

Affinity Diagram — Going on Holidays Project

Money & Fairness

"It's fun until people start arguing about money."

"We tried Splitwise but some refused."

Uses Excel sheets to split costs.

"Everyone pays upfront, but reimbursements never happen."

Planning & Coordination

"I end up organizing everything while others do nothing."

"We talk a lot in WhatsApp but no one reads."

"My friends plan everything last minute, then someone cancels."

"Everyone wants a different date, then silence."

"Best trip ever was random, unplanned."

Decision Conflicts

"One person wants the mountains, one wants the beach."

"Four people max. After that, it becomes a debate club."

"We argue about who drives or brings what."

"Someone always wants luxury we can't all afford."

Emotional Connection

"Sometimes it's not the destination but feeling disconnected."

"We used to travel for fun, now to remember who we were."

"The photos matter more than the experience sometimes."

Need for Better Tools

"An app that decides for us would save time."

"Spontaneous trips work better than planned ones."

"Chaos is better than boredom."

"It's harder to plan as you get older."

"We always plan something, then end up gaming instead."

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by Mars

- Group holidays are exciting but often collapse under poor coordination.
- Money and communication remain the most frequent sources of tension.
- People crave spontaneity yet still want structure and fairness.
- Emotional connection and nostalgia drive their desire to travel together.