

"Enhancing Comfort During Group Holidays: Insights from User Interviews"

Interview 1: Sarah



- Age: 29
- Occupation: Graphic Designer
- Location: Nairobi, Kenya
- Frequency of Holidays with Friends: Annually

Key Insights

Planning & Organization:

- Sarah usually plans her holidays with friends using a shared WhatsApp group. The biggest challenge she faces is finding a date that works for everyone.

Communication:

- WhatsApp is the primary tool for communicating with friends, but sometimes not everyone responds in time, causing delays.

Stressful Moments:

- The most stressful moment for Sarah is managing different budgets and deciding on activities that suit everyone.

Personal Preferences & Compromises:

- Sarah once had to compromise on a destination, which left her feeling a bit disappointed, but she felt it was necessary to keep the group together.

Post-Holiday Reflection:

- After a holiday, Sarah reflects on what went well and what could be improved. She often suggests changes for future trips, such as booking accommodations earlier to avoid last-minute stress.

Interview 2: Alex



- Age: 34
- Occupation: Software Developer
- Location: Kisumu, Kenya
- Frequency of Holidays with Friends: Quarterly

Key Insights

Planning & Organization:

- Alex and his friends use Google Sheets to coordinate travel plans and share ideas. One challenge is managing everyone's availability, especially with people working in different time zones.

Communication:

- They rely on Slack and email for communication. Alex feels Slack works better for instant messaging, but not everyone checks regularly.

Stressful Moments:

- For Alex, the stressful part is transportation logistics, especially when there's a delay in travel or someone misses a flight.

Personal Preferences & Compromises:

- On a recent trip, Alex compromised on a restaurant choice due to a friend's dietary restrictions. He felt it was an important gesture to ensure everyone was comfortable.

Post-Holiday Reflection:

- Alex believes in sharing feedback right after the trip. After one trip, he suggested setting clearer expectations about spending limits, which improved the group's budgeting for future holidays.

Interview 5: Brenda



- Age: 22
- Occupation: Student
- Location: Nairobi, Kenya
- Frequency of Holidays with Friends: Twice a Year

Key Insights

Planning & Organization:

- Brenda and her friends use WhatsApp to plan their trips. One of the challenges she faces is getting everyone to agree on a destination, as students often have different preferences and budgets.

Communication:

- WhatsApp works well for quick updates, but sometimes there's confusion due to too many messages. Keeping track of important details, like booking confirmations, can be tricky.

Stressful Moments:

- The most stressful part of holidays for Brenda is managing her budget. As a student, she often feels pressure to keep costs low, but some friends can afford more expensive options.

Personal Preferences & Compromises:

- On a recent trip, Brenda wanted to visit a popular tourist site, but the group chose a less crowded and cheaper alternative. While she was initially disappointed, she understood the group's reasoning and went along with the decision.

Post-Holiday Reflection:

- Brenda likes to talk with her friends after the trip to reflect on what went well. She often suggests ways to improve their planning, such as setting a clear budget limit in advance, to avoid disagreements during the trip.

Interview 4: Kevin



- Age: 22
- Occupation: Student
- Location: Nairobi, Kenya
- Frequency of Holidays with Friends: Twice a Year

Key Insights

Planning & Organization:

- Kevin often takes the lead in organizing holidays. They use WhatsApp groups to make plans, but some friends are unresponsive, which frustrates the group.

Communication:

- WhatsApp works well for Kevin, but he wishes there was a better way to organize messages and create a proper itinerary.

Stressful Moments:

- Kevin finds the last-minute cancellations from friends to be the most stressful. He believes a more formal commitment process, like paying deposits upfront, could help solve this.

Personal Preferences & Compromises:

- Once, Kevin had to compromise on the type of accommodation. He wanted something luxurious, but others preferred budget-friendly options, leaving him feeling a little disappointed but understanding.

Post-Holiday Reflection:

- Kevin usually reflects on holidays by going through photos and revisiting conversations. He often suggests using tools like Trello to organize future trips more effectively.

Interview 5: Diana



- Age: 31
- Occupation: Teacher
- Location: Eldoret, Kenya
- Frequency of Holidays with Friends: Annually

Key Insights

Planning & Organization:

- Diana's holiday planning involves everyone voting on a destination. One challenge is making sure all friends feel included in the decision-making process.

Communication:

- The group uses Telegram, but Diana feels the platform makes it hard to track old messages and critical information like booking details.

Stressful Moments:

- For Diana, the biggest stress is coordinating everyone's arrivals, especially when traveling from different cities or countries.

Personal Preferences & Compromises:

- Diana has had to compromise on travel dates due to her job schedule not aligning with her friends, which sometimes makes her feel left out.

Post-Holiday Reflection:

- She suggests improvements after trips in a friendly way. Diana thinks that better planning would help everyone have a more relaxing experience and reduce last-minute rushes.

Interview 6: Tom



- Age: 28
- Occupation: Freelance Photographer
- Location: Nairobi, Kenya
- Frequency of Holidays with Friends: Every Six Months

Key Insights

Planning & Organization:

- Tom enjoys planning trips using travel blogs for inspiration. However, getting everyone to agree on a destination can sometimes feel like a negotiation.

Communication:

- They use Facebook Messenger, but Tom notes that important decisions can get buried in long chats.

Stressful Moments:

- Tom finds the planning phase stressful when trying to manage multiple people's preferences and dietary needs.

Personal Preferences & Compromises:

- On a recent trip, Tom had to give up on visiting a landmark because some friends were too tired. He felt a bit disappointed but understood the group's consensus.

Post-Holiday Reflection:

- After holidays, Tom often writes down a personal reflection and talks to his friends about what went well and what could improve, especially suggesting better time management for future trips.