

Trolley

Family Travel Survey Results

Trolley is a platform created by Nicole Baez Sweat, based in San Francisco, CA

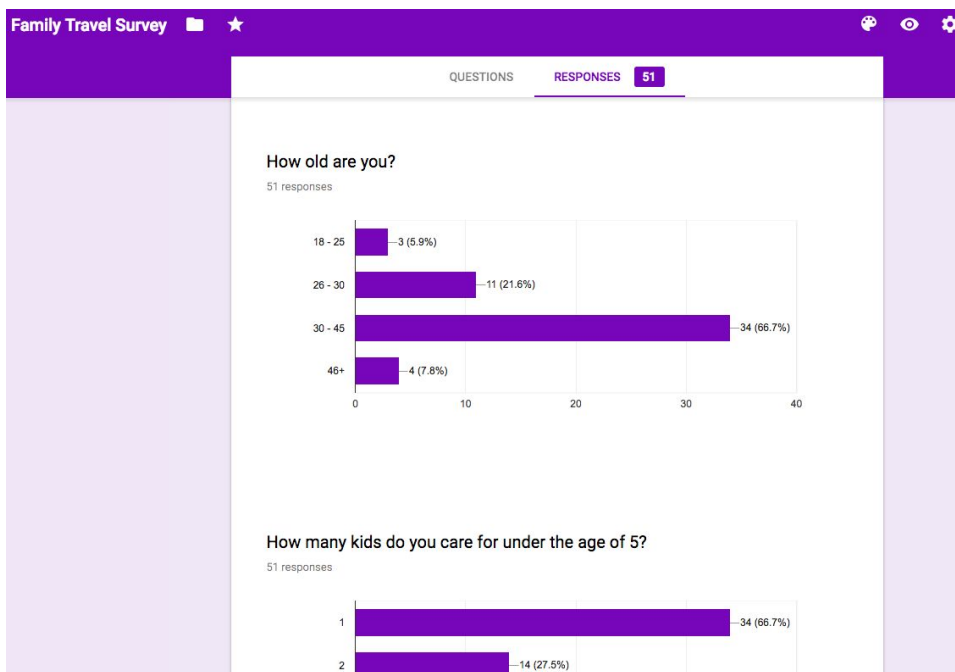
The Trolley Platform

Trolley provides a quick and seamless option for traveling families with children under five to rent and store child care equipment between airports across the country.

User Survey Overview

- Two surveys were launched using Google forms.
 - Survey 1: Family Travel Survey - 51 respondents, 10 questions (MTurk February 2018)
 - Survey 2: Family Travel Survey (Focus Group) - 10 respondents, 10 questions (Craigslist February - present 2018)
- One survey was intended to collect data for discovery. The second is intended for a smaller audience that will be leveraged for a focus group over the summer months who will test the prototype in real-time between SFO and OAK.

User Survey Design Overview



QUESTIONS RESPONSES 10

Family Travel

Families with children that have recently traveled by airplane.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

During the summer of 2018, what is the exact date of travel with your child/children age 0-5? *

Short answer text

What airport are you departing and returning to? *

1. SFO - San Francisco International
2. OAK - Oakland International

What city are you traveling to? (participants in focus group must be traveling domestically) *

Family Travel Questions

How old are you?

How many kids do you care for under the age of 5?

Have you traveled by airplane in the last two years with children between 0-5 years old?

How long was your trip (airplane ride)?

What equipment did you bring to travel with kids?

Why did you bring the children's travel equipment?

1 being the most frustrating, 5 being satisfied what is your experience traveling with child equipment?

If you traveled with child equipment, what kind of support do you prefer?

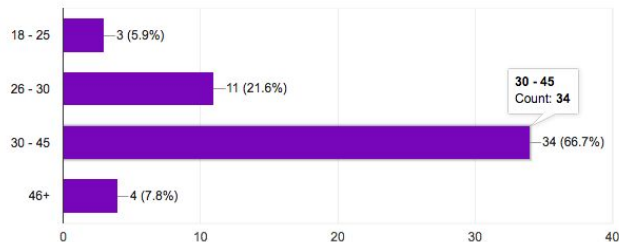
What is your ideal travel process with children (i.e easier airport check-in, child equipment storage, in-flight support...)?

Craigslist/Mturk Focus Group - Email confirmation and a full name

Family Travel Results

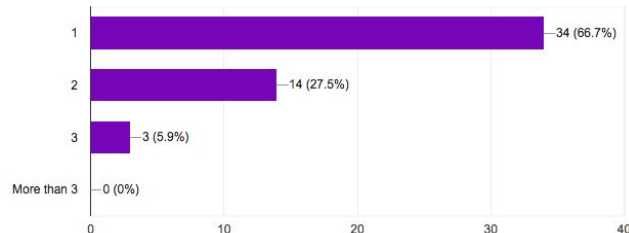
How old are you?

51 responses



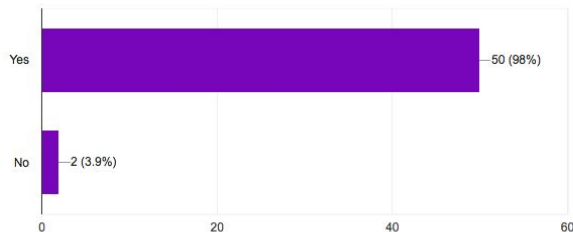
How many kids do you care for under the age of 5?

51 responses



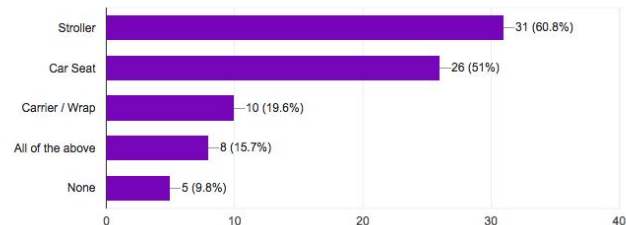
Have you traveled by airplane in the last two years with children between 0-5 years old?

51 responses



What equipment did you bring to travel with kids?

51 responses



Family Travel Key Findings

84%

Bring their child travel equipment to get to the airport, but also use it at their destination. 61% Travel with a stroller, 51% with a carseat. In addition, 31% of parents would actually opt out of bringing their equipment (and store it) if they do not need it at their destination.

75%

Of parents ranked their travel experience satisfaction lower than 3 on a scale of 1-5. 65% of dissatisfied parents travel with one child for a flight time of 1-3 hours.

47%

Of parents desire better airport and airline support for families traveling with children. In addition, the key challenge for parents is storage, check-in and equipment damage prevention.

Family Travel Focus Group Questions

During the summer of 2018, what is the exact date of travel with your child/children age 0-5?

What airport are you departing and returning to?

What city are you traveling to? (participants in focus group must be traveling domestically)

Would you be willing to store your child's travel equipment (i.e stroller) while you are at another destination?

Will you need travel equipment for your child at your destination?

How old are you?

How many kids do you care for under the age of 5?

Have you traveled by airplane in the last two years with children between 0-5 years old?

How long was your trip (airplane ride)?

What equipment did you bring to travel with kids?

Why did you bring the children's travel equipment during your last trip?

1 being the most frustrating, 5 being satisfied what is your experience traveling with child equipment?

If you traveled with child equipment, what kind of support do you prefer?

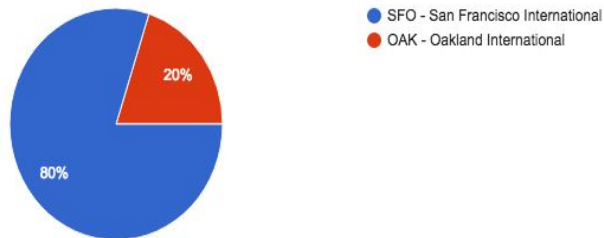
What is your ideal travel process with children (i.e easier airport check-in, child equipment storage, in-flight support...)?

Craigslist Focus Group - Email confirmation and a full name

Family Travel Focus Group Results

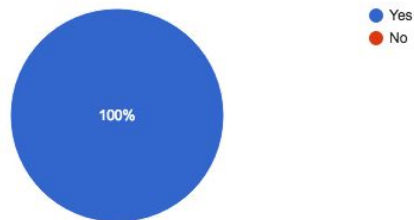
What airport are you departing and returning to?

10 responses



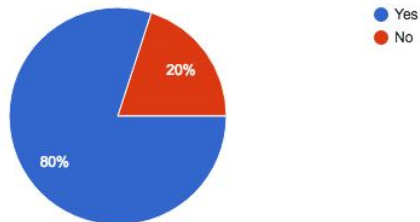
Would you be willing to store your child's travel equipment (i.e stroller) while you are at another destination?

10 responses



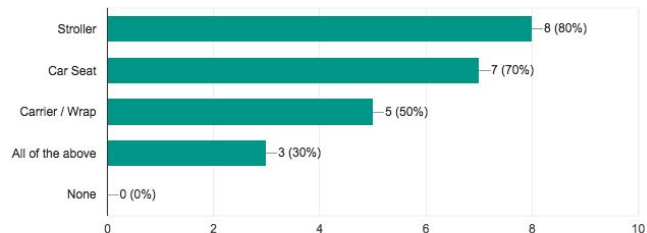
Will you need travel equipment for your child at your destination?

10 responses



What equipment did you bring to travel with kids?

10 responses



Family Travel Focus Group Key Findings

100%

Of focus group respondents leaving from SFO or OAK are willing to store their child care equipment while they are at another destination. 80% of respondents stated they will not need their equipment while they are at their destinations.

70%

Of parents traveling with child equipment ranked their travel experience satisfaction lower than 3 on a scale of 1-5.

60%

Of parents desire better airport and airline support for families traveling with children. The majority of focus group parents also feel challenged by checking in their child care equipment and storage between airports.