

Holiday Planning with Friends: Problem Statement

Research Summary

From the interviews with six individuals who regularly plan holidays with friends, several key pain points emerged:

- Coordination challenges across different schedules and preferences
- Financial management tensions and contribution delays
- Activity preference conflicts
- Communication and decision-making inefficiencies

Key Insights from Empathy Map

Pain Points

- Late/missing financial contributions create tension
- Difficulty getting group commitment and consensus
- Pressure to participate in unwanted activities
- Complex coordination across different schedules

User Needs

- Clear financial tracking and management
- Flexible activity planning that respects individual preferences
- Efficient group decision-making processes
- Better schedule coordination tools

Problem Statement

How Might We help friends efficiently coordinate their holiday plans while managing shared expenses and respecting individual preferences?

This Problem Statement addresses the core coordination challenges, includes the critical financial aspect, acknowledges individual preferences, remains solution-agnostic, and offers sufficient scope for innovation.