## Step 6 (Full Life Cycle) Worksheet

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| Sketch of How the End User Currently Solves Their Problem (or Doesn’t) |
| Nikos Georgiou, like many digital nomads and eco-conscious travelers, currently relies on a mix of online research, word-of-mouth, and trial-and-error to find authentic, off-the-beaten-path experiences while traveling.   1. **Determining the Need & Catalyst for Action**   Nikos seeks meaningful local experiences that align with his values: slow travel, cultural immersion, and sustainability. The catalyst could be planning for an upcoming trip, realizing a lack of reliable recommendations, or a disappointing experience with mass-market travel guides.   1. **Finding Out About His Options**   Searches online using for example Reddit (r/solotravel, r/digitalnomad), Telegram groups, and niche travel blogs. Asks for recommendations in Nomad List, Couchsurfing, and Discord communities and relies on trial-and-error or local conversations after arrival.   1. **Analyzing His Options**   Compares experiences based on authenticity, sustainability, cost, and uniqueness. He reads reviews, asks in forums, and looks for local expert recommendations.   1. **Acquiring the Experience or Service**   Directly books through local tour operators, Airbnb Experiences, or boutique travel agencies. Sometimes makes last-minute decisions based on recommendations from hosts or other travelers.   1. **Payment Process**   Uses credit cards, PayPal, Revolut, or Wise for payments. Prefers cash-free transactions but is sometimes forced to use cash for small local businesses.   1. **Installation or Setup**   Downloads apps like Waze. Alse, saves addresses, offline guides, or custom Google Maps itineraries.   1. **Using & Getting Value**   Engages in the experience, looking for personal connection and local authenticity. Captures moments via sketching, journaling, or photography. Reflects on the experience, sometimes blogging or sharing insights.   1. **Determining Value Gained**   Measures value based on emotional fulfillment, cultural depth, and learning. Rates experiences based on uniqueness, ease of access, and cost-effectiveness.   1. **Buying More Experiences**   If a previous experience was great, seeks similar recommendations from the same source. Engages with loyalty programs, referral discounts, or community-driven platforms.   1. **Telling Others About It**   Shares experiences in Nomad List, travel Telegram groups, and Reddit discussions. Posts on social media (Instagram Stories, Threads, niche Facebook groups, or blogs). Gives direct referrals to fellow travelers he meets on the road. |

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| Full Life Cycle Use Case Worksheet << NOTE TO TYPESETTER: MAKE THIS LANDSCAPE / FULL PAGE >> | | | | | | | | | | |
| **Stage #** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| Action | ***How do they determine need & what is their catalyst to take action?*** | ***How do they find out about their options?*** | ***How do they analyze their options?*** | ***How do they acquire your product?*** | ***How do they pay for your product?*** | ***How do they install or set up your product?*** | ***How do they use and get value out of your product?*** | ***How do they determine the value they gain from your product?*** | ***How do they buy more of your product?*** | ***How do they tell others about your product?*** |
| Who is involved | |  | | --- | | **Nikos, online communities, travel influencers** |  |  | | --- | |  | | |  | | --- | | **Nikos, local travel groups, niche apps** |  |  | | --- | |  | | |  | | --- | | **Nikos, review platforms, digital nomad forums** |  |  | | --- | |  | | |  | | --- | | **Nikos, local tour operators, travel apps** |  |  | | --- | |  | | |  | | --- | |  |   **Nikos, digital payment providers** | |  | | --- | | **Nikos, app providers, tour operators** |  |  | | --- | |  | | |  | | --- | | **Nikos, local guides, community hosts** |  |  | | --- | |  | | |  | | --- | | **Nikos, travel forums, personal journaling** |  |  | | --- | |  | | |  | | --- | | **Nikos, repeat businesses, referral programs** |  |  | | --- | |  | | |  | | --- | | **Nikos, online travel communities, social media** |  |  | | --- | |  | |
| When | |  | | --- | | **Before or during trip planning** |  |  | | --- | |  | | |  | | --- | | **During research phase or arrival** |  |  | | --- | |  | | |  | | --- | | **Before purchase** |  |  | | --- | |  | | |  | | --- | | **Last-minute or pre-planned** |  |  | | --- | |  | | **Online before experience or on-site**   |  | | --- | |  | | |  | | --- | | **Before the experience** |  |  | | --- | |  | | |  | | --- | | **During experience** |  |  | | --- | |  | | |  | | --- | | **After experience** |  |  | | --- | |  | | |  | | --- | | **After a great experience** |  |  | | --- | |  | | |  | | --- | | **After the experience** |  |  | | --- | |  | |
| Where | |  | | --- | | **At home, in coworking spaces, or on the road** |  |  | | --- | |  | | |  | | --- | | **Online (Reddit, Nomad List, Telegram, Discord)** |  |  | | --- | |  | | |  | | --- | | **Online and local sources** |  |  | | --- | |  | | |  | | --- | | **Online (Airbnb, Tourmate) or in person** |  |  | | --- | |  | | |  | | --- | |  |   **Online (PayPal, Revolut) or in-person cash** | |  | | --- | | **Mobile apps, Google Maps, saved recommendations** |  |  | | --- | |  | | |  | | --- | | **In the experience location** |  |  | | --- | |  | | |  | | --- | | **Personal reflections, online reviews** |  |  | | --- | |  | | |  | | --- | | **Repeat locations or new recommendations** |  |  | | --- | |  | | |  | | --- | | **Online forums, blogs, direct conversations** |  |  | | --- | |  | |
| How | |  | | --- | | **Identifies personal needs (authenticity, cultural depth)** |  |  | | --- | |  | | |  | | --- | | **Uses niche platforms and word-of-mouth** |  |  | | --- | |  | | |  | | --- | | **Reviews social proof, evaluates costs, checks sustainability** |  |  | | --- | |  | | |  | | --- | | **Books directly or through trusted travel networks** |  |  | | --- | |  | | |  | | --- | |  |   **Digital**  **payment, sometimes forced to use cash** | |  | | --- | | **Saves recommendations, preloads maps and details** |  |  | | --- | |  | | |  | | --- | | **Engages fully, documents with sketches/**  **journals** |  |  | | --- | |  | | |  | | --- | | **Reflects on personal and social impact** |  |  | | --- | |  | | |  | | --- | | **Looks for similar offerings or incentives** |  |  | | --- | |  | | |  | | --- | | **Writes about it, shares in forums or travel groups** |  |  | | --- | |  | |
| Misc. | |  | | --- | | **Relies heavily on community validation** |  |  | | --- | |  | | |  | | --- | | **Prefers independent sources over commercials** |  |  | | --- | |  | | |  | | --- | | **Skeptical of tourist traps** |  |  | | --- | |  | | |  | | --- | | **Prefers direct engagement with locals** |  |  | | --- | |  | | |  | | --- | |  |   **Cash-free preferred but adapts if needed** | |  | | --- | | **Technology-driven but minimalist** |  |  | | --- | |  | | |  | | --- | | **Experience-driven, not just transaction-focused** |  |  | | --- | |  | | |  | | --- | | **Emotionally and intellectually assesses** |  |  | | --- | |  | | |  | | --- | | **Repeat user if strong emotional connection** |  |  | | --- | |  | | **Willing advocate for meaningful experiences** |

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| Sketch of How End User Will Use Your Product |
| 1. **Nikos opens Tourmate to check local insights before arriving.** 2. **Filters experiences based on authenticity, sustainability, and personal interests.** 3. **Saves experiences for offline access & bookmarks user-generated local insights.** 4. **Connects with like-minded locals or travelers to share an experience.** 5. **Pays seamlessly using preferred digital wallets.** 6. **Uses in-app navigation, real-time tips, and cultural context.** 7. **Reflects on the experience by journaling or sketching, then rates the experience.** 8. **Engages in loyalty programs, discounts, and referral incentives for future travel.** 9. **Shares insights in travel communities, growing the platform’s credibility.** |

### Reflection on Full Life Cycle Use Case

1. Looking at these worksheets now, where do you see the gaps in your understanding?

**Adoption Barrier Concerns: Will Nikos trust Tourmate over his existing methods (Reddit, Telegram)?**

**Monetization Challenge: What pricing model ensures sustainability while maintaining accessibility?**

**User Retention & Engagement: How do we encourage repeat usage instead of one-time exploration?**

1. How do you intend to fill those knowledge gaps?

**Conduct direct user interviews with digital nomads to validate adoption concerns.**

**Run A/B tests on pricing models (freemium vs. subscription vs. pay-per-experience).**

**Develop gamification & community engagement features to drive repeat usage.**

1. Which stages of the Full Life Cycle Use Case are you most concerned about as posing risks to the adoption of a new solution?

**Stage 3 (Analyzing Options): If Tourmate doesn't immediately stand out against trusted sources, users may ignore it.**

**Stage 5 (Payment Process): If users hesitate to pay upfront for recommendations, monetization will be difficult.**

**Stage 10 (Referral & Word-of-Mouth): If users don’t actively promote the platform, growth may be slower.**

You have completed your first draft of the Full Life Cycle Use Case! You are probably at least a bit uncomfortable with some aspects of it, and that’s understandable; plan to circle back to it as you complete additional steps and gain more understanding. But let’s keep moving forward and start to define what your product would be within this overall context.