

Travel Decision Making Usability Test

By Kimie Lewis

April 14, 2020

Background: One thing people experience while travelling is having too many options for places to visit. As a foreigner, it is hard to navigate the local options that are most suited to an individual's interests. This project will seek to understand the way travellers make decisions and the problems that they run into while searching for places to eat in order to improve the experience of tourists abroad.

Objective: Identify the problems travellers have in making decisions while abroad and understand the primary influences that determine these decisions.

Research questions (core questions you hope to answer in your research)

- What causes problems during decision making when travelling?
- What is the hardest category of things to decide in (food, shop, attractions, etc)?
- What influences you/is most helpful when making decisions?

Methodology: User surveys to assess demographics, user interviews to understand problem areas and behavior, and usability with low and high fidelity prototypes.

Participant characteristics

- Travellers
- Age 18-55
- Have travelled abroad
- Expressed desire to find more local places to visit
- Owns and uses smartphone regularly (5+ times a week)

Recruitment

- Reaching out to participants via text or email
- Promoting and outreach on social media (instagram and facebook)

Schedule

- **5/13** recruitment
- **5/19** survey goes out
- **5/20-22** conduct interviews
- **5/25** usability testing
- **5/29** results delivered