

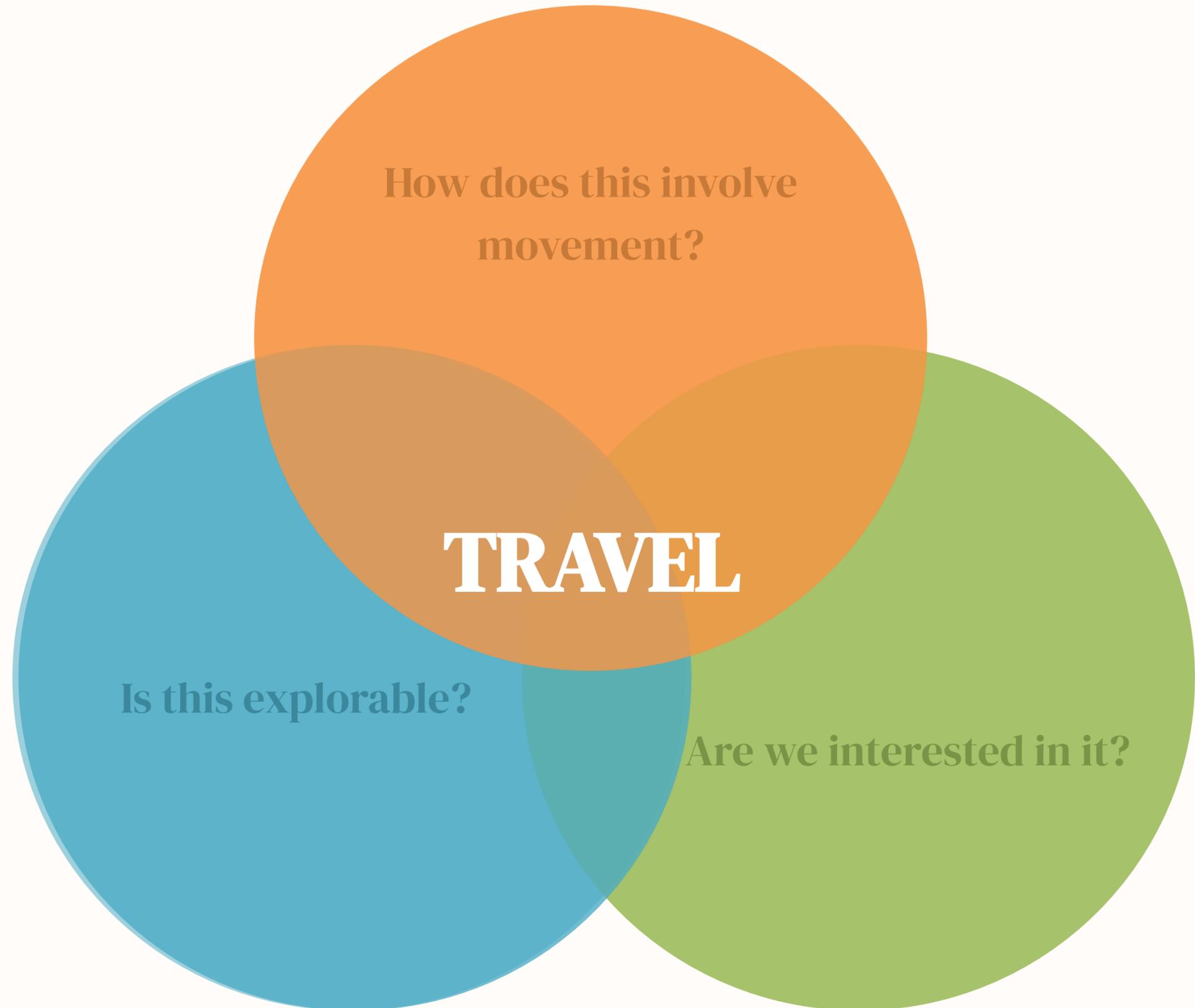


Assignment 4
Concept Video
Designing for Movement Team 3

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**Last
Time...**



Problem

- People suffer from the “cold start problem” of trip planning where they don’t know where to start.
- In addition, people struggle to manage disparate plans across platforms.

Solution

- Draw from a template of peer-sourced and curated itineraries
- Consolidate all your planning in one place

Name, One Liner, Value Proposition

“**revisit**” captures the essence of what we’re trying to do: using not just your own plans when visiting a place, but other ones as well. Further, using a lowercase, short, and snappy name is usually the mark of a platform catering to younger crowds.

revisit

get your plans out of the groupchat.

Our main **value proposition** is adding *personalization, community, and consolidation* to trip planning.

We chose this **tagline** because we wanted a short, catchy, phrase that played on a younger audiences’ common frustration with travel planning.

Market Research

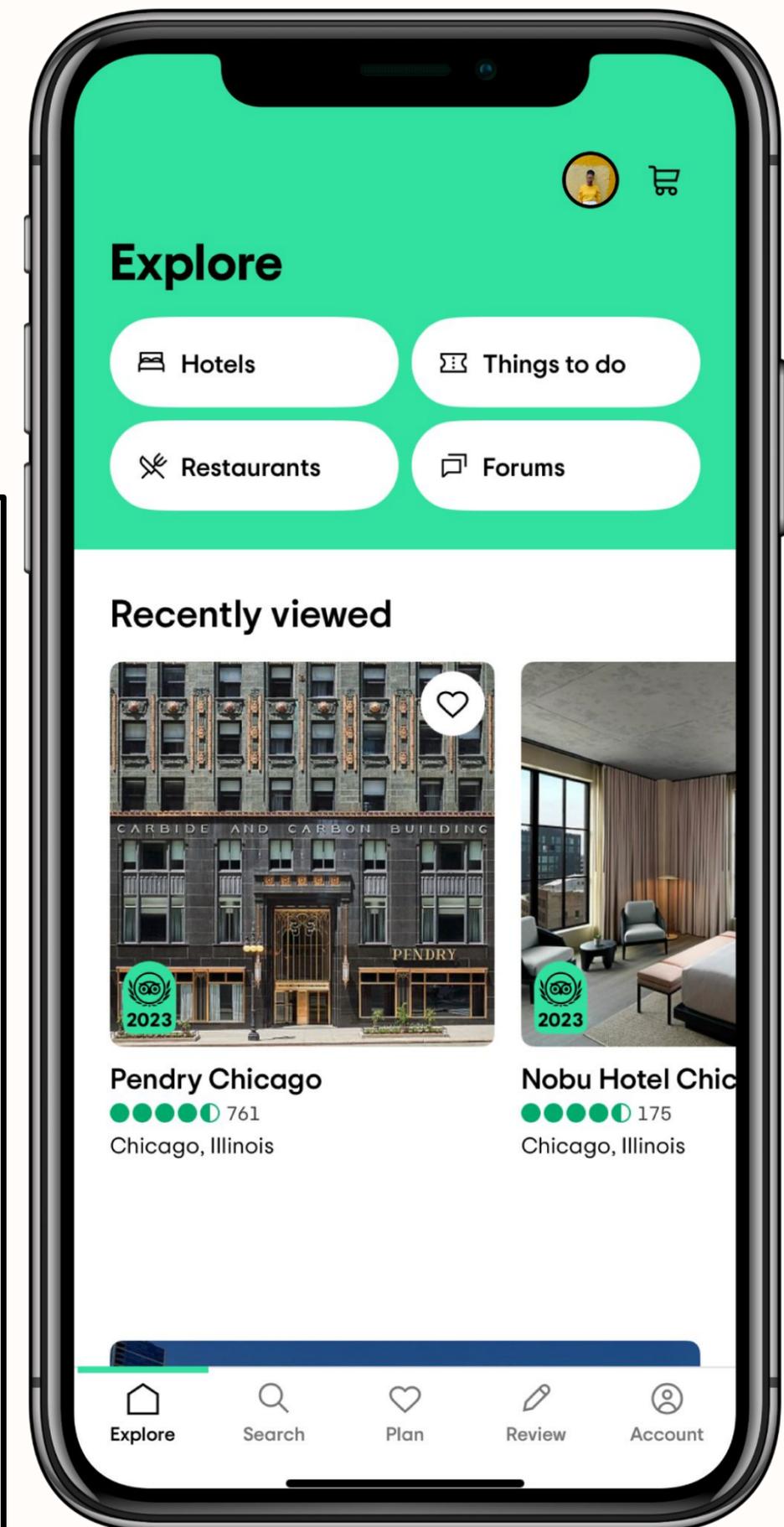
The world's largest travel guidance platform*, helps millions of people each month become better travelers, from planning to booking to taking a trip.

What works for our problem space?

- Consolidation of information and resources for hotels, things to do, restaurants, flights, and vacation rentals
- Access previous itineraries from travel creators in various cities for specific needs (i.e. LGBTQ friendly, food-focused etc.)
- Recommendations based on history and previous trips
- Accessible on web and app
- Free to use

What doesn't work?

- Censoring authentic reviews, recommendations, and warnings about hotels
- Feels like a place to advertise certain places
- Focus is more on purchasing things (booking hotels and tours) rather than finding attractions and restaurants.
- While it provides tourist attractions, doesn't provide recs of more local spots
- Targeted more for people who are less mindful of budget → Michelin stars, bougie hotels, etc.

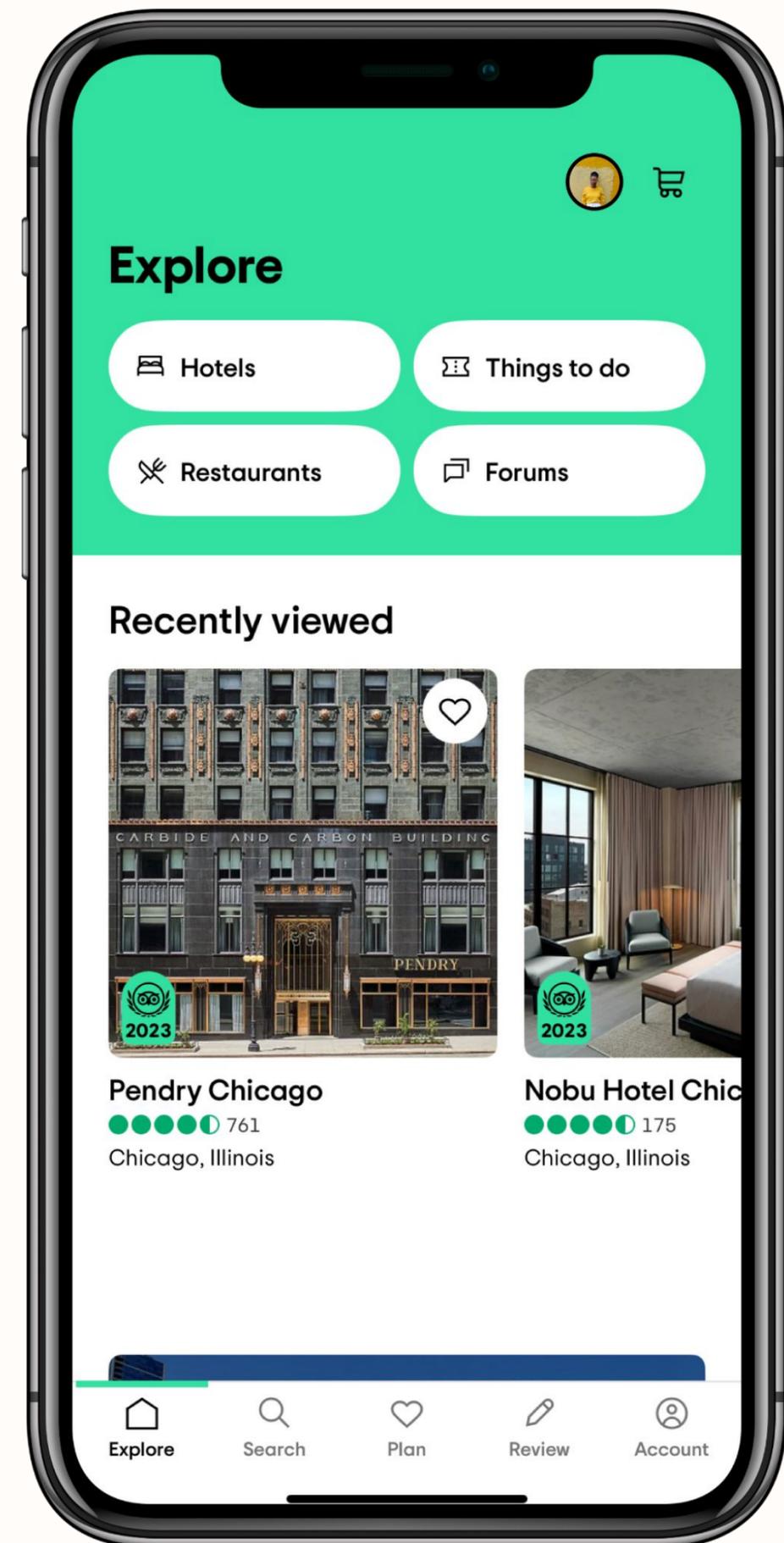




The world's largest travel guidance platform*, helps millions of people each month become better travelers, from planning to booking to taking a trip.

Takeaways:

- The main qualm users have with TripAdvisor is that it censors honest reviews that warn people about bad experiences, including sexual assault or other unsafe conditions.
- Our solution plans to prioritize users' safety, especially when traveling alone, by allowing authentic reviews.
- Along the same line, users do not want to be advertised experiences, so our solution should recommend authentic experiences that can give users a more local experience.





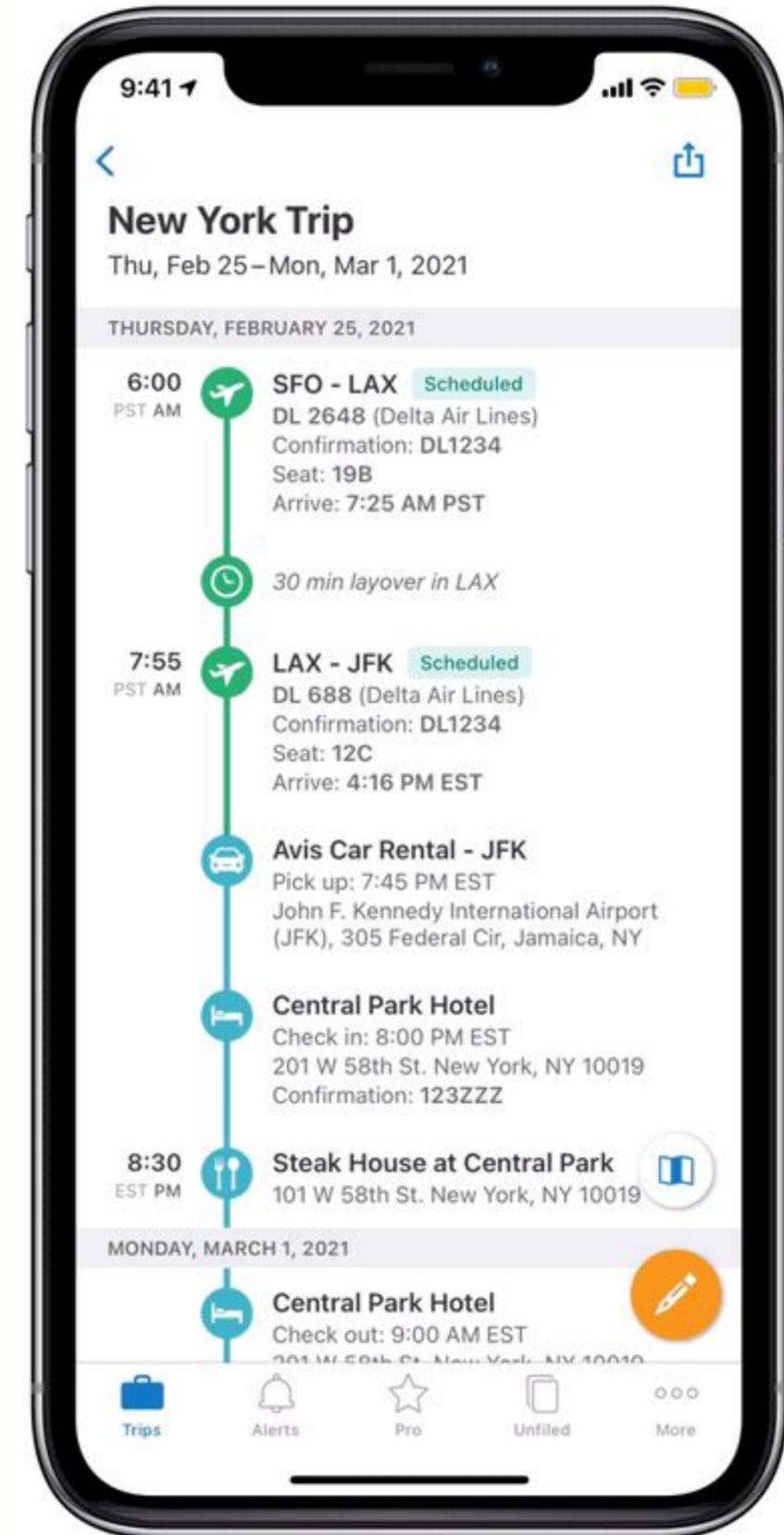
Free online trip planner and free travel itinerary website for organizing vacations, group trips or business travel. Collates your travel plans into one itinerary.

What works for our problem space?

- Sends all your trip information (booking, flight, car rentals) straight to Triplt, and it will create an itinerary for you
- Itinerary can be used online and offline
- If you pay, Triplt Pro provides real-time feedback (ex. Better seat becomes available, live check-in info, keeps track of rewards programs for you)
- Can share itinerary with everyone
- Can sync calendars

What doesn't work?

- Only through syncing of emails, doesn't accommodate phone bookings
- Does not send you recommendations of hotels, you still have to find it yourself
- No personalization aspect, Triplt doesn't know what you want, it only knows what you have done
- Lack of planning for actual events (moreso for flights and lodging)

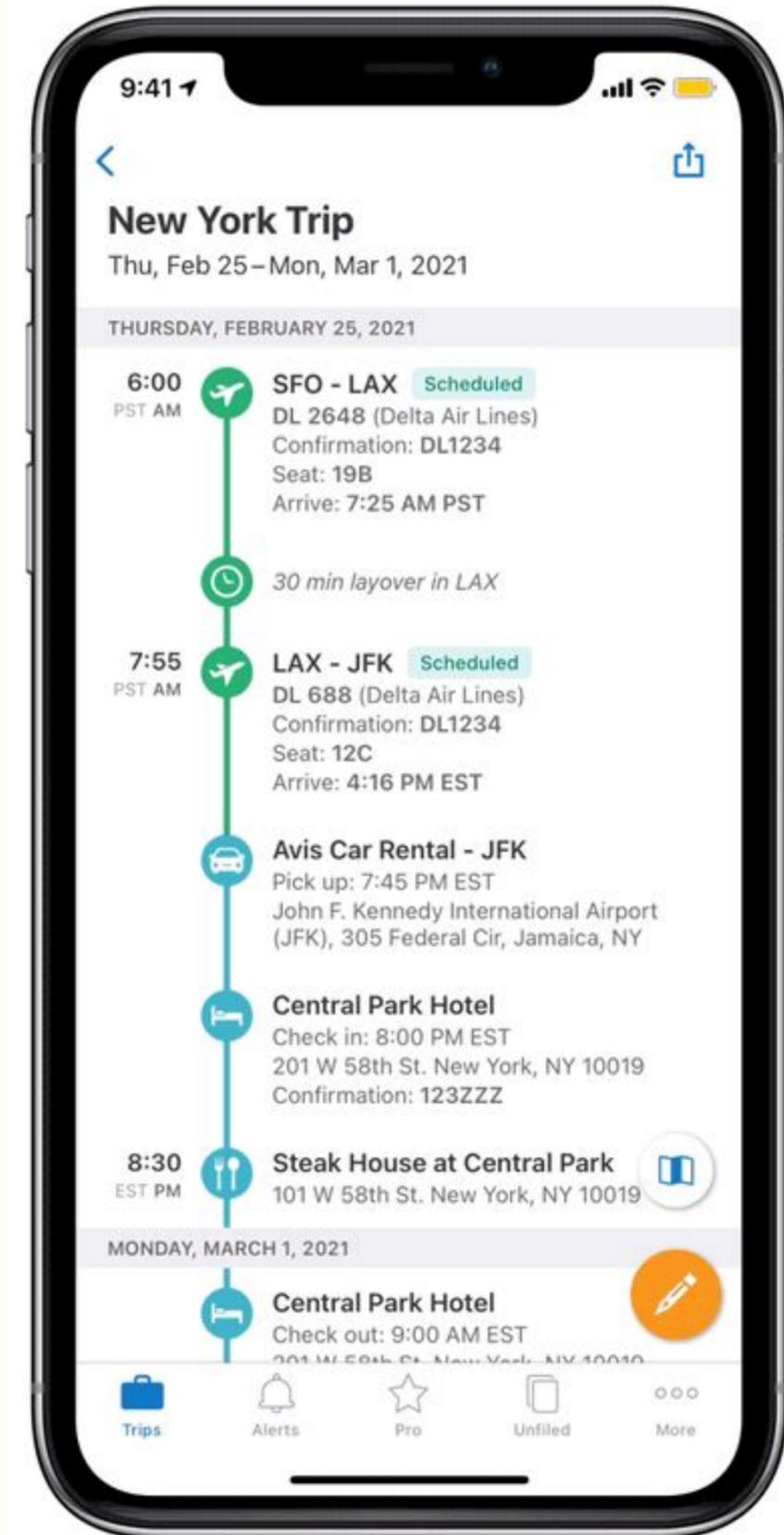




Free online trip planner and free travel itinerary website for organizing vacations, group trips or business travel. Collates your travel plans into one itinerary.

Takeaways:

- **On Triplt, you can only create an itinerary through the things that you have booked already**
- **We will allow you to plan your itinerary without having booked anything, and will remind you to book at an appropriate time/help you find events closer to the date or even on the actual date**





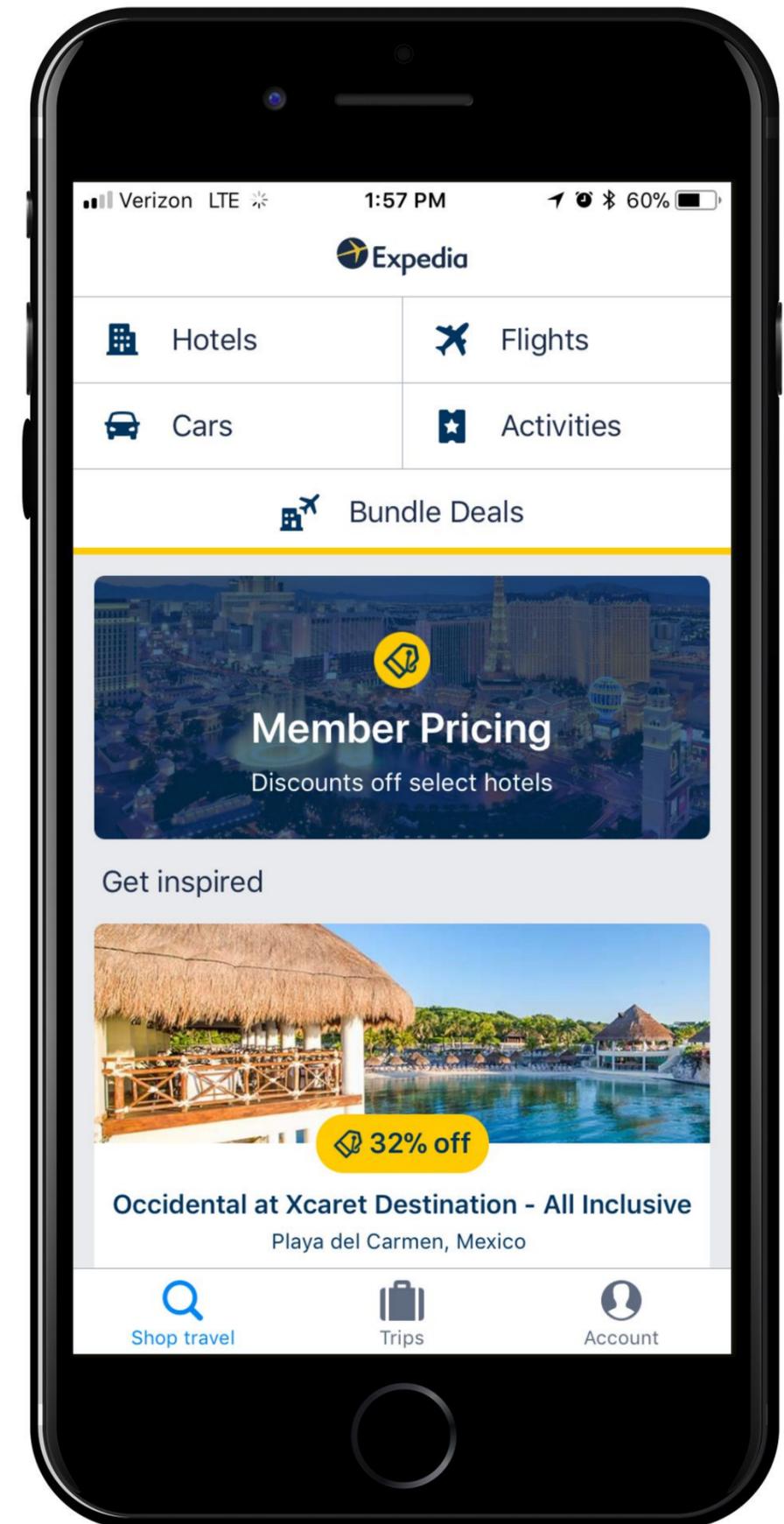
Travel agency with an app. Book hotels, flights, car rentals, cruises, vacation packages, and more.

What works for our problem space?

- Online travel agency that provides a comprehensive set of travel services i.e booking flights, hotels, cars, and activities,
- Has a large array of options to pre-select from, and package deals makes the planning process easier.
- Search functionality is great, allowing users to narrow down their choices in various options, i.e price, location, amenities, etc.

What doesn't work?

- Uncertain if traveling bundles can be modified based on user input. (lack of personalization)
- Hidden fees and surcharges.
- Limited insights for more local activities compared to touristy areas.

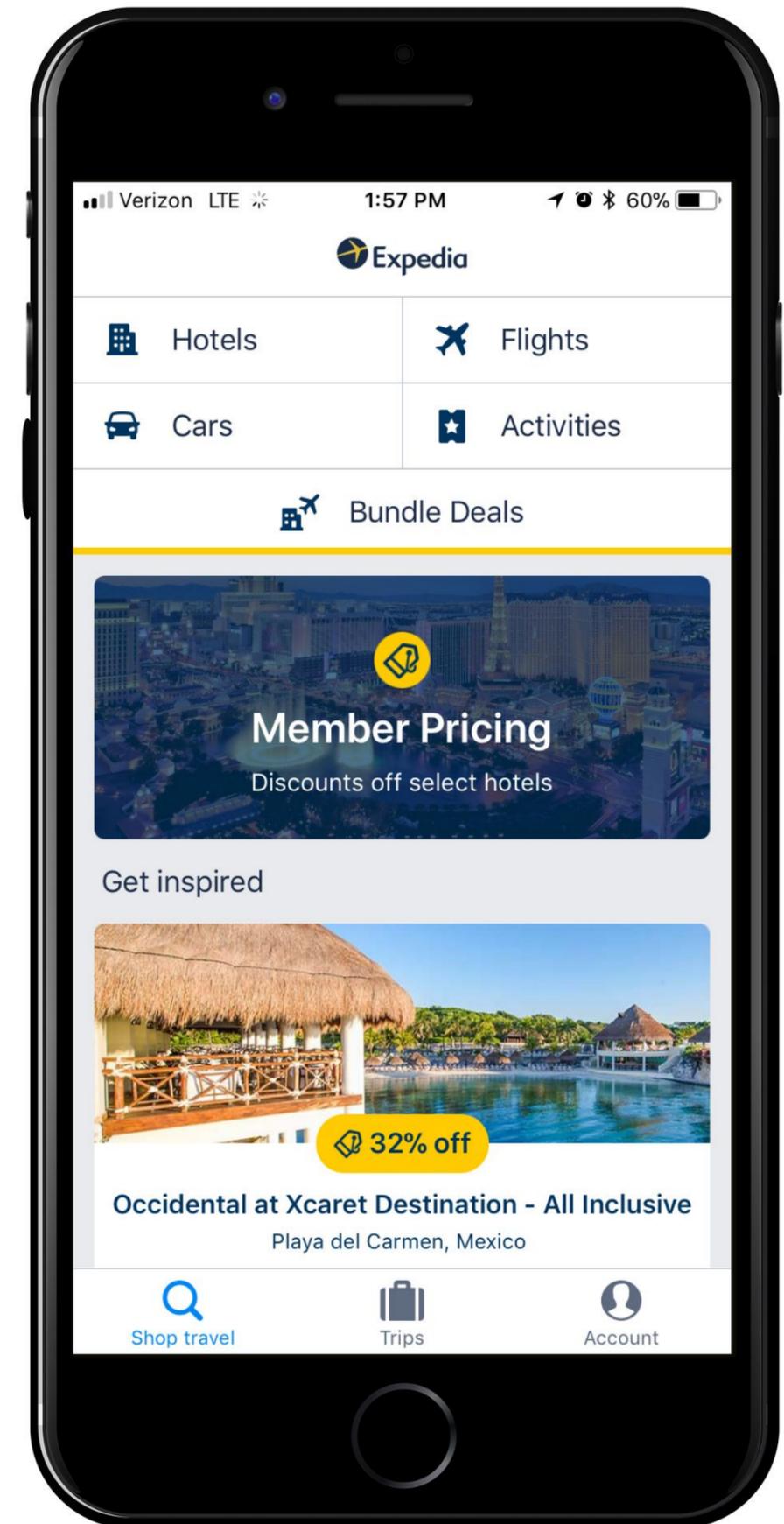




Travel agency with an app. Book hotels, flights, car rentals, cruises, vacation packages, and more.

Takeaways:

- **Have more info for people that don't want to just see tourist traps. Have a "local's guide" where users can plan activities around a place's hidden gems.**
- **Have a more personalized aspect of itinerary planning for users.**



Frienzy



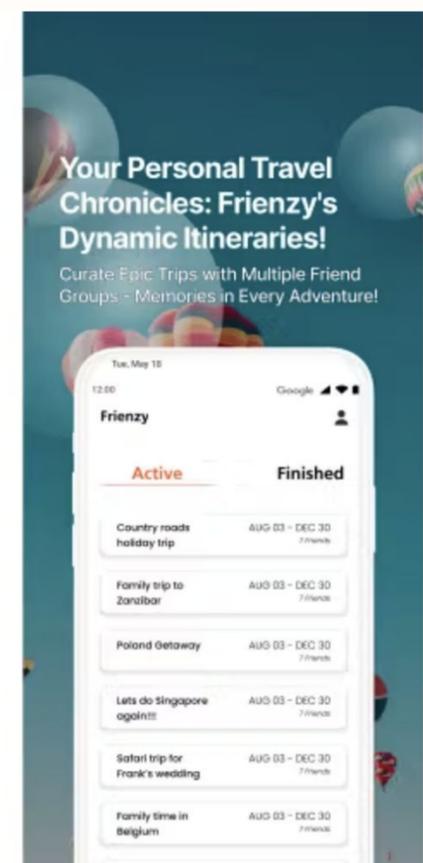
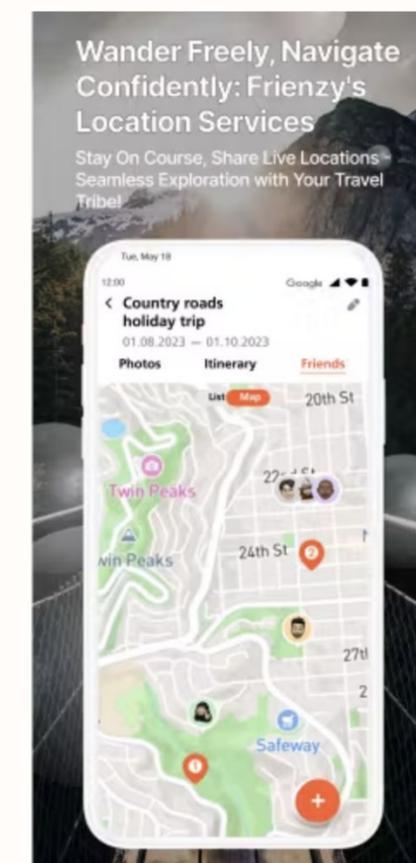
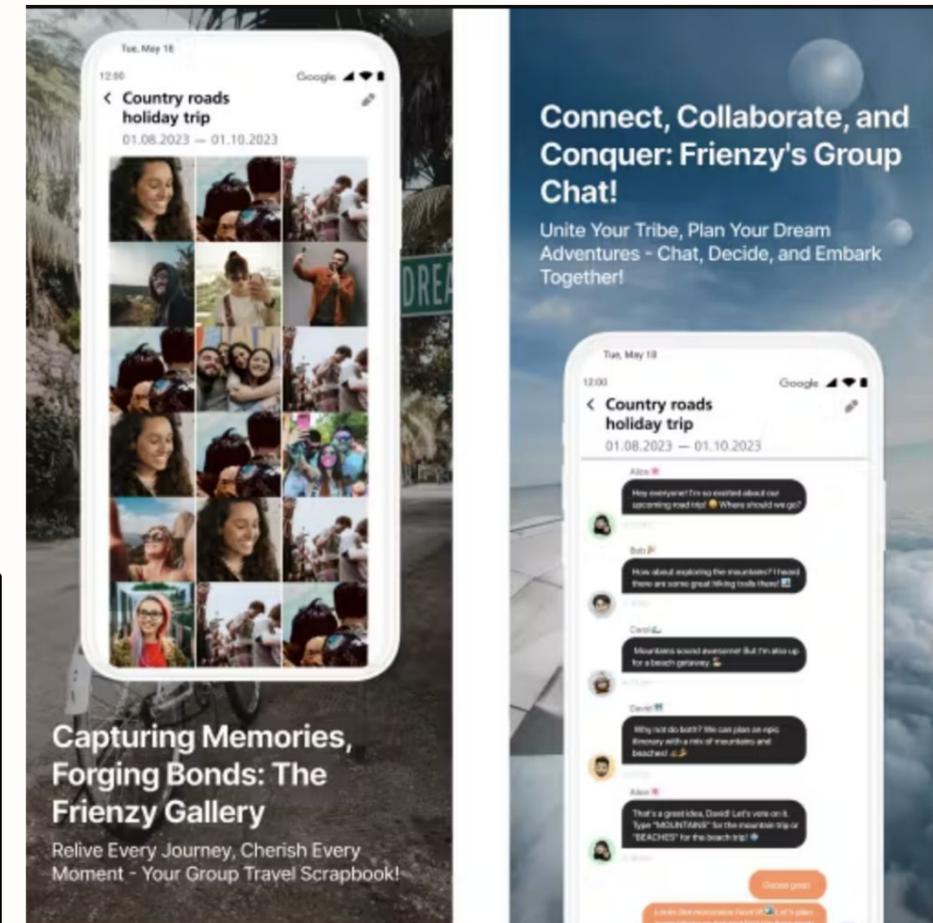
A group travel platform that turns your journeys into unforgettable adventures. Seamlessly plan itineraries, capture photos and videos, and stay connected in real time.

What works for our problem space?

- Allows for quick itinerary creation
- Allows for collaborative planning
- Has shared photo albums
- Allows for payment tracking and splitting within the app
- Group location sharing
- AI-enabled automatic itinerary filling (can scan PDFs, etc)
- Collaborative “events” help people who want to join trips that have already been planned
- Calendar syncing

What doesn't work?

- Doesn't draw from existing itineraries or provide templates
- Opaque with how they curate possible locations
- Over-biased towards “popular” locations
- Unsure if people trust “AI-planned” itineraries
- Voting is not anonymous
- No price comparison between destinations/attractions



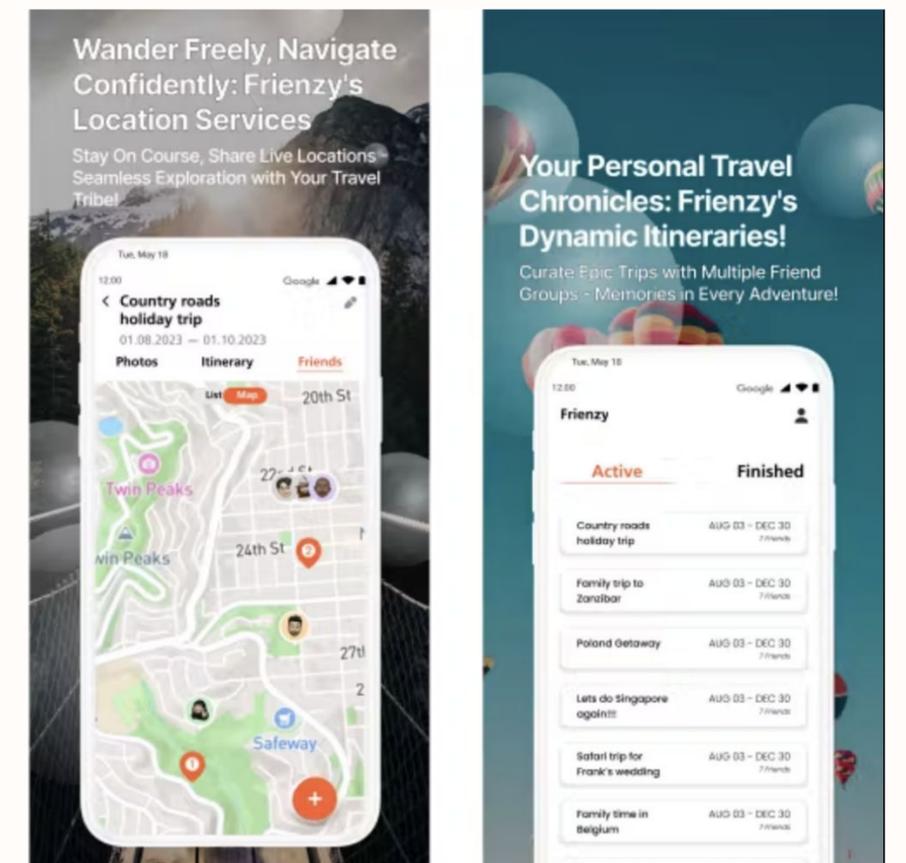
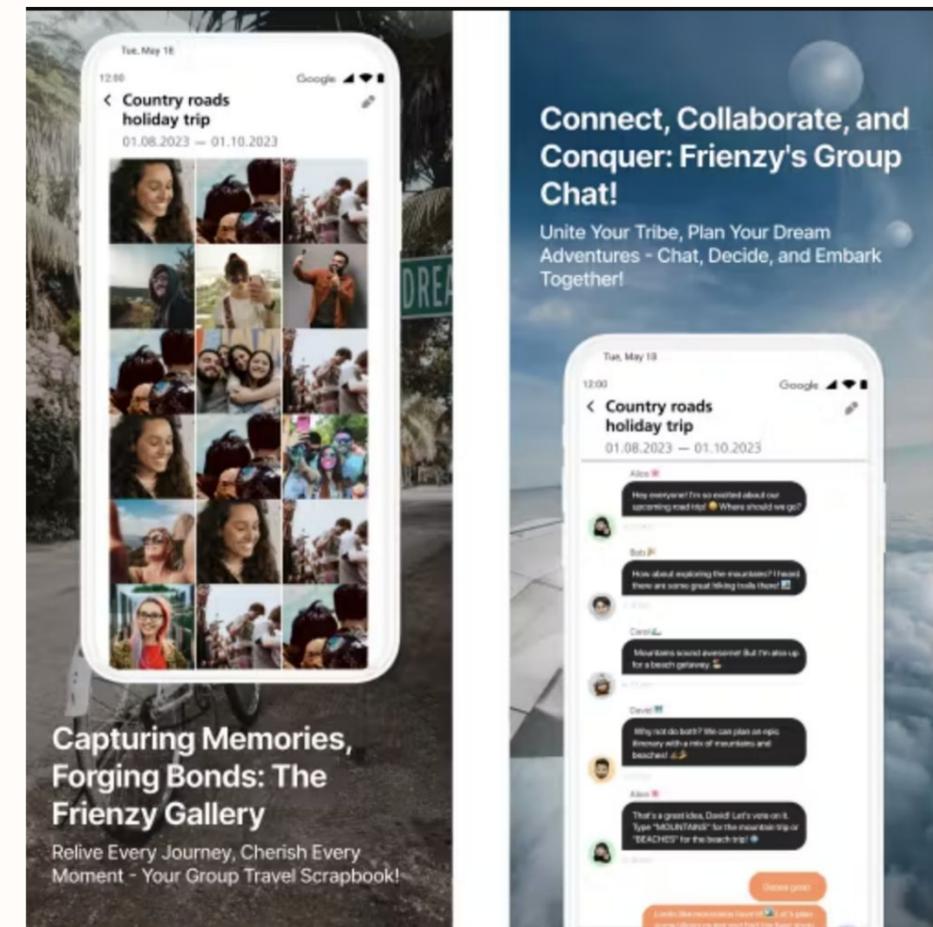
Frienzy



A group travel platform that turns your journeys into unforgettable adventures. Seamlessly plan itineraries, capture photos and videos, and stay connected in real time.

Takeaways:

- **Not sure if people trust automated/"AI-generated" itineraries, might want a more personal touch. Audience dependent: we think Gen Z might want a more personalized, "authentic" recommendation system, while older generations might not care as much.**
- **Collaboration, collaboration, collaboration. Allow for anonymity, lower the barrier to entry for speaking up/collaboration.**



Comparison Chart

Features	Expedia	TripAdvisor	Triplt	Frienzy	revisit
Expense Tracking	✗	✗	✓	✓	✓
Price Comparison	✓	✓	✗	✗	✓
Custom Itinerary	✗	✗	✓	✓	✓
Trip Organization	✗	✗	✓	✓	✓
Booking Integration	✓	✗	✓	✗	✓
Destination Reviews	✗	✓	✗	✓	✓
Flight Tracking	✓	✗	✓	✓	✓
Offline Access	✗	✗	✓	✗	✓
Activity Suggestions	✗	✓	✗	✓	✓

Values in Design

Solution: browse through past itineraries for inspiration

Direct Stakeholders

- **Travelers & Families** →
our target users
- **Travel Influencers & Bloggers** →
itineraries will be made by these types of people who like to travel already
- **Restaurant & shop owners** →
if one itinerary gets pubbed more than other ones, the selected itineraries will be more popular and thus impact the restaurants that get promoted
- **Hotels** →
Word of mouth from past experiences would impact hotels.

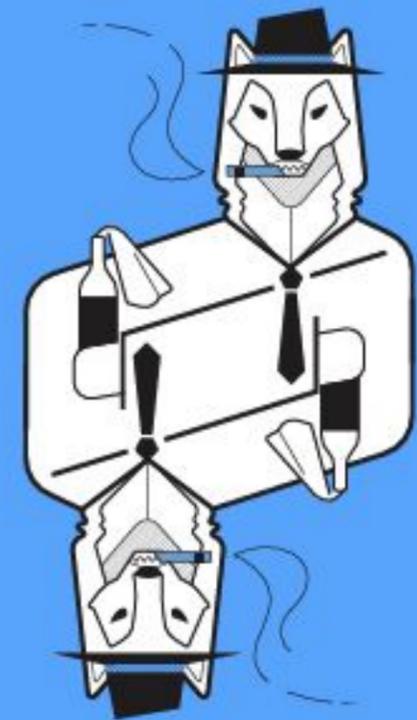
Indirect Stakeholders

- **Locals** →
itineraries can increase travel to certain destinations, impacting the locals' daily lives
- **Trip planning agencies & tour guides** →
we are literally doing their job
- **Tourism boards** →
indirectly benefiting from the promotion of certain destinations
- **Travel writers and bloggers** →
people don't need to read their stories in depth anymore, you can directly view their itineraries

Stakeholders we may have overlooked:

- **Solo and group travelers**
- **Travelers from minority groups**
- **Low-income travelers**
- **Negative intent agencies/services that want to promote themselves online**

Tarot Cards



THE
BIG BAD WOLF

RISKS

- Bad actors can create itineraries that only promote certain services/products for profit, instead of prioritizing authentic, fun experiences
- Individual restaurants/trip destinations creating “fake” itineraries and pretending to be a visitor
 - Removes the credibility of our product, will only deter people from using this service (not personable/human)
- Bad actors can create itineraries that bring unsuspecting travelers to unsafe locations where they can be taken advantage of
- Gaming reviews to illegitimately promote certain hotels, restaurants, activities, etc.

Features most susceptible to manipulation

- Review generation
- Rating generation
- Itinerary design

Who could be targeted by our product

- Naive travelers who like to blindly follow itineraries
- Travelers who do not speak the language and might be put into dangerous situations
- Local services/restaurants that should actually be promoted but are being covered
- Sustainable family-owned stores

THE
BIG BAD WOLF



**What could a
"bad actor" do with
your product?**

What would predatory and exploitative behavior look like with your product?

What product features are most vulnerable to manipulation?

Who could be targeted with your product?





THE
SERVICE DOG

Populations:

- Safety of lone travelers and/or marginalized individuals: bringing together people in these communities so they can create itineraries that best fit their identities, needs, etc. to ensure safety.
 - Bring together underserved communities so they can share their experiences and challenges traveling in certain places (racism, sexism, safety concerns, etc.)
- Travelers with a highly limited budget → can help them have a great experience without feeling like they don't have enough funds to cover events
 - Provide ample recommendations on things to do so that they will never run out
 - Provide money-saving tips (credit card benefits, budget friendly recs, etc)
- Sheds light on underlooked small businesses
- Highlight the beauty of overlooked places / share the local experience
- Our product can break itineraries into different categories: (ex. Solo, group, woman, budget-saving) and allow people to pick the category that they most connect with
 - Should be able to pick multiple categories and we provide the ones that have all/most features tagged

THE SERVICE DOG



If your product was entirely dedicated to empowering the lives of an underserved population, what kind of impact could you make?

Who could your product most directly benefit outside of your targeted users?

How would your product change to better serve them?



Tasks

Simple :

1. Users can search for itineraries that are specific to the location you are going to
2. Users can access the itinerary online

Moderate :

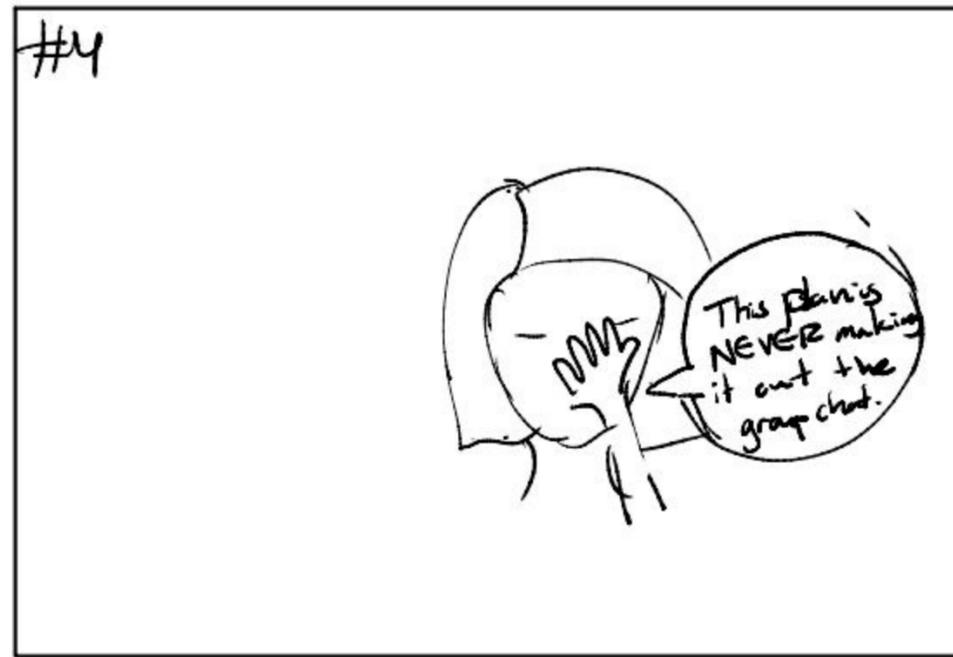
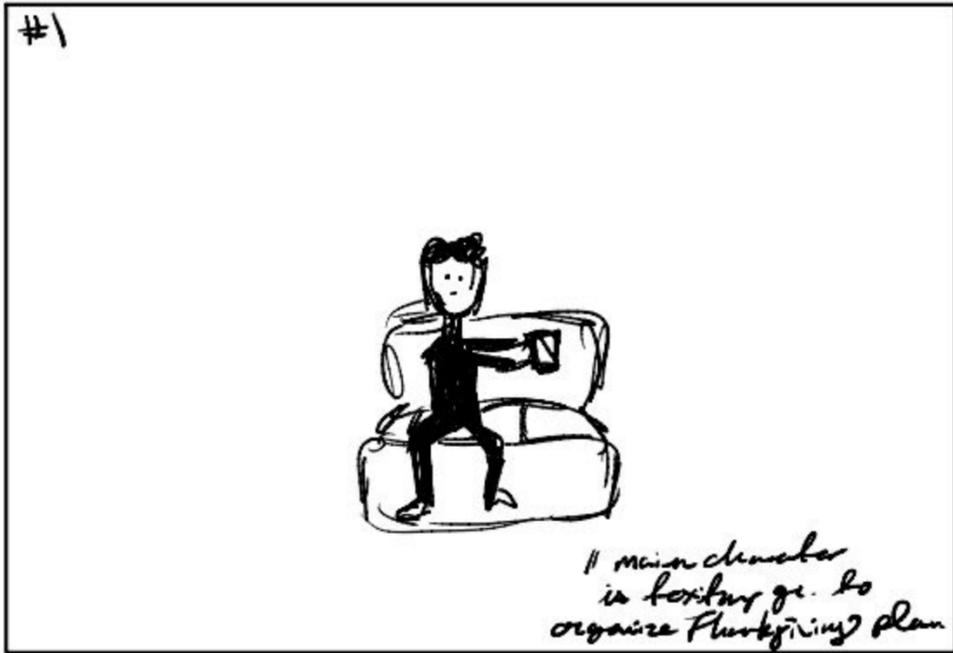
1. Users can rate a travel destination
2. Users can save the itinerary to their device
3. Users can Share itinerary with others in the group

Complex :

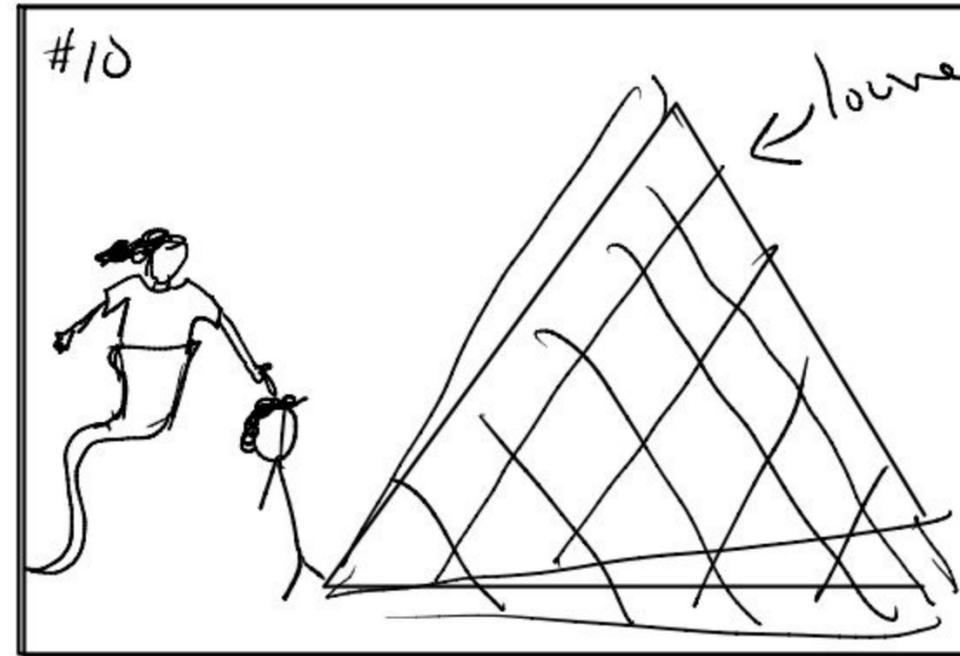
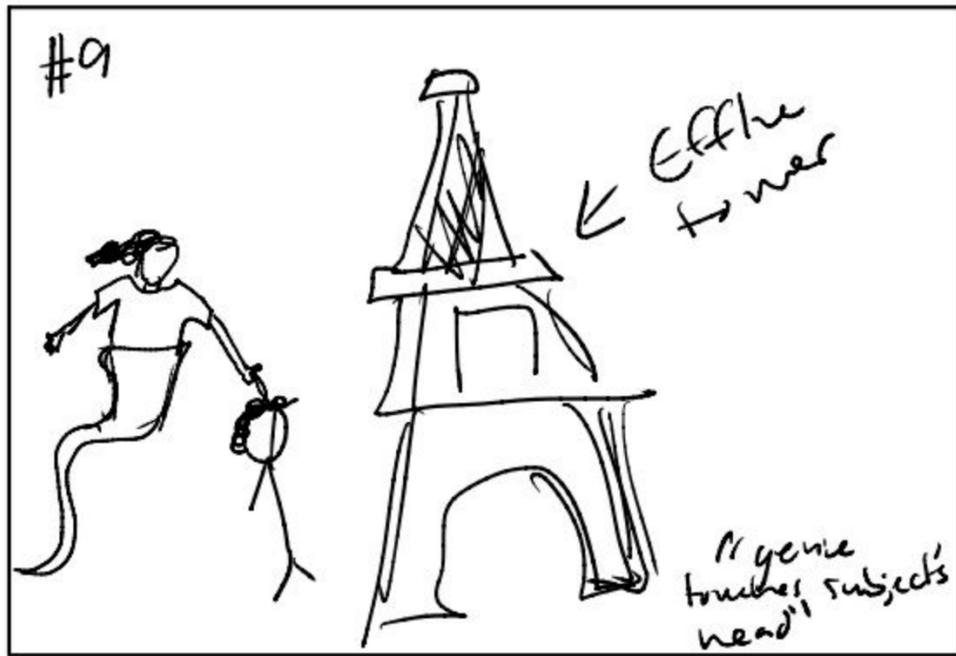
1. Users can customize certain activities they find interesting
2. Users can leave a review on a travel destination/hotel/activity
3. Users can create a joint itinerary with friends/family that is accessible to everyone
4. Users can search how their planned itinerary costs,

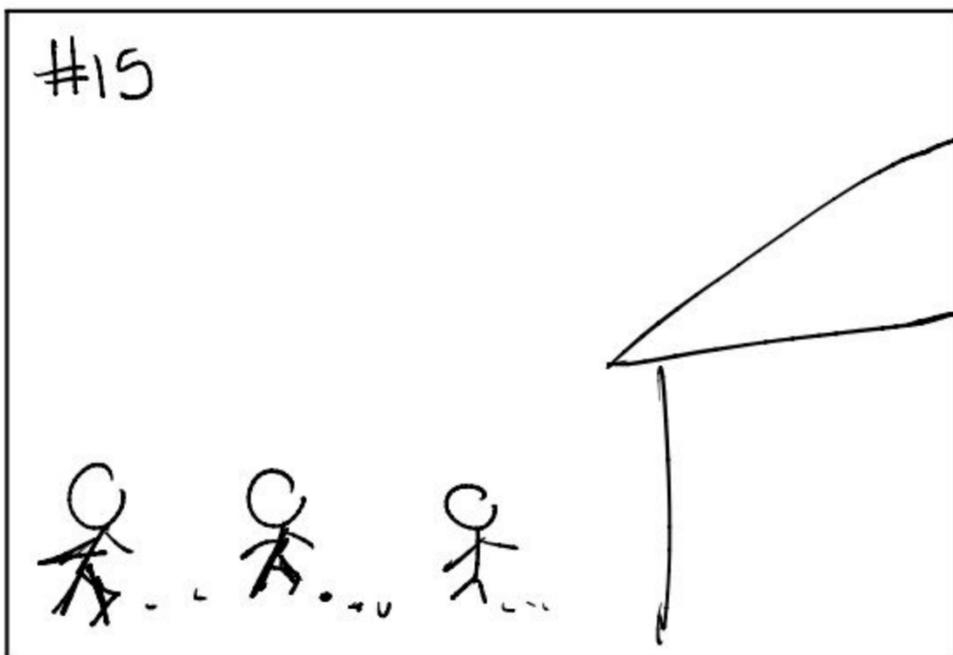
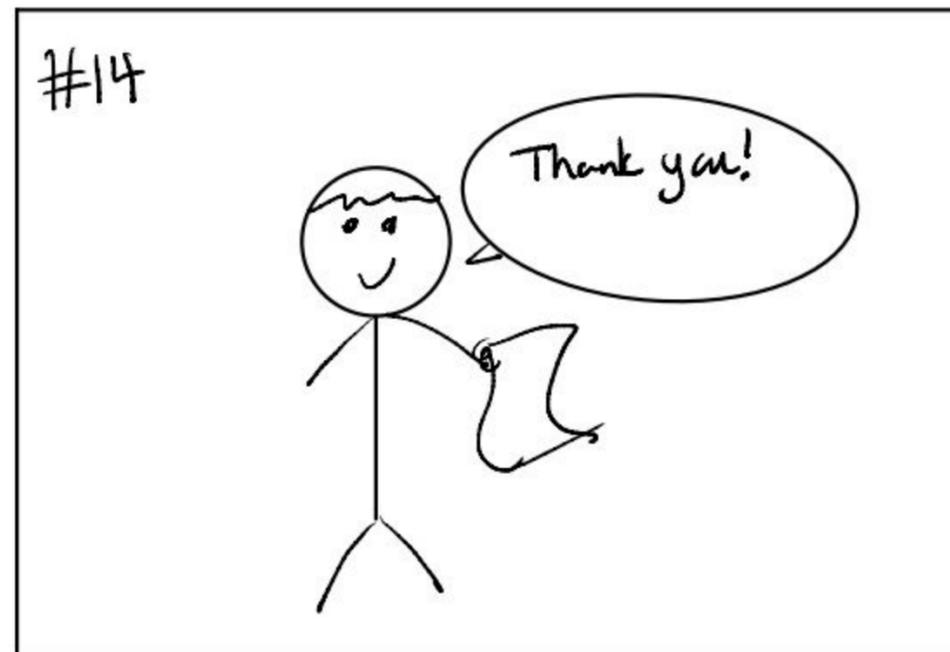
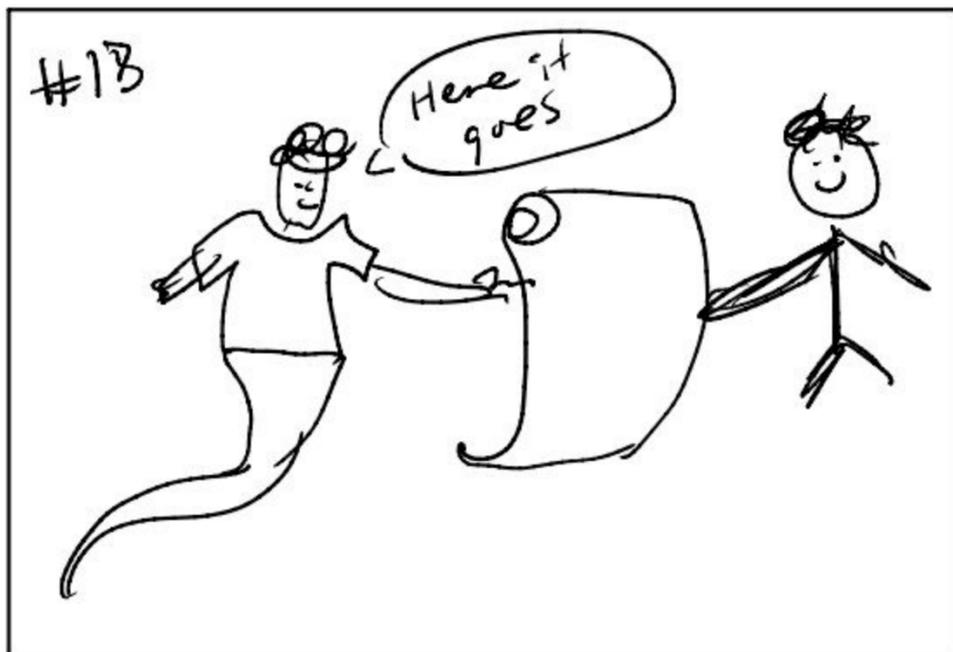
Storyboarding

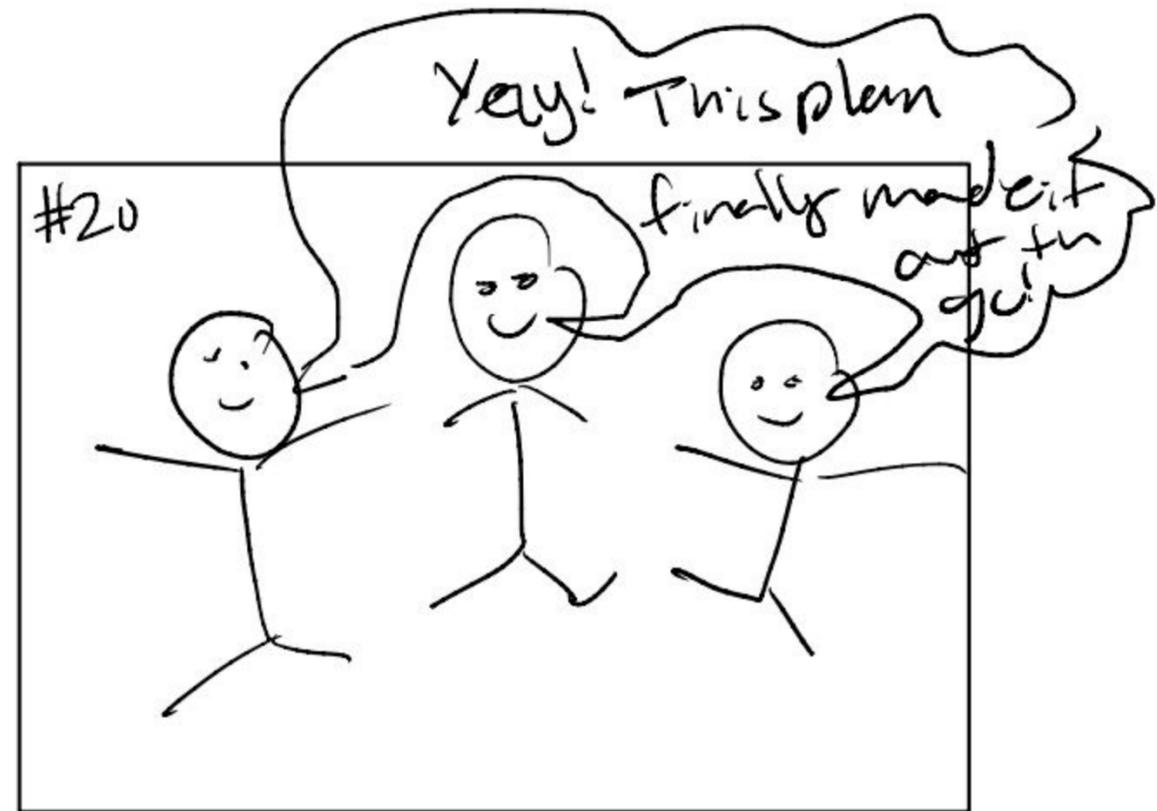
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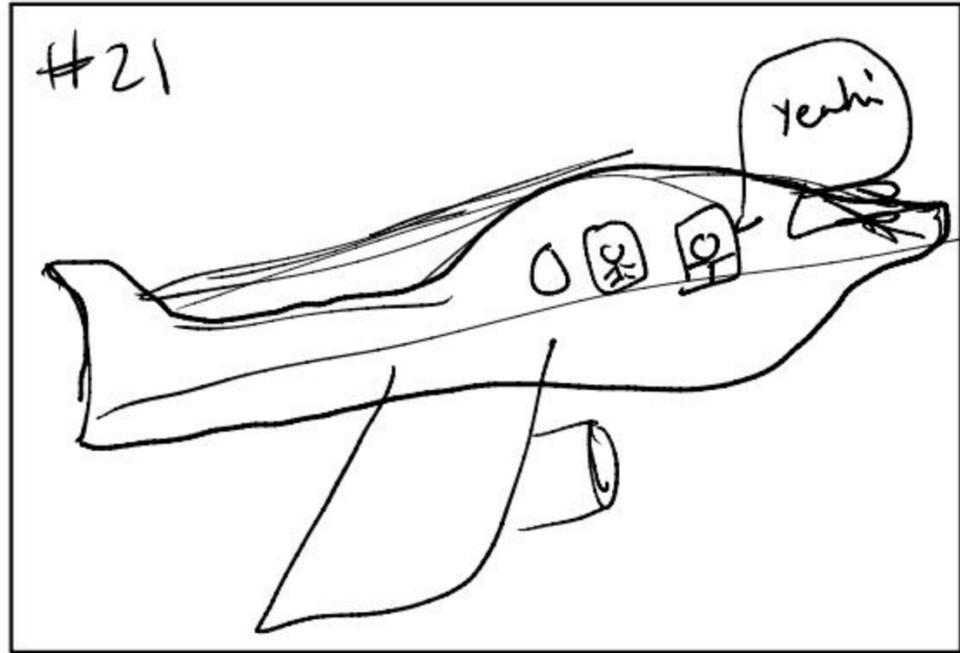












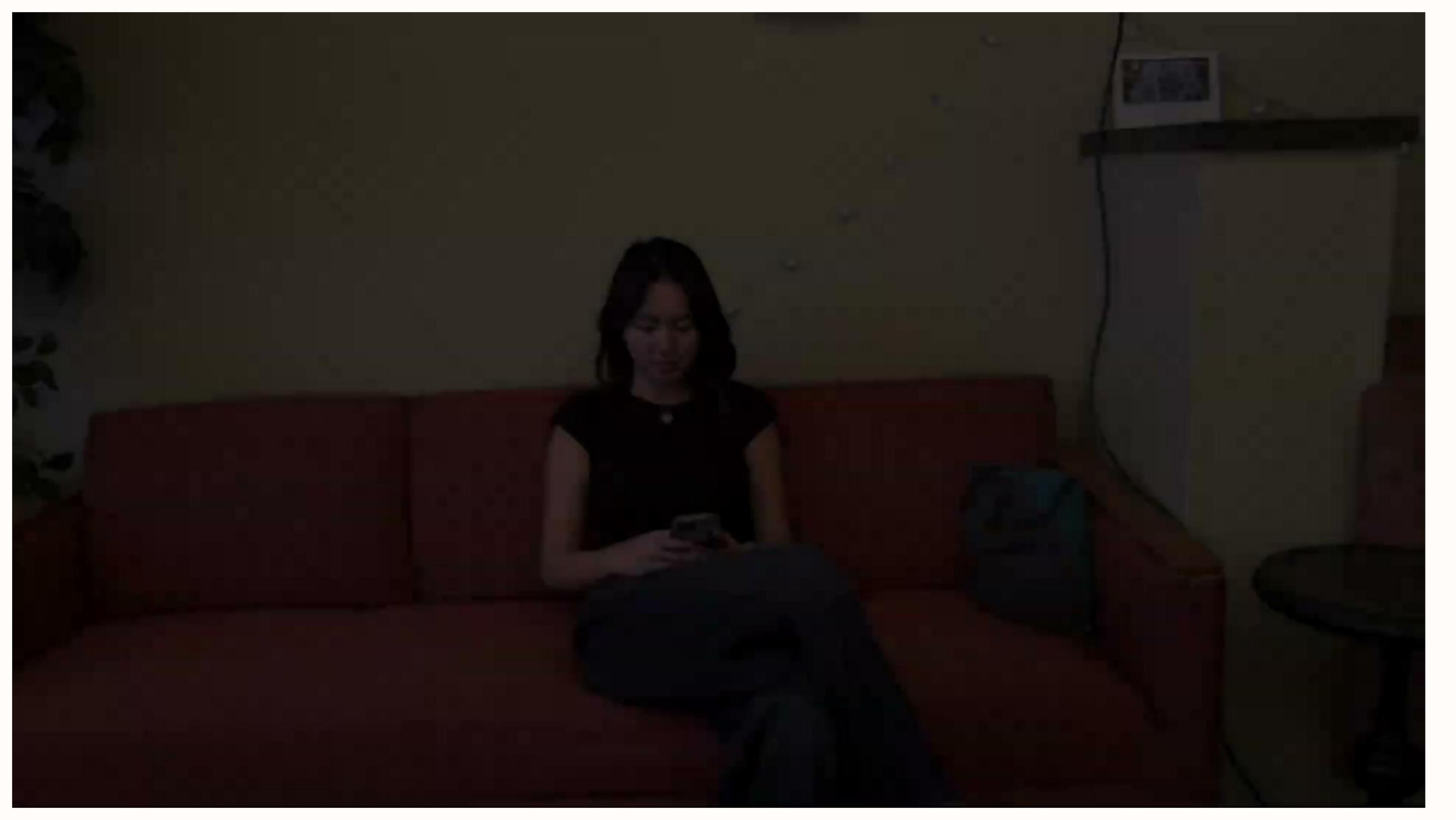
#23

REVISIT

#24

Ending
Credits

Video!



Appendix

Storyboard:

Main character [Aretha] is overwhelmed with future travel plans: can't agree in the group chat

[Aretha is in her room on her phone. Out of frustration, Aretha throws phone to the side]

Aretha: "Ugh this is never gonna make it out the group chat"

[Genie/minion/mythical creature shows up]

Genie: "I gotchu brother. Say less fam. I am the travel genie. I've traveled to every place in the world. Where would you like to go?"

Aretha: "My friends and I wanna go to France. But everyone's too lazy to plan."

[END SCENE]

[flashes to Genie going to France, touching everyone to get their POV at all the tourist attractions, spedrun]

- Eiffel tower
- Arc de Triomhe
- Louvre

[Each place that the Genie goes to, will add to itinerary that is then handed off to Aretha via scroll)

[END SCENE]

Aretha: "Thanks Genie! I'm gonna show this to my friends"

[Aretha shares itinerary with groupchat; opens scroll with friends]

[END SCENE]

[Aretha's friends open the scroll and the collective gasp reaction.]

[Some people make suggestions about itinerary by crossing stuff out]

[END SCENE]

[Aretha and friends on flight to France with Genie on the side]

[Plane flies away]

["revisit. get your plans out the groupchat." on screen]

[END SCENE]

Appendix

Thank you!

