



00:00:03 Aiman

Okay.

00:00:04 Aiman

Morning.

00:00:05 Aiman

Afternoon.

00:00:06 Aiman

First of all, thank you so much for making time to meet with me today.

00:00:11 Aiman

I really appreciate it.

00:00:13 Aiman

So my name is Ayman and I'm working on research project for my assignments about how people plan their travels.

00:00:24 Aiman

So we're trying to understand the real experience people have is the good parts, the frustrating parts and everything in between.

00:00:33 Aiman

So the reason we're doing this is because we're exploring ideas for a smarter travel planning system.

00:00:40 Aiman

So basically we develop a new application for you guys to plan your holiday.

00:00:47 Naqeeb

So.

00:00:49 Aiman

But here's the thing, we don't want to build something based on what we think you need.

00:00:55 Aiman

We want actually want to hear from you about what will actually be useful in the app stuff.

00:01:01 Naqeeb

Okay.

00:01:01 Aiman

So today is really just a conversation.

00:01:04 Aiman

I'm going to ask you about your travel experience, how you plan your trips, what works, what doesn't work, that kind of thing.

00:01:12 Aiman

So there are absolutely no right or wrong answer here.

00:01:15 Aiman

I'm not testing out you or trying to sell you anything.

00:01:18 Aiman

I generally just want to understand your story.

00:01:20 Aiman

Okay, so okay, before start I would like to note that this session will be recorded for documentation and reference purpose.

00:01:29 Aiman

Do you have any questions for me?

00:01:32 Naqeeb

No.

00:01:32 Aiman

No.

00:01:33 Naqeeb

Okay.

00:01:35 Aiman

Okay.

00:01:35 Naqeeb

So.

00:01:37 Aiman

Okay, the first things I want to ask is about first of all of course introduction questions which is tell me briefly about yourself such as age range, occupations and how often you travel for this year.

00:01:54 Naqeeb

All right.

00:01:55 Naqeeb

Firstly thank you Ayman for having me.

00:01:57 Naqeeb

I am always open to share my experiences.

00:02:00 Naqeeb

Right.

| Demographic Info

00:02:02 Naqeeb

Anyway, my name is Nakib Mohammed Nakib and as somebody an employee in my early 20s, I am fortunate enough to be able to travel so far around peninsula with my friends.

00:02:24 Naqeeb

This last year alone I've been to the north part of peninsula in Penang, all the way to down south at jb.

00:02:35 Naqeeb

So yeah, anything you want to ask me?

00:02:38 Aiman

Okay, thank you Nakit for that introduction.

00:02:43 Aiman

So, okay, so are you usually traveling solo or with your family or with your friends?

00:02:52 Naqeeb

Most of the time.

| Demographic Info

00:02:54 Naqeeb

Actually this last year alone, most of my trips that I mentioned are with my friends,

specifically my colleagues.

00:03:04 Naqeeb

But on other days when I don't go out from Kallang Valley or kl, I usually travel alone because it's much more convenient.

00:03:16 Aiman

Okay, so what is the reason you want to travel?

00:03:20 Aiman

Is it more about relaxation, adventure, family bonding or something else you want to answer?

00:03:30 Naqeeb

Mostly?

00:03:31 Naqeeb

No, it's not mostly.

00:03:32 Naqeeb

What he want when planning holiday

But the one key reason that I like travel, it's because simple.

00:03:38 Naqeeb

I want to see more of the world.

00:03:42 Naqeeb

Given that Covid happened, I lost a significant portion of time sitting home and basically just doing nothing but being crammed in the room.

00:03:55 Naqeeb

So that's why part post Covid I want to not only like see more for the world has to offer, but also to make the most of my 20s right now.

00:04:09 Aiman

So basically how it is important is budget versus experience quality for you.

00:04:17 Naqeeb

It's a tricky one because you want the best for yourself, but at the same time you are also constrained by your financial state.

00:04:28 Naqeeb

Right?

00:04:29 Naqeeb

Like obviously if you want to go to Penang, for example, you have to amount for the cost it takes to get the tolls, parking, fuel, and that doesn't include the expenses once you get there, like the food, the accommodation, Airbnb, all the stuff.

00:04:51 Naqeeb

Like I'm not going to lie, I do actually want to have a great experience.

00:04:58 Naqeeb

But it all depends on how you plan, right.

00:05:03 Naqeeb

With what you have.

00:05:06 Aiman

Okay.

00:05:07 Aiman

Okay, thank you.

00:05:09 Aiman

So another questions, which is the last questions for introduction?

00:05:13 Aiman

Okay, so do you prefer popular tourist spots or hidden gems?

00:05:20 Naqeeb

Right.

00:05:22 Naqeeb

Again, it depends.

|

00:05:23 Naqeeb

I.

What he wants when planning holiday

00:05:24 Naqeeb

If I am not entirely familiar with that place, like if I were to go to Bangkok, obviously I want to see what the place is known for, right?

00:05:39 Naqeeb

So I gravitate more towards popular, like popular spots.

00:05:44 Naqeeb

Although in some cases, if I am familiar or well versed with the place and want to see what else that place has to offer, then I can go ahead and ask locals where the hidden spots are, where are the spots where there are less people and those that really, really like, make the trip worthwhile.

00:06:07 Aiman

Okay, thanks Nakib.

00:06:09 Aiman

So that is for the introduction questions.

00:06:13 Aiman

So let's go to the your travel planning behavior.

00:06:18 Aiman

So how do you usually plan your holiday?

00:06:21 Aiman

Such as your steps, your preferred tools or apps that you use for holiday planning?

00:06:31 Naqeeb

Good question.

Planning habits style

00:06:33 Naqeeb

The most of my focus is centered around the itinerary, which is a list of things and stuff to do where from going there to spending my time there to going back.

00:06:51 Naqeeb

I take a lot of effort in designing the itinerary using mainly using trip.com booking and those two are for, you know, for flight tickets or bus tickets and whatnot.

00:07:07 Naqeeb

Planning info source

Transportation for accommodation is Airbnb.

00:07:13 Naqeeb

Again, booking.

00:07:15 Naqeeb

And as for the landmarks and food, I'm a simple man.

00:07:20 Naqeeb

I use TripAdvisor.

00:07:23 Naqeeb

It shows all the reviews from people who've been there.

00:07:26 Naqeeb

Also some advice.

00:07:28 Naqeeb

Also budgets.

00:07:29 Naqeeb

All that stuff.

00:07:30 Naqeeb

All of that I take into account into my itinerary.

00:07:36 Aiman

Okay, I see.

00:07:37 Aiman

So basically you're using a combination of applications and websites for your holiday planning, Right?

00:07:45 Aiman

Okay, so what is the first thing you do when you're planning a holiday, such as your Checking dates or budgets or even destination ideas.

00:08:01 Naqeeb

I check the place that I'm about to visit, which includes the landmarks, the hotels or Airbnbs, the restaurants, all of that relating to the place.

00:08:18 Naqeeb

Right.

00:08:18 Naqeeb

Because once you get there, you have to like go to a place, you have to have a purpose as to why you're going there in the first place.

00:08:26 Naqeeb

Right.

00:08:27 Naqeeb

And I also take budget into account, as obviously you need, you eventually have to spend there.

00:08:36 Naqeeb

But yeah, I'll take into account the places first and foremost.

00:08:41 Naqeeb

All right.

00:08:41 Aiman

Okay.

00:08:42 Aiman

Okay.

00:08:43 Aiman

So basically, do you plan everything at once or gradually over time?

00:08:50 Naqeeb

Overcome Frustration

If I could, I want to plan everything on that same day, but on the next week I will have a new idea or discover something I haven't heard about, but the place.

00:09:05 Naqeeb

So it's best for me to plan like gradually so that.

00:09:12 Naqeeb

Because the best ideas come at the last minute.

00:09:17 Aiman

Okay.

00:09:19 Aiman

Okay.

00:09:19 Aiman

So basically, when you want to go to holiday, basically you will plan your itinerary first or two weeks earlier than your holiday date.

00:09:34 Aiman

Right?

00:09:34 Aiman

Okay.

00:09:36 Aiman

So we go to the pain points and frustration questions.

00:09:40 Aiman

So basically, what frustration or surprises have you experienced while traveling, such as unexpected festivals, unexpected traffic, sold out hotels, bad weather or anything else?

00:09:56 Naqeeb

Frustration

Funnily enough, it's the itinerary itself.

00:10:03 Naqeeb

Here's the thing.

00:10:04 Naqeeb

There's what people call expectations and reality.

00:10:06 Naqeeb

Right?

00:10:07 Naqeeb

The expectations is what I expect.

00:10:10 Naqeeb

When I wrote the, when I planned the itinerary, like, okay, on this day I'm going to this spot and tomorrow I'm going to have dinner at this spot.

00:10:20 Naqeeb

That sounds well defined until you get there.

00:10:25 Naqeeb

And the theory suddenly turns its head on itself, like, oh shoot, I actually am late to this place.

00:10:33 Naqeeb

So it's closed, so I have now to go to here or there.

00:10:38 Naqeeb

I wouldn't say that the itinerary is my weakest point.

00:10:42 Naqeeb

It's just that.

00:10:44 Naqeeb

It's just that sometimes life gives you a box of chocolates, you know, and you never know which one you're gonna get.

00:10:53 Aiman

Okay, so okay, so what?

00:10:56 Aiman

So you mean, okay, as you asked earlier that you said that you will use different variety of applications and website to plan your trip.

00:11:10 Naqeeb

Right.

00:11:11 Aiman

So basically, what barriers or frustrations do you face when searching for reliable travel information online?

00:11:22 Naqeeb

Usually it's the reviews themselves because not everybody who left their reviews there are the same as you or are the same mindset as you.

00:11:37 Naqeeb

Like you're looking for places to have a nice dinner at.

00:11:45 Naqeeb

Additional Needs

And most of the time, like the top 10 restaurants, around four or five of them I saw are non halal or not Muslim.

00:11:54 Naqeeb

Friendly, which is kind of a bummer because at the same time they're also well regarded.

00:12:00 Naqeeb

Right.

00:12:01 Naqeeb

Frustration

So I'm not saying that the halal gap is one of my biggest gripes, but it's just that the lack of reviews that are the same as what I'm thinking is what gets me.

00:12:20 Aiman

Okay, so let's move on to the decision making questions.

00:12:24 Aiman

Okay, so what motivates your choice of travel destination such as the budget, the time or the family culture?

00:12:33 Aiman

Or else.

00:12:37 Naqeeb

It'S by word of mouth really from my peers or family members who have been there before who said, who said things about the places.

00:12:49 Naqeeb

Right.

00:12:50 Naqeeb

And that motivates me in one way or another as they've been there basically.

00:12:57 Naqeeb

Right.

00:12:58 Naqeeb

And seeing what other people say, that also got me into looking at that place and wanting to go there one day.

00:13:09 Aiman

Okay, so.

00:13:10 Aiman

Okay, so when you travel with your friends, especially on a limited budget, how do you usually balance saving money with staying comfortable and safe.

00:13:27 Naqeeb

This country?

00:13:28 Naqeeb

Question.

00:13:29 Naqeeb

You just don't.

00:13:33 Naqeeb

Decision Drive

You either have enough budget or you don't like.

00:13:40 Naqeeb

But having said that, I think it's important for you to have a financial stability.

00:13:50 Naqeeb

Right.

00:13:51 Naqeeb

What I mean is to have enough money for you to enjoy a proper, proper trip.

00:14:01 Aiman

Okay, so basically you're a person that loves to plan your holiday before you go to your, to the actual date.

00:14:11 Aiman

So what does off peak mean to you?

00:14:15 Aiman

Such as weekdays or in the school holidays or end of the month or maybe end of the year.

00:14:23 Aiman

So, so why you choose that time?

00:14:27 Naqeeb

Oh, school holidays are a big.

00:14:30 Naqeeb

No, no, they're nightmare because for off days you want to go, when you go to a place, obviously you don't want that place to be swarmed by tourists.

00:14:42 Naqeeb

What not right.

00:14:44 Naqeeb

Having said that, there's a reason why they're always so, so full during these school holidays and weekends.

00:14:51 Naqeeb

Right.

00:14:52 Naqeeb

It's only a matter of, you know, finding the right date, which most of the time is almost impossible.

00:15:03 Naqeeb

But personally I somewhat embraced it because that's basically the only time where I am free.

00:15:14 Naqeeb

You know, as for the end of the year, the holidays, I would say that it depends.

00:15:24 Naqeeb

Right.

00:15:25 Naqeeb

It's just like see for yourself sometimes if there isn't as many people as you expect, then you may have a better time than you thought.

00:15:37 Aiman

All right, so have you used any apps or tools that help identify less crowded destinations or off peak travel periods?

00:15:49 Naqeeb

Surprisingly, I don't.

00:15:51 Naqeeb

I don't.

00:15:52 Naqeeb

I guess of the facts from the date, the period itself, how popular that destination is and whether on and also the weather, because Rainy weather, who else who wants to go on a bad day, right?

00:16:13 Aiman

Okay, so as you said earlier, you use different kind of information, I mean different kind of apps to get the different kind of information.

00:16:24 Aiman

Right.

00:16:25 Aiman

So would it be helpful for our developed apps to combine all these features in one

application?

00:16:36 Aiman

So how can it be useful to you?

00:16:40 Naqeeb

Firstly, that's a good idea.

00:16:44 Naqeeb

I mean that sounds enticing.

00:16:47 Naqeeb

Is the one thing that concerns me is the execution, right?

00:16:54 Naqeeb

Because if on the app has to work even on dire situations where the situation is bad enough, right.

00:17:07 Naqeeb

I would say this.

00:17:09 Naqeeb

If you guys can address the problem of when the people, when there's like a lot of people in some days, like finding the off peak hours, then I'm in.

00:17:25 Aiman

Okay, so basically we are going to questions that depths on onto the application usage.

00:17:33 Aiman

Okay.

00:17:35 Aiman

I want you to think about the most useful features in the application that you use on your trip.

00:17:44 Aiman

So.

00:17:48 Naqeeb

The most useful application on trip.

00:17:53 Aiman

Apps all features or the feature itself?

00:17:56 Naqeeb

Or the feature itself.

00:17:58 Naqeeb

I would say the filter.

00:18:01 Naqeeb

As simple as that sounds, the feature of filtering based on your preferences is.

00:18:10 Naqeeb

Is obviously like, needs to be appreciated more.

00:18:16 Naqeeb

Especially when you want to find a certain place that you want, right?

00:18:21 Naqeeb

Like you can filter not only the reviews, I mean, what I mean is filter the places that you want, but also to filter the reviews, right?

00:18:30 Naqeeb

Because not all places are perfect.

00:18:33 Naqeeb

And if you see like a place that is highly well regarded, then you might be inclined to think that place is perfect.

00:18:44 Naqeeb

But at the same time you also want to balance your expectations, right?

00:18:48 Naqeeb

Overcome Frustration

So that's where filtering by one, two or three stars come in handy.

00:18:53 Naqeeb

That not only gives you a realistic expectation of going there, but to also like manage other facets of your planning too.

00:19:02 Naqeeb

Like like your finance, your transportation and whatnot.

00:19:07 Aiman

Okay, so before this you have mentioned about your frustration in planning your holiday.

00:19:14 Aiman

So what kind of future?

00:19:16 Aiman

Or maybe a design element of a travel app that made you feel confident and capable of solving your frustration.

00:19:28 Naqeeb

It's the.

00:19:29 Naqeeb

For me is different for everybody else, obviously.

00:19:33 Naqeeb

But I believe that visually like providing, providing the visuals in your itinerary helps me to visualize my trip even better.

00:19:44 Naqeeb

Because if I write it down in my notes, right, they're all just letters.

00:19:49 Naqeeb

I mean obviously the detail there for note keeping, they're there.

00:19:53 Naqeeb

But you don't forget I don't feel confident enough until I can visualize.

00:20:00 Naqeeb

Right.

00:20:00 Naqeeb

Like going to the beach for example.

00:20:03 Naqeeb

What, how bad would the rain be if it's on the beach?

00:20:07 Naqeeb

Right.

00:20:07 Naqeeb

If you like provide some sort of a visual cue like graphic design or I don't know, even AI elements there to help me, like imagine how bad or decent will be, then I might be okay with it.

00:20:24 Aiman

Okay, so do you feel capable and confident in managing and changing your own travel bookings online?

00:20:37 Naqeeb

Decision Trigger

Okay, so the booking most booking and traveling apps, I mean, I would say booking apps, they give you the option to cancel a booking before a specific date, right?

00:20:50 Naqeeb

So at least that gives you leeway to make up your mind, right?

00:20:55 Naqeeb

Like when one day before the date that you have and need to reschedule, they let you do that.

00:21:01 Naqeeb

It's a matter of them being transparent about the date, right.

00:21:04 Naqeeb

And also letting you know, hey, you have one more day before making a payment.

00:21:09 Naqeeb

Are you sure you want to choose that date?

00:21:12 Naqeeb

So yeah, with that feature, I think I'm already comfortable doing that.

00:21:18 Naqeeb

It's just a matter of you deciding whether you want to reschedule or just go on.

00:21:26 Aiman

Okay, so we go to the next chapter in our questions, which is the social influences.

00:21:33 Aiman

Okay, so whose opinions influence your travel choices the most?

00:21:39 Aiman

Your friends, maybe some influences in social application or even and online communities.

Decision Drives

00:21:50 Naqeeb

If you want me to answer about social media, then you're asking the wrong person.

00:21:56 Naqeeb

I. I got most of my recommendations from my friends and family, right.

00:22:01 Naqeeb

But then again, they're only there to they have different experiences for me, right?

00:22:08 Naqeeb

So obviously I would look up the Internet and see for myself, but most of my recommendations I got from my friends and family, first and foremost.

00:22:23 Aiman

So how much do you rely on reviews?

00:22:26 Aiman

Because you're saying that sometimes you seeing these reviews will help you in planning your holiday, right?

00:22:35 Aiman

So how much do you rely on it, such as ratings, reviews or local recommendations when planning a holiday?

00:22:46 Naqeeb

Not religiously, but quite often they're the ones who've been there.

00:22:52 Naqeeb

And although they have different experiences than me, they at least gave me a general idea of what the place is like and what to expect there.

00:23:03 Naqeeb

Obviously those reviews are valuable, but they're not my only source.

00:23:09 Naqeeb

I also look at the picture, at the pictures, videos and whatnot.

00:23:15 Naqeeb

And if I want to, I could also ask my friends and family who have been there to give

their second opinion.

00:23:25 Aiman

Okay, so how important are verification features like verified visit or real photos in building your confidence?

00:23:38 Naqeeb

I mean, it all boils down to making sure that you have everything in order, right?

00:23:44 Naqeeb

Decision Trigger

If I already purchased my ticket and there's a receipt, then there's nothing else need to do after that.

00:23:54 Naqeeb

Like I do need to freaking put in my password or multifactor or to FA all that Stuff as long as I get my ticket, I present it in front of counter, everything's good.

00:24:09 Naqeeb

It's obviously needed, but not in extreme, you know, extreme quantities.

00:24:18 Aiman

Okay.

00:24:19 Aiman

So nowadays most of people will use a real time data.

00:24:24 Aiman

Right?

00:24:25 Aiman

So what would make you trust a smart travel system that use this kind of real time data like the crowds, the weather, the reviews.

00:24:37 Naqeeb

AI driven services usage review

As long you tell me when I first open your app like.

00:24:41 Naqeeb

And also be transparent about the reason you want to use my services.

00:24:45 Naqeeb

I hate when apps tell me nothing and then just pop up like, oh, we need to access a weather.

00:24:55 Naqeeb

Like what?

00:24:56 Naqeeb

For what reason?

00:24:57 Naqeeb

I just want to book my date, Ma.

00:25:01 Aiman

Okay, so we talked about AI a bit.

00:25:06 Aiman

So how comfortable are you with AI based suggestions that adapt to your preferences?

00:25:13 Naqeeb

AI driven services usage review

I think they're creepy.

00:25:16 Naqeeb

I have to put out there, like I don't want you guys to stalk me or know what the hell I'm eating.

00:25:22 Naqeeb

Right.

00:25:23 Naqeeb

But that's just me, right?

00:25:26 Naqeeb

I know what I want.

00:25:27 Naqeeb

I don't want anything else to like influence the way I want.

00:25:32 Naqeeb

But if it helps somebody else one way or another, then sure, there's no.

00:25:38 Naqeeb

I think it's more of what you use the AI for.

00:25:41 Naqeeb

Right.

00:25:42 Naqeeb

If you want to recommend new places, like I can understand that, but.

00:25:49 Naqeeb

But if you want to like shove down places that I must try down my throat, then get that, get that out my face.

00:25:57 Aiman

Okay.

00:25:59 Aiman

So do you know pdpa pdp?

00:26:03 Aiman

Okay.

00:26:03 Aiman

It is a Malaysian personal data protection act.

00:26:08 Aiman

It is the law that requires companies to ask you permission before using your data, which is to process and gives you right to see, correct or delete your data.

00:26:20 Aiman

So knowing that this legal protection exists, does it change how you feel about sharing your data with AI systems?

00:26:30 Naqeeb

Okay.

00:26:33 Naqeeb

Data concern

I've also read that other regions implemented this and I will say that as long as you give me an option and to delete my data and it is easily accessible, then I would not mind because first and foremost, data is easily obtainable these days and they're like pretty valuable to these companies.

00:27:04 Naqeeb

Right.

00:27:05 Naqeeb

And I'm not trying to like be a bit political here, but I.

00:27:11 Naqeeb

Data collecting and selling to brokers and stuff, it's kind of like pretty shady business.

00:27:18 Naqeeb

Yeah, it doesn't affect me like physically or something like that, but there are ways where data can, you know, influence me in one way or another.

00:27:31 Naqeeb

Right.

00:27:32 Naqeeb

So having the option to like delete my data means they don't like know specifically like Y1 or anything.

00:27:40 Naqeeb

It's for peace of mind is what I'm saying.

00:27:45 Aiman

So what type or what kind of data that you are willing to share to this AI processing?

00:27:53 Aiman

Like such as your location, your personal details or any other data.

00:27:58 Aiman

What type of data?

00:28:02 Naqeeb

Data concern

The things that I'm willing to share if you can.

00:28:06 Naqeeb

Nothing, I don't want anything to do with me, but I.

00:28:13 Naqeeb

Again, it depends on what they want to use my data for.

00:28:17 Naqeeb

Like if they want to know how old I am so they can suggest Gen Z type stuff to me, then just give me.

00:28:26 Naqeeb

Okay, if you really have to, like you want to ask for my location because you want to suggest some cool stuff near my area, then yes, I can understand if you also want to suggest borrow my.

00:28:42 Naqeeb

Where I'm at.

00:28:44 Naqeeb

I mean my weather location, all that stuff.

00:28:48 Naqeeb

Oh no, no.

00:28:49 Naqeeb

What I mean is if you want permission to access my camera, for example, so you can scan QR codes for payment or discount, vouchers or links, all that then sure, but only when I need it.

00:29:05 Naqeeb

After I use that, then I need that access revoked.

00:29:10 Naqeeb

Just like use for that time only.

00:29:13 Naqeeb

Right?

00:29:14 Naqeeb

Don't have to like leave that permission like open all the time.

00:29:22 Aiman

Okay, so we move on to the next questions which is about your expectations and goals basically.

00:29:32 Aiman

So what kind of features would make online holiday planning easier for you?

00:29:45 Naqeeb

Features that would make my planning and holiday better.

00:29:51 Naqeeb

I think an underrated feature that I think would get more attention is an itinerary

pack.

00:30:02 Naqeeb

It's like a star pack where the itinerary is already there for you.

00:30:08 Naqeeb

Like at least the base template itself.

00:30:11 Naqeeb

Let's say you want to go to Penang for three days and two nights.

00:30:17 Naqeeb

You don't know where else to go, right?

00:30:20 Naqeeb

You don't even know what's the Penang.

00:30:22 Naqeeb

An IT template basically like provides everything that you want and what do you need to bring, how much you need to spend.

00:30:33 Naqeeb

Also the places that visit all in one place.

00:30:37 Naqeeb

That screams convenience.

00:30:39 Naqeeb

Although I will admit it won't appeal to everybody.

00:30:43 Naqeeb

Right?

00:30:44 Naqeeb

So which is why I say it's a template.

00:30:47 Naqeeb

Right?

00:30:49 Naqeeb

If you don't like it, then you can change it the way you want.

00:30:53 Naqeeb

Just make sure that feature is convenient enough and accessible enough for people to customize.

00:31:01 Aiman

Okay, so let's say you are assessing a mobile application or online websites for your holiday planning.

00:31:13 Aiman

So let's say if we add some features such as a dashboard to gather this and this information in one place.

00:31:24 Aiman

So name three or maybe up to five information that you would like to put this information in that dashboard.

00:31:36 Naqeeb

Okay, I'm not the person who's gotta make the app, but so my answers are gonna vary wildly from what you want.

00:31:44 Naqeeb

But I will say this.

00:31:47 Naqeeb

The ones that on the dashboard that I want to see first and foremost is probably the one already found in tripandbooking.com Skyscanner Skip lag is the.

00:32:07 Naqeeb

What do you call the box where you put in your.

00:32:11 Naqeeb

Where you want to go.

00:32:12 Naqeeb

Right.

00:32:13 Naqeeb

I think Grab also has that.

00:32:16 Naqeeb

But putting in the place I want to go and the date, that's basically the main one.

00:32:25 Naqeeb

Because if you're gonna make a traveling or ticket app, obviously you have to have that.

00:32:31 Naqeeb

Right?

00:32:33 Naqeeb

I also want to see.

00:32:35 Naqeeb

Oh, you know what?

00:32:37 Naqeeb

There's another thing I like to see on the dashboard is a live view of the ticket prices.

00:32:46 Naqeeb

Because, look, if you're somebody who travels a lot and want to know what the prices will be like in the next upcoming days or weeks, I think it will be a good future, a good feature to have to see your.

00:33:01 Naqeeb

The live.

00:33:02 Naqeeb

The ticket prices in real time.

00:33:04 Naqeeb

Right?

00:33:08 Naqeeb

Because you want to make sure that you plan accordingly.

00:33:11 Naqeeb

But also, like, will be the first thing that you see when you open the app.

00:33:16 Naqeeb

So at least that gives you a mindset of, oh, so this is the price it will be today.

00:33:21 Naqeeb

Let me plan for this.

00:33:24 Aiman

All right.

00:33:25 Aiman

Okay.

00:33:25 Aiman

Okay, so the last questions.

00:33:28 Aiman

Okay, we want to wrap up into these questions.

00:33:33 Aiman

So based on your experience, okay, for.

00:33:38 Aiman

From your holiday planning, what will be three features that you would like to have for an ideal smart trip booking application and why?

00:33:49 Aiman

Please name three from the third one until the first one.

00:33:56 Naqeeb

Desired smart support

Off the top of my head, I said the live.

00:34:03 Naqeeb

It's not live is the live ticket prices.

00:34:08 Naqeeb

That's the first one.

00:34:11 Naqeeb

And custom.

00:34:13 Naqeeb

Not custom, but and itinerary templates for you to customize.

00:34:20 Naqeeb

That's two and three is.

00:34:26 Naqeeb

I'll just pull up, I would say a budget tracker, like a mini expenses tracker, right.

00:34:38 Naqeeb

For you to keep track of how much you spent on a particular trip.

00:34:44 Naqeeb

So next time, for whatever reason you want to go there again, at least you can budget even better than you did previously.

00:34:54 Aiman

Okay, so I think we have covered everything I want to ask you about, but before we wrap up, let me just ask, is there anything else about your travel planning experience that we didn't talk about you but you think I should know anything you wish I had asked?

00:35:14 Naqeeb

Okay, so you know when you.

00:35:18 Naqeeb

You have booked a flight or something, like a flight ticket or a receipt for your accommodation?

00:35:29 Naqeeb

Right.

00:35:29 Naqeeb

For Airbnb, I need a feature.

Desired smart support

00:35:32 Naqeeb

I also need a feature where you can easily access from the app because I hate it when I have to open my Gmail.

00:35:40 Naqeeb

I have to sign in and find the exact email to the spam folder.

00:35:43 Naqeeb

Everything.

00:35:45 Naqeeb

I think GSC and TGV apps, they do this best.

00:35:49 Naqeeb

They have a section on the profile.

00:35:52 Naqeeb

We can go to my tickets and they can just open it from there from the app.

00:35:57 Naqeeb

I don't have to open this stupid email app or anything.

00:36:00 Naqeeb

I just wanted everything from the.

00:36:03 Naqeeb

From the app.

00:36:04 Naqeeb

Having said that, obviously I'm not saying that you don't need, you shouldn't send to email at all.

00:36:11 Naqeeb

I'm saying that let email be the backup in case you cannot find your app.

00:36:16 Naqeeb

But first and foremost that after you've purchased something, it has to show up in the app.

00:36:23 Naqeeb

All right.

00:36:23 Aiman

Okay.

00:36:25 Naqeeb

So perfect.

00:36:26 Aiman

So let me tell you what happens next with all this information you shared.

00:36:31 Aiman

So this has been incredibly valuable, the insights you've given me, especially about the itinerary plans generated from the app itself.

00:36:41 Aiman

That's exactly the kind of real world perspective we need.

00:36:46 Aiman

So your responses will be combined with others and we will analyze it.

00:36:51 Aiman

But again, your name and personal details will never be attached to anything.

00:36:55 Aiman

So it's all anonymous.

00:36:56 Aiman

In a few weeks or months, once we've actually built a prototype of this travel plan system, would you be interested in testing it out and giving us feedback?

00:37:06 Aiman

No pressure at all, it just a few curious to see what we came up with.

00:37:10 Aiman

Alright, thank you again so much for your time and honestly today this is going to make a real difference in how we approach this design.

00:37:17 Aiman

And hey, safe travels on your next trip.

00:37:20 Aiman

Hope it's smooth sailing.

00:37:21 Aiman

Take care.