# t.Co.

# UX Flows, Personas & Information Architecture

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User Personas · Journey Map · Conversation Flow · Agent Flow · Information Architecture

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# User Personas

Three representative personas defining the range of t.Co. users — from experience-seeker to adventure lover to business traveler.

## Maya, 31

THE EXPERIENCE SEEKER

| | |
|---|---|
| Background | UX Designer, Tel Aviv. Travels 4–5× / year, mostly solo. Values authentic local experiences over tourist traps. Tech-savvy but hates complexity in travel planning. |
| Goals | • Discover hidden gems beyond guidebooks • Minimal planning effort, maximum experience • Connect with local culture & food |
| Pain Points | • Overwhelmed by too many options • Doesn't trust generic recommendations • Hates rebooking when plans change |
| t.Co. Value | AGT-01 builds her taste profile in minutes. AGT-02 surfaces local gems tailored to her style. AGT-05 auto-adjusts her schedule on disruptions. |
| Tags | Solo · Culture · Food · Mid Budget · 4–5 trips/year |

## Daniel, 26

THE ADVENTURE TRAVELER

| | |
|---|---|
| Background | Freelance photographer, always on the move. Prioritizes off-the-beaten-path destinations, outdoor activities, and budget efficiency. Plans last-minute, often changes plans mid-trip. |
| Goals | • Flexibility to change plans on the fly • Find untouched, photogenic locations • Stretch every dollar of his budget |
| Pain Points | • Rigid bookings that can't be changed • Language barriers in remote areas • Missing the best photo spots & timing |
| t.Co. Value | AGT-04 monitors his location for off-path suggestions. AGT-06 bridges language gaps in real time. AGT-05 re-routes instantly when weather changes. |
| Tags | Solo · Adventure · Photography · Low Budget · 8–10 trips/year |

## Noa, 42

THE BUSINESS TRAVELER

| | |
|---|---|
| Background | VP Product at a startup, travels 2–3× / month for work. Has loyalty memberships everywhere. Occasionally extends business trips for leisure. Time is her scarcest resource. |
| Goals | • Zero-friction bookings & disruption handling • Maximize loyalty points on every trip • Seamlessly blend work & leisure time |
| Pain Points | • Flight disruptions ruin tight schedules • Loyalty points expire or go unused • No time to research leisure add-ons |
| t.Co. Value | AGT-09 optimizes her loyalty across programs. AGT-05 auto-rebooking on disruptions. AGT-11 proactively suggests the perfect bleisure add-on. |
| Tags | Business · Bleisure · Loyalty · High Budget · 24–30 trips/year |

## Persona Comparison

| | Maya — Exp. Seeker | Daniel — Adventure | Noa — Business |
|---|---|---|---|
| Trip frequency | 4–5× / year | 8–10× / year | 24–30× / year |
| Planning style | Researches a lot | Last-minute, flexible | Delegated / automated |
| Budget | $1,500 – $3,000 | $500 – $1,200 | $3,000 – $8,000 |
| Key agents | AGT-01, 02, 06 | AGT-04, 05, 06 | AGT-03, 05, 09, 11 |
| Retention driver | Personalized discovery | Flexibility & language | Loyalty optimization |

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# User Journey Map

The journey map follows a traveler from the moment they consider a trip through their return home, including emotions, touchpoints, and which agent is active at each stage.

| | DISCOVER | PLAN | BOOK | TRAVEL | POST-TRIP | LONG-TERM |
|---|---|---|---|---|---|---|
| Actions | Opens app, starts chat | Answers Tico's questions, reviews plan | Confirms bookings, saves pack | Asks directions, translation, schedule help | Rates trips, views memories, shares posts | Receives next trip ideas & loyalty alerts |
| Emotion | Curious | Engaged | Relieved | Delighted | Nostalgic | Anticipating |
| Agents | AGT-01 | AGT-01<br>AGT-02 | AGT-03 | AGT-04<br>AGT-05<br>AGT-06 | AGT-07<br>AGT-08 | AGT-09<br>AGT-11 |
| Opportunity | Frictionless onboarding | Surface hidden gems | One-tap confirmation | Proactive alerts | Auto-curated journal | Optimal trip timing |

Feedback loop: every trip refines the user profile — t.Co. gets smarter with each journey.

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# Conversation Flow — User  Tico

How a typical conversation unfolds between the user and t.Co.'s core agent, from opening to itinerary confirmation. Each exchange activates one or more specialized agents in the background.

| # | Speaker | Message / Action | Signal |
|---|---|---|---|
| 1 | Tico | Hi! I'm Tico  Where have you always wanted to go? | greeting |
| 2 | User | "I want to go to Japan for 10 days, budget ~$3k" | destination + constraints |
| 3 | AGT-01 | "Love nature or cities? Solo or with someone?" — profiling questions | preference extraction |
| 4 | User | "Mix of both, solo — food lover, no crowds" | profile refinement |
| 5 | AGT-02 | Generating day-by-day itinerary on live map… | itinerary creation |
| 6 | User | "Can we add Kyoto on day 5?" — refinement request | user feedback |
| 7 | AGT-02 | Updated! Kyoto added on Day 5. Ready to book? | confirmation prompt |
| 8 | User | "Yes, let's go!"  Trip confirmed — AGT-03 initiates booking | trip confirmed |

04

# Agent-to-Agent Communication Flow

How the Orchestrator routes user intent to specialized agents, and how data flows between them. Solid lines = primary activation. Dashed lines = deferred / background processing.

| Agent | Triggered by | Input received | Output produced | Storage |
|---|---|---|---|---|
| AGT-01 | User opens app | Raw conversation | User profile JSON | Pinecone |
| AGT-02 | Profile complete | User profile JSON | Itinerary JSON + coords | PostgreSQL |
| AGT-03 | User confirms | Itinerary JSON | Booking confirmations | PostgreSQL |
| AGT-04 | Trip active + GPS | Location + time | Ranked suggestions | Redis cache |
| AGT-05 | Disruption detected | Flight/weather feeds | Updated itinerary | PostgreSQL |
| AGT-06 | User speaks/types | Audio / text | Translation + guidance | Ephemeral |
| AGT-07 | Trip ends | Location history + media | Memory journal + albums | S3 + Pinecone |
| AGT-08 | Post-trip survey | Ratings + behavioral signals | Updated profile | Pinecone |
| AGT-09 | Booking decision | Loyalty memberships | Redemption recommendations | PostgreSQL |
| AGT-11 | Background / weekly | Travel history + signals | Next trip proposals | PostgreSQL |

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# Information Architecture — Data Structure

The complete data model of t.Co. Every entity shown below is persisted across sessions, enabling the system to build a continuously improving model of each traveler.

| Entity | Key Fields | Storage |
|---|---|---|
| PROFILE | id · travel_style · budget_range · interests[] · constraints | Pinecone + PostgreSQL |
| ITINERARY | id · destination · dates · days[] · activities[] · bookings[] | PostgreSQL |
| MEMORIES | trip_id · photos[] · journal · highlights[] · embedding (vector) | S3 + Pinecone |
| FEEDBACK | place_id · rating(1–5) · time_spent · skipped · context{} | PostgreSQL |
| TRIP LOG | trips[] · spend · destinations · dates · total_nights | PostgreSQL |
| SESSION | user_id · agent_state · context_window · last_active | Redis |

## Data Flow & Update Logic

FeedbackSignal  updates UserProfile vector embeddings (Pinecone)  influences next AGT-01 & AGT-02 outputs. Every trip closes a learning loop.