

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