

WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

Travelling without an expert might be dangerous

Curious about how the trip will be organized.

You have to do a lot of research before going.

> The area might not have great Wi-fi



What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

> Check if you have everything you need with you

Places fellow travelers recommend

This location has been featured by various travel blogs

Plans trips using laptops

What do they do today? What behavior have we observed? What can we imagine them doing?

How will we decide what to do and where to go

GOAL:LEADING TRAVEL AGGREGATORS

Will I and my friends or family be safe.

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

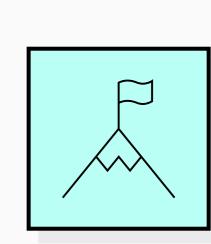
Felling great

when

others

admire the

trip



Aware of

crime ridden

areas

Nearby rest points

Instagram

stories and

locations.

What do they THINK and FEEL?

PAINS

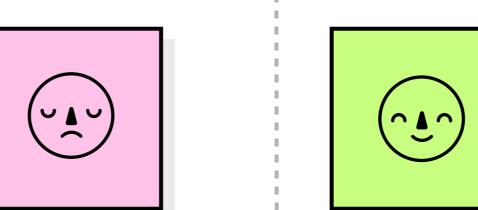
Trip information

scattered across

the apps and

websites.

What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?

Available deals and discounts.

Trip information scattered across the apps and websites.

> Recommendations are not always accurate.

Available deals and discounts.

Travel advisor.

What other thoughts and feelings might influence their behavior?

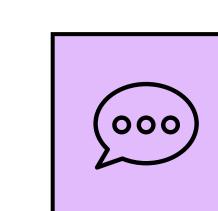
Reviews

Online blogs or posts

Travel Apps

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

I like being prepared



What do they SEE?

What do they SAY?

What have we heard them say? What can we magine them saying?

I like to plan and organize my trips.

> Keep any one person informed about my whereabouts.

I keep my trip under a fixed

budget.

I need to know that I can trust the

platform



Checks on Weather and timezones.