

DEMOGRAPHICS

Hey Zharif. Can I take your time to know your travel habits? This is for research purpose		:	Husna
Zharif	:	Sure. What do you want to know?	
First, tell me about yourself. Your age, job and job place, education and income		:	Husna
Zharif	:	I'm around 30 to 40's year old, working at Negeri Sembilan as an engineer. My income ranged from 8000 to 15000. I'm a bachelor's degree taker	
Are you more of a solo adventurer, couples' trip, or family-style traveller?		:	Husna
Zharif	:	Family-style. I have three kids, so wherever we go, it's usually all of us together	
How often do you bring your family for holidays?		:	Husna
Zharif	:	About four times a year? Usually during school breaks or long weekends	
That's actually quite frequent. Do you travel far like local, regional, or international?		:	Husna
Zharif	:	Mostly regional. We go around Southeast Asia — sometimes Hatyai, sometimes just Perak or Langkawi	

PLANNING HABITS

How do you normally plan your trips?		:	Husna
Zharif	:	I use apps, and lately I've been trying out AI tools too. They actually give pretty good suggestions	
Ooh nice, and where do you usually get your info? Social media, websites, friends...?		:	Husna
Zharif	:	Mostly social media and Google reviews. I'll read what people say about hotels or attractions before booking	
We are on the same boat. What's something that usually makes you confirm your booking or change your mind?		:	Husna
Zharif	:	Room availability is a big one. And I hate hidden charges. If there's no cancellation fee, even better. I want things to be clear and flexible	

FRUSTRATIONS

What challenges do you face when planning or going on holiday?		:	Husna
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Zharif	:	Timing. It's so hard to avoid peak days because of my limited annual leave. Everything's packed and expensive.
How do you usually handle that?		Husna
Zharif	:	I try to estimate when the peak days are. Using all the tools I can. Sometimes it works, sometimes not.

NEEDS AND GOALS

What's your main goal when planning a holiday?		Husna
Zharif	:	I just want to relax without breaking the bank. Somewhere affordable, less crowded, and comfy for the kids
Any specific needs?		Husna
Zharif	:	Kid-friendly places. Nice views, comfy beds, and maybe a pool
What drives your decision-making then?		Husna
Zharif	:	Budget first, but it still has to be comfortable. And of course, family-friendly

COGNITIVE CITY AWARENESS

Okay, technical question. Are you familiar with AI-driven travel tools like real-time traffic alerts or smart recommendations?		Husna
Zharif	:	Yep. I use them sometimes. They're really helpful when I'm trying to avoid traffic or find something nearby
How about personal data sharing. Are you okay with that?		Husna
Zharif	:	Hmm, I'm careful. I only share what's needed. Privacy first

DESIRED SMART SUPPORT

If you could have a super-smart travel app, what three features would you want?		Husna
Zharif	:	Real-time crowd prediction. That's number one. Then suggestions for nearby places to visit. And maybe live updates like weather or events.

TECH PROFILE

What apps or tools do you use for trip planning?			:	Husna
Zharif	:	Gemini. It's surprisingly good. And sometimes I use booking apps and social media for reviews.		
That's all, Zharif. Thanks so much. You gave great insights			:	Husna
Zharif	:	Okay, no problem		

INTERVIEW END