



Adventure
is
planning.

Caroline Gao, Catherine Jiang, Lisa Liao, Johnson Song

Our Team



Caroline Gao



Catherine Jiang

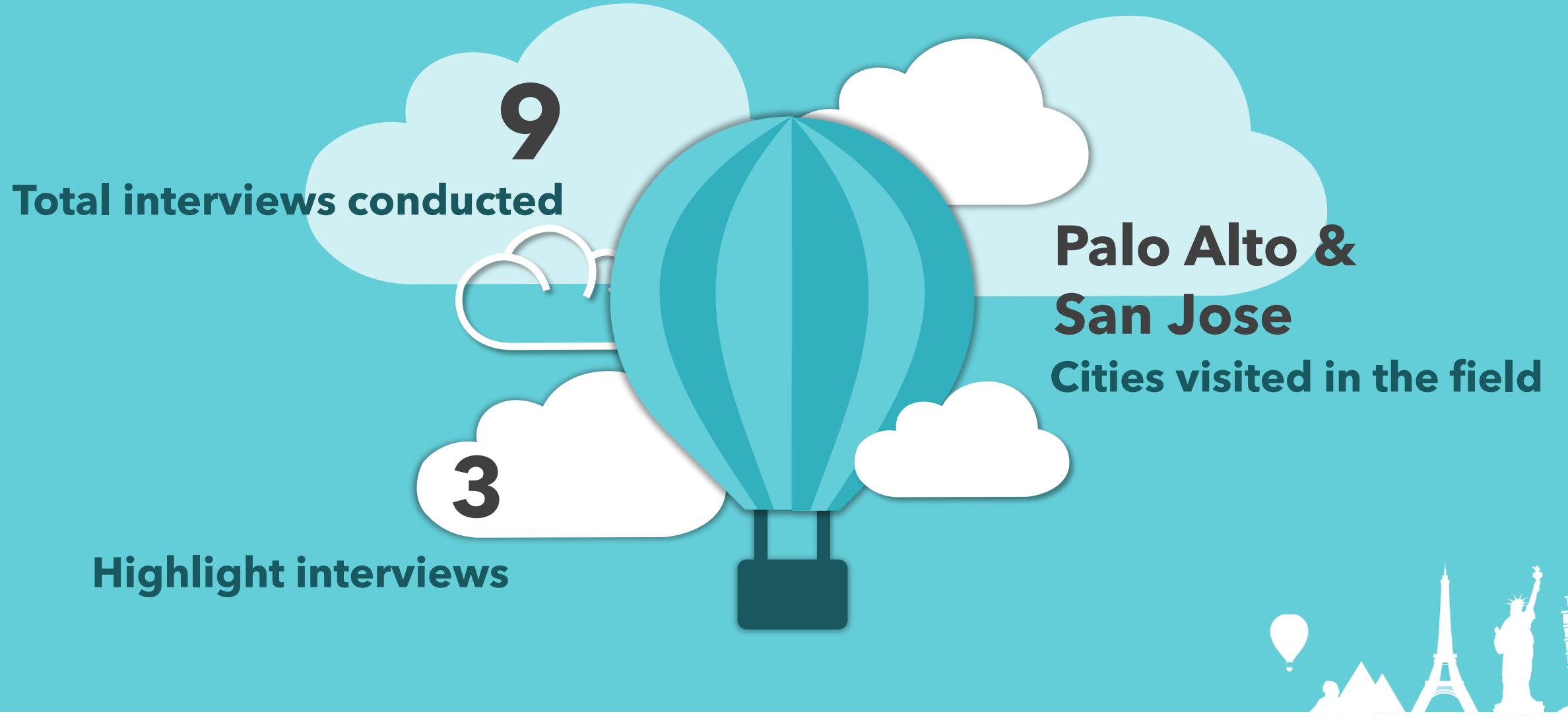


Lisa Liao



Johnson Song

Needfinding Methodology





Interviewees



+2 not pictured



Interviewees



+2 not pictured





Highlight Interview 1

Christine Bowlus



Age: 25

High school cross-country
coach

We asked...

Tell us about a time you discovered a new place without looking?

-
What's your most/least favorite part about traveling?

-
How do you feel when you plan a trip?

-
What is a memory that sticks out to you from your most recent trip?

-
What brings you here?

SAY

Calendars
are a waste
of time.

Prefers personalized
recommendations over
automated ones.

Face lit up when talking about
hiking.

Rolled eyes when
mentioning how no other
plans had been made
besides booking a house
on Mexico trip.

Enjoys trips
with friends.

Runs as an
escape.

Shares good
hikes on
social media.



Wants things
planned without
actually planning.

Most stressful part of travelling with
others is planning.

Bored by just
sitting around
on trips.

Overwhelmed
by multitasking.

Calm when outdoors.

THINK

Values constant
communication.

Feels better with
general itinerary.

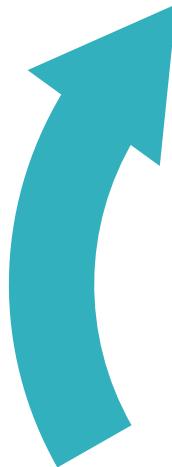
Frustrated
when deciding
where to go.

FEEL

DO

Contradictions

“Actual planning is busywork.”



“I like to have just a general itinerary...
an idea of where to go.”



Analysis

INSIGHTS

Planning is tedious and time-consuming.

NEEDS

An efficient and engaging way to plan without it feeling like a chore.



Highlight Interview 2

Adam Chou



Age: 63

Volunteer assistant at
Mineta San Jose Airport

We asked...

What is your most/least favorite part about traveling?

-

Why do you enjoy the planning aspect of travel more?

-

How do you feel when travelers ask you questions?

-

What is surprising in your role as a travel information volunteer?

-

What is your planning process?

SAY

Very happy to help people in a foreign country.

Some people are polite and others expect you to be their concierge.

Stopped to patiently help 3 travelers find the check-in counter.

Used increased hand motions when talking about planning.

Face-to-face interaction gives passengers comfort and trust.

Information dispersal cannot be improved.

THINK

Job is repetitive but fulfilling.

Planning is always more fun than execution.

Google has everything.

Loves to travel.

Never annoyed by flights or logistics.

DO

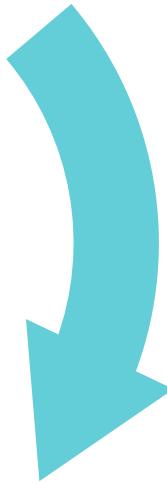


FEEL

Surprises

“I enjoy the planning part more...

95% [of the journey] is in the planning.”



“Planning is always more fun than execution.”



Analysis

INSIGHTS

People feel excited when they get to pick what they want to do.

NEEDS

A way to feel in control of their course of action.



Highlight Interview 3

Krista & Kimberly



Mother to infant
&
Mother to 5-year-old
daughter and 8-year-
old son

We asked...

How do you feel when you travel with your children?

-
Why do you travel?

-
Tell us about the last time you went on a trip with
your children?

-
What is your most/least favorite part about
traveling?

-
How do you plan for traveling with kids?

SAY

Food is the first thing she bases her trips around.

Planning to just sit on beach with baby.

Kept fixing daughter's hair.

Pulled cover over stroller when it started drizzling.

Grabbed and played with daughter's foot.

Sighed when asked about travelling with children.

It is a lot of work travelling with kids.

Uses Yelp, Costco Connection, Triple A.

Has to factor in frequent pit stops.



Hassle to move baby on plane.

Wants kids to have a good time.

Frustrated when packing for baby.

Joy when kids get to play and experience different adventures.

DO

THINK

Wants trusted, verified options.

Wants information to be readily-available without long-range planning.

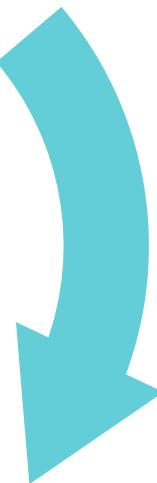
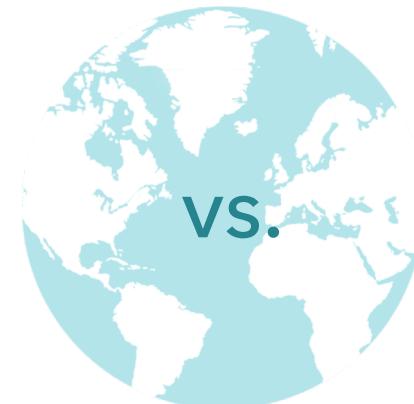
Pressure to be "super mom."

Nervous about her baby crying on plane.

FEEL

Contradictions & Surprises

“Adventure things...I just research it first and make a list of all the things I want to do.”

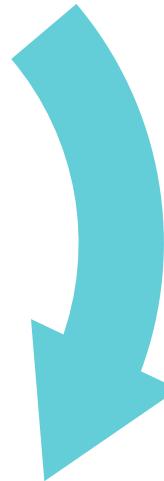
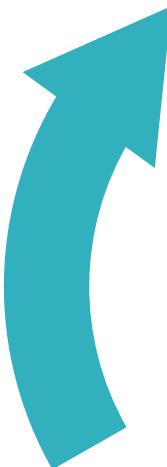


“There’s not much planning...we’re just going to sit on the beach.”



Contradictions & Surprises

"I think [planning] is fun!"



"It's a lot of work...

probably not the fun part...
have to factor in pit stops...

long trip just to get from Point A to Point B."



Analysis

INSIGHTS

People care about the experiences of others traveling along.

NEEDS

A way to prioritize different things when planning a trip.

Summary



People need...

An efficient and engaging way to plan without it feeling like a chore.

A way to feel in control of their course of action.

A way to prioritize different things on trips.

Access to alternative activities based on constraints.

To feel a sense of trust when listening to others' experiences.

Structure within spontaneity.



Questions?



Thank you!