



Though a workaholic, Dhruv believes that “family comes first”. A married man and a father of a 5-year old son, loves goint out on vacations with his family, atleast once every year.

Goals

Channels & Touchpoints

What is he thinking or saying?



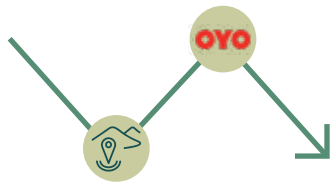


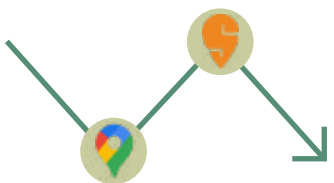

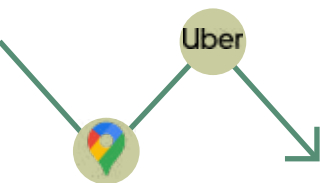

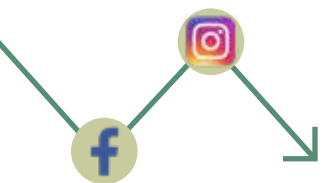




What is he doing?

How is he feeling?

Items of delight

Pain Points

Ideas and Opportunities

BEFORE THE TRIP			DURING THE TRIP					AFTER THE TRIP	
DESIRE	RESEARCH	BOOKING	ARRIVING	STAY	FOOD	ACTIVITY	TRAVEL	RETURNING	MEMORIES
-A vacation ahead... -Wants to take his family out	-Best, cheap holiday packages... -Best travel deals	-Budget-friendly stay -Should have nearby attractions to save travelling cost	-Safe, short journey -Cheap transport to hotel.	-Peaceful stay, away from the hustle and bustle of city life	-Cheap restaurants near the hotel or places of interest	-Find places where his son won't get bored, not too expensive.	-Does not want to spend much for travelling -To drive on his own	-Packing up in time, getting to airport/ station quickly -Cheap transfers	-Wants to revisit the place -Sharing pics on social media
									
“ <ul style="list-style-type: none">• Would I be able to make time for this trip?• Do I have enough savings? ”	“ <ul style="list-style-type: none">• Where should we go?• How should we go?• Can we find flight in the evening? ”	“ <ul style="list-style-type: none">• Where will we stay?• Will the hotel be good? Does it have attractions nearby? ”	“ <ul style="list-style-type: none">• How far is the hotel from airport? How do we get there? ”	“ <ul style="list-style-type: none">• Let's explore the neighbourhood!• So much hustle & bustle around here!• Free breakfast? ”	“ <ul style="list-style-type: none">• How far is a good restaurant?• Is it affordable?• Is there Indian on the menu? ”	“ <ul style="list-style-type: none">• Where can we go?• What is the entry fee for each of us?• Any interesting activity for us 3? ”	“ <ul style="list-style-type: none">• How do we reach there?• Is there Metro?• Can I rent a car? ”	“ <ul style="list-style-type: none">• How do we get to airport, cheaply?• Should have got gifts for friends!!• Too tired! ”	“ <ul style="list-style-type: none">• Wonderful days spent!• Should share the pics on Instagram! ”
-Looking at his calendar (before & after the holiday) -Confirming the schedule of his wife & child.	-Discussing with his family to decide a place -Browsing Google and travel apps	-Asking his friends who might know about the place -Looking options on apps like Oyo	-Wandering here & there to find cabs. -Browsing maps & google to locate hotel.	-Check-in to the hotel, submitting documents -Roaming around the neighbourhood	-Asking the hotel staff for affordable restaurants nearby -Looking up for info on google	-Looking up maps -Looking up for info on google -Asking local people for directions	-Asking hotel staff to help find cabs -Booking cabs on travel apps	-Packing up -Calling cabs to get to the airport in time	-Sharing his experiences with his friends -Posting pics and writing blogs on social media
									
									
									
Going out on vacay with his family is something he looks forward to each year.	Whoo... Too many exciting places!!	Nice, cosy and comfortable stay options on the app	Such a delight to the eyes. This place is beautiful	Nice hotel, clean rooms and toilet Amiable hotel staff	Restaurant near the hotel at walkable distance!	Wonderful times spent with family	Travelling around in such a beautiful city!!	Returning home after an exciting trip	Everlasting memories of amazing moments
Past experiences have not been great always. Considering Budget	Confusing options, can't decide on one. Finding perfect travel option is difficult.	Unable to find hotel near major tourist attractions.	Tired from travelling, want to reach hotel at the earliest	Too much paper-work while checking in.	Finding restaurant in the first place, which is affordable, and has good menu.	Deciding where all to go, and what to do in the not-so-familiar city.	The major tourist spots are scattered throughout the city, increases travel fare.	Difficult to keep track of time, packing up in haste, forgetting belongings, running to catch flight	Often it gets difficult to come up with captions. Also, dilemma choosing the best photos.
Providing budget filter in searching holiday packages. Trip planning based on user schedule.	Providing location/ theme filters. Relevant filters (time, budget) for deciding travel options	Optimising hotel search to suit the needs of the user	Linking flight/ train schedule to the app & helping user to find transfer options to hotel easily	Digital check-in to save time, before arriving at the hotel (Submitting docs online)	Allowing users to browse restaurants near their stay, and letting them decide by budget/ menu preferences	Suggesting major attractions based on reviews by other app users with similar interest	Providing best routes to major tourist attractions in the city to save time and money.	Linking flight/ train schedule to the app, & setting reminders to ensure the user doesn't get late.	In-app camera, which enables media sharing across social media. Relevant caption suggestions, automatic collage creation