



# NEEDFINDING TRAVEL

[Micro] Adventure



Introduction

Needfinding Methodology

Interview Results

Analysis

Summary



# OUR TEAM



Alex



Alexandre



Basel



Kim

# OUR PROBLEM DOMAIN

Motivating ordinary people into exploration and discovery

The process of learning and experiencing new things

Getting more out of travel – simpler, easier, more accessible

The spontaneity of travel



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# OUR PARTICIPANTS



Jesse



Tina



Amethyst

# JESSE

THE WORK TRAVELER



**WHO** Weekly international traveler, mostly for work

**WHY** Consistency & recurrence with travel makes him a valuable interviewee

**HOW** Long time friend



**WHERE** Last weekend in LA

# JESSE

THE WORK TRAVELER



What is the most stressing/annoying part of travelling?

What are your favorite apps to prepare and while you're travelling?

What would make a trip more enjoyable, easy, or simply convenient?

What would push you to travel more often?

Tell me more about your travel habits?

# TINA

THE POWER ADVENTURER



**WHO** Power adventurer, loves to travel the country via RV

**WHY** Ideal extreme user

**HOW** Friend



**WHERE** Interviewed at Alex's house

# TINA

THE POWER ADVENTURER



Tell me about how you decide what to do on a given day? Do you plan ahead? If so, how?

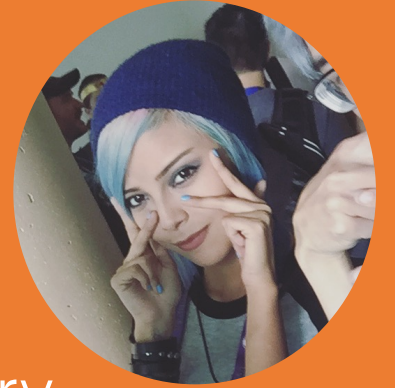
During the day or the adventure, do you use any tools to assist you?

Can I watch you research your next week's trip?

Why road trip?

# AMETHYST

THE CONVENTION ENTHUSIAST



**WHO** Cosplayer who travels to conventions around the country

**WHY** Frequent traveler, often travels by herself

**HOW** Friend, met her at a convention

**WHERE** Interviewed at her house



# AMETHYST

THE CONVENTION ENTHUSIAST



Why do you go on adventures?

How do you find the less beaten path?

What's a unique experience to you?

Do you like traveling alone or with people?

Why do you like seeing new things?

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# JESSE

THE WORK TRAVELER



**PROBLEMS RAISED** Catching up on time, travelling with neophytes and non-experienced travelers, keeping motivated, too many apps

**FAVORITE TOOLS** Kayak, travel agencies, functional apps, mile-counting app, human advice

*“The most exhausting thing is to be standing and doing nothing.”*

# TINA

THE POWER ADVENTURER



**WHAT DRIVES HER** Wanting to see more of the country, inklings or suggestions from other people

**FAVORITE TOOLS** Roadtrippers app, couchsurfing, Tripadvisor, Yelp, freecampsites.net, allstays.com

*“I love the Roadtrippers app. It helps me find great, off-the-beaten path activities to do along my trip.”*

# AMETHYST

THE CONVENTION ENTHUSIAST



**FAVORITE KIND OF ADVENTURES** Along less beaten paths, exploring beaches & cities at night, places that are historically significant or related to pop culture

**FAVORITE TOOLS** Word of mouth, google searching, driving aimlessly until she discovers something

*“Never thought I’d have the chance to see new things.”*

EMPATHY MAP



“You’ve no idea how intimate or damn personal it becomes at some point” (J)

“I never thought I’d have the chance to see these places” (A)

“I like going off the beaten path” (A)

“I just go wherever I feel and only plan a day ahead” (T)

“Google searching, word of mouth, driving aimlessly” (A)

“I like using public transportation” (A)

“The frustrating is that you’re forced to do nothing at some point” (J)

“No matter where I am, at some point you’re so tired you just spend your free time at the hotel” (J)

“How did you get in my house?”

THINK

DO

FEEL



S A Y

Traveling is a chance to go out and experience new POVs (A)  
Need to see things that matter to me, or mattered in history (A)  
As a woman traveling alone, need to always be cautious (A)  
Public transport in a city is best way to learn the city (A)  
There are so many options on places to go, which do I choose?  
(T)

What can I afford? (T)

Traveling is a time, energy and thoughts consuming process that  
need to be easier to live (J)

People need to be more prepared to it - make it more accessible  
(J)

How do I find a cool place to go to? (A)

I want my adventures to be like those idealized travel videos (A)

D O

F E E L

SAY

THINK

DO

Happiness at sharing experiences w/ friends (A)  
Understanding at being at the place where history happened (A)  
Photos let her know she made a mark at a place (A)  
Excitement about the next step in the trip (T, J)  
Uncertainty about the logistics (T, A)  
Fulfillment at going somewhere new  
Need assistance to make the whole experience easier and more comfortable (either for first time or recurrent travels)  
Need to make it more relaxing  
Need to trigger excitement

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# INFERENCE

Making the internet more accessible



Apps that take care of everything from start to end



Activities that keep travelers excited moving



Suggestions from other people can be influential



Adventures in less traditional spots



# TENSIONS, SURPRISES & CONTRADICTIONS

There is a large population of alternative travelers (e.g. people who sleep in Wal-Mart parking lots)

Traveling by yourself induces risk

Even though we are all doing the same (taxi-plane-hotel) the experience is constantly punctuated by personal experience - very intimate process

Exhausting in every level (not only physical)

Liked exploring new places, but goes to historical landmarks

Wasted free time in transit

# NEEDS & INSIGHTS

Smarter apps that are more personalized, and take care of everything from start to end

Ways to know safe places to visit for lone travelers

Some way to identify deeper the personality and the taste of the traveler to adjust the experience to his/her needs

Enjoy the 'idealized' version of adventuring (being at the destination, not traveling to it)

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# PEOPLE WANT

spontaneity

new experiences

personalized travel

ease





QUESTIONS