

# Zeit UX Research Plan: Time Travel Tourism

9<sup>th</sup> July 2020

## Stakeholders

Richard Branson, CEO & Founder | [richardbranson@zeit.com](mailto:richardbranson@zeit.com)

Charles Bowers, Head of Engineering | [charlesbowers@zeit.com](mailto:charlesbowers@zeit.com)

Layla Carlson, Chief Marketing Officer | [laylacarlson@zeit.com](mailto:laylacarlson@zeit.com)

Daniel Beecham, Front End Developer | [danielbeecham@zeit.com](mailto:danielbeecham@zeit.com)

Laura McLemore, UX Researcher & Author | [lauraemclemore@gmail.com](mailto:lauraemclemore@gmail.com)

## Background

While the technology has been available for over a decade, Zeit is the first and only company to make time travel tourism available to all. A total of 289 destinations all over the world, from prehistoric times through today, have been approved and finalized to receive people any moment. Zeit wants to create a new logo and set up an ecommerce responsive website in which they can sell travel packages to different times.

## Research Goals

- Identify potential competitors
- Identify any obstacles, fears, or issues about that might discourage potential customers from participating in a time travel trip, as well as things that people are excited about or want to achieve by being able to time travel
- Learn more about how people currently plan and book vacations online
- Figure out what kinds of people are likely to use Zeit to book their trips

## Methodologies

Customer Interviews (Primary), Competitive Analysis (Secondary), and Customer Surveys (Secondary)

## Participants

College Students - (Aged 18 - 24) that travel with friends, a significant other, or alone

Working Professionals (Aged 25 - 55) that travel with a spouse, with their family, or alone

Retirees (aged 56+) that travel with a spouse or with family

## Timeline

Day 1 - 3: Competitive Analysis

Day 3 - 6: Survey Creation & Survey Participation / Collecting and Recording Survey Responses

Day 7: Choose participants from surveys & schedule interviews

Day 8: Conduct Interviews & Debrief with Team

Day 9: Review Findings & Data from Interviews & create presentation

Day 10: Present Interview findings & data to stakeholders

## Unknowns

How will people respond to time travel tourism being commoditized? Are there any potential moral or ethical ramifications regarding time travel?