

**Find the best holiday deals
so I can make an informed
decision about
where to go next.**



desired outcomes



functional job

- Be able to get the best deal for the next trip.
- Be able to save cost for the trip expenses.
- Minimize the time it takes to find the ticket, hotel, etc... for the trip.



emotional job

- Be able to feel like unbelievable luckiness and proud to have found the best deals.



social job

- Be able to others would like to get some advice on the best holidays deal from you.

Job to be done