

Synthesized from 6 real interviews and Affinity Diagram Insights — elmahmoudi

Mind Map

- See
  - Endless WhatsApp messages and unread chats.
  - Friends canceling or changing plans last minute.
  - Budget arguments in group conversations.
  - Mixed levels of motivation from different people.
  - Funny memes about failed plans.

- Hear
  - "We'll plan it later"
  - "Don't stress, it's just a trip."
  - "You always take it too seriously."
  - "We'll figure it out when we get there."
  - "It's not about the money."

- Say & Do
  - "Let's organize something next weekend!"
  - Creates group chats or spreadsheets.
  - Complains about others not responding.
  - Forgets to confirm details.
  - Tries to make everyone happy but gets tired.
  - Shares pictures or memories from past trips.

- Think & Feel
  - "I just want everyone to have a good time."
  - Feels nostalgic about old trips with close friends.
  - Feels frustrated when plans fall apart.
  - Thinks group planning should be simpler.
  - Feels anxious about being the only organizer
  - Both excited and stressed at the same time.

- Pain (Frustrations)
  - Disorganization and last-minute chaos.
  - Arguments about money and fairness.
  - Unread messages and poor communication.
  - Lack of leadership or clear decisions.
  - Feeling responsible for everything.
  - Emotional distance between friends.

- Goal (Motivations)
  - Have smooth, stress-free group trips.
  - Spend quality time and reconnect emotionally.
  - Make fair, transparent plans without drama.
  - Feel included and supported by friends.
  - Enjoy spontaneity but with basic structure.
  - Create lasting memories together.

Empathy Map — Going on Holidays Project

User: Group Traveler (Friends on Holiday)

Subtitle: Understanding user behaviors and emotions during group travel planning