

Participant #2 takeaways

Top 5 takeaways

Right after the user interview, write down the top 5 takeaways here.

1. For people with work flexibility travel is more frequent. People are seeking new experiences now are days leaving stereotype travelling behind in the days. Solo travel is getting a boost as it helps inner peace, finding yourself and scope of making new friends who are alike. When it comes to group travel, it is more likely to managed by one or two people doing all work where others are just fine enough to whatever is agreed by rest. People are open to meet and share life/ travel experiences with others. As India being so rich in culture, one life could be less to experience all cultures and traditions. Staying in touch even after travelling together expands community and can be helpful resources for future travel.
2. Web surfing, Social Media, Group Discussion hold the core of Decision making for the Destination of travel. Weather, Budget, Activities, Personal Preferences and Leaves availability are the key points to make a decision while group discussion. Also, People avoid to go to earlier visited places and spend their money.
3. Social media trends plays a huge role in deciding a place to travel now. People wants to live and experience what a famous travel influencer is doing. Impulse travel it is. Planning goes in order for Decision making upon place, itinerary, self plan or travel agent, bookings, payments and packing. If self bookings are made expenses are divided and shared. Stay and Transportation bookings have multiple criteria to get checked upon as in Hygiene, Safety and Budget friendly. Weather plays very important part till the last moment of packing, starting and while on trip. People are opting for local experiences over highly crowded and stereotype places now. They want to experience local culture and are willing to update itinerary if local and experience people suggests to.
4. Most of the users are using apps for booking purpose or to navigate at max. The % of users using multiple apps and executing whole trip including planning, booking etc is very low. Also, they have to jump to multiple apps for different purposes which would be very un-convenient. Also, users gets frustrated when they are scammed by stay owners or transport agencies in terms of low quality services against promises. Some users have faced issues of stay cancellation when reached at booked places. To escape such scenarios, if they take precaution while booking or there is some community channel where they can raise and gets the issue addressed by other experience fellow travellers would be helpful. Like people share their problems on quora, why don't we have something only for the travellers in india? Else a user recently travelled to a place can guide other users based on recency of the travel date.
5. Travellers do make checklist for packing based on categories like clothes, medicines, gadgets, documents etc. Booking cancellations and weather challenges are at the top of the concerns while travelling because inconvenience in both areas results into compromising with safety and comfort. People prefer to travel with local guidance and suggestions to experience authenticity of the local culture. Some stay owners don't upload recent images of stay/rooms results into dissatisfaction of travellers experience. People do like to share their travel experiences on instagram.

Other takeaways

Include any other information from the usability test that you find pertinent.

Key Themes

1. Work Flexibility
2. Research & Planning
3. Expeditions
4. New Experiences
5. Impulse/Influence Travel
6. Budget
7. Safety
8. Community
9. Uncertainty