Customer Journey Map

Explore with AI: Custom Itineraries for Your Next Journey

Individual Project by **Gandi Rajesh**

Traveler Profile

A traveler who enjoys exploring new places and is seeking an easier way to create personalized itineraries using AI technology.

- Awareness
- Thoughts
- Opportunities
- Emotions

	Awareness	Consideration	Decision	Usage	Reflection
	Needs structured, personalized travel plans	Explores AI tools to simplify trip planning	Chooses the 'Explore with AI' platform to create an itinerary	Uses the platform to generate and refine their itinerary	Reviews the custom itinerary and reflects on the trip
	Starts searching for ways to plan a multi-day trip efficiently	Looks up Streamlit and other AI travel tools online	Tests the platform by entering travel preferences	Fine-tunes and exports the itinerary as a PDF	Missed a few desired locations in the itinerary
	☺ Goals	✉ Actions	💬 Thoughts	👍 Thinghts	💡 Opotunities
	Starts searching for ways to plan a multi-day trip efficiently	Looks up Streamlit and other AI travel tools online	"This AI tool looks promising"	Worried the AI won't capture my true preferences	Misl-en fow trip feedback to refine itinerary and add more points of interest
	Overwhelmed by scattered travel information & manual planning	Uncerain if the platform will meet expectations	Worried Is AI won't capture my true preferences	Finding the perfect balance between activities	Missed a few desired locations in the itinerary
	Promote the platform through SEO, content marketing, and social media	Educatee users on how it works with an engaging demo or tutorial	Offer trial period or sample itheranes to showcase value	Provide intuitive adjustments, easy PDF export, and photo-rich	Gather post-trip feedback to refine itinerary and add more points of interest