Identity Model

I plan

Self Planner

I prefer to take care of everything during travel planning. My trips are always self-organized with an endless list of activities to get the most value out of my time. While travelling with friends, I am most involved with planning.

Give me

- A place where I can find all I need for my travel planning and share it with my co-travellers
- Don't make me look for different things in different websites and apps.

Meticulous Planner

I do a lot of research and make detailed plans before going on a trip. I make the most out of my trip and avoid having any downtime. I want to make sure that I do the things I am most excited about and avoid any roadblocks during the trip.

Give me

- An easy way to save and organize my trip plan with all details
- Notify me on any changes on my list that would potentially affect my plan like deals, weather, ratings.

I am

Weekend Traveller

I plan my trip around my calendar and work schedule and like to explore new places at every single opportunity I have. I like to make every moment of my free time count and see as many new places as I can.

Give me

- Help me find more information and local places nearby according to season, activities and unique experiences

Super Saver

I travel on a tight budget and try to save money on my trip wherever possible. My ideal destination is where I can pay less and enjoy more. I always look for deals, use reward points and compare prices to find the best price point.

Give me

- Learn my total budget for a trip and suggest all packages that match it
- Clearly highlight the benefits of each travel package and prioritize them based on my budget

Foodie

Food is am important part of my travel planning. I look at it as a way to explore the culture of the place I am going to. I love to explore local restuarants and cafes over established food chains when travelling.

Give me

- Learn my personal taste in food and suggest new cusines and places to try based off it
- Help me plan my meals beforehand to make sure I don't miss my favorite food options

I like

Explorer

I love to keep moving around and explore cities, attractions, and activities, and discover how people live their lives in my destination. I usually plan my trips around the attractions and would like to be an active participant of my travel.

Give me

- Help me go beyond a typical tourist as I am not going to stick to the most touristy destinations
- Provide a list of all new and unique places that fit my trip plan

Group Traveler

I don't like to travel alone, so I usually travel with my family or friends. We help each other in the planning process - use different ideas, prior experiences and recommendations and help each find good deals together.

Give me

- A platform to easily communicate with others
- Organize trip information to make it easy for everyone to see
- Allow us to settle common expenses

Nature Lover

I enjoy spending time in the countryside by observing the natural beauty of state parks, beaches, etc. in different seasons. After a week of working, I feel relaxed when I spend time in nature.

Give me

- Help me find natural attractions close to me
- Provide accurate pictures and realistic information about them
- Show me other people's reviews because I trust them more than travel websites