understanding local customs.
4. Stakeholders need to put intensive efforts to find information for their clients. They may also face difficulties in recognizing which information is correct.
5. It is crucial to incorporate user-friendly features that cater to the non-tech-savvy generation.

These insights will guide the development of our user-friendly AI Tour Guide app that addresses the specific needs and preferences of tourists, providing them with a seamless and enjoyable travel experience.