

Journey Map

STEPS	Onboarding & Setup	Trip Discovery	Itinerary Building	Confirmation	Post-Trip Sharing & Feedback
Emotion	DELIGHTED				
	NEUTRAL				
	FRUSTRATED				
Thoughts	“I want something simple that does most of the planning for me.,,”	“I don’t want to miss anything important during the trip.,,”	“Can I plan this with my friends easily?.,,”	“I hope I don’t get lost or stuck somewhere without help.,,”	“That was awesome! I want to share this with my people.,,”
Actions	Setting preferences (budget, interests, group size)	Using the itinerary builder	Personalise itinerary to allow you and your friends try new activity you like	Quest page to make your journey more interactive and fun	Sharing experiences or leaving reviews
Opportunities	Personalized suggestions based on quiz answers	Audio guides for immersive experience	Real-time local service finder (fuel, hospitals, transit)	itinerary generator	“Trip Memories.,, section to save photos, journals, and highlights