

Journey Map

		Awareness	Consideration	Decision		Delivery & Use		Loyalty		
Journey steps		Inspiration	Comparison	AI Curation	Co-Selection	Structured Plan	First Visit	Daily Recap	End of Trip	
User Goal		<p>Actions</p>	<p>Explore destination ideas</p>	<p>Evaluate & narrow options within time constraints</p>	<p>Reduce options into manageable shortlist</p>	<p>Finalize selected experiences</p>	<p>View optimized, sequenced itinerary</p>	<p>Execute first planned activity</p>	<p>Reflect briefly</p>	<p>Conclude experience</p>
Emotional State		<p>Add Emojis</p>					OR	<p>Evaluative → Validated trust (if successful)</p>	<p>Tired → Reinforced confidence</p>	<p>Regret-free satisfaction</p>
Pain/Friction		<p>Pain Points</p>	<p>None Yet</p>	<p>Too many options Fear of choosing wrong Limited days</p>	<p>Skepticism about relevance</p>	<p>Minor elimination doubt</p>	<p>Will this work in real life?</p>	<p>Expectation mismatch</p>	<p>None if smooth</p>	<p>None</p>
Product Role		<p>Product Role</p>	<p>No involvement</p>	<p>Entry opportunity</p>	<p>Intelligent filtering Shows visible signals:</p>	<p>Collaborative partner It guides, doesn't decide</p>	<p>Confidence-first sequencing Smooth Day 1 start</p>	<p>Deliver smooth, aligned, low-friction first experience</p>	<p>Adaptive recap: If skipped → structured reason If successful → reinforcement</p>	<p>Identity reinforcement</p>
Trust Level		<p>Trust Level</p>	<p>Neutral</p>	<p>Low but open</p>	<p>Growing but fragile</p>	<p>Moderate</p>	<p>Moderate → Rising</p>	<p>High (if validated)</p>	<p>Stabilized high</p>	<p>Very high</p>
Key Metric		<p>Key Metric</p>	<p>NA</p>	<p>Trigger point (user seeks structure)</p>	<p>Shortlist Acceptance Rate ≥ 75%</p>	<p>Selection completion rate</p>	<p>Low modification before trip</p>	<p>First-Place Rating ≥ 4/5</p>	<p>During-Trip Validation Rate</p>	<p>Return planning rate Itinerary sharing rate</p>