## BASIC INFORMATION

NAME: Paul Joseph

AGE: 25

LOCATION: Abuja, Nigeria.

PROFESSION: Marketing Manager

## DEMOGRAPHICS AND PSYCOGRAPHICS

1. TRAVEL HABITS:

   ~ International trips 3-4 times a year

2. TECHNOLOGY USAGE:

   ~ Highly tech-savvy

3. PREFERRED TRAVEL EXPERIENCES:

   ~ Cultural experiences, adventure, relaxation

## PAIN POINTS

Overwhelming options, lack of personalization, time-consuming planning.

## NEEDS & GOALS

Save time, reduce stress, discover unique experiences.

## SCENARIO

Paul is planning a 7-day trip to Japan. He inputs his preferences into the AI-Powered Travel Planner. The app generates a detailed itinerary with recommended activities, restaurants, and transportation options. Paul reviews the plan, makes a few adjustments , and shares the final itinerary with his travel companion.

## USER RESEARCH

| KEY FINDINGS | DETAILS |
|---|---|
| 1. Pain Points | • Overwhelmed by too many options.<br>• Lack of personalization.<br>• Difficulty modifying itineraries. |
| 2. Behaviors Recommendation | • Prefer intuitive and time-saving apps<br>• Rely on reviews and recommendations |
| 3. Frustrations | • Generic recommendations<br>• Poor user interfaces. |

## COMPETITOR ANALYSIS REPORT

| COMPETITOR | FEATURES | STRENGTHS | WEAKNESSES |
|---|---|---|---|
| 1. TripIt | • Organizes travel plans into a single itinerary. | • Easy to use, saves time | • Lacks AI-powered personalization. |
| 2. Hopper | • Predicts flight and hotel prices using AI | • Great for budget-conscious travelers. | • Focuses only on bookings. |
| 3. Utrip | • AI-powered itinerary generator. | • Highly personalized travel plans. | • Limited editing capabilities. |

## SWOT ANALYSIS REPORT

### STRENGTH

1. AI-powered personalization.
2. Intuitive and interactive UI.

### WEAKNESS

1. Dependence on accurate user inputs.
2. Potential high development costs.

S W O T

### OPPORTUNITIES

1. Growing demand for personalized travel solutions.
2. Integration with popular APIs

### THREAT

1. Competition from established travel apps.
2. User resistance to adopting new apps