Research Plan
TRAVEL GUIDE APP (COVID-19)

Study 1: Semi-Structured Interview

BACKGROUND

Traveling is a very crucial part of life as it is the best way to get out of a busy schedule. It is also to experience life in different ways. It is actually a good remedy for stress, anxiety, and depression. It's all about **exploring new places, cultures, cuisines, rituals, and styles of living**. The **United Nations World Tourism Organization** (UNWTO) estimates that internationally there were just **25 million** tourist arrivals in the 1950s. In **2018** this number has increased to **1.4 billion international arrivals** per year. **France** is the world's most visited country with **89 million** tourists. In **2019**, **1.5 billion tourist** arrivals were recorded around the world. As the **coronavirus pandemic** keeps billions of people at home, one sector is undergoing an immediate crisis: **Tourism**. While April was expected to be one of the busiest times of the year due to **the Easter holidays**, the near-universal introduction of travel restrictions led to a fall of **97% in international tourist** arrivals. Due to **COVID-19** International tourism down **22%** in Q1 and could decline by 60-80% over the whole year of **2020**.
As a **UX Designer** of this project, I am interested in creating a mobile app that helps travelers to get information related to travel and with an additional feature to provide information about Covid-19 as well.

RESEARCH GOAL

My goal is to understand what websites, mobile apps, and travel data people have used to find for traveling during the COVID-19 pandemic. I wanted to determine what opportunities and needs must exist for a **Travel Guide App** (Covid-19). So that I can use this learning to help me in direction for developing the project and give users a delightful as well as informative experience.

RESEARCH QUESTIONS
NEEDS:
➔ What information are they looking for if they want to travel?
➔ What are the requirements for traveling?
➔ What are the user's current concerns about traveling during this Covid-19 disease outbreak?

BEHAVIORS:
➔ In the current situation, which websites people use to find information about traveling during COVID-19?
➔ How do they interact with existing platforms?
➔ How can users feel more safe to travel? Or what information will help them to decide if they want to travel?

METHODS
➔ 30-minute online interview to gather in-depth qualitative data.
➔ To find the quantitative data I conduct an online survey.

➔ I will use the interview script as a guide and ask follow-up questions based on answers from the users.

RECRUITING
➔ 5 participants
➔ All age groups/genders who want to travel during or after Covid-19?
➔ Use any travel guide platforms for getting information during the disease outbreak at least once a week?

SCREENING QUESTIONS
1. Please select your gender:
   a. Male
   b. Female
   c. Other (_____)
2. Which age group do you belong to?
   a. Below 18
   b. 18-40
   c. 40-60
   d. 60+
3. What is the primary reason for traveling?
   a. Business
   b. Leisure
   c. Visit family/friends
   d. Medical
   e. Other (_____)

ADDITIONAL SURVEY QUESTIONS
https://forms.gle/i12oFZSN4X4AwaDKA

TIMELINE
➔ Design proposal
➔ Recruiting
➔ Sessions
➔ Readout

SCRIPT
Hi How are you? My name is **Nupoor Jain**. Thank you very much for participating in this study. I am working on a **Travel Guide App (Covid-19)**. This app is for any age group of travelers who wants to travel. As an additional feature, I wanted to gather some information from you regarding how I can provide detailed information about COVID-19.

This interview will take about 30-40 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start? Do you mind if I take screenshots of our conversation for note-taking purposes?

1) Could you please tell me about yourself? (Name, Occupation, Age, & Gender)
   a) *Information about the travellers: Collection of data*
2) How often do you travel?
   a) *It helps me to send information to travelers in time. (For Push Notification)*
3) What type of trips do you prefer? (The Weekend Break; The Package Holiday; The Group Tour; The Caravan/RV Road Trip; Long Term Slow Travel; The Gap Year; Visiting Friends or Relatives; Event Travel & Business Travel)
   a) *I will get to know about the type of trips and which trip is most famous among travelers. It will be easier for me to show those types of contents in my app.*
4) Which websites/mobile apps are you currently using to get travel information? Can you mention 3-5 websites/apps names?
   a) *I will get to know about the competitors.*
   b) *Ask users why they choose to use the app?*
5) How was the experience of using those travel apps? Which feature of that app attracts you most?
   a) *For this que, I will get to know about what particular feature or content traveler was preferring most and they are user friendly with that.*
   b) *Observe what features the travelers is using and how the travelers uses them*
   c) *Which features do travelers not use and why?*
6) What are the major pain points, when you search for any traveling information?
   a) *Get to know about the problems of travelers and will find solutions for that and understand how I can make apps which reduce the pain points of travelers.*
7) How do you normally search for destinations?
   a) *I will get to know about the users that how they plan their trips before travel, what content or information they want to know. So I will be aware of those things and make app user friendly.*
8) What major information do you want to search when you plan a trip during or later this COVID-19 pandemic?
   a) *It helps me to understand users' views about travelling during or later this disease outbreak. So I will plan accordingly what content or info user will need that time.*
9) How do you decide which travel guide information is sufficient enough to make a decision to travel?
   a) *Do users actually care about travel information? In which information users main focus.*
10) When was the last time you used any travel guide app?

WRAP-UP

Thank you so much for sharing your experience and insights. Your answers will help me to build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at **nupoorjain90@gmail.com**. Hope you have a wonderful day.