**3. User Identification:**

Our general user base refers to individuals and groups, such as families or friends who long for personalized travel experiences. Primarily, these users are those people who plan their trips for leisure, exploration, and relaxation. The goal of our app is to make this process of planning a vacation that much easier by providing an easy-to-understand interface that contains a place where you can efficiently plan your itinerary and provide you with accurate recommendations for an unforgettable vacation. It is a very versatile app as the user base includes anyone from a tourist who travels to a different country every other month to a young adult who wants to see the world while au-paring abroad and it can even be used by older couples wanting to plan a vacation with their grandkids.

The above-mentioned general user base can be further specified into three groups, such as tourists, family travellers and budget-friendly travellers.

Tourists:

* This user group includes all the travellers who like to visit new places for sightseeing, unique cultural experiences, and adventures. They can be either tourists from abroad or within the country.
* Tourists can use the app to make comprehensive itineraries that include places to see, things to do, and places to dine.
* They can use the app to plan a day to explore landmarks, museums, historical sites, and all other sightseeing needs.
* Tourists will rely on the app for the navigation of maps, directions, as well as real-time location tracking.
* Tourists are looking for individualized suggestions based on previous experiences, as well as for local experiences, and must-see places.

Family Travelers:

* This user group refers to travelling families consisting of parents and their children. It can also include other relatives, for example grandparents or cousins.
* Family vacationers will use the app to choose locations, family-friendly activities, and accommodations.
* They will also be more likely to search for amusement parks, zoos, and other kid-friendly attractions.
* Parents will most likely depend on the app to provide contacts and medical information near their accommodation for easy access in case an emergency arises.

Budget-conscious travellers:

* Budget-conscious travellers refer to travellers on a tight budget looking for low-cost options without sacrificing once-in-a-lifetime experiences. This includes students and young adults who may be au pairing overseas in a country they have never been before and want to explore while having the opportunity to do so.
* This user group may use the app for locating inexpensive accommodation, low-cost flights, and free or discounted activities through the help of a filter on the app.
* These travellers will also be using the app for budget management which will help them track all of their expenses and enable them to see how much they still have left to spend.
* They will also use the app to locate reasonably priced restaurants and cafes.