

## Needfinding Presentation Supplemental Document

### Needfinding Methodology:

On September 29, our team ventured onto University Avenue in Palo Alto, California to talk to individuals with air travel experience. Our aim was to talk to individuals found randomly in various locations to mitigate subconscious bias. We also made sure to have demographic diversity. We targeted people who were sitting alone and respectfully asked them for 30-45 mins of their time. Of the 7 people approached, 3 individuals agreed. In addition, we interviewed another individual the next morning, specially selected as our extreme case. These efforts led us to interview a total of 4 individuals:

Kimberly Truong (interviewed in Starbucks) -- 25 year old Vietnamese-American woman from Southern California, grad school applicant

Andrew (interviewed in Paris Baguette) -- 17 year old African American high school senior from Mountain View High School

Stephane Guerraz (interviewed in Coupa Cafe) -- 50 year old Frenchman, founder and COO of Klinch

Jacqueline Emerson (interviewed in Oak Creek) -- 21 year old Hollywood actress and frequent flier

### Interview Questions:

#### Pre-Travel-

- Show us how you would plan this trip to Sicily in 3 months. You have 2 days in the city. Walk us through how you would plan it. Would that change if you were going to go in 1 week?
- How spontaneous are you when you travel?
- Where would you like to go? Why?
- What is stopping you from going there?
- What is the most stressful part about getting to the destination?

#### During Travel-

- Tell us a story about your best travel experience.
- What was the worst travel experience/ vacation you had?
- What is your least favorite part about traveling?
- Who do you travel with?
- What makes you the most happy when you travel?
- What makes travelling stressful?

- Do you commemorate your trips? How?
- What do you take pictures of? Why do you take pictures?

#### Post-Travel-

- What do you do after you come back? How do you re-acclimate?
- What do you like about being back home after a trip?
  
- What don't you like about being back home after a trip?

### Interview Results

#### **1. Person: Kimberly Truong**

##### *Insights:*

Kimberly values convenience and experiences over comfort.

Kimberly wants to be reminded of her trip often.

Kimberly values emotional experiences.

Kimberly needs help easing back into real life.

Kimberly needs a way to definitively know what to bring for her trip.

##### *Contradiction:*

She values cleanliness BUT is willing to sacrifice the luxury of a nice hotel for the community of a hostel AND she will live in squalor for convenience.

“My bag was SO small, I couldn't bring anything back for my friends, but I bought T-shirts EVERYWHERE.”

She values souvenirs more than gifts for friends.

##### *Tension:*

Her feet hurt during travel.

She hated living in a dirty hostel with geckos.

#### **Person: Andrew**

##### *Insights:*

Andrew needs a way to fund his travels.

Andrew wants to feel liberated and have unique experiences.

Andrew values looking cool within his social circle.

Andrew values different cultural experiences.

Andrew needs a way to commemorate his trip while living in the moment.

##### *Contradictions:*

He wants to look cool for his friends, but truly he values cultural experiences that are different, not mainstream.

He wanted to do a large quantity of things, but truly only remembers ONE

##### *Tension:*

When thinking about travel, he is primarily worried about money.

He feels stuck when not traveling.

**Person: Stephane Guerraz**

*Insights:*

Stephane values sharing his experiences with his friends by bringing them with him/meeting up with him.

Stephane values cleanliness.

Stephane needs a sense of community when traveling.

Stephane needs a way to commemorate his trip while living in the moment.

Stephane needs a way to definitively know what to bring for his trip and what he has brought.

*Contradictions:*

He values community and having people traveling with him, but he can't stand people who don't travel the same way he does.

He says that posting photos wasn't important, but he posted regularly once every 2 days.

He doesn't stress about getting there, but wants to get tickets to sold out shows.

He wants to go to Paris but is from Paris.

*Tension:*

He is not being able to stand being with his messy friend.

He is stressed about losing his bags.

**Person: Jacqueline Emerson**

*Insights:*

Jackie needs a way to commemorate her travels while living in the moment.

Jackie needs a way to feel adventurous when not traveling.

Jackie values connectedness and community when traveling.

Jackie needs help easing back into real life after a trip.

Jackie values a way to definitively know what to bring for her trip.

*Contradiction:*

She says she packs super light and likes being ordered, but was very stressed out about packing during her interview.

It is surprising that she had the best vacation of her life though she was sick.

Jackie wants to live in the moment, but regrets not taking enough photos

*Tension:*

Packing is a source of stress for her.

She hates getting sick on trips.

**Condensed Concept Map**

*Say*

“I plan on going to popular touristy places, but the most **memorable** moments are when we took a detour and went to **someplace unexpected**.”

“Being back at work is a **huge 180**. I went from spending as much money as I wanted because it was once in a lifetime to doing **mundane** things. It was a *huge* 180.”

If I could do it again, I’d do the things I didn’t get to do. I would do the **underground** things, not the touristy things.”

“Back home, it’s all about the **routine**. I always want to go out and experience **new** things. **I feel stuck**.”

“Luggage is a **pain in the butt**”

“i try to be more in the **present** than in the past”

“I wish I had taken more **pictures**”

### *Do*

Kimberly spent 5 minutes talking in vivid detail about the dank hotel in Vietnam and how terrible it was.

Kimberly kept repeating “So beautiful, so beautiful!” when looking at photos of Sicily.

Andrew ignored a call while being interviewed so that he could continue talking about his travels.

Stephane became very animated when talking about luggage.

Jackie packed very haphazardly during her interview.

### *Feel*

Looking at photos from Europe makes Kimberley feel **nostalgic** and **excited**.

Readjusting to life at home is **exhausting** and **disorienting**.

Packing is **irritating** and **stressful**

Andrew feels **adventurous** when he does non-touristy things

### *Think*

Kimberly and Andrew value doing things out of their comfort zone and immersing themselves in the place that they travel to.

Stephane and Jacqueline believe that being connected to a community is a highlight of traveling for them.

Jacqueline and Kimberly think that packing shouldn’t be such a source of frustration.