



# Travel and Relationships: Needfinding.

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CS147 Fall 2022

Jason, Derek, Karson, Winston



## Team Presentation



**Jason Lin**

Sophomore

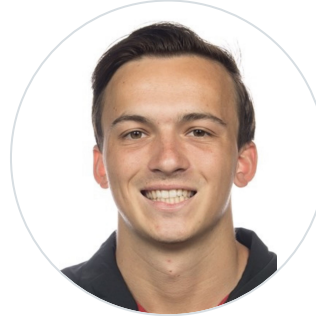
Declared HCI yesterday  
Likes to juggle, jog, joggle  
(both at same time); make  
motorized couches



**Derek Hwang**

Coterm

Went to undergrad in the  
rather more picturesque land  
of San Diego



**Karson Lippert**

Senior

Currently in quarantine. 😊



**Winston Shum**

Senior

Knows great travelers!

Problem Domain.



# Travel and Relationships.

What has travel looked like before and around COVID-19?

Problem Domain.



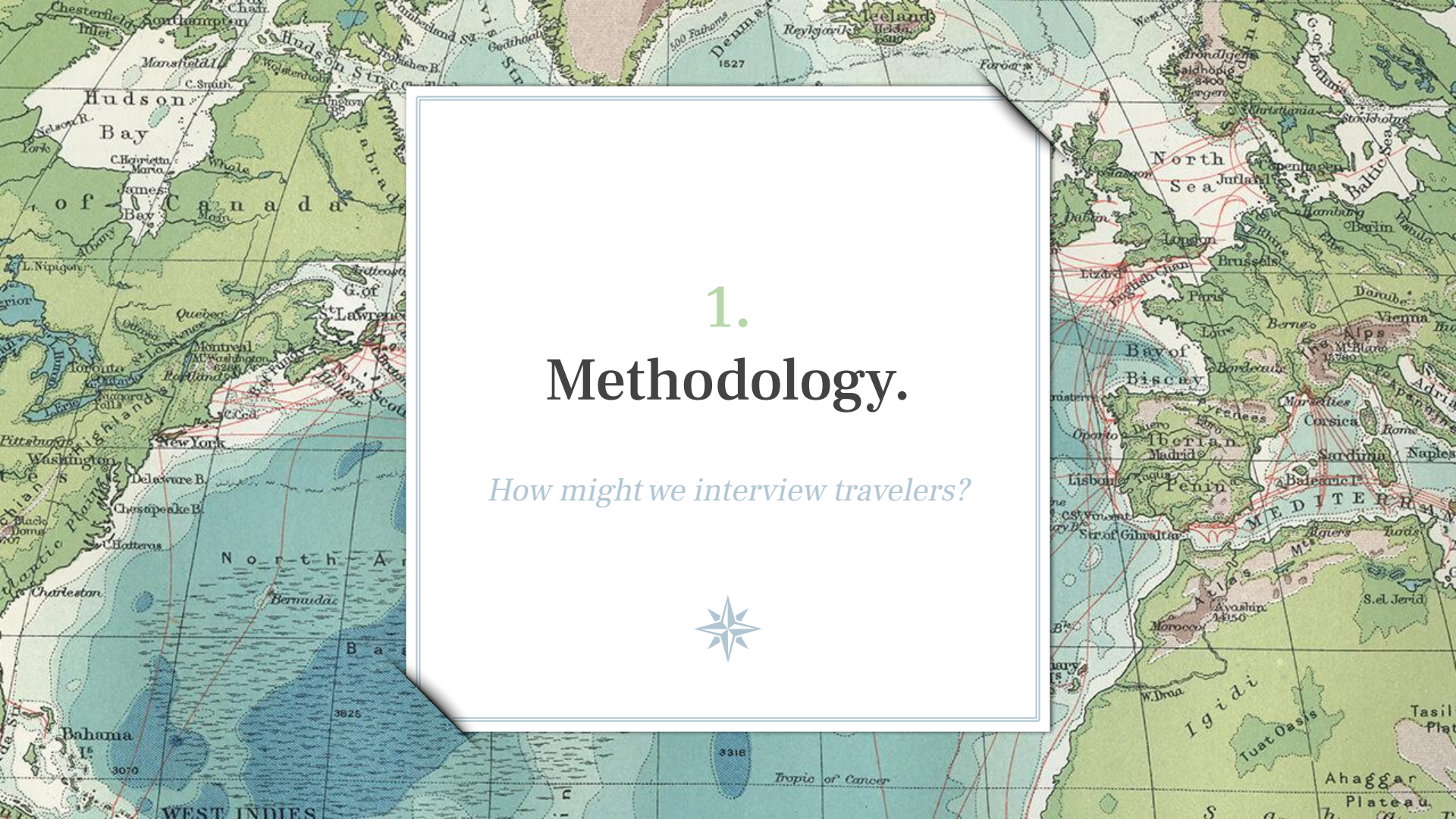
# Travel and Relationships.

How do we **create** and **maintain** relationships while traveling?

1.

# Methodology.

*How might we interview travelers?*



## Key Considerations.



- A range of *experiences*?
- A range of *demographics* — age, ethnicity, etc.?
- How do you catch people *in action*?

## Tools of the Trade.



### ACTUAL REAL INTERVIEW CHECKLIST V2

This is not hard and fast. Feel free to follow the unique threads people create.

#### Pre-interview

Make them fill out this consent form!

#### Where

Try to...

#### When

Make

#### Script



- What carriers / methods of transport?
- Why do you use one over another?
- Any specific travel habits?
- General travel communication patterns?
- Leading: so...
- Stay in touch with...
- Stay in touch with...
- What apps do you use one over another?
- What prompts...
- Optional
  - Domain expert: How do people typically stay in touch? What deficits are there within governmental infrastructure or communication?

- **Interview Preflight Checklist (V2 Real Real)**
  - Consent form, outline, etc.
  - General Travel Patterns, Travel Communication Patterns, Stories, User-Specific Habits
- **2-Pronged Strategy:** Interviewer and notetaker
- **Apparatus:** voice memos, camera, Notability, otter.ai for transcription, and open ears!
- **Where:** Where the travelers are. Visitor Center, gym, regional transit centers, all over the Bay...
- **Questions:** next slides



“

When was your last **vacation**? How do you **stay in touch** with family members while you're gone? Any **stories** about this?



“

Are you comfortable taking  
those same flights and  
vacations after **COVID**?  
What about your  
**commute**?

”

# Interview Chronology



“

## Key Question.

—

How do you catch people in action while they are traveling, in-person?

“

You  
travel.









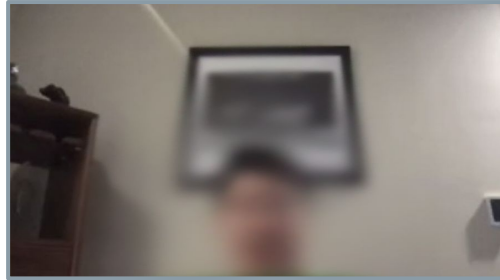


October 04, 2022  
4:34 PM

#408 4:30PM  
#124 5:18PM ON TIME



## Participants 5 and 6



## Participants.



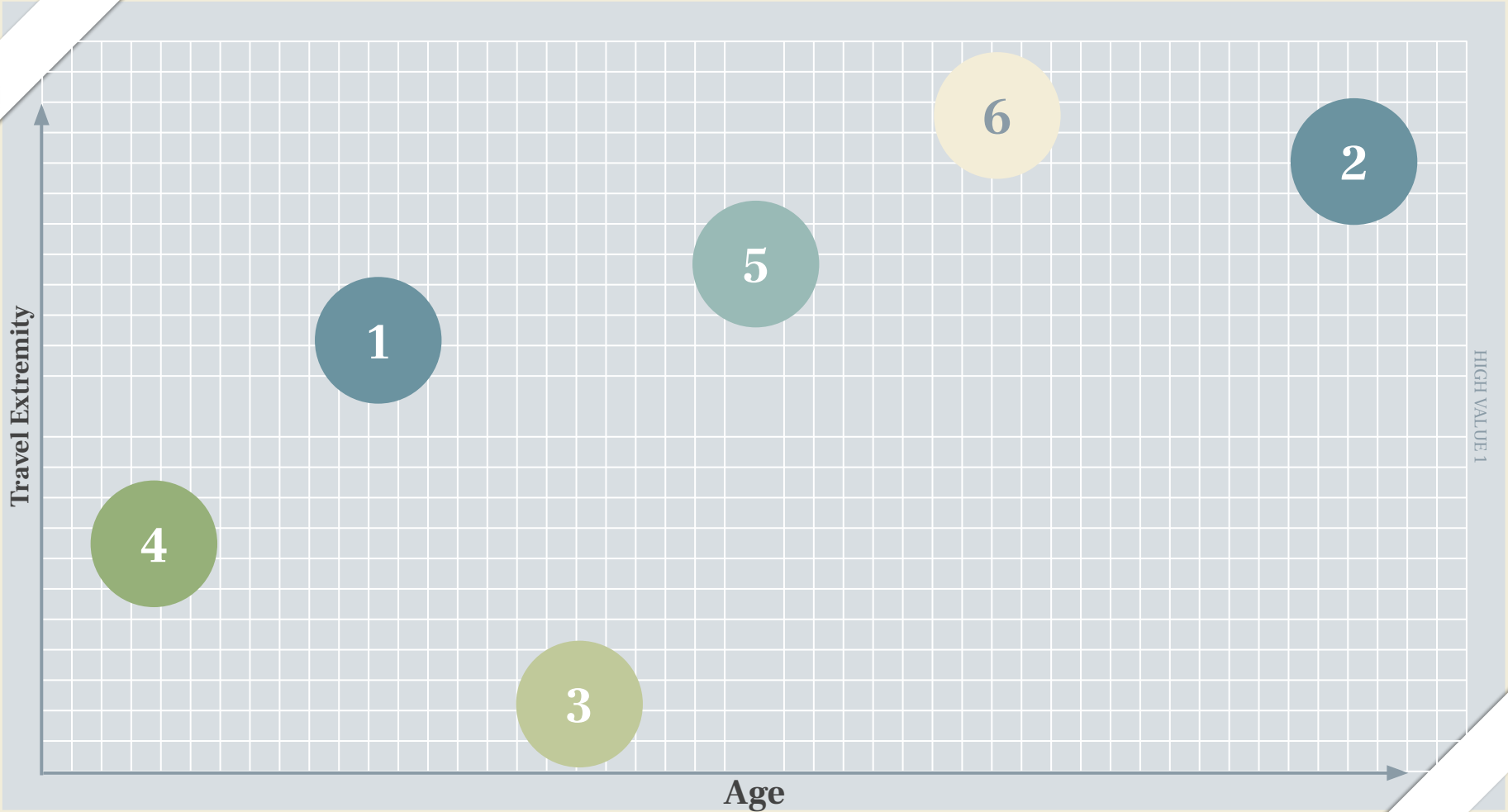
- A range of travel experiences?
- A range of demographics — age, ethnicity, etc.?
- How do you catch people in action?

## Participants.



- A range of travel experiences?
  - ➔ **Never left area in past 2 years to 4+ international vacations per year**
- A range of demographics — age, ethnicity, etc.?
  - ➔ **teen to 70+ years old, diversity of backgrounds, in 6 interviews**
- How do you catch people in action?
  - ➔ You catch them at the ***moment of intent.***

# Travel Frequency Versus Age Distribution of Interviewees (Heuristic)




Age  
20

2.


# Interview Results.

Contradictions? Tensions?



An outdoor dining area featuring a wooden table and chairs. A blue bag is resting on one of the chairs. The background shows greenery and a wall with colorful graffiti. The scene is dimly lit, suggesting dusk or dawn.

“My parents say I need to call back more often a lot [when I travel]. I’m pretty bad at it. Like, **maybe once every two weeks.** It just gets pretty busy.”

A photograph of people sitting at tables outdoors, possibly at a cafe or market. The scene is slightly blurred, suggesting a candid moment. In the foreground, a woman with short white hair is seated in a metal chair, wearing a red polo shirt and a black vest. Behind her, another person is seated at a table. To the right, a man in a red t-shirt with "YANFORD" visible is partially seen. The background shows more tables and chairs, and some red and blue flags or banners hanging from a structure. The overall atmosphere is relaxed and social.

“We like to  
have fun.  
We don’t  
worry.”

— 2

“[Caltrain] is bit of a schlog. I commute from SF to Santa Cruz every day.”

—3





# Empathy Map for Interview 4



## Says

Rides caltrain everyday and walks from HS to station

Sometimes gets drive from brother

Relates family in Philippines and Ireland, but doesn't talk with them much at all

He doesn't use much social media — mostly just texting, snapchat, and discord (doesn't post)

His family has a ton of doctors

Had summer camp for tennis where he didn't have a phone

When talking with parents after not talking for a while, parents mostly ask "how's it going?". He asks "how's the dog"

Frequently goes on vacation with parents internationally

Shown how to get to caltrain from a junior

Heard of uncle getting robbed in Romania

Travel planning is primarily online work

Not particularly interested in international travel if it's out of the way

## Does

travel in a crowd of friends

Comfortably and confidently navigate the caltrain, finding us a nice spot to interview him

Goes on tangent about Overwatch coming out soon (video games)

Friends interviewing around us frequently interject and start talking about school life

Keeps eyes on station, listens to PA, tells us when to get off

Watches movies and some texting on the caltrain (but no homework; the train shakes)

Jokes about getting interviewed twice in one day

Relate to the interviewer — ask where we went to high school, rival schools

Sit straight and rigid, slightly awkward, while responding to questions (like a proper student)

Read consent form thoroughly before signing

## Thinks

Caltrain is a little sketchy

Prefers driving with brother because it's faster

Actually messaging more with friends when abroad on vacation with family

Having no electronics during tennis camp might be good — can bond

Safety is number one concern when thinking of int'l travel

He should visit and meet his relatives in the Philippines

Being busy in high school makes vacations difficult

A ton of social media is not necessary, especially public-facing

"I don't text my parents enough"

Caltrain is a time to relax and decompress

## Feels

Safe about his caltrain overall

Empowered to travel without parents, alone, and especially get interviewed

At ease while traveling in a group

Proud of his travels — texts friends while vacationing

Satisfied overall by commute — never complained

Distaste for long-distance travel

Sketchy about certain areas while walking of his commute (near the caltrain station)

Chagrined by lack of cell phone usage at his phone


Amused by his friends' tangents

Confused by caltrain routes the first time he did them



“I would like to visit my family in the Philippines ... I’ve seen photos at like, big partying parties, or gatherings or weddings. But we **don't visit family.**”

—4



**“Travel is not a  
human necessity.”**

—6 (owner of  
travel agency)

3.

## Analysis and Summary.

Unpacking and repacking interview data.



## Motifs: Themes and Insights.



- **Connectivity:** When people travel, they want to stay in touch with home and friends. But *they forget*. (Participant 1,3,4)
- **Safety:** Is the number one concern for most travelers. (P3,4,5)
- **Certainty:** When traveling, people like to *make a plan and stick to it*. This often involves tour groups, but some consciously explore off the beaten path. (P2,3,4,6)
- **Novelty:** Frequent travelers, whether public transport or tourism, begin to enjoy traveling less when experiences resemble each other. (P1,4,6)

## Motifs: Themes and Insights.



- While traveling, young participants are more connected with friends and less connected with family. This is consistent across all participants. This could reflect **cultural disparities** or **maturity**.
- Older participants prefer tour groups, reflecting a preference for **structure and clear expectations**.
- Regardless of demographic, all participants **check in about safety** while traveling. This has been aggravated especially by the pandemic. It is the inherent nature of travel that there is uncertainty, and check-ins assuage the concerns of family.

# Learnings.



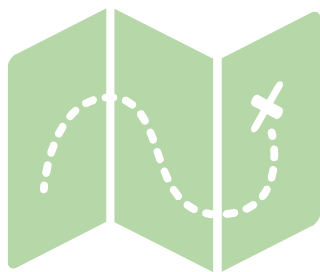
- **Catch people at their moment of intent**, in action, for authentic interviews.
- Even then, diversity and representativeness in respondents is not guaranteed. Actively seek out people with diverse experiences.
- Showing kindness with **compliments** goes a long way to secure interviews and get conversation flowing.
- Travelers are eager to talk! :)

## Appendix.



- All photos original (Sony α7c)
- Template by SlidesCarnival
- Thank you to TA Emily, Prof. Landay, et al. for their help!





THANKS!  
Any questions?