

POV Table

User	Need	Insight
Solo Traveler	Plan a safe and structured itinerary without feeling overwhelmed.	Solo travelers often prioritize convenience, safety, and curated experiences that align with their personal interests.
Family with Kids	Find family-friendly destinations, activities, and accommodations to keep everyone happy and engaged.	Families value flexibility and need options that cater to diverse age groups and preferences while ensuring comfort.
Young Adventurers (friends)	Discover unique, adventurous, and budget-friendly options that offer authentic local experiences.	Younger users often seek spontaneous, offbeat, and thrilling experiences but need guidance to balance cost and time.
Luxury Travelers	Access premium recommendations for resorts, dining, and exclusive experiences with detailed customization options.	High-end users value exclusivity and personalized services that reflect their refined tastes and preferences.
Senior Citizens	Find easily accessible destinations, with recommendations for low-impact activities and healthcare proximity.	Older users prioritize ease of travel, comfort, and access to essential services during trips.
Shopping Enthusiasts	Explore renowned shopping hubs, local markets, and hidden gems for a complete retail therapy experience.	Shoppers desire insights into both popular and lesser-known spots to explore diverse product offerings.

How Might We

Solo Traveler

How might we design a stress-free way for solo travelers to plan safe and personalized itineraries?

How might we reduce the feeling of being overwhelmed for solo travelers during trip planning?

Family with Kids

How might we ensure comfort and flexibility for families planning trips with children?

How might we simplify finding accommodations and activities that cater to diverse family preferences?

Young Adventurers (Friends)

How might we help young adventurers discover unique and budget-friendly experiences that are spontaneous and thrilling?

How might we balance cost-effectiveness with authentic local experiences for young travelers?

Luxury Travelers

How might we provide high-end users with seamless access to refined resorts, dining, and services?

Senior Citizens

How might we ensure proximity to healthcare and essential services for older users during their trips?

How might we prioritize comfort and ease of travel for senior citizens?

Couples

How might we personalize recommendations for cozy accommodations and romantic dining spots?

Shopping Enthusiasts

How might we help shoppers explore renowned shopping hubs and hidden gems for retail therapy?

How might we curate diverse shopping options that include both popular and lesser-known destinations?