

# 3. user research

## Objectives

<b>WHO</b>	Casual to frequent travellers who travel for leisure on low to mid-budget.
<b>WHAT</b>	The user will get a travel guide from point A to point B for all practical aspects of the trips. They will increase practicality of their trips, such as finding luggage storage, public toilet, 0-24 supermarket, post office, pharmacy, laundry. They will be able to find all of these in one place, meaning that they will reduce stress of thinking about practical necessities for the trip.
<b>WHEN</b>	Beginning point is after the purchase of trip ticket. End point is reaching the original start destination.
<b>WHERE</b>	Before and during the travel.
<b>WHY</b>	Convenience of having one place that deals with otherwise “boring” aspects of the trip. Reduced time to find exact service on general mapping websites like Google Maps, or to browse through many different services specialised in single service.
<b>HOW</b>	By entering trip ticket information, user will have overview of already purchased transportation method and journey details (traffic, location, timezone). From that point they will be able to track and pinpoint services they need across their journey destinations.

## Hypothesis

Frequent traveller will benefit from single website/application that caters to minor practical necessities. They will benefit from extra convenience if for unforeseen reasons they need to make spontaneous decision on their target destination.

## User Interview Questions

- 1 How often do you travel for leisure?
- 2 What are the most important things during trip preparation to you?
- 3 In what ways do you rely on internet and technology before and during the trip to gather practical information?
- 4 Did you encounter stressful and unexpected situations related to lack of information on your destination and how did you resolve them?
- 5 If you could improve your favourite trip planning website, what would you add to it?
- 6 What would you improve in access to practical information in your previous destination?

## User Interview Results

Feedback Patterns	Peculiarities	Quotes	User Frustrations
<ul style="list-style-type: none"><li>• All participants expressed a desire to have an offline application</li><li>• All participants consider up-to-date traffic information very important</li><li>• Participants also mentioned the importance of currency value tracker and luggage booking service</li><li>• All participants use Google Maps, but the service of Google Maps is lacking in above mentioned or is not functional in certain countries (interview no. 2)</li></ul>	<p>When it comes to certain locations (like Iran) where internet is censored, participants expressed need to have offline working application. I was surprised by lack of availability of credit cards, therefore exchange offices were also mentioned as important.</p>	<p>“Cash import limits to certain countries where European cards are banned needs usage of special exchange office that tracks currency fluctuation. It is challenging to know what is the best time to change currency.”</p>	<p>Limited internet access, lack of transfer data if using multiple options of transportation, lack of luggage service and exchange office information.</p>
	<b>User Needs</b>		
	<p>Applications that work offline, finding luggage booking service, finding phone chargers and exchange offices.</p>		<p>Based on the interview findings, I pinned down most important characteristics and patterns of target users in order to create 2 user personas, that represent target group for the application.</p>