**CAREERFOUNDRY**

**Conducting User Research**

through the

**RESEARCH LEARNING SPIRAL**

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# STEP 1: OBJECTIVES

**Instructions:** Think about the questions in the table below and write out your answers for them in the right column.

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| **Who** are you designing for? | Travelers with babies, toddlers, young children, international local communities |
| **What** kinds of tasks and goals will your audience be accomplishing as they use your website or app? | - Read articles about the place,<br>- Choose places, build the itinerary<br>- Save the itinerary including the transport suggestions.<br>- Select from possible destinations around the person according the preferred length of a travel;<br>- If applicable to the country been able to find the kids`rooms/nursery rooms/ toilets/ kids shops on the way;<br>- Been able to choose and book a restaurant (kids friendly if needed) around them;<br>- To have an offline access to medical contacts and maps,<br>- Leave review, share own knowledge with other parents. |
| **When** will your audience be engaging with your product? | - before the trip<br>- During the trip |
| **Where** will your audience be using what you're designing? | - Smartphones if on the way/ ipads, websites at home<br>- During the road |
| **Why** is your audience choosing to use what you've designed and what drives this behavior? | - Japan will hold the Olympic Games in the summer 2021. Thus, international tourism expected to be booming. The amount of expatriates in Japan is raising as well. Nevertheless, Japan is a monocultural country. Thus, the minority of population speaks english. Some services and information are in Japanese only, this fact might scary some tourists, especially with kids.<br>- Taking into consideration that there are plenty of travel guides already on the market, but none provide an extensive information that easily available for locals, we expect popularity within travelers with kids and the local international communities. |
| **How** will your user accomplish their goals? | By having a fast access to own itinerary and have some tips on unplanned changes due to kid. |

**Instructions:** Based on your questions from Step 1: Objectives, formulate a hypothesis to use as the foundation of your research.

| Hypothesis | Parents, carers with children choosing the itineraries according to the age of kids, they would like to have an access while on the way to changing rooms, toilets, kid friendly restaurants. They would like to be able to check the quality of the rout – stroller friendly or not, difficulties, potential dangers. |
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| Recruitment message | Dear Natalia,<br><br>As part of a design project, I am conducting interviews to get a better sense of potential users of my future app. Would you be available to sit down with me for a 30-minute interview over Zoom, so I can ask you a few questions? The questions will be related to your wants and needs, and not at all a measurement of your ability.<br>If so, would either of the following dates/times work for you?<br><br>Proposed date and time 30.05.2020<br>Proposed date and time 1.06.2020<br><br>I plan to [audio/video] record the interview to use as a note-taking aid, but will not share it with anyone else. Please let me know if this is okay for you.<br>Thank you so much for your time in advance and I hope to hear from you soon!<br><br>Sincerely,<br>Irina |
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| Participant #1 | • Name: Jimmy<br>• Date and time of interview: 30.05.2020 at 11 am.<br>• How will you connect? Skype |
| Participant #2 | • Name: Natalia<br>• Date and time of interview: 1.06.2020 at 14 pm.<br>• How will you connect? Zoom |
| Participant #3 | • Name: Alexandra<br>• Date and time of interview: 31.05.2020 at 15.00.<br>• How will you connect? In person at a cafe |

| Question #1 | How often did you travel as a couple? How often as a family? Why? |
|---|---|
| Question #2 | With the arrival of a kid did your travel style or destination places had changed? How? |
| Question #3 | What is a usual length of a travel |
| Question #4 | What do you value the most when choosing the itineraries? |
| Question #5 | Do you use travel guides? What kind and Why? |
| Question #6 | What feathers would be the most useful in a kid friendly Travel application? |
| Question #7 | What is not convenient in the travel guides? What is missing? |

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| Participant #1 | • Name Jimmy<br>• Demographics: 35–45 age group, Japan, MA,<br>• Age of a kid 2 yo<br>• Current job title – Representative director<br>• Any interests they are willing to share (maybe they play tennis?): sport<br>• If, how, and why the app you are creating would be useful to them: using while travel |
| Question #1 | Travelled as a couple – 4–5 times a year<br>With the kid 3–4 times<br>Reason: reduced mobility |
| Question #2 | Less activities, choosing more kids friendly destinations – climate, safety, hygiene |
| Question #3 | 15 days as a couple<br>10 days with a kid |
| Question #4 | Interest of a place, convenience in terms of transportation |
| Question #5 | Websites, buy-in the travel book<br>Not using the apps due to inconvenience - Navigation, flow, has to be online |
| Question #6 | Offline access to emergency contacts - pediatricians, emergency rooms,<br>Offline Navigation<br>Possibility to safe the itineraries,<br>To have a quick access to toilets, convenient stores |
| Question #7 | No kid friendly features |

| Participant #2 | • Name: Natalia<br>• Demographics; 30–35, Denmark, MS<br>• Age of a kid – 6 month<br>• Current job title: Software tester<br>• Any interests they are willing to share (maybe they play tennis?): fashion<br>• If, how, and why the app you are creating would be useful to them; use while travel |
|---|---|
| Question #1 | As a couple – Once a quarter - international trips, at least once a month weekend trip<br>As a family  now only domestic short travels. Before baby was too young, now it is Covid |
| Question #2 | Now the short trips only possible. Trying to choose destinations that are no further than 2,5 h by car one way |
| Question #3 | 1 day/ 2 days trips for short distance travels |
| Question #4 | The driving time, other factors don't matter |
| Question #5 | Trip advisor – the most interesting places are on the top, possible to read the reviews.<br>Google maps - possible to create the itinerary with friends by adding the destination points<br>Maps me – offline maps<br>Easy, fast |
| Question #6 | Family cafes, changing rooms, shops, ATM, gas stations |
| Question #7 | Trip advisor – propose too much ready made routes while user prefer to create the itinerary by herself<br>Google maps – don't show internal routes, the surface (hills or flat).<br>Lacking information on facilities and transportation schedule, because of that sometimes there are some inconveniences (waiting for the train longer than expected) |

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| Participant #3 | • Name Alexandra<br>• Demographics (age, status, location, level of education, etc.) 30-35<br>• Kids age – 6  yo<br>• Current job title/ manager<br>• Any interests they are willing to share (maybe they play tennis?)<br>• If, how, and why the app you are creating would be useful to them |
|---|---|
| Question #1 | Single mother;<br>Travel once a year |
| Question #2 | Not much, didn't travel when the kid was too young |
| Question #3 | 10 days |
| Question #4 | Should be a good hotel with developed infrastructures – swimming pools, animation for kids, kids rooms, bars and restaurants for adults. |
| Question #5 | In the hotel choosing from available tours, taking a guide recommended by hotel |
| Question #6 | Prefer to choose and book the tours via travel agencies.<br>User wants to be sure to relax for 10 days without worrying where to sleep/eat/what to do and how to arrive to the destination.<br>Additionally, when it is a package it is cheaper |
| Question #7 | |

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| Were there any patterns that emerged from the answers? | • People with kids are more careful to the logistics<br>• They want fast and easy access to the information<br>• They tend to choose kids friendly destinations<br>• Don't like to take risks and unpredictable environment ,<br>• Dont like adds in applications |
| Was there anything that surprised you/was an outlier in the answers? | There is not much of a decrease in quantity of travels with the kids.<br>The older the kid is, the more parents concentrated on the kids' interests. |
| Noteworthy quote(s) | I like just to go to the Google maps and type what I want, for instance: What to see in Chicago? |
| Were there any frustrations mentioned? | lacking of information , navigation |
| Were there any needs or goals the participants mentioned? | Offline access, information on facilities, information on what kinds of hiking routs (stroller friendly or not), possibility to create routes from several devices by different people |