

User Research: For the Family Trip Planning App

1. How often do you travel with your family each year?

- ☐ Once
- ☐ Two to three times
- ☐ More than three times
- ☐ Rarely

2. What is the most important factor when planning a family trip?

- ☐ Budget
- ☐ Destination
- ☐ Entertainment and activities
- ☐ Comfortable accommodation

3. How do you usually choose a travel destination?

- ☐ Recommendations from friends and family
- ☐ Researching online and on travel websites
- ☐ Based on discounts and special offers
- ☐ Anywhere with sun and a beach works for me

4. What type of destinations does your family prefer? (Select multiple choices)

- ☐ Beaches
- ☐ Mountains/Nature
- ☐ Cities/Cultural trips
- ☐ Theme parks
- ☐ Cruises
- ☐ Desert/Safari
- ☐ Other (please specify)

5. How long are your typical family trips?

- ☐ A weekend (2-3 days)
- ☐ 4-7 days
- ☐ 1-2 weeks
- ☐ More than 2 weeks

6. How do you prefer to travel to your destination?

- ☐ Car
- ☐ Train
- ☐ Bus
- ☐ Airplane
- ☐ Cruise

7. Have you ever used an app for planning a family trip?

- ☐ Yes
- ☐ No, but I'd like to try
- ☐ No, I prefer planning on my own

8. If there were an app that helps you choose a destination based on budget and family size, would you try it?

- ☐ Yes, that would be very helpful
- ☐ Maybe, if it's easy to use
- ☐ No, I prefer doing my own research

9. What features would you like to have in the app? (Select multiple choices)

- ☐ Destination suggestions based on budget
- ☐ Accommodation options with user reviews
- ☐ Family-friendly entertainment and activities
- ☐ Ready-made itinerary based on trip duration
- ☐ Travel cost calculator
- ☐ Reviews from other families
- ☐ Packing checklist

- ☐ A feature to share travel plans with family members

10. Would you prefer an app that helps with:

- ☐ Complete trip planning (from A to Z)
- ☐ Just destination and accommodation suggestions
- ☐ Budget tracking and expense management

11. Would you be interested in AI-powered travel suggestions based on your preferences?

- ☐ Yes
- ☐ No

12. Do you prefer a simple and fast app, or one with detailed options?

- ☐ Simple and easy to use
- ☐ I want detailed options and lots of choices

13. What would make you hesitant to use the app?

- ☐ Concern about inaccurate recommendations
- ☐ Complicated interface
- ☐ Too many ads
- ☐ Nothing, I'd definitely try it
- ☐ Other:-----

14. If the app offered discounts on hotels and activities, would that encourage you to use it?

- ☐ Yes, definitely
- ☐ Maybe, depending on the offers
- ☐ No, I'm not interested in discounts

15. Would you use a social feature to connect with other traveling families for tips and advice?

- ☐ Yes
- ☐ No

16. What additional features would you love to see in a family travel app? (Open-ended question)

17. Do you have any concerns or challenges when using travel planning apps? (Open-ended question)

18. Would you like to be notified when our app launches?

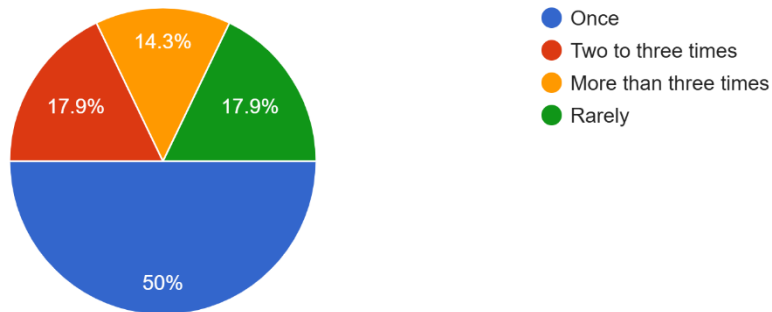
- ☐ Yes (please provide your email)
- ☐ No

Results of the Survey

1.

How often do you travel with your family each year?

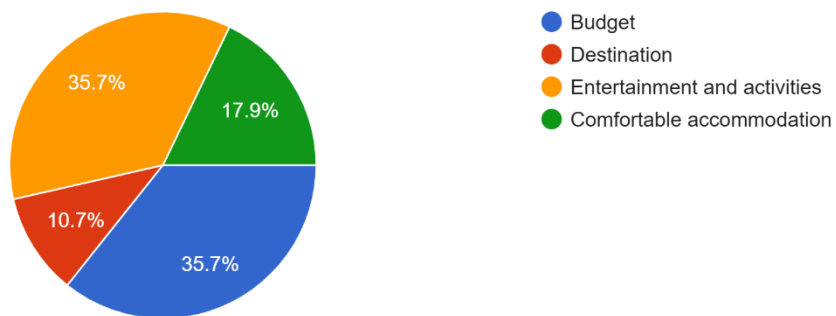
28 responses



2.

What is the most important factor when planning a family trip?

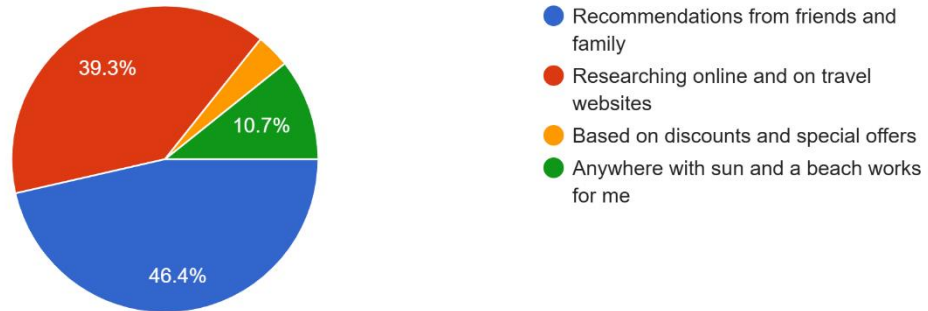
28 responses



3.

How do you usually choose a travel destination?

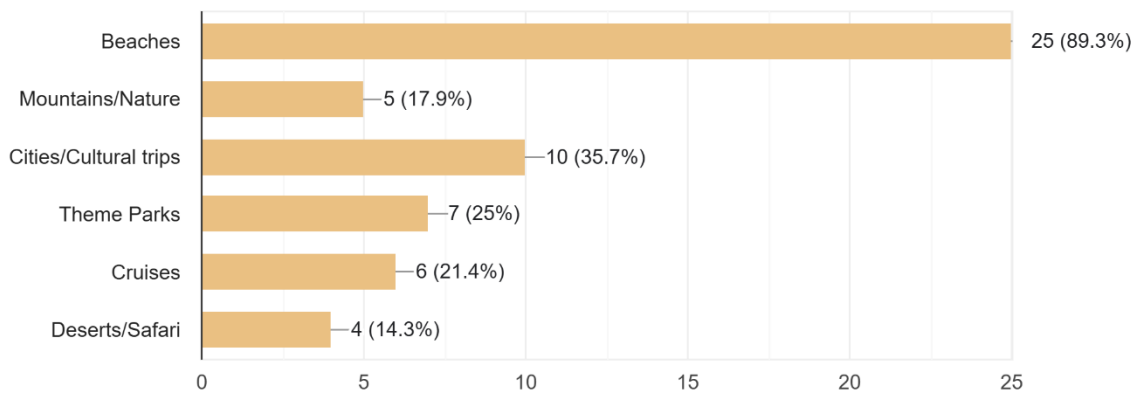
28 responses



4.

What type of destinations does your family prefer? (Select all that apply)

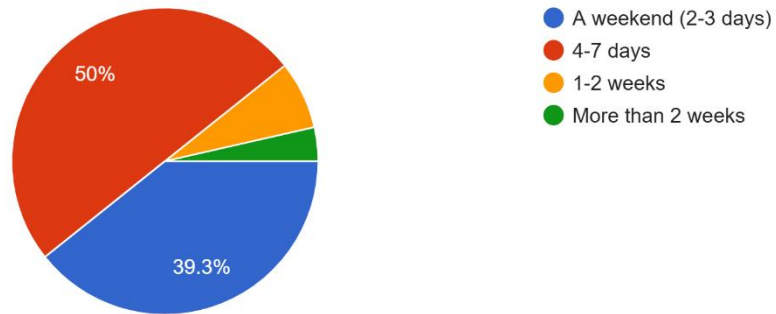
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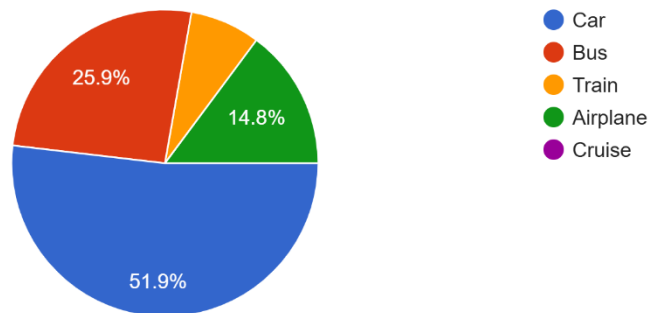
28 responses



6.

How do you prefer to travel to your destination?

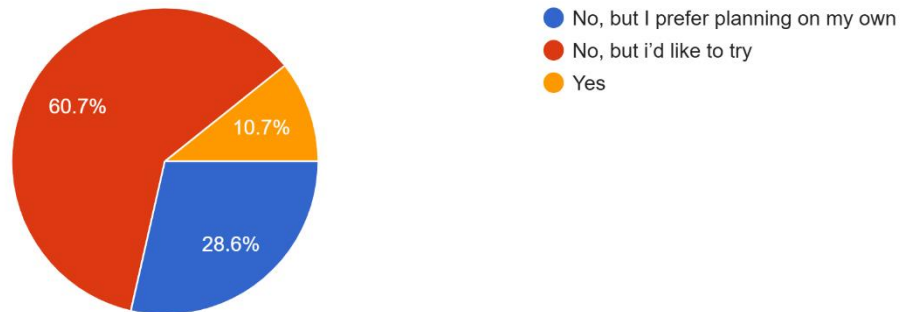
27 responses



7.

Have you ever used an app for planning a family trip?

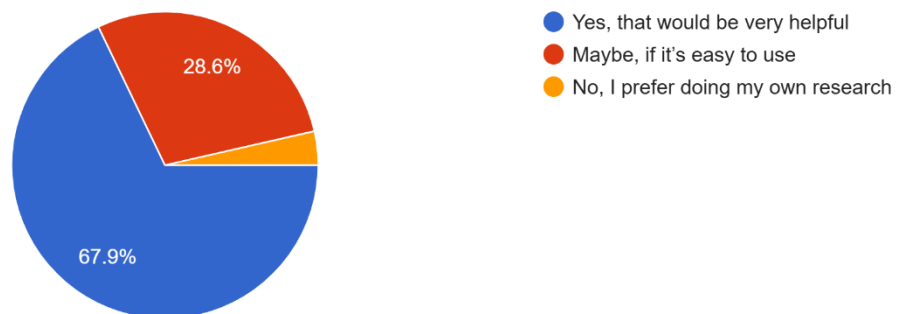
28 responses



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If there were an app that helps you choose a destination based on budget and family size, would you try it?

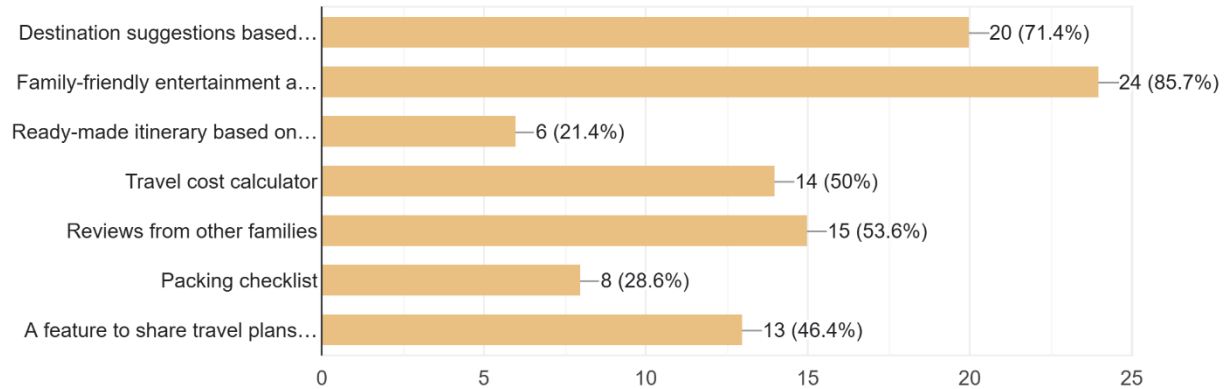
28 responses



9.

What features would you like to have in the app? (Select all that apply)

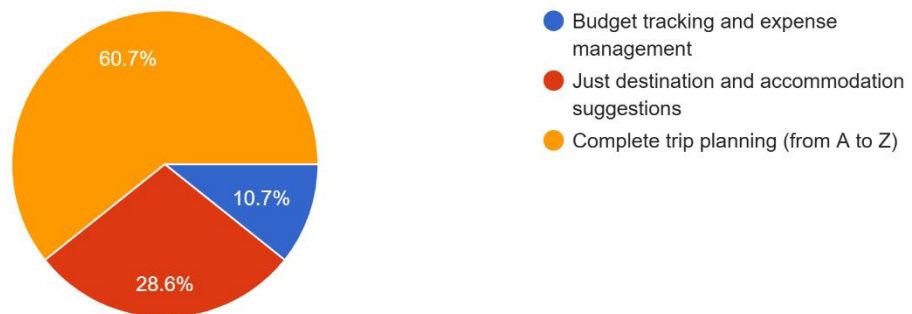
28 responses



10.

Would you prefer an app that helps with:

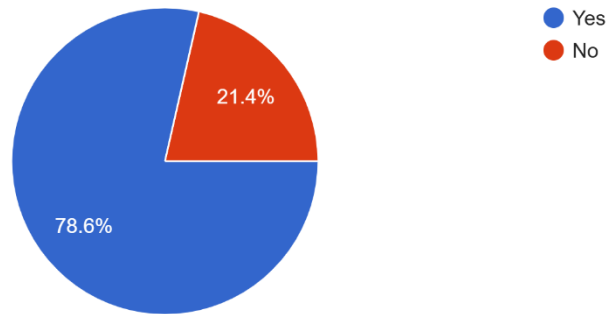
28 responses



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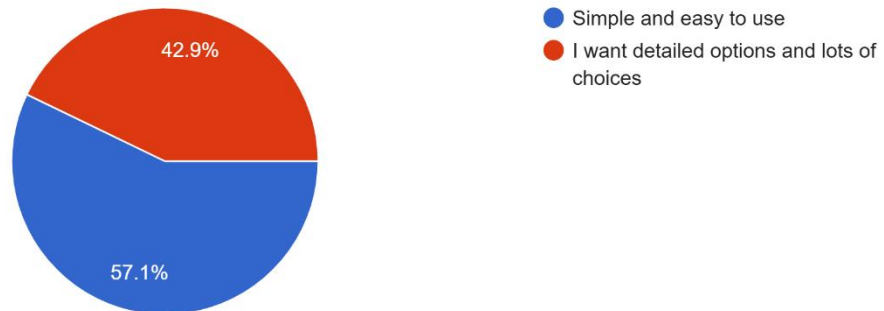
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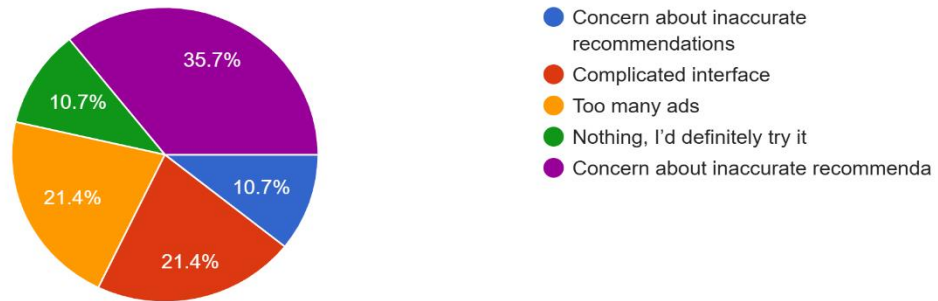
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13.

What would make you hesitant to use the app?

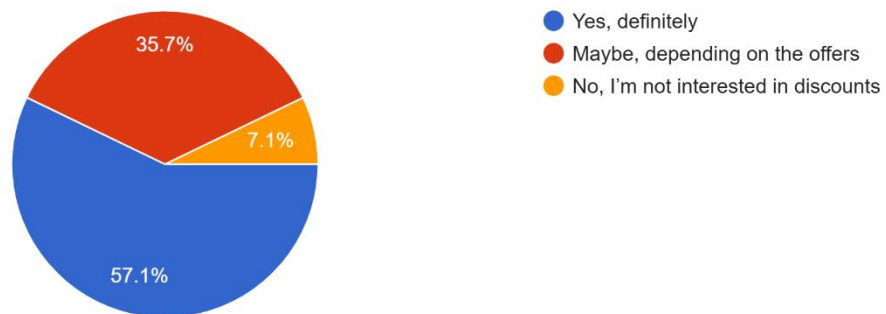
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If the app offered discounts on hotels and activities, would that encourage you to use it?

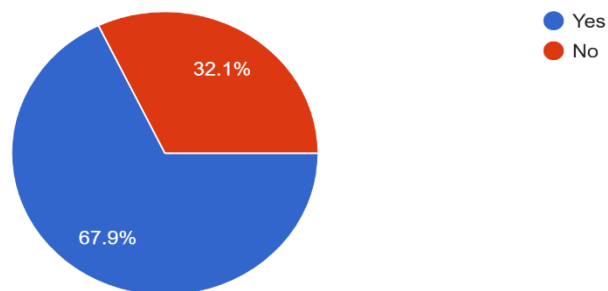
28 responses



15.

Would you use a social feature to connect with other traveling families for tips and advice?

28 responses



16. What additional features would you love to see in a family travel app?

- Discount alerts and family travel deals.
- Custom travel recommendations /family travel journal.
- Recommend family activities and plans for the trip.
- Kids friendly options and suggestions
- Travel tracking
- Discounts and coupons section for entertainment and restaurants that are recommended to visit (if a discount or coupon available)
- The app must be user-friendly
- Emergency & medical info – Local hospitals, pharmacies, and emergency contacts by location.
- Special places with special offers.

17. Do you have any concerns or challenges when using travel planning apps?

- Slow load times, especially when relying on mobile data abroad.
- The info will be misleading or incorrect.
- Sometimes it seems to be complicated.
- Does it provide suggestions of facilities for handicapped and special needs members?
- Prices listed may differ / not be updated.
- It should be accurate.
- If the recommended activities are inaccurately-rated, or sponsored so there is no way to know if this recommendation is legit or not.
- Lack of real-time updates on bookings or itinerary changes.
- Appearance of a lot of ads.

User Personas

Persona 1: Sarah – The Organized Family Planner

- **Age:** 38
 - **Occupation:** Marketing Manager
 - **Location:** Cairo, Egypt
 - **Tech Skills:** Moderate
 - **Pain Points:**
 - Struggles with balancing budget and quality while planning family vacations.
 - Finds it overwhelming to compare multiple travel options.
 - **Goals:**
 - Wants an easy-to-use app to organize family trips efficiently.
 - Needs budget tracking and family-friendly activity recommendations.
 - **How the App Helps:**
 - ✓ AI-powered destination suggestions within budget.
 - ✓ Voting system for family members to participate.
 - ✓ Itinerary planning with real-time updates.
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Persona 2: Ahmed – The Solo Budget Traveler

- **Age:** 26
- **Occupation:** Freelancer
- **Location:** Cairo, Egypt
- **Tech Skills:** High
- **Pain Points:**
 - Struggles to find affordable destinations and last-minute deals.
 - Wants to explore new places but needs reliable safety information.
- **Goals:**
 - Looking for cost-effective travel options with flexible bookings.
 - Needs travel alerts, budget tracking, and solo traveler-friendly recommendations.

- **How the App Helps:**

- ✓ AI-based budget-friendly trip suggestions.
 - ✓ Smart packing checklist and safety alerts.
 - ✓ Offline itinerary access for convenience.
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Persona 3: Lina – The Hotel Owner & Service Provider

- **Age:** 45
- **Occupation:** Boutique Hotel Owner
- **Location:** Istanbul, Turkey
- **Tech Skills:** Low to Moderate
- **Pain Points:**
 - Wants better visibility for her hotel among family travelers.
 - Struggles with competing against big travel agencies.
- **Goals:**
 - Increase bookings through a reliable platform.
 - Improve services based on user reviews and feedback.
- **How the App Helps:**
 - ✓ Direct listing and booking integration.
 - ✓ Insights into family travel trends.
 - ✓ Promotion tools to attract travelers.