

Step 1: Problem summary

General problem

Summarize the general problem you are trying to solve.

Find a solution to give all the travellers be it solo or group, a travel experience with ease and hassle free while saving their time, efforts and money.

Business perspective

List the business problems associated with the general problem.

1. Avid travellers travel to unknown places. It takes a lot of research and planning to be familiar with a new place without any guidance. In places like India, local guides are barely hired by local tourists due to travellers' beliefs, budget and behaviour.
2. Hiring travel agents/guide through out the journey is compromising with personal space and moments through out your trip.
3. It also costs extra money and time to get a guide/travel agents for budget travellers. Those money could be invested/spent some where else.
4. Travel Influencers, Travel Managers and Experienced Travellers can sell itineraries and earn.

User perspective

List the user problems associated with the general problem.

Avid travellers do travel to unknown/unfamiliar places frequently. There might be language barrier or hesitation to communicate every now and then. So, being self dependent would enhance the travel experience. Self dependency comes with top notch planning in terms of day to day Itinerary, Food places, Stay and Transport booking clarity and hints of expenses.

Step 2: Design question

How might we...

Take a shot at framing it as a design question.

How might we help user to plan a trip (Solo/Group) from scratch or a template, Save their time in planning, Execute to the plan or modify in mid-way, Get recommendation/information when asked and find nearest essentials?

Step 3: Impact

User perspective

What's the ultimate impact you're trying to have for the users?

- Every traveller wants to experience travel independently without hurting local cultural sentiments, beliefs, rituals and environment. To do so they need to experience their stay within a locality. Not all travel agency or tourist packages can provide such authentic experience what they can have by them selves.
- Not all home stays are listed on booking websites
- Travel packages and agencies charges an amount to plan on your behalf which can be invested in other parts of the trip for such travellers or can be saved.
- They can keep a tab on near by, things to do and weather conditions while travelling without going to all different apps.
- If planned with a travel agency, Through out the trip they have to follow strict timings to visit places and leave early to reach next destination. I need to remove such time constraints with travellers own time management and schedule.

Business perspective

What's the ultimate impact you're trying to have for the business?

- A possible way to save a traveller as well as trip manager's time, efforts and profit
- A good market place for experience tourism to grow
- Travel experts can sell their itinerary template and earn
- Pocket friendly membership fee to allow user to join a community
- Customer retention.

Step 4: Assumptions

What do you believe to be true (or not) about the problem and why?

These are your assumptions. They need to be something that you believe to be 100% true or false. If you aren't absolutely certain, then those will be questions that you state in the next section.

- People spend lots of time on instagram now are days. Most of the travellers get influenced and plan impulse trip due to it.
- All the local people at all the tourist places are not expected to be welcoming and friendly to the tourists. This might cause/felt due to over tourism, environmental damage done by tourism, language barrier, etc. In such cases, travellers can't be asking help/suggestions to local people over small things.
- The nature is very unpredictable at a place. even locals can't tell you exact weather condition for upcoming days.
- Some people may regret visiting a place if it is too crowded. They wish they could have come any other day when crowd was lesser than expected.

Step 5: Questions

What don't you know yet?

What questions do you need to answer to solve the problem? These are all of the questions that you will go about answering throughout your research.

- What are the types/purposes of travel for different set of travellers in today's generation?
- Why do people travel or decide on they need to travel at first place?
- How do they decide destination to travel? What are the deciding factors?
- How do they plan? Do they research? Do they take help of technology?
- How often they use technology while travelling?
- Can technology play crucial part in enhancing their travel experience?

Step 6: Constraints

What constraints are you facing?

Any additional constraints that need to be recorded?

- This is a concept
- limited research participants, 4-6.
- I am working solo on the project, it may delay the process due to workload.