

Week 1 - Research Plan

Problem Statement

Problem Statement 1:

How might we organize travel-related inspirations for holiday travellers so that they don't miss out on the inspirations that they related too.

Problem Statement 2:

Travellers need a way to create personable itineraries because they want an experience based on inspirations that they found.

ChatGPT version:

Problem Statement 1: "How might we provide travellers with a seamless way to leverage their saved travel inspirations and transform them into personalized travel itineraries, so that they can easily plan and experience their dream trips, bridging the gap between inspiration and execution?"

Problem Statement 2: "The stakeholder, an avid traveller seeking unique and personalized experiences, needs a solution that empowers them to curate their travel itineraries using their organized travel inspiration photos, allowing them to create memorable journeys that align with their specific interests and preferences."

Summary

The problem at hand is the challenge faced by travellers when it comes to transforming their saved travel inspirations into personalized travel itineraries. Many travellers gather inspiration from various sources such as social media, blogs, magazines, and personal recommendations. However, there is often a gap between the initial inspiration and the practical execution of a well-planned trip. This gap arises from the difficulty of organizing and utilizing these diverse inspirations effectively.

Background

In the digital age, travellers are flooded with inspiration from various sources, yet transforming these into a personalized itinerary remains a challenge. A survey reveals that the average person spends over 10 hours planning a holiday, with 25% considering it one of life's biggest stressors[1]. Another study indicates that 89% of people find travel enjoyable but also stressful and difficult to plan[2].

Our product aims to address this issue, providing a tool to convert travel inspirations into personalized itineraries. The research's purpose is to understand travellers' needs, preferences, and pain points in organizing and leveraging their travel inspirations. We aim to understand how travellers interact with their travel inspirations, the challenges they face in creating personalized itineraries, and the features they desire in a travel planning tool.

This research will guide us in developing a user-friendly solution that allows travellers to transform their inspirations into personalized travel itineraries, effectively bridging the gap between inspiration and execution.

[1]: [Average person spends 10 hours planning their holiday, survey claims](#) [2]: [Stats: 89 Percent Say Travel Is Enjoyable but Stressful and Difficult to Plan](#)

Objective

What is the purpose of the research?

The purpose of this research is to understand people's travel planning experience — what their current pain points are and ways that we can innovate on the process to make it easier for people to accomplish their goals.

Alternative (ChatGPT - inspired):

The purpose of this research is to **understand** the needs, preferences, and pain points of travellers when it comes to **organizing and leveraging their saved travel inspirations**. The research aims to uncover insights on how users currently manage and interact with their travel photos, their challenges in creating personalized itineraries, and their desired features and functionalities. The objective is to gather information that will **guide the development of a seamless and user-friendly solution** that allows travellers to **transform their inspirations into personalized travel itineraries**, bridging the gap between inspiration and execution.

Customer Segmentation

Customer Focus: Travellers who are surrounded by or seek travel inspiration media for entertainment, looking to experience these inspirations themselves.

1. **Frequent Travellers:** Being regular travellers, they are likely to constantly seek new ideas and inspirations for their upcoming trips. They might have a habit of saving travel inspirations from various sources for future reference.
2. **Adventure Seekers:** These individuals are always on the lookout for unique and offbeat travel experiences. They are likely to actively seek and save travel inspirations that cater to their adventurous spirit.
3. **Social Media Savvy Travellers:** This segment is heavily engaged with social media platforms, which are a rich source of travel inspirations. They are likely to follow travel influencers, blogs, and pages, and save posts that inspire them for their future travels.
4. **Luxury Travellers:** They often seek high-end, exclusive experiences and might follow luxury travel blogs, influencers, and magazines for inspiration. They may save these inspirations to ensure their travel experiences match their desired level of luxury and exclusivity.
5. **Budget Travellers:** They are likely to seek cost-effective travel ideas and tips from various online platforms and save them for future use. They might follow budget travel blogs or groups on social media for inspiration.
6. **Solo Travellers:** As they travel alone, they might rely heavily on travel inspirations from various sources to plan their trips. They might save these inspirations to ensure they have a well-planned and enjoyable trip.
7. The ones that plans the trip.
8. The ones that just goes on the trip.

In summary, the common thread across these segments is their active engagement with various platforms to seek and save travel inspirations. Their level of engagement and the type of inspirations they seek might vary based on their travel preferences and habits.

Questions

What questions are you hoping you answer with the research?

1. **User Behaviour and Pain Points:**
 - How do travellers currently organize and manage their saved travel inspirations?
 - What is done with the travel inspirations, when it is time to travel? What challenges are faced? Specifics?
 - What are the pain points that exist in their current workflow?
 - What form of media are the travel inspirations in?
 - What platforms are used when finding and collecting travel inspiration?
 - What information is inquired when finding travel inspiration media?
 - How do you feel when you have this inspiration at the back of your mind, but when your travelling you forget them, or have already visited a nearby area so now you missed it, as you wont go back.
 - How do travellers currently plan their trips and what role do their saved travel inspirations play in the planning process?

2. **User Needs and Preferences:**

- How important is personalization and customization in travel itinerary planning for travellers, and how do their saved inspirations contribute in this aspect?
- What are the expectations in preferences of travellers in terms of seamless integration with other travel planning tools? (ie: a plug-in vs stand alone app)
- What features and functionalities would travellers find valuable in a solution that helps them create personalized travel itineraries using their saved photos?

3. **Existing Solutions and Limitations:**

- Are there any existing tools or platforms that travellers use to organize and leverage their travel inspiration photos, and what are their limitations?

4. **Privacy and Ethical Considerations:**

- Are there any privacy concerns or considerations when it comes to utilizing travellers' saved photos for itinerary generation?

Methods

What research approach(es) are you taking?

- User Interviews

Interview Script:

Hi <person>,

I'm conducting research on how travellers like you gather inspiration and plan your trips. I'm particularly interested in understanding how you transform your saved travel inspirations into personalized itineraries.

Could I ask you a few questions about your travel planning process, the challenges you face, and the tools or methods you find most helpful? Your insights would be incredibly valuable in helping us develop a solution that makes travel planning more seamless and enjoyable.

I'm eager to hear your unique travel stories and experiences in your own words. Your shared experiences will greatly contribute to our understanding and help us create a product that truly meets travellers' needs.

Thank you for your time, and I appreciate any insights or advice you can share with me.

- User Surveys

Sample Survey Questions:

1. **How do you currently organize and save your travel inspirations?**
 - I don't save travel inspirations
 - I bookmark websites or blogs
 - I save images or posts on social media
 - I use a dedicated app or tool
 - Other (please specify)
2. **What is your biggest challenge when transforming your travel inspirations into a personalized itinerary?**
 - Finding relevant information about the inspiration (e.g., location, cost)
 - Organizing the information in a useful way
 - Incorporating multiple inspirations into a single trip
 - Translating inspirations into actionable plans (e.g., bookings, reservations)
 - Other (please specify)

Process

The logistics of the research process (timeline, budgets, etc)

- Interview X number of people
 - Post on Discord
 - Ask Friends & Family
 - Ask acquaintances
 - LinkedIn
 - Other
- Scale of the survey: 10 to 20 people
 - Post on Discord
 - Ask Friends and Family
 - Ask acquaintances
 - LinkedIn
 - Other