

# ZEIT: Interview Process

## TIME LINE:

Day 1 - 1-on-1 interviewed participants 1,2,3

Day 2- 1-on-1 interviewed participants 4,5,6

Day 3 - find the overall common opinions on motivations, frustrains and unique opinions.

## INTRODUCTIONS:

Hello, Thank you so much for taking the time to meet with me today. My name is Anna, I'm conducting research for a traveling company called Zeit whose goal is to make the best traveling experience for users when planning trips. I would like to talk and get to know you and your traveling experience or desired travels. Would you mind if I could ask you a few questions about yourself before we dive into any travel related topics?

Great, before or during the interview if you have any questions please feel free to ask at any time, Also at any time you feel like you're repeating yourself or you think is the wrong answer. Just remember this is an interview, there are no wrong answers, it's your own opinion and experiences.

## DEMOGRAPHICS:

- What is your name?
- How old are you?
- Do you work or go to school?
- What do you do for a living or what are you in school studying for?
- What do you do for fun?
- Do you like to be around a lot of people doing any type of event?

Looks like you have a pretty exciting life, sounds like you would really enjoy going on a trip.

## QUESTIONS:

1. What makes you want to travel in the first place?
2. Are there any defining factors when you are choosing a destination?
3. What do you wish most traveling websites offered?
4. What type of information do you normally need when you are booking a trip?
5. When searching for a destination, what type of filters do you normally like using?
6. Are there any filters you wished were offered when searching for a trip?
7. Do you have any safety concerns when you're planning a trip?
8. What type of challenger do you face when you are booking a trip?
9. If you were to plan your trip through an agency, what type of packages would seem appealing to you?
10. What would make you not want to book a trip?

# ZEIT: Interview Process

Again thank you so much taking the time to do this with me, I hope you enjoyed the interview and now feel inspired to start planning your next trip. I hope you have a fantasy week. If you have any questions or are interested in seeing Zeit when it becomes available to you we welcome you to reach out to me.

## GOALS:

Make sure the participants felt comfortable and not rushed and have the interviews run smoothly and not as a checklist. While also keeping in the time frame of 15-60min per interview.

## MOTIVATIONS:

- To get away from the norm and to have a relaxing travel plan
- Availability dates
- Cost friendly
- Restaurants around the area of planned destinations
- Variety activities
- All inclusive option
- Like to hear from other users from reviews
- Family safety
- Family friendly
- Being able to buy and schedule, lodging, transportations, flights on one site

## FRUSTRATIONS:

- Customer service takes too long to help or will be forgotten.
- Being too expensive
- Not offering options to compare other competitors on one site
- Not being updated on any changes that may accrue
- Not enough information for safety for kids and single women traveling.

## UNIQUE TAKEAWAYS:

- Filter options by, groups, adults only.
- Keeping sites updated on information and looks.
- Safety options search: kids, single woman, the LGBT folks, to make sure where its safe
- Show what weather is normally like in the time frame of the trip (from info from the past 2-3 years, or locals info)