



User Research

Group Highway 15
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Research Objectives

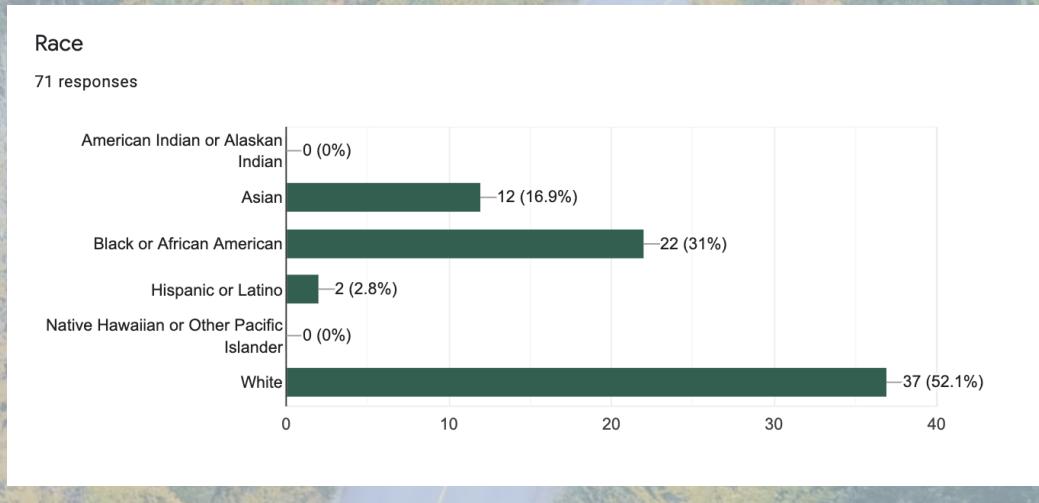
1. Gain a better understanding of Georgia community members' lifestyles and relationship to Highway 15
2. Gather data on tourists' travel habits and preferences
3. Determine what features would be most beneficial to our app design

Research Methods

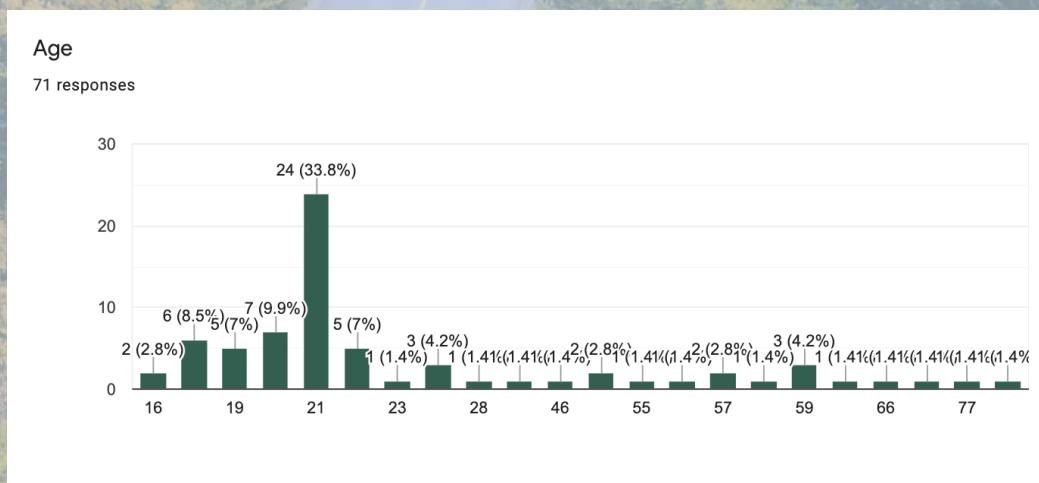
1. We conducted a Google Survey and sent it to friends, family members, and classmates of all ages, races and genders
2. We attempted to interview 1 community member from each of the 9 counties along Highway 15

Survey Demographics

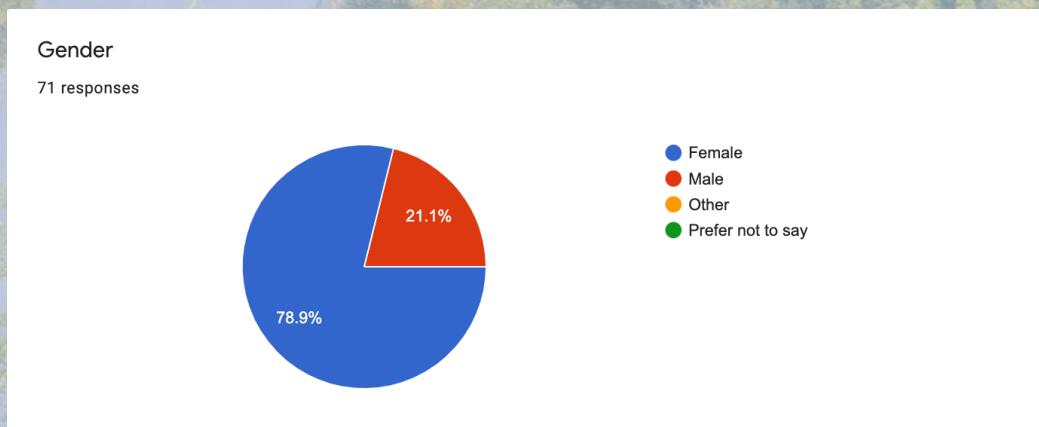
RACE



AGE

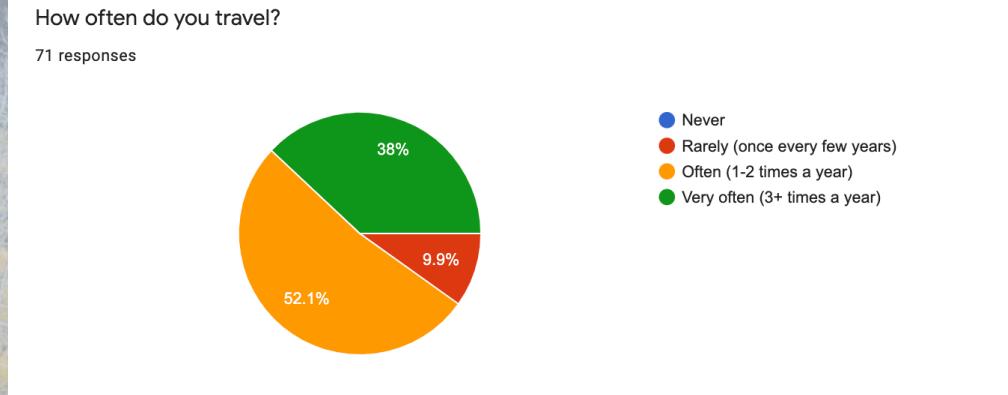


GENDER

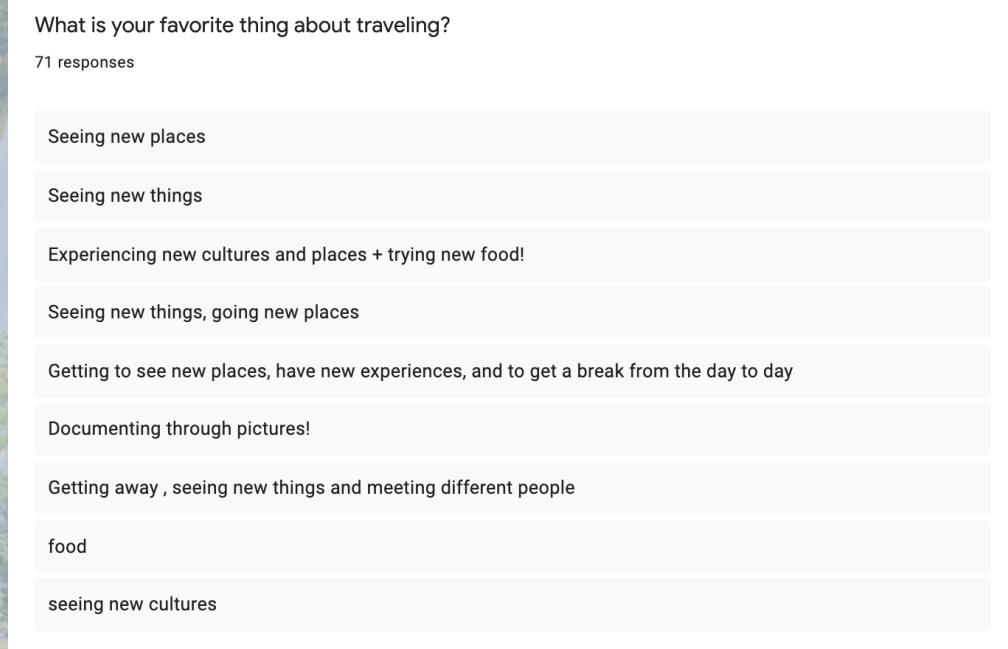
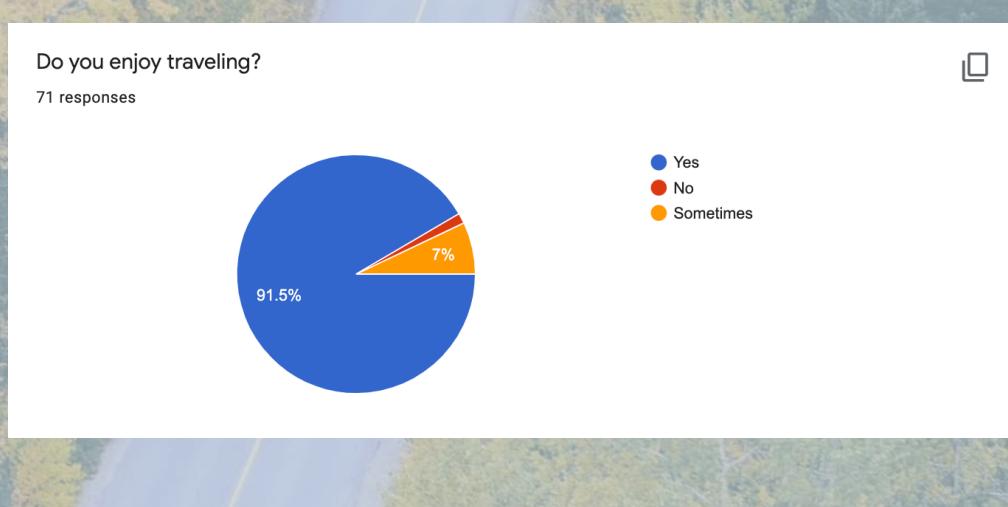


Travel Preferences

FREQUENCY



SENTIMENT



Travel Preferences

SENTIMENT

What is your least favorite thing about traveling?

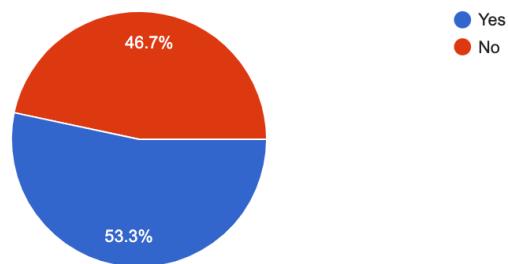
71 responses

- Travel time / traffic
- Airport security
- Time lost in just travel time
- Going through the airport for sure
- Planning logistics (differing opinions about location and transportation)
- The time it takes to get to my destination
- airports
- paying for it
- get out of my daily routine

FLEXIBILITY

Have you ever changed your route to check out something cool you spotted on the drive?

30 responses



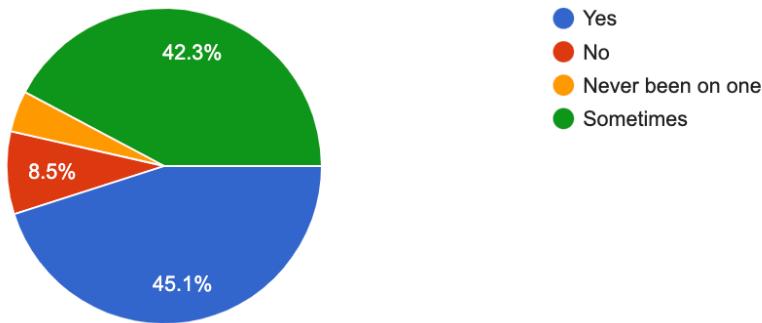
INTERESTS

ROAD TRIPS

Travel Preferences

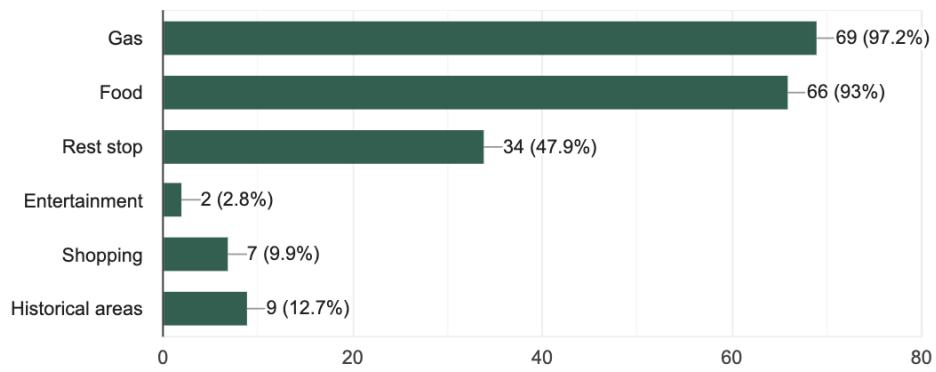
Do you like taking road trips specifically?

71 responses



What type of stops do you typically make on a long drive?

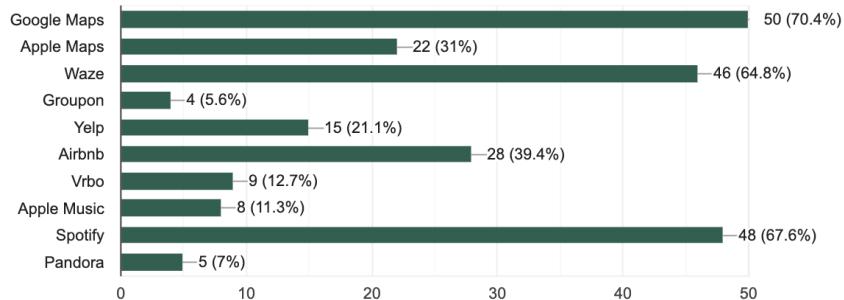
71 responses



App Features

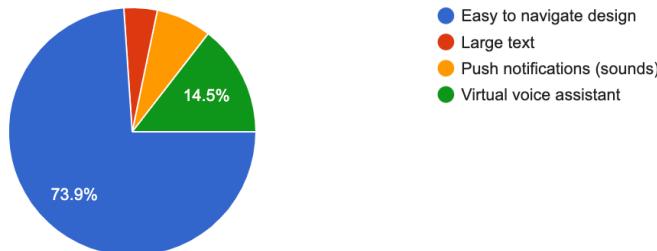
What apps do you use while traveling?

71 responses



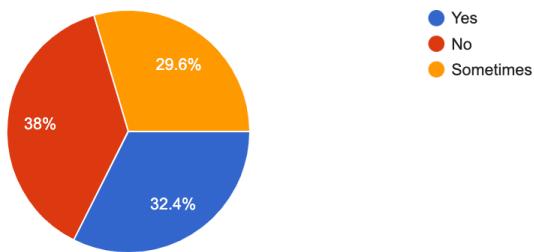
What is the most important feature to you when using an app in the car?

69 responses



While in the car, do you enable voice notifications?

71 responses



Community Interviews

Audience: Highway 15 Community Members

Our goal was to interview one community member from each of the 9 counties along Highway 15 to get a more accurate sense of their lifestyles and culture. We also wanted to get their feedback on our plans for the app to determine if and how it could benefit their community. Although we were unable to conduct these due to scheduling conflicts with our Archway Partnership liaison, we plan to complete these in the near future before the completion of the app.

Interview Questions

- How would you describe the culture of your town / county?
- How would you feel about the promotion of your community and its history and culture?
 - **Follow-Up:** What benefits/detriments would it bring to your area?
- Do you know about Traditions Highway?
 - **Follow-Up:** If yes, what do you know about it?
- We are in the process of creating an app that highlights different landmarks along Highway 15. We are going to highlight *these* in your area.
 - Are there any points of interest that you would add to this list?
 - Are there any points of interest that you would take away from this list?
- What else should we include to promote your community's culture appropriately?
- After hearing this brief description of the app and its potential functions, how could you see it helping the members of your community?
- Can you give a description of the types of people (age, race, behavior, etc.) that you see visit/come through town?
- Do you have any additional thoughts, questions, or concerns?

Key Findings

Our survey yielded a lot of valuable information we can use for understanding general travel preferences, beneficial app features, and road trip habits.

1

Traveling has an overall positive sentiment because of the opportunity to see new things

2

Many people are open to making stops along road trips and taking detours

3

An easy to use design is most important for app usage in the car

4

Only 9% of people make stops for historical areas, which is the main category for Highway 15 markers

Moving Forward

01

Conduct surveys with
community members



02

Adjust points of
interest and landmarks



03

Implement geolocation
+ categories



04

Solidify brand identity