

# HOW MIGHT WE IMPROVE HOLIDAY EXPERIENCES FOR FRIENDS ?

## **INTRODUCTION**

*When planning holidays with friends, what should be a joyful experience often turns stressful due to miscommunication, differing financial expectations, and conflicting activity preferences. These challenges can lead to tension and diminish the enjoyment of the trip, which is why it is important to create strategies that make group travel more harmonious and enjoyable. This exploration was motivated by a desire to minimize stress and maximize meaningful experiences during shared holidays, ensuring everyone involved has a pleasant and memorable time.*

## **Problem Context and Background**

*Many people experience stress during holidays due to miscommunication, budgeting disagreements, and differing activity preferences when traveling with friends. Planning and organizing group holidays can often lead to frustration and conflicts that diminish the overall enjoyment of what should be a relaxing experience. By understanding the habits, challenges, and desires of people who travel with friends, we aim to develop effective solutions that address these pain points and create more harmonious and fulfilling group holidays.*

## **Problem Statement**

*“How might we improve communication, financial planning, and group dynamics to minimize stress and maximize enjoyment for friends traveling together on holidays?”*

## **Key Insights/Challenges**

- Miscommunication can lead to stressful experiences.
- Different financial expectations cause tension.
- Managing group dynamics is challenging without mutual understanding.

### ***Justification***

*Addressing these issues will make group holidays more enjoyable and stress-free, ultimately leading to better memories and experiences.*

### ***Next Steps***

*We will explore potential solutions through prototyping and further user testing.*