Supporting Backpackers Needs and Travel Experiences

-Design implications for communication technology

Jessica Helenius
Abstract

Our society is becoming more restless and mobile, a symbol for this mobility are the backpackers. Backpackers are found everywhere in the world and represent a form of low-cost independent travellers. To experience as much as possible, seems to be a very important issue for backpackers and they have that as a motivation during their travels. Backpackers have been described as ”experiences hungry”. The term experiences, is today being used a lot in the tourism industry. To be able to predict what an experience is, can be hard and the term is hard to define. Mobile technologies are also becoming a permanent part of the our society. Communication technology are something that backpackers use more and more during their travels. This thesis identifies knowledge and design implications for a mobile application to support backpacker’s need when travelling and how backpackers define the notion of travel experiences.

The result of the thesis have calumniated in a mobile application prototype that could contribute in letting backpackers get more out of there journey. This in an interactive and social way, by giving backpackers the opportunity to be social towards each-other share information through a social medium. As the thesis have shown that backpackers wants to meet others on there journey and experience the world.

1. Introduction

More and more people go out travelling today and the tourism industry increases every year, (Mossberg, 2003). In the early 1970’s the concept of drifter emerged, which have then latter gone in to the term backpacker, (Cohen, 2004). Cohen, (1973), suggest that the background to low budget economy travels for the early drifters, was that they have need for experiences, Cohen indicates that drifters wanted to experiences the ”real life” without the boundaries to a economical security. Cohen, (1973), sees the drifters as the archetypal backpackers.

Backpackers are often seen with a backpack on their back thus the name backpacker. Associations with backpackers are long distance travels for extended period of time, anything from a few weeks to whole years.

Tourism is a growing market today and the travel form backpacking is growing among young people. Backpackers are found everywhere in the world and represents a form of low-cost independent travellers. In the area of tourism, backpacking have been an essential part in the recent years. This growth within the backpacking industry have also changed the nature of backpacking tourism, (Wilson & Richards, 2008). As backpacking have increased so has also the range of facilities available, (Richards & Wilson, 2004). Now the trend is that younger travellers travel more frequently and do so for longer periods of time, (Richards & Wilson, 2004). Backpackers have become seen as the opposite to a ”normal tourist” trapped in modern tourism, (Cohen, 2004). Just because some people travel as a backpacker doesn't mean that they see or identify themselves as a
backpacker, (Richards & Wilson, 2004). Asia, south America and Australasia are popular destinations for backpackers to go and visit, (Richards & Wilson, 2004a).

What is it that the backpackers wants when they chose to travel in this low-budget way? Loker-Murphy & Pearce, (1995), describes backpackers as travellers who prefer budget accommodations and strives to meet others during their travels, both other travellers/backpackers and the locals. There can be different reasons for choosing this type of travel. One important factor for backpackers are culture knowledge and this goes for both high and low travel experience groups, (Paris & Teye, 2004). To experience as much as possible seems to be a very important issue for backpackers and they have that as a motivation during their travels, (Richards & Wilson, 2004). Backpackers are often seen as daring and do things that other travellers might not do. But to the world of backpacking there exist an illusion today, as backpacking has also turned into a large industry. Today backpackers believe themselves to be daring and they think that they aren’t following the rout of ”ordinary” and commercial tourism. According to Richards & Wilson, (2004a), and Wilson & Richards, (2008), and Cohen, (2011), it is this illusion that prevents backpackers to reach up to ideal definition of backpacking. Hottola, (2005), and Maoz & Beckman, (2010), have both done analyses of backpackers travel patterns and it shows that backpackers tend to gather together in a form of enclaves, where backpackers can feel that they are safe and in control of the situation and not at all that daring, as backpackers want to see themselves.

Mobile technologies are becoming a permanent part of our society. Communication technology is something that backpackers are using more and more during their travels, such as travel blogs, online photo albums, SMS, email and forums to discuss destinations, etc. to be able to maintain their contact and share their travel experiences with people back home. It is also a way for them to share knowledge with other backpackers, (Axup & Viller, 2005). Jordan, (2000), describes the concept of ”Hierarchy of consumer needs” and how different levels of human needs arise over time, and how new needs occurs. The concept illustrates the contributions of human factors to how product design can be seen. Another concept is ”Travel Career Pattern” where Pearce, (2005), suggest that people systematically go through various stages and have predictable travel motivation patterns. The theory builds on that people have to gain travel experiences, in order to continue to climb the ladder towards higher levels of needs. Both of these concept indicates a strive after an experience, and give the user something unexpected and some excitement.

The term experiences, is today being used a lot in the tourism industry, and to be able to predict what an experience is, can be hard and the term is also hard to define. Pine and Gilmore, (1999), describes experiences as events that engage the consumer in a personal way. Pine and Gilmore further describes experiences to have two dimensions, passive participation - active participation and immersion - absorption. Related to experiences is the concept of flow, optimal experience arises when it has required a whole person's ability to succeed in a challenge. It is the balance between one's skills to act and the opportunities that then are available, (Csíjszentmihályi, 1990).
1.2 Purpose

The purpose of this thesis is to gain knowledge about backpackers’ need of support on their travels and how they define the notion of travel experiences. Moreover, the aim is to give design implications for technical support in order to fulfil these needs. Finally, the design implications were then used to design of a mobile application for a specific collaboration partner in the thesis project - KILROY travels.

So in order to fulfil the purpose of the thesis, some questions needed to be answered.

- How do backpackers define a travel experience?
- What kind of devices do backpackers use when travelling and for what purpose?
- How do backpackers retrieve information regarding activities and required information when being out traveling? How would backpackers want to retrieve information regarding different activities?
- How do backpackers meet other backpackers when traveling?
- Are there any differences in how backpacker and tourists of other types reason about meeting other travellers and how they obtain required information?

2 Related work

In this section five related works will be discussed. Tourism and Mobile communication technologies are the common subjects in these studies.

Brown & Chalmers, (2003), investigate the problems that tourists face when they meet unfamiliar places: What to do? How to do it? When to do it? Where to do it? This problem is often solved with the help of guidebooks and maps. These are often used in combination of each other. Tourists also solve their problems by sharing problems with other tourists. Their solution is to innovate the electronic guidebooks that are to connect between where the attractions are and where the tourists are, so they can be lead in the right direction and quickly move between locations. One other solution they have is to combine paper maps and electronic guidebooks that are designed to work together, so the user doesn't need to have too much information ongoing on the screen of the device that often haves a small screen. Their result also shows that tourist frequently uses map and guide books before visiting a location.

Axup & Viller, (2005), have made a study were they examine if there is any opportunity and need for new introductions of technology in the backpacking world. The study also includes travel habits and the use of forums, paper messages boards and travel blogs. The results shows that backpackers operate in social context online but they lack an effective communication medium to support the informational exchange between backpackers.

Rubegni, Gerardi & Caporalli, (2007), have looked at the attitude to how travellers gather psychical objects, photos and videos to preserve memories from their travel experiences. They have made an mockup called the travelBook to link digital recourses with real objects, create connections between objects and resources. The travelBook can support personal reflections on different travel
experiences, like taking photos and notes that are connected to souvenirs. The result showed that the user was satisfied with functions that create a connections to help them remember their travel experiences.

A case study made by Axup, (2008), tests different kinds of prototypes of future social technology concepts with backpackers. Communication technology of mobile information sharing is illustrated and is the primary subject in the study. To find situations where backpackers used one of the different prototype too understand what requirements the backpackers had for that specific prototype. The result showed that the determination of social paths is a combination of thoughtful technology and self regulation by users choice in usage. Studies has also shown how user communities can help designers predict influences in a positive way by creating and evaluating technology concepts in social communities.

Kenteris et al. (2007), discuss mobile tourism and how it’s becoming a new trend in tourism, but implies that some issues are still to be considered. Even though a lot of the technology exist and is available there are still much work needed to more usability design related questions as well as portability, functionality and implementations. These are issues that drive application designers to solve problems related to these criteria, just as web site developers create usable interfaces for web so should mobile applications be develope. By focusing on aesthetically pleasing interfaces, usability and being able to access information in a intuitive and easy way. The result shows that some of the most important function to satisfy users with an application for tourism, is to have an application that works even if there is no Internet connection or Wi-Fi and give the opportunity to personalise the application so it will work on any mobile device.

What can be seen in the studies above is that they all show excellent results. What it also shows is that until now none of them have define what a travel experience is and backpackers need’s of support on their travels, or translated this into design implications to support backpackers travels experiences.

2. Backpacking

Some backpackers move faster than others and don't stay with the same people for very long. Others can stay for weeks or more and build up a stronger connection with a group of regulars, (Axup & Viller, 2005). Meeting new people becomes a form of lifestyle for backpackers, but the awareness is often little of other backpacker at the same accommodations, (Axup & Viller, 2005). A study made by Ballen & Slaughter, (2004), indicate that 42 % of the backpackers in Australia arrives alone. Others travelled with a friend or partner and sometimes in groups but it is not that common. Backpackers usually stay at one location for about two - three nights.
2.1 Why go backpacking?

Our society is becoming more restless and mobile, a symbol for this mobility are the backpackers, (Richards, & Wilson, 2004a). The mobility is leading to different ways to understand identities related to locations, (Cohen, S.A. 2011). Seeking adventures is one internal motive for travelling, (Uysal & Jurowski, 1994). The feeling of freedom can be a major attraction to backpacking, (Richards & Wilson, 2004). Persons who call themselves backpackers often argue that they want to explore other cultures, search for excitement and knowledge, (Cohen, 2004). To experience as much as possible seems to be particularly true for backpackers and it serves as an motivation. Backpackers tend to participate in more activities than other travellers. The relationship between motivation and the number of activities that backpackers participates in was grounded in the motivation of experience seeking, such as exploring other cultures, which can tend to support the idea of that backpackers are "experiences hungry", (Cohen, 2004). See Table 2.1.

The step towards backpacking often comes from life crises or transitions, but not always, (Cohen, 2004). The concept "Rite of Passage” was introduced by Gennep, (1960), and later Turner attempts to imply that backpacking can be a form of "Rite of passage” for some backpackers, (Turner, 1973). Like on a "gap year" or overseas experiences, (Maoz & Bekerman, 2010). In some cases the backpacking experience or experiences can turn to a way of life, (Noy & Cohen, 2005, and Westerhousen, 2002).

<table>
<thead>
<tr>
<th>Activity</th>
<th>Backpacker</th>
<th>Traveller</th>
<th>Tourist</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting historical sites, monuments</td>
<td>84.5</td>
<td>74.6</td>
<td>72.7</td>
<td>77.3</td>
</tr>
<tr>
<td>Walking, trekking</td>
<td>86.5</td>
<td>73.4</td>
<td>67.1</td>
<td>76.4</td>
</tr>
<tr>
<td>Sitting in cafes, restaurants</td>
<td>68.4</td>
<td>74.3</td>
<td>71.8</td>
<td>72.0</td>
</tr>
<tr>
<td>Shopping</td>
<td>62.6</td>
<td>74.1</td>
<td>80.3</td>
<td>71.6</td>
</tr>
<tr>
<td>Visiting museums</td>
<td>72.3</td>
<td>66.4</td>
<td>62.5</td>
<td>67.6</td>
</tr>
<tr>
<td>Cultural events</td>
<td>68.0</td>
<td>66.5</td>
<td>60.8</td>
<td>66.0</td>
</tr>
<tr>
<td>Hanging out on the beach</td>
<td>63.8</td>
<td>54.2</td>
<td>54.2</td>
<td>57.2</td>
</tr>
<tr>
<td>Nightclubs</td>
<td>58.8</td>
<td>57.8</td>
<td>51.3</td>
<td>57.0</td>
</tr>
<tr>
<td>Observing wildlife/nature</td>
<td>64.9</td>
<td>49.7</td>
<td>40.4</td>
<td>52.9</td>
</tr>
<tr>
<td>Sports activities/adrenaline</td>
<td>33.2</td>
<td>25.5</td>
<td>22.0</td>
<td>27.3</td>
</tr>
<tr>
<td>Watching sport</td>
<td>21.6</td>
<td>22.8</td>
<td>17.7</td>
<td>21.6</td>
</tr>
<tr>
<td>Learning language</td>
<td>11.6</td>
<td>18.9</td>
<td>10.8</td>
<td>15.3</td>
</tr>
<tr>
<td>Academic study</td>
<td>12.3</td>
<td>15.1</td>
<td>8.1</td>
<td>13.1</td>
</tr>
<tr>
<td>Working as volunteer</td>
<td>8.5</td>
<td>7.6</td>
<td>4.3</td>
<td>7.3</td>
</tr>
<tr>
<td>Earning money</td>
<td>2.6</td>
<td>3.8</td>
<td>2.0</td>
<td>3.1</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 2.1. The table shows tendency to that backpackers tends to participate in more activities than other types of tourists. (Cohen, 2004, p28.)
2.3 The backpacker illusion

Backpackers are often seen as open-minded, and go to places were other tourist don’t go, they are a bit daring and tries to find location’s only the locals knows about. Backpackers can sometimes travel for years and they see their trips as more risky and dangerous than ”ordinary” tourism. (Richards & Wilson, 2004a, and Wilson & Richards, 2008, and Cohen, 2011, and Giddens, 1991) An illusion exist and is an ironic parallel between backpacking and ”ordinary” tourism. The gap is between theory and practice, or between desire and experiences, (Richards & Wilson, 2004a). The illusion that exist of backpacking today is, where people believe themselves to be daring and are not following the ”ordinary” and commercial tourism rout. It is this illusion that prevents backpackers to reach up to ideal definition of backpacking, (Richards, & Wilson, 2004a, and Wilson & Richards, 2008, and Cohen, 2011). The question is: is the ”real” backpackers an dying species, (Richards, & Wilson, 2004a, and Cederholm, 1999). Even if the backpacking culture is extremely mainstreamed in comparison to early backpackers, there is still the desire to get out and see the world, explore new cultures, and interact with new people, (Paris & Teye, 2010).

A study made by Wilson & Richards, (2008), shows that backpackers often spend more time with other backpackers, with the suggestion that they can get the feeling from time to time that they make contact with locals. The study also show that backpackers experiences themselves of meeting more locals than other travellers. Hottola, (2005), and Maoz & Beckman, (2010), analyses of backpackers patterns shows that backpackers tend to gather together in a form of enclaves. In which backpackers can feel that they are safe and in control of the situation. The experiences of the enclave can be highly different and depends not only on the level of control exerted by the backpackers. It is also related to do with their needs and desires for experiences, (Hottola, 2005).

Different websites and different kinds of guidebooks like Lonely Planet, help the travellers to find desirable locations, that can provide the travellers with the services of backpacking. That can provide backpackers with new interpersonal encounters which are woven in to the narrative, to what it means to be a backpacker and how they should relate to the backpacking identity. This makes the gap smaller between ideology and practice and is here helped by using these narratives. So backpackers are allowed to live out their adventure in a more experienced and knowledgeable way, then the less adventurous and less travelled, (Wilson & Richards, 2008). Only a small portion of the backpackers really wants to experience untainted foreign cultures, isolate themselves from home, travel without a guidebook and use only the most basic travel equipment. For these backpackers it can be hard to find these kinds of experiences. The number of backpackers is increasing and because of that it is possibilities to find Internet cafes or other travellers with mobile phones and computers, (Huxley, 2005). A reason why experiences today is on a high, is the Internet, where distribution, bookings, information, hotels, transport and more can be done today. That may be perceived to be more attractive to show on the Internet. Instead of displaying a still image, a video display gives much more and also give a better impression than if it only shows up in a brochure, (Mossberg, 2003).
3 Travel motivations and user experiences

In this section the theories "Hierarchy of consumer needs" and "Travel Career Patterns" are described, definitions and theories about what an experience is included.

3.1 Hierarchy of human needs

The psychologist Abraham Maslow describes a model of consumer needs, called the "Hierarchy of human needs", where needs usually are taken as the starting point for human motivations. Maslow, (1943), describes how humans often do not reach the level of absolute satisfaction, this is because when a desire is reached or maintained. Soon a new need will appear and replace the former need. (Maslow, 1943, and Jordan, 2000, and Green & Jordan, 1999)

From Maslows "Hierarchy of human needs" Pearce and Jordan have introduced two new concepts that reflects Maslow's. The two concepts are Hierarchy of consumer needs and Traveler Career Patterns. Both concepts build on the point of; when people get used to have something, they want more.

3.2 Hierarchy of consumer needs

Another valuable theory is Jordan’s, (2000), concept "Hierarchy of consumer needs" reflects Maslows "Hierarchy of human needs". The concepts deal with human factors and illustrates the contributions of human factors to how product design can be seen, either explicitly or implicitly, (Jordan, 2000, and Green & Jordan, 1999). See figure 3.2.

<table>
<thead>
<tr>
<th>Functionality</th>
<th>Usability</th>
<th>Pleasure/Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 3.2. The figure illustrates the hierarchy of consumer needs according to, Jordan, (2000).

Different levels arise over time, and new needs occur. Level one is functionality. The most basic need, it need to work and fulfil its purpose. The understanding of what the product will be used for and in which context and environment the product is going to be used. Level two is usability. When
products are functional people want them to have usability. This means that product should be easy
to use not just will a function. Level three is pleasure, when products gets both functionality and
usability, people wants even more from them. Users want the product to give them something extra
and unexpected, (Jordan, 2000, and Green & Jordan, 1999). Knowledge of the product or service,
motivates the needs of satisfaction, ( Mill & Morrison, 2000). Since motivation is what drives the
traveler to travel it is important to understand what is the right "product" for them. It is simply
important for travel companies to understand what motivates travellers, (Pearce, 2005).

Often we don't see a product as a thing, but a process where the customer actively participates. It is
not only the functions that needs to work but also it needs to see to the emotional needs of the
consumer. The term product is not used in the same way as before. Instead words like experience or
concept is used more and more, were the customer can find things that makes it a whole, for the
user’s different needs. Experiences more and more focus on pleasure and experience for the
consumer, (Mossberg 2003).

3.3 Traveler Career Patterns (TCP)

Another valuable theory that Pearce introduced in 1988 is a concept that reflects and are based on
Maslows hierarchy of human needs, namely the concept called Traveler Career Ladder. The theory
deals with what makes the motivations to travel, based on the persons travel experiences. Mayo &
Jarvis, (1981), discusses that it is not only the travel experiences that is essential when it comes to
invest in a travel, it is also other experiences gained from other areas in life. Pearce, (2005), suggest
that people systematically go through various stages and have predictable travel motivation
patterns. The theory builds on that people who have gain travel experiences, will continue to climb
the ladder towards higher levels of needs. The ladder also like Malsows hierarchy of needs is
arranged in five categories; relaxation needs safety/security needs, relationship needs, self-esteem
needs and development needs. See Figure 3.3.

![Traveler Career Ladder](image)

*Figure 3.3. The figure illustrates the Traveler Career Ladder according to, Pearce, (2005).*

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The theory have been criticised to lack evidence and too focus too much on the term ladder, (Pearce, 2005, and Ryan, 1998). So in 2005 Pierce revised it to Travel Career Pattern, (TCP). Pearce, (2005), identified that there are 14 different factors to motivations that can describe travel behaviours. The 14 factors are novelty, escape/relax, relationship (strengthen), autonomy, nature, self-development (host-site involvement), stimulation, self-development (personal development), relationship (security), self-actualise, isolation, nostalgia, romance and recognition. Pearce, (2005), found that the three most important factors didn't show any significant differences in their importance to the levels of travel experiences. The three factors is novelty, escape/relax and relationship. Pearce suggest that these factors are the main physiological forces and the backbone that drives people to travels, (Pearce, 2005, and Pearce, 2011).

The highest ranked factor is novelty which includes items like having fun, feeling the special atmosphere of the vacation destination, visiting places related to my personal interest and experiences something different, (Pearce, 2005). One important factor for backpackers are culture knowledge and this is true for both high and low travel experience groups, (Paris & Teye, 2004). To experience as much as possible seems to be particularly true for backpackers and they have that as an motivation, (Richards & Wilson, 2004).

### 3.4 Experiences

Both Jordan, (2000), and Pearce, (2005), have found that people have needs along with time spent and that the strongest need is regarding pleasure and experiences. Experiences can be hard to define, but everyone can point out a specific experience they remember more than any other. Experiences have become a big thing in the tourist industry were a lot revolves around experiences, when it comes to backpacking the major thing is to see the world, cultures and give them experience in a different way then other tourists. What does experiences mean and how is it defined? Definition of experiences, is to be part of something to the person concerned. That is perceived and evaluated on an emotional level. Learn through own experiences to be aware, (Nationalencyklopedin, 2012-05-26). The term experiences, is being used a lot in the tourism industry, which is natural, because there is a growing market, (Mossberg, 2003). Pine & Gilmore, (1999), describes experiences as events that engage the consumer in a personal way. Pine & Gilmore, (1999), says that experiences have two dimensions. Passive participation - active participation and immersion - absorption, were there is four different experiences realms, entertainment, education, escape and esthetic. See Figure 3.4.
Related to experiences is the concept of flow, (Csíjszentmihályi, 1990). An optimal experience arises when it required all the ability of a person to succeed in a challenge. It is the balance between one's skill to act and the opportunities available. The flow can occur when these variables are large, where people are so involved so nothing else seems to matter, (Csíjszentmihályi, 1990, and Csíjszentmihályi, 1997). See figure 3.5.

Figure 3.4. The figure illustrates the two dimensions and its four realms of experiences according to Pine & Gilmore, (1999).

Figure 3.5. The figure illustrates the concept of flow according to, Csikszentmihalyi, (1997).
4 Kilroy travels

The purpose of this study was to gain knowledge about backpackers’ needs of support on their travels and how they define the notion of travel experiences. So a first choice was to send a request to KILROY travels for a collaboration. KILROY is a company that has specialised in youth and student travels, adventures and backpacking. They offer tailor made travel packages to destinations all over the world.

An email was sent to KILROY’s office in Stockholm, Sweden, with a request to do the thesis in cooperation with the company KILROY. A contact to Jakob Bækkelund Nielsen, Web Manager at KILROY in Copenhagen was mediated. KILROY have had an idea for a while, regarding a concept called MyKILROY, were KILROY´s customer should have access to all information that could be relevant for their travels, such as flight times and travel documents. But they also wanted to have contact with their customers when they are out travelling, because KILROY feels that they miss that today. KILROY wants MyKILROY to be both a mobile application and a website. It is only the mobile application that is presented in this thesis.

5 Design of study

Section 5 includes information regarding the execution for the data collection methods to get relevant information to understand backpackers and find design implications. Description and motivation are also included for the different methods. The methods that have been used are, focus group, survey, paper prototyping and digital wireframes. See Figure 5.1.

![Flowchart of methods](image)

*Figure 5.1. Flowchart of the methods used in this thesis.*
5.1 Focus groups
Focus groups can be a good help to see users needs, wants and their attitudes. The discussion can bring spontaneous reactions and ideas and can be a good way to raise issues that may exist, (Nielsen 1997, and Wiberg, 2003, and Jordan, 2000). The participants in a focus group can also awake comments, former experiences and memories that might not occur in an interview with only one user at a time, (Miriam, et.al, 2010).

5.1.1 Environment
The group discussion was conducted in May 2012. The focus group met in the premises at KILROYs office in Lund after closing hours. The session was recorded with the help of Audio note-std, so it was possible to go back and listen to the material.

5.1.2 Participants
The number of participants was set to be between five or six. So the group would not be too large, so that all the participants could be heard. Half of the group should be people who work for KILROY and are backpackers. The other half should be ordinary backpackers who have booked at least once with KILROY, to get a spread of people from two different groups and see if there were different approaches and needs.

A request was sent out to KILROYs office in Lund, regarding their willingness to participate in a focus group and see if they could find some of their customers who also wanted to participate. One requirement was that they needed to have booked a trip through Kilroy at least once. The focus group had five participants, two female and three male. The participants had different amount of experiences when it came to backpacking. The participants were between the ages 27-32. Three of the participants in the session also worked as travel consultant at KILROY, so they had a good insight into the company. For more details, see Table 5.1. The session lasted for two hours and started with a short briefing about the project and what the session would include. All the participants had been out travelling with KILROY, which was a requirement.

<table>
<thead>
<tr>
<th>Participants</th>
<th>Age</th>
<th>Occupation</th>
<th>Level of travel experiences</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>31</td>
<td>Travel consultant</td>
<td>5</td>
<td>Sweden</td>
</tr>
<tr>
<td>Male</td>
<td>32</td>
<td>Software developer</td>
<td>3</td>
<td>Sweden</td>
</tr>
<tr>
<td>Female</td>
<td>27</td>
<td>Travel consultant</td>
<td>5</td>
<td>Sweden</td>
</tr>
<tr>
<td>Male</td>
<td>27</td>
<td>Travel consultant</td>
<td>5</td>
<td>Sweden</td>
</tr>
<tr>
<td>Male</td>
<td>27</td>
<td>Student</td>
<td>2</td>
<td>Sweden</td>
</tr>
</tbody>
</table>

Table 5.1. Details about the participants that participated in the focus group.


5.1.3 Structure

A focus group was used as the first method in the data collection, because it is important to include users in an early stage. The focus group was constructed to be loosely and not to have many given questions in each area of discussion. See Appendix 1. Questions were divided into three different topics; communication, travel experiences and developing. The question was designed to be open ended to get the discussion going. After each category there was time for brainstorming, so the participants really felt that they could say all they wanted about the specific topic.

Most of the control in the discussion should belong to the participants and not the coordinator. The coordinator should ensure that the discussion kept to the given topics, make sure that everyone got the opportunity to say what they want and encourage the discussion with follow up questions, to get a wider perspective to the three given areas; communication, travel experiences and developing. No hints of design ideas was given, so the coordinator was completely open for listening to the participant ideas and explanations to why they thought like they did, this to find design implications for an mobile application. Jordans, (2000), "Hierarchy of consumer needs", was in the mind during the entire time that the discussion was ongoing. To be able to see if there were functions that would be important, and find out what is important when it comes to usability, when designing for backpackers on the move. The participants was not revealed to that information. Pearce, (2005), have found that experiences is a high motivation for people to travel. So Csíjszentmihályi, (1990), and Pine & Gilmore, (1999), definitions of experiences was used to see if there were similarities in how backpackers would describe their travel experiences.

Having asked all participants if it was OK to record the audio of the session, the session was started with the briefing. After the briefing of the project, the discussion started. Each topic were discussed one at the time, there all participants had their opportunity to say something. The participants were sitting in a ring formation, so all of the participant could see the computer which had the keynote presentation with the questions. See Figure 5.2.

The first phase was about communication, communication between backpacker to backpacker and backpacker to KILROY, i.e. how people got in touch with others travellers and kept the contact. The second phase was about travel experiences and what an travel experiences can be. Not just, what is a travel experiences, but what is it that makes it so special and what emotion it can produces. The third phase consisted of three examples of what is possible to do with mobile technology today. To show the participants what is possible to do with the mobile technology today. The three examples was taken from other areas then tourism, this is so the participants would not stick to, that it was we should do. The three examples was BufferBusters, The World Park and McWrap, for URLs. See Appendix 2. Discussion that follow was regarding how to make something for the backpacking industry with this kind of technology. In the end of the session, all the participants wrote down a short information about themselves; Gender, age, occupation, level of travel experiences (from 1-5, were 1 is beginner and 5 is expert) and from which country they came from.
5.2 Survey
Two methods that have been proved to be a good combination are focus groups and surveys. Focus groups acts like a resources for inspiration to questions in a survey. Open ended questions is often more suitable in the beginning of a design. So the participants can say what they want, and give a hint on their attitudes and what is important and whats not, (Jordan, 2000).

5.2.1 Environment
Facebook was used to post the survey online to the timeline, two consecutive days. A request was also sent to the KILROY Office in Lund with the question if they could pass it on to some of their customers, which they did. This request was sent in order to capture as many answers as possible from backpackers.

5.2.2 Participants
The online survey had 24 respondents, were 12 of the respondent had been out backpacking before and the other 12 hadn't. Of the participants 13 was women and 11 was men. The gender of the participant did not have any impact on the result and will not be further discussed. The answers in the two groups, backpackers and non backpackers were similar in some questions and differed in others. In the survey the participants answered a question about their age, 23 of the participants were between 24 to 37 years old and one was 55. It did not have any impact on the differences in the answers so this is not included in the results.

5.2.3 Structure
Some question was raised during the focus group and were the basis to the online survey. In order to confirm the findings from the focus group and collect more data. Questions were put together and tested in i pilot study with two people, to see if the questions gave the answers that was hoped for. The result from the pilot test wasn't correct and it showed that some questions was unnecessary. Therefore the survey was revised and tested again by the same two people as before, this time the outcome was right.
The survey had both fixed-response questions and open ended questions. Questions were given with a small amount of alternatives and followed up with some open ended questions so the participants could have their say about things and not just choose an alternative. In the survey the focus was on the open ended questions therefore the few alternatives in the fixed-response questions. See Appendix 3. Participants were given the option to develop their answers instead of concentrate too much on given answers. The online survey was conducted with the help of an online service called, Enalyzer Survey Solution (https://www.enalyzer.com) and the survey was anonymous. The online survey was up running in one week. After that week, the result from the survey was put together and the number of surveys received after the running time was counted as lost.

Categorisation of the survey was set into two groups. One that have been out backpacking and those who haven't been out backpacking. Participants also answered questions about their age and gender. This is to see if there was a difference in how travellers reason about the same subjects, depending on how they are travelling. The open questions concerned how they were answered and if they had different answers, if they would depend on the target group they belonged to and if there were any similarities or differences in the responses. Five of the questions have been illustrated by diagrams for the two groups backpackers and non backpackers.

5.3 Paper prototypes
After having gathered the data from both the focus group and the online survey, the two was made into design implications. That were used to begin the "sketching/prototype" process. The aim was to see what needs and wishes that have been brought up during the focus group, survey and to have that as a basis for the development of the mobile application.

5.3.1 Environment
The sketching process was conducted in one of the group rooms at Malmö University Library, Orkanbiblioteket, where there was access to all the literature that was needed.

5.3.2 Participants
The sketching was made by the author of this thesis. After the sketching process for the interface was finished, there was a discussion with one participant from the focus group, to see if the mobile application would be appreciated for the purpose of backpacking. Some issues were detected and re-sketching.

5.3.3 Structure
A list based on the data obtained, was designed to assist the sketching process, to clearly be able to see what desires and needs that have come up during the focus group and survey regarding functions and usability. During the sketching the theories from Jordan's, (2000), "Hierarchy of consumer needs” and the different definitions of experiences according Pine & Gilmore, (1999), and Csíjszentmihályi, (1990), were used to control the session in the right direction.

The first decision was to decide in which context and environment the mobile application should be used in and then move forward to the design. Main functions for the mobile application were determined to be able to make the interface for the start page. Each function was preceded, to see
how it will work and how the navigation should be structured. Results from the focus group and survey indicated that it should be easy to navigate and not take long time to use the mobile application. Three clicks was therefore set to be the maximum navigation for the user in the mobile application, to make it easy.

Sketching was introduced by forming a layout for the start page for the mobile application, because it's the start page that the user will see first and puts a stamp for the rest of the mobile application. In the next step each function was designed to be held in the three clicks navigation that have been set up.

5.4 Wireframes

Wireframes was conducted after the final sketches in the method paper prototyping. It becomes easier to get a feeling of how it could look like digitally on the mobile and not just on paper.

5.4.1 Environment

Wireframes was made in the program Illustrator CS5.

5.4.2 Participants

The author of the thesis made the wireframes.

5.4.3 Structure

The start page was first designed, to have an interface to build on. Functions for the interface was then designed one at a time.

6. Results

In this chapter the results from the different parts of the study are reported.

6.1 Focus group

Under this section the three categories from the focus group; communication, travel experience and development will be revealed. Findings from within KILROY are also included.

6.1.1 Communication

All the participants in the focus group had an interest in meeting new people, when they were out backpacking. It could be different levels of interest depended on if they backpacked alone, in pairs or a larger group. Backpacking alone or in a pair showed a bigger interest to seek new connection with other travellers. In bigger groups this was not the case, because they focus on each others company instead. One participant said:

- "I often try to book a tour at the destination where I don't know anyone to meet other people, because I think it is important with the exchange with other travellers"

When it came to keep in touch with other backpackers they had met, it was almost always Facebook that they used. The argument for using Facebook is that everyone is there and it's an easy way to
stay connected and all contacts are in one place. The group were not averse to using any supplement that was linked to Facebook. Facebook was a website that was visited quite a lot. One of the participants said:

- "After a few days you get an abstinence for Facebook and feel the need to go online and see what's happening."

Usually after they have returned home to Sweden, the contact was broken and they didn't speak to each other, that often. In some cases where the participants had become really good friend on the trip the contact was sustained. One of the participants said:

- "It can be hard to keep in touch, I don't know what to talk about any longer after coming home to Sweden"

When the participants were out travelling they often saw people using mobile phones and computers at the accommodations. The participants felt that it is often very easy to find Internet and Wi-Fi, but it can depend on the destination as well. One of the participants said:

- "My mobile phone is always with me on my journeys. I don’t always have it with me when i go out but it is with me on the trip."

One of the participants had been to Australia a while ago and when she compared it to the last time she was there, there were more backpackers that had their computers and mobiles with them than the last time she was there. She felt that is sometimes seemed anti-social when everyone sat with their devices instead of talking to each other.

Decision of what to experiences on a trip, the overall view was that people trust more in their friends or other travellers than a salesperson. Because when talking to friends they got the story of how they experienced it and it can sometimes feel more honest. Not as a company looking to show themselves to look good, and want you to buy from them. Someone that is independent of whether you pay or not is more reliable. If a travel consultant have been at the destination and have done some of the activities by them self, there is a higher trusting. Something that can make that trust higher is if the travel consultant can show own pictures from the location.

6.1.2 Travel experiences
The group argued for that everything has the opportunity to be a memorable travel experience, good or bad. It is those specific happenings in the experience that characterise it to stand out from other experiences. One of the participants said:

- "Something you will remember, whether it goes wrong or right. It can still be an experience, even if you have encountered something."

It is not necessary that an experience needs to be good. Something that have gone totally wrong, is perhaps not so funny when you are there but can be something memorable and funny to look back to and laugh at in due time and still make that felling of an experiences.
An memorable travel experiences is nothing you experience every day and that may only happen once in a lifetime and you will remember it forever. Travel experiences can be that you accomplish something that you didn't think you would and when you can do it you are taken by the moment. One of the participants described how she had wandered up a mountain in New Zealand and had the feeling of not make it to the top. When she did it, the view struck her and the felling of that she had made it emerged. The participant describes the felling as:

- "Moments when you are not prepare for what's going to happen, then you stand there and you have made it. It feels like you are on the top of the world and you think WOW, I made it."

Travel experiences can also be something that you have dreamed of for a long time and when the dream is fulfilled, everything comes together and create a great and memorable experience. One of the participants talked about Machu Picchu:

- "I have wanted to see it since I was little, so that was the actual thing, to just get up there. It was amazing to see. It was like a long dream."

Travel experiences differs from person to person and it have much to do with interest, dreams and accomplishment. Experiences are random and it is often those unexpected things that can make an unforgettable experiences. It is nothing that always can be planned in beforehand to be an travel experiences, experiences just happens.

All in the group were positive to be informed about experiences nearby and it could be a good thing to be able to see what other travellers think about different things; Example: travel experiences or activities nearby. Not a lot of information, some kind of indication, thumbs up or five stars. Something that people recognise and can relate to. Making it an alternative to lonely planet were backpackers can see what other people think of different kinds of experiences, places and accommodations.

6.1.3 Development

All in the group liked the idea of having some kind of game feeling to the mobile application. The group thought it can be a good thing because so many young people are using their mobile phones and computers. It is important that it does not take too much time from the travelling experience itself, so it should not take long time and be hard to understand and participate in. The participants though that it was more targeted to a younger audience than themselves. So the best way could be to have a combination of game and information, so that more people can have use of the system in the end.

- "Information is something that is suitable for a broader mass, but play and games are more suited for younger people that travels on a tight budget."

Some good suggestions for future development was raised and at the same time they raised some concerns also. One concern raised by all was regarding the dependency on smart phone and wireless Internet environments. It can be costly to have abroad, especially when backpacking from country to
country and living on a tight budget. Suggestion was that an mobile application that could be used in accommodation that KILROY cooperates with, where there almost always is free Wi-Fi. One participants said:

"Everybody travels with computer nowadays. Which makes it pretty antisocial when you are at a Hostel. I am use to talking to people, there wasn’t much else to do."

One other concern raised regarding smart phones was that it is an expensive equipment to have and can be quite “thief liable”. It is not something the participants would want to walk around with everywhere. Again it would be more suited to have within the accommodation areas, where it felt more save.

The mobile application needs to have a serious profile otherwise it is not going to be used. The mobile application needs to be a simple navigation and easy to understand so it doesn't take long time to find information that people are looking for in the interface. One of the participants describes how she usually looks at mobile application, if it doesn't look good an make sense:

"I would throw the application away and find something new that seems more reliable, because there is such a broad range of application to choose from today."

The interfaces level of complicity should not be high, it should be easy and fun to use and not take to long, otherwise people would probably not use the mobile application. It would be good if the system gives something back to the user as well, so the users gain something back for using the mobile application. Some kind of reward, maybe discount on activities, a free night at a hostel, a free meal or something like that to spur the use of the mobile application. Otherwise there would be no point of having the game part in the mobile application.

All in the group said, if you can have all their information for the trip in on accessible place, that would be great. Information like flights, booked activities, tips, accommodations, experiences nearby and so on. Too much information at the same time can be hard to manage, so it is necessarily to have a good balance.

### 6.1.4 Findings within KILROY

KILROY gets many request’s from travellers who are going to travel. First time backpackers often ask if somebody else have booked the same trips as they have. KILROY cant see this kind of information at the current situation today. One of the travel consultants said:

"We get a lot of questions. If there are others that have booked the same trip? People seem to be curious and seem to want to make new contacts. Especially if they travel by themselves."

First time backpackers that book whole travel package is often they how asks all kinds of questions that they can think of before they book a trip with KILROY. If KILROY gets a request from a customer that wants to know about a specific location, KILROY tries to find a person within
KILROY that has been there and convey a contact to that person, so the customer can get all their questions answered.

Backpackers have difficulties to decide what to do when they are at home in Sweden. Often they want to go and see a location and then decide what to do when they are there. KILROY in Lund, sometimes get email’s from customers, who want to book different trips from KILROY and need help to do so. One problem with this can be the time differences, so when the customer need the help, the office is closed in Sweden and they can’t give an answer directly and the travellers have to wait until the next day.

The three traveller consultant at KILROY in Lund often felt like it’s the customers who have got great experiences from booking a trip from them, are often the ones who comes back to book again. Some customer can see travel consultants as sellers, two of the of the travel consultants said that:

- "People don't really trust in you, because they see you as a seller."

- "It doesn't matter what we say, they don't listen. They need to experience it for themselves. Many backpackers comes back the second time and says that, no, I would like to book this now, because it wasn't that great the last time."

**6.2 Survey**

The survey showed that everyone except for three persons have had one or more of the devices; mobile, computer, tablet or other technical device with the possibility of Internet connection, with them on their travels. In the question why they used this devices, it differed between the two groups. The most common device to bring with them was a mobile phone and all the non backpackers have had their mobile phone with them. See figure 6.1.

![Figure 6.1. The diagram shows what kind of devices that backpackers and non backpackers have had with them on their travellers.](image-url)
In the open questions it showed that backpackers used their device to connect to the Wi-Fi in hostels and accommodations. To get in touch and communicate with the "world" and search for information that they may have the need of. Respondents argued that it was simple and convenient to have a device with the possibility to Internet connection with them, so they did not need to use the hostels computers. Travellers that haven't been backpacking also used their devices to connect to Wi-Fi at their accommodations. Mostly they have mobile phones with them to keep in contact with family and friends from home and also for safety reasons, if anything bad should happen to them.

The question about how people retrieve information and deals on their locations, showed no big difference between the two groups. Both groups talked to the locals and the staff who worked at their accommodations. Participants also used the Internet and travel centres, looked at posters, brochures and billboards. Backpackers said that they talked to others backpackers about what they have done at the location to get tips. The non backpackers, often have checked the location in advance, so they knew what to do when they arrived. In both groups some felt that they were satisfied with how it works today, with the argument that it always use to work out. Some wishes was that all information should be in one "clump" on the Internet or on Facebook. Others wanted the information by SMS or it could be in an mobile application. One participant suggested that it could be good to have an mobile application where it was possible to get noticed by a push notifications that are GPS based.

No one though it were hard to get the information they have searched or search on their travels. Among the backpackers there was 6 who thought it was never hard to get the information and 6 that thought it could be hard sometimes. Only two in the category of those who have not been out backpacking thought it was easy to find information and 10 who thought it could be hard sometimes. See Figure 6.2.

![Figure 6.2. The diagram shows backpackers and non backpackers attitudes to the question: Can it be difficult to get the information you need when travelling?](image-url)
Of the 24 participants there were 18 who wanted to meet other travellers and 6 who wouldn't. 10 from the group backpacker wanted to meet other travellers and 8 from the non backpackers wanted it as well. See Figure 6.3.

![Bar chart showing interest in meeting other travellers]

Figure 6.3. The diagram shows how the participants have answered the question: Do you have an interest of meeting other travellers when you are out travelling?

Backpackers said that they often meet people at hostels, on activities, on the pub or on the road, when they are on the bus, boat, train or the plane. One participant stated that she meets other backpackers on potential jobs that she have worked at. Another stated that often she meets up with people that she have met before and if she meets the same person again a conversation was easy started. The non backpackers meet other travellers mostly in common areas. The three places that non backpackers meet other travellers were in the pool/beach, at the hotel or at a restaurant/pub. 7 of the non backpackers states that if they meet others, it is random and they are not looking for contact with others.

The question about what a travel experiences is did not differ between the two groups. The participants argue that a travel experiences is something they will never forget and they will remember it for the rest of their lives. It can be something that someone has been striving for a long time or something that is thrilling and unique. It can be things that they have thought that they couldn't make and makes anyway. Like demanding challenges to climb a mountain or walk long distance. One participant stated it is something that will take you breath away. Another said that an experience is:

"A travel experience is something that will get stuck in your soul and make an impact on your senses at that moment. Sometimes you cant know if it is an experience directly, it is often first after a while when you remember and it brings the same feelings back again."

On the question of how the participants would like to retrieve experiences nearby when they are travelling, there were no direct differences in the answers between the two groups. Ask other travellers about what they have done, look on the Internet, mobile applications, forums.
All the participants except one would consider to take part of the travel experiences of others regarding to find the right travel experiences for them self. See figure 6.4.

![Figure 6.4: Diagram showing participants' preferences.](image)

Figure 6.4. The diagram shows if the participants want to take part of the travel experiences of others regarding to find the right travel experiences for them self.

The question who do you trust most during your trip, on the experiences and destinations. A recommendation from a friend / another traveler or the company you booked your trip with? From the backpackers 11 would trust a friend or other traveller and only 1 the company. Among the non backpackers there were 9 how would trust a friends or other traveler and 3 how would trust the company. See Figure 6.5.

![Figure 6.5: Diagram showing participant trust.](image)

Figure 6.5. The diagram shows the result from the answer to the question: Who do you trust most during your trip, on the experiences and destinations. A recommendation from a friend / another traveller or the company you booked your trip with?

One big reason among the answer for trusting in a friend or other traveller more than a company was because the companies is profit making. They think that the companies would sell anything to make money. A friend or other traveller is honest and has no interest of making money and get you
to do something thats not good. One other thing that many of the participants pointed out is that when they talk to other travellers during the trip they usually just have been there recently and everything that they get was new information. Because a lot can be changed quickly and the companies can have old information and perhaps have never been there by themselves. What also emerged was that if the travel consultant has personally experienced the destination or activity, this can make you more likely to trust them.

6.3 Design implications
 Gathered information from the focus group and the survey combined into seven design implications for the mobile application.

Use free Wi-Fi in accommodations
• Wi-Fi outside the accommodations can be costly so it is nothing that the common backpacker has. Backpackers use Wi-Fi inside accommodations where it is free and where backpackers have the time to be online. Backpackers tend to focus on their different experiences when they are outside of the accommodation.

Reward and attention
• Some kind of reward and attention to the backpackers who use the system is needed. Rewards like discounts and free stuff, such as a free meal or free night at an accommodation can be used as triggers. Backpackers often have a small amount of money, which they tend to spend on experiences instead of food and other necessities.

See what other thinks
• Be able to see what other backpackers and travellers think of different travel experiences is something that can contribute to others booking the same experience. Backpackers seem to trust other backpackers more than travel agencies. It gives the possibility for new backpackers to scout and find experiences that could attract them.

Simple navigation
• Simple navigation and a serious profile are aspects that are important for a mobile application like this. Need to have good usability for people to maintain the usage of the mobile application. By creating a good usability could in turn make the mobile application fun to use because of how easy it is to use.

Personal settings
• Another function on the mobile application that could enhance the use, would be to have personal setting. By giving the users the possibility to decide what the mobile application should contain. Off course the mobile application should have form of normal setting, but if given the possibility to remove or add functions, that could also improve the usability and experience of the mobile application.
Not to much information
- Important factors for the mobile application is that it should not contain too much information as this would work as an unsatisfactory in the long run and people would probably stop using the mobile application because of this. Keeping the user interface clean from too much information can give a better sense of good usability. Functions like thumb up or five stars can be a good thing to use since people already know how this works.

Travel information in one place
- Collected travel-information in one place could make it easier to keep track of the journey and can come in handy when needed. Functions like this could push for more use of the mobile application.

6.4 Wireframes
The mobile application will use a GPS function to keep track of the backpackers location, so offers and accommodations can be notified nearby to the backpacker at the right time and place. Other function would be to have push notifications a day before a flight or other travel plan that have been booked, to help remind the backpacker of important information. A choice that the user has, is to make a connection between the mobile application and Facebook, to be able to get notifications from the mobile application on to their Facebook timeline. Wireframes have been made on the different functions, Personal Information, Contact, Offers, Accommodations and a Game function. See Appendix 4. The start page of the mobile application can be seen in figure 6.6.

Figure 6.6. A wireframe from the start page of the mobile application.
6.4.1 Mobile Application functions
The five different main functions for the mobile application.

Personal Information
Beneath personal information, all the travel information that comes from what the user have booked with KILROY. As an example: to be able to see flight schedules, booked accommodation and activities. Backpackers can also choose to rate accommodation and activities to collect points.

Contact
Beneath contact, backpackers are able to contact and ask for tips from other backpackers and have a direct contact to KILROY.

Offers
Beneath offers, backpackers can see what KILROY offers for activities nearby where the backpacker is located. This will be as a top list of activities and after the users own interests.

Accommodation
Beneath accommodations, backpackers can see which hostels and hotels KILROY cooperates with nearby where the backpacker is located, after the categories; price and rating.

Game
Beneath game, which is the playing part of the mobile application. Points will come together to achieve various forms of discounts or free stuff, such as a free meal. The game includes a function where the user can scan QR codes that will be available worldwide in various hostels that KILROY cooperates with.

8 Discussion
Backpacking is a massive movement today especially by young people that seek experiences and other cultures. All may not see themselves as backpackers but take part of the abilities that locations provides for this kind of travels. It is not important what we and other travellers call ourself, but it is the experience itself that is important and what we as travellers want to get out of it. The result of this thesis points to helping backpackers needs and give a way of support. Backpackers needs can be different from one another, depending on the person who is backpacking. Some want to find there own way and others wants help with it. The import things to consider when designing for backpackers is that it shouldn't be time consuming and it should be easy to use. I believe that the design should not be ”over the top”, because it is not necessary to find and new cool innovative design that would revolutionise the backpacking way. Because people have already found what they want to do, and it is to see the world and meet new people. So the best thing would be to help and support what they already want.

So in this thesis I have suggested a system that could make it easier and perhaps safer for backpackers. A system where people help each other to recommend experiences and locations, have the ability to send out requests for advice and also meet up with other backpackers who are in the
same location. I hope this will increase the confidence of backpackers to go to locations that are more remote, try new things, meet people they don't expected to meet. It can enhance the group formations so that they can explore things together instead of alone, and build up more group activities. So you can say that backpackers would help each other to explore the world and build new possibilities to communicate, with the hope that they get more out of their travels and feel satisfied and pleased.

Today backpackers are using different social medias and other forms of interactive ways to communicate with people back home but also with other backpackers. But it is not sure that this is the most important part when it comes to the experiences. Because experiences seems not to be something that backpackers prefer to gain through an interactive device. They want to experience the world and not do that through support from some technical solution. It would be better to just help them in the right direction and support backpackers needs before and after, instead of during an experiences. Because, at the same time as backpackers say that they want to experiences other cultures, be daring and go to new places and meet locals that not ordinary tourist does, (Richards, & Wilson, 2004a). It has been showed in studies that many backpackers spend more time with other backpackers, which make the backpackers only meet locals from time to time, (Wilson & Richards, 2008). This can feel a bit counter intuitive. Hottola, (2005), says that people do this because if feels more like home and more safe and they feel that they are in control of the situation. So if you can find the right tool that can take backpackers away from this behaviour and make them come in contact with others that want to experience the location and the culture, it might be easier to do it with someone else that also wants the same thing, then to do it by yourself. So if we can connect the right people to each other it might feel safer and they can get more out of the travel than they expected.

In both the focus group and in the survey, it showed that people trust in friends or other travellers firstly, which is not that surprising after all. Trust in companies can occur when the travel consultants have been at a location themselves. To take part of travel experiences from other travellers to find the right choice for them was also something that people would consider to do. Backpackers and "normal" tourists reason in the same way about these two questions. Probably, it has to do with how people typically reason about things at home as well, where people ask their family and friends for advice. So it is important to form the design and interaction so it gives a trust for the users, so they can fell more safe and secure in their choice. To give something that points to things that feels familiar and easy to relate to.

"Normal" tourists don't look for other travellers to meet, if it happens, it happens. If they meet others, it is often at restaurant, hotels and at the pool i.e. places nearby or at their accommodations. Backpackers on the other hand seek new contacts with other backpackers and they meet others at accommodation, on activities and when they are on the move. This has probably much to do with that backpackers have a different way to travel and move around more then "normal" tourists. Backpackers are also out and do more activities than "normal" tourists. So it becomes more natural to seek contact with others at places like these. Therefore I suggest that, if you are to design for backpackers the interaction needs to be outlined according to the backpackers way of travel.
Meaning that it need to give room for backpackers to use the application in places where they have time and not take away time from there other activities.

Backpackers have been described as “experiences hungry” which indicates that many backpackers will experiences it all and therefore take part in many activities. Travel experiences is something that differs among people but is something that sticks to you. A definition made by one of the participants in the survey have stuck to me;

- “A travel experience is something that will get stuck in your soul and make an impact on your senses at that moment. Sometimes you can't know if it is an experience directly, it is often first after a while when you remember and it brings the same feelings back again”

Memorable travel experiences seem to have a lot to do with dreams, and when people can fulfil their dreams, great experiences emerge. To succeed in fulfilling a dream feels important when it comes to travel experiences. Fulfilling something that has been a goal a large part of your life. Interests has shown to have a big impact, where backpackers has an interest for something that can become the most memorable travel experience. Because they already enjoy what they are doing and when something special happens it makes it a memorable travel experience. Accomplishing something is also a big factor, when backpackers has to put in an effort by themselves, that can be demanding and hard. These three factors are what seems to create the greatest memorable travel experiences.

As the concept of flow indicates, when the balance between one’s skill to act and the opportunities available are large, the feeling of flow occurs. Similar, the results has shown how backpackers define some travel experiences. Here participants in both the focus group and in the survey describe how they have made something that they didn't think that they could do. Like the participants in the focus group that wandered up a mountain in New Zealand and she had had the feeling of not make it to the top. When she did, the feeling of that she had made it struck her and those small moments can be the unforgettable ones and create a great experience.

This is one example to why I believe that the application should only be used at locations where the backpackers have the time to use the application. Because when that unforgettable moment accuser, the application wouldn't serve any purpose. It would probably feel a bit more as it would intervene on that precious moment and ruin it for the traveler. So there for, designing should be design after the backpackers way of travel, meaning that the application should only serves as tool for the greater experience on the journey, and be used where the backpackers have time to use it. By doing this, you remove those factors that would interfere with those unforgettable moments that might happen.

And by integrating a social aspect in the application it would give the application a higher value than just a source of information. This would give the backpackers a chance to localise others and ask about tips and advice for things to see and do. They can meet up with others and form a group activity or help others with information about good or bad things. Giving the backpackers the possibility to give each other a greater and unforgettable experience.
It has been shown that if a mobile application is hard to understand and if there is too much information to take in for the user, the mobile application can be removed quickly and replaced with another. The amount of main functions have been set to 5 and the number of clicks have been set to be a maximum of 3, with the exception when the user needs to get and use a larger map on the screen. This has been done to make the mobile applications easy to navigate. It have also been shown that people already connects through Facebook, so the best way would probably be to not make a system that tries to work in the same way as Facebook. It is better to do something that can be connected to Facebook and then fill some other needs for backpackers. This is because Facebook have so many users and a lot of people are using it already, so it can be difficult to get people to move from such a big medium and Facebook seems to be something that is used often by backpackers.

The context and environment in which the system is to be used in is accommodations and hostels. This is because the problem of getting Internet and Wi-Fi in other places. The most common area where backpackers used their devices was at the hostels as well. When people are at their accommodation they often have time to spare to go out on the Internet. It would not be a good idea to interfere outside the hostels and accommodations because the system would compete with the backpackers activities and travel experiences. The reason why people are travelling is because to experience the world, not to see it through their devices. But when they are at the hostels there is time, and people already are using that time to go on the Internet, as shown in both the focus group and the survey. Often the Wi-Fi is free so it wouldn't cost the backpackers no money to use. This can be a critical factor, because backpackers are budget travellers and want to use their money one other things.

The system needs to give something back to the users, users need to be rewarded and acknowledges when using the mobile application. Because backpackers will fill the mobile application with reviews of experiences and hostels. It can be important, to find a good way of ”call to action” to make the users want to take part and interact. One solution that can be a way to wake backpackers interest is to give them some form of discount. It can be something as a free meal, a free night at a hostel, discount on their next booking with KILROY. Something that can help them to save money. The game part of the mobile application can be a way to do this.

7 Conclusion

Mobile phone showed to be the most common device to bring on a travel, so a mobile application could be something that would be right for it’s time. Computers and tablets were also used to a certain degree. The devices were used to connect to free Wi-Fi at accommodations, both for backpackers and non backpackers. Backpackers wanted to get in touch and communicate with the ”world” and search for different things that they might have need of. A reason for having devices with them on travels is that it’s relatively simple to go online using free Wi-Fi’s today. Another reason was that backpackers didn't feel the need to use the computers at the Hostel’s. The non backpackers also used their devices to connect to Wi-Fi at their accommodations. But mostly they used mobile phones to keep contact with family and friends from home but also used it for safety reasons, if anything bad should happen to them during their trip.
Backpackers and non backpackers retrieve information, regarding activities and needed information in a similar way. Both groups talked with the locals and the staff who works at their accommodations. Internet forums and other webpages like Facebook were some things that were used. Asking around at travel centres could be one choice. Posters, brochures and billboards could also attract their attention. Backpackers talked to others backpackers about what they had done at different locations in order to get tips. To checkout a location back home in advance, was something that only the non backpackers indicated. There was a indication that the options available today, already satisfied some of the participants in the survey. To have all needed information at one place on the Internet would be a good idea for some. Others wanted the information in SMS form or in a mobile application.

All in the focus group and 10 of the 12 backpackers in the survey wanted to meet other backpackers. In places like accommodations, on activities, in pubs or on the road is where backpacker like to meet. The levels of interest to meet other backpackers could depend on if they were out backpacking alone, in pairs or in larger groups. Backpackers who travelled alone or in a pair showed a bigger interest of seeking new connections with other travellers. One backpacker said:

"I often try to book a tour at the destination where I don't know anyone to meet other people, because I think it is important with the exchange with other travellers"

The non backpackers meet other travellers mostly in common areas. The three places that non backpackers meet other travellers were in the pool/beach, at the hotel or at a restaurant/pub. Many of the non backpackers don't look for new meetings with others, but don't have anything against it either.

Travel experiences can take many forms. Experiences don't necessarily need to be something that is great, it can be an experience that have gone totally wrong but still stands out as an experience. Everything have the opportunity to be an memorable travel experiences, good or bad. It is individual and personal and have much to do with interest, dreams and accomplishments. When a dream is fulfilled, everything comes together and create a memorable travel experiences. It is those specific happenings in the experience that characterise it to stand out from other experiences. A memorable travel experience is nothing backpackers experience every day and those may only happen once in a lifetime and you will remember them forever. Travel experiences can be something that the backpacker accomplish, something demanding like climbing a mountain or walk long distances. Small moments can be the unforgettable ones and can create a great experience. One backpacker said that an experience is:

"A travel experience is something that will get stuck in your soul and make an impact on your senses at that moment. Sometimes you can't know if it is an experience directly, it is often first after a while when you remember and it brings the same feelings back again."

The three things that seems to create the most memorable travel experiences haves to do with interest, dreams and accomplishments.
One important thing to consider when designing for backpackers, is in which context this kind of mobile application are to be used. Free Wi-Fi is often used by backpackers at their accommodations. So this can be a good environment to design for. Some kind of reward and attention to users can be factors to consider, so the mobile application will get users. Since backpackers are living on a small amount of money, discounts and free stuff can be tempting. Backpackers rely on other backpackers to get tips about activities and experiences. So by building an mobile application on what other backpackers thinks can be a way to help and enhance the backpacking experience. To have a serious profile and a simple navigation is important, since backpackers want to experience the "world" by themselves and not through a device. To have functions that can personalise an mobile application can help backpackers find activities easier. But the information should not be overflowing and have a clean appearance with functions that backpackers can relate to like thumbs up or five stars.

When it comes to the experience design, by creating an interactive platform that contains both necessary information and other functions like creating social contacts between backpackers. The application can give life to an experience within itself. This because you give room for backpackers to used a application interactively and use it in a way that will help them get the most out of there journey.

**Future work**

Next step would be to test the mobile application toward backpackers and see how the mobile application will be received, and then further develop the concept. During this thesis, I have given my questions too backpackers that have come home from their backpacking trips, so it would be interesting to get out and ask the same questions to backpackers on the move. To see if the same findings exist there or if it would be different.

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References


Appendix 1: Focus group Presentation

1. Focus Group
   Kilroy Travels
   Jessica Helenius

2. Tonight's Agenda
   - Communication
   - Experiences
   - How should we do this?

3. Communication

4. Is there an interest to meet new people when you're traveling?

5. If yes, how do you build new contacts? And how do you maintain them?
   If no, For what reason?

6. How do people communicate with Kilroy when traveling today?

7. Brainstorming

8. Experiences
What is an travel experience?

What stands out in a good experience?

What made them memorable?

What emotions does it bring?

When you travel, would you like to be enlightened about experiences around your location?

Brainstorming

How should we do this?

BufferBusters

The World Park

McWrap

Brainstorming
Appendix 2: URL

URL for the example: Buffer Busters:
http://www.youtube.com/watch?v=MnWWEA7an0I

URL for the example: World park:
http://www.youtube.com/watch?v=7OCyfV_k2_g&feature=player_embedded

URL for the example McWrap:
http://www.youtube.com/watch?v=5Dm9Uoro0QQ&list=UU55VidkwuZEDeilqB48PrpQ&index=4&feature=plcp
Appendix 3: Survey

1. Kör: / Gender:
   - Man/ Man
   - Kvinna/ Female

2. Ålder: / Age:

3. Har du någon gång bokat din resa genom KILROY? / Have you ever booked a trip through KILROY?
   - Ja/ Yes
   - Nej/ No

4. Har du vid något tillfälle varit ute och backpackat? / Have you at any time been on a backpacking trip?

5. Då du är ute och backpackar/ reser, har du då med dig en eller flera av dessa enheter med möjlighet till Internet anslutning? / When you are out backpacking/ traveling, have you had one of more of the following devices?
   - Mobiltelefon/ Mobile phone
   - Dator/ Computer
   - Surfplatta/ Tablet
   - Annan teknisk enhet/ Other technical device
   - Inget av de ovanstående/ None of the above

6. Varför använder du dig av just den/ dessa? enheter / Why do you use these particular devices?

7. Hur tar du del av nödvändig information och erbjudande under din resa? / How do you retrieve necessary information and offers during your trip?

8. Hur skulle du vilja få sådan information istället? / How would you prefer to receive information like this?

9. Kan det vara svårt att få tag i nödvändig information, som du behöver under din resa? / Is it sometimes hard to get hold of necessary information, that you need during your trip?
   - Ja/ Yes
   - Ibland/ Sometimes
   - Nej/ No
10. Finns det ett intresse av att möta andra resenärer / backpackers när du själv är ute och reser? / Is there an interest to meet other travelers / backpackers when you travel?

Ja/ Yes
Nej/ No

11. Om intresset finns, hur brukar du då möta andra resenärer / backpackers under resans gång? If the interest exist, how do you usually meet other travelers / backpackers during your trip?

12. Hur skulle du beskriva och definiera en reseupplevelse? / How would you describe and define a travel experience?

13. Hur skulle du vilja ta del av reseupplevelser som finns i din närhet, under resans gång? / How would you like to retrieve information about travel experiences around you during your trip?

14. Skulle du kunna tänka dig att ta del av andras erfarenheter, angående en reseupplevelse, för att hitta rätt upplevelse för dig? / Would you be willing to take part of other peoples experiences, to help find the right one for you?

Ja/ Yes
Nej/ No

15. Vem litar du mest på under din resa, angående upplevelser och destinationer? En rekommendation från en vän/annan resenär eller det företaget du bokat din resa med? / Who do you trust the most during your trip, regarding experiences and destinations? Recommendations from friends and other fellow traveler or the travel agency, which whom you booked your trip?

Vän/ annan resenär / Friend/ Fellow travelers
Företaget du boka din resa med / A he travel agency

16. Vad är den bidragande faktorn till att just du tycker så? / What is the contributing factor to why you reason in that way?
Appendix 4: Wireframes

Personal Information
- My KILROY
  - Booked transportation
  - Booked offers
  - Booked accommodations
  - Rate

Contact
- My KILROY
  - Send a request
  - My Requests
  - Others Requests
  - My Contact with KILROY

Offers
- My KILROY
  - Top List
  - My Interest

Accommodation
- My KILROY
  - By ratings
  - By price

Game
- My KILROY
  - Scan
  - My score

1. Name of the application
2. Settings - The user can set their personal interests for the function offers
3. Startpage - Page that appears when the user enters the application
4. Personal Information - The user’s personal information for the trip
5. Contact - Opportunity to Connect with other travelers and KILROY
6. Offers - KILROY’s offer of activities, day trips, etc.
7. Accommodation - Accommodations that KILROY cooperates with.
8. Game - A game where users can earn points to gain access to discounts and free stuff

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Example of how the QR code might look like.

Where the user can scan the QR codes that exists in different hostels.

Where the user can view the score and see what’s possible to gain.
As an example, some form of discount, free meal or accommodation.

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**Game**

Step 1
- My KILROY
  - Scan

Step 2
- My KILROY
  - QR code to scan
  - Scan - button
  - Information
  - Score

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Lorem ipsum dolor 20

What can I get

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Step 1
- My KILROY
  - Score
  - What can I get - button

Step 2
- My KILROY
  - Information on what the user can get for something at a certain score
  - Image
The users booked transportation, bus, plane, boat, etc.
The users booked offers, sorted by date
The users booked accommodations, sorted by date
Here all the bookings from offers and hostels are gathering after that the user has been on them. The user can then rate, and at the same time gather points to the game.
Contact

1. Send a request
   Users can send out questions and request to other backpackers’ travellers. With the help of two categories:
   - My Requests
     Request that have been send out by the user is gathering here.
   - Others request
     Users can see what other users have asked and participate in the discussions.
   - My Contact with KILROY
     A direct contact for questions with the travel consultant at KILROY that the user have bought the trip from.

Step 1
My KILROY

- Tips
- Contact

- Send

Step 2
My KILROY

- Tips
- Contact

- Send

Appendix 4: Wireframes

3
A top list with a certain amount, for the specific location and vicinity. Based on reviews from other travelers experiences.

A list based on the users personal interest, that can be manage under the system settings.
Accommodation

1. By ratings
2. By price

A list of hostels/hotels according to rating
A list of hostels/hotels according to price

Figure 1: A larger map

Appendix 4: Wireframes