

Research Debrief - Zeit

GOALS

To learn how people plan and book their travel, as well as what would encourage and discourage them during the process (Goals and Pains).

Total Participants: 3

FINDS

- Three participants all travel with family members and are unsure about the destinations where rarely heard or un-sufficient reviews are available. Traveling for them is time for relaxing and being with family.
- One mentioned personal security and the quality of the hotel are the most important part of travel.

Get inspired by media and social media.

- Good reviews and sufficient information about the destinations are important to all of them to decide where to go.
- Two of them admitted they would be influenced by media (TV shows, movies, bloggers, etc.) and decided to go somewhere mentioned.
- One mentioned he could follow what he feels (city? sea? forest") and google for inspiration.

Sufficient information about the destination and its nearby.

"What to do? Where to eat? How to get there? What activities?"

- Two of them mentioned about information about the destination is important to them.
- One mentioned she likes the flyers provided in the hotel to guide her on what's near, what she could do and what food they can try nearby, as well as "how to go there" information.
- One mentioned he would google what's nearby and how to get there if he is not travelling with his own vehicle.

Limited to the bank holiday.

- Two participants mentioned that their holiday is limited to bank holidays and school holidays, because of work and children.

Book holiday through a website is a trend, however, there are still pains in it.

- Three participants all prefer to book through a website, they feel in control by doing that. Compare websites, and destinations and make the payment through the website. (so, things are ready when they leave home.)
- Three participants all mentioned the same pain point when a booked hotel/flight/ticket cannot be cancelled, and charge a high amount of cancellation or rescheduling fee. One participant used to lose the value of 800 British Pounds due to the un-cancelable policy of the airline.

No more tricky pricing, please

- Three participants all mentioned tricky pricing on different levels. One is during an island trip where she was tricked by overpricing on hair braiding service.
- One mentioned similar described products had huge price differences, but lack of information about the reason.
- One said when he picked a product, the hidden charge added up while he was checked out, he felt all the time was wasted and tricked.

INSIGHTS

After interviews, whatever how we build up the Zeit website, below cannot be missed.

1. Offer inspirations. (with themes, feelings, actions, weather, etc.)
2. Sufficient destination information and reviews are needed. (Authority & Social Proof)
3. Strong comparison function. (in one page could be heavenly sweet)
4. Let customers start from where they left.
5. Unified desktop and mobile usage.
6. Transparent pricing.
7. Easy cancellation and rescheduling. (This is a major painful experience mentioned by most of our interviewees.)
8. Ensure customer support is always available.