User	Need	Insight
Travelers, whether solo or in groups, who want to explore new location or places among city.	To find personalized, engaging experiences based on their preferences, time, and group dynamics.	Solo travelers seek unique, introspective experiences and opportunities to meet new people, while groups prefer activities that cater to collective enjoyment and create lasting memories. Both value efficiency in planning to avoid wasting time.
Elderly individuals looking for peaceful, accessible, and meaningful places to explore or visit.	To discover serene and culturally rich places that are easy to navigate and provide a sense of relaxation or spirituality.	Older adults prioritize comfort, accessibility, and peace, often avoiding crowded or physically demanding activities. They seek destinations that connect them with nature or cultural heritage.
Busy professionals traveling for work or leisure, often with limited time.	To maximize their downtime with quick, enriching, and stress-free experiences near their location.	Professionals often struggle to balance work commitments with exploring new destinations. They value activities that are conveniently located, time-efficient, and help them relax or recharge.