Name: Zhicheng Yan

Email: zhicheng.yan@mail.utoronto.ca

Name: Zhihong Wang

Email: zhihong.wang@mail.utoronto.ca

Name: Yecheng Song

Email: yecheng.song@mail.utoronto.ca

Name: Ruiqi Xue

Email: ruiqi.xue@mail.utoronto.ca

Name: Yi He

Email: e.he@mail.utoronto.ca

HOW DO PEOPLE SPEND THEIR FREE TIME IN A NEW PLACE ?

---- A research that studies people's needs in unfamiliar places, with considerable free time that they don't know how to spend.

THE PARTICIPANTS:

43%
53%

Aged under 18: 2.91%
Aged 18 – 31: 67.96%
Aged 31 – 50: 17.48%
Aged over 51: 10.68%

In relationship 12%
Married 26%
Single 62%

MORE THAN 70%

Our survey indicates that more than 70 % of people are above an average frequency of having some free time in unfamiliar places and have no idea how to spend their free time.

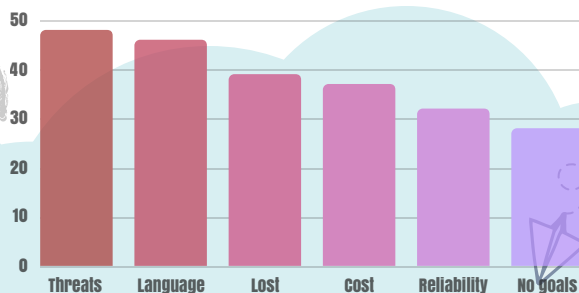**77%** of our respondents prefer exploring new places when they go out. .

85% of people leave more than a few hours in their schedule without a plan.

MORE THAN 67% of people think they are not easy to find info in a unfamiliar place
ONLY 11% of them are always satisfied with the place place they found
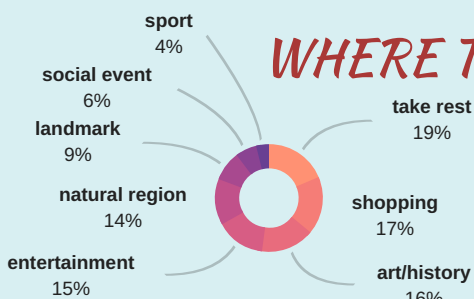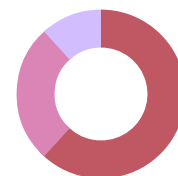## JUST 14% of people think their app is excellent

TOP 3 OF PEOPLE'S CURRENT SOLUTIONS

1 63% BROWSER
2 55% ASKING PEOPLE
3 52% APP

Their Current Challenges?

Threats | Language | Lost | Cost | Reliability | No goals

When exploring a new place, **most people** (36.56%) prone to hang out in a surrounding zone of walking distance.

HOW FAR? BY WHAT MEANS?

Walking 76.34%
Public Transportation 63.44%
Self-driving 37.63%
Uber/Taxi 36.56%.

HOW MUCH TO SPEND?

For **short-distance** trips, people tend to spend $30-100 (36.56%).

while for **long-distance** travel, people have a higher budget setting around $500-2000 (60.2%).

NEED A COMPANION?

77% of our participants hope to **have a companion** !
Men are more wiling to have a stranger-companion while **women** may dislike a stranger as a peer.

WHERE TO GO?

sport 4%
social event 6%
landmark 9%
natural region 14%
entertainment 15%
take rest 19%
shopping 17%
art/history 16%

Men are more likely to go to sport and natural area

Women would like to take a rest or go shopping

NEED TO SEE REVIEWS? WANNA SHARE?

- They are also used to share their experience with others.   **>70%**
- Most of people love to review other's ratings about the place.   **>94%**

What do they CARE about ?

Safety | Transportation | Money cost | Food & Drinks | Current needs | Infrastructures | Time cost

SUGGESTIONS for APP-planning:

- Lack of **INFO**?
- More reliable **COMMENTS** needed?
- Too many **ADs**?
- Cannot be used when **OFFLINE** ?
- No **CUSTOMIZATION**?

Description of this questionnaire

There are four sections designed in our questionnaire, and each one of them will collect users' information from a different angle.

Section A: Users' basic information

Questions in Section A tend to collect some basic information(gender, age, marital status) of the participants. These demographic data can help us target our user groups. Also, the particular data are expected to give us insights when analyzing with other data to design more user-centred features in our interface. For instance, a single person may be more likely to need a company in his or her trip than those who are married.

Section B: How strong is the demand

In section B, we try to understand how strong people's needs are. We consider this part important because in an actual design process, designers have to know whether their interface is potentially marketable. We tend to achieve this by understanding how often people will encounter the problem, how will they feel about it (sometimes people might not want to solve the problem, that's possible especially in this project). On the other hand, we ask about people's preference for exploring new places and whether they will choose to leave themselves some free time on purpose. Then we'll be able to know whether people really need our help, which reflects the potential users of our interface.

Section C: Users' needs and our goal

Section C is the section that includes most of our questions, because users' needs will eventually define what functions should our interface have, or to say, what kind of help specifically can we offer to our users. There are 8 aspects from which we want to understand our users' needs:

1. Budget : By knowing how much they might spend, we can know an approximate cost that the majority of people will expect, and thus we might be able focus on the information that keeps our customers from running out of their budget (maybe consider all levels of costs due to a evenly-distributed data), it is also possible that we can customize the offer of information based on users' different levels of budget setting.

2. Time: Knowing how long people might usually want to spend in an unfamiliar place is important, because this information can help us conclude what kind of activities/ facilities (considering the distance of the place) may best suit most of people, based on which we'll pay special attention to these activities in our design.

3. Means of transportation: We put one question to ask what kinds of means of transportation do people prefer. It can help us understand users preferences on transportation when they want to move from one place to another. Then the product we design might react faster to users' needs of navigation accordingly.

4. Preferences: In this part we basically ask for our users' preferences when deciding where to spend their free time.

5. Companions: Whether users prefer to explore an unfamiliar place alone or with someone else. Also we can know that whether they're comfortable with crowded place.

6. Distance: We ask for within what range of distance our users would like to explore. This questionnaire data   will help us conclude within what range our users would like to know some information about where to go. Then we can know how much data (larger range usually means more data to collect) we would usually present to our users when they use our product.

7. Concerns in an unfamiliar place: What kind of risks users want to avoid is very important to us, because we'll know what kind of information should we notify them when they go to a new place. This aspect of information will quickly help our users to understand and get comfortable about an unfamiliar location and thus improve the user experience.

8. Others' reviews: To what extent do the users care about others' reviews. This will help us know how much weight we should put on the review function in our design.

9. Willingness to share their experiences: To what extent do the users want to share their feelings after they go to an unfamiliar place. This will help us know if the review function can be always informative and helpful, also if the sharing function can be always desirable to fulfill people's social needs. (Note: if many people tend to share their reviews, our users can expect many others' reviews when using the product, otherwise we might not rely so much on the review function.)

Section D: Users' current practices and the challenges they face

The last part tends to understand how users currently solve their problems. We'll know this by asking what sources are they getting information from, how would they evaluate the effectiveness, also to what extent are they satisfied about their current practices in making use of the free time in an unfamiliar place. Furthermore, people will be asked by this questionnaire about whether they've used a similar product before and how do they like it. Knowing the answers of these questions will help us better conclude what sources of information should we learn from and refer to, how simple and fast should our product be and what flaws we should try to avoid.

Section A - Please tell us about yourself

Informed Consent Form

Before you do this questionnaire, please agree with the following statements:

I have read and understood the information about the project, as provided in the Information Sheet.
I have been given the opportunity to ask questions about the project and my participation
I voluntarily agree to participate in this study.
I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.
The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymisation of data, etc.) to me.
If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.
The use of the data in research, publications, sharing and archiving has been explained to me
I understand that other researchers will have access to this data only if they agree to preserve the confidentiality of the data and if they agree to the terms I have specified in this form.

Researcher: Yecheng Song, Zhihong Wang, Ruiqi Xue, Yi He, Zhicheng Yan.

This consent form will be kept by the researcher for at least three years beyond the end of the study.

The questionnaire will take 10 minutes or less to complete.

* 1. You identify your gender as:

○ Male

○ Female

○ Intersex

○ Trans*

○ Prefer not to answer

○ Others

[   ]

* 2. Your age is:

○ Under 18

○ 18 - 30

○ 31 - 50

○ 51 - 65

○ Over 65

○ Prefer not to answer

* 3. Your Marital status is:

○ Single

○ In a relationship

○ Married with no child

○ Married and have children

○ Prefer not to say

Section B

Q: What is an unfamiliar place?
A: A place that is not known to you or known very little to you. For example, your home is not an unfamiliar place to you, but a city/town/street/building you never been to before is an unfamiliar place.

* 4. How frequent do you happen to find yourself having no idea of where to go in an unfamiliar place?

◯ Always

◯ Often

◯ Sometimes

◯ Rarely

◯ Never

* 5. When you are in an unfamiliar place, how will you feel about having some free time (the time you don't know where to go or what to do)?

◯ I'll want to make good use of it

◯ I'll want to find a way to kill some time

◯ I'd like to have some free time with nothing to do

* 6. During your time in unfamiliar countries/cities, how much free time will you leave for yourself without any plan and schedule?

○ Always fully planned

○ Few hours

○ 1 - 2 days

○ 3 - 7 days

○ more than 7 days

* 7. How frequent would you like to explore a new place that you've never been before (short or long distance)?

○ Always

○ Often

○ Sometimes

○ Rarely

○ Never

Section C

* 8. Normally, you'll expect to spend _____ every time you go out to an unfamiliar area during your travel in a foreign country/city.

( ) Less than $100

( ) $100 - 200

( ) $200 - 500

( ) $500 - 2000

( ) Over $ 2000

* 9. Normally, you'll expect to spend _____ every time you go out to an unfamiliar district near your living place.

( ) less than $30

( ) $30 - 100

( ) $100 - 200

( ) $200 - 500

( ) More than $500

* 10. In an unfamiliar place, how far are you willing to explore?

○ Within the same building

○ A small range on the same street/within the same district

○ As long as it's still walking distance

○ Driving distance

○ Don't care

* 11. What kind of transportation do you prefer(choose at most 3) when you want to explore an unfamiliar area?

☐ Walking/On foot

☐ Public transportation (bus, subway, etc.)

☐ Uber/Taxi

☐ Driving a car

☐ Bicycles

☐ Other (please specify)

* 12. You prefer to spend your leisure time in (choose at most 3)

- [ ] Shopping area

- [ ] Entertainment area (like gaming centres, cinemas, amusement parks, etc.)

- [ ] Art/Historical area (like gallaries, museums, concert, drama, etc.)

- [ ] Social events (like parades, carnivals, volunteering, etc.)

- [ ] Some places to take a rest (like cafe, pubs, restaurants, hotels, etc.)

- [ ] Natural region (like parks, botanic garden, etc.)

- [ ] Sports area

- [ ] Landmarks/Famous spots

- [ ] Prefer not to say

- [ ] Other (please specify)

    [   ]

* 13. You'd prefer to spend some time in an unfamiliar area _____:

- ( ) Alone

- ( ) With companions

* 14. To what extent do you enjoy spending your free time with strangers as companions/around you in an unfamiliar place?

- ( ) Strongly like it

- ( ) Somewhat like it

- ( ) Average

- ( ) Somewhat dislike

- ( ) Strongly dislike

* 15. What kind of information you want most when you're exploring a new unfamiliar place (at most 3 choices)?:

☐ Safety

☐ Foods and drinks

☐ Transportation and navigation

☐ Costs of money

☐ Costs of time

☐ Locations of popular spots/infrastructures

☐ Your current needs/interest (like local services)

☐ Others' related experiences/preferences

☐ Do not care

☐ Other (please specify)

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* 16. How long do you usually like to spend in an unfamiliar area?

○ Less than an hour

○ Few hours

○ 1 - 3 days

○ 4 - 7 days

○ More than a week

* 17. To what extent, would you like to refer to others' reviews/ratings about an unfamiliar place before you go there?

○ Strongly like to

○ Somewhat like to

○ Average

○ Somewhat dislike to

○ Strongly dislike to

* 18. After coming back from an unfamiliar place, how likely would you share your experiences to others ?

○ Always want

○ Often

○ Sometimes

○ Rarely

○ Never

Section D

* 19. When you are in an unfamiliar place with some free time to spend. What sources of information for time spending you would prefer? (multiple choices are allowed)

☐ Ask people/tourists around

☐ Use physical map/booklet/magazine/advertisement paper/kiosk/etc.

☐ Local guide

☐ Search by web browser

☐ Read review sites

☐ Using an app

☐ Opinions heard from others before

☐ Walk around and explore the place by myself

☐ No such experience

☐ Others (please fill in the blank)

[   ]

* 20. When you're in an unfamiliar place, how easy it is for you to find useful information?

  ◯ Very hard

  ◯ Sometimes hard

  ◯ Average

  ◯ Easy

  ◯ Very easy

* 21. How often could you eventually find a place that is good enough using your current information source you choose before?
  (i.e. The information you found is helpful or not?)

  ◯ Always

  ◯ Often

  ◯ Sometimes

  ◯ Rarely

  ◯ Never

  ◯ No such experience

* 22. What are the biggest challenges or worries you've faced during your exploration in an unfamiliar place (at most 3 choices)?

☐ Getting lost

☐ Don't understand local language

☐ Getting harmed / Facing potiential threats

☐ Have no idea where to go

☐ The place is not as good as you think

☐ Cost is too high

☐ No companion

☐ No such concern

☐ Others:

_____

* 23. If you have used any App or other electronic product/software to get information around an unfamiliar place, please select your satisfaction level:

○ Excellent

○ Good

○ Average

○ Not good

○ Terrible

* 24. If you have any suggestion to this kind of apps, please fill in the blank :