Taiger

YOUR PERSONAL AI TRAVEL AGENT

Role
UX Research
Product Design

Overview

Taiger is your personal pocket size AI travel agent, who helps to personalize itineraries, saves planning time, and offers AI free chat 24/7 to solve any issues you may have.

Problem Statement

How might we minimize the planning time and process, yet still guarantee a great travel experience?

Research

Primary Objective
Helping users organize trips according to their interests or occasions.

Secondary Objectives
1. Identifying user pain points when building a travel itinerary.
2. Understand user's process of choosing activities on vacation.

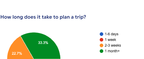
User Interview

Empathy Map

Survey

This survey focused on the overall travel planning time and travel satisfaction. 64 participants, aged 20–50, male and female. The majority of participants take 1 month or 2-3 weeks to plan a travel. The top 2 challenges while planning a trip is time consuming and information overload. Users tend to be overwhelmed with abundant but fragmented information.

How long does it take to plan a trip?



What are the challenges while planning a trip?

User Persona

Jonathan
Jonathan Kimmel
Age: 21
Gender: Male
Occupation: Student
Hometown: Los Angeles, CA
Current Residence: Los Angeles, CA
Relationship Status: Single
Hobbies: Hiking, Photography, Travel, Video Gaming
Personality: Introvert
Goals
Frustrations
Behaviors
Tech Savvy
Tech Savvy
Tech Savvy