

# User Journey Map

## SCENARIO

Avery is a project manager living in Brooklyn who travels to seek out new cultural experiences. Though she researches thoroughly before her trip, she needs to be certain that she will be able to have the freedom to maximize her time.



**Avery, 27**  
Project Manager  
from Brooklyn

### Research

1. Uses trustworthy general travel website to do research
2. Picks destination & attractions
3. Acquires personal recommendations from review websites/friends

### Planning

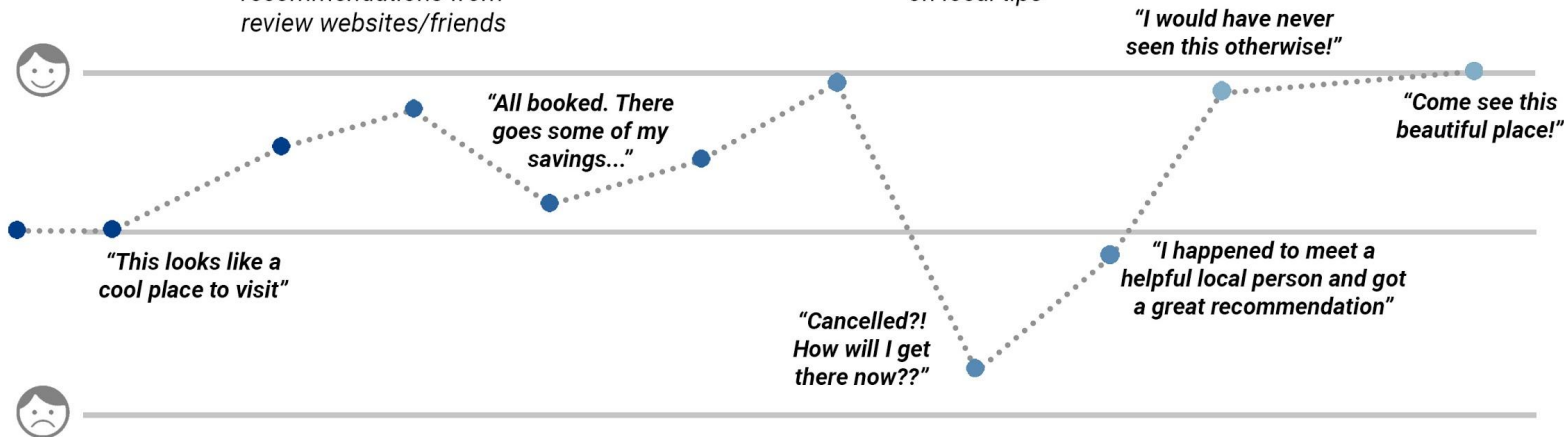
4. Begins planning itinerary based on research
5. Books flight & accommodations
6. Travels to destination

### Travel

7. Starts trip based on things on itinerary
8. An issue arises with transportation en route to an activity
9. Adjusts plans based on local tips

### Documentation

10. Has new cultural experience
11. Shares new memory with friends on social media



## OPPORTUNITIES

Provide resource for local tips and advice accessible on-the-go

Help Avery find the best option for alternative activities