

# Travel Needfinding

By Team Journey



# Introduction



Netta



Jeff



Ray

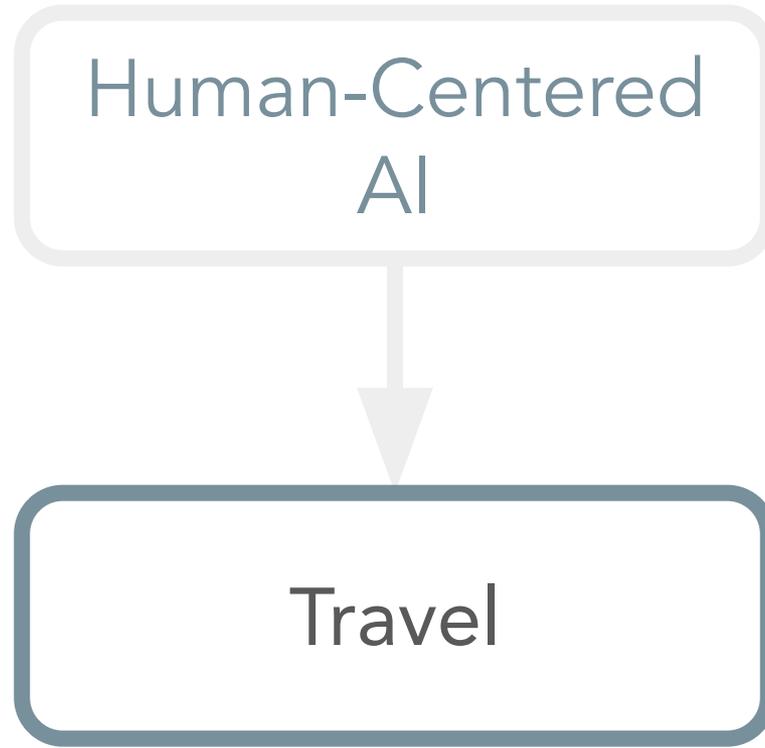


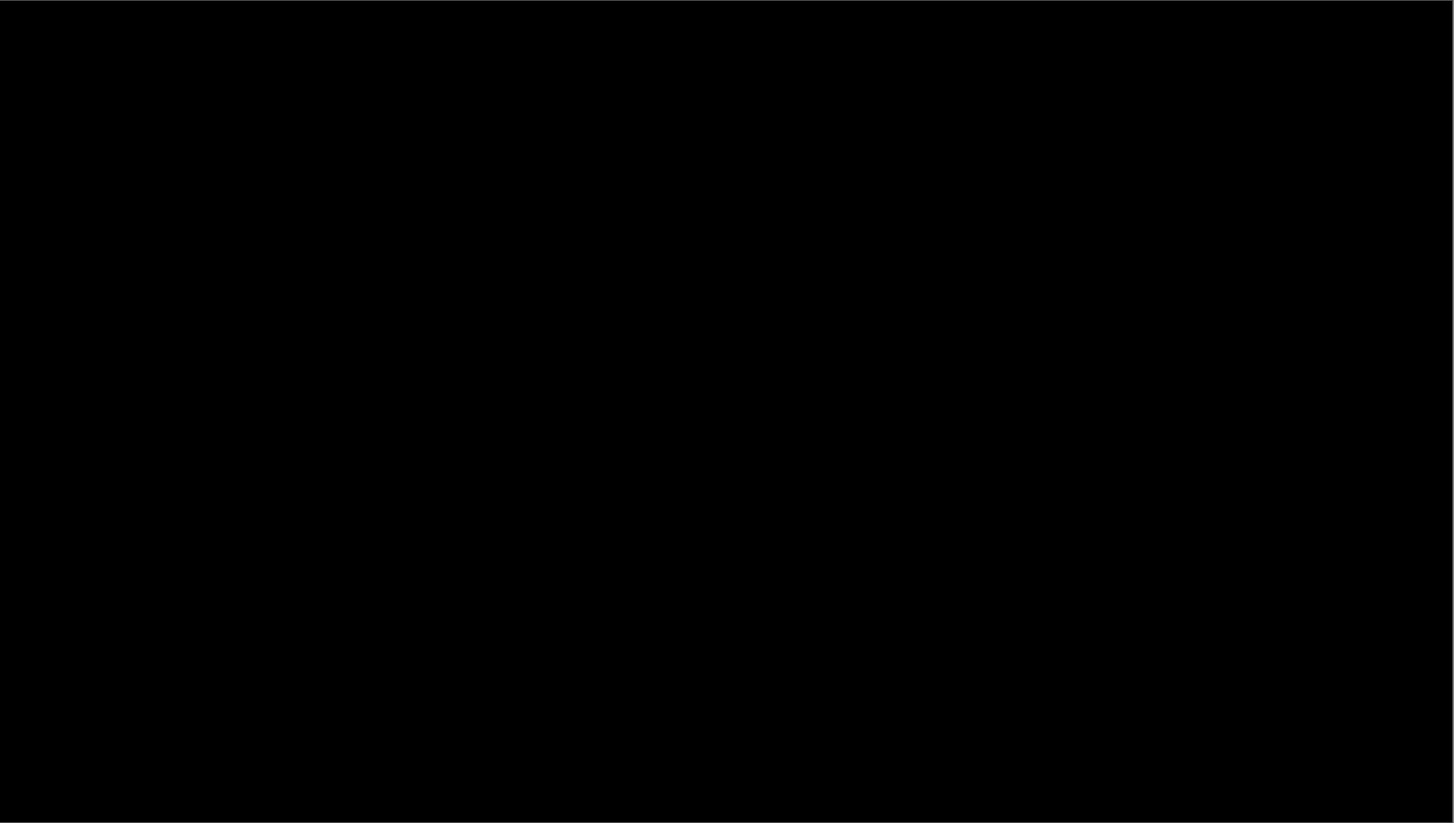
David

Domain

Human-Centered  
AI

# Domain





# Participants



Alik

- On-campus
- Tourist from EMEA



Chris

- LHSC
- Former professor



Fong

- On-campus
- Frequent traveler (business)



Sam

- On-campus
- Daily work commuter (>2 hrs)



Justin

- On-campus
- International student (SE Asia)

# Participants



**Harrison**

- LHSC
- Infrequent traveler



**Joe**

- Virtual
- Co-founder of travel startup



**Amanda**

- At-home Semi-frequent traveler (family care)



**Dan**

- Morgan Stanley Frequent traveler (athlete)



**Connor**

- On-campus International student

# Participant Diversity

Age



Reason for Traveling



Mode of Travel



Occupation



Nationality



Domain Expert



# Participant Characteristics

- On-campus (5), Little House Senior Center (2), Morgan Stanley (1), home (1), virtual (1)
  - 5 off-campus interviews, 7 non-Stanford students
- Recruited through cold calls and personal connections
- No compensation

# Interview Themes

Travel Stories



Decision Making



Impact of Travel



# Interview Questions

Tell me about your most recent travel experience.  
What went well? What didn't?

What is the most difficult part of traveling?

Tell me about how you return to your typical  
routine after a trip?

# Interview Results



# Analysis



*Say*

Wants time after traveling to **relax**

"My diet is **not what I like** when I visit [my family]"

Can't workout when traveling because of time + environmental **constraints**

Talked to people on the plane to **escape his boredom**

*Do*

*Think*

Traveling is something to be **endured**

Travelling is a massive but **inevitable waste of time**

**Frustrated** he can't socialize with friends while **recovering** from travel

**Happy** when he talks to **friendly people** on long journeys

*Feel*

# Interview Results: Surprises

"The [travel] was good, mostly  
**uneventful**"



Connor

# Interview Results: Surprises

"The [travel] was good, mostly  
**uneventful**"

"traveling is like **mentally intensive**...it  
annoys me that I have to commit a  
whole day"



Connor

# Analysis Insight #1

## Travel disrupts people's healthy routines



"When I'm away it's **hard to exercise**, I don't have access to equipment, I often **eat out**" - Semi-frequent flyer, Amanda



"I exercise every day at the senior center. When I travel ... I **can't exercise** and have to walk [outside] to stay active ... **walking is dangerous** because I risk falling" - Retiree, Chris

Need: To maintain health  
when away from home

## Analysis Insight #2

Being in transit is inherently uncomfortable



“Maximum comfort is the **highest priority** for me, it’s the only way I can sustainably travel so much” - Extreme flyer, Fong



“Jet lag...it is disappointing and annoying to want to spend time with people...but being **too tired to do that**” - International flyer, Connor

**Need:** To acknowledge and  
combat the **mental/physical**  
**toll** of traveling

## Analysis Insight #3

People have difficulty staying present while in transit.



“Taking a train and flying is no different to me... it’s **all boring** to me” - Stanford tourist, Alik



“Travel to me is **purely a means to an end**. I just want to get to my next tournament as quickly as possible without being too tired” - Fmr. traveling athlete, Dan

**Need:** A way to reframe  
transportation as something  
enjoyable in the moment

## Analysis Insight #4

The presence of friendly people can significantly improve the travel experience



“The flight was boring, but it wasn’t boring because I had **people to talk to**” - Stanford tourist, Alik



“I talked with the woman sitting next to me for **most of the flight** [back from SE Asia]... she was so cool” - International student, Justin

**Need:** A means to **connect**  
in-transit travelers with others

# Summary

- Interviewed **10 participants** across many different demographics about travelling
- Identified **4 key insights and needs** about habit disruption, discomfort, and the positive influence of others
- Looking forward to diving deeper!

Q&A

# Appendix

## Analysis Insight #5

Transitioning from traveling to destinations can be tiring and frantic



“I’d be willing to leave earlier if it means I could have an hour to decompress after reaching my destination” - -  
Fmr. traveling athlete, Dan



“I stayed up all night before my trip from [SE Asia] to Stanford so that I could beat jet lag and get into my routine” - International student, Justin