

Problem Statement — Going on Holidays Project

After conducting six user interviews and synthesizing insights through an Affinity Diagram and Empathy Map, we identified that young adults in Oujda face challenges when organizing holidays with friends. The process often becomes stressful due to disorganization, poor communication, and money-related conflicts, which overshadow the joy of shared experiences.

Main Goal:

To enjoy fun, well-coordinated holidays with friends while keeping planning simple, fair, and emotionally rewarding.

Main Pain:

Group trip planning often becomes chaotic and stressful due to lack of structure, unclear responsibilities, and financial discomfort.

How Might We...

create a simple, fair, and collaborative way for friends to plan holidays together without chaos?

Synthesized from user research — Elamine Abderrahma, Zone01 Oujda (2025)