Journey Map

search	Enter	Engage	Exit	Extent

Thoughts & Feelings

"where should I go this weekend"?

"Hope this app actually gives relavant spots

"Nice I like how it adjusts for my mood."

"Let me tweak this plan."

"This plan looks perfect for my vibe."

"I'd recommend this to my friends!"

"I want more suggestions like this

Pain Points

Too many generic recommendations.	Confusing filters or overwhelming input steps.	Unclear plan details or crowded/weather concerns.	Lack of trust in AI suggestions.	No follow-up or way to save/share trips

Journey Actions

Opens app, selects "Plan a Trip" Enables location	Sets preferences: budget, type (adventure, wellness), travel style (solo, group)	AI suggests destinations with real-time crowd/weather data. User edits or accepts.	Finalizes itinerary or bookmarks plan.	Gets reminders or similar trip ideas via notification or email

Emotional Experience

Curious, hopeful	Engaged, slightly cautious	Satisfied, excited, impressed	Confident, empowered	Delighted, trusting