Interviews and Observation Notes

1. Chris David

* Bio
  + Civil Engineer, San Francisco, 33 years old
  + Highly active on social media
  + Browses using phone
  + Amateur photographer
    - Posts on Facebook and Instagram
  + Travel Vlogger
    - Posts on Facebook, Instagram, and YouTube
* Interview and observations on travel planning:
  + Planned to see family in Angeles City and checkout Manila
  + Had ideas of what he wanted to see but not on a specific schedule
  + In Angeles City
    - Ride trike with uncle in Province (countryside)
  + Meet with me in Manila (Makati) before wedding on Boracay
    - No plans beforehand of what he wanted to see in Manila
    - Decided to walk around and find Jeepneys with Mikey to shoot video and photos
    - Explored to find street markets for more photos and see how locals live
    - Liked the view of rooftop at City Garden Hotel Makati 🡪 took photos
    - Used Wifi at hotel to search on Google Maps and Yelp for other rooftop bars for photo spots
  + Had to return early to U.S. before wedding
  + Does not use app for planning walking paths besides Google Maps
    - Travels to one location at a time 🡪 doesn’t have a route with multiple stops planned out

1. Mikey

* Bio
  + Freelance Social Media Content Creator, San Diego, 33 years old
  + Highly Active on social media (+8,000 Instagram followers)
    - “Capturing live updates w/ friends and people I meet
    - #modelsandchalkboards series
    - post travel on Instagram stories
    - Recent high-profile clients
      * Arianny Celeste (UFC)
      * Unwritten Law (Band)
  + Travels to LA often for photo shoots
  + Recently toured with Unwritten Law
* Interview and observations on travel planning:
  + Planned to see family in Angeles City and meetup with Chris
  + Also planned to checkout Manila
  + No specific plans within each city
  + Planned to meet me in Manila at City Garden Hotel Makati
    - Liked rooftop view 🡪 posted Instagram story
    - Walked around with Chris to find Jeepneys and local market
  + Used Google Maps to find Starbucks
  + Wasn’t sure what else to do
    - Used Wifi at hotel to use Google Maps to look for interesting places but still wasn’t sure where to go
  + Came with me to Intramuros
    - Wasn’t sure where to go
  + Constantly editing photos and videos to post on instagram
  + Does not use app for planning walking paths besides Google Maps
    - Travels to one location at a time 🡪 doesn’t have a route with multiple stops planned out

1. Mupri

* Bio
  + Optician, San Diego, 33 years old
  + Not active on social media
  + Foodie, trained chef, and world traveler
* Interview and observations on travel planning:
  + Likes to plan travel itineraries
    - Gets travel ideas after talking to travel agents at Audley travel 🡪 doesn’t sign with them but uses their itineraries and modifies them
    - Likes to search for promo codes for best deals and keeps an eye on expiration date
    - Signs up for various airline rewards systems
    - Earns more points using Expedia mobile app vs desktop app 🡪 likes to achieve Gold membership status for cash rewards to use for other travel purchases
    - Uses Fromers paper travel books 🡪 get itinerary ideas from maps in book with suggest places to see and routes
    - Screen shot train maps and prices in Japan 🡪 likes to know basic fee information
  + Does not use app for planning walking paths besides Google Maps
    - Travels to one location at a time 🡪 doesn’t have a route with multiple stops planned out

1. Jingy

* Bio
  + Optometrist, San Diego, early 30s
  + World traveler and likes to take photos of places she’s been
  + Occasionally posts photos of her travels on Facebook and Instagram
* Interview and observations on travel planning:
  + Basic research online to find places she wants to see
  + Relies on Mupri for travel planning itinerary
  + Appreciates nice resorts and hotels, but also enjoys adventures and living simply (lived and traveled solo in South America)
  + Does not use app for planning walking paths besides Google Maps
    - Occasionally uses Google Maps to navigate to a single point

1. Iris

* Bio
  + Hairstylist, San Diego, 34 years old
  + Moderately active on Facebook and Instagram
* Interview and observations on travel planning:
  + Searched for beauty products and cheap spa treatments
  + Does not use app for planning walking paths besides Google Maps
    - Rarely travels but when she does she goes to a single point. Doesn’t have a route with multiple stop planned out

1. Mal

* Bio
  + Professional Comedian, San Diego, early 30s
  + Travel Vlogger, Photographer, drone operator, Aerial Photographer
  + Highly active on Instagram
  + Regularly posts travel vlogs on YouTube
  + Travels constantly for his shows across the U.S.
  + Previously in Hawaii before arriving in the Philippines
* Interview and observations on travel planning:
  + Didn’t have plans 🡪 relied on Mikey to show him around
  + Posted Instagram stories throughout the trip
  + Flew drone to get photos and video of beach by our Airbnb
  + Does not use app for planning walking paths besides Google Maps

1. Courtney

* Bio
  + Ship Propulsion Technician, San Diego, early 30s
  + Moderately active on Facebook and Instagram
* Interview and observations on travel planning:
  + Very proactive in travel planning 🡪 made arrangements for our group to stay at an Airbnb on Boracay
  + Planned trip to Palawan with Hazel. Followed a guided tour while on Palawan
  + Does not use app for planning walking paths besides Google Maps

1. Hazel

* Bio
  + Ship Damage Control Technician, San Diego, early 30s
* Interview and observations on travel planning:
  + Does not use app for planning walking paths besides Google Maps
    - Used Google Maps while on Borocay to navigate at one point at a time 🡪 did not have a route with multiple stops planned out
    - Google searched PDF maps of Borocay to find different beach stations
    - Asked for verbal directions

1. Emily

* Bio
  + Nurse, Jacksonville, early 30s
* Interview and observations on travel planning:
  + Made arrangements for Airbnb close to SM Mall of Asia
  + Looked for shopping
  + Does not use app for planning walking paths besides Google Maps
    - Left the navigation mostly up to other people in the group

1. Rob

* Bio
  + Respiratory Therapist, Jacksonville, Early 30s
* Interview and observations on travel planning:
  + Made travel plans with Emily to Manila
  + Looked specifically for Sabong (rooster fights) while on Boracay 🡪 asked for verbal directions from Airbnb host
  + Does not use app for planning walking paths besides Google Maps

1. Dorothy

* Bio
  + Visual Merchandise Manager, Los Angeles, Mid 30s
  + Active on Instagram
  + Groom’s sister
* Interview and observations on travel planning:
  + Traveled with the groom and the wedding party but made time to hang out with guests while on Boracay 🡪 plenty of other people attempting to find directions
  + Does not use app for planning walking paths
    - Did not appear to use Google Maps while in the Philippines
    - Followed his brother and sister-in-law’s travel itinerary which included a guided tour on Palawan

1. Mike Ngo

* Bio
  + Civil Engineer, San Francisco, Early 30s
* Interview and observations on travel planning:
  + First time traveling to the Philippines
  + Met with friend from SF in Manila the week prior to the wedding 🡪 looked for shopping during the day and clubbing at night
  + Does not use app for planning walking paths besides Google Maps
  + Used Google Maps and Yelp to look for restaurants, places to see, and things to do
    - Used yelp to find restaurants at the Intromuros
    - Tried to use Google to find things to do in Intromuros but just ended up walking around vicinity of the hotel the first night
    - Morning of his flight, he wanted to see the old church. I walked with him there and took a trike back to hotel