1. **Target Audience**: Who are your ideal users? Are they families, friends, corporate groups, or another demographic?
2. **Current Solutions**: What tools or websites do you currently use for group travel planning? What do you like or dislike about them?
3. **Pain Points**: What challenges do you face when planning group travel? How do you currently manage itineraries and payments?
4. **Feature Preferences**: Which features would be most valuable to you in a group travel planning website? (e.g., itinerary sharing, payment tracking, integration with travel sites)
5. **Budget Considerations**: How much are you willing to pay for a service that simplifies group travel planning? Would you prefer a subscription model or a one-time fee?
6. **Technology Use**: How comfortable are you with using online tools and websites for travel planning? Do you prefer mobile apps or desktop platforms?
7. **Competitor Analysis**: Are you aware of any existing platforms that offer similar services? What do you think of them?
8. **Social Features**: How important is it for you to have social features like chat or voting within the platform?
9. **Security Concerns**: How important is data security and privacy when using a travel planning website?
10. **Feedback and Improvement**: What additional features or improvements would make a travel planning website more appealing to you?