

Journey steps	Discovery	Search	Knowledge Consumption	Decision	Plan	Doubts	Mentorship	Execution	Concerns
Story	 Jenny is overwhelmed at work and hence thinking of a refreshing trip to get recharged. She starts surfing social media for travel content and checks with friends if they want to join her.	 Jenny explores different travel apps and discussion forums. She reads blogs, watches vlogs on youtube and try to gather as much information as possible through different websites and sources. She watches social media to ensure what places are trending or are offbeat with lesser crowd.	 As she confirms her interest in the location, she wants to learn about the Geography, Demography, Languages, Distance from her place, Best mode of commute, Best time to travel, Near by places, Weather of the place.	 She has decided the location and proceed to plan itinerary as per her knowledge gain. She shares itinerary plan with travel agencies or booking websites to get an idea of a budget estimation. If required, she does modify itinerary due to constraints.	 As she has planned her first draft of itinerary, the places added are all main stream places and might be too crowded which makes everything costly and less available due to high demand in peak months. So, she decides to go to offbeat places but cliché. Also she is planning for local and authentic new cultural experiences.	 She has doubts of how to plan, find stays, transportation, food information, tourist activities and attractions related to such places. She could only search and add places on itinerary but doesn't know how to plan further in detail. It started taking too much of her time to research and plan at the same time.	 She feels lost with all the planning and process. She starts looking for an experienced person among friends, relatives, travel agency or social forums if someone has travelled to the places and guide her. She posts on social forums for solutions and people do reply but she was unsure whom to believe among multiple contrast of reverts received.	 Eventually she got help from a friend. She started her trip and reached the destination. The weather started changing and she could barely step out on first day. The next day she missed the bus in the morning as she didn't know the exact time of bus departure to next location. She ended up paying more to a private taxi.	 Once she has concluded her trip, she had major concerns to work on for her future trips. She wants to spend lesser time on research and planning, she wants to spend less and experience local culture wherever she travels, she wants to feel safe even at less crowded places and she wants to share her experience as she lived with others.
Actions	Working on corporate projects Comes home, being tired & surfing internet Watching travel related content	Checks if Budget and paid leaves are there Searches what all places can be travelled to Select few of them based on preferences and start research	Explores different vlogs of travel channels on youtube Checks weather, demography, places to visit around Based on research, adds must go places and things to do in itinerary draft	gets numbers of quotations from different local travel agencies & online services Verifies all agencies past records and compare pricing based on services offered If any of them fits in the budget and has good reputation, gets shortlisted	Realises lots of places in the itinerary are mainstream & cliché Offbeat places requires personalised travel plans from agencies which costs way too much Decides to go on herself to save expenses	Modifies itinerary & Replace those places with less famous ones What activities should on indulge into, what is worth visiting and experiencing? As being on own, Checks how safe places are for travellers, weather is suitable of not	At some point of planning, starts feeling lost and need help Discusses with friends, relatives, online forums, google reviews but unsure of whom to trust Friend of a friend is local native of the place she wants to travel to. She decides to discuss and ask all the doubts before booking transports & stays.	Due to sudden change in weather she couldn't enjoy first day of the trip & got stuck into the stay Missed the public transport bus as departure time was not known, as she couldn't go out on first day She started asking information in advance, making notes and keeping reminders for important ones	Thinks about how to make research & planning easier next time Thinks about how to keep the travel budget minimum and experience maximum Thinks about how to travel solo and feel safe at the same time
Emotions									
Pain points	FOMO of not able to travel frequently due to work while watching others on social media Making a decision over Travel or not to Travel Company working for is not flexible with remote work	Sometime due to lack of leaves and budget travelling major distance is not possible Doesn't know where to find a perfect travel destination as per current mindset & need Should trust on travel influencers and trending social videos right away or do the research? Confusion	What to include in itinerary and what not to? What is the best time to go and what are the must visit places, must to activities, must try food? Is the place safe for solo traveller or group travel? How much it will cost in either way?	Travel packages from agents costs too much & talking to multiple consumes lot of time If you travel with travel agencies itinerary, they have fixed plans, stays, transport etc. You have to run as per their time and convenience Main stream travel agencies don't run based on your planned itinerary.	Offbeat places are tough to plan for, as very less information is available to plan for you have to pay extra for personalisation & customisation to the travel agencies Research and planning by self consumes lot of time and requires validation	Whom to ask doubts, discuss and take opinions/validations from? What if investing lot of time, planning and travel to a place and it is not worth much in real? Worried about the safety measures need to be taken throughout the trip	Wonders if one can live like a local while travelling, experience could be something else Are people of the place helpful? are tourists welcomed? what languages do they speak? What if my stay and food doesn't suit my taste? what will I do if need to make changes in my plan while travelling?	What if something goes wrong, whom to ask for help? whom to trust? How to try to maintain punctuality and try to reach everywhere on time? How to communicate and ask for help if no-one understands your language?	Research and Planning was too much time consuming and tiring If one could ensure safety, lots of load from luggage could have been left behind If such untouched places are exposed and over promoted, they will also get damaged by careless travellers
Backstage									
Opportunities & owners Drag and drop owners onto cards	We can provide a calendar which shows, - Public holidays - Country/State wise occasional information - If user has anything planned anytime	We can provide a basic questionnaire where user can select destinations based on, - Distance Range - Type of Landscapes - Date & Duration of Trip - Budget We can provide a Map which shows, - What locations are currently seeing highest number of tourists - In future which places will have peak months and which will be less chosen	When a user is searching and exploring a place, we can show details of the place in terms of - Geography (Where is it located?) - Distance from user's location - How to reach? Modes of travel - Best & Peak time of year - Weather through the year - Places to visit (Add to wish-list) - Languages & Currency - Approx budget estimation for a week - Show famous travel videos/reels of the place - Recent News articles	We can provide a flexible itinerary planner which allows user to, - Add place directly from map or wish-list - Add an event with date and time - Add reminders - Add notes - Add Contact - Add Image & Document - Set target for each destination added and upload proof of accomplishment. By doing this user will be creating his own itinerary footprint for future travellers.	We can onboard experienced travellers and influencers as experts who can do research and plan for one trip. The research & planning service would be paid and fully customised as per user's preferences. Once itinerary is prepared, user can pay the amount quoted and unlock/download the itinerary.	If user still has some doubts and needs clarifications, one can set a doubt clearance session with the expert who planned the itinerary. So expert can justify the choices made and explain positives and negatives of the plan.	To live like a local you need to know what is around you and how to communicate or you travel with a person born and brought up at the place. To search anything essential we can give a near by finder based on user's current location. User just has to switch location on and select what essential he/she is looking for. To give local experience and ensure safety we can provide sidekicks to be hired on daily basis. The concept is inspired by tourist guides and daily cab	To resolve language barrier we can provide an in-app AI integrated language translator. User can record video of the person speaking in any language and simultaneously AI will translate it into selected language to communicate. Also we can display basic phrases to communicate in day to day life. Other idea is to allow user to assign diamonds/coins on the map which place/spot gave a good experience and red flag to avoid circumstances. These can be visible to other travellers who are planning a trip around the same location. When other users come to pre-assigned place they can collect diamonds which can be converted into in-app benefits/discounts in future.	By hiring sidekicks for planning & travel with, users can ensure time saving and safety through out the trip. Also, it generate work opportunities for travel guides from small towns. They don't need to travel to metro cities for job opportunities. They can remain to their roots and cherish the life they love.