

A person wearing a backpack and a hat stands on a large, moss-covered rock in the foreground. The background features a deep canyon with multiple waterfalls cascading down the steep, rocky walls. The scene is illuminated by bright light from above, creating a hazy, ethereal atmosphere. The overall color palette is dominated by greens, greys, and whites.

ZEIT

RESEARCH SYNTHESIS REPORT

BACKGROUND

ZEIT is a time travel company specialising in taking adventurers to experience unique moments in time.

ZEIT wants to know more about the habits of travellers who are already adventurous or interested in being so. In particular they want to know :

- how they plan their trips
- what kinds of experiences they look for
- how far out of their comfort zone they are likely to go
- pinpoint opportunities to minimise normal travel discomfort.



RESEARCH GOALS

Opportunities to minimise discomfort :

- Which aspects of travel cause the most discomfort or hassle?

General Planning :

- How do people plan travel experiences?
- What kinds of experiences do users plan on vacation?

New Experiences :

- How likely are users to try a new experience while on vacation?
- How far out of their comfort zone are users likely to go?

Planning :

- Which aspects of travel do adventurous travellers like things to be well planned?
- Which aspects do they like to leave up to chance?



METHODOLOGIES

Market Research & Competitive Analysis :

- Review the top travel agencies and the selection of offers available
- Understand target demographic by researching travel influencers and other people who seek out new travel and cultural experiences regularly

Secondary Research :

- Review existing research on risky and adventurous behaviour to better understand the habits of the demographic, as well as how to entice people with an interest in doing more adventurous things who are more reserved.

Primary Research

User Interviews :

- Collect qualitative data on how users plan travel, feel about adventure and new experiences, and find most uncomfortable about travel
- Gain insight into what kind on a customer experience encourages people to be more adventurous in their travel



COMPETITIVE ANALYSIS

SUMMARY OF FINDINGS

There is a big market for curated adventures, and a lot of tour companies to choose from. Available options can be overwhelming, so it's important to portray quality right away, so that users remain on the site.

A clean, extremely usable site centered around photos and videos is desirable so that users have an idea about the quality of the adventure they are signing up for.

A good search system is mandatory, so that users can narrow down and find what they are looking for.

Too much choice is overwhelming. Providing a balance between focus and variety of experiences is desirable to keep users from being overwhelmed and experiencing decision fatigue. For example, Do The North offers a handful of varying experiences with in the Swedish archipelago, including a tour for women, a sea safari, a wild cooking and camping adventure, as well as offering options for self guided and solo tours.

Most sites aimed at adventure tourism are offering similar activities and locations. Breaking this mold would be beneficial, since the market is saturated.

DIRECT COMPETITORS



STRENGTHS

- Great photos and videos
- Some trips hosted by established tour guides
- Great search & filters

WEAKNESSES

- No guarantee of service or quality continuity
- Questionable ethics of some experiences
- Content is of varying quality

PROVISIONAL PERSONAS

 **THE FREE SPIRIT**
20 - 35 years, up for anything

GOALS

- Doesn't like to plan, happy to see where the day takes them
- Looking for new experiences, adventure, meet new people

PAINS

- Relys on heavily on reviews
- Limited income
- Limited vacation time



STRENGTHS

- Interesting variety of unique experiences
- Easy to navigate site
- One location with wide range of experiences in that location

WEAKNESSES

- No user reviews on site

 **ACTIVE COUPLE**
35-60 years, looking to experience nature

GOALS

- Keep active while traveling
- Wants a physical challenge
- Break from daily routine

PAINS

- Limited vacation time
- Doesn't have a lot of time for planning
- Might need to find/pay for childcare



STRENGTHS

- Trips all over the world
- Thorough Q&A section
- Strength number 3

WEAKNESSES

- Adventures seem a little tame
- No info on how big groups are

 **INFLUENCER**
20-45 years, doin it for the gram

GOALS

- Unique content
- Gain new followers
- Include sponsors in posts

PAINS

- Needs time for photoshoots
- photo shoots (no crowds)
- Needs electricity and wifi
- Lots of luggage

OTHER COMPETITORS



STRENGTHS

- Clean site with calm, light UI
- Wide range of cruises
- Varitey of locations

WEAKNESSES

- Site was slow
- Information was all over the place
- Disjointed navigation experience

 **OLDER ADVENTURER**
50-75 years, still got it!

GOALS

- Live life to the fullest
- New places, new experiences
- Keep active & challenged

PAINS

- Might have physical ailments & limited mobility
- Less technologically adept
- Less willing to put up with discomfort or disorganization



STRENGTHS

- Offers a variety of adventure sports
- Easy to navigate site
- Relevant info is front & center

WEAKNESSES

- Site design is a little ugly

 **ASPIRING ADVENTURER**
25-75, wants to be more adventurous

GOALS

- Try new things
- Gain skills and confidence
- Feel safe, even outside of their comfort zone

PAINS

- Has never travelled outside of their home country before
- Limited outdoor experience
- Limited foreign language abilities

INTERVIEW QUESTIONS

Where do you live?

How likely are you to try something new while on vacation?

What kinds of experiences do you seek out while on vacation?

How do you find those experiences?

How do you feel about planning when it comes to vacation?

Are there any types of travel plans you like to leave up to chance?

Which aspects of travel cause the most discomfort?

Can you tell me about a unique travel experience you've had?

Can you tell me about a favourite travel experience?

Can you tell me about an uncomfortable travel experience you've had?



RESEARCH DEBRIEF

Overview

Three people ages 35-67 were interviewed about their travel habits. I asked questions about how they like to travel, the kinds of experiences they seek out, the things they find uncomfortable while travelling, and their most memorable or unique travel experience.

Findings

- 2 out of 3 interviewees had a passionate dislike for planning when it comes to travel. Not only did they dislike doing the planning, they didn't like travelling with planned itineraries. They preferred to go with the flow and having chance encounters
- They expressed interested in getting to know a place better through chance and felt that not having a set itinerary helped them with this
- They sought out cultural experiences when traveling or experiences that got them more in touch with local culture.
- All three had different responses to what they found uncomfortable or distasteful while travelling, although two mentioned other tourists as something that bothered them.
- One person said her favourite way to travel was to spend an extended period of time and live in a place like a local to get to know a place, rather than jumping from place to place quickly. In the past this has led to deeper relationships with a place and more unique experiences
- All three lamented that not much is left up to chance in today's world

USER PERSONA



Julianna

"I travel to broaden my horizons and learn about how other people live."

AGE	45	GENDER	Female
OCCUPATION	Teacher	ARCHETYPE	The Culture Seeker
STATUS	Married		
LOCATION	Colorado		

PERSONA BIO

Julianna is an elementary school teacher in a local school district. She works hard, and in her free time she keeps up to date on local politics, tries out new restaurants, and sees the latest art show in her town.

She has summers off and spends a month or two each year abroad, learning a language or new skill. Travelling like this allows her to build rewarding relationships, as well as learn something about herself. She seeks out places that are much different than where she lives because she's interested in learning more about how other people live.

She plans her trips using Google flights, recommendations from others, and reputable tour guides like Lonely Planet.

She will often spend part of her trip solo. Her husband doesn't have the same vacation schedule, but usually joins her for part of the trip. Travelling alone encourages her to break out of her comfort zone and meet more new people. By the time her husband arrives, everyone in the village knows Julianna by name because she makes an effort to get to know the community by visiting local markets and cafes daily during her trip.

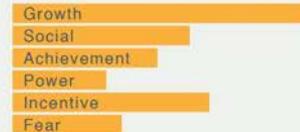
GOALS / NEEDS

- Live as a local
- Get to know one place well
- Experiences that expand her horizon

FRUSTRATIONS / FEARS

- Worries about getting the best deal
- Dislikes many other tourists in one place
- Not being able to do her own thing

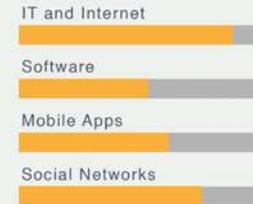
MOTIVATIONS



PERSONALITY



TECH KNOWLEDGE



BRAND AFFILIATIONS



EMPATHY MAP

DOING

What does a typical day look like for your user?

Julianna begins her day early. She likes to have quiet time in her classroom before the kids arrive to prepare.

Her days are busy with little time for breaks, but the summers off make it worthwhile.

She works in an ethnically diverse school district and enjoys learning about her student's lives at home.

She works hard and is well liked by students, parents, and her peers.

She is an empathetic listener and people find her easy to get along with.

She seeks out experiences that push her out of her comfort zone, especially while traveling.

She follows social media accounts about travel, beautiful scenery, and that help to broaden her world perspective. She tries not to spend too much time on social media.

She lives in Colorado and enjoys the outdoors : hiking, biking, and rock climbing.

Her neighborhood is quiet and tree lined, and her town is medium sized and lively.

On the weekends or occasional evening she will see an author read, go see a show, try a new restaurant, or visit an art opening. She likes to keep up to date with local cultural happenings.

SEEING

What is your user's environment like?

THINKING & FEELING

What is important to your user?

What are your user's hopes, dreams, or fears?

Julianna is always looking to learn new things, especially in regards to her profession or other cultures. She hopes to make a positive impact in her student's lives.

She's interested in learning new languages because of the professional opportunities it provides, as well as how it enriches her life.

She dreams about living abroad one day.

She feels more connected with the world when she spends more time one place, rather than hopping from place to place.

She likes to feel free and in charge of her own time.



JULIANNA

She works in an ethnically diverse school district and likes to hear about her student's lives at home.

She doesn't have the time she'd like for reading, so she listens to Podcasts and public radio on her way to and from work, and while at home. It helps her keep up to date with the world.

She relies on recommendations from friends about restaurants, shows, and where to travel.

HEARING

What influences your user?

Her job doesn't allow for many breaks during the day so her days are busy. She doesn't spend much time on the computer at work, so research for travel happens at home in the evenings or weekends.

She has a limited income, so she worries over the best price for plane tickets.

She finds it hard to make decisions sometimes, and doesn't like planning.

She struggles to make time for herself.

PAINS

What obstacles or challenges does your user have?

She hopes to make a positive impact in her student's lives.

She travels to enrich her world view, to learn about other cultures, and to have greater empathy.

She measures her success by how many deep connections she makes while visiting other places.

She likes to gain new skills while traveling, like a new language or craft.

She hopes to gain a deeper understanding of herself by getting to know other cultures.

She likes to leave some things up to chance.

GAINS

What does your user hope to achieve?
How might your user measure success?

STORYBOARD



1

Julianna has many students from Mexico and Central America. In class, they are studying the area and its history before the Spanish invasion.

She is interested in visiting the area this summer during her holiday.



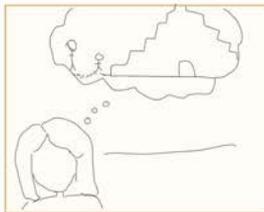
2

She would love to study one of the other languages indigenous to Central America. Some of her students speak K'iche at home rather than English or Spanish, and she'd like to be able to better communicate with their families during the school year.



3

Frustratingly, the majority of what she finds for travel opportunities in the area are guided group tours or lessons in Spanish, which she is already fluent in. She is looking for a more unique, immersive experience that will help her get to know the area and culture better.



4

She daydreams about visiting Central America before contact and Spanish conquest. She would love to walk the grounds of ancient temples in their heyday, without tourists taking endless selfies.



5

While researching travel opportunities in the area, she comes across the site for ZEIT, a time travel tour agency. Having never traveled through time before, she is intrigued. She clicks on the link and browses through the site.



6

On ZEIT she sees many options for unique immersive experiences - just what she's looking for! There is even a trip to an area where K'iche would have been spoken.



7

Because she's going into the past, ZEIT will supply everything she needs for the trips. This means she won't have her usual troubles with packing. She never knows what to pack when she travels for extended periods of time.

In addition, travelers are encouraged to blend in, which means welcome respite from tourists staging photoshoots for Instagram.



8

Excited about the truly unique adventure she will have this summer, she books her trip. The website is easy to use, which inspires trust and reassures her because she's never been into the past before. There are plenty of reviews from previous travelers and photos that help to give her a good idea about what kind of experience to expect. Julianna walks away satisfied and excited about the upcoming adventure.

CONCLUSION

- Users are looking for unique experiences that help them feel more connected to the greater world community
- When traveling people are interested in being involved in the local culture as experienced in daily life, not just seeing as many places as possible
- Today's world doesn't allow for much change, and people seek that out more often when travelling
- People feel discomfort around being forced into small spaces in large crowds, or when they feel a loss of control over their autonomy

NEXT STEPS :

By offering unique and flexible travel experiences that allow people to be fully immersed in culture while providing opportunities for chance encounters, Zeit can have a competitive advantage in the travel industry. User reviews and photos are important in instilling a sense of trust and reliability.





HAPPY TRAVELS FROM THE ZEIT TEAM