

CS352 Group 14

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Research Goals:

1. Gain insight into how travellers plan their trips and which tools they use
2. Gain insight into potential services offered by travel concierges
3. Evaluate the first impressions of potential users

Interview Questions: Travellers

1. How often do you travel?
2. When was the last time you went on a trip for leisure?
3. How much time did you spend planning/researching before the trip?
4. Which resources did you use to find activities/restaurants while travelling?
5. (If applicable) How did you choose your tour guide?
6. What information did you find useful prior to hiring a guide?
7. What information would you want prior to hiring a guide?
8. How important is safety for you while travelling?
9. What kind of information would make you feel safe when hiring a guide through an application?
10. Would you be more likely to search using a mobile phone or your computer?
11. What type of service do you expect from a guide?
12. <Open ended question evaluate first impressions of the "social concierge" idea>

Interview Questions: Concierges

1. If you were going to take me on a day tour of your city, where would we go?
2. What type of services would you want to offer to a traveller looking for a personal guide?
3. What concerns would you have being hired via a web-based service?
4. If you charge for your services, or if you wanted to charge for your services, how much should it be?
5. If you charge for your services, or if you wanted to charge for your services, how do/would you market yourself?
6. How do you prefer to be paid for your services?
7. When showing people around, what skills do you have that you find most useful?
8. How important is it that you know some details about the person you'd be taking around town, prior to the start of the tour?
9. What information about your clients would you find useful prior to accepting their request for a guide?
10. Have you ever used any online service to market yourself and find travellers?

11. Would you prefer to use a mobile application or a computer to market yourself?
12. If you have used an online service to market yourself, how did you find its usability?
What were your results?
13. <Open ended question evaluate first impressions of the “social concierge” idea>

Interview Style

Semi-structured; we performed interviews with similar questions including open-ended follow-ups as needed. The interviews were with various professionals in foreign countries. For travellers, we interviewed persons who live abroad and travel at least somewhat often. For concierges, we interviewed persons who are social and have varying levels of experience living in a major metropolitan area.

We allowed for maximum triangulation by deciding on the questions to ask prior to our interviews. This allowed us to notice patterns across responses to the same questions. The questions asked to each interviewee are listed below along with the interviewer's impressions of nonverbal cues.

Insights

Should this be a web-based app or a mobile application?

Of the 3 C's (concierges), 2 preferred a web-based app. Their reasoning was that uploading and maintaining data through a mobile device can be too tedious. C1 was in favor of a mobile app for targeting mobile users. Of the T's (travellers), T1 and T2 both said that they use both platforms when planning a trip; they use their computers when planning at home and their phones when out (or travelling to their destination). T3 tends not to plan ahead and is much more inclined to use a mobile service during the trip. Based on this feedback, we conclude it would be best to design our project as **a mobile-friendly web-based app**.

Is there widespread demand for local concierges?

All three travellers showed interest in local concierges, or at least in a concierge-like service incorporating some sort of tour. Many mentioned a distaste for visiting the usual tourist spots and commented on local people having knowledge of the lesser known attractions. T1 was interested in a concierge-like service that could go beyond a standard tour guide and provided a more customised service. T2 and T3 made many references to the importance of reviews and both said that it would be this above all else that would make them feel safe and give them confidence in the service. This shows that there is demand for local concierges.

There seemed to be interest from T1 in a concierge-like service that could go beyond a standard tour guide and provide a more customized service.

T2 was very interested in the local concierge as long as there were enough reviews from other travellers to make him feel safe.

Are there enough concierges to satisfy the demand?

Reflecting on similar services such as Airbnb and Uber, there may be an opportunity to create more C's. For example, prior to Airbnb, it wasn't common to rent out one's home for a week. Airbnb made that a viable option. We believe our service could also do that.

What level of service will users want from their concierge?

T1 wanted a guide-like service, that would take her to a particular spot and answer questions or tell fun, local stories. T2 wanted someone to show him the 'locals only' spots of a city that he wouldn't have been able to find on his own. T3 was interested in being offered different levels of service so that he could tailor them to each specific trip. At the lower end of the scale, some interviewees wanted someone who can simply review and offer improvements to his itinerary. On the higher end, other interviewees wanted someone who can provide accommodation, transport and a full guided tour.

What level of service will concierges want to offer?

Of the C's, all wished to share culinary experiences, language expertise, landmark knowledge and transportation knowledge.

How often will users use the service?

For travelers, this is not easily answered, and may require further research. We can glean some information based on interviewee's frequency of travel overall. Those travellers that are more frequently going to new places *and* who are likely to use a guide might be more likely to use such a service. Further, we may need to consider educating our travellers as to the range of services available from concierges (e.g., not only a simple tour guide, but also possibly answering questions in a more casual, semi-structured setting).

Do concierges have an idea of how much they should charge, or do they need to be given a suggestion?

All the C's seemed to have an idea of how much their services would cost. They also expressed interest in hourly rates, with variable pricing based on how much effort would be needed to deliver a better experience.

Are there any other services like this already out there, and what is the quality of their usability?

T3 mentioned that he uses [Airbnb](#) to book accommodation and that the review system offered in this service is great for safety. The group's research led us to [Upwork](#), a freelancer marketplace service, which is similar insofar that it allows a person to hire a freelancer, has a social proof system, and displays hourly rates. It has a broad user-base and is not associated with one specific field, but may have similar information and workflow to our tool.

[Leap Local](#), [ToursByLocals](#), and [Vayable](#) are all very similar to the group's project.

ToursByLocals and Vayable are structured to give more control over to the concierge; it's based upon concierges making a set tour that tourists select. Leap Local offers a service most similar to the group's project. However, we believe the user interface is subpar and lacks modernity.

Evaluate the first impressions of potential users:

T1 had a positive reaction to the idea, assuming that security concerns are properly dealt with via a system of social proofing. T3 was very positive about the idea and would be interested in using such a service if it provided the same review system as other similar services offering different products. In particular he liked the idea of being able to draw on local knowledge to find places that large tour operators may not visit. All C's were supportive of the idea. However, C1 raised concerns over liability, due to issues that may arise with health or alcohol consumption.

Observations & Interview Responses (verbal and nonverbal)

Travellers:

Professor in Japan - T1

The interviewee was a 33 year old professor of Spanish language and Latin American culture at a university in Osaka, Japan. She has been living abroad for almost ten years and is originally from Chile.

How often do you travel?

"Once a year. Usually a big trip. Twice if I'm lucky and have time."

When was the last time you went on a trip for leisure?

"Um, a month ago. I went to the States, to Michigan, to see my family."

How much time did you spend planning/researching before the trip?

"Maybe in total ten hours, including getting the tickets and all of that, right?"

Which resources did you use to find activities/restaurants while travelling?

"I used TripAdvisor, Yummly for restaurants, and sometimes I used the , uh, the tourist website of the city. But TripAdvisor is pretty good, because it gives you rankings. And sometimes we [T1 and her husband] ask people there, when we don't have a specific plan."

What information would you want prior to hiring a guide?

"Of course price and all that. Experience, um, just get a feeling of the guide, really. If they had like a review of him or say something about him or her. If I have a way of knowing if it's going to be good."

Have you ever hired anyone from the internet?

"No. I've hired people in city usually as guides, once arriving. Never through the web."

How important is safety for you while travelling?

"100% important. Totally very important."

Comment: This was a very quick response, indicating that this is an important value for the interviewee.

What kind of information would make you feel safe when hiring a guide through an application?

"That that person has had a lot of people, tourists with him that have something good to say. Like other tourist's opinions, women and men. Not one or two but a few people - a bunch of people, hopefully."

Would you be more likely to search using a mobile phone or your computer?

"Maybe my phone ... but it depends. But if I look for something in the phone and it's complicated, I will go and use the computer. But if it's a simple website I'll use it on my phone. If it takes too long to load because there are too many pictures going on I'll just use the computer."

Comment: This answer was hesitant, and indicated that perhaps having access to this tool on both platforms would ensure better usability.

What level of service would you want from a guide?

"I want that he [the guide] takes me there, takes me back, um, and that doesn't necessarily know every single detail about everything, but that he can clearly talk about the culture and tell fun stories. I don't want an encyclopedia guide. I want someone who can give a good insight into the culture, an insight that I can't find on the internet."

Comment: There was a pause here, while the interviewee thought more about the question.

“Someone that I feel like trusting. If it is a twenty-something kid, I might feel like, “Does he know what he’s talking about?” It’s a prejudice, I know, but I would like to feel that he [the guide] is not BSing me. Also, somebody friendly.”

What do you think about the idea of a social concierge? Like a guide, but a little less formal and willing to show you around a city?

“A concierge is usually in a hotel reception and answers your questions, right? So how would be the service? This would be individual people? Like Uber?”

“I think it is a fun idea but it does give me a little bit of insecurity as a woman if I go there and it’s a guy and I’m with a guy that I don’t know that’s not associated to any company, that is, I think that .. I mean you hear a lot of stories, about people that have not been very honest. So that would be a fear. That is, how do I know that these are honest people, that are actually using this system not to rob or to rape. I may be a little paranoid, that’s why I said that safety is so important.”

“That would be the only thing. But if I don’t consider that it’s pretty cool, because it could be someone with an interesting view, not a speech, maybe more flexible and more open to your ideas, and it would be fun.”

“My problem with guides is that I was a guide, so I know how they pay you. They take you to places that give commissions, they are tired, they are repeating a script, they aren’t paid well, and they BS a lot. Your system could be attractive because it could be people that want to do it, that like their city, that have something to share. So then you have the problem of quality, but until there are a lot of people that take the risk with a guide, before those that would take less risk could access the system.”

Sales Manager in Shanghai – T2

The interviewee is a 29 year old sales manager of an Italian construction company in Shanghai, China. He is originally from Vicenza, Italy and has been living abroad since 2009 (In the U.S. for 2 years, Canada for 1 year, and China for 3 years).

How often do you travel?

“I travel quite frequently – I would say a couple of times per month at least for work.”

Comment: So all of that travel is for work, or do you also travel for leisure?

“So let’s say 75% of my travel is for work and 25% is for leisure. About once every 2 months I travel for leisure.”

When was the last time you went on a trip for leisure?

"I took a trip for the October National holiday which was about 2 weeks ago- the week of October 1."

How much time did you spend planning/researching before the trip?

"I would say I spend a lot of time planning because I'm a flight maniac so I check 4-5 different websites, try to mix information, try to find the best deal- I'm very picky with that..... Also because I collect miles so I want to use certain airlines, also certain kinds of aircrafts. I do my research every time and spend at least 2-3 hours."

Comment: So mostly the research that you're doing is about the flights. In terms of activities/events/what you're going to do there, how much time do you spend on that aspect?

"I'm very bad.. I mean I like looking up that stuff but I usually don't have time, so I usually end up there unprepared."

Comment: You kind of play it by ear once you get to the location?

"Yes, pretty much"

Which resources did you use to find activities/restaurants while travelling?

"Once I'm there, I always use tripadvisor – I think it's the most reliable.. or the most famous one for sure. Then maybe some research on google but mostly tripadvisor is the main one because I like to read the reviews. That's the main point."

Comment: Do you ever use tour guides when you're in these new cities?

"Yes.. well it depends where you are but I've had good and bad experiences with tour guides so somebody can be very effective and very interesting but sometimes it's just a waste of time but let's say 50% of the time when I'm in a touristic spot where it's worth it to visit, I would like to have a tour guide to show me around."

How do you choose your tour guide?

"If I don't plan ahead, I just find some travel agency there locally and ask."

What information did you find useful prior to hiring a guide?

"I think when you're looking for a guide 1-2 days before your tour, it's too late to be super picky. You just check the price, the activities, and if you think the company is serious. The best thing would be to have a small group on the tour – that makes a lot of difference. But again, when you go there a day or two before you don't have too many options."

Comment: Would you say that most of the time when you take an organized tour you're with a big group, small group, or private?

"I try to stay in a small group with 10-15 people max. I really try to avoid those big groups with 40+ people- they are terrible. The best is when you're with a group of 2 or 4 doing a private tour but those can get really costly."

What information would you want prior to hiring a guide?

"I would really like to be able to read some previous experience – so someone like me who went on that tour and I would like to know how they liked it, how the guide was, and just feedback like tripadvisor or expedia gives you.. you want to know beforehand."

How important is safety for you while travelling?

"Extremely important. I had some friends who have had really bad experiences while travelling who got seriously injured during their trips so after that I'm very, very cautious. I don't joke about it anymore.. I take it very seriously. Even though sometimes you're on a trip and they're saying oh just use a motor scooter without a helmet or let's be 15 in a car that seats 7.. I don't do that anymore."

What kind of information would make you feel safe when hiring a guide through an application?

"If the guide is part of a serious community.. and that I know that he/she has been selected.. he's not just a random guy. And like I told you before, reviews are the easiest way to judge somebody because you can read if previous travelers felt safe on the tour and that they were satisfied with the service."

Comment: Back to what you were saying about how you want to know that they've been 'selected'.. Do you mean that they were prescreened by a company or there's somebody who is responsible?

"Correct. Think about Uber, if you will. It's not 100% safe, but at least I know that there's a company.. a serious company behind it that screens the drivers and if something happens, I will not blame the driver. I will blame the company. So that makes me feel safe that the company will take care of it."

Would you be more likely to search using a mobile phone or your computer?

"Doesn't matter. Well actually, when you are traveling, the phone is easier because I don't usually bring my computer with me on vacation and it's faster with a phone."

Comment: Ok, so because you do all the research once you get there and you don't usually bring your computer, you're looking it all up on your phone.

"Yes, correct."

What type of service do you expect from a guide?

“There are a couple of ways.. I would like somebody to take me around and show me the historical spots but I also would like a guide who can take me to some restaurants or evening/nightlife places. What I’ve learned from living abroad is that if you know someone who lives there and they can show you around it’s 100 times more interesting than just going there and looking up something on the internet. When you only have a few nights in a place, you don’t want to end up going to a super touristy restaurants and having overpriced, non-authentic food. I would rather get a recommendation from a guide or someone who lives there for a hidden, local place where the food is good and local people go there. I just want to have a unique, authentic experience.”

So the last question is what do you think about the idea of a social concierge? Like you mentioned it would be a local showing you around the city – so a guide but less formal.

“I feel that it’s a really good idea. I would definitely use it. Of course there are some concerns related to the country. Like in Asia, that would work very well, but in South America, I think it would be more dangerous. Now, I mostly travel around South East Asia and China, and I would love to have somebody that could show me around.. Sometimes I have 1 day.. 1 useless day as part of a business trip when I’m in Chengdu, for example that I would love to have a local who speaks English be able to take me around. Overall, in Asia, I would definitely use it because it’s quite safe here. ”

Comment: But in other places that aren’t as safe, like you mentioned South America, you wouldn’t feel comfortable with it?

“Umm I would but I think it’s more of a risk. I just feel like where the crime is higher, you need to be very careful for who the guides are. At the beginning people would be very reluctant to use it, but once you got more reviews and more people using it, other people would start to feel more comfortable with it. Especially if you can read about European or American people who went with that guide and they liked it and felt safe, I would have no hesitations. I guess in those countries with higher crime rates, I would wait for it to become more established before using it.”

Teacher in Guangzhou – T3

The interviewee was a 25 year old English teacher living in Guangzhou, China. He is originally from Toronto, Canada.

How often do you travel?

“I try and travel as much as I can throughout the year.”

When was the last time you went on a trip for leisure?

“Two weeks ago, I travelled to Shanghai with my girlfriend”

How much time did you spend planning/researching before the trip?

“About a week, I spent about a week planning our trip and we were going away for about a week.”

Which resources did you use to find activities/restaurants while travelling?

“The first thing I do is post on my social media accounts asking if anyone has been to the places that we are looking at going to and if they have any suggestions for things to do or places to stay. Then on search engines online I type in cities that we were visiting and the most popular areas or music venues and stuff that we are into, and then from there we try and narrow down districts or areas that we can stay in. I also use trip advisor and see what the top rated things are and then I write down the locations and start to map it out.”

Have you ever used a tour guide when travelling?

“I have used a tour guide in my own city, but never when travelling.”

How did you choose your tour guide?

“Right in the main part of our city you see the tour busses driving around a lot. I wanted to do one in Shanghai but I couldn’t find the ticket centre to buy a ticket, which hard because the city was so big. Seeing ads made it very easy. I remember when I visited New York it pops up on lots of social media.”

Follow up: “A specific tour operator’s adverts pop up on your social media?”

“Yeah, the ads will be geared more towards it so if you want to do them they are there for you.”

What information did you find useful prior to hiring your tour guide?

“Erm”

Follow up: “What sort of things did you research about your tour guide before hiring them?”

“First was cost, second was duration, and third, a lot of times they will give you an idea of what the trip entails; where they take you, the historic sites, how long it is, because if its only half an hour it’s not really worth it. We also looked for the hop on and hop off tour guides so you can get off the bus and check things out. Also extra goodies, for example sometimes they give you maps of the city and stuff like that which really help us because if you don’t speak the language or don’t know where to go it’s really helpful to get that information. So it’s those little perks we look for as well.”

What services would you look for from a tour guide?

“The first thing I would look for more is stuff that’s more geared towards what I want to do or what I’m interested in. I know for a lot of the city tours it’s just seeing the main parts of the city. I prefer smaller more local areas where there is more of a local community feel. I find there’s more culture and more things to do in those areas compared to the big city where it’s all tourists. I try and stay away from the very touristy things. Local guides would be helpful. That why we us AirBnb and things like that. A lot of places we’ve been to using AirBnb we have been given a

whole print out they've made with things to do and things to check out, directions to the subways and other things to help us out. I think if this information was more geared towards what we want and our interests then that would be good from a tour guide.

How important is safety for you whilst travelling?

"Of course there is always the worry of safety. There's the worry of getting pickpocketed, getting lost, or hurt when you're on a trip. If it's a known company then you hope that they have some kind of insurance. I haven't had any problems in the past. I know that with services like AirBnb there is some sort of mediator, someone who is looking out for both parties, so say if we didn't pay then the mediator can still charge our credit card for staying there. There's no cash in hand, we don't give the person any money. It helps alleviate a lot of the worry about getting ripped off or robbed which I think is a big thing, and with technology today it seems like it is very easy to just eliminate that huge problem."

What kind of information would you want to know about a tour guide to make you feel safe?

"What makes them the best tour guide for me to use; how long they've lived there for, what are their interests, maybe just a few recommendations of places they like. Then I can look them up and see if it's something I'm into or if this person's interests are very opposite to mine so maybe they wouldn't work out as a tour guide."

Follow up: What about from a safety point of view?

"Definitely like a resume, picture, name, background and what they do for work, just so you could get a sense for the person. That would definitely make me feel more secure."

Would you be most likely to search for a tour guide service using a computer or your phone?

"Probably a bit of both. I do generally do most of my research on my computer. For certain social media sites like Instagram I only use my phone. I like the possibility of being able to do both. I try and do most of my research at home on my computer, but sometimes whilst I am out, or even whilst I am travelling to my destination I will do more research on my phone if I'm on a plane or in a car or cab waiting to get there I will do a lot of research on my phone."

"And just going back to your last question I think a review system is really good. For Airbnb and Uber I rely heavily on everyone else's reviews for that driver or that host, and that's what makes me want to stay there. If they don't have good reviews I will automatically say no."

What services would you look for from a tour guide?

"I think I would like to be offered different levels. Say if one person is offering a place to stay and transport and food then that would be a really stress free option. With recently moving to China and not being able to speak the language I think a translator would be a great service to offer, someone to actually go out with you and help translate. If you could check boxes that would be good say if you're looking for a walking tour, or just a couple of hours you could help to narrow down your search. It would be good if you could send your itinerary to them too if you have

already done some research have them check it over for you, you know to see if the places are good. And then definitely if you could throw your interests in there and have them filtered against the tour guides interests that would be really helpful.”

And finally what do you think about the social concierge idea?

“I think the idea is great and it would be really useful. Everywhere I’ve been, any input I can get about the city beforehand helps way more than research I do online because you get off the subway and if you don’t know the area well you can easily get lost, so the idea of hiring your own personal tour guide with specific interests would be great.”

Concierges:

Editor in Seoul - C1

Interviewee was a 30 year old professional editor from Seoul, South Korea. He has lived in Seoul for 3 years, and Korea in total for 5 years. He is originally from Iowa, USA.

If you were going to take me on a day tour of your city, where would we go?

“We would go for a morning hike. Then, we would go to a local market for a lunch. Sample some Korean vendor food. Then go to a museum in the afternoon. Go to a barbecue place for dinner, and in the evening try to find some of the new Korean artists who are umm, playing more fusion music, more of the rock and pansori music. And later, makgeoli.”

What type of services would you want to offer to a traveller looking for a personal guide?

“To have, uhh, if they wanted a guide based on text or phone calls? I would offer transportation and navigation help. Basic phonetic Korean for some markets, and popular menu items. And step by step directions for popular landmarks that are updated to reflect subway and route numbers.”

comment: C1 originally assumed it would be app-based or calling based, like a helpline. His answers shifted to reflect this new information.

What concerns would you have being hired via a web-based service?

“Unclear expectation from the client. Safety and security, if I had female clients/employees. And liability issues involving alcohol and food safety. Mostly the liability issues.”

comment: C1 reflected in liability on multiple occasions.

If you charge for your services, or if you wanted to charge for your services, how much should it be?

“Based on... depends on how much planning I would have to do beforehand and how specialized their trip is. If they chose a pre-packaged plan, I would charge less. Maybe in the

realm of \$20-\$35/hr. If they wanted it specialized or customized, there would be a \$50 planning fee.”

comment: C1 paused during this, as did all C’s when considering their rate price.

If you charge for your services, or if you wanted to charge for your services, how do/would you market yourself?

“I would hire bloggers who have travelled in Korea to try out the services for free and report on travel blogs. Offer a few special discounts for people coming in if they would be recorded as testimonials. And seek sponsorship from the Korean board of tourism. And get on their website and use their social media accounts to promote the service.”

How do you prefer to be paid for your services?

“Paypal, [It is] well documented, secure, and I would not have to worry about currency exchange rates.”

When showing people around, what skills do you have that you find most useful?

“Personally, in-depth knowledge of the food and drink. The surrounding culture and history of food and drinks, plus general knowledge of history of Korea.”

How important is it that you know some details about the person you’d be taking around town, prior to the start of the tour?

“Umm, marginally important, somewhat important. The more details I know the better. It would help me create a better client experience and hopefully increase satisfaction.”

comment: C1 sounded dismissive of this question, as if it didn’t seem like a concern.

What information about your clients would you find useful prior to accepting their request for a guide?

“Any allergies, things they do or do not eat, how often they have travelled in unusual or different situations. See how comfortable they are in a foreign land. And, what their and a quick list of their priorities of what they’d like to do in case of bad weather.”

Have you ever used any online service to market yourself and find travellers?

“I have used couch-surfing, but not for monetary gain.”

Would you prefer to use a mobile application or a computer to market yourself?

“Mobile-based. The growing market in Korea is southeast Asian tourists and east Asian tourists, and mobile is the predominant way that a lot of SEA tourists and would be tourists interact with the online world. And be able to pick up people who are travelling in other parts of Asia who would want to purchase the services on the fly. Most people would prefer to bring their mobile device over there over their computer.”

If you have used an online service to market yourself, how did you find its usability?

"The forums and methods of posting were hard to search and hard to keep your information relevant and on-top. The upkeep of the couch-surfing service was a difficult one to maintain."

What were your results?

"It wasn't worth my time. I would seek other options in the future."

What is your first impression of an online concierge service?

"I think it's umm, I would have some liability concerns, but it would fit well for the higher spending or the more conservative tourist audience. By that I mean those that are uncomfortable without enough data or a guide. And it would be a more free or cheaper option than a packaged tour. So their travelling experience would be more tailor-made."

English Teacher in Seoul - C2

Interviewee was a 28 year old English teacher in Seoul, South Korea. He is an American who lived in Cheonan for 2 years, then moved to Seoul for 2 years (4 years total). He is originally from Chicago, IL, USA.

If you were going to take me on a day tour of your city, where would we go?

"I think we would go to, umm, Gwanghwamun, Insadong, and uhh, and Hongdae. So yeah, maybe the North side like Insadong? And maybe the far side like the History and Cultural Park."

What type of services would you want to offer to a traveller looking for a personal guide?

"I would say, if I was touring someone around, it would be knowing decent places to eat, and uhh, knowing the history of the area."

What concerns would you have being hired via a web-based service?

"So if it'd be like a match-making service? I guess it would be based on how much contact I had with the person prior. And what kind of services they'd be looking for. Like, a bunch of dudes coming here looking to party versus a family looking to have a low-key vacation."

If you charge for your services, or if you wanted to charge for your services, how much should it be?

"Umm, I would do maybe \$60 an hour."

If you charge for your services, or if you wanted to charge for your services, how do/would you market yourself?

"If this were a fulltime job or if I wanted to make it a fulltime job? Social media: landing page, facebook, twitter. I think yeah, that's what I would do; get some kind of internet presence."

comment: C2 did not hesitate at all and was very focused and straight-forward on this plan.

How do you prefer to be paid for your services?

"Probably a cash transfer, direct to some account so I would have a paper trail. I don't think I'd want to get paid in cash."

When showing people around, what skills do you have that you find most useful?

"I would say being in Korea for a while, I would be comfortable moving through the city and talking to people, understanding places."

How important is it that you know some details about the person you'd be taking around town, prior to the start of the tour?

"I think it would be very important."

What information about your clients would you find useful prior to accepting their request for a guide?

"I would think age, how long they're going to stay, how many hours by day they'd want to roll around Seoul with me, and umm, short description of what they're interested in or want to learn about."

Have you ever used any online service to market yourself and find travellers?

"No I have not, I have only done word-of-mouth."

Would you prefer to use a mobile application or a computer to market yourself?

"I would probably use a computer. I found like editing and selecting photos and especially editing lots of text gets tedious on a phone."

If you have used an online service to market yourself, how did you find its usability?

"I have not used one."

What were your results?

n/a.

What is your first impression of an online concierge service?

"I think I would definitely use it if I were travelling alone. Actually I think it would be useful if I went to a small town. Not a big tour just an hour or two, just things like: where I should go, what I should see, what should I avoid."

Doctor in Seoul - C3

The interviewee was a 27 year old resident at a major hospital in Seoul, South Korea. He is Korean-Canadian and has lived in Seoul for nearly ten years. Prior, he resided near Vancouver, Canada.

If you were going to take me on a day tour of your city, where would we go?

"Well, I think it's very important to know what you're interested in. But, the popular tour would include a historical site like one of the palaces of the Joseon dynasty, and show you the history stuff there. And maybe the national history museum which has all the historical stuff and historical Asian stuff as well. And maybe take you for some food in Insadong [Seoul] where they'll have good Korean food where you could have that would be difficult to find even in Korea. And then maybe, [go to] Dongdaemun for shopping."

What type of services would you want to offer to a traveller looking for a personal guide?

"Well the most obvious is translator, since I speak the language. If the person can't speak Korean it would be difficult getting around. I could order food and talk to shopkeepers. I also know the area very well. And just having me offer just a local flavor; it's difficult to see as a tourist what the locals see."

What concerns would you have being hired via a web-based service?

"Umm I think when you don't go with a more personal route, like a phone call or through a friend, it's difficult to tell what kind of person my customer would be and would maybe be more difficult to communicate what they would want to see or do. Online removes the personal aspect of it."

comment: C3 had many pauses here.

If you charge for your services, or if you wanted to charge for your services, how much should it be?

"That is a good question. If I was doing something from morning to night, I think it would be the cost of transportation + food [or whatever we get] + 20-30k/hr (\$18-\$28 per hour), but that would also depend on how intense the service would be. If I was just taking them around it would be less, but if I'm making a specific itinerary it'd be more."

How do you prefer to be paid for your services?

"I think the convenience factor would be cash. But if it's online, I think the electronic would be best, like credit card. Like with foreigners, and a deposit would make me feel most comfortable."

When showing people around, what skills do you have that you find most useful?

"I think my greatest value is that I look and talk like a Korean. Just the fact of what I've mentioned before, in having eaten all the foods and not looking like a tourist, I think that's my greatest skill set, with regards to being a tour guide in Korea."

How important is it that you know some details about the person you'd be taking around town, prior to the start of the tour?

"I think it's very important. I think it would be one of the biggest factors I'd have to consider. I mean obviously it's possible to have a tour without that information, like hitting the greatest hits."

But why would you? If you could know like what kind of things the customer would be interested in? Is it their first time in Asia? Are they more adventurous with the cuisines? Do they want to play it safe? Are they the type that wants to walk around all day? Or the type that would see two or 3 sites a day and would be okay? So I think that's very important to know."

What information about your clients would you find useful prior to accepting their request for a guide?

"If I were to reiterate, I think their dietary restrictions would be important or religious restrictions. I can't take a person to seafood if they're allergic to seafood. If the person isn't comfortable seeing the Buddhist temples or monasteries. Besides that I think how often they travel or go outside their countries, or have they ever been to an Asian country before. Are they more of the active type? Are they willing to walk around? Or are they more of the "go see a sight, get in a car, see another place"-type. Or are they more of the big tour sites or back alley sights. I think those are the most important facts."

Have you ever used any online service to market yourself and find travellers?

"I've done that on forums, but I've never charged for my services. But I definitely would if I was an actual tour guide."

Would you prefer to use a mobile application or a computer to market yourself?

"I would definitely have a computer website for my services. I would work to make it compatible with phones. But I think the priority to have a website."

If you have used an online service to market yourself, how did you find its usability?

"I've definitely put up ads for tutoring. I didn't have any problems. Could it be better? Maybe. I mean, anything could be improved, but I was content with any site I used."

What were your results?

"I got the job (tutoring), so I guess it worked. It was a 3rd party platform to market my services. So I felt usability wasn't that important, but user pool was. I feel like if, even if the site was designed poorly, but had 100,000 users it's a good site. But if it's nice and only has 10,000, it's not that good."

What is your first impression of an online concierge service?

"I think that would be very sweet and it's a shame they're not very big. But if it existed, I would use it when I travel."