

Problem Statement

- Travelers struggle to decide what to do on a trip because it is hard to assess what will match their interests and needs based on generic travel guides or random online reviews.

User Goals

- Have a fun and rewarding travel experience
- Find activities and services that align with their interests and needs
- Make decisions about what to do quickly and with minimal stress
- Easily keep track of and navigate to chosen activities

Experience Goals

- Feel relaxed and able to enjoy the trip
- Feel like they have access to personalized, relevant information about their options
- Feel supported in making decisions

Product Requirements

- Data requirements: User profile with selected interests and needs. Information about possible things to do including descriptions, photos, ratings, and logistics (location, phone number, hours). Personalized suggestions based on a user's profile.
- Functional requirements: Ability to search and sort activities by topic or attribute. User can select, track, and share activities. Activity listings link to other relevant apps/functions such as navigation. User can rate activities.
- Contextual requirements: Users can see what is nearby while on the go. Key information is available for offline use.