

## Interview Guide

**Name of Interviewer:**

**Unique ID:**

### Statement

Hello, my name is **[name of interviewer]**, and I will be asking you a series of questions regarding group travel planning in order to gain insights for my team's UX design class project. I will also take notes on your responses to these questions. The goal of this 30-60 minute interview is to gain a deeper understanding of your experiences with group travel planning. With your input, my team and I will gain a better direction on how to meet users' needs to make an effective group travel planning mobile application.

We will ensure your identity is kept confidential and anonymized by giving you a unique ID.

Your contribution can give us insights into the problems in group travel so anything you share is helpful to us. Do you give consent to allow me to take notes and obtain an audio recording (or video, if on zoom) of the interview for future use? If you are not comfortable with an audio recording do you consent to written notes that I and another team member will take? Please know you have the option to choose not to participate in our study at any stage of our interaction. Do you still want to participate, if so, do we have your consent to record/write or do both?

### Questions

#### User Background:

- Could you tell me a little about yourself? (name, age, location, occupation, experience with technology, etc)

Context: What does a typical break or vacation look like for you?

- How often do you plan trips during the year?
- How do you currently plan group trips?
- What websites/tools do you find yourself using the most often when traveling alone? In a group?
- What are your most challenging struggles to overcome when initiating a new travel plan?
- Which websites/tools are multi-step to accomplish your task? What do you think of those steps?

#### Problem-Specific Questions:

##### Planning

- What would make your current planning process more enjoyable?
- What steps of the planning process are most overwhelming to you?
- What kind of information do you typically need to have access to when planning a group trip? What information do you often forget about?
- Walk me through the steps of how you create a travel itinerary.

### Transactions / Finances

- Is it challenging to manage transactions and bookings when each person has different responsibilities in the group? In what way? (What are the biggest challenges you face when planning group trips)
- How do you manage expenses and split costs among group members?

### Communication

- What features and services do you wish were available to you when planning a trip with a group? (What are the most important features you want in a travel itinerary app?)
- How do you communicate with the people you are traveling with? Text messaging? More than one?
- Have you ever experienced miscommunication during a group trip? If so, please describe.

### **Concluding:**

Thank you very much for taking the time to participate in this interview. Your insights and expertise have been extremely valuable to our project, and we greatly appreciate your willingness to share your knowledge with us. Your contribution will help us to better understand and address the issues we are working on, and we look forward to publishing our travel planning mobile application to you and others.

### **Internal Protocol**

- Take notes of important points during the interview, noting timestamps can help too
- If you can't get to all, make sure to mark important questions in case you can't ask them all in advance.
- Ask all questions, but be dynamic with the interviewee's responses
- Our note-taking protocol ensures effective communication and collaboration within the team.
- Notes will be used for training and future decision-making purposes.
- Access to the notes will be limited to team members and will follow confidentiality requirements.