



# Going on Holidays | Interview Guide

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Understanding group travel experiences  
to reduce stress and improve connection.

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Date: 20 October 2025  
Version: V1

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listening is the first step..

# Introduction

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Hi, my name is **Elmahmoudi** known as **Mars**, and I'm currently working on a UX design project about the experience of going on holidays with friends. The goal is to understand what makes these moments enjoyable or stressful, so we can improve the experience for people like you. This conversation will take around 10–15 minutes, and there are no right or wrong answers – I just want to learn from your experiences.

## Objective

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The objective is to understand how people organize holidays with friends, what challenges or frustrations they face, and what could make the experience smoother and more enjoyable.

## Hypotheses

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H1: People get stressed because not everyone agrees on the holiday plan or budget.

H2: Miscommunication during planning causes last-minute issues.

H3: People often forget to divide responsibilities, which creates conflict.

## Main Topics & Questions

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### Planning and Decision | Making

- How do you usually plan holidays with your friends?
- What tools or apps do you use to organize the trip?
- Tell me about the last time you planned a holiday what went well or not well?

### Communication

- How do you keep in touch with friends before and during the trip?
- What's the hardest part about agreeing on plans together?

### Money and Budget

- How do you and your friends manage shared costs?
- Have you ever had any disagreements about money during a trip?

### Experience During the Trip

- Tell me about a fun or stressful moment from your last trip.
- What would have made it better?

### Improvements

- If you could change one thing about how you travel with friends, what would it be?



## Screening Questions

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- What's your age range? (18–25 / 26–35 / 36–50 / 50+)
- What's your job or occupation?
- Where do you live?
- How often do you go on holidays with friends?

## Conclusion

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Thank you so much for your time! Your input is very helpful for this study. If you know anyone else who often travels with friends, could you put me in touch with them?

