



DreamSpot

Your journeys, truly always with you

Business idea validation interviews

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1. Introduction

In order to validate problem and customers according to the **lean method**, conducting interviews is a strict necessity to assure the correctness of hypotheses.

In this document the reader could find a detailed transcript for all of them.

Note: *Questions marked with the * symbol are minor and specific to the current discussion and are **not** part of the main questions.*

1.1. First Interview

Q: *How old are you?*

A: Hi, I'm 22 years old.

Q: *Have you ever traveled in the past?*

A: Of course, I love traveling and have done so several times. I have visited several beautiful places in Spain and Greece, and one of my favorite destinations is Greece more precisely Zante, which left a lasting impression on me.

Q: *Do you prefer to travel solo or in group?*

A: My first trip was with a group of friends, and we went to Zante. We consulted a dedicated travel agency to get a rough idea of the entire trip, which helped us plan everything smoothly. It was a lot of fun, and since I had never traveled alone before, I currently prefer traveling with a group. However, I hope to experience solo travel in the future to discover new perspectives and challenges.

Q: *Why did you ask an agency to help?**

A: Mainly, we wanted to secure the best options at a lower cost. Unfortunately, we didn't have enough time to organize the journey properly, so we had to make quick decisions to fit everything into our schedule.

Q: *Were you satisfied?**

A: Not that much. I prefer to organize the journey myself because it gives me greater freedom and more options beyond the standard packages offered by travel agencies. With that said, I often seek advice from people who have experienced the same trip to gain unbiased and more personalized recommendations. This approach allows me to tailor the trip to my own preferences while benefiting from the valuable insights and firsthand experiences of others, making the overall journey more rewarding and unique.

Q: *Do you like to take initiative and try to make an itinerary?*

A: Yes, I do enjoy planning trips, but if someone else in my group is more willing to take the lead, I usually let them handle the main organization while definitely offering my support and assistance. The last time I traveled, a friend of mine took charge of organizing the trip, yet I remained actively involved throughout the process. I continuously suggested interesting places to visit and shared valuable information that I had found scattered across the internet. My contributions helped enhance our overall experience and ensured we made the most out of our journey.

Q: *How did you find all of the information you need?*

A: I mainly found information and interesting places to visit on social networks like TikTok, Instagram, and YouTube. I follow many influencers who are specialized in travel content, which helps me discover unique destinations and insider tips that might not be as widely known.

Q: *How much time did it took?*

A: Organizing the last journey took us about a month. Since we were all in different locations, staying connected and coordinating through calls and video chats often slowed down the process. Despite this challenge, we didn't face much difficulty researching information because social networks provided a wealth of useful advice and tips. Additionally, my friend, who is skilled at planning and genuinely enjoys organizing trips, played a crucial role in keeping everything on track. Her enthusiasm and expertise made the experience much smoother and more enjoyable for all of us.

Q: *Were you satisfied with what you organized?*

A: Well, my first journey, which was entirely organized by a travel agency, as I mentioned earlier, I didn't enjoy that much. However, for the one that we organized ourselves, I would definitely say yes—I enjoyed it much more. We could have improved by creating a more organized schedule to follow, but I didn't mind the flexibility we had during the trip.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: It was quite frustrating, especially because the documents and information were shared among the group in a very disorganized and scattered way. This made it difficult for everyone to stay on the same page and caused unnecessary confusion and delays. I really wish there was a better solution to keep all the travel documents—like itineraries, tickets, and important details—in one secure and easily accessible place without having to rely heavily on cloud services or constantly moving files back and forth between devices. This would save time and reduce stress, making group travel planning a much smoother and more enjoyable experience for everyone involved.

1.2. Second Interview

Q: *How old are you?*

A: I'm 29 years old.

Q: *Have you ever holiday-traveled in the past?*

A: Yes a lot, my parents bought a motorhome before I was born and we used it to travel every summer for as long as 4 weeks in a row. After the 2021 pandemic, however, me and my family did less and less trips, therefore I started to travel with my friends or my girlfriend.

Q: *Do you prefer to travel solo or in group?*

A: I always travel in group because I don't feel so confident in solo traveling yet. In addition, I do prefer being in company during a travel. This week I will fly to Japan and it will be the first flight in which I will be completely alone, however a friend of mine is waiting for me there and we'll visit the country together.

Q: *Do you like to take initiative and try to make an itinerary?*

A: Yes, definitively. I prefer to be aware of how much I will spend, what I will visit and what the activities will be. In fact, I organized all of my travels with a little help from some of my friends.

Q: *How did you find all of the information you needed?*

A: Mainly on the internet and forums, sometimes also asking parents or friends who have been there in the past. My friends, instead, use to search for information on social networks.

Q: *Was searching information difficult?*

A: Yes, both looking for attractive places and getting everyone to agree on the same thing. Sometimes we preferred to ask locals what are the main point of interests around.

Q: *How did you organize the journey?*

A: We always used Discord, rarely we met physically. All of us, or at least some of us, discussed about flights, accommodations etc. sharing our screen while searching on the internet.

Q: *How much time did it take?*

A: It took quite a lot for every travel I did, especially because we always wanted to spend the minimum amount of money possible by, for example, buying flight tickets months in advance. Even though me and my friends did not meet very often for preparing the travel, we spent several days in order to buy tickets, book accommodations and set up itineraries.

Q: *Were you satisfied with what you organized?*

A: Yes, quite satisfied. Although getting everyone to agree was pretty difficult, I liked what we visited both in Malaga and in Pola (Croatia).

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

Actually no, it was a mess: we use several different services in order to do the bookings and buy the various tickets, so we didn't have a single account with all of the documents. At the end, we sent everything in our WhatsApp group: fortunately the app has a "pin-messages" feature, but we definitely needed to setup the thing better.

1.3. Third Interview

Q: *How old are you?*

A: I'm 22 years old.

Q: *Have you ever holiday-traveled in the past?*

A: Yes, I have. The first time I traveled was when I went to Brazil: I was very young, only 3 years old, but I still manage to remember those moments. After several years I then flew to Washington. Finally, when I started high school I studied 6 months in South Africa and then I did several travels both on my own or with some friends of mine.

Q: *Do you prefer to travel solo or in group?*

A: It depends: traveling with friends is way funnier but making everyone to agree on something is a very frustrating task most of the time. Solo travels are indeed easier to organize, but some of them, like road trips for example, become very boring if you're alone, without anyone to share a beer with.

Q: *Do you like to take initiative and try to make an itinerary?*

A: As I said before, the larger your travel group is, the harder coming to an agreement. Unfortunately, when I propose my ideas to others, I often end with being ignored because they're considered ridiculous for reasons I'm still not really able to understand, therefore I now prefer to step aside and remain quit as the other organize the journey to prevent arguing: almost everything is fine to me after all..

Q: *How did you find all of the information you needed?*

A: I typically use well-known web sites for flights and accommodations such as Sky Scanner, Booking and Airbnb. To outline a rough itinerary I search main attractions on the internet, Google Maps, Instagram and sometimes I ask some AI for suggestions about place to visit, as I did for my solo trip to Istanbul for example. Overall, I really enjoy exploring day-by-day without a meticulous organization done before the travel itself.

Q: *Was searching information difficult?*

A: Honestly, not so much, however choosing flights and accommodations took the majority of the time spent.

Q: *How did you organize the journey?*

A: When I travel in group I prefer to not intervene in the organization so much because of what I previously said, although I still follow the whole process. Instead, when I travel alone, I firstly buy flights tickets, then I book a cheap accommodation like youth hostels and finally I start to decide more or less what to visit: as I mentioned, I like to improvise.

Q: *How much time did it take?*

A: Not so much time as someone could think actually, I think a few weeks in total. Of course, when I travel with friends the time spent on finding what the best options are significantly increases.

Q: *Were you satisfied with what you organized?*

A: Yes, quite satisfied: it could be because I don't really have high expectations so, until now, information I found on the internet and social networks helped me in the right measure, as well as chat bots. Actually I'd really like to have a way to track where I've been and maintain a detailed history of my routes and the places I've visited, much like how Strava records activities. This would make it

simple for me to share my entire journey or itinerary with anyone who asks, allowing them to see exactly where I've gone and what I've done without any hassle. Having this kind of organized record would be incredibly useful for keeping memories or planning future trips.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

Well, yes, fairly easy: in one hand because we didn't have a lot of documents, because I like to improvise for the most part. In the other hand, my friends always setup a shared Google Drive folder, so we can find all of what we need there.

1.4. Fourth Interview

Q: *How old are you?*

A: I am 21 years old.

Q: *Have you ever holiday-traveled in the past?*

A: Yes a lot: I visited a huge number of places with my family since I was really young, even outside Europe. When I grow up a bit I started to travel with my friends: usually we don't go very far, destinations are often seas and mountains near our places.

Q: *Do you prefer to travel solo or in group?*

A: I've never traveled alone. However, when I'm with my family, I always struggle to find something I could find interesting to visit because I really don't like visiting museums, monuments and art galleries as my dad and my brother do. I instead prefer to walk around cities and take my time, without rushing.

Q: *Do you like to take initiative and try to make an itinerary?*

A: When I travel with my family I typically buy flights tickets and book the accommodation with my brother, after that I let him and my dad choose what to visit. On the other hand, when I travel with my friends, I always collaborate with them in order to minimize the required effort and to find the cheapest option together.

Q: *How did you find all of the information you needed?*

A: I always use Google Maps so I can easily see what and where point of interests are, especially when I'm planning to go to places in mountains that are not well-known. Moreover, I often surf the internet, in particular YouTube and various social networks (on Reddit, for example, I always find very nice suggestions). Sometimes I ask ChatGPT what the most popular spots for spending some time with my friends are, like pubs and discos for example, when I go with them to seaside resorts.

Q: *Was searching information difficult?*

A: Not so much, there are many resources from which it's possible to take information and after so many travels I can say I acquired a certain skill in selecting the most interesting.

Q: *How did you organize the journey?*

A: Firstly I search and buy flights tickets using services like Sky Scanner, then, without haste, I book accommodations and, if necessary, other services like ferries or rental cars. Me and my friends usually like to decide the day before what to see the next day, so we only roughly outline the trip.

Q: *How much time did it take?*

A: Not so much time, honestly only a few hours to buy flights tickets, then some days to rent a house. I would say one or two weeks in total.

Q: *Were you satisfied with what you organized?*

A: Yes, quite satisfied, internet is a good source from which find what you are looking for.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: Let me think... I would say yes, for the most part: I usually suggest to send all of the documents to all of the participants via email using the same subject, so they can be easily retrievable. The only problem

is when there is a lack of internet connectivity: it doesn't happen often, so we still didn't take care of it.

1.5. Fifth Interview

Q: *How old are you?*

A: I am 25 years old.

Q: *Have you ever holiday-traveled in the past?*

A: Yes, I do, I travel at least once per year. For example, I flew to Spain to meet one of my friends in Barcelona and the following year I came back to visit part of the south. My last travels were to Morocco and France, Paris to be precise, with my best friend Nicolò.

Q: *Do you prefer to travel solo or in group?*

A: I think the perfect number of travelers is 2: if you choose the right mate you'll surely have good company but it's also extremely easier to all agree on where to go, what to visit and so on. Solo traveling allows for more freedom of choices but you get tired faster.

Q: *Do you like to take initiative and try to make an itinerary?*

A: Yes, since I always travel with only few other friends, all of us try to participate on the organization, and that includes me obviously. However, I usually search only general information about places we would like to visit: in other words, I prefer to live the moment.

Q: *How did you find all of the information you needed?*

A: I mainly use well-known websites for buying flights tickets and booking accommodations, then I surf the web and use Google Maps in order to find some points of interest that I don't want to miss. Moreover, I try to ask some more information to someone who already visited the place, but it's not always possible, unfortunately.

Q: *Was searching information difficult?*

A: Not so much, in general there are many more attractions than the time you have to visit the place, so searching for something you're interested into is relatively easy for me.

Q: *How did you organize the journey?*

A: Typically, I or my friends suggest an idea, if we like it enough we decide the dates and buy flights or train tickets, then we book an apartment and our preliminary preparation usually stop there, we often have a vague program as I mentioned before. If some attractions must be booked, for example the Louvre museum (in the case when I flew to Paris), then we obviously reserve them.

Q: *How much time did it take?*

A: Honestly I think a few days only, a week or two at most.

Q: *Were you satisfied with what you organized?*

A: Yes, pretty satisfied. As I said before, I always find something to visit or simply some nice places to walk around, no matter the initial preparation phase.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: As I mentioned before, I don't think having a very large group is good for a trip, so there are not so many documents. Usually I keep all of my information in the phone notes, I never had large troubles by doing that.

1.6. Sixth Interview

Q: *How old are you?*

A: I am 31 years old.

Q: *Have you ever holiday-traveled in the past?*

A: Yes, I have traveled many times, actually. Since my third birthday, my parents have taken me with them on their annual summer vacations. I visited many places during these trips. Of course, I don't remember all of them because I was too young for some, but I clearly recall visiting Spain about four different times, each time in a different city. I also traveled to Portugal and Cuba several times, especially Cuba, which I went to around five times since it is where my mom was born. Besides that, I have been to some places in Italy, like Sardinia, once in Greece, and a few times in Austria and Croatia. I stopped traveling with my parents when I turned eighteen because I got bored of going on trips with them.

Q: *Do you prefer to travel solo or in group?*

A: Well, I have never traveled alone, so I would say that I prefer to travel in a group. Right now, I would really love to go on trips with my friends, but unfortunately, we all have different duties and plans. Also, we don't have much money at the moment, so traveling together is difficult for us.

Q: *Do you like to take initiative and try to make an itinerary?*

A: I would say that I will definitely try to help make some kind of itinerary, but I don't really enjoy doing it. It can be difficult to find all the information because it is spread across many websites on the internet. Choosing the right information takes a lot of time. Sometimes, there might not even be a good website, so I have to call to get the details I need. But what if the country speaks a language I don't know? That makes everything even more complicated. Honestly, planning trips like this can be a real mess.

Q: *Can you give me an example where you help to make one?**

A: There was one summer when I created a complete two-week itinerary for my parents and me to visit Portugal. To be honest, it was actually a school assignment for the summer. That said, I didn't enjoy doing it at all. As I mentioned before, I was doing it alone and didn't know where to find all the information. Because of that, I ended up making the most basic and simple itinerary possible, without much detail or excitement.

Q: *How did you find all of the information you needed?*

A: I mainly used Google to search for information and nothing else. At the time, I was about twelve years old and didn't have access to social networks or other online platforms like that. So, my options for finding travel details were very limited.

Q: *How much time did it take?*

A: It took me about a month or so to complete the itinerary. The whole process was really painful, and I honestly hated doing it. I wish there was a tool that could quickly suggest things to do and places to visit without me having to search for everything by hand. That would have made planning so much easier and less frustrating.

Q: *Were you satisfied with what you organized?*

A: Considering that I spent a whole month just to create the most basic itinerary ever, I would say no.

Q: *How did your parents organize the journey?**

A: I'm not sure exactly, but I think my dad, who is always in charge of booking hotels, flights, and other travel arrangements, has never made an itinerary either. He's not a big fan of spending too much time searching for information online. He gets bored very quickly and usually gives up fast.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: As I said before, the task of booking everything was my father's responsibility. I have seen him get very frustrated sometimes because the tickets and bookings were all over the place. Some tickets required logging back into the website where he bought them, while others were sent by email or stored in different apps. This made managing everything confusing and stressful for him.

1.7. Seventh Interview

Q: *How old are you?*

A: I'm 28 years old.

Q: *Have you ever holiday-traveled in the past?*

A: Well, it really depends on what you mean with "past". Before starting high school I actually traveled quite a bit with my family for vacations purposes. I remember traveling abroad to France (Paris and Disneyland specifically) and Austria, but also visiting a lot of cities in Italy, for example Catania, Rome and Genoa. After that I didn't travel a lot to be honest, just some small trips in Naples and Trieste.

Q: *Do you prefer to travel solo or in group?*

A: Honestly, it's a bit complicated to answer because I never really travel alone or with friends, just with my parents and my sister. If I must answer, I would probably say that I would enjoy living a small journey with some of my closest friends, it could be a very particular experience. On the other hand, I think I wouldn't particularly enjoy a solo trip, even if organized in the smallest details, I think it would lack of one very important thing: people you could live the moment with, without them, I personally think that trip would be pretty boring, even if it's a short vacation.

Q: *Would you like to take initiative and try to make an itinerary?*

A: Honestly, not really: the burden of finding websites and put together dates, bookings and whatever else it's just not something for me. I would 100% ask someone to do the itinerary and all of the bookings for me, even if this would mean paying a small commission and not travel with the cheapest option.

Q: *When your mum organized a trip by herself, how did she exactly achieve that?**

A: Mainly by surfing the web: first she searched for some location we never visited and then she started finding museums, hiking routes, tourists attractions and panoramic points. If successful, then she proceeded with finding an appropriate hotel in which we could rest.

She didn't particularly enjoy organizing trips, mainly because she don't particularly like to surf the internet, but she for sure managed to do a fantastic work every time.

Q: *Why do not you like to take initiative?*

A: As I mentioned before, it's just something that is not for me. It's not really because it's difficult to find information, especially nowadays there is a plethora of websites that offer all kinds of comparative services, for like hotels, apartments, flight and so on.

One thing I can think about could be difficult to do is searching for valid places to visit, mainly because the internet is full of tourist traps and articles made just to squeeze a little bit more of money from tourists. Even so, there are some trustable YouTube content creators specialized in travel-related content that can easily help you finding what you really need to pay a visit to: at the end it's really a matter of doing the right researches. I personally think it's neither a matter of time needed: this obviously depends on the duration of the trip and the number of person that have to agree on the same thing, but it's something easily solvable by allocating the appropriate time.

Q: *About the travels you did in the past, was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: I must say in the past it was quite a task: especially back when I was a child I remember my parents

always bring a folder with all of the various documents and bookings with us, mainly because digital documents were not really seen with something that had the same value as a printed piece of paper.

Fortunately, this is no longer the case and a growing number of hotels, museums and tourist attractions in general are now accepting digital documents as a form of proving the possession of a booking or similar.

1.8. Eighth Interview

Q: *How old are you?*

A: I'm 39. Yeah, I know, not so young anymore...

Q: *Have you ever holiday-traveled in the past?*

A: Yes, quite a bit, especially when I was younger, now I tend to travel a little bit less because of my work, but during vacation I still do the possible in order to go somewhere that is not my house. Apart from that, I visited both national and international places, visiting Rome, Genoa, Bologna, Trieste, Paris, Vienna, Berlin, Warsaw and Athens. Recently I decided to go to China for a week: as you can understand Asia was generally missing from my visited destinations.

Q: *Do you prefer to travel solo or in group?*

A: Honestly, I don't mind traveling alone, but I have to be honest: I usually go to a travel agency in order to organize my holiday and all of the travels are in group. Even when I was younger, the majority of the travels I did was with my family. Only in Rome and Vienna I managed to organize all by myself and I think I did a good organization.

One thing I especially like of solo-traveling is the fact that you don't need to wait for anyone and you can take all of the time you want, so you can really live the place you currently at.

Q: *Do you like to take initiative and try to make an itinerary?*

A: Well, you can definitely say so: I love to organize my travel, especially because you can setup the thing exactly the way you want, but, unfortunately, it's quite time consuming. Back when I was younger I used to do that, a little bit at least, with some of my family travel but now I have to mainly resort on travel agencies because it's the only way I can manage to leave as soon as the vacation starts, even if this means spending a lot more money and not taking the cheapest solution.

Q: *How did you find all of the information you needed?*

A: Well, back when I was young Internet was still something new, especially in Italy, so information were found by looking into specialized travel books. Fortunately a family friend traveled a lot in the past: every time he was a fundamental source of information.

When Internet started to really be a thing I remember searching for advices into facebook groups and myspace, but very little: I still relied on books, which I used to buy in a local book shops.

Obviously, nowadays the situation is completely different and Internet is my main source of information, although, as I said, I never end up with a complete journey because of time-related problems.

Q: *Was searching information difficult?*

A: Yes, absolutely, searching between books and try to understand if what was written was really the author's honest opinion was really a mess. Also, for getting precise information, because time table on books would have been easily outdated, the only way was calling, and obviously that would be a potential language barrier and a salty phone bill.

I must be honest, with the Internet the situation is not really better: while it's true that finding updated information is a lot easier, finding honest opinions and the true, cheapest option without some hidden fees written in a corner of a banner is a mess.

Q: *How did you organize the journey?*

A: In the past, after the long and extensive research I proceeded with calling for asking some additional

information, room availability of hotels and, finally, book the room. Nowadays I would simply book all of the things online but, as I mentioned before, I pay organized trips with travel agencies, so they actually take care of everything.

Q: *How much time did it take?*

A: A lot, about a month or two. With Internet the situation is a little bit better but still not enough.

Q: *Were you satisfied with what you organized?*

A: For the most part yes, especially considering the past limited resources. The two travel I organized by myself I am particularly proud of them and I would be really curious of what I could do with today's Internet, but I am quietly certain it would be still a mess.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: No, at all, a lot of paper and documents, too much in my opinion. Nowadays you can use apps but still, every booking service has its app with some part of the information: nothing changed, only the media, from physical to digital.

1.9. Ninth Interview

Q: *How old are you?*

A: I'm in my forties.

Q: *Have you ever holiday-traveled in the past?*

A: In the past not so much honestly, especially when I was younger I didn't have the necessary resources in order to travel, with some little exception like the near cities. On the other hand, over the last few years I've started to travel more, especially because I found a more flexible and profitable job. Just to give an example, last year I did a 1-week holiday in London with my wife.

Q: *Do you prefer to travel solo or in group?*

A: I like to travel in group, specifically with my family: I honestly don't really like traveling in solo, it's a little bit boring in my opinion. I mean, it's perfectly fine to spend some time alone, even with a small trip, but with long vacations solo-traveling would mean no one to talk to, anybody to share your opinion with. Additionally, holidays are perfect opportunities to strengthen your personal relation with your family, opportunities you will not have forever.

Q: *Do you like to take initiative and try to make an itinerary?*

A: Well, yes and no. I really enjoy to organize family holidays all by myself but unfortunately it requires a lot of time: searching information on the Internet it's something really hard, especially if you want to do an accurate job and find out the best deals for hotel rooms, transport and attractions' tickets. Self-organization translates in the most flexible way to organize a journey but there is really a lot to keep track of and very little time to do it.

Q: *How did you find all of the information you needed?*

A: In general, after with my family I decide what to visit, I fire up my pc and search information about popular places to visit, at the same time filtering out paid-to-write articles and similar. Next I look for suggestions on social networks groups to confirm what I found is actually something valuable to visit. After that, I proceed to find on google maps the best accommodations in terms of distance from attraction and/or public transports. Finally, I use specialized booking website to find the best deal, but I also check in the hotels' websites: sometimes they actually have a better price there!

Q: *Was searching information difficult?*

A: As I mentioned before, yes: actually, my children are really quick when talking about searching information, but for me is another story. Every time there are a lot of pop-ups, advertisements and so on and so forth, I think I lose a lot of time for that reason alone. Also, sometimes I spend days only to find the perfect promotion, only for then discovering that a better promotion was available if using a different booking service: it's really a mess.

Q: *How did you organize the journey?*

A: Typically my wife and I understand where we are both on vacation and then we check also if our children have school or not. After that, we check together some possible places and some possible point of interest. Finally I do all of the research I told you about before.

Q: *How much time did it take?*

A: Well, it depends on the length of the holiday, can be some weeks or a month really, also considering the Internet situation.

Q: *Were you satisfied with what you organized?*

A: Not completely satisfied: I mean, I'm not saying I didn't like what I organized, but using the Internet is not quite easy for me as you could understand, so I know I could do better.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: That's another problematic topic: every time I do booking I receive several emails, some of which are just confirmations and not the booking itself. I usually resort in printing all of the email with the actual booking so I have all the documents in my hand and I don't need to search between the various emails every time.

1.10. Tenth Interview

Q: How old are you?

A: I'm 43.

Q: Have you ever holiday-traveled in the past?

A: Quite a bit over the years. One of my most recent trips was to Tokyo, when I spent two weeks visiting the city, but I also visited other places around the world, like Paris, for example, and Italy, in which I personally loved Rome.

Q: Do you prefer to travel solo or in group?

A: Honestly, I prefer traveling with a small group, like two or three friends at most, also because make the overall cost cheaper since we divide the various expenses.

With that out of the way, I did also solo trip, mainly when my friends couldn't come with me because of work of whatever.

Q: Do you like to take initiative and try to make an itinerary?

A: Absolutely, in fact I enjoy building an itinerary all by myself. In fact, it's the only reliable way I found to find cheap travel options and also because I don't really like travel agencies, they cost an arm and a leg and provides the usual "prestigious" destinations, with little "free" time to use to view all details of a place.

Q: How did you find all of the information you needed?

A: Usually I find everything on the Internet, using Google maps for finding interesting places and restaurants, social networks to find travel suggestions and confirm some of my ideas, comparative services like Booking for find cheap accommodations and so on. Although I don't like travel agencies, as I mentioned before, I still like to look what they offer: if something inspires me, then i use it as a good starting point for my researches.

Q: Was searching information difficult?

A: Yes, searching for travel information was and still is something I find difficult to do, especially because I try to find the cheapest possible offer. Also, I spend hours into digging through blogs that sometimes simply copy the work of another, more popular author.

Q: How did you organize the journey?

A: Over the year I've developed a precise method to plan everything: firstly I understand what I have to search; food, transport, accommodation and activities, then I use online services to find hotels, cheap typical restaurants and possible places to visit. Lastly, I use social networks and similar to find real travel tips: this is particularly important since I love to visit places less "touristy".

Q: How much time did it take?

A: It depends, sometimes up to 15 hours if I have a lot of free time, for example during winter holidays, I take some days to organize a 1-week trip, but for summer vacation, when I have a holiday at maximum, I have to plan after work, and sometimes it can require several weeks.

Q: Were you satisfied with what you organized?

A: Well, sort of. I liked what I organized but making all member of the group agree on something it's

really a difficult task to achieve. Also, sometimes I need to speed up my searching phase in order to be able to depart on time.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: Actually, yes, quite easy: I use to create a shared google drive folder and I put everything there. This is also the case when I travel in group: my friends all agree this is the best way to keep track of all of the various documents, so if someone book somethings, the he will put the tickets there.

1.11. Eleventh Interview

Q: *How old are you?*

A: I'm 47 years old.

Q: *Have you ever holiday-traveled in the past?*

A: Yes quite a bit, sometimes with my family and sometimes alone.

Q: *Do you prefer to travel solo or in group?*

A: I don't think taking some days for yourself, even for doing a small solo trip, would be a bad experience, but I definitely prefer to travel in group with my family: we always have a lot of fun together and we make our relation stronger each time.

Q: *Do you like to take initiative and try to make an itinerary?*

A: Yes, definitely: I love to organize thing even in the smallest details. Not only because it's cheaper than taking those pre-paid travel boxes or paying a travel agency fee, but also because you can find really good deals if you keep digging the Web, for example by booking certain hotels sometimes you get special discounts for attractions. Also, I can set up the journey considering the interests of each one of my family member, and that's something you can do easily only if you organize by yourself.

Q: *How did you find all of the information you needed?*

A: Nowadays I mainly use the Internet and specialized services that allow you to compare several different prices among different booking services. I also heavily rely on social networks to check if there are some particular places that many people don't visit but are actually really great, especially for taking a good old family picture.

Furthermore, I bought several books during the years about travel destinations in which there are really a lot of tips and nice travel suggestions.

Q: *Was searching information difficult?*

A: Not really, with the increasing diffusion of the Internet searching information became easier than ever. Nowadays the situation has gotten a little worse because websites are sometimes filled up with advertisements, but it's nothing a good ad-blocker cannot solve.

Also sometimes I use chatGPT a little bit but I don't really trust it much because it gave me unreliable result in the past.

Q: *How did you organize the journey?*

A: First I decide with my family where to go and agree on a common destination, after that my husband and my children start finding some interesting places to visit. When they are done, I start searching for accommodations and the various tickets: it's a little tricky sometimes because the usual services don't want to give you the best price, but with a little bit of patience it's a problem that it's easily solvable.

Q: *How much time did it take?*

A: Overall not much, mainly because we organize everything several weeks, sometimes month, before the departure, although this is more for getting cheaper prices, the research itself it's neither difficult nor cost a lot of time.

Q: *Were you satisfied with what you organized?*

A: I would say yes, definitely, and considering my family is always happy after every journey, I think it's a sufficient confirmation of such.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: Yes: although there are a plethora of emails each time, I simply print the relevant one and keep them in a folder so I can easily access them when we leave.

1.12. Twelfth Interview

Q: *How old are you?*

A: I'm 51.

Q: *Have you ever holiday-traveled in the past?*

A: Yes, a little bit, but never outside Italy and even there I didn't travel much, just a few "popular" cities like Milan and Genoa for example, mainly because I don't particularly like going outside of national border. Maybe I can consider visiting some cities in EU member states, but I don't like it very much.

Q: *Do you prefer to travel solo or in group?*

A: Honestly it doesn't make much of a difference, both situations have advantages and disadvantages: traveling alone makes the overall travel cheaper and you can take as much time as you need to visit what you want to visit, while group traveling make the experience certainly funnier and less boring, but that also means to make everyone agree and find an accommodation that actually has enough space for everyone. Also the schedule can be a little messy and you could end with month of preparation for just a few days spent together.

Personally I never did travels with my friends tho, only with my family and alone.

Q: *About the travels you did, did you organized all by yourself?**

A: Generally no: mainly when I traveled alone, without my family, like that time I went to Milan for example. I tried my best to setup everything but I wasn't particularly satisfied with what I end up with, I'm not really good into that sort of things, although I must say: if you want to spend the less amount of money possible there are not a lot of alternatives.

On the other hand, when I travel with my family we usually do the whole thing together.

Q: *How did you find all of the information you needed?*

A: Mainly using specialized search engines, like Google maps for searching interesting things to view, Trivago for hotels and Trainline for trains and public transport services. One big error I did was not searching for opinions about the various places: I trusted what I read on Google maps but sometimes reviews are simply fake or they don't reflect the current situation.

Q: *Was searching information difficult?*

A: Not really, maybe because I did only a superficial kind of research as maybe you could have understood. The real problem was time: search engines can compare prices but finding the right place that is close enough to an attraction and a public transport station it's something that requires time in order to be done properly.

Q: *How did you organize the journey?*

A: I just simply read on the Internet about some special events programmed for the current year and then started using search engines and similar to find the best accommodation, the cheapest train tickets and the best deal for the event. Next I started better organizing the various possibilities by checking if I could use the occasion to also visit other point of interest in the area.

Q: *How much time did it take?*

A: Quite a bit, mainly because of the mentioned optimization process, not really for the research itself tho.

Q: *Were you satisfied with what you organized?*

A: As I mentioned before, not really: I later found out that if I waited just another week I would surely get a better deal: in fact, I would have saved quite a bit of money because of a special offer reserved to customer that would have travel to Milan to check out a particular event.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: Yes, but I think because my travel have always been short so I never had a lot of documents. Even with I traveled with my family: we simply agreed on taking our own documents and bookings.

1.13. Thirteenth Interview

Q: *How old are you?*

A: I am 50 years old.

Q: *Have you ever holiday-traveled in the past?*

A: Yes, I did. In fact, it was very similar to when my children were young because I wanted to give them the opportunity to explore the world, experience different cultures, and perhaps ignite a passion for travel within them that would grow as they got older. As for now, I don't travel as often because I'm getting older and the costs have increased significantly. As a result, I usually only travel once every two or three years.

Q: *Do you prefer to travel solo or in group?*

A: I have traveled solo only once in my life, and I didn't really enjoy the experience. For that reason, I would definitely say that I prefer to travel in a group or with my family. Traveling together allows everyone to suggest places they want to visit, making it much easier to create a well-rounded and enjoyable itinerary that suits everyone's interests.

Q: *Do you like to take initiative and try to make an itinerary?*

A: Well, when I travel with my family, I'm usually the only one responsible for creating some kind of itinerary because the others tend to get bored when it comes to researching places to visit. I don't mind taking on that role, but if I didn't do it, then no one else would step up to plan the trip.

Q: *How did you find all of the information you needed?*

A: I mainly search for places to visit and accommodations on Google, but I also often ask my friends or colleagues for recommendations or tips. Their personal experiences usually help me discover hidden gems or popular spots that I might otherwise overlook.

Q: *Was searching information difficult?*

A: Well, yes, but not in the sense that I couldn't find any information. I get bored quite easily, so I usually create a rough idea of an itinerary just to have a basic framework to follow during the trip. This way, I can stay organized without feeling overwhelmed by too many details.

Q: *How did you organize the journey?*

A: Typically, I suggest a destination to my family, and they provide feedback along with suggestions of places they would like to visit. After that, I start searching for flights or other ways to get there, as well as hotels to stay in. Finally, I create an itinerary based on my family's suggestions combined with the information I find through online research.

Q: *How much time did it take?*

A: Honestly, I'm not exactly sure. Usually, after about two hours of searching for information, I start to feel bored and lose interest, so I tend to stop and leave the planning as it is at that point.

Q: *Were you satisfied with what you organized?*

A: Not really that much. Every time, I tend to create an itinerary day by day, but this often ends up wasting a lot of time that could have been better spent exploring other places we might not have even known existed.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: If I only have the documents for the hotel reservation, then yes, I usually keep everything organized. However, when I need to book other things like museum tickets or entrance to attractions, it becomes a real hassle. I end up with documents scattered all over the place, and every time I need to access them, I have to download them again on my phone, which can be a huge waste of time.

1.14. Fourteenth Interview

Q: *How old are you?*

A: I am 38 years old.

Q: *Have you ever holiday-traveled in the past?*

A: Well, not that often, but yes, I do travel more now than before. To be honest, it's mainly because I have more financial resources and greater free time available throughout the year, which allows me to take more trips and explore new places.

Q: *Do you prefer to travel solo or in group?*

A: I have tried traveling solo once, but I got bored almost immediately. Traveling in a group is much more enjoyable because you can share the experience and participate in more engaging activities together. For now, I tend to travel only with my family, as it feels more comfortable and fun.

Q: *Do you like to take initiative and try to make an itinerary?*

A: Yes, quite a lot, actually. I really enjoy creating itineraries and often like to surprise the people traveling with me. I put a lot of effort into planning each trip, and I frequently receive compliments about the journeys I organize. It feels rewarding to see everyone having a great time thanks to the planning I do.

Q: *How did you find all of the information you needed?*

A: I usually start my research on Google, but I tend to rely even more on social networks like Facebook and Instagram. I follow many travel influencers who explore destinations all over the world, and through their posts, I often discover a lot of exciting and unique places to visit. Their recommendations really inspire my travel plans.

Q: *Was searching information difficult?*

A: The searching part isn't the most difficult for me. I would say the real challenge is gathering all the information and organizing it into a coherent itinerary. I'm not very skilled at organizing details, so I end up wasting a lot of time trying to put everything together. It's also difficult for me to fit all the places I want to visit into the limited time I have available for the trip.

Q: *How did you organize the journey?*

A: Well, first I search for interesting places to visit on the internet and write them all down. Then, I try to create an itinerary that fits as many of those places as possible within the time frame I have available for the trip.

Q: *How much time did it take?*

A: I usually spend about two days searching for interesting places and then around a week trying to piece together the itinerary. Like I mentioned before, I don't mind doing this, but sometimes I wish I could speed up the process and not spend one or two whole weeks planning the trip.

Q: *Were you satisfied with what you organized?*

A: Most of the time, yes, I feel satisfied, but I always have the sense that I could further optimize the itinerary to include one or two more places to visit. It's a constant challenge to balance everything perfectly.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: I can't say it was easy, but it wasn't impossible either. It was definitely another time-consuming task, but to be honest, I've never really complained much about it. I've never been particularly mindful or bothered by the time it takes.

1.15. Fifteenth Interview

Q: *How old are you?*

A: I am 37 years old.

Q: *Have you ever holiday-traveled in the past?*

A: No, I didn't travel as much in the past. Actually, I would say I started traveling more frequently, about once a year, around three or four years ago. This change happened because I developed a strong interest in discovering new places and learning about cultures that are different from my own.

Q: *Do you prefer to travel solo or in group?*

A: I prefer to travel solo because I have the freedom to do whatever I want, whenever I want, without having to wait for others to agree. Additionally, I feel more relaxed when I'm alone or with just a few people around me. This independence makes the experience much more enjoyable for me.

Q: *Do you like to take initiative and try to make an itinerary?*

A: Even though I prefer to travel solo, I dislike making itineraries because researching information feels incredibly boring to me. I often don't know where to find the right details. Because of this, most of the time I don't create a fixed itinerary and instead decide what to do on a day-by-day basis during the trip.

Q: *If you were to make even a small itinerary, How would you find all of the information you need?*

A: Well, if I have to imagine, I guess I would use Google to search for places near the area where I'll be staying during my vacation. Alternatively, if I know someone who has already been there, I would ask them directly for recommendations and tips.

Q: *How did you organize the journey?*

A: As I mentioned, I don't usually make a detailed itinerary. I only book the flights and the hotel where I want to stay. Once I arrive, I ask the locals about interesting places to visit or simply explore on my own. This approach allows me to enjoy a more spontaneous and flexible travel experience.

Q: *Were you satisfied with what you organized?*

A: Most of the time, yes, I manage well. However, there was one occasion when I booked a hotel far from the city center. Because of that, I couldn't ask many people for recommendations, and there wasn't much to see or do where I was staying. As a result, I ended up doing almost nothing for ten days, which felt like a huge waste of money. I'm certain that if I had planned my trip better and researched more interesting places to visit, I would have had a much better vacation.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: The majority of the time, yes, because of what I said earlier: I book only the flights and the hotels so if I have to buy some tickets for museums or attraction or something like that, I do it the same day. That way, I don't have to keep track of them since I know I will use them the same day.

1.16. Sixteenth Interview

Q: *How old are you?*

A: Hi, I am 47 years old.

Q: *Have you ever holiday-traveled in the past?*

A: Yes, a lot actually, mostly when I was very young with my parents. Getting older, I lost the will to travel because it is very costly and requires a lot of effort and organization especially when traveling in group.

Q: *Do you prefer to travel solo or in group?*

A: Even though I said that traveling in group is more difficult since requires a better organization, I would say that it is way more fun and exciting traveling that way.

Q: *Do you like to take initiative and try to make an itinerary?*

A: Well, I'm not the type of guy that takes the initiative because I'm not that good at organizing itineraries, so I tend to let the others do it. Of course, if they ask me about some places that I would like to visit or want suggestions, I will tell them about it.

Q: *How did your group find all of the information needed?*

A: I can't say exactly, but I guess they mainly use google and social network. The thing I can confirm for sure is that back then, my parents and I would go to some specialized agency so they could make us the perfect itinerary. I remember that was very costly, so I don't think people want to get in touch with them anymore. Another way we used to plan was by reading vacation magazines, but like searching things on Google nowadays, it was a mess—too many good reviews on too many places.

Q: *How did your group organize the journey?*

A: The last time I went to Germany with my friends, and they did all the heavy work. We initially met up to make a list of things we wanted to visit, to get a general idea of what we wanted to do. Then they booked flights and everything and made an itinerary for all of us to follow. That way, we optimized our time and visited a lot of places.

Q: *How much time did it take?*

A: For them, I think it took almost three weeks for a short journey of eight days: it seems way too much to me.

Q: *Were you satisfied with what they organized?*

A: Absolutely yes, the trip I just mentioned was the best I've ever had in my life, I think. We visited all the places we wanted to visit and much more—it was perfect.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: Well, I didn't have to do it myself because they emailed us all the necessary tickets and passes they had booked for us. If I were in their position, I would say it was quite a hassle, yes.

1.17. Seventeenth Interview

Q: *How old are you?*

A: Hi, I am 46 years old.

Q: *Have you ever holiday-traveled in the past?*

A: I have taken many group trips over the years. For example, my group and I went on a two-week coast-to-coast bus tour across the United States a few years ago — a real marathon. More recently, we completed a highly optimized ten-day tour of Egypt, designed to see the main sights without wasting time on transfers.

Q: *Do you prefer to travel solo or in group?*

A: Having traveled extensively in the past, I have noticed that traveling in groups, with proper planning, allows for cost sharing and itinerary optimization. For example, the last time I tried traveling alone, I wasted a lot of time just for deciding where to eat!

Q: *Do you like to take initiative and try to make an itinerary?*

A: Indeed, I'm not the only one in my group who likes to take initiative. We all actively participate and collaborate to plan our journey as best as we can. By sharing responsibilities and using collaborative tools, we ensure that everyone's input is valued and the trip runs smoothly.

Q: *How do your group find all of the information needed?*

A: We usually prefer to use Google for information searches, focusing especially on reviews and blogs that we consider reliable, even it takes quite some time to do so.

Q: *How did your group organize the journey?*

A: We immediately divide the work: when I draft the itinerary, I assign each person a 'theme.' For example, one person takes on the responsibility of understanding how trains and planes work, another has to find a decent and centrally located hostel, and I handle the opening hours and costs of museums and attractions. Essentially, everyone becomes the expert on a specific aspect.

Q: *How much time did it take?*

A: For the actual research of all the information needed for a standard one-week to ten-day trip, considering that two or three of us do it, I would say we spend at most 5 or 6 half-days spread over a week. That's a reasonable amount of time, but I'd definitely prefer to spend less: the less time spent searching, the more time gained for traveling!

Q: *Were you satisfied with what they organized?*

A: Most of the time, yes, I am satisfied because the main goal is achieved. The secret is that we don't seek perfection, but efficiency. The group provides me with the basic information: 'This train leaves at this time' or 'This hostel is central and costs so much.' I take those details and fit them into my framework. Of course, there have been minor setbacks. I remember in Spain, someone found a very cheap local bus, but it made us lose three hours due to an unnecessary detour.

Q: *Was it easy to manage and keep track of all the travel tickets, passes and documents?*

A: Much less difficult than one might think. For all our group trips, we solved it right away with a shared cloud folder (like Google Drive, to be clear) where we save everything in PDF format. Every group member is given access. The rule is that each person is ultimately responsible for their own plane

ticket and visa (if needed), but all passes, museum entries bought as a group, and hostel reservations go into that shared folder.