



Exploring the Journey: A Needfinding Report on Movement and Travel



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Our Team



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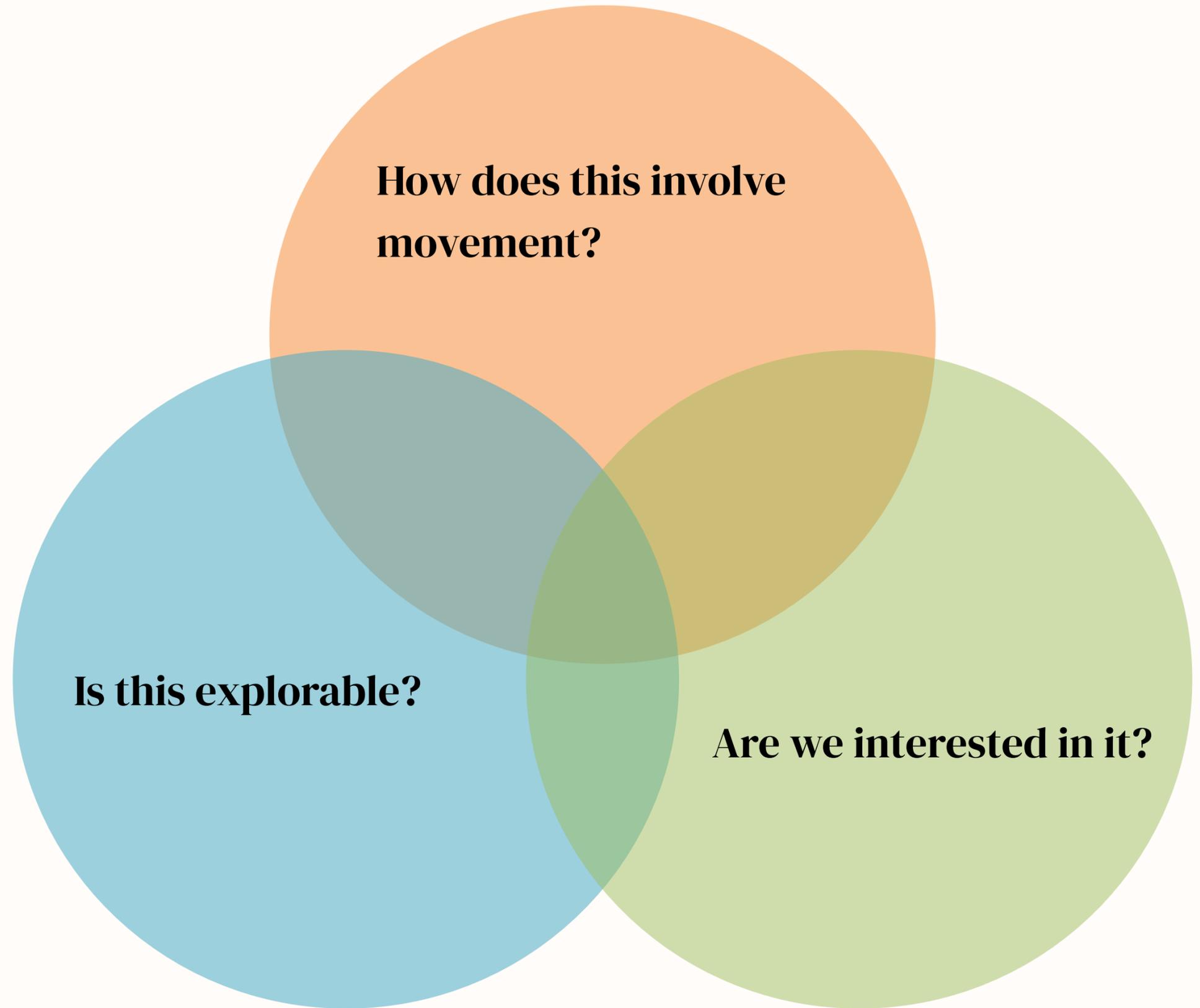
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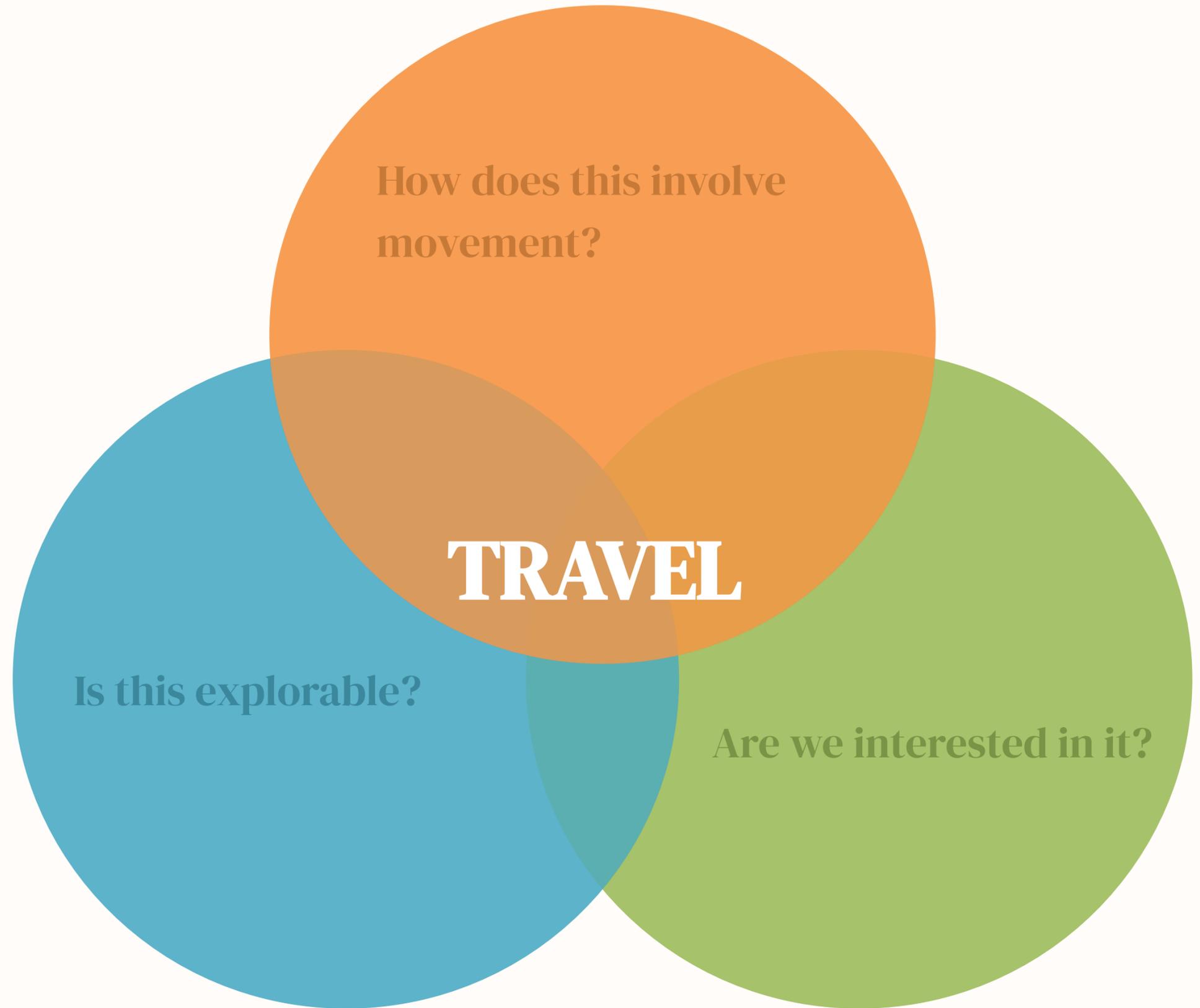
Recorder*

* denotes equal contribution

Domain Selection



Domain Selection



Finding Participants

- 1. Non-Stanford students**
- 2. Group travelers**
- 3. Families**

Our Participant S



“Ethan”
Meta Civil Engineer
Mexico



“Lucas”
Worker at Keen Footwear
Palo Alto
(Seasoned traveler, extreme user)



“Sophia”
Stanford Alumni, Single Mother
Palo Alto

Guiding Questions

1. Tell me a little bit about yourself.
2. Do you like to travel? If so, how do you like to travel? Why?
3. What are your top priorities and considerations when planning a trip or event?
4. What's been your experience with preparing for solo travel? For group travel?
5. How would you describe yourself when it comes to trips?
6. How do you collaborate with others when planning a trip?
7. When disagreements arise about travel, how do you resolve them?
8. What tools are you currently using to group plan events?



“Ethan”

Meta Civil Engineer

**“It’s okay to have conflicts on trips
because we’re family.”**

“Ethan”



“It’s complicated” referencing to trying to accommodate everyone’s preferences, such as food choice and day activities.

“We get stressed during the trip but we’re fine cause it’s family.”

“First, we find a destination. Then, we find a hotel that has amenities like food and pool so that everyone can go”

He prefers to go alone/as a couple to trips outside of Mexico.

“It is cheaper to travel together”.

“We went on jet and... the people complained but its part of the trip and we try to get along. We just do something else and move on.”

“Sometimes we do an Airbnb and cook ourselves, but we prefer 1-2 organized meals in house and the rest we eat out”.

“Most people go with the flow, so it’s not too hard [to plan a trip]”

“When splitting into group events, the old will take care of the young”.

“Not everyone uses [the Excel sheet] but I can list out prices and other descriptions and share with everyone”

SAYS

Having people all in one place is more manageable than having people everywhere (all-inclusive)

Excel is easy to plan, the tool he relies on the most

Age is a big factor in planning age-appropriate activities

He believes that the old have more of a responsibility than the young. This might be why he chooses to plan events.

Trip tensions are common, it is okay to have conflicts on group trips because it’s family

Reminiscing about the family fun time

Wants everyone to enjoy the trip, so convenience and ease is a big value

Mexico is the main place where big group trips happen, other than that they choose to go alone.

It is much easier to first agree on a destination. Then it will be easier to find hotels that satisfy everyone’s needs.

Compromise is key to having a enjoyable vacation.

THINKS

Tries to be flexible to account for people on the trip wanting to do/see different things.

He pulled out his phone to show us the cenotes in Tulum

Usually books an Airbnb so that they can cook for 1-2 scheduled daily meals and the rest is eating out.

Books all-inclusive hotels to account for the fact that people will want to do different things

Uses an Excel sheet to manage all activities, shares it with the entire group

Group assigns one person to find all the prices and figure everything out.

Separates the group, i.e elders take care of younger children back in hotel if activity isn’t something the kids want to do.

During interview, sitting next to wife who goes on all these trips with him

He laughed when we asked about conflicts within the team and nodded.

Goes on more adrenaline-rushing, physically demanding activities while traveling

DOES

Feels responsible for accommodating everyone’s needs

There are many challenges when it comes to travelling in groups, especially the challenge of pricing.

He has a passion for travelling, especially back in Mexico.

Stressed if a planned trip doesn’t go smoothly + people don’t enjoy

Transportation is a challenge when traveling in groups of 10-15 people.

Cooking at home/ Airbnb is a big hassle, it just makes sense to eat out when travelling.

Looking forward to the next trip together

Family-oriented: mostly travels to Mexico with his family (15-20 people)

It is better to travel with a big group of family than with friends/strangers.

The group likes to have a leader, they don’t want to all carry the same weight.

FEELS

“Ethan”



“It’s complicated” referencing to trying to accommodate everyone’s preferences, such as food choice and day activities.

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Compromise is key to having a enjoyable vacation.

Having everyone in one all-inclusive hotel is more manageable.

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Goes on more adrenaline-rushing, physically demanding activities while traveling

Planning out entire trip for family, from beginning to end.

DOES

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He has a passion for travelling, especially back in Mexico.

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The group likes to have a leader, they don’t want to all carry the same weight.

Obligation to take care of young and old.

FEELS

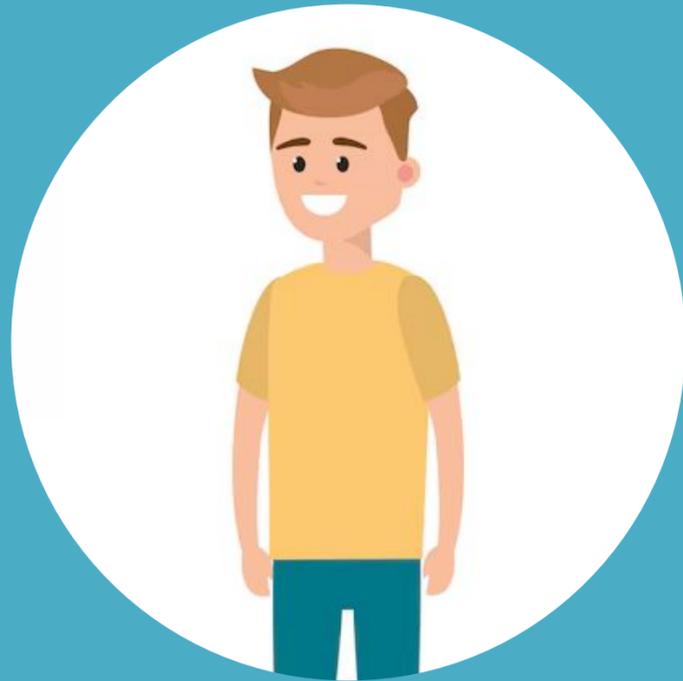
Insights

Those who plan group trips care deeply about accessibility, accommodations, and individual preferences—but this can get complicated.



Needs

Trip planners need easy access to a curated selection of activities, destinations, and accommodations that cater to the diverse preferences of their group, such as all-inclusive hotels.



“Lucas”

Employee at Keen Footwear

“One of my friends love planning so I just **follow** his lead because he travels a lot and is **more experienced** .”

“Lucas”



“I prefer to travel as a group over solo travel”

“It’s nice to have a safety net from the people I’m with.”

“It also depends where im at. If I go somewhere more foreign, then I prefer group because it’s unfamiliar”

“I like my alone time, but traveling with friends is just more fun!”

“I prefer to go on trips with friends because I enjoy the experience more”

“Delayed flights are a major challenge if people are arriving to the destination separately”

“One big challenge is language barriers from different countries.”

“The Weather app is really important for travel”.

“When hiking, we usually find one that looks interesting and stay on the same trail”

“One of my friends love planning so I just follow his lead because he travels a lot”

SAYS

Weather affects the events of a day very drastically.

Following the itinerary doesn’t matter as much as enjoying the trip

Considers the language barrier when traveling

Number of travelers influences the type of transportation they use

Prefers flights over longer road trips

Only travels alone if it’s for a personal matter

Flexibility is involved when it comes to planning.

Reminisces about the time when he lived in Switzerland and traveled a lot with his family

Wants a seamless experience with traveling; don’t want to be met with challenges outside of his control

Whoever is the more experienced traveler researches the destination and plans it

THINKS

Communication is via text (iMessage)

In frat, used to go carpooling and leave in separate cars

Exploring the city and eating food are the main priorities when traveling.

Likes to coordinate places in the same area for places to eat.

Enjoys hiking trails

An agreed upon ETA is reached if arriving by separate cars.

Was lacing his Keen shoes during the interview

Has traveled internationally and domestically a lot the past 5 years (Thailand, Jamaica, Japan, Russia, Aspen, Orgeon, etc.)

Traveled a lot with family and for family matters (weddings, etc.)

Trying not to separate the group

DOES

As not the leader of the group, he goes with the flow

Doesn’t need to plan the trip out that much, as long as everyone gets there around the same time

Trusts his more-traveled friends to plan the trips; he just goes with the flow

Less safe in countries/areas where he is not familiar, feels challenging if he does not speak the native tongue.

Public transportation is a hassle, especially in a place you’ve never visited before.

Feels safer traveling in groups as there is a safety net

Hands-off: will occasionally provide input on trip, but being with friends is enough

Doesn’t like to separate with his friends while traveling

Frustrated when flights are continuously delayed

Not a lot of planning is involved until destination is reached.

FEELS

“Lucas”



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Wants a seamless experience with traveling; don't want to be met with challenges outside of his control

Whoever is the more experienced traveler researches the destination and plans it

The challenges of traveling are top of mind (language barrier, weather, flight delays, etc.)

DOES

Communication is via text (iMessage)

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Doesn't really plan trips ahead of time, just goes with the flow.

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Frustrated when flights are continuously delayed

Not a lot of planning is involved until destination is reached.

Traveling with friends provides a safety net.

Insights

Traveling with a group is optimal as it provides a safety net in a new location.



Needs

Travelers prioritize safety and preparedness; they need a network of people they can reach in case of emergencies.



“Sophia”
Stanford Alumni

“When we travel, we do not have a lot of time so we like to **individualize** our time and must be **efficient** with our time”

“Sophia”



SAYS

“Loves traveling as it broadens the scope of your worldview”

“Exploring new cultures, food and getting a different perspective of how the outside world views America/ Americans is neat.”

“We travel exclusively with family”

“Getting everyone’s schedule in line and everyone be on board with the idea is difficult”

“Compromise is a struggle but we will devote one day for a certain activity, like shopping or going to a museum”

“Having to be on someone else’s schedule, eating at a restaurant you don’t want, not flexible with time, no say in accommodations...”

“I’m usually the planner but I’ll survey my kids to get input”

“When we travel, we do not have a lot of time so we like to individualize our time and must be efficient with our time”

“It’s a lot more fun to plan yourself because you can learn more about the place before you get there”

“Not studying abroad is the only thing I regret in college”

“I told my daughter she HAS to study abroad”

THINKS

The person controlling the budget will make the itinerary (the mom).

Like to stay in a reasonable budget that’s been allocated ahead of time

Regrets not studying abroad during college

No need to group travel when you can plan a trip yourself

Thinks it’s important for Americans to get a different perspective through travel

Really prioritizes a sense of control when traveling

Emphasized to children to study abroad while in college

Thinks it’s important to learn about the place before traveling there

Flexibility is essential when traveling

Super easy to do research on destination online

DOES

Has used a travel consultant before to plan a trip

Plans out a designated day for what the kids want to do, i.e a shopping day.

Allows everyone to choose one specific thing they want to do as a compromise

Allows flexibility when traveling. For example, one person can go shopping and the others stay in the hotel

As a mom, she will usually do most of the planning but will survey kids to get their input

Kids get their travel recommendations through TikTok

Person controlling the budget usually controls the itinerary.

Will compromise with everyone’s travel goals and desires

Will fly during offseason for cheaper flights

Used to book a travel consultant, but prefers doing it by herself.

Maximizes Amex points or frequent flyer points.

FEELS

It’s easy to find information online, so that why prefer planning out trip personally rather than through a consultant

You lose a sense of control/ autonomy when group traveling

It’s important to make time for traveling

Used to associate travel with work but now associates travel with family

Loves traveling because it’s a way to explore new cultures and foods

Does not like being on someone else’s time.

Compromising while traveling is a struggle but a must

Planning out an itinerary on her own is better than booking a consultant.

Feels restricted when traveling as a large group (that’s not family)

Traveling is a family bonding activity

Social media has made looking for things to do while traveling easier

“Sophia”



SAYS

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Thinks it’s important for Americans to get a different perspective through travel

Really prioritizes a sense of control when traveling

Emphasized to children to study abroad while in college

Traveling is incredibly important!

Thinks it’s important to learn about the place before traveling there

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Used to book a travel consultant, but prefers doing it by herself.

Maximizes Amex points or frequent flyer points.

Her role is mostly to budget and plan the trip, compromising with everyone’s desires.

FEELS

It’s easy to find information online, so that why prefer planning out trip personally rather than through a consultant

You lose a sense of control/ autonomy when group traveling

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Planning out an itinerary on her own is better than booking a consultant.

Feels restricted when traveling as a large group (that’s not family)

Traveling is a family bonding activity

Social media has made looking for things to do while traveling easier

Doing your own research while traveling is part of the learning and exposure process.

Insights

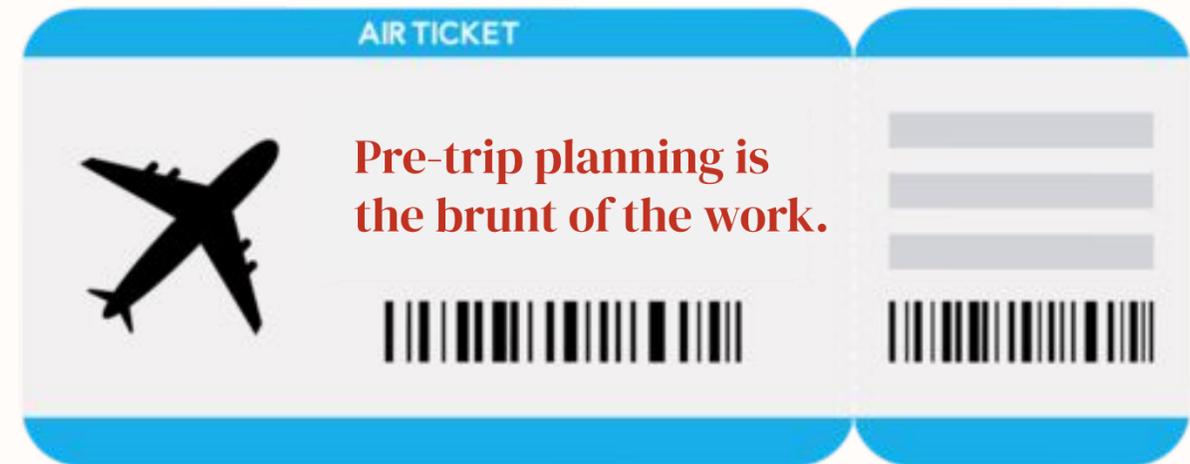
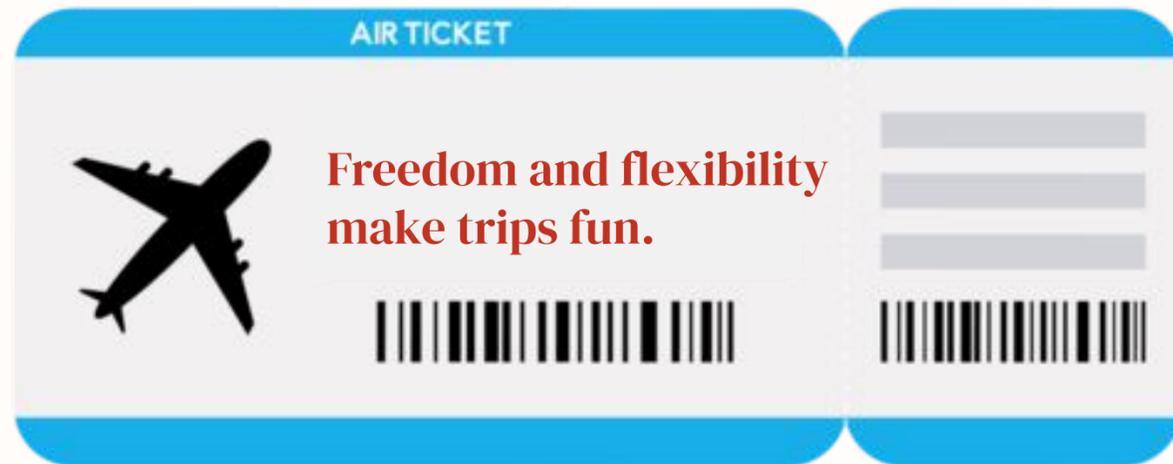
Families with teenagers enjoy planning trips themselves instead of consulting with a travel agency.



Needs

Families with teenagers want to plan their days by compromising with everyone in the family, ensuring flexibility and freedom.

All in all...



Next steps!



- 1. Explore more specific types of travel OR pivot and find a different problem domain**
- 2. Interview more theme users, focusing on extreme users**
- 3. Narrow down problem domain based on findings**

Thank you!

