Assignment 3 – User Flows

Target customer segment:
Working professionals: People who are occupied with work and do not have enough time to do research and book a fun trip for themselves.

Problems to be solved:
When I think of the travel experience as a holistic idea, I believe it involves from planning a trip to completing the journey.
The current issues I feel working professionals face are:
1. Building an end-to-end trip:
    a. Firstly, since they are occupied with their work, not many have the time to plan a trip. Apart from deciding on a destination, there are multiple things to cater to, to think of. It becomes a tedious job when people have to do extensive research in order to understand what places they want to visit, what kind of weather they would be facing, and what the requirements would be. Hence, I feel that helping them build an end-to-end itinerary without the hassles of having to do much work would be very helpful.
    b. Secondly, I feel that once they have the itinerary built out, a checklist for essentials that need to be carried would be very helpful. This ensures that they are well prepared for the trip.

Travel flow today, and issues working professionals face:
Figma User-Flow (with issues)

Ideal flow:
Ideal User-Flow