

Interview Outline

1. What is the biggest challenge you face when planning a trip? How do you usually solve this issue?

Follow-up: If the issue wasn't fully resolved, what was the reason? How would you like future travel planning tools to help you better address such challenges?

2. Have you ever experienced disappointment due to differences between the actual trip and your expectations? What specific aspects made you dissatisfied?

Follow-up: If there was a tool that could help you anticipate and avoid these issues, how would you want it to work?

3. When traveling with others, how do you handle collaborative trip planning and decision-making?

Follow-up: If a tool could help you and your group collaborate and communicate more efficiently, what features would you want it to have?

4. What factors are most important to you during your trips? How well do you think existing travel planning software meets your personalized needs? In what areas do you feel it could better cater to your preferences?

Follow-up: If there was a tool that could fully meet your personalized travel needs, what functionalities would you want it to include?

Interview Transcript

Interview 1 (from Xixi Hu)

Interviewer: Let me give you a brief introduction to the background of this survey. We're currently designing a tool that aims to enhance the travel experience, from planning trips to ensuring a smooth journey throughout. We want to better understand how people like you plan and experience travel, so your input will be incredibly valuable to us.

Interviewee: Sure, happy to help.

Interviewer: When you travel, how do you usually plan your itinerary?

Interviewee: I usually check Xiaohongshu (Little Red Book).

Interviewer: Do you follow the guides on Xiaohongshu exactly, or do you look at multiple sources and then combine them?

Interviewee: I look at multiple sources and focus on the overlapping parts to make decisions.

Interviewer: What do you find particularly troublesome or frustrating when planning your trips? For example, is there any part of the planning process that you really dislike?

Interviewee: The flight schedules can be really inconvenient, especially if you're going to a less popular city. If the flights are only available late at night or early in the morning, it can be quite annoying.

Interviewer: So, is this mainly a problem with transportation and accommodation?

Interviewee: Yes.

Interviewer: Is there any part of planning the itinerary itself that you find frustrating? For example, if you were planning a week-long trip, would you need to plan each day's activities?

Interviewee: I usually don't plan that much. I just pick out the main places I want to visit. I rarely plan out transportation or food.

Interviewer: So, your travel plans are generally quite flexible and relaxed?

Interviewee: You could say that I basically don't plan much at all. I just roughly decide on the number of days and the key destinations. Everything else is pretty much decided as I go.

Interviewer: Have you ever had a situation where the actual trip didn't match your expectations? This could be in terms of the scenery, hotel, food, cultural atmosphere, or any other aspect.

Interviewee: Yes. With food, I often see top-ranked restaurants on Xiaohongshu, but they usually involve long waits, and they don't always live up to the hype. It's not necessarily disappointing, but it feels like it wasn't worth the wait. As for scenery, it's often not as expected, maybe because of heavy filtering and marketing. Most natural attractions depend heavily on the weather and lighting conditions on the day you visit. The difference can be quite stark.

Interviewer: If there were a tool that could help you predict and avoid these issues, how would you want it to work?

Interviewee: It would be great if the itinerary could be adjusted flexibly. For example, if the weather isn't good, I'd visit indoor attractions, and go to natural landscapes when the weather is better. Marking the best months to visit certain places would also be helpful.

Interviewer: Do you usually travel alone, with friends, family, or perhaps with a girlfriend?

Interviewee: I usually travel with good friends.

Interviewer: Do your friends also travel without much planning, just focusing on a few key spots?

Interviewee: Yes.

Interviewer: How do you usually coordinate the travel dates and destinations? Do you ever have disagreements?

Interviewee: Yes, for example, I don't like crowded tourist spots, like shopping streets or commercial areas, but some of my friends enjoy visiting the city's shopping districts. We don't force each other. If someone really doesn't want to go, we just split up.

Interviewer: Do you think you need a tool or app to help you plan your trip more efficiently and communicate your travel ideas with your friends?

Interviewee: It would be best if it could filter out destinations with good weather, clean and convenient hotels, and nice restaurants with short waiting times.

Interviewer: What aspect of travel do you prioritize the most? For example, some people prioritize comfortable accommodation, local cuisine, renting a car for self-driving, visiting museums, or checking out popular spots.

Interviewee: Mainly the accommodation. I need a comfortable hotel, preferably one that's new, within the last year or two. The location also needs to be convenient, with nearby shopping areas and easy access to food delivery.

Interviewer: How do you feel existing travel planning tools meet your personalized needs? What could be improved to better suit your preferences?

Interviewee: For example, platforms like Ctrip offer luxury travel itineraries, catering to different budgets. On top of that, it would be ideal to have a personal concierge service where you can provide a budget, and they customize the itinerary instead of just copying and pasting standard ones. For instance, adjusting the itinerary based on the weather, like I mentioned earlier.

Interview 2 (from Xixi Hu)

Interviewer: Do you usually travel more with family, friends, or alone?

Interviewee: I usually travel more with friends.

Interviewer: When planning your trips, what do you find to be the biggest challenge or frustration?

Interviewee: Sometimes the scenery I see in person doesn't match the pictures I saw online.

Interviewer: That's a common issue, but I'm asking specifically about the process of planning the trip itself. What's frustrating during that process?

Interviewee: Maybe it's because I'm lazy, but once I've chosen the main places I want to visit, I usually don't plan much more in detail.

Interviewer: Why do you think this problem exists, and why hasn't it been solved well?

Interviewee: Travel planning has so many steps. You need to deal with so many trivial things, like figuring out operating hours after deciding on a place to visit, where to buy tickets, which transportation to take, etc. It all just feels troublesome, and since I'm lazy, I don't want to keep going with it.

Interviewer: If there were a tool that could help you better handle this situation in the future, what would you want it to do?

Interviewee: After I pick out a few key places to visit, it could help me automatically plan everything else.

Interviewer: Going back to what you mentioned earlier, have you ever had a trip that didn't meet your expectations and left you disappointed?

Interviewee: Like I said before, sometimes the scenery is very different from the pictures online. A lot of the pictures are heavily edited or have filters. Also, sometimes I plan a few things but end up not completing them because of unexpected situations or the itinerary is too full and exhausting. I might only complete part of the plan. Other times, after four days of a five-day trip, I feel like many places or foods give me a similar experience, and I start to feel bored. Then I don't know how to adjust the remaining itinerary to make it more enjoyable.

Interviewer: You mentioned that you usually travel with friends. When traveling with friends, do you or your friends do most of the planning, or do you usually coordinate the entire trip together?

Interviewee: My friends do most of the planning. I usually just give them some ideas and tell them the places I'd like to visit.

Interviewer: If there were a tool that could help you predict and avoid these problems in advance, how would you want it to work?

Interviewee: I'd like it to have an AI feature. For example, when I say a lot of disjointed, fragmented ideas, it could help me organize the key points. If I mention that I

want to visit Sydney and casually say I want to go to the Opera House, eat something, etc., it could help organize everything. For example, where to buy tickets and automatically create a logical itinerary for me. Also, if my friends create an itinerary, it could organize the key points and give me a quick overview.

Interviewer: What factors are most important to you when traveling? For example, in terms of accommodation, food, transportation, or overall travel experience, what do you care about the most?

Interviewee: I think the most important factor is my travel companions. The second is comfort during the trip.

Interviewer: How do you define "comfort"? What factors affect how comfortable you feel during the trip?

Interviewee: Food, weather, and sleep.

Interviewer: With the current travel planning software you use, how well do they meet your personalized needs? What aspects could be improved to better suit your preferences?

Interviewee: I usually use Xiaohongshu, Google Maps, and my notes app for travel planning. I know that some software can slightly automate planning based on the places you select, which helps save time. To improve, I'd like the AI feature I mentioned before. If a tool could fully meet personalized travel needs, it would be even better.

Interviewer: Aside from AI, what other features would you expect from a tool that helps you plan a personalized trip?

Interviewee: It would be great if it could keep track of the places I've been or restaurants I've eaten at, and help me recall memories from past trips. That way, I'd be more inclined to use the app and become more attached to it.

Interview 3 (from Shuo Zheng)

Interviewer: What's the biggest challenge you face when planning your trips?

Interviewee: The biggest challenge is arranging the sequence of attractions and managing time within the limited budget I have. I try to research the places in advance, including their opening hours and transportation options, but it's hard with the limited resources available.

Interviewer: What would help you overcome this challenge?

Interviewee: A travel planning tool that could automatically generate the best routes based on my time and budget would be extremely helpful.

Interviewer: Have you ever been disappointed by something during your travels?

Interviewee: Yes, I've been disappointed by local cuisine that was highly recommended but didn't meet my expectations.

Interviewer: How could travel planning tools improve that experience?

Interviewee: I'd love a platform that gives recommendations for local food based on real user reviews, ideally filtered by the region I'm in.

Interviewer: When you travel with friends, how do you plan the trip?

Interviewee: Usually, I do the research about destinations and then discuss it with my friends to finalize the plan.

Interviewer: Would a collaborative planning tool be useful?

Interviewee: Yes, a tool that helps generate travel routes and suggests the best times for attractions would be great, especially if it can give recommendations on how long to spend at each place.

Interviewer: What's the most important factor for you when traveling?

Interviewee: I'm mainly focused on accommodation and dining. Current travel planning software doesn't meet all my preferences, so I still have to do a lot of manual planning. But I enjoy organizing everyone's needs into a plan.

Interview 4 (from Shuo Zheng)

Interviewer: What's the biggest challenge you face when planning your trips?

Interviewee: Coordinating schedules with my travel companions is always a challenge. It's also tough to plan the routes efficiently without backtracking, especially when I'm unfamiliar with the destination.

Interviewer: What kind of tool could help with that?

Interviewee: A tool that could generate the best routes based on the places we want to visit and provide transportation information would be great.

Interviewer: Have you ever been disappointed by a travel experience?

Interviewee: Yes, especially with the "hot spots" that are popular on social media. Sometimes they don't live up to the hype, or the local infrastructure is lacking.

Interviewer: How do you think travel tools could address this?

Interviewee: I'd appreciate a tool that gives warnings based on real user feedback and provides insights on the local culture or weather to help avoid disappointment.

Interviewer: How do you typically plan trips with friends?

Interviewee: It depends on the group. Planning can be slow when we're communicating online and trying to make decisions.

Interviewer: Would you use a collaborative planning tool?

Interviewee: Definitely. A tool that collects everyone's input and suggests a final plan would make the process smoother.

Interviewer: What's most important to you when traveling?

Interviewee: Budget is a big factor, as well as ensuring the itinerary is safe and makes sense.

Interviewer: How could a tool help with that?

Interviewee: I'd like a tool that recommends hotels within my budget and intelligently plans routes based on what the group needs.

Interview 5 (from Yuteng Niu)

Interviewer: What factors do you prioritize most in your travels? For instance, relaxation, taking beautiful photos, experiencing cuisine, visiting popular online spots, enjoying the natural scenery, checking landmarks, participating in activities, visiting relatives and friends, seeking unique cultural experiences, or others?

Interviewee: At the start, the most important thing is pursuing unique cultural experiences, followed by enjoying the natural scenery and indulging in the great outdoors without restrictions.

Interviewer: Do you plan your trips beforehand?

Interviewee: Yes, definitely.

Interviewer: Do you encounter any difficulties or challenges during this planning process?

Interviewee: When planning, I focus mainly on two things: 1, cost-effectiveness; 2, avoiding backtracking. The route must be the most efficient for me.

Interviewer: Are you referring to travel between cities?

Interviewee: Yes, or even between attractions, just planning the itinerary. And then, cost-effectiveness again, like when to book accommodations and where to stay overnight.

Interviewer: So it involves accommodation and transportation issues?

Interviewee: Yes.

Interviewer: How do you solve these problems?

Interviewee: Generally, I compare prices on different platforms and choose the most suitable and satisfactory option. But I find it annoying to switch between different apps or platforms. However, I like the feature where I can just select a few desired destinations, and it generates the itinerary for me.

Interviewer: Have you used this feature before?

Interviewee: I've only used Gaode for this. But I haven't really used it for actual itinerary planning because it still involves tickets, travel time, etc., so it's not very practical.

Interviewer: So you mean that if it's not a one-stop service, the generated plan isn't very useful?

Interviewee: Right.

Interviewer: Have you had any experiences where the plan and reality didn't match or were very disappointing?

Interviewee: Well, that's when the attractions didn't match up.

Interviewer: You mean the attractions didn't look like what you expected from the photos?
Where did you see these pictures?

Interviewee: On Xiaohongshu.

Interviewer: From social media?

Interviewee: Yes, I usually search for fun places to visit on social media first. But I think it would be more realistic if there were a dedicated app or website for sceneries of various places.

Interviewer: Besides photos, what else could enhance your judgment of an attraction?

Interviewee: I think adding VR functionality would help. You could virtually see the place to get an idea, but still, it's different from seeing it with your own eyes. But it's better than just a photo.

Interviewer: Do you prefer traveling alone or with friends and family?

Interviewee: Lately, when I can afford it, I prefer to go alone. If not, I'd rather find someone to share the cost of rooms or meals, especially meals because it's not friendly to eat alone when you want to try different dishes but can't finish them all.

Interviewer: How do you make plans and coordinate?

Interviewee: Usually, we discuss where both of us want to go, then check flights, schedule in advance, and so on. It's pretty much like what I just described, but it can be a bit cumbersome.

Interviewer: So it involves joint decision-making and a lot of time communicating from the first step to the last.

Interviewee: Yes, because it's about finding the best decision.

Interviewer: If you were to ask for personalized features in a travel planning app, what would you want?

Interviewee: Personalization, like some might want extreme sports travel, others might prefer budget travel, and some might look for quality. Someone wanting to experience different cultures might appreciate personalized recommendations.

Interview 6 (from Yuteng Niu)

Interviewer: What do you value most when traveling? For example, is it relaxation and stress relief, taking beautiful photos, experiencing local cuisine, visiting popular spots, enjoying the natural scenery, seeing landmarks, attending events, visiting friends and family, seeking unique cultural experiences, or something else?

Interviewee: I think the most important thing for me is taking beautiful photos and sharing them on social media. If the place I visit has a unique culture or special cuisine, I'd also like to experience that. Visiting friends and family comes third on my list—if a city has close friends of mine, I'm more inclined to visit.

Interviewer: What has been the biggest challenge for you when planning a trip, and how did you overcome it?

Interviewee: The biggest challenge for me is that there's just too much information out there—it's overwhelming, and I don't know where to find a comprehensive travel plan. So, I usually end up planning the trip myself. I look for places I want to visit on social media, and if I have friends in that city, I ask them for recommendations on fun attractions or good restaurants.

Interviewer: Have you ever felt disappointed when the actual experience didn't live up to your expectations? What specifically made you feel dissatisfied?

Interviewee: I definitely have. For example, if a tourist spot is too crowded, it's hard to get good photos, or if the weather is bad, the photos don't turn out well. Sometimes, a place is overly hyped on social media by influencers, but when I actually visit, it doesn't match my expectations. I also sometimes feel that certain attractions lack uniqueness and are too similar to others.

Interviewer: If there were a tool that could help you anticipate and avoid these issues, what features would you want it to have?

Interviewee: I'd want it to include genuine reviews—not from influencers, but from regular travelers—with real photos and comments that reflect their actual experiences. Seeing real photos would help me reconsider my travel plans.

Interviewer: Do you prefer travelling alone or with friends and family?

Interviewee: I usually don't travel alone or with family because I need someone to help me take photos. I think traveling with friends or visiting friends in their cities, creates more lasting memories. Taking photos is also a way to document these memories. However, I'm usually the one who plans most of the trip because I'm detail-oriented, and having a well-organized plan gives me a strong sense of security.

Interviewer: If there were a tool that could help you and your group collaborate and communicate more efficiently, what features would you want it to have?

Interviewee: The most important thing is that the tool should provide rich information, such as photos, videos, reviews, ticket requirements, opening hours, and estimated time for each activity. It should also show the travel time between each spot and the best modes of transportation. When planning a trip, managing time and itinerary is crucial.

Interviewer: What is the most important factor for you when traveling? How well do existing travel planning tools meet your personalized needs, and what could be improved?

Interviewee: I haven't used many travel planning tools, so I'm not very familiar with what's available. However, I find TikTok and Xiaohongshu (Little Red Book) to be great social platforms for travel planning because others share their travel plans there. I often save places I want to visit when I come across them on these platforms. If there were a tool, I'd want it to allow me to collect all this information in one place. When I plan to visit a city, I could just open this collection and review what I've saved. I'd also want the tool to accurately reflect the real characteristics or images of the places. Lastly, managing the timing of my itinerary is crucial because if one part of the plan doesn't go as expected, it can affect the rest of the trip. If my plan isn't executed well, it would diminish the overall experience.

Interview 7 (from Yubo Peng)

Interviewer: How is going today? I am glad to talk to you about travel planning today. I am looking forward to hearing about your experiences and challenges in making travel plans.

Interviewee: Great, I am glad to be a part of this interview.

Interviewer: First of all, I would like to ask you, what was the biggest challenge you encountered when planning your most recent trip? How did you solve this problem?

Interviewee: I think the biggest problem is information overload. When searching for information about destinations online, there are so many recommendations and guides that I am overwhelmed. I finally chose to refer to the advice of several travel bloggers I trust and make a decision based on my own needs.

Interviewer: If this problem is not solved well, what is the reason? How do you hope that future travel planning tools can help you better deal with this situation?

Interviewee: Mainly because the information is sometimes too general or does not fully meet my personalized needs. I hope that future tools can provide more personalized recommendations based on my preferences and needs, such as automatically filtering out attractions or itineraries that are more suitable for me based on my past travel records.

Interviewer: Have you ever felt information overload or unsure of how to choose when choosing a travel destination and arranging an itinerary? What do you usually do in this situation?

Interviewee: Yes, especially when I'm trying to plan a complex itinerary. I usually list all the places of interest first, then eliminate them one by one, and finally choose the place that best meets my current needs.

Interviewer: What kind of function or tool do you want to help you make decisions more easily?

Interviewee: I hope there is an intelligent assistant that can automatically generate a reasonable itinerary based on my preferences and budget, and even adjust the itinerary in real time, such as providing alternative plans when the weather changes or unexpected situations occur.

Interviewer: Did you encounter any unexpected situations during your recent trip? For example, flight delays, weather changes, itinerary changes, etc. How did you deal with them?

Interviewee: I encountered a flight delay during my last trip, and I was a little panicked at the time because my subsequent itinerary was very tight. I could only contact the airline and hotel temporarily to make adjustments, but fortunately everything was resolved smoothly in the end.

Interviewer: If there is a travel tool that can help you better deal with these unexpected situations, what functions do you want it to provide?

Interviewee: I hope this tool can monitor my itinerary in real time and automatically adjust the subsequent arrangements when unexpected situations occur, and even help me quickly find alternative transportation or accommodation options.

Interviewer: Have you encountered language barriers, cultural differences, and other issues during your travels? How have these issues affected your travel experience?

Interviewee: Yes, language barriers do make me feel a little inconvenient, especially in some countries where English is not widely used. I think this affects my interaction with local people and makes me miss some opportunities to experience local culture in depth.

Interviewer: How do you think travel planning tools can be designed to help users better deal with these problems?

Interviewee: I think real-time translation and cultural guide features can be added to help tourists better understand local customs and quickly get practical language support when needed.

Interviewer: What software or tools do you usually use when planning your trip? In what ways do these tools help you?

Interviewee: I often use Google Maps, TripAdvisor, and recommendations on travel blogs and social media to plan my itinerary. These tools help me find some interesting attractions and restaurants.

Interviewer: Which features of these tools do you think are most helpful? Which features are not ideal or do you think can be improved?

Interviewee: The most helpful are the map and navigation features, which allow me to clearly understand the distance between each attraction. Improvements could be made in itinerary integration. Sometimes I need to switch between multiple platforms, which is cumbersome. It would be better if these functions could be integrated into one platform.

Interviewer: Have you encountered any difficulties or challenges when using travel tools such as ticket booking software and social media reference software? Please describe these problems in detail.

Interviewee: Yes, sometimes the information on the booking platform is not updated in time, which leads to some problems when I book, such as price changes or rooms are no longer available. In addition, the information on social media is sometimes too fragmented to be used directly to plan a complete itinerary.

Interviewer: What new features or improvements do you hope these tools can provide to help you better deal with these challenges?

Interviewee: I hope to have a unified platform that integrates real-time booking, price comparison, social recommendations and itinerary management functions, which can greatly simplify my travel planning process.

Interviewer: What is "personalized travel" for you? In your previous travel experiences, what moments made you feel that it was customized according to your wishes?

Interviewee: For me, personalized travel means that every itinerary and activity is tailored to my interests and needs, rather than a cookie-cutter travel package. One time, I was walking alone in a small town in France and stumbled upon a small bookstore. This unexpected discovery is one of my favorite personalized experiences.

Interviewer: How do you most hope to further personalize your travel experience in the future?

Interviewee: I hope there is an intelligent recommendation system that can automatically generate some activities or attractions that I may be interested in based on my travel history, interests and real-time needs, and can be continuously optimized based on my feedback.

Interviewer: When traveling with friends or teams, have you ever encountered conflicts caused by different personalized needs? How did you solve them?

Interviewee: Yes, sometimes our team members have different interests and everyone wants to have their own schedule. Usually we discuss in advance which activities must be participated in together and which time periods can be arranged freely.

Interviewer: If there is a tool that can help coordinate the personalized needs of everyone in the team, how do you think it should be designed to be most effective?

Interviewee: This tool should allow each member to enter their own interests and preferences, and then automatically generate a comprehensive itinerary to ensure that everyone has the experience they want, while also having some common activities to enhance team cohesion.

Interviewer: Please describe the biggest challenge you faced during the planning and actual travel of a recent trip?

Interviewee: The biggest challenge was coordinating budget and itinerary arrangements. When planning, I found that many of the places I wanted to go were beyond my budget, so I had to adjust again and again and finally chose some compromise options.

Interviewer: If there was a tool that could solve this problem at the time, what features would you like it to have?

Interviewee: I hope there is a budget management tool that can track my expenses in real time and automatically suggest alternative options when I exceed my budget to help me complete the ideal trip within the budget.

Interviewer: When traveling, do you like to share your trip with friends or family through social media? What platforms have you used to share?

Interviewee: Yes, I often share my travel experiences through Instagram and WeChat because these platforms are easy to use and I can share my experiences instantly through photos and videos.

Interviewer: How do you hope that travel planning software can integrate social functions to help you share and collaborate more easily?

Interviewee: I hope the software can automatically integrate my itinerary and photos into a concise page, and then share it with friends with one click, or update my status in real time during the trip so that friends can know my itinerary at any time.

Interviewer: When you travel with others, how do you plan and make decisions together?

Interviewee: We usually have an online meeting to discuss everyone's ideas, and then record and assign tasks on Google Docs or Trello to ensure that everyone feels involved.

Interviewer: If there is a tool that can help you and your team collaborate and communicate more efficiently, what features do you want it to have?

Interviewee: I hope this tool has the functions of real-time chat, itinerary sharing and task assignment, and can automatically synchronize everyone's progress and remind us of important deadlines and tasks.

Interviewer: Okay, thank you very much for participating in this interview. The information you provided is very helpful to us.

Interviewee: Haha, it's my honor

Interview 7 (from Yubo Peng)

Interviewer: Thank you for joining us today! I'm really looking forward to hearing your insights on travel planning.

Interviewee: I'm glad to be here, thanks for the invitation!

Interviewer: What was the biggest challenge you faced when planning your most recent trip? Did it make you feel stressed?

Interviewee: The biggest challenge would be time management. There were so many things I wanted to do, but not enough time. This did make me a little anxious, especially when trying to organize everything.

Interviewer: How did you deal with this stress? Did you find a solution?

Interviewee: I ended up choosing a more flexible itinerary with only a few fixed activities and the rest of the time left for random exploration. This gave me more freedom and reduced stress.

Interviewer: How do you think future travel planning tools should help travelers like you deal with this stress?

Interviewee: I think it would be much easier if there was a tool that could help me automatically generate the best itinerary within a limited time and recommend interesting activities based on my preferences. In addition, it could remind me which schedules were too tight, which could also help me relax.

Interviewer: Have you ever felt overloaded with information or lost when choosing a destination and planning your trip? How do you deal with it?

Interviewee: Absolutely! Sometimes I see too many recommendations on social media, which makes me more confused and I don't know which attractions to prioritize. In the end, I can only rely on the advice of a few bloggers or friends I trust.

Interviewer: What features do you think travel tools can provide to reduce decision fatigue in this situation?

Interviewee: It would be great if it could intelligently recommend destinations suitable for me based on my interests and past travel history, and list reasonable priorities. I don't need too many choices, as long as they are carefully selected.

Emotional experience in travel

Interviewer: During a recent trip, did you encounter any situations that made you feel anxious or disappointed? Can you share it?

Interviewee: Yes, I was a little disappointed when the actual experience did not match my expectations. For example, I was expecting to see a famous attraction, but when I got there, I found that it was not as good as the online description. This gap made me a little depressed.

Interviewer: If there is a tool that can help you avoid this, how would you like it to do it?

Interviewee: I hope this tool can tell me the real experience of these attractions based on real traveler reviews, not just beautiful promotional photos, and even provide a 360-degree virtual tour function to let me feel the atmosphere of the attractions in advance.

Interviewer: Have you encountered challenges in coordinating the needs and expectations of different members during group travel? How did you solve it?

Interviewee: Yes, especially when traveling with friends, everyone has different interests and needs. Sometimes everyone argues about certain arrangements. I usually try to find a middle solution that everyone can accept, or split up and do what everyone likes.

Interviewer: If there is a tool that can help resolve this conflict, what features should it have?

Interviewee: I think this tool should allow each team member to input their preferences and then automatically generate an itinerary that balances the needs of all parties. At the same time, it should also provide a real-time feedback mechanism so that everyone can negotiate and adjust the itinerary in time.

Interviewer: In terms of budget, have you encountered difficulties in making travel plans? How did you deal with it?

Interviewee: Yes, budget constraints did force me to give up some ideal options. In order to control my expenses, I had to choose some cheap accommodation and meals. Although the overall experience was okay, there were still some regrets.

Interviewer: If there is a tool that can help you better control your budget and still achieve your ideal trip, what features would you like it to have?

Interviewee: I hope there is a real-time budget tracking tool that can recommend accommodation, dining and activity options according to my budget range and remind me of the risk of overspending. At the same time, it can automatically recommend some cost-effective alternatives.

Interviewer: Have you used personalized travel planning tools? If so, in what ways have they helped you?

Interviewee: I have used some travel apps that recommend some attractions and activities based on my preferences. But I feel that the personalization of these tools is not deep enough. Many recommendations are still relatively general and do not fully meet my personal interests.

Interviewer: How do you think the personalization function of these tools can be improved?

Interviewee: I hope they can analyze my past travel data to more accurately recommend niche but interesting activities and attractions, and dynamically adjust suggestions based on real-time conditions, such as weather and traffic.

Interviewer: What do you expect from travel planning software in the future? What new technologies do you think can help improve your travel experience?

Interviewee: I hope that future travel tools will be smarter and more immersive. For example, AI can design itineraries and optimize routes for me, and AR can let me "visit"

destinations in advance to help me make better decisions. In addition, I also hope to have better real-time communication functions to facilitate interaction with local services and get instant help.

Interviewer: If you were asked to design an ideal travel planning tool, what innovative ideas or functional designs would you have?

Interviewee: I would design a completely personalized itinerary assistant that can automatically generate a perfect itinerary based on my travel style, budget, and time constraints, and adjust it at any time according to emergencies. At the same time, it can also integrate social media, allowing me to share travel experiences in real time and interact with other travelers.

Interviewer: OK, our interview ends here. Thank you very much for the information you provided us.

Interviewee: You are welcome. I look forward to using the software you designed.

Interview 9 (from Haichao Wang)

Interviewer: What's the biggest challenge you faced during your last trip planning?

Interviewee: The biggest challenge was finding lesser-known, undeveloped spots that matched my budget and comfort level. These places often don't have much information available and are hard to discover. I usually spend a lot of time on social media, looking for detailed user reviews that seem trustworthy and genuine.

Interviewer: Why do you think this problem hasn't been well addressed, and what kind of future travel tool would help you solve it better?

Interviewee: Sometimes it's difficult to quickly find accurate information, and the information on social media isn't always reliable, which makes choosing destinations harder. I'd like a future travel tool to incorporate real user feedback and provide verified recommendations to help me discover these hidden gems faster.

Interviewer: Have you ever felt overwhelmed by information when choosing destinations and planning your itinerary? What do you do in those situations?

Interviewee: Yes, I often feel overwhelmed, especially when I see conflicting reviews on social media. In those cases, I try to narrow it down by picking out a few trustworthy-looking recommendations and then filter based on my own needs.

Interviewer: What kind of feature or tool would make it easier for you to make decisions?

Interviewee: I'd like a tool that automatically filters out unreliable or fake reviews and provides personalized recommendations based on my interests and budget. This tool should evaluate the credibility of the content, reducing the time I spend filtering through information.

Interviewer: Did you encounter any unexpected situations during your recent trip, such as flight delays, weather changes, or itinerary changes? How did you handle them?

Interviewee: Yes, on my last trip, the weather changed suddenly. I had planned to visit an outdoor attraction, but because of the bad weather, I had to change my plans. I ended up switching to indoor attractions instead.

Interviewer: If a travel tool could help you handle these unexpected situations better, what features would you want?

Interviewee: I'd like the tool to provide real-time weather updates and suggest alternative routes or destinations based on the weather, along with related transportation and accommodation options to help me adjust my plans.

Interviewer: What travel tools or software do you currently use when planning your trips? What features are most helpful?

Interviewee: I usually use social media platforms, travel recommendation sites, and map applications. These tools help a lot with sharing experiences and finding directions.

Interviewer: What features of these tools do you think need improvement?

Interviewee: I think the user-generated content on social media is the most helpful, but the information isn't always accurate or verified. I'd like these platforms to focus more on verifying information to reduce misleading content.

Interviewer: What does "personalized travel" mean to you, and can you recall any moments in your past trips that felt customized to your preferences?

Interviewee: For me, personalized travel means finding destinations and itineraries that fit my interests, budget, and comfort level. On one trip, I visited some non-touristy places recommended by locals, and I experienced the deep local culture—that was a great personalized experience.

Interviewer: What features or services would make it easier for you to achieve personalized travel?

Interviewee: I'd love a feature that automatically recommends destinations and itineraries based on my preferences, especially places that aren't widely advertised, helping me have more unique experiences.

Interviewer: Do you enjoy sharing your travel experiences with friends or family through social media while traveling? What platforms do you use?

Interviewee: I usually share my trip details and photos with friends through WeChat.

Interviewer: How could travel planning software better integrate social features to make sharing and collaborating easier?

Interviewee: It would be great if the tool allowed me to share my travel plans directly with friends and let us collaborate to modify them. That way, it would be easier to coordinate for group trips.

Interviewer: Looking to the future, where do you think travel planning software should evolve? What new technologies or trends are you excited to see?

Interviewee: I hope travel planning software becomes more intelligent, using AI to recommend lesser-known destinations and itineraries. I'm also excited about virtual reality technologies that allow me to preview destinations before visiting.

Interviewer: If you were to design your ideal travel planning tool, what innovative ideas or features would you include?

Interviewee: I'd design a tool with real user feedback filters, personalized recommendations, and social collaboration features to help users find travel experiences that match their needs while reducing the time spent sorting through information.