

Interview Guide for Understanding Stressful Holiday Moments with Friends

Objective

To understand the habits, pain points, and experiences of people when planning or spending holidays with friends. This information will be used to develop solutions that minimize stress and improve holiday enjoyment for everyone involved.

Hypotheses:

- 1. Poor communication is a major source of holiday-related stress among friends.*
- 2. Differences in financial expectations contribute significantly to tensions during group holidays.*
- 3. Conflicts often arise due to differing levels of activity preferences (relaxation vs. adventure).*

Main Topics & Open-Ended Questions:

1. Planning and Communication

Questions:

"Can you describe how you typically plan a holiday with friends?"

"Tell me about a time when miscommunication affected your holiday experience."

"How do you and your friends usually make decisions about holiday destinations or activities?"

2. Budget and Financial Matters

Questions:

"What challenges have you faced when budgeting for a holiday with friends?"

"How do you handle splitting expenses with your group during a holiday?"

"Can you share a situation when differing spending expectations caused tension?"

3. Group Dynamics and Conflicts

Questions:

"Describe a situation where group dynamics impacted the enjoyment of your holiday."

"How do you handle disagreements with friends during a trip?"

"What steps do you take to ensure everyone's preferences are considered when planning a group holiday?"

4. Logistics and Organization**Questions:**

"What is the most frustrating travel or accommodation issue you have experienced with friends?"

"How do you deal with unexpected changes or disruptions to your holiday plans?"

"In your experience, what makes holiday planning more or less stressful?"

5. Personal Habits and Preferences**Questions:**

"How do you and your friends accommodate each other's habits (e.g., sleep schedules, meal preferences) during a holiday?"

"What are your top priorities when planning a holiday itinerary?"

"Have differences in daily routines or habits ever created friction? If so, how was it resolved?"

Screening Questions (Demographics):

1. Age:
2. Occupation:
3. Location:
4. Typical travel group size:
5. Frequency of group holidays:

Q1:

"How old are you?"

Q2:

"What do you do to earn a living ?"

Q3:

"Where are you located?"

Q4:

"Do you go on holidays? If yes, how often do you make it with friends? If no, why do you prefer it that way?"

Interview Structure:

1. Greeting and Introduction:

- Brief introduction of myself and the purpose of the interview.
- *"Thank you for taking the time to speak with me. I'm [your name], and I'm interested in understanding how holidays with friends can become more enjoyable and stress-free. Your insights will help in developing solutions to improve group holiday experiences."*

2. Broad Questions → Specific Questions:

- Start with general questions about holiday experiences.
- Gradually narrow down to more specific issues related to stress and conflict management.
- **Broad:** *"Can you tell me about your last holiday trip with friends?"*
- **Focused:** *"What was the biggest challenge you faced during that trip?"*
- **Specific:** *"How did you handle disagreements about expenses?"*

3. Conclusion and Next Steps:

- Thank the participant for their time.
- *"Thank you for sharing your experiences and thoughts. If you know anyone else who might have interesting insights on this topic, please let me know. I'd love to get in touch!"*