LONELY PLANET

RESEARCH PROJECT

Lonely Planet wanted to understand how people use guidebooks in relation to digital tools and services. Our research was conducted in Europe, the United States of America and Central America, to understand how people plan their travel, what they do while they are on the road, and what they do when they return home. We used a variety of methods, including ethnography, diary studies, interviews, and card sorting, to understand how people use guidebooks, tablets and Smart Guide. Results ranged from a 300 page report to a 3 minute video, and included a set of recommendations for Lonely Planet's digital products and services. The research was presented to the senior management team, and was used to inform the design of a Smart Guide app and a website mock-up.

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OVERVIEW

TIMELINE	PROJECT	ROLE	DELIVERABLES
4 months	Self-initiated UX research project	Lead Researcher User Advocate	User Personas Research Journal Observational Diary Analysis Interviews Card Sorting Competitor Benchmarking

PURPOSE

Develop the research plan, recruit participants, facilitate research sessions, analyze the data, and present the results and recommendations to a cross-functional team of product, psychographic, trip development and design stakeholders.

METHODS

User Interviews	Usability Tests	Competitor Research
Recruiting Interview Protocols	Prototyping Tasks Recruiting Moderating Note-taking Analysis Recommendations	Recruiting Analysis Recommendations

USER INTERVIEWS

I decided to start the process with speaking with travellers as I could understand what they were doing, what they were thinking, and what they were feeling in their own words. Some quotes and insights from these interviews were more revealing, as Steve's diary entry:

> "I'm a little lost."

INTERVIEWEES

For this round of research I was able to find 5 participants (aged 18-34) who had recently (or are currently) in the process of travelling outside of Scandinavian holidays.

Ali
"I'm the Internet Guy. I'm always on my phone. I'm posting on Facebook, I'm on Twitter, I'm on Instagram."

Anna
"I'm a bit of a hippie. I'm a vegetarian, I'm a yoga practitioner, I'm Reiki, and I'm a Buddhist. I'm very spiritual. I'm very open-minded and I'm very open-minded and I'm very open-minded and I'm very open-minded."

Grace
"I'm a big, big, big,