

Participant #1 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. 2-3 times a year. People's preferences of places mostly will be in contrast of their current demography unless there is a certain goal to accomplish. Also, their travel type (solo/group) depends on the availability of leaves and people they want to travel with. If there is a solo trip, planning is lesser than a group trip. Always Open to join any expedition and meet new people or organise a private group trip.
2. Google comes first when it comes to research about anything. Trip advisor is good website to get an travel itinerary. Gets pointers from friends if any one has already visited. Terrain alertness and Cost saving is biggest concern. Being familiar from any source with place is much more helpful before visiting in person.
3. To plan a trip, first thing to decide is transport and how connected whole journey is via public transports to save money. Love to explore by walk, weather is important. Places with good wifi/internet connection to keep working while travelling. Look for places to stay in centre of the city to keep staying at same hotel/stay and cover all spots. Look for food recommendation. Relies on google reviews for places and food dishes recommendations. If a trusted source recommends anything new, open to try it. It better not be a sponsored suggestion. Prefers Card payment. Options to filter and sort things based on price, distance, reviews, authenticity of a place. Majorly uses apps to book stays and transport. Frustrates when stay booking confirmation is not received done by a third party app. Expect clearance in terms of acceptance/rejection.
4. Don't use much of a travel apps but would like to use if any app which allows to indulge and share experience with other community travellers. Would like to stay away from tech unless very sudden change in plan. Won't use in case of well planned trip, but needs maps and booking confirmations in case of solo/impromptu plans. Keeps hotel/hostel numbers handy in case of emergency. Doesn't believe apps can help in case of emergency but local people can do.
5. Have 2-3 checklists of packing based on type & location of travel. Weather is most affecting factor to a travel plan. Information about services timings in local area would be helpful. Uses google maps to navigate unfamiliar places. Safety is a concern if female travellers are along. Traffic/Density population data is useful to assure safety during visit time. Stays connected by social media and phone calls while travelling. Crucial factors are accessibility of places, mode of payment, hygiene, safety & food options. Seek local experiences happening near by. So, what event/activities happening around with their timings are a big yes! Due to so many impromptu trips, planning time gets shorter. To tackle that if a readymade itinerary/template is required. Shares travel experience through social media. Likes one post fits all kinda apps. Agrees on male privileges in travel. Takes preventive measure to avoid problems in travel.

Other takeaways

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

Key Themes

1. Planning
2. Co-travelling
3. Place Decision Making
4. Expert advice
5. Geography
6. Budget friendly
7. Authentic
8. Safety
9. Difficulties