CS5705
Human Computer Interaction
Assignment 2: Understanding Users & Design Requirements

Dr. Nora O' Murchu

Group 7
Conor Holmes – 18126138
Jude Iwuh – 18086098
Vincent Neuts – 18078761
Babasola Olukoya – 18144837

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Project Idea

The project idea was to develop a mobile application that acts like a virtual tourist guide around the world, providing key information on tourist attractions,Culture, History and locations.The key aim of this mobile application is to optimise tour guides, by saving the user time and money. This application targets the following demographic:

1. Tourists looking to see most interesting/authentic attractions on their Holiday
2. Tourists looking to save money and not waste time

Interview Script

As a group, we decided to interview eight participants. Two teams members(one interviewer and one note taker) would interview four participants and then the other two team members would interview the other four participants. The goal of the interview was to understand user needs and assess interest in the mobile application. The following questions was asked to each participant during the interview. The estimated time for each interview was estimated twenty minutes. The interviews took place during teaching week 7.

The structure of the interview was based on a few initial questions that would categorize user type and then answer a question set based on the initial questions. Some of the questions were meant to be warm-up questions which do not add much value to our research but allow users think about scenarios that may have experienced in the past.

Questions

- How often do you go on leisure trips?
    - Tell me about your typical experience during such trips.
- Have you been on a bus trip organised by a travel agency (hotel, activities, food,...) ?
    - Yes/No - Continue
- Have you planned a holiday or city trip before?
    - Yes - (if (previous question was yes) ->Question set # 2 + Question set #1), Question set #3

- ○ No - Question set #4
- Has anyone shared a trip schedule with you?
  - ○ Did you find it easy to understand?
- Which of your devices do you use while on a trip?
- What kind of mobile apps do you use during your trips?
- Do you have a travel app (How many of them)?
- How satisfied are you with the apps you use during your trips?
- Would you mind receiving notifications on your phone when you come close to a point of interest (based on your interests)?
- Would it have additional value to attach photos to activities so you can look at it later on?
- Does your holidays consist of one type of activity or is it a mix (night life, adventure, art)?

Question set #1 (=Planned Tour)

- Did you like all the activities that were planned?
- Did you have enough time at each stop?
- How did you find the value for the money?
- Would you do it again?

Question set #2

- Do you prefer pre-planned tour by guide or organise a tour independently?
  - ○ Why?
- Is it more expensive to organise your trip by yourself?

Question set #3

- Did you plan everything in advance?
- What sources do you use to organise a trip?
  - ○ *Mobile apps, web pages, books,...*
- Have you organised a trip for multiple people?
  - ○ Did you share it with them and how?
- How do you keep track of all the activities you have booked or planned?
  - ○ *Spreadsheet, app, word, pdf files,...*
  - ○ Have you ever had any trouble in finding reservation back?

- ○ Do you think your method of keeping track of everything was efficient?
- ● Do you go to a local tourist office and did this change your original plans?
- ● Did it occur that you couldn't do all the activities that were planned on that day?
  - ○ *Missed/changed Timetable bus, other activity lasted longer than expected, weather, traffic jam, …*
  - ○ Would reminders and live updates of traffic have solved this?
- ● Did you find it difficult to find an optimal route between all the different activities?

Question set #4

- ● Would you use a mobile app to plan an entire trip?
- ● If you had a trip planner is it a must to share it with others?

Affinity Mapping

Each member of the group reviewed all of the interview responses with the aim of analyzing and picking out significant factors from each response. This process involved reading, interpreting and summarizing useable bits that jump out from the responses. For each subject and response, an important word or phrase is written down to capture what the user feels, duplicated words or phrases were eliminated leaving each member of the group with a distinct set for each interviewee. After going through this process, we came together as a group to go through each of the summarized collections and further eliminated duplicates or similar words and phrases for each in the total set.

With a full set of distinct words, we set out to begin categorizing each of these words by going through them one after the other. Where it seemed the words were not sufficient we used phrases to help better understand what the user was trying to pass, and some remained as directly captured from the responses. In total we ended up with 22 significant and distinct phrases, transferred to sticky notes. With these set, we started to group each phrase by sticking the notes on a board, grouping based on similarity and context, for each we had to refer to the responses to ensure we were using the exact message the user was trying to convey. We ended up sticking the notes up in three main categories based on context - Preferences, Capabilities, Outcome/Goals and Significant Comments.

We ended up with an affinity map outlined below:

Preferences

- Non-intrusive alerts
- Offline mode
- Real-time alerts
- All-in-one organizer
- Customizable preferences

Capabilities

- Share to friends or groups
- Add pictures to activities
- Optimal route suggestions
- Weather alerts and information
- Social media integration

Outcome/Goals

- Organised itinerary
- Access reviews and recommendations from other users
- Cost saving
- Find relevant information
- Digital tour diary

Significant Comments

- "Traveling should be relaxing and at my own pace"
- "It is easier to plan activities on laptops rather than on mobile"
- "[I like to] network and meet new people"
- "No advertisements"

PREFERENCES	CAPABILITIES	OUTCOME/GOALS	SIGNIFICANT COMMENTS
Non-intrusive alerts	Share to friends or groups	Organised itinerary	"Traveling should be relaxing and at my own pace"
Offline mode	Add pictures to activities	Access reviews and recommendations from other users	"It is easier to plan activities on laptops rather than on mobile"
Realtime alerts	Optimal route suggestions	Cost saving	"[I like to] network and meet new people"
All-in-one trip organiser	Weather alerts and information	Find relevant information	
Customisable preferences	Social media integration	Digital tour diary	"No advertisements"

Digital version of Affinity Map [https://pinup.com/HkBY2RyvN]

After generating the affinity map, important patterns emerged indicating that users were excited about such an App but would prefer it to be all-inclusive and useful not only to plan a trip but also useful during and after the trip or activities planned for that trip.

In addition, while most users think using an agency to plan a trip is eventually cheaper than self-planned ones, they would expect that the app allows them optimise their resources in terms of cost and time.

Main findings

Main findings was gathered from conducting interviews with eight participants and creating an Affinity mapping diagram where findings from the interview was categorized in four areas which are Preferences, Capabilities, Outcome/Goals and Significant Comments.

Preferences

Preferences was outlined in the Affinity mapping diagram as a category. User preferences are important to user when using the application. The first preference which was stated by multiple participants during the interview was Non-intrusive alerts.
Participant One stated that "Only important notifications, So yes I would like to see relevant notifications ". The next preference was Offline mode. Offline mode was highly prefered due to users complaining apps losing connection. One participant said "By receiving emails/notifications thorough apps like Ryanair which saves my fight ticket. I usually take a screenshot before I get to the airport as these apps require internet connection. Sometimes wifi and phone reception is poor. I think offline feature would be useful". Real-time alerts was suggested by Participants who wanted to receive weather or transport alerts while on holiday as time is important to travellers who are on a tight schedule

All-in-one organizer was the next preference, participants discussed finding it difficult to keeping the Holiday itinerary in the one application. One existing competitor does this already Google trips requests user gmail account to scrape booking confirmations for the flight and hotel while travelling.

"I'm not organized at all I usually create a folder and drop all my reservations, pictures of timetables, etc in there. The annoying thing here is that I can't add additional notes to certain things for example when there is a car park at a b&b or not. I know everything is in that folder, it usually takes a couples goes to open the right files but that is it. No not at all, I was always wondering what was planned on what day, It would've been nice to have an overview which is linked to a file in someway."

This participant would have preference on the application saving the Holiday itinerary. Customizable preferences would be final preference for users.

Capabilities

Capabilities was a category on the Affinity mapping diagram. Share to friends or groups was important as suggestions from Participating in the interview wanted to have a share feature where other friends can be included in the planning process and see important updates on the trip. The next capability of the application must be adding pictures to

activities.One participant said "Yes it would. I love taking pictures so if can be easily organised and automatic then it is a plus for me.

Optimal route suggestion would be included in the application. This would save the user time and relaxed. Weather alerts and information would be an integration feature into the application suggestion to bring a umbrella if rain is forecasted. Social media integration would build upon adding photos to activities. The user should be able to share pictures to popular social media platform such as snapchat, instagram and facebook.

Outcome/Goals

The Outcome/Goal was a category from the Affinity mapping diagram. The Application should have the following beliefs. The first belief is Organised itinerary. Users details should be easy to locate and should be grouped by accommodation, flights and transport. One participant said " I once had issues finding hotel rooms. Not really, writing in a diary doesn't appear like the most efficient method as I have had cases in which I forgot my diary." The participant had difficulty finding hotel rooms and had often forgotten the diary with booking confirmation details.

The second belief is Access to reviews and recommendations from other users on places to stay, what to see while on Holiday. User reviews even from locals would persuade Users of the application to stay at highly rated Hotel or go eat at highly rated restaurant. Cost saving is the next belief, Users should be able to adjust their budget to all activities such as attend museums that have free entry for budget user or premium experience which may include test driving a sports car in Monaco.

The next belief is the User should be able to find relevant information on popular tourist attractions, for example, a user approaches a famous painter's house and get fact notification on the painter and that the painter grew up in the location. Finding relevant information would be based on the user like a History Buff. The final belief in the application is that the User should be able to write down notes in digital tour diary.One participant said" I can't add additional notes to certain things for example when there is a car park at a b&b or not".

Significant Comments

During the interview process, many comments by Participants stood out and have been included in the following section. The first comment is "Traveling should be relaxing and at my own pace". The next comment is "It is easier to plan activities on laptops rather than on mobile". "[I like to] network and meet new people" is the next comment, some users like meeting fellow travellers while on Holiday and the final comment is "No advertisements". User are often irritated by intrusive advertisements on mobile applications and websites. Offering a premium version without ads is option for Users who do not want to see too many ads. Another option is reducing the number of advertisements.

On reflection, the interviews with eight participants was a great tool to gather essential data to assist with the design and development of the application. Data during the interview was captured by reading off questions from Laptop and recording the answers in a document.

List of design requirements

Functional Requirements

- Maps, location tracking
  - This App should be able to access maps and location information of the user
  - The User can search for destinations and explore the activities and interesting places around
  - Should be able to use the location information to determine the optimal routes for the user
- Store user information and preferences
  - The App can collect Users' basic detail and preferences for use while making purchases or bookings. The preferences also need to be collected to be able to customize the App to the User's taste.
- Purchase travel ticket, accommodation and activity tickets
  - User can make all purchases directly from the App, there should be no need to switch Apps to carry out tasks like purchasing travel tickets, book short stays or schedule activities. Everything should be within the App and adequately synchronized to give the best feel of consolidation.

- Send notifications and alerts
  - The mobile phone's notification system should be used to communicate directly with the User. The App should be able to notify users on their mobile phones, giving information about places and send real time alerts that need to reach the user immediately.
- Store purchase and activity history
  - Information on purchases, bookings and other activities should be stored on the phone and accessible when out of range of data services, that is, when the phone is in offline mode.
- Find best deals
  - Due to the need to help users save resources including costs, it should be possible for the App to find the best deals for any aspect - travel, short stay, activities etc. Best prices should be displayed and users read about each item, see their reviews and recommendations and proceed to choose the one they feel most comfortable with.
- Connect with Travel, Weather, Accommodation platforms
  - The App should be able to get information from external platforms to enable the purchase of tickets and get forecasts to give advice to the user pre-purchase and at real-time
- Crowd-sourcing: review and recommend
  - Most users would make decisions based on what they've seen or read about places. The App should be able to collect information from reviewers and make it available to new users or those searching for information.
- Share schedules, itinerary
  - Users should be able to use the App to share information or their itinerary with other users or group of friends

Social Norms & Customs

- Security
  - The App should include security alerts, warnings and information. Every user is concerned about their security and it would be important to have such information available to users for a specific location or activity to help make best judgment.

- ○ Users' data also need to be secure and protected, only data required should be collected and stored.
- Communication
  - ○ With the App, users can share information and itinerary with groups of friends or family. They are able to communicate as much details as they wish to their loved ones.
- Connection
  - ○ The App would have a social feature and integrate major existing social media platforms to enable social networking and meeting new people. From the responses, it is clear that social applications play a vital role in the lifecycle of a traveler's trip and the App must have the interactions within it, without the need to switch apps.
- Contribution
  - ○ Users want to contribute by helping others find the best way to enjoy themselves, by way of allowing reviews and recommendations, users can express their views and advice other users on best actions or activities to take on.
- Privacy
  - ○ Users in this domain would like to be private, only have their allowed profile data accessible to people they know or want to share with. It is important to include the privacy preference as a sub within the overall customization feature of the App. It is also important to notify users when their data is being accessed, they would need to permit the access of such data if they are from unknown members of the App community.

Research Methodology Details

Recruitment process

- Random sampling

Research Tools Used

- Interviews

Ethical Considerations

- All users are anonymous, no personal or demographic data was stored during the interviews.

- Purpose of the interview was clearly stated while recruiting the users and reiterated at the beginning of the interviews.

proto-personas

Millennial

Behaviors

- City trips multiple times a year
- Daily posts on social media
- Never leaves the house without smartphone
- Doesn't start eating before taking a picture

Needs & Goals

- Wants more followers on social media
- Easy way to find to trendiest shops in town
- A way to track where she has been.
- Share her trips with followers
- Todo list of places she wants to go to

Demographics

Age: 21
Occupation: Student
Location: Paris, France
Status: Boyfriend

The Prepper

Demographics

Age: 65
Occupation: retired
Location: Limerick, Ireland
Status: Married

Behaviors

• Goes on a trip for a month ones a year.
• Plans every detail of trip before leaving
• Uses excel to list all the activities, stops, etc
• Prints out everything
• Reflex camera for taking pictures
• Not handy with a smartphone

Needs & Goals

• Wants a detailed overview of his trip
• Everything needs to be accessible offline
• Attach external pictures to the trip
• Wants to show his children and grand children the places where he's been.

Adventurer

Demographics

Age: 22
Occupation: gap-year
Location: Sydney, Australia
Status: single

Behaviors

• Regular road trips with friends
• Minimal preparation up front
• Tries to avoid touristic places
• Thrill seeker
• Stays in tents and hostels to reduce the cost

Needs & Goals

• Collaborate with friends while planning
• Map places that are off the grid.
• Navigation to the next location while driving.
• Change order of activities due weather conditions

Career woman

Behaviors

• One trip a year with her children
• Weekly post on social media
• Working 7 days a week and no time to organize a trip
• Books organized trips

Needs & Goals

• Wants a planned trip to follow
• Activities need to be child friendly
• Update ex husband on their activities with pictures
• Doesn't use public transport

Demographics

Age: 43
Occupation: CFO
Location: London, UK
Status: Divorced

Use Cases / Storyboards

Use Case #1: Create a new trip.

1. User selects "Create new Trip"
2. Add location(s) were you want to go to and the dates
3. Add type of activities and accomodation you're interested in.

4. Add a suggested activity from the list or add one manually.
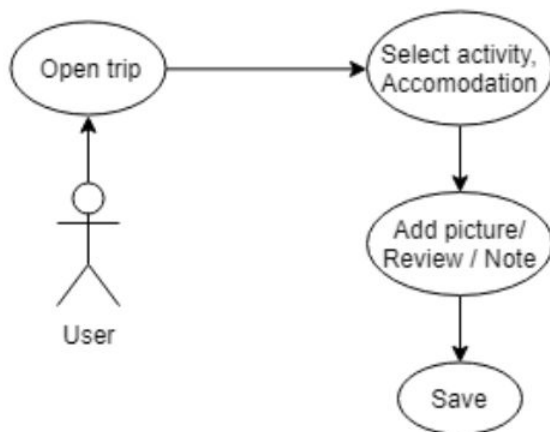5. Save trip.
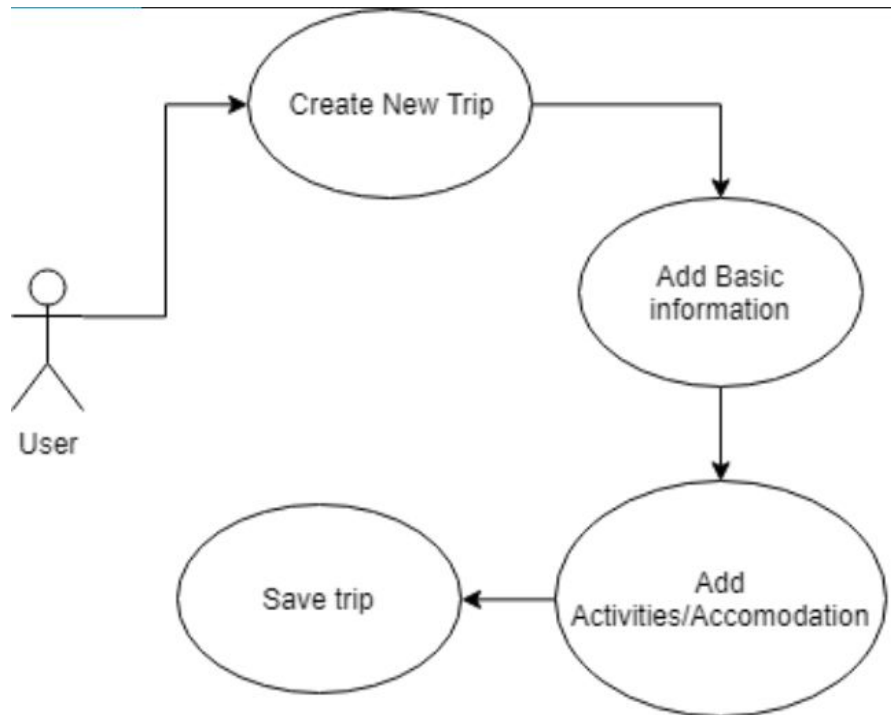
Use Case #2: Use someone else trip.

1. Filter on trip duration
2. Search for other trip based on interests
3. Save trip
4. Edit trip to your own liking
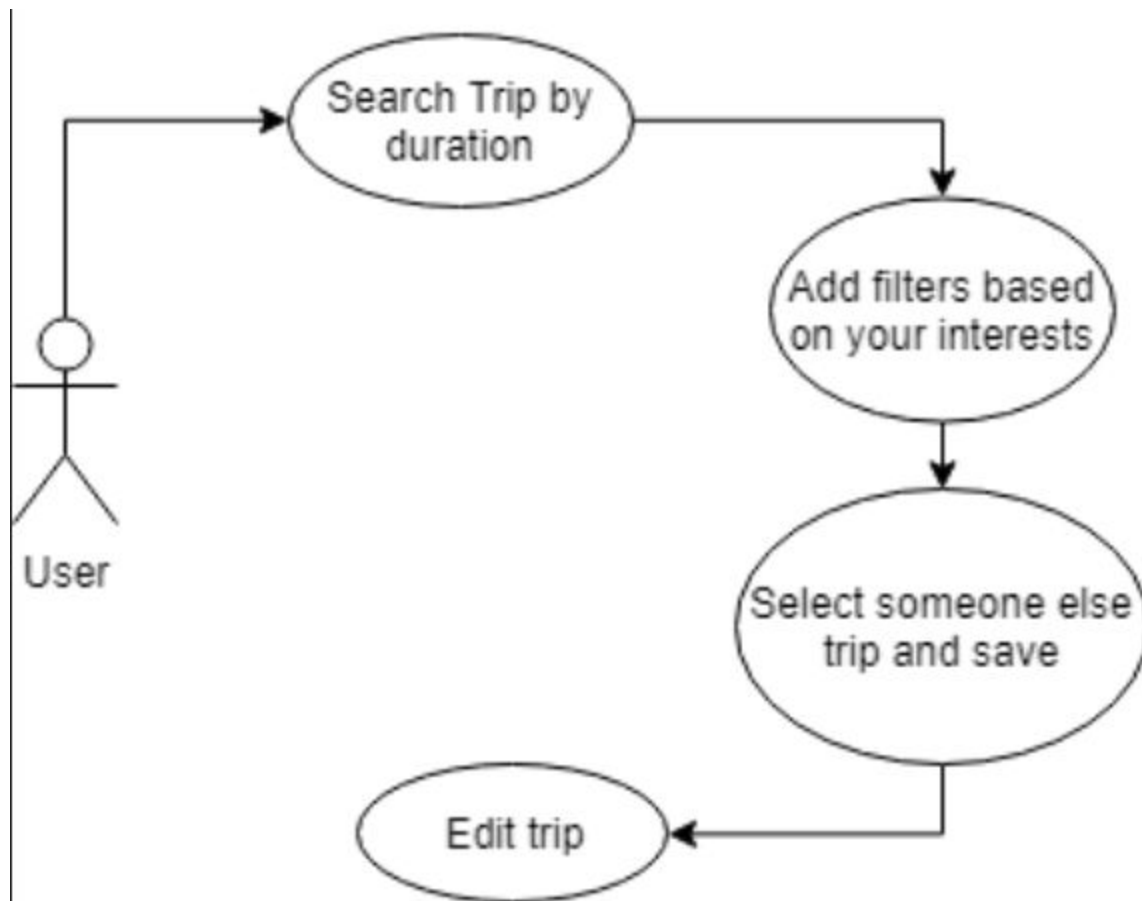
Use Case #3: Add pictures/Review/note to a Activity, Accommodation

1. Open users trip
2. Go to activity, accomodation
3. Add Picture/Review/note
4. Save

Use Case #4: Share trip to friends

1. Select trip you want to share
2. Invite people you want to share it with
3. Give them permissions to allow them to edit
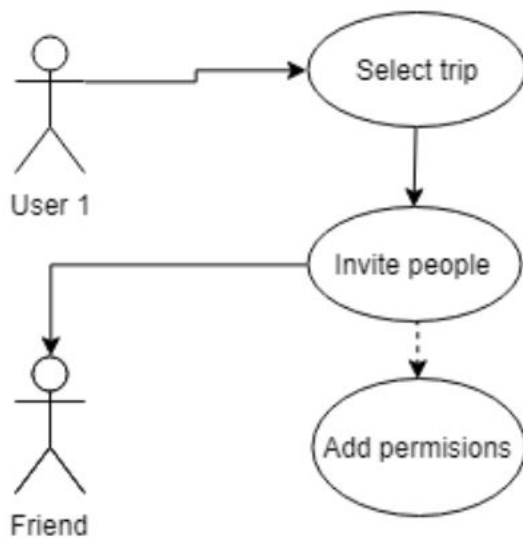
Use Case #5: Change order of activities while on the trip

1. Open user trip
2. Select Swap option
3. Select type of swap, just one activity or complete day
4. Confirm and auto update schedule
5. People who you shared it with receive update

Design Principles for the project

1. Awareness of Screen and Finger size

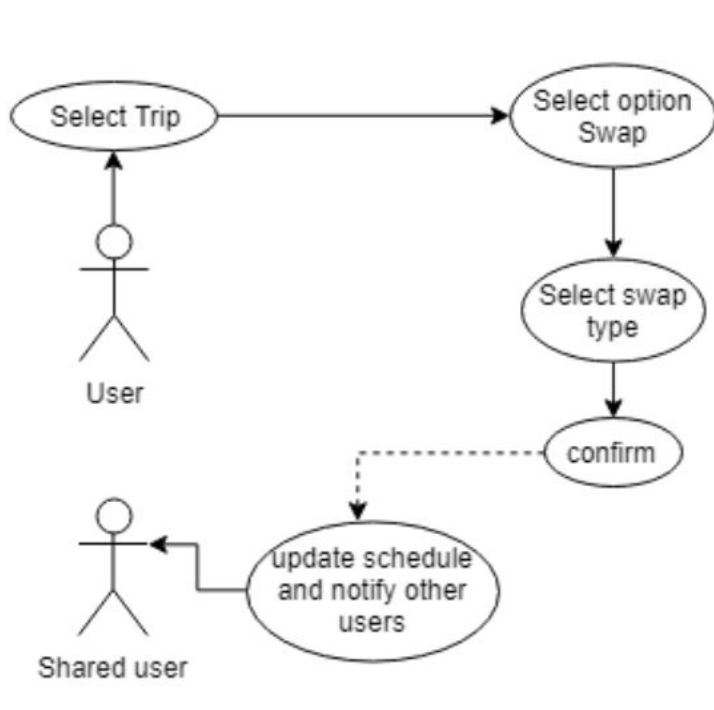Our design would take into cognizance both the size of the phone's screen (which is usually smaller than that of a desktop) and the size of the finger used to operate it (usually bigger than the mouse pointer).

2. Unintrusive Permissions

While we recognize that access to a phone's camera and geolocation features are critical for the proper function of our app, we are also aware that it is bad practice to ask for these permission as a user first loads our app and so we would design our app such that these permissions are only sought in the context of using those features.

3. Leveraging Geolocation and user data

In designing our app, we would leverage on geolocation and the data supplied by the user in supplying helpful information such as, weather, traffic and other useful alerts that may change the user's travel plans.

4. More focus on Function than Beauty

Our app would pay more attention on enabling users to get what they came for - a great travel experience with as few navigations as possible. In doing this, we would ensure optimal use of screen spaces to provide the essential information users would require in making decisions.

5. Designing for Experience

Our app would pay more attention to structuring user experience around meaningful tasks and within the relevant context.

6. Ease of use

We will design our app in such a way that it would be easy to use. We will also provide a guide to assist users with their first interaction with our app.

7. Informative Splash Screens

We will design our app such that an informative splash screen containing actionable tips on main functionality of the app is the first thing a user sees while loading our app.

8. Immediate feedback

Our app would display progress bars, use animations, textual confirmations and other visual clues as users go through different processes.

9. **Ensuring User Security**

Our app would incorporate time-outs, complex password requests, and two-factor authentications to let users know they are protected.

10. **Positive offboarding**

While our priority is on designing our app such that users would want to stay glued to us, we will give users direct guidelines on how they can delete their accounts any time they want to.

Appendix

Meeting logs

Group 7 meeting 1	
Date	01/03/19
Location	Schrödinger building

Attendees	Conor Holmes, Jude Iwuh, Vincent Neuts, Babasola Olukoya
Length of Meeting	15 minutes approx.
Notes	Assigning tasks to team members, organizing user meetings

Group 7 meeting 2	
Date	04/03/19
Location	Main building D1050
Attendees	Conor Holmes, Jude Iwuh, Vincent Neuts, Babasola Olukoya
Length of Meeting	30 minutes approx.
Notes	Update on the progress of assignment 2

Group 7 meeting 3	
Date	06/03/19
Location	Computer building CS3004B
Attendees	Conor Holmes, Jude Iwuh, Vincent Neuts, Babasola Olukoya
Length of Meeting	60 minutes approx.
Notes	Update on the progress of assignment 2

Group 7 interview session 1	
Date	07/03/19
Location	Various locations
Attendees	Conor Holmes, Vincent Neuts
Length of Meeting	20 minutes approx per participant.
Notes	First set of interviews of 4 participants

Group 7 interview session 2	
Date	07/03/19
Location	Various locations
Attendees	Jude Iwuh,Babasola Olukoya
Length of Meeting	20 minutes approx per participant.
Notes	Second set of interviews of 4 participants

Group 7 meeting 4	
Date	08/03/19
Location	Computer building cafe area
Attendees	Conor Holmes, Jude Iwuh, Vincent Neuts, Babasola Olukoya
Length of Meeting	60 minutes approx.

Notes	Affinity mapping exercise

Team member: Conor Holmes
Student ID: 18126138

Individual Log	
Assignment	Assignment 2
Dates	06/03/19, 07/03/19
Task	Project Idea, helped with Interview script sections in the report
Time Taken	120 mins

Dates	09/03/19
Task	Main findings section in report,
Time Taken	180 mins

Dates	01/03/19 07/03/19
Task	Organise/set up interviews,Interviews
Time Taken	20 mins + 20 mins per participant

Team member : Vincent Neuts
Student ID:18078761

Individual Log	
Assignment	Assignment 2
Date	6/03
Task	Setting up interview questions
Time Taken	120

Individual Log	
Date	8/03
Task	Deriving personas from research.+ Assumptions
Time Taken	120

Individual Log	
Date	09/03
Task	Use cases

Time Taken	120

Team member : Jude Iwuh
Student ID: 18086098

Individual Log	
Assignment	Assignment 2
Date	04/03/2019, 06/03/2019
Task	Suggest and agree interview questions, review consolidated script
Time Taken	120 mins

Individual Log	
Assignment	Assignment 2
Date	07/03/2019
Task	Interview selected Users, record their responses
Time Taken	120 mins

Individual Log	
Assignment	Assignment 2
Date	09/03/2019

Task	Develop Design Principles for the project based on feedback from user research
Time Taken	180 mins

Team member : Babasola Olukoya
Student ID: 18144837

Individual Log	
Assignment	Assignment 2
Date	04/03/2019, 06/03/2019
Task	Contribute interview questions, review consolidated script
Time Taken	120 mins
Date	07/03/2019
Task	Interview selected Users, Document responses
Time Taken	120 mins
Date	08/03/2019
Task	Analyse interview responses, Affinity Mapping Exercise, Document Affinity Map and details
Time Taken	180 mins
Date	09/03/2019
Task	Extract requirements and social needs based from User research
Time Taken	180 mins

Interview transcripts

Participant 1

Initial questions + question set #3

How often do you go on leisure trips?

Around twice a year. Usually trips to Cities in Europe for the weekend.

Tell me about your typical experience during such trips.

Usually good experience, book flights through Ryanair, book Airbnb accommodation, I like staying in the comfort of an apartment or house compared to hotel room. During the day, I would go see some attractions in the city and then in the evening go for a meal and some drinks.

Have you been on a bus trip organised by a travel agency (hotel, activities, food,...) ?

No, I prefer to travel independently, more freedom, travelling is supposed to be relaxing and at my own pace

Have you planned a holiday or city trip before?

Yes, on regular basis, around twice a year the last two trips was Cologne Germany for city trip in September and one week holiday in Malta last May.

Has anyone shared a trip schedule with you?

Did you find it easy to understand?

Yes mainly, through Whatsapp messenger, share flight details, Airbnb and just talk about what sights to see. It's okay for its purpose

Whichof your devices do you use while on a trip?

Mobile phone

What kind of mobile apps do you use during your trips?

Ryanair to book flights, Airbnb to book accommodation, Google maps to get around.

Do you have a travel app (How many of them)?

I have Google maps, Ryanair and Uber so three apps

How satisfied are you with the apps you use during your trips?

I'm satisfied,but I would prefer some app that would organize travel itinerary, offline mode to access flight tickets accommodation details and chat feature

Would you mind receiving notifications on your phone when you come close to a point of interest (based on your interests)?

Only important notifications, So yes I would like to see relevant notifications

Would it have additional value to attach photos to activities so you can look at it later on?

Yes, I like to see photos to certain activities.

Does your holidays consist of one type of activity or is it a mix (night life, adventure, art)?

Usually revolves around a sporting event with some attractions then nightLife.

Question set #3

Did you plan everything in advance?

Yes, flights with Ryanair, accommodation with Airbnb, only thing not planned in advance was transport ticket for train and taxi.

What sources do you use to organise a trip?

I use Ryanair, Airbnb, Google Maps for directions, chrome browser to research a location for places to visit, pubs, restaurants based off user reviews.

Have you organised a trip for multiple people?

Did you share it with them and how?

Yes, usually only for one or two friends. By creating a group chat on Whatsapp, discussing the itinerary of the trip, flights, accommodation,

How do you keep track of all the activities you have booked or planned?

Have you ever had any trouble in finding reservation back?

Do you think your method of keeping track of everything was efficient?

By receiving emails/notifications thorough apps like Ryanair which saves my fight ticket. I usually take a screenshot before I get to the airport as these apps require internet connection. Sometimes wifi and phone reception is poor. I think offline feature would be useful than taking screenshots of the itenary for privacy reasons.

Do you go to a local tourist office and did this change your original plans?

Rarely, I rely on reviews on online from social sites and google maps to get directions although google maps sometimes struggles abroad by showing the incorrect location.

Did it occur that you couldn't do all the activities that were planned on that day?

Not really, usually leave some time for delays like missing a bus or train

Would reminders and live updates of traffic have solved this?

Yes this would be helpful.

Did you find it difficult to find an optimal route between all the different activities?

Google maps is usually good in finding the optimal route sometimes the app selects the wrong route and take more time than usual. Another issue is dropped internet connection, so offline maps would be useful when this occurs.

Participant 2

Initial questions + question set #4

How often do you go on leisure trips?

Last time out of the country was 6 years ago, was usually once a year

Tell me about your typical experience during such trips.

Always taken to a sunny destination, but no longer seek sun holiday trips

Have you been on a bus trip organised by a travel agency (hotel, activities, food,...) ?

yes, to Palma, Majorca organised by the hotel we were staying in

Have you planned a holiday or city trip before?

no, haven't gone through with plans made

Has anyone shared a trip schedule with you?

No as haven't gone in holiday in 6 years

Did you find it easy to understand?

no

Whichof your devices do you use while on a trip?

Phone plus apps that could be available

What kind of mobile apps do you use during your trips?

Google.com, easy to find out about things through the internet

Do you have a travel app (How many of them)?

Yes, one for the wild atlantic way

How satisfied are you with the apps you use during your trips?

Satisfactory, they do their job

Would you mind receiving notifications on your phone when you come close to a point of interest (based on your interests)?

Yes I would be interested

Would it have additional value to attach photos to activities so you can look at it later on?

No, I can hold onto those myself

Does your holidays consist of one type of activity or is it a mix (night life, adventure, art)?

A mix of adventure and art

Question set #4

Would you use a mobile app to plan an entire trip?

No, can make an itinerary on paper, I prefer print hotel reservations and flight tickets.

If you had a trip planner is it a must to share it with others?

Yes, so everyone knows what's happening

Participant 3

Initial questions + question set #4

How often do you go on leisure trips? Tell me about your typical experience during such trips.

I would say I travel for leisure occasionally, probably about once a year.

Most of those trips I reserve for relaxation, I rarely get time off work so it is my opportunity to get some well-deserved rest. I choose my location depending on how much rest I intend to get, obviously if I want to maximize my time, I'd rather choose the one that gives me the shortest distance. So for me, I'm one to look out for the best place to stay, surely, it must be serene and of high standard but still be affordable, I'm not looking to break the bank or anything.

Have you been on a bus trip organised by a travel agency (hotel, activities, food) ?

Not a bus trip but a holiday trip just once though. It was like a last minute decision so I had to defer to the agency to arrange everything for me.

Have you planned a holiday or city trip before?

No

Question set #4

Would you use a mobile app to plan an entire trip?

Oh yes I would, it would definitely make it easier to understand and plan my time properly and in one place. Right now, if might if I think of it, all the information might be haphazard and I would often have to rely on making mental notes because I don't use an organizer or scheduler – I probably should.

If you had a trip planner is it a must to share it with others?

It depends on whether I am on a group trip with these people, but most likely if it is a group trip the schedule would be a group one. But if they have no business with me during that particular activity, I probably wouldn't bother sharing it.

Has anyone shared a trip schedule with you?

No

Which of your devices do you use while on a trip?

Definitely my mobile phone because of its portability, I use my laptop as well but that is when I'm not moving about and to avoid distractions from getting tempted to work.

What kind of mobile apps do you use during your trips?

No particular one. But if I had to it would be the Google app because I can use the calendar, search and find new places easily. I think Tripadvisor is good too, though I've not used it in a while..

Do you have a travel app (How many of them)?

Yes, Trip Advisor.

How satisfied are you with the apps you use during your trips?

For its intent, Tripadvisor is satisfactory but for me to really enjoy it, then I would like it to have a bit more features that moves around with me and maybe reminds me of things I need to do. Those features might already be there and maybe I've not seen them because I don't use too often.

Google app is okay too, just not as centralized as I would have loved. It's a bit like several apps within one app, so some navigation and search is still required here and there.

Would you mind receiving notifications on your phone when you come close to a point of interest (based on your interests)?

Not at all, I think it would be wonderful not to have to search and based on my location I can be prompted at real-time. Would make discovery easier, almost like I'm exploring. I guess that would make me even want to go out a bit more to find out about things around me.

Would it have additional value to attach photos to activities so you can look at it later on?

Although I am not a picture person, it wouldn't hurt to have photos organized by activities. This is if it is still straight from one place, no need to scroll or search for anything.

Does your holidays consist of one type of activity or is it a mix (night life, adventure, art)?

Mostly adventure and amusement, no night life for me. I could do a bit of art as well.

Participant 4

Initial question + question sets #1,2,3

How often do you go on leisure trips? Tell me about your typical experience during such trips.

I plan a trip for at least once a quarter, currently, I am studying so it is the only way I can balance leisure with academics. Because I am outgoing I love to meet people and network. I also love nature though I plan my trips based on my place of residence, its easier to move around in certain places than others (for security).

Have you been on a bus trip organised by a travel agency (hotel, activities, food,...) ?

Yes

Have you planned a holiday or city trip before?

Yes

Has anyone shared a trip schedule with you?

Yes

Did you find it easy to understand?

Yes it was, the details of the activities involved were very good and followed to the teeth. It was useful in helping me understand mobility and timing.

Which of your devices do you use while on a trip?

Mobile phones definitely, for pictures and social media

What kind of mobile apps do you use during your trips?

Snapchat, Instagram, Google search etc

Do you have a travel app (How many of them)?

No, I do not.

How satisfied are you with the apps you use during your trips?

I don't use any travel app, once I am done booking I manage everything myself.

Would you mind receiving notifications on your phone when you come close to a point of interest (based on your interests)?

The thought of it seems very good, looks like I will be very attached to my device through the entire journey to unlock amazing things along the way. Would be good to have.

Would it have additional value to attach photos to activities so you can look at it later on?

Yes it would. I love taking pictures so if can be easily organised and automatic then it is a plus for me.

Does your holidays consist of one type of activity or is it a mix (night life, adventure, art)?

Usually it is a mix, Arts, Museum visits, sight seeing and I can consider some night life, depends on my mood but most definitely will not go hiking.

Question set #1

Did you like all the activities that were planned?

Yes I loved it, since I planned it myself. I actually discovered the trip through friends and did some personal digging online and social media to get some more information. I had to manage my itenary myself and book bus, accommodation separately.

Did you have enough time at each stop?

It wasn't a trip with stops for different activities but at some stage in transit I had to defer to the tourist center for some information and still had time to catch the next bus.

How did you find the value for the money?

It was good, worth it and very well within my budget. I believe I got good value.

Would you do it again?

If I can get all the information like duration and number of stops, maybe I will. Without that much detail, then I wouldn't consider it.

Question set #2

Do you prefer pre planned tour by guide or organise a tour independently? Why?
Yes, I do. Mostly because I don't need to worry about planning myself. Also because I enjoy the comradery of others while journeying to the destination.

Is it more expensive to organise your trip by yourself?

It is hard to tell really, but I have a strong feeling it would be as agencies do get some discounts, although their own fees still come to play. Overall, I think planning it myself would be more expensive.

Question set #3

Did you plan everything in advance?

Yes

What sources do you use to organise a trip?

I used websites, talked to people, checked related social media posts and recommendations (videos and pictures).

Have you organised a trip for multiple people?

No

How do you keep track of all the activities you have booked or planned?

I take mental notes.

> **Have you ever had any trouble in finding reservation back?**
>
> No
>
> **Do you think your method of keeping track of everything was efficient?**
>
> *It works for me, but I don't think it is the best or safest way of keeping track.*

Do you go to a local tourist office and did this change your original plans?

Yes, if I need information. But it doesn't change my plans.

Did it occur that you couldn't do all the activities that were planned on that day?

No. I definitely will do all the activities I planned as long as I paid.

> **Would reminders and live updates of traffic have solved this?**
>
> *If it was critical and I was prevented, yes, it would help*

Did you find it difficult to find an optimal route between all the different activities?

I haven't tried multiple activity stops on my own but I think optimal routes will be ideal

Participant 5

Initial Questions plus Question sets #2,1,3

How often do you go on leisure trips?

Once a year, when I'm on leave.

Tell me about your typical experience during such trips.

Usually I book my flight and hotel online prior to the date of departure and when I arrive my destination, I ask people for directions to places I would like to see.

Have you been on a bus trip organised by a travel agency (hotel, activities, food,...) ?

No, I haven't, I organise most trips on my own

Have you planned a holiday or city trip before?

Sure, I have. I plan all my trips.

Do you prefer pre planned tour by guide or organise a tour independently?

I prefer organizing each of my tour by myself

> **Why?**

Organizing each tour by myself saves me the cost of getting tour guides

Is it more expensive to organise your trip by yourself?

In my opinion, I feel it's cheaper when I organize them by myself

Question set #1

Did you like all the activities that were planned?

There were a couple of activities I didn't like, I feel they were overhyped

Did you have enough time at each stop?

Yes, I did. Sometimes I spend as much as an hour

How did you find the value for the money?

I think my last trip wasn't a good value for my money as most activities did not meet the expectation I earlier had of them

Would you do it again?

Yes I would, but with more research on activities and places to visit this time.

Question set #3

Did you plan everything in advance?

I only planned the flight, accommodation and places to visit

What sources do you use to organise a trip?

I basically make use of web sites

Have you organised a trip for multiple people?

I don't remember organizing one

How do you keep track of all the activities you have booked or planned?

Most times I write them down in my diary

Have you ever had any trouble in finding reservation?

Yes, I once had issues finding free hotel rooms.

Do you think your method of keeping track of everything was efficient?

Not really, writing in a diary doesn't appear like the most efficient method as I have had cases in which I forgot my diary.

Do you go to a local tourist office and did this change your original plans?

Local tourist office? I don't know about them and haven't been to any.

Did it occur that you couldn't do all the activities that were planned on that day?

Yes, I have had an experience where the rain didn't let me visit the beach as I had earlier planned

Would reminders and live updates of traffic have solved this?

A weather update would have prevented this.

Did you find it difficult to find an optimal route between all the different activities?

Somewhat difficult as I had to get directions from a number of people, many of whom were not supportive

Participant 6

Initial Questions plus #4

How often do you go on leisure trips?

Monthly

Tell me about your typical experience during such trips.

My friends and I agree on a choice location and we put heads together to work out our itinerary.

Have you been on a bus trip organised by a travel agency (hotel, activities, food,...) ?

Yes, on one occasion I did go on such a trip

Have you planned a holiday or city trip before?

No, I can't remember planning any

Would you use a mobile app to plan an entire trip?

Hmmmmm, I haven't thought of that but it actually sounds like something I would like to try as long as the app does not contain annoying ads.

If you had a trip planner is it a must to share it with others?

Most times I go on trips with my friends and so, yes, I must share it with them

Has anyone shared a trip schedule with you?

Yes, my friends always do

> **Did you find it easy to understand?**

> *Not really, sometimes they would have to explain them to me*

Which of your devices do you use while on a trip?

I usually use my Android phone and my iPad

What kind of mobile apps do you use during your trips?

Google Maps, Uber

Do you have a travel app (How many of them)?

No, I don't

How satisfied are you with the apps you use during your trips?

Not very satisfied as Google Maps has misled me few times.

Would you mind receiving notifications on your phone when you come close to a point of interest (based on your interests)?

Not at all, that sounds like an interesting idea as long as they are purely based on my interest

Would it have additional value to attach photos to activities so you can look at it later on?

Sure, I'd just love that

Does your holidays consist of one type of activity or is it a mix (night life, adventure, art)?

It's basically a mix of all those and more

Participant 7

Initial Questions plus #1,2,3

How often do you go on leisure trips?

3 times a year (1 family trip, 2 trips with friends)

Tell me about your typical experience during such trips.

It mostly depends on the company I'm with, when I go with my parents it's mostly relaxed, laying down at the pool, visit some city nearby and go to a restaurant in the evening. When I go with my friends it's completely different during the day we usually do activities such as skiing, hiking, canyoning and in the evening we go out to local bars or clubs.

Have you been on a bus trip organised by a travel agency (hotel, activities, food,...) ?

Yes

Have you planned a holiday or city trip before?

Yes

Has anyone shared a trip schedule with you?

Yes twice, one time someone share it with me in a word document and once in an excel document.

Did you find it easy to understand?

It was easy how it worked but it didn't have a nice overview, also most of the time you had to lookup what the things where. The only handy things were which attractions to visit.

Which of your devices do you use while on a trip?

Always my smartphone and on longer trips I would take my laptop.

What kind of mobile apps do you use during your trips?

Tripadvisor, airbnb, google maps (GPS + discovering places), facebook (to find closeby events)

Do you have a travel app (How many of them)?

3.

How satisfied are you with the apps you use during your trips?

Mainly positive each of the apps have a clear goal, although it would be nice if the apps would be more connected to each other.

Would you mind receiving notifications on your phone when you come close to a point of interest (based on your interests)?

It would be nice certainly in a city, last city trip me and my friends went to Belfast. It was or first time there and we didn't know what to do while walking through the city. I'm 100% sure that we missed some attractions that we could do.

Would it have additional value to attach photos to activities so you can look at it later on?

When I take pictures on my phone it already saves the location so I know where I took it. Tbh I'm not really a person who looks back at their trip photos.

Does your holidays consist of one type of activity or is it a mix (night life, adventure, art)?

Most of the time it's a mix, a day can start of with a hike, afternoon museum and then a night out.

Question set #1 (=Planned Tour)

Did you like all the activities that were planned?

I liked all of them except one but I knew that before I booked the trip so It didn't bother me.

Did you have enough time at each stop?

Most of time I just had enough time to do the basic things. For example when we visited the cliffs of moher I could visit the cliffs and the museum, but I didn't have enough time to do a short walk to the moher fort site.

How did you find the value for the money?

The value was really good, If I had to book everything separately (activity + transport) it would've cost me more as I don't have a car.

Would you do it again?

Yes, the value was really good. It was nice that I didn't had to worry about figuring out what places to visit or how to get there. The only negative thing was that we were in the bus for a long time.

Do you prefer pre planned tour by guide or organise a tour independently?
A self organised, it gives me more freedom do the activities that I want to do and the time I spent at an activity. During a bus tour I feel pushed around and is less relaxing.
Is it more expensive to organise your trip by yourself?
I think that an organised trip is less expensive, it doesn't really make sense at first but I think they receive a big discount at the places they go to.

Question set #3

Did you plan everything in advance?

no, once we knew the country and places where we wanted to go. But we didn't book anything in advance (no activities, no overnight stay). For example we picked a city where to go but didn't look up that there was anything to do (of course there was something to do it was the capital of slovenia).

What sources do you use to organise a trip?

Everything we could find, apps (airbnb, tripadvisor), online sources(tripadvisor, google maps, websites of activities, lonely planet), physical map and book about the country.

Have you organised a trip for multiple people?

Yes, but didn't do this on my own, everyone kinda looked up what they wanted to do and then we tried to fit it all together.

Did you share it with them and how?

We put everything on a map with google maps. And communicated with each other with facebook and real life.

How do you keep track of all the activities you have booked or planned?

I'm not organized at all I usually create a folder and drop all my reservations, pictures of timetables, etc in there. The annoying thing here is that I can't add additional notes to certain things for example when there is a car park at a b&b or not.

Have you ever had any trouble in finding a reservation back?

I know everything is in that folder, it usually takes a couples goes to open the right files but that is it.

Do you think your method of keeping track of everything was efficient?

No not at all, I was always wondering what was planned on what day, It would've been nice to have an overview which is linked to a file in someway.

Do you go to a local tourist office and did this change your original plans?

Yes, but not in a big way, for example, we planned a hiking trip and they advised us to take a other hut to stay for the night, this one was know to be better in general.

Did it occur that you couldn't do all the activities that were planned on that day?

We had a mountain biking trip planned but couldn't go out because of showers. Another time when all of use had a hangover.

Would reminders and live updates of traffic have solved this?

No couldn't prevent this in any way except the hangover.

Did you find it difficult to find an optimal route between all the different activities?

We pinpointed places to go on the map and then tried to figure out the best order to do them. It wasn't that easy because everything was spread out.

Participant 8

How often do you go on leisure trips?

Usually 2 times a year

Tell me about your typical experience during such trips.

The first trip of the year is a ski trip with the family, during the day we ski and in the evening we go to a restaurant. The second trip is in the summer and to a warm country. We book an all-in hotel stay at the pool before noon and in the afternoon we usually go to a local village,market and do some sight seeing.

Have you been on a bus trip organised by a travel agency (hotel, activities, food,...) ?

Yes

Have you planned a holiday or city trip before?

No

Has anyone shared a trip schedule with you?

Yes my parents, I have to say I don't look at it because they just tell me everything that is planned and I trust them.

Did you find it easy to understand?

N/A

Whichof your devices do you use while on a trip?

Smartphone and laptop at all times.

What kind of mobile apps do you use during your trips?

Facebook, Instagram, Snapchat, Google Maps

Do you have a travel app (How many of them)?

1 if you count instagram as a travel app

How satisfied are you with the apps you use during your trips?

They are good they do what I want them to do.

Would you mind receiving notifications on your phone when you come close to a point of interest (based on your interests)?

Most of the time everything is kinda planned out by my parents so probably won't do random activities. But some additional history information in city would be nice.

Would it have additional value to attach photos to activities so you can look at it later on?

That would be nice, would I be able to combine the photos+Activities and share it on Instagram?

Does your holidays consist of one type of activity or is it a mix (night life, adventure, art)?

Mix but consistent. Most of the days have the same style. E.g. skiing during day and restaurant at evening for a week.

Question set #4

Would you use a mobile app to plan an entire trip?

I don't know I think I would find it easier to organise everything on my laptop.

If you had a trip planner is it a must to share it with others?

Yes, I would be nice to keep my friend and family up to date with the cool stuff I do on my trip. It would also be nice to look back at it later on.