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A summary of trends and findings from A2 that you thought were interesting. Also identify information that you want to learn more about, and why.

1. Information source:
Why 55% people asking others to get info of an unfamiliar place? According to our research, asking people around ranked the 2nd (55%) place among the top 3 popular methods that people would adopt when try to gain information about an unfamiliar place.

Our intention in this part of the interview:
We wonder why in modern society, asking people around still occupies such a large proportion among all possible methods. Is there any reason causing people think that apps or other kinds of interfaces not trustworthy? Or, is there any trouble that people will have when they want to use apps/softwares ? Is it possible that those 55% of people can find an easier way to get information of the surroundings when they are in an unfamiliar place. And how can we help them achieve this goal?

2. Walking Problem:
Our survey shows that 76.34% of the participants particularly prefer walking when exploring an unfamiliar place, while other means of transportation such as driving cars or taking public transportations are relatively less popular as only 40% of people pick them.

Our intention in this part of the interview:
We are trying to understand why so many people still prefer walking when there are many other options that seem faster and more convenient. Is there any special advantage of walking? Or is there any trouble that they've met before when using other means of transportation? Also we want to know how can we improve our interface to tailor to our users needs.

3. Companion Problem:
Our survey shows that 77% of people hope to have a companion during their time in an unfamiliar place, while less than 30% of people are willing to travel with companions who are unknown before.

Our intention in this part of the interview:
We want to figure out why, under the condition that there is a very large demand for companions during the time in an unfamiliar place, people surprisingly expressed dislike toward a stranger-peer. Is there any trouble for them to find a good travelling companion ? How can we improve our interface to help them overcome this situation if there is such trouble?

4. Satisfaction:
We've noticed that 94% of people love to refer other's ratings/reviews before going the unfamiliar place, however, only 11% of people are always satisfied with the place they found.

Our intention in this part of the interview:
We wonder why sometimes, the ratings/reviews system is not very useful. Is there any reason causing these information not trustful? Or, maybe some of these info set bias for those people who watched them at initial state? Is there an inconsistency between ratings/reviews and reality? Is it possible to create a better ratings/reviews system?

The procedure of this interview (interview script):

(Part 1)

Question: When you were asked about where did you get the information of the surroundings in an unfamiliar place, we've noticed that you chose "asking people around". Can you briefly tell us one of your such experiences? Also can you tell us why didn't you choose other methods?
(We might give some hints to the interviewee when he/she find it hard to recall that experience, for example, we might ask he/she to tell us what kind of information was he/she asking, when and where did that happen and what kind of people he/she was talking to.)
 Following up questions:
 1. How did you feel about asking people around? Was this method effective?
 2. How will you evaluate the credibility of their answers? Do you think their answers are helpful? why/why not?
 3. Did you try to use other methods, like using an app at that time? Why/why not?

(Part 2)

Question: When visiting an unfamiliar place and having some spare time, have you ever chosen to hang out by foot? Why you chose walking rather than other transportation means?
Following up:
1.Are you walking to get to your destination or you are just walking around without a specific direction?
2.Which part of walking do you enjoy most? Which part makes you upset? (Tell me the most upset experience you've ever encountered during any of your walking trip?)
3.Are there other transportation means available when you made the decision to walk? What's your next best alternative? What factors make this choice less ideal than walking?
4.Tell me about one time when you choose not to walk even though the destination is in a walking distance. Will weather conditions affect a lot?
5.What preparations would you do before initiating your exploration by foot? Will you always bring a backpack? If so, what stuffs will you always put into your bag before walking out? Why you choose them?
6.Is the decision of walking always made individually or it tends to be a group decision? Is a companion necessary for your walking decision?
7.Will you still tend to ditch other transportation means and choose to walk even the place is less unfamiliar to you?

(Part 3)

Question: When you have some spare time in unfamiliar place, would you hang out alone or with a group? Would you mind grouping with strangers?
Following up:
1.1 What are the reasons or needs for grouping?
1.2 What are the reasons for rejecting grouping?
2. In an unfamiliar place, what is the pros and cons of companions you think?
3. Will you care about your companion's idea? And do you always refer/listen to others' opinions in an unfamiliar place? Why ?
4. Have you fought with your peer(s)? If yes, why this happened?
5. Would you still choose a companion to hang out next time? Why or why not?
6.1 Have you chose a stranger-peer in an unfamiliar place? If yes, What was the most interesting part for you? And which aspect upsetted you?

6.2 Why you never try to company with a stranger when go out? What is your concern about stanger-peers (safety, embarrass, different-interest, time-wasting, etc.)?

(Part 4)
Question: Have you ever visited a new place that was not as good as others' ratings/reviews described?
Following up questions:
1.1. Could you tell us the difference between the place you visited and the ratings/reviews you read before you went?
1.2. Could you tell us your opinion about why these situations happened?
2.1. Have you ever read any of ratings/reviews which is reliable after you actually visit the destination?
2.2. Is it a positive rating/review or a negative rating/review?
2.3. Base on your experience, which kind of ratings/reviews are more reliable? Positive or negative?
3. Will you still go to a place which you already read the negative ratings/reviews of it? Why?
4.1. Where did you get those reliable ratings/reviews and unreliable ratings/reviews?
4.2. Why you decide to use it/them to see ratings/reviews?
5. Will you still check ratings/reviews in the future?