

Data Synthesis and Documentation

Times Travel

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Affinity Map of observations Key Insights
Photos of Affinity Map

Affinity Map Results

6 Users (20s - 40s)

Screener CRITERIA

6/6 I am a global traveler

6/6 I plan my own travel



| |
|--------|
| User 1 |
| User 2 |
| User 3 |
| User 4 |
| User 5 |
| User 6 |

I am a Global Traveler

Cambodia

Thailand

30 Countries

Thailand

Londin, Paris, Aruba

US, Africa, norway, Ireland

Mexico, South of FRance

Germany, Czech, Ireland, Guadeloupe

Has lived abroad

From France, lives in US now

exchange Program

Traveled 5x in past year

Has lived abroad

exchange program

Traveled abroad 1-2 times in past year

I am a conscientious Traveler

Mostly uses "street Smarts" to stay safe

Good Traveler means respectful

Respect Cultural norms

mindset: Resourceful & flexible

avoids the "ugly american" stereotype

Tries to be respectful

Open mindset

"i just try not to be an asshole"

Don't act like a scared tourist

A good Travel Partner needs to have the same priorities

Has travelled extensively and has grown accustomed to global manners

tires not to be a jerk

"i try to pack so that I match...I don't want to look like a tourist"

Hates when other travelers have sex in hotel.

I like getting reccomendations

Asks Friends for Reccomendations

"The best tactic is talking to ppl who have been there or locals for culture info"

"It was super helpful to have that cultural awareness in advance

Gets reccomendations front desk of hotel

Recommendation from travelers at hostel

prefers using recommendations from friends via email

Idea - database with my friends itineraries, tagged by topic/place

Shares her itineraries with friends

I like doing my own research

Does research for a short trip about a week in advance

Usually does Research a few days before leaving

Researches before she goes to travel

Wishes he'd done more research before work trips

Previously researchd for restaurants

orientation gave her

I mainly plan the things I want to do

1st flexibe schedule

spontaneous on her plan

find soemthing else from my list if something goes wrong

created list of activities and excursions to do

Likes to be flexible - something can always go wrong

Some of the best experiences were unplanned

not a big planner

plans trips w/ other people

organized, create itinerary

concrete day of flight date

Less flexible

"I buy tix ahead of time"

Big planner

When I travel I want to

I'm into doing the same things as when i'm home, but in other places.

travels for food & drink

I love cocktail bars

exploring

relazing

trying new food

Travels for adventure, "adrenaline junky"

cheap

really good food

"Live with native people was enriching experience"

visit family

discover places

best experience = chatting over cheap beer with locals in vietnam

spent time with locals on last trip

loves discovering a cute restaurant or place.

Resources I use during my trip

I usually don't travel with my laptop

I usually just travel with my phone

saves info about plans in "One note"

Google docs

Google Maps

printouts

my phone

Google translator

maps.me(Maps work without internet

everything on paper

Calendar view w/notes

Uses phone and local wifi and data plans while abroad

Trip advisor/yelp

REly on phone and tech at trips

Resources I use before I travel

Reads NYtimes articles about location

Googles to find safety tips

checks state Department and CDC-site before traveling

yelp, google

State Department site

price comparator

airbnb for housing

check online to find about culture

website of local towns.

Does research with wiki-travel

Checkcs state department Website

I bring these things with me

Uses Global Entry and Clear

my first aid kit

copies of passport

I wish I had known...

Flights

Long flight

cost of flight

Hates Jet lag

visa info

frustrated by air travel

the flights are long tiring and stressful

Public Transportation

Something to help with public transportation (language is hard)

stuck in cab while driver went to eat lunch

prefers locations with good public transport

she doesn't know how to get from airport to 1st destination

frustrated when it's difficult to get around

Currency/Money

currency was different

Money Conversion

keeps a supply of cash as emergency

checks with amex about using credit cards in other countries

went to tokyo and realized debit card didn't work

Medical

no doctor to see

no medical care in morocco

no open pharmacies

Food Service industry

"at the market, meat was not in the fridge, was shocking"

eating food hours are different

oily food doesn't go well with her stomach

keeps kosher

"food habits are really different"

"Italy is garbage with telling you when stuff is open, or reality is different"

I get annoyed when timint is different than advertised

the service culture in norway is so backward compared to the US

Laws/Legal

Illegal to wear flip flops when driving

liquor laws

driving rules

Drinking rules

Current Events

political situations

usually up to date on news of the world

specific holiday

I wish I had known... (Cont.)

| Language/Greeting |
|--|
| "In america you hug. I'm not used to that" |
| greetings are different |
| asked colleagues for best practices in dubai with women who are covered. |
| "way to greet people was different" |
| 2 kisses or 3? |
| key phrases: thank you |
| did not realize locals were reluctant to speak english |
| language barriers |
| amount of english spoken |
| getting info from natives is hard |
| "It was annoying to not understand the language" |
| Work Culture |

| Tech |
|---|
| The phone service was really bad |
| would like more info on sim cards/credit cards/internet |
| "I always forget earphones" |

| Safety |
|--|
| How women are being treated |
| Research on the dressy code |
| How women felt in certain areas |
| police corruption |
| I experienced anti-semitism in poland. |

Key Insights

🌍 5/6 I am a conscientious traveler

🌍 4/6 I collect recommendations from friends / locals

🌍 6/6 I wish I'd known more about...

4/6 Currency & Money

3/6 Current Events

3/6 Public Transportation

4/6 Food Service Industry

4/6 Laws & Safety

4/6 Language & Greeting



*Categories
came from
user interviews.*

Problem Statement

When travelers go abroad, they are often faced with a lot of cultural norms and local practices that are different from their own.

Kiera is on an amazing trip across the world, but she wishes she had access to location-specific information that would help her avoid some sticky situations. How might we give her access to the information she needs to navigate a new place and make the most of her trip?