

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	<div>Actions</div> <div></div>	<div>Explore destination ideas</div>	<div>Evaluate &amp; narrow options within time constraints</div>	<div>Reduce options into manageable shortlist</div>	<div>Finalize selected experiences</div>	<div>View optimized, sequenced itinerary</div>	<div>Execute first planned activity</div>	<div>Reflect briefly</div>	<div>Conclude experience</div>
Emotional State	<div>👁️ Add Emojis</div>	<div>😊</div> <div>Excited / Curious</div>	<div>😬</div> <div>Overwhelmed / FOMO / Anxiety</div>	<div>😄</div> <div>Relief / Cautious optimism</div>	<div>😎</div> <div>Empowered / In control</div>	<div>😌</div> <div>Calm / Structured certainty</div>	<div>👍 OR 👎</div> <div>Evaluative → Validated trust (if successful)</div>	<div>😎</div> <div>Tired → Reinforced confidence</div>	<div>😊</div> <div>Regret-free satisfaction</div>
Pain/Friction	<div>Pain Points</div> <div></div>	<div>None Yet</div>	<div>Too many options Fear of choosing wrong Limited days</div>	<div>Skepticism about relevance</div>	<div>Minor elimination doubt</div>	<div>Will this work in real life?</div>	<div>Expectation mismatch</div>	<div>None if smooth</div>	<div>None</div>
Product Role	<div>Product Role</div> <div></div>	<div>No involvement</div>	<div>Entry opportunity</div>	<div>Intelligent filtering Shows visible signals:</div>	<div>Collaborative partner It guides, doesn't decide</div>	<div>Confidence-first sequencing Smooth Day 1 start</div>	<div>Deliver smooth, aligned, low-friction first experience</div>	<div>Adaptive recap: If skipped → structured reason If successful → reinforcement</div>	<div>Identity reinforcement</div>
Trust Level	<div>Trust Level</div> <div></div>	<div>Neutral</div>	<div>Low but open</div>	<div>Growing but fragile</div>	<div>Moderate</div>	<div>Moderate → Rising</div>	<div>High (if validated)</div>	<div>Stabilized high</div>	<div>Very high</div>
Key Metric	<div>Key Metric</div> <div></div>	<div>NA</div>	<div>Trigger point (user seeks structure)</div>	<div>Shortlist Acceptance Rate ≥75%</div>	<div>Selection completion rate</div>	<div>Low modification before trip</div>	<div>First-Place Rating ≥4/5</div>	<div>During-Trip Validation Rate</div>	<div>Return planning rate Itinerary sharing rate</div>