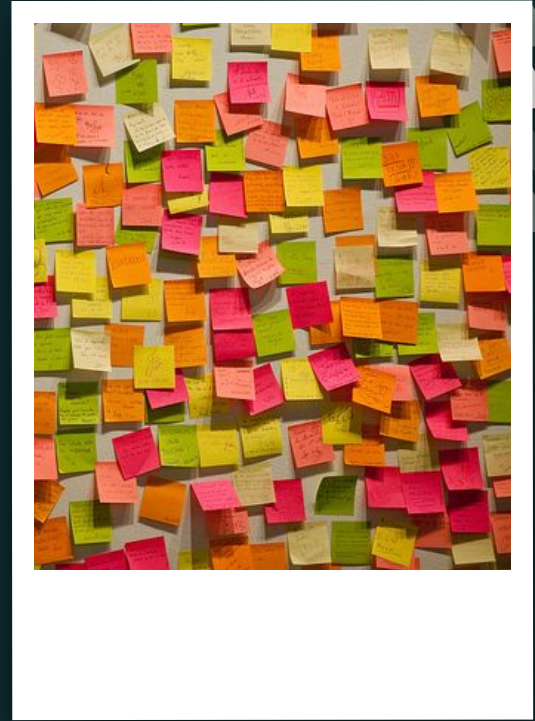


NeedFinding

- Amrita • Emilia •
- Erin • Paola •





Domain of Interest

Experiencing new places





What is the first thing that comes to mind when you hear the word travel?

What has been your best travel experience?

What tools do you use to make travel to new places easier?

What has been the most delightful part of travelling to new places? What has been the most frustrating?

What has been your worst / most frustrating experience when traveling to new places?



Interviewees

Greg
(tech
company)

Gary
Professor in
Global Health
(extreme user)

Claudia
Non-traveler/
travel dreamer

Herb
(senior
citizen)

Kylan
hates traveling
(extreme user)

Ashley
(BOSP
organizer)

Maria
(stanford
tourist)

Gary

“ Sometimes you feel on your own when you're traveling alone or lost and don't know where to go. It would be really helpful if I knew I had a person or place to go and quickly get information that I knew was reliable. ”



extreme user

Claudia

“
When I was at the airport
my heart was going boom
boom boom. I'd always
been with my family.”



non-user

Maria

“ The English [makes travel hard]. The conversation in travel is very difficult for me. In my culture, to speak English is a class. ”



average user

Herb

“ As you grow older, you stop traveling with family. I began to travel with my wife.”



previous user

Greg

“ I want to experience different ways to live in a part of the world that I have never experienced before ”



average user

Kylan

“

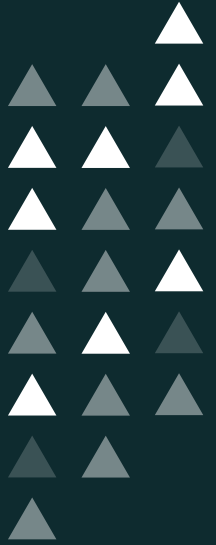
I don't like traveling. If i travel, it's mainly to visit old friends, not to visit anywhere new

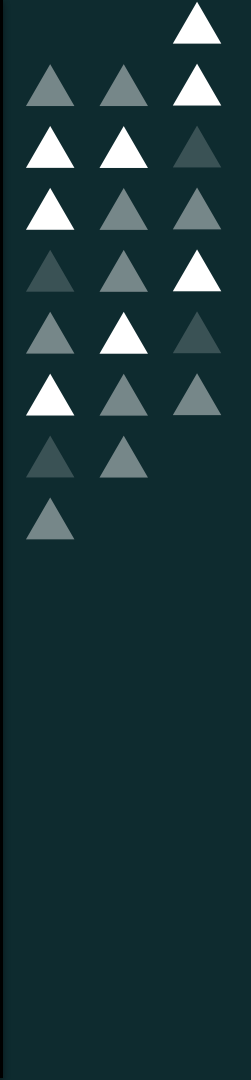
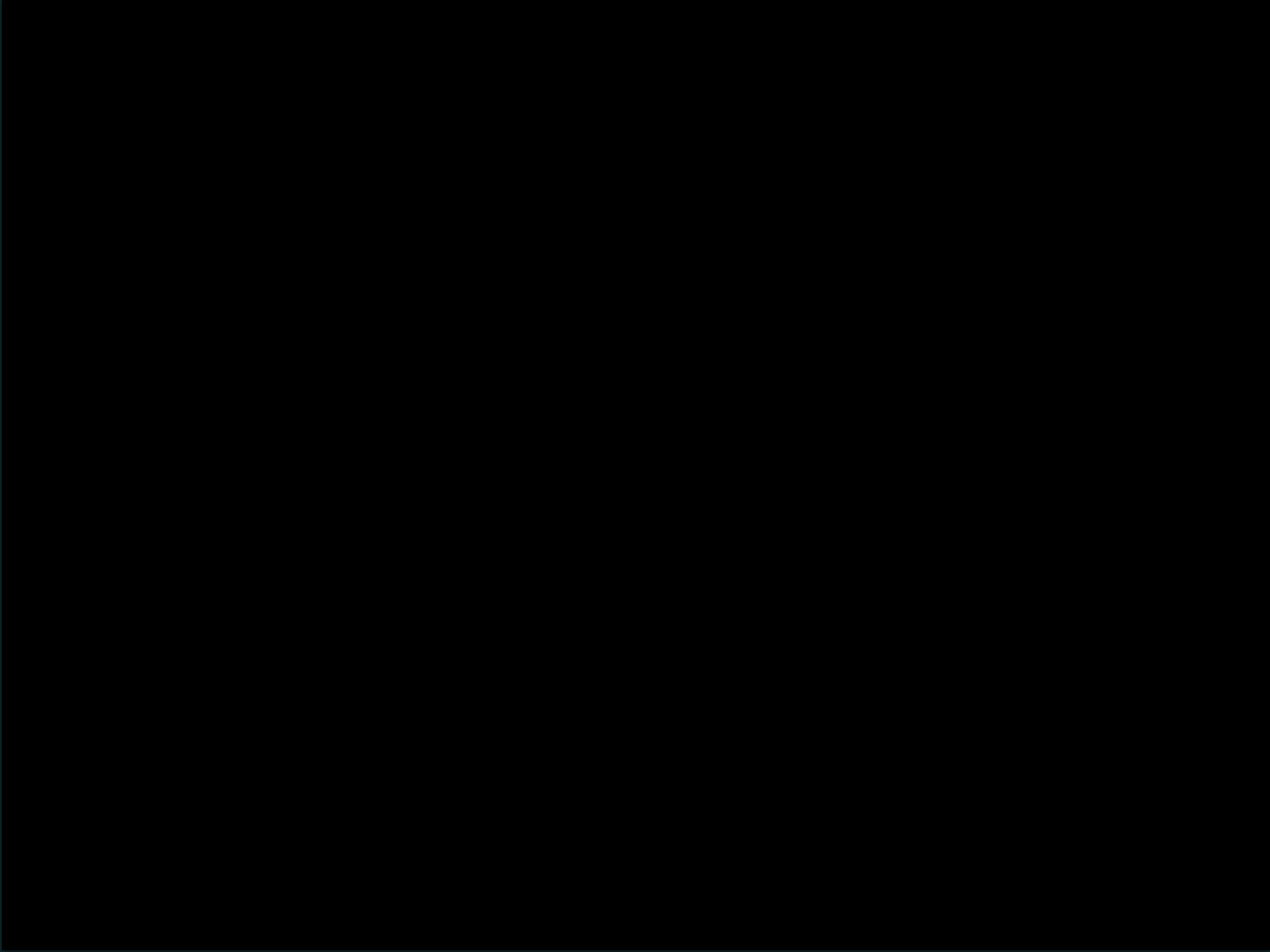
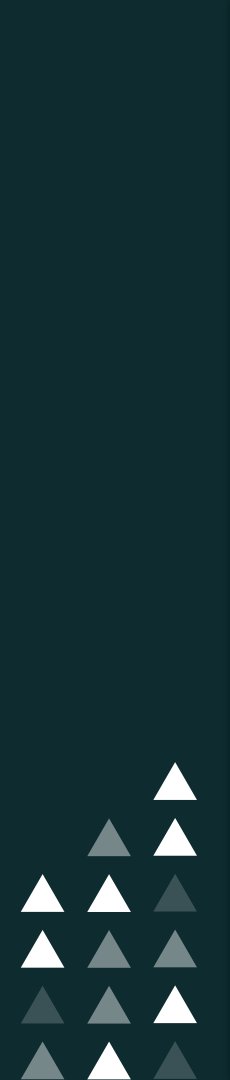
”



non-user

EMPATHY MAP





SAY

"Kids don't run in the dirt anymore"

hard to coordinate w/ others

too much waiting time

No trip should be over 6 days

Work: minimize time he's gone so no time to fidget

expensive to cancel flights

break at of comfort zone

delayed flights is frustrating

travel = novelty, adventure, new experiences

Culture, new ways of thinking

favorites:
- family
- comfort
- history
- local culture
- conv. w/ locals

travel = an escape

look at weather in advance

traveled to other places by magazines & fotos

airlines DON'T care

easier to arrange travel

my heart was BOOM BOOM BOOM

Safety is pertinent

No need for physical travel agency

"computer stuff"

Spend month trying to contact travel agencies

Favorite trip was visiting Oxford

travel is expensive

Short notice trips = solo

all modes of transportation

like knowing kids are safe

local host big destination factor

No good backup plan in case top falls thru

getting reimbursed is tedious

structured vs. spontaneous

can't travel bc of lack of money

"crazy men"

"the urgency of travel has changed"

travel = new (place + experience)

Can't pick favorite travel experience.

easier when you speak the language

airport personnel unhelpful

"My wife enjoyed the people & I enjoyed the scenery"

immigrated (travel?)

flights are cramped

repetition ≠ boring

loved Paris bc enjoyed city travel culture

travel = new perspectives

Men are impatient

travel websites cater to english speakers

can't travel bc of paperwork

moving around is hard

SAY

Airlines don't seem to care even when they have a big impact on your life

Travel is hard because of immigrant paperwork and limited budget

My reason for traveling is just to see people: mainly friends or family

The urgency of travel has changed

I don't have a strong desire to travel outside of the U.S. Mainly because of the language barrier

The food, feelings, culture, and people are important to me

I don't like to confine myself to the typical tourist experience-I feel that's very manufactured



DO

travel w/
friend =
> fun

Δ way
he travels
as children
grow

work ^{or}
leisure

doesn't
travel

use
Delta
app a
lot

no all
in one
place to
books

more
planning
for new
place

Minimize
time
doing
touristy
things

people
expect
to speak
English

uses apps
to facilitate
travel

google
maps +
translate
to navigate

economy
exp. only

save
money
to travel
(little by little)

boat
cross
Atlantic

Travel
Expense reports
→ lots of
travel

touring
with tourguide
that speaks
her language

relax

Interacts
w
local people

Websites
to do
bookings

"where do
you wanna
go Dad?"
Kids help
him.

wasted
time
waiting

books
lodging
before
flight

airport
wait =
frustrating

Enjoys planning
& leisure.

Travel w/
same
gender

likes
trains b/c
likes feeling of
actually moving

bucket
list of
things to
do

ran in
airport

go to Vegas
for 21st

currently
w/ a tour

online
reservations

prepares
food for
kids before
travelling

Missed
connection

spend
time w/
family

comfortable
w/ our
conversation

flies
economy

language
barrier
is hard

tourist
+
local
experiences

never been
outside
us

Spreadsheets

traveled
w/
military

more around
military
stations

travel
more
once he
retired

cancelled
trip bc
kid got
sick

travel w/
family
exclusively

yelp
for
food
(also google reviews)

Cities →
islands →
cities

did
road trip
& cruising

DO

Look up at the ceiling when recalling old memories

Smile when she talked about her children

Talk slow... took time to reflect

Use hand gestures when talking about things he disliked

Ramble when talking about best experiences

Talked with much distaste about terrible lodging experiences

Belittle her travel experiences



THINK

travel as
a way 4
challenge

Travel
is
expensive

Travel
isn't
important

Δ of
pace within
a trip is
important

apps =
better
rates

Direct vs Ind
Sellers.
reliable + efficient
enough

living like
a local +
would improve
his experience

doesn't
think of
day trips
as travel

Disney
makes
kid's
HAPPY

children's
excitement
= her excitement

3rd party
sites are
not flexible
enough

+ important
Food &
culture

hard to
not know
language
get to know
places by
looking @
pictures

it's time
consuming
to get recs
from people

Exp. ac
centered
around
English speaker

Unproductive
space +
time

balance
between
new/old
(comfort/
new experiences)

group
dynamic
is important
when traveling

wants
friends'
recommendations
for travel w/o
doing all the
work

family is
most
important
thing

Travel
is
faster

atypical
>
touristy
experiences

Time to
travel has
passed. Doesn't
miss it.

ENJOYS
MAKING
FRIENDS
WHEN
TRAVELING

The only
travel partner
is his
wife.

group
traveling
should be
compatible w/
each other

wifi
connection
is helpful
for productivity

important
for travel
to be
flexible

HZ
Disconnected

doesn't
think her
travel is
travel

Feeling
comfortable
is very
important

Picky
eaters
have a
hard time
travelling

THINK

Only travel partner is his wife

Freedom and flexibility are most important

Safety is very important!

Where I'm staying, the location especially, is a BIG factor

Novel experiences outweigh popular attractions

Travel for work:
stressful, exhausting
Travel for leisure:
relaxing, exciting

Family is very important. Travel with family is best

FEEL

only likes traveling to visit people (not just to go somewhere new)

Δ mindset ⇒ + adaptation

familiarity is comfortable

background impacts view/experiences of travel

work travel is STRESSFUL

energized by unknown

More comfortable traveling w/lo language speak

SAFETY

language easier

likes traveling w/ friends

Easily loose touch w/ people you meet while traveling

Solo travel is lonely

anxious to get the trip started

wastes time with reimbursements

frustrated when she forgets things

can not important for travel companies

Getting to know the place is important

Skin color lets people know she's a tourist

getting LOST = Good

self conscious w/ foreign language

easy to make friends w/ similar people

wants to practice new language

attached to family

work ≠ leisure

safety! important

hates traveling

enjoys familiarity

likes traveling w/ friends vs family

first flight that begins = favorite part

enjoy! in people w/ interesting values

tech is complicated

solo travel ↓ miss family

wants local tour guide

Kids don't adapt when traveling

spontaneous travel = cool/fun

delayed flights are super frustrating

Websites in "English"

would like to experience more like a local who relies so much on local host

spending time w/ people you value + enjoy

flexibility

travel flights trick you!

likes to feel comfortable

enjoy meeting other people

self-conscious about language

nervous by Eiffel tower

solo travel is a challenge

online res. is reliable

wants to experience local wine

lonely when solo travel

scared to solo travel as a woman

enjoy variety of places

safety #1

wasting time for missed connections / downtime in airport

unproductive

comfortable

craves the unknown

anxious/exhibition

family is + valuable

need trust from transportation/lodging

FEEL

It's easy to make friends
while traveling with people
that are similar to you

Connection & bonding with
others when traveling
together

Her children's joy is her joy

Pictures are unnecessary...
live in the moment

Uncomfortable and
isolated when there is
a language barrier

Energized by the unknown

NEEDS

- Affordable travel
- Physically accessible
- Traveling with people that provide comfort/fun is best
- Use of technology to facilitate travel (e.g. Uber, Yelp, websites)
- Local tour guide
- Genuine experiences
- Better commute experience

INSIGHTS

- Dichotomy between new and familiarity
- Importance of family
- Aversion to feeling like a tourist or outsider in a foreign place
- Desire to experience one's destination as a local would
- Safety is important
- Experience a place without going

INFERENCES

- Happy travelers have both comfort & new experiences
- Correlation between money and travel
- Destinations are misrepresented by their attractions
- “unsafe” locations aren’t visited

CONCLUSION

- Don’t like wasting time
- Research has to be done ahead of time for trips
- There is not enough adventure in destination travel
- “Travel” has evolved into a luxury

QUESTIONS

- How can we improve the commute that’s necessary for travel?
- How can we provide better resources to facilitate pre-travel planning?
- How can places incorporate more local life into its tourism?
- How can we make travel + accessible?

