

Zeit Research Debrief

Participant Criteria

People who have travelled at least twice within the last year, and who use technology to help plan and book their trips

Demographics

- 4 Participants
- Ages ranging from 28 - 63
- 3 Male, 1 Female

Research Method

A 30 minute interview call via Skype - 4 people interviewed

Motivations

- Having fun and relaxing
- Learning from others within the same industry
- Staying in touch with family members who are far away
- Bonding with Family by taking a trip together
- Pursuing a hobby or a specific interest

Goals

- Find information easily
- Be able to find & sort through activities based on interests
- Read about other peoples' experiences on forums
- Find audio visual content to watch about places, activities, restaurants, etc
- Easily book & make reservations
- Find deals within budget & price range for good value

Frustrations & Pain Points

- Irrelevant & uninteresting suggestions shown to user
- Convoluted processes when booking / buying (ie; getting stuck at checkout, unexpected costs)
- Unexpected Cancellations
- Staying within budget
- Spending too much time researching a place / activities when trying to decide what to do
- Some sites & apps feel untrustworthy
- Some sites and apps are difficult to use because the information is hard to find