

DESIGNING INTELLIGENT EXPERIENCES

WeMatch

An **AI travel compatibility companion** for WeRoad's travelers
to help finding the group, not just the trip.

- THE BRIEF

Envision and prototype an **Agentic** experience designed to enhance user interactions within **Travel & Mobility** context.

• THE PROBLEM

Three trips. Same everything. Different twelve people.

📍 Japan | April 2027

360°

Japan · 10 days

Apr 07 – 16, 2027

Tokyo → Osaka

CHF 1,281

per person

12 TRAVELERS · NOT KNOWN

360°

Japan · 10 days

Apr 07 – 16, 2027

Tokyo → Osaka

CHF 1,281

per person

12 TRAVELERS · NOT KNOWN

360°

Japan · 10 days

Apr 07 – 16, 2027

Tokyo → Osaka

CHF 1,281

per person

12 TRAVELERS · NOT KNOWN

- THE DATA

58%

of WeRoad's **1,660** most recent Trustpilot reviews mention
the group or **the people** they traveled with.

→ more than destinations

→ more than food

→ more than hotels

→ more than tour leaders

Source · Trustpilot · 1,660 reviews · Sept 2025 – May 2026

- THE PROBLEM

The most decisive variable in a WeRoad trip is the **only one left to chance.**

WHAT WEROAD CONTROLS

- | | | |
|----|----------------|---|
| 01 | Itinerary | ✓ |
| 02 | Accommodations | ✓ |
| 03 | Tour leaders | ✓ |
| 04 | Experiences | ✓ |
| 05 | Pacing | ✓ |

WHAT'S LEFT TO CHANCE

The group.

The strangers you'll spend a week with is determined by who happened to book the same date as you.

When a trip drops to 1, 2, or 3 stars, the group is the most-cited cause. **18%** of negative reviews trace back to it.

• EVIDENCE • TWO VOICES

Same brand. Same trip model. **Opposite experience.**

MOROCCO 360°



“Sono partito da solo, senza conoscere nessuno, e sono tornato con un bagaglio di esperienze e di persone che difficilmente dimenticherò.”

“I left alone, knowing no one. I came back with experiences and people I'll hardly forget.”

TRUSTPILOT • VERIFIED WEROADER

CHINA 360°



“Ho assistito a dinamiche tossiche all'interno del gruppo che ho dovuto sopportare sin dal secondo giorno di viaggio.”

“I witnessed toxic group dynamics that I had to endure starting on day two of the trip.”

TRUSTPILOT • VERIFIED WEROADER

Same brand. Same trip model. **Different group.**

• RESEARCH METHODOLOGY

Three independent sources. One repeated finding.

01

SECONDARY RESEARCH

The academic record

Academic papers on solo travel, group dynamics, and matchmaking algorithms to identify existing patterns and insights.

LITERATURE REVIEW

02

PRIMARY RESEARCH

In-depth interviews

Interviews with solo travelers and group travelers to understand expectations, concerns, and social uncertainty before joining a trip.

8 INTERVIEWS · 45–60 MIN

03

TRUSTPILOT ANALYSIS

Reviews at scale

A review of WeRoad's recent customer feedback to identify recurring concerns across a wider audience.

1,660 REVIEWS · SEPT '25 – MAY '26

THREE LENSES
CONVERGING ON:

The **destination** sets the expectation, but the **group shapes the experience.**

- RESEARCH FINDINGS

01

Trips are evaluated logistically, but experienced socially.

Destination, dates, and price are visible before booking. The group is not.

02

Traveler profiles shift across context and time.

Static profiling cannot fully represent how people behave across different contexts.

03

A good match needs to feel recognizable.

Compatibility feels stronger when people can recognize themselves in it.

• THE ARCHETYPE

The Compatibility Seeker

The Compatibility Seeker looks beyond destination and activities, paying attention to the group **rhythm**, **expectations**, and **shared travel style**.

ONE TRAVELER · FOUR PRIORITIES

01

Atmosphere Driven

A mood, a pace, an
environment, an aesthetic.

02

Experience Driven

Specific activities, bucket-list
items, things to do.

03

Social Driven

Shared moments, connection,
community.

04

Culture Driven

Learning, immersion,
understanding places and
people.

- HMW

Not trips. Groups disguised as trips.

WE USED TO SAY

Travelers need help finding the **right trip**

WE NOW SAY

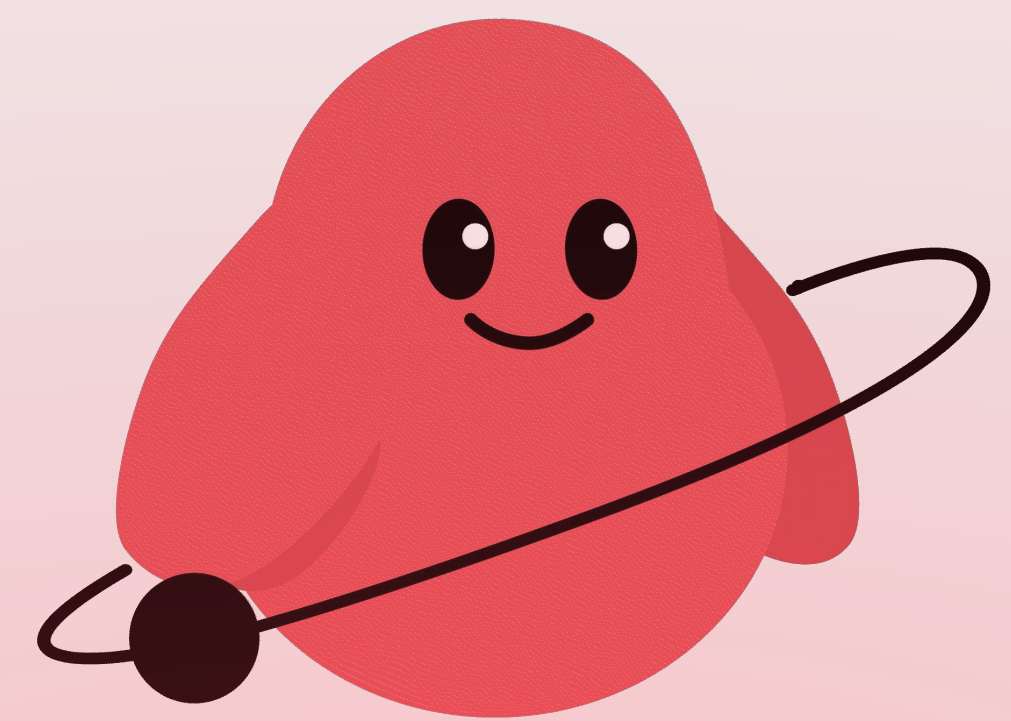
The **right trip** needs the **right group**

HMW

How might we help travelers find **suitable experiences and **compatible groups** through **shared behaviors** and **preferences**, so that both destination and group **support a better travel experience?****

Meet

Matchi



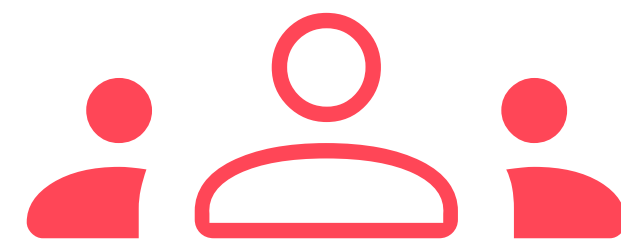
• THE SOLUTION

01 WHAT IT IS



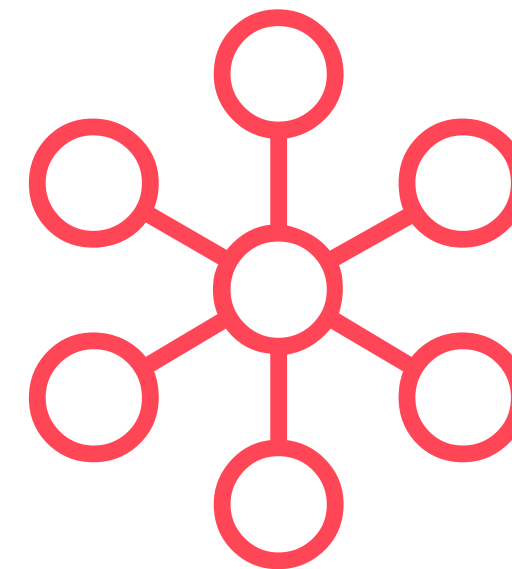
behavioral
compatibility layer

02 FOR



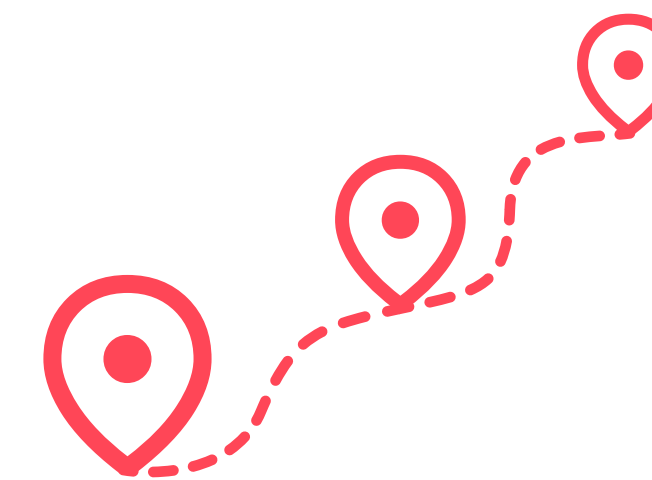
group travel

03 MODELS



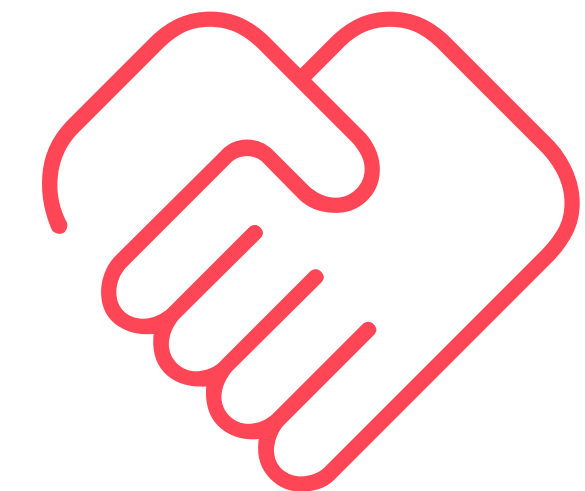
shared behaviours
social dynamics
travel preferences

04 ACROSS



discovery →
booking →
trip →
post-trip

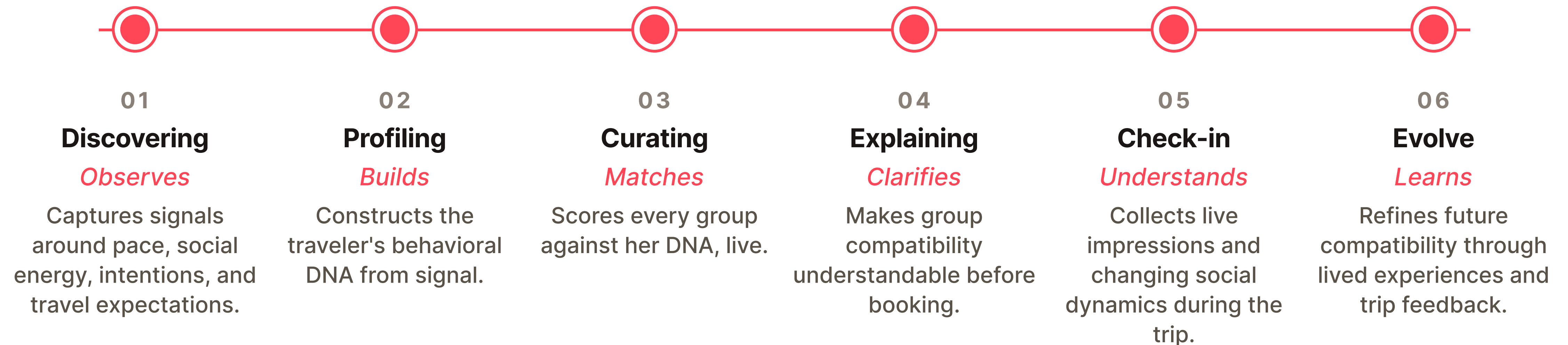
05 SUPPORTS



compatible
group experiences

• THE AGENT'S ROLE

One agent. Six phases. Different role in each.



The journey reveals more than a single interaction.

• PROTOTYPE WALKTHROUGH

WeMatch in motion.

Moments that show how WeMatch works across the journey.

WeMatch

Meet Matchy: the AI-powered travel compatibility companion helping WeRoad travelers find their perfect crew.

[Discover More](#)

Where?
Anywhere

When?
Whatever

Match People

Search

Your recent searches



Africa

01 Feb - 28 Feb

Book with confidence

- THE COMPATIBILITY MODEL

behavioral_dna : from signal to match

Profiling is our engine. Every other travel platform ranks by destination. We rank by DNA.

step_01

profiling

Two converging inputs feed a single artifact.

🗨️ **.in_a** conversation → What travelers say

 `.in_b` navigation → How travelers browse

→ feeds .out

.OUT • ARTIFACT

behavioral_dna

8 dimensions · updates continuously · from first session

adventure tolerance

social energy

planning style

pace

comfort

cultural curiosity

conflict style

independence

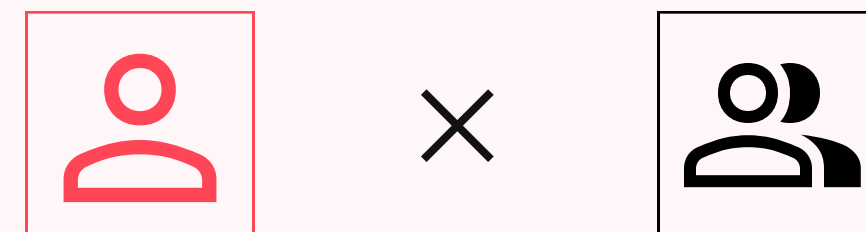
step_02

matching

Each available group is evaluated against the traveler's behavioral DNA.

```
.in user.dna  ×  group.profile
```

→ produces .out per trip



- compatibility score (0-100%)

- plain-language reason

step_03

ranking

The user sees trips ordered by group fit, not by date or price. Each card carries a **score**.

87% culture-driven • slow pace • mid-thirties mix

64% experience-driven • fast pace • varied ages

**WeMatch finds *your group*
before you find *your trip.***

THANK YOU!

• ONE MORE THING.

We didn't just design it.

We built it.

A working WeMatch is behind this code,
right now, on your phones.

Try it. →



`https://maind-wematch.vercel.app/`

OPEN THE CAMERA · POINT · TRY IT