

# Holiday Experience Interview Guide

## Objective

To gain insights into the challenges and pain points that individuals face when planning and experiencing holidays with friends, aiming to improve the overall comfort and enjoyment of these trips.

## Hypotheses

1. The distribution of tasks among friends during holiday planning is often uneven, leading to frustration.
2. Timing and logistics are sensitive topics that can cause stress and disagreements among friends.
3. Communication issues frequently arise, resulting in misunderstandings about preferences and expectations during trips.

## Script

### Introduction

"Hello! My name is Hezron Okwach, and I am conducting user research about how people organize trips when going on holidays with friends. I'd love to learn more about your experiences in this context. Can I have about 15 minutes of your time for a chat?"

### Screening Questions

1. How old are you?
2. Where do you live?
3. What do you do for a living?

### Topic 1: Holiday Planning

1. When was the last time you went on holiday with your friends?
2. Who took charge of organizing different aspects of the trip (location, transportation, activities)?
3. How easy or difficult was it to coordinate these tasks? Why?

## **Topic 2: Task Distribution and Tensions**

1. How well did the holiday go in terms of managing tasks among your group?
2. Can you describe who was responsible for what during the trip?
3. Were there any frustrations related to timing or logistics? If so, what were they?

## **Topic 3: Communication**

1. How did you communicate with your friends during the planning stages of the holiday?
2. Can you share an experience where communication led to misunderstandings or conflicts? What happened?
3. What improvements do you think could enhance communication among your group while planning or during the trip?

## **Topic 4: Comfort and Convenience**

1. What factors contribute most to your comfort while on holiday with friends?
2. Are there specific items or services that would enhance your overall holiday experience?
3. What would you like to change about your last trip to improve comfort for future holidays?

## **Topic 5: Future Trips**

1. What lessons did you learn from your last trip that you would apply to your next holiday with friends?
2. Are there any specific changes you would like to see in how future trips are planned or executed?

## **Conclusion**

Thank you so much for your time! Your insights are incredibly helpful for our research, particularly in understanding how we can improve holiday organization management. Do you know anyone else who might be interested in sharing their experiences on this topic? Additionally, we will prepare a questionnaire for further information—would you be willing to answer it when it's ready?