

Needfinding
Mobility

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Domain

1. Travelers with kids
2. Air travelers

Travelers with Kids

Methodology

Parents picking their kids up from Bing Nursery School.



Sarah



Kent



Hiromi

Methodology

Question Topics:

- Preferred **mode** of transport
- **Best/worst** experiences
- **Safety** concerns
- Using **tech** while traveling



Results

DO:

- All three parents seemed **distracted** because they were constantly watching over their kids.
- Carrying lots of **gear** such as a stroller, diaper bags, snacks, art projects.
- Spoke in **native language** (English or Japanese) with their kids.



Results

Sarah SAYS:

- “With bikes, you’re **moving a little slower**, you’re enjoying the **environment** more.”

- *On using tech to distract her kids:* “Her **attention span** isn’t long enough for it to work very well.”



Analysis

Sarah THINKS:

- “In a perfect world, I would **only bike or walk.**”
- “I prefer to entertain my kids with **singing songs or playing games.** Tech is for longer trips.”

Sarah FEELS:

- **Joy** when her kids get a worthwhile experience from traveling.



Results

Kent SAYS:

- “It’s so **dangerous** biking around here. There’s **no room** for bicyclists.”
- *On his kid’s behavior during trips:* “It **seems to be different** every 6 months or so.”
- *On kids using technology:* “He’s so into it. It gets him more **agitated.**”



Analysis

Kent THINKS:

- “I would bike if I were **comfortable** safety-wise.”
- “It **disturbs me** how quickly kids develop an affinity for tech.”



Kent FEELS:

- **Worried** about his kid's safety.
- **Concerned** about technology's impact on child development.

Results

Hiromi SAYS:

- *On public transportation:* “During transfers I need to wait for the shuttle to come, so it’s a **time loss.**”
- “A car is very **convenient** because we can feed the kids in the car, and we can change his diaper in the car.”



Analysis

Hiromi THINKS:

- “**Convenience** is very important to me.”

Hiromi FEELS:

- **Happy** when things go as planned while traveling with her kids.



Travelers with Kids

NEEDS and INSIGHTS:

- Parents are not only concerned about **safety** when traveling with children, but the **quality of the experience**; parents want to **engage** with their children while traveling.
- Traveling with children is a **multitasking challenge**.
- Traveling with children requires **planning**.

Travelers with Kids

TENSIONS and CONTRADICTIONS:

- Parents often **have** to travel with kids, but...
 - ... some methods of travel **aren't safe enough** for some parents.
 - ... kids need **constant attention**, and this can be **distracting**.
 - ... it's **downright difficult**.
- Nevertheless, parents seem to **want** to travel with their kids and **do**.

Air Travelers

Methodology

The lucky guy sitting next to me as I flew from Phoenix to SF.



Karlston Newsifter

Flying to SF to connect to Chile to volunteer, then move to Argentina for 8 months.

Methodology

Question Topics:

- Today's travel destinations
- Best trip/worst trip
- Transportation to and from the airport
- Lodging at destination
- Reasons for travel
- Airport amenities used
- Experiences in a new city



Air Traveler

SAY:

- “I’m not homeless but home free.”
- “I’m gonna turn off my computer, not worry about cooking and just concentrate on editing a book that I wrote.”
- Uses **Couchsurfing** rather than Airbnb: “Everyone just wants money.”
- On traveling a lot: “It’s about never getting too comfortable.”
- “Let me poop on my grad degree.”
- “There’s no public water in Austria.”



Air Traveler

DO:

- Uses simple **MP3 player** instead of his smartphone to listen to books
- Brought **8 burritos** and frozen pizza to last the trip
- Had a big **Nalgene water bottle**
- Didn't check any bags



Air Traveler

THINK:

- **Water and other essentials should be free.**
- We shouldn't be **dependent on technology.**
- It's important to learn languages and **keep learning** in general.
- Not everything should be about **money.**
- He **learns more from traveling** than from school.
- **Don't think too much, just go.**



Air Traveler

FEEL:

- **Liberated** by his constantly traveling lifestyle
- **Cheated** by airport prices
- **Happy** about Japan, the “best place on Earth”
- **Upset** when bags get lost or things are stolen
- **Annoyed** with the screaming baby on the plane



Air Traveler

NEEDS and INSIGHTS:

- We need ways to **use technology** without **relying on technology**.
- Traveling is **overpriced** unless you know where to look.
- Traveling can be **more educational** than a formal education.

Air Traveler

TENSIONS and CONTRADICTIONS:

- There's little **escape** from a **system** in which “everyone just wants **money**” for a traveler.
- Despite the cost, learning curve, and general annoyances of traveling, he **continues** to do it.

Summary

- Traveling is **hard**.
- Traveling with kids is **harder**.
- **Recurring concerns:** safety, money, worthwhileness of the experience
- **Relying on tech** isn't the answer.
- People will always do what they love despite the hurdles—**but how can we eliminate the hurdles?**