

# Exploration App Survey: Help Us Build Your Dream Travel Planner

## Hello!

We are conducting this survey as part of our **Applied Research Project** course at Douglas College, guided by **Prof. Priya**.

Our project focuses on creating a personalized travel app that simplifies trip planning and makes it fun with features like:

- interactive maps,
- gamified exploration,
- virtual passports, and
- chatbot that provides instant travel advice and answers your questions.

Your responses will help us understand traveller preferences, challenges, and expectations, so we can design an app that meets real user needs.

**This survey will take approximately 3–5 minutes. All responses are anonymous and will only be used for academic purposes.**

For questions or further information, feel free to contact:

- **Russell:** josefr@student.douglascollege.ca
- **Simone:** lues@student.douglascollege.ca

Thank you for your time and valuable insights!

## Demographics

1. What is your age group? \*

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

2. How often do you plan leisure trips? \*

- ☐ Never
- ☐ Occasionally (1–2 times a year)
- ☐ Frequently (3+ times a year)

3. What type of traveler best describes you? \*

- ☐ 🛖 Relaxation and leisure seeker
- ☐ 🗺️ Cultural explorer
- ☐ 🧗 Adventure enthusiast
- ☐ Other

## Current Habits and Pain Points

4. Which tools or apps do you currently use to plan your trips? \*

☐ Google Maps

☐ TripAdvisor

☐ Airbnb

☐ Yelp

☐ Other

5. What do you find most challenging about planning trips? \*

☐ Finding reliable information

☐ Discovering hidden gems

☐ Creating an itinerary

☐ Tracking my progress or plans

☐ Other

6. How often do you follow recommendations from travel blogs or influencers? \*

☐ Always

☐ Sometimes

☐ Rarely

☐ Never

## Feature Validation

How interested are you in the following app features?  
(Rating Scale: 1 = Not Interested, 5 = Very Interested)

7. How interested are you in the following app features?  
(Rating Scale: 1 = Not Interested, 5 = Very Interested) \*

	1 = Not Interested	2	3	4	5 = Very Interested
Personalized travel recommendations based on your style.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An interactive map with recommended locations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gamified exploration with badges or collectibles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A virtual passport to track places you've visited.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prebuilt itineraries for specific destinations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Would you use an app that rewards you with collectibles or achievements for visiting places? \*

- ☐ Yes, definitely
- ☐ Maybe
- ☐ No, not really

9. What's the most important factor in choosing a travel app? \*

- ☐ Ease of use
- ☐ Accurate recommendations
- ☐ Real-time updates and notifications
- ☐ Fun features (e.g., gamification)
- ☐ Other

## Personal Preferences

10. What type of locations or activities do you prefer?

- ☐ Nature spots (e.g., parks, beaches)
- ☐ Historical or cultural landmarks
- ☐ Restaurants or food-related destinations
- ☐ Adventure activities (e.g., ziplining, kayaking)
- ☐ Relaxation-focused spots (e.g., spas, resorts)

11. When planning a trip, how far in advance do you usually start?

- ☐ Last minute (1–3 days before)
- ☐ 1 week before
- ☐ 1 month before
- ☐ More than 1 month before

## Open-Ended Feedback

12. What would make you want to use a new travel app over existing tools?

13. If you could add one feature to a travel app, what would it be?

14. Do you have any other suggestions or comments about what a travel app should include?

15. **Would you like to participate in a user testing session for this app at the end of the project?**

This user testing session will involve physically testing the app and providing feedback. It will take place during the first or second week of April 2025 at a location to be announced.

*We will provide refreshments or small incentives for your time! \**

- ☐ Yes, I'm interested (please provide your name and contact details below).
- ☐ No, thank you.

16. If yes, please provide your name and email so we can contact you about the user testing session.

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