

## Experience

Raj yearns for new travel experiences but is currently unable to embark on physical journeys.

Raj may feel apprehensive about the onboarding process and is eager to start exploring virtual destinations

Raj may struggle to navigate and find desired destinations.

Raj expects a truly immersive experience with realistic sights and sounds.

Raj may face difficulties in sharing his virtual travel experiences.

Raj may encounter technical glitches or connectivity issues.

Raj may find it challenging to provide feedback without a clear mechanism.

Raj may be hesitant to continue using the app without regular updates.

## Opportunities

Implement a robust marketing strategy targeting virtual travel enthusiasts and collaborate with influencers for promotion.

Ensure a seamless onboarding process with clear instructions. Offer social media login options for convenience.

Design an intuitive interface with user-friendly menu, search, and filtering options.

Utilize advanced technology for high-quality visuals and realistic sounds. Regularly update content for diversity.

Offer an easy-to-use sharing feature for photos, videos, and descriptions. Provide privacy customization options.

Provide robust customer support and an in-app help center. Regularly update the app to fix bugs.

Implement a user-friendly feedback form within the app to gather Raj's thoughts.

Ensure consistent updates with new features, destinations, and experiences. Communicate updates effectively to users.