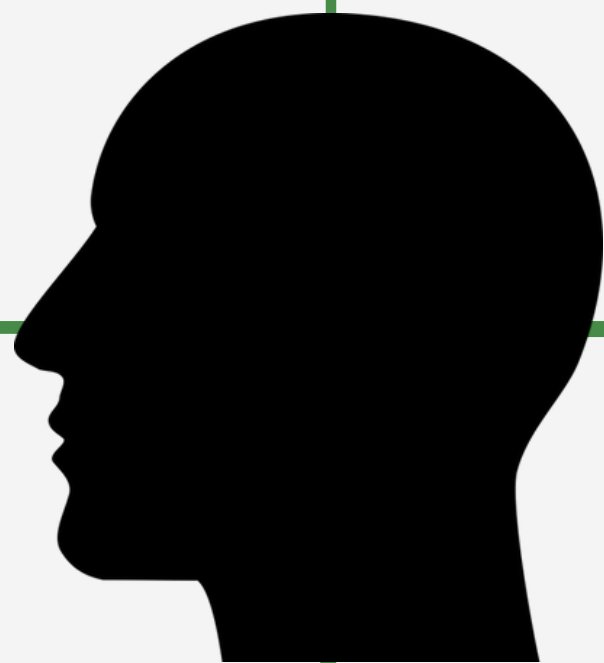
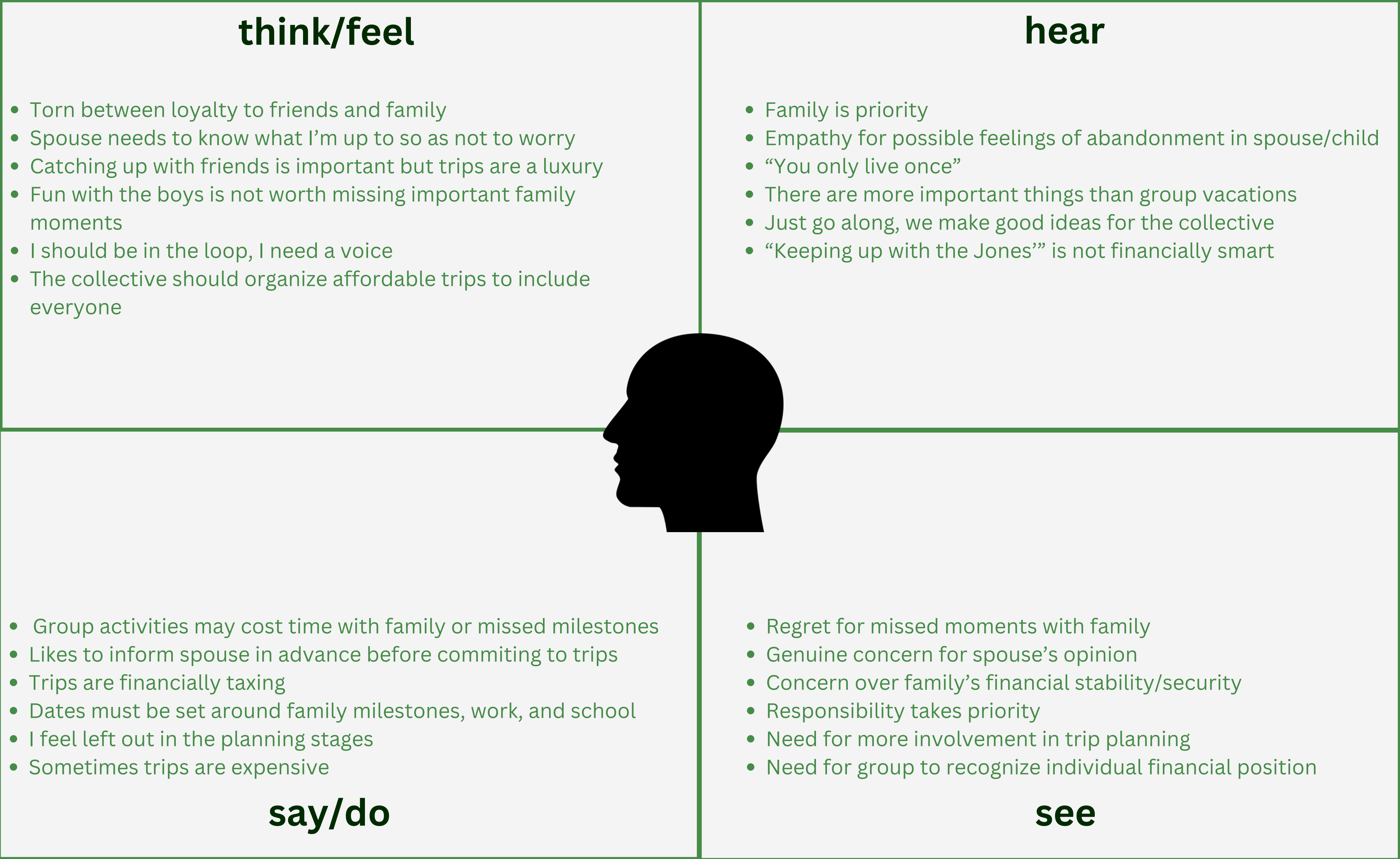


Empathy Map

We explore the minds of our interviewees to understand why group trips never leave the group chat

Pains

- 1 Lack of commitment from participants
- 2 Feel bummed when trips die at the group chat
- 3 Missing out on family milestones
- 4 Convincing a spouse about a short-notice trip
- 5 Financial limitations
- 6 Considering everyone's schedule in planning



Gains

- 1 Opportunity to catch up with old friends
- 2 Getting to finally go on a group trip
- 3 Plan around everyone's s schedule
- 4 Accommodate every participant' financial position
- 5 Appease worried spouses
- 6 Get everyone involved in contributing ideas and settling on a fair budget

