

# CAREERFOUNDRY

## Interviewee



**Name:**  
Rebecca

**Age:**  
25

**Occupation:**  
Grad Student  
in Psychology

I interviewed Rebecca on February 12th. She was excited to help with my project. She's young, energetic, and very personable. She and her peers love meeting new people, and any travel they undertake usually involves plenty of social activities and sharing of social media info for keeping in touch.

### Behaviors and Attitudes:

- ❖ "I've used travel apps before, but they're always so complex."
- ❖ "I am super busy all the time. It's crazy around here!"
- ❖ She was distracted quite often during the interview
- ❖ She uses social media all the time for many different goals
- ❖ She loves to travel

### Needs and Goals:

- ❖ "I need something that's super easy to use because I end up deleting complex apps—I just don't have time to figure that stuff out."
- ❖ She mentioned wanting to be able to save guides if she found them as she wouldn't want to have to look for them again.
- ❖ She needs social activity guides like nightlife, meetups, etc.
- ❖ "I usually travel on long weekends. Longer trips mess with my school schedule."
- ❖ "Sometimes the best time to plan a trip is when you're stressed. It gives me something to look forward to!"

### Frustrations:

- ❖ "Make sure the app is fast. Slow apps always make me wonder if they're broken or just bad."
- ❖ She mentioned not being able to currently find a good app for this, which is a good indication that the space is ready for our app to be created.
- ❖ Design is important to her. The app should have a trendy and modern design or she won't be a big fan of using it.
- ❖ She wants something that will update itself with new content.
- ❖ She wants something that has content for all of the cities she likes to visit (major cities mostly).

### Other Useful Quotes or Facts:

- ❖ "Oh! Do you know what would be cool? If I could find a guide on your app and then send it to my friends so they can check it out, too!"
- ❖ She takes about 6 trips per year
- ❖ She often brings friends with her on trips