



# Marco's Journey Map

## SCENARIO

Marco is 34 years old. He is a Civil Engineer and lives in Portland, Oregon. Marco just booked his flight to Lima, Peru. He is now planning activities for his trip and he is having a really hard time finding authentic and unique experiences.

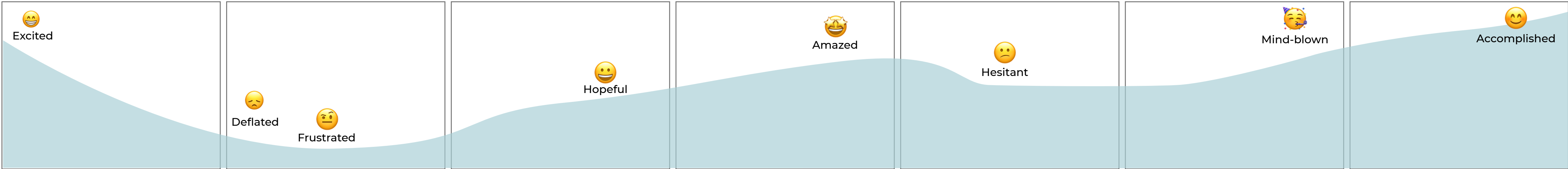
He keeps finding the same activities in all the different travel sites and nearly zero information about locals' favorite restaurants, breweries, and activities.

Marco is feeling deflated and fears that he'll end up going to all the places that are meant for tourists and miss the uniqueness of the place.

## GOALS

- Having authentic and unique experiences while traveling
- Maximizing his time and budget choosing the right things to do and places to eat
- Staying away from tourist traps and get to discover the essence of a place through authentic food and beer

## FEELINGS



## Booking a flight   Researching activities   Discovering and using PukkaTrip   Submitting a poll   Reading poll responses   Enjoying an authentic trip

## DESCRIPTION

Marco just booked his flight to Lima, Peru. He is excited and wants to make sure his trip is full with unique and authentic experiences to see the real culture of Lima. He starts researching online to find what to do, where to eat, and where to find the best locally brewed beer.	Three hours later, Marco is still doing research, but now he is deflated and frustrated. All his searches give him tours to touristy spots, and high-rated expensive restaurants. Nothing seems unique or authentic.	Marco calls his friend Amanda, who is an avid traveler herself. She recommends PukkaTrip, an app that will help Marco get info directly from locals and other travelers like him.	Marco downloads the app, enters his travel destination and immediately sees local's tips and other traveler's recommendations about Lima. He is excited as everything looks so unique!	But Marco still doesn't know where to find local beer. He sees he can submit a poll. He creates an account o submit a poll and while he waits for his responses, he gets to answer a poll from another traveler who is visiting, Portland. In 2 minutes he recommends a unique experience in his town.	Pretty soon, Marco gets amazing responses to his poll. His favorite: an inexpensive Wednesday night tour of a local brewery that includes a flight of Lima's best beers. He got more than he was expecting, authentic responses from locals and fellow travelers!	Marco is enjoying a beer in Lima surrounded by locals who let him know about other four "can't miss" spots in the city. He is happy he got to enjoy this unique experience!
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## PAIN POINTS

	<ul style="list-style-type: none"><li>- Not able to find relevant information for the type of trip that he wants</li><li>- Too much time researching activities with few or no results on desired information</li><li>- Not finding information from locals about where to go so he makes sure that his time and money are well spent</li></ul>		<ul style="list-style-type: none"><li>- Is the information up to date?</li><li>- Unsure if activities/restaurants will be close to where he is staying</li><li>- Knowing that he can export his wish-list and have access to it offline, along with directions</li></ul>	<ul style="list-style-type: none"><li>- Still not able to find exactly what he is looking for</li></ul>	<ul style="list-style-type: none"><li>- Can the response be stored and kept with other responses from the same trip?</li></ul>	<ul style="list-style-type: none"><li>- Wishes we can tell other travelers about it, so they could have this unique experience as well</li></ul>
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## OPPORTUNITIES

	<ul style="list-style-type: none"><li>- Allowing user to filter info based on categories that are relevant to him</li><li>- Compiling and making easy to find information from fellow-travelers and locals based on different destinations</li></ul>	<ul style="list-style-type: none"><li>- Allowing user to filter info based on categories that are relevant to him</li><li>- Compiling and making easy to find information from fellow-travelers and locals based on different destinations</li></ul>	<ul style="list-style-type: none"><li>- Showing date tips and recommendations</li><li>- Enable respondents to include location on map</li><li>- Google maps integration</li><li>- Integrated wish list compatible for exporting to Notes, pdf, GDoc</li></ul>	<ul style="list-style-type: none"><li>- Option to submit polls to get answers to experiences/activities that are not yet addressed</li><li>- Encouraging travelers to support each other in discovering and enjoying unique experiences</li><li>- Reward user for supporting community</li></ul>	<ul style="list-style-type: none"><li>- Giving user control over responses received</li><li>- Enable a way for the user to organize information on one or more trips</li></ul>	<ul style="list-style-type: none"><li>- Send reminder along with wish list to rate activities he completed</li><li>- Give possibility to send favorites after trip</li></ul>
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