# USER RESEARCH

Goal:

The primary goal of this User Research, through a combination of Interviews and Surveys, is to gain a deep understanding of our users' needs, expectations, and pain points. By engaging directly with our user base we aim to validate our proposed solutions, ensuring that these are aligning with the users' expectations and enhancing their experience, as well as increasing their engagement with MakeYourMaps. Ultimately, the goal is foster strong user satisfaction and loyalty, making our product useful and relevant to real world challenges as a travel app, making MakeYourMaps the GO-TO app for trip planning.
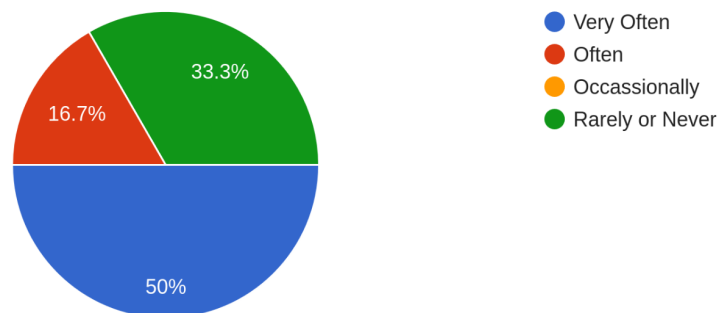
Mind Map:
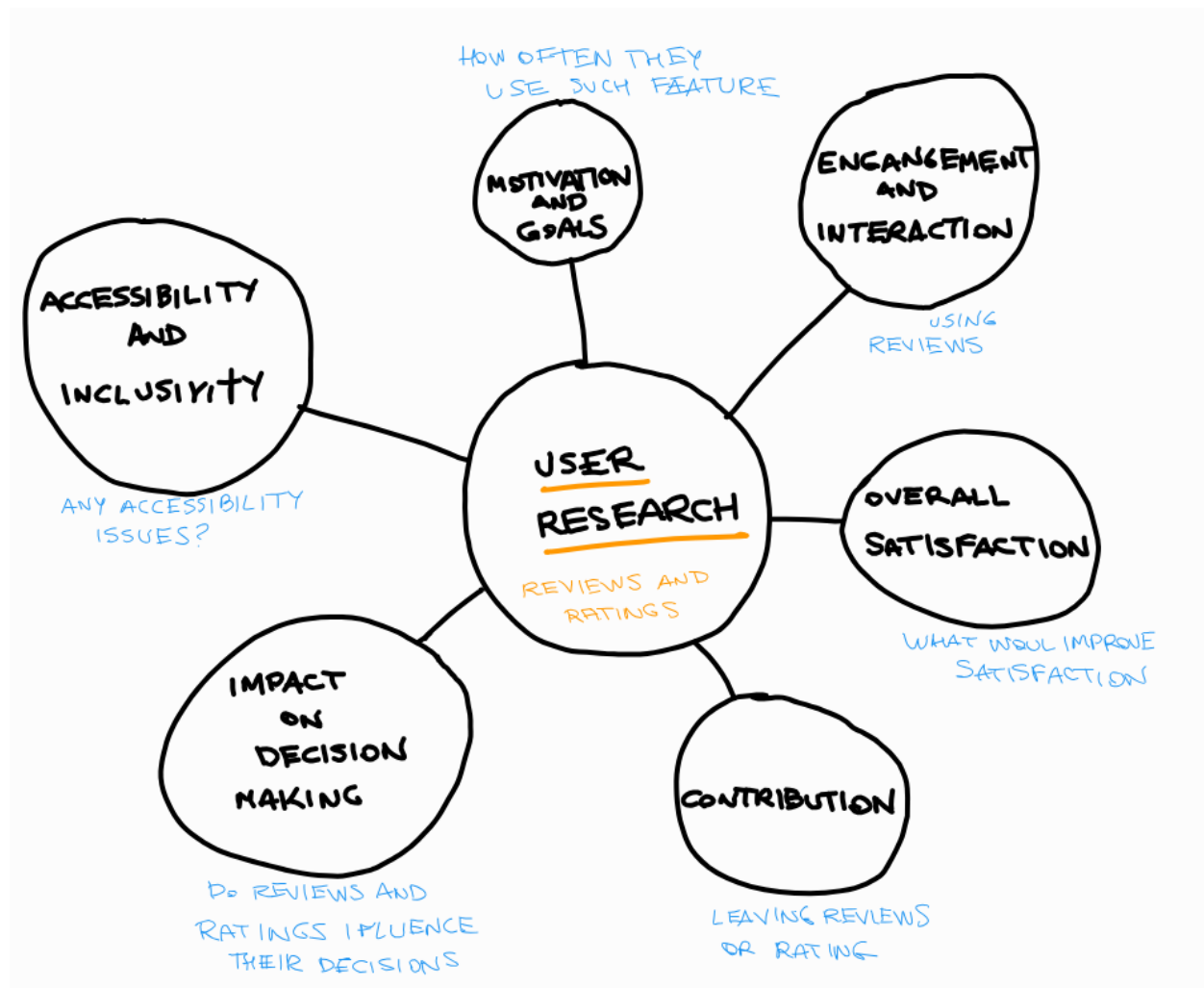
Survey questions:
- 1. How often do you rely on user reviews and ratings when planning visits to new places or experiences? (Very Often, Often, Occasionally, Rarely or Never)
- 2. What motivates you to read reviews and ratings when exploring new places? (Select all that apply) (To find recommendations and insights, To check the quality and popularity of a place, To ensure safety and avoid potential issues, Other (please specify):)
- 3. Have you ever interacted with any form of reviews or ratings on other platforms? (Select all that apply) (Left a review, Rated a place of interest, If None of the above, why? Please specify)
- 4. Do you or someone you know have a disability that affects the use of apps or websites? If so, could you please specify the type of disability?
- 5. How frequently do you use an app like MakeYourMaps to discover new places or experiences in your local area or when traveling? (Very often, Often, Occasionally, Rarely or Never)
- 6. Do you believe that integrating a Reviews and Ratings feature within our app would enhance the overall user experience? (Yes, No specify why not)
- 7. How important is it to you that user generated content in the Reviews and Ratings feature is moderated to ensure relevance and appropriateness? (Very Important, Important, Neutral, Not very Important, Not Important at all)
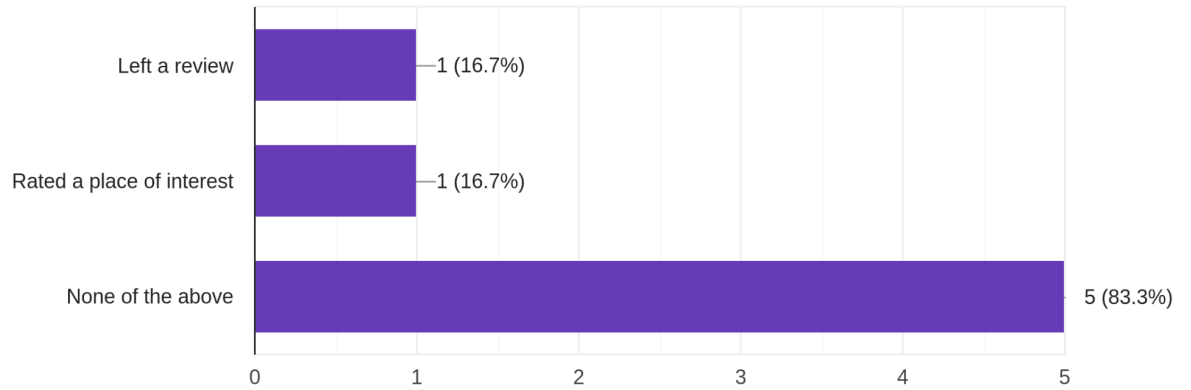
Survey link: https://forms.gle/C6cAvBmR7jnqRi4J7

How frequently do you use an app like MakeYourMaps to discover new places or experiences in your local area or when traveling?
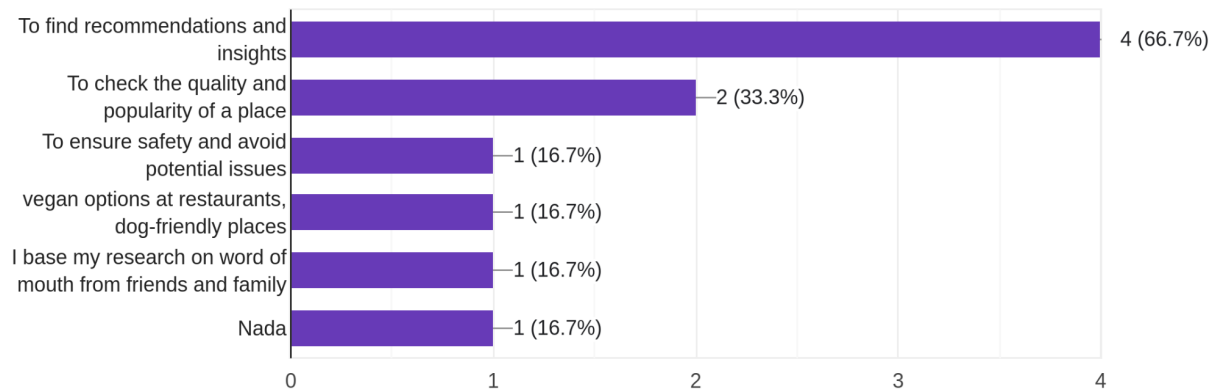6 responses

Have you ever interacted with any form of reviews or ratings on other platforms? (Select all that apply)
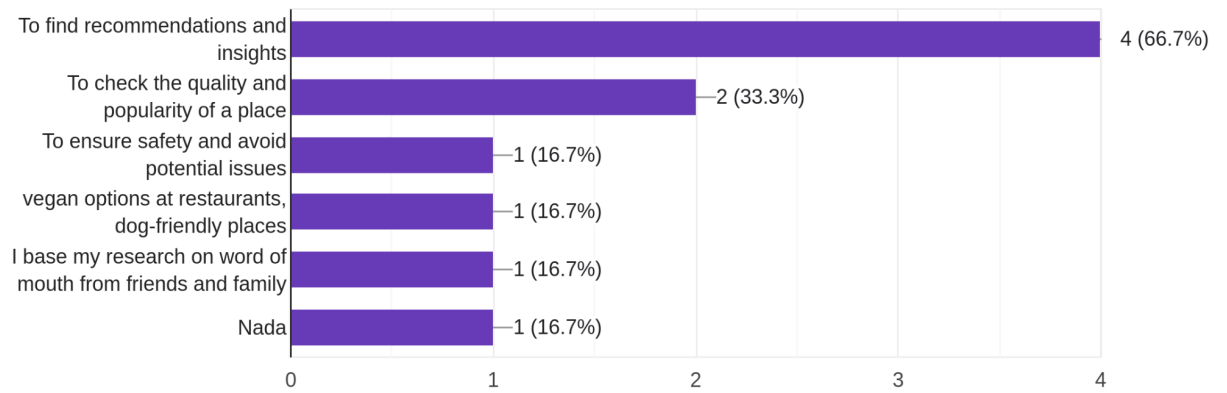6 responses

Category	Value
Left a review	1 (16.7%)
Rated a place of interest	1 (16.7%)
None of the above	5 (83.3%)

What motivates you to read reviews and ratings when exploring new places? (Select all that apply)
6 responses

Category	Value
To find recommendations and insights	4 (66.7%)
To check the quality and popularity of a place	2 (33.3%)
To ensure safety and avoid potential issues	1 (16.7%)
vegan options at restaurants, dog-friendly places	1 (16.7%)
I base my research on word of mouth from friends and family	1 (16.7%)
Nada	1 (16.7%)

What motivates you to read reviews and ratings when exploring new places? (Select all that apply)

6 responses

|	
To find recommendations and insights	4 (66.7%)
To check the quality and popularity of a place	2 (33.3%)
To ensure safety and avoid potential issues	1 (16.7%)
vegan options at restaurants, dog-friendly places	1 (16.7%)
I base my research on word of mouth from friends and family	1 (16.7%)
Nada	1 (16.7%)

Do you believe that integrating a Reviews and Ratings feature within our app would enhance the overall user experience?

6 responses
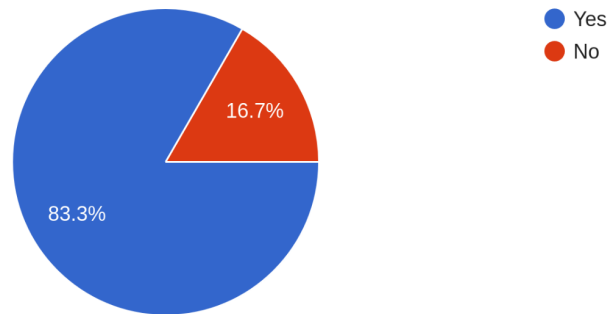
- Yes
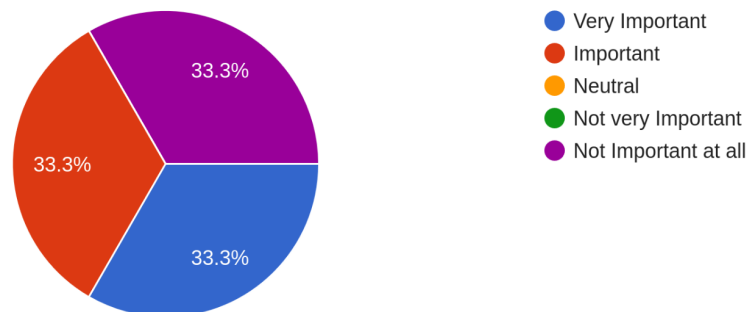- No

16.7%

83.3%

How often do you rely on user reviews and ratings when planning visits to new places or experiences?

6 responses
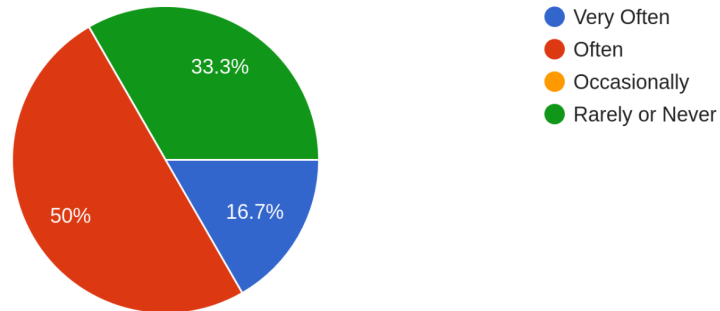
- Very Often
- Often
- Occasionally
- Rarely or Never

33.3%
50%
16.7%

How important is it to you that user generated content in the Reviews and Ratings feature is moderated to ensure relevance and appropriateness?

6 responses

- Very Important
- Important
- Neutral
- Not very Important
- Not Important at all

33.3%
33.3%
33.3%

Do you or someone you know have a disability that affects the use of apps or websites? If so, could you please specify the type of disability?

6 responses

No
reading is hard
Poor sight

Interview questions:
- How do you assess the trustworthiness and reliability of user-generated content, such as comments, reviews, and ratings, on other platforms or websites?
- If we were to introduce this feature, what concerns or challenges do you foresee?
- Can you describe how you currently gather information and make decisions when planning visits to new places or experiences?
- - Follow up Q: What specific tools or applications do you usually use?
- Are there any other specific features that you'd like to see on a local guide app?
- When exploring new places, do you find the content of reviews to be particularly valuable for gaining local insights or recommendations?
- Imagine the Reviews and Ratings feature as a personal travel advisor who knows your preferences very well. What would this advisor recommend for your next adventure, and how would it enhance your travel experiences?

Interview link: https://forms.gle/2A2RZtvrm6a7wmPE8

Can you describe how you currently gather information and make decisions when planning visits to new places or experiences?
2 responses

Sarah: I talk to people that have already been there. I google for vegan friendly restaurants/cafes. I used to use komoot for hiking trails. I use google maps (especially satellite view) to kind of look around in the area. Especially nice for me is the satellite view because I can see how the "terrain" is. I also like to watch youtube videos about hiking trails/van vacations etc. Sometimes (more rarely) I watch documentaries to see more places that less tourists would be seen there. For quick bookings I usually use booking.com or air bnb. For camping I use camp4night.

Daniel: I use different ways to gather information. I usually search for Top places to visit, check pictures and videos of those places. I like to find if the cities I visit offer activities of my hobbies (such as climbing or other interesting experiences). I also ask people I know if they visited such places and would would their recommendations be. I usually like to book accommodations well in advance. I check how public transport works locally. I make web searches specifically for locals recommendations. I like bookmarking places I would like to visit in a list. I try to find out which places to avoid completely due to safety concerns.

What specific tools or applications do you usually use?
2 responses

Sarah: booking.com, airbnb, youtube, google maps, komoot, park4night

Daniel: Google Maps, Airbnb, Google Search, TripAdvisor, Social Media (Instagram), Youtube, Blogs

Are there any other specific features that you'd like to see on a local guide app?
2 responses

Sarah: free parking spots, free "sightseeing" for nature points of interest

Daniel:
- Filtering reviews by tourist/local.
- Built in translation (sometimes I have to use Google Translate during my research)
- Create some sort of itinerary

When exploring new places, do you find the content of reviews to be particularly valuable for gaining local insights or recommendations?
2 responses

Sarah: Usually not. In my experience the reviews are written more by tourists.

Daniel: Most of the time I find it hard to find truly local recommendations as, I think, most of the reviews are from tourist instead of locals. I find them useful to check the general quality or safety of those places, but if I want to check for locals' insights I either talk to locals at the destination or search for specific local insights.

If we were to introduce this Reviews and Ratings feature, what concerns or challenges do you foresee?
2 responses

Sarah: - That not a lot of local people are giving reviews - That thet dont point out how disability friendly they are (eg accessable with wheelchair, braille, sign language) - that ratings come from the "owners" or bots

Daniel: Like I said before, these recommendations and ratings being from tourists. I think there are usually a lot of fake reviews, or inaccuracy. I never leave reviews or rate places, unless I have an extremely bad experience, and most of the people I know don't leave reviews either.

How do you assess the trustworthiness and reliability of user-generated content, such as comments, reviews, and ratings, on other platforms or websites?
2 responses

Sarah: I look up what I found on some other website to see if it kind of has the same reviews or similar ones.

Daniel: I just cross check information to get a general feeling for the place.

Imagine the Reviews and Ratings feature as a personal travel advisor who knows your preferences very well. What would this advisor recommend for your next adventure, and how would it enhance your travel experiences?
2 responses

Sarah: To show me dog friendly areas. To show me the shortest routes for seeing as many different landscapes as possible. Maybe with my all-time personal filters that are turned on with one click!! :)

Daniel: The travel advisor would give me all the information I need, such as a list of places I'd like to visit and what is interesting about them. Would show me a lot by providing images and videos. Would provide me with places off the beaten path and have my safety into account. It would have to be someone I really trust, so I don't have to double check the information myself or do my own research. It would basically decrease the time I spend doing research, all the info would be in the same place and it would be personalized to me so I can make the best out of each trip.