**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. We aim to serve a wide range of users with our vacation planning app, including families, single travellers, business travellers, and regular travellers. For regular travellers, we provide easy-to-use trip planning and tailored suggestions. Real-time information and simplified trip planning are advantageous for business travellers. Features like group itinerary sharing and kid-friendly activities are appealing to families. Travelers who go alone meet people and choose places that are conducive to traveling alone. Adventurers can find heart-pounding adventures, and those on a tight budget can find reasonably priced choices. Retirees like senior-friendly lodging, and luxury tourists value personalized recommendations. Honeymooners and couples can organize romantic trips without too much hassle. Reliable Wi-Fi and co-working spaces are accessible to digital nomads. 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. We aim to make our app accessible for users all around the world and adaptable for all sorts of travelling from planning a trip for leisure or adventure. By customizing our software for various markets, we make everyone's travel experiences better!

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.
* Tourists can use the app for local event suggestions to be able to participate in the local culture activities.
* These users are also more likely to make use of the app’s feature of translating their thoughts to the local spoken language to overcome any possible language barriers. They can also make use of in-app tips on how to interact with the local people that can provide a more authentic experience.

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 emergency contacts and medical information near their accommodation for easy access in case an emergency arises. They can even make use of an in-app family locator for easy tracking of their little ones.
* Another feature that is sure to be used by this user group is the checklist feature that can help the parents check if their children have all their essential items packed.

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’s feature for real-time budget management which will help them track all their expenses and enable them to see how much they still have left to spend and help them stay within their budget limits.
* They will also use the app to locate reasonably priced restaurants and cafes.