Travel Us

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Problem

How can Travel Us help people collaborate on trip planning?

What’s the competition doing?

	Real time collaboration	Easy to use planner	All type of transportation	Recommendations
TripIt				
Google Trips				
Road Trippers				
Trip Advisor				

For the sake of the exercise, this isn’t a full competitive analysis, I didn’t go through a full trip experience with each one.

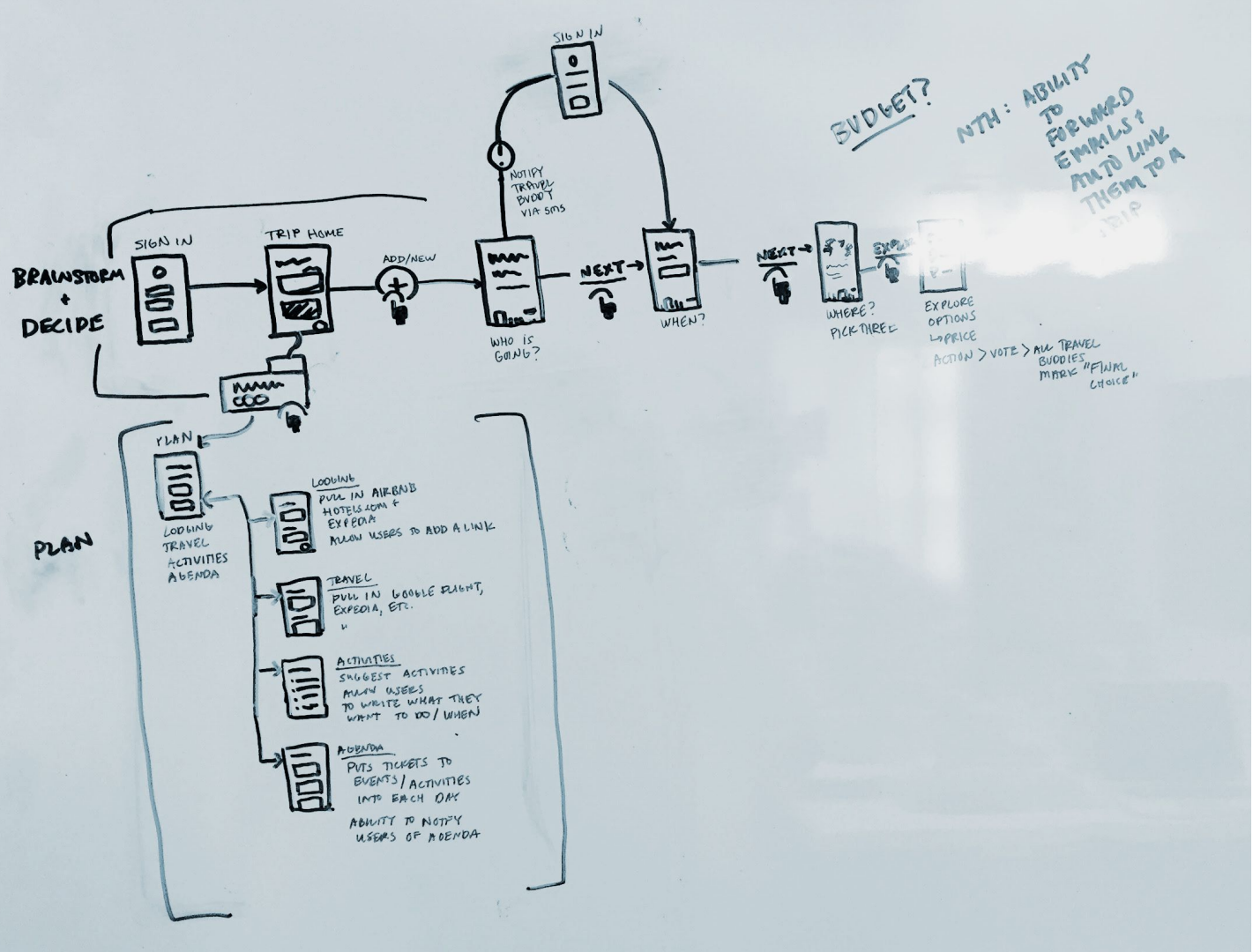
Not immediately clear

Immediately clear

Focus

Based on a brief look at the competition I decided to focus this exercise on the collaborative aspect of planning.

Stages of taking a trip with others

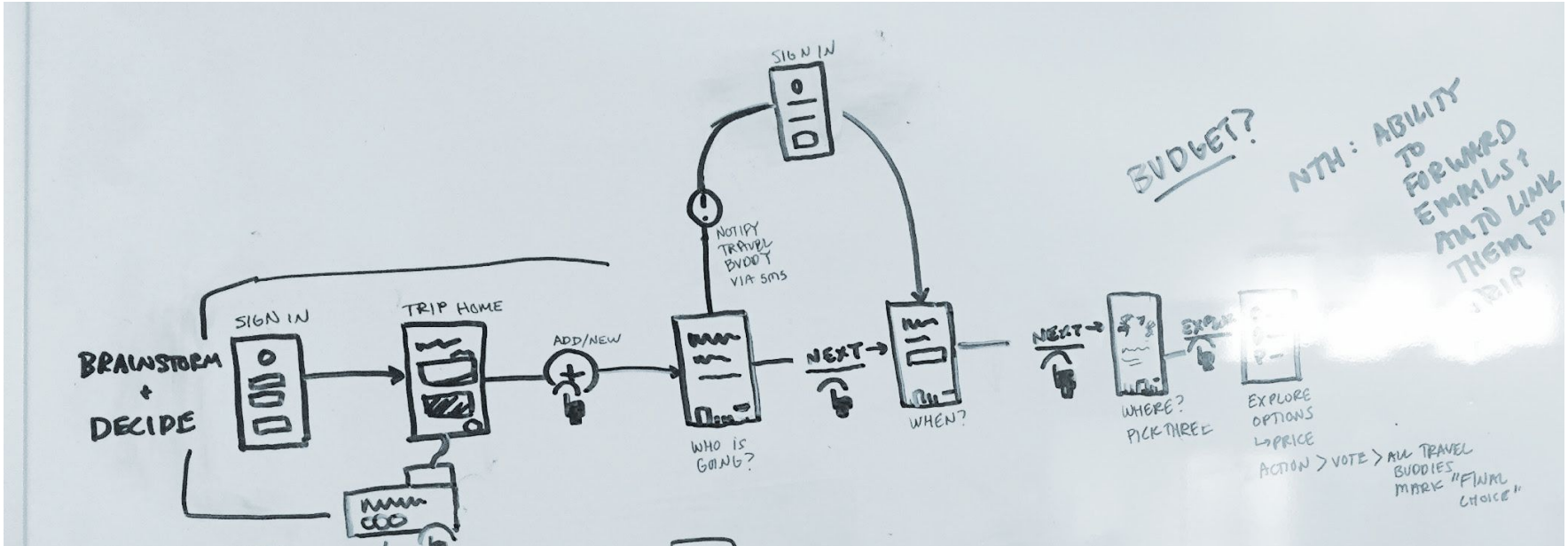


Sketched out a quick flow focusing on collaboration

Brainstorm

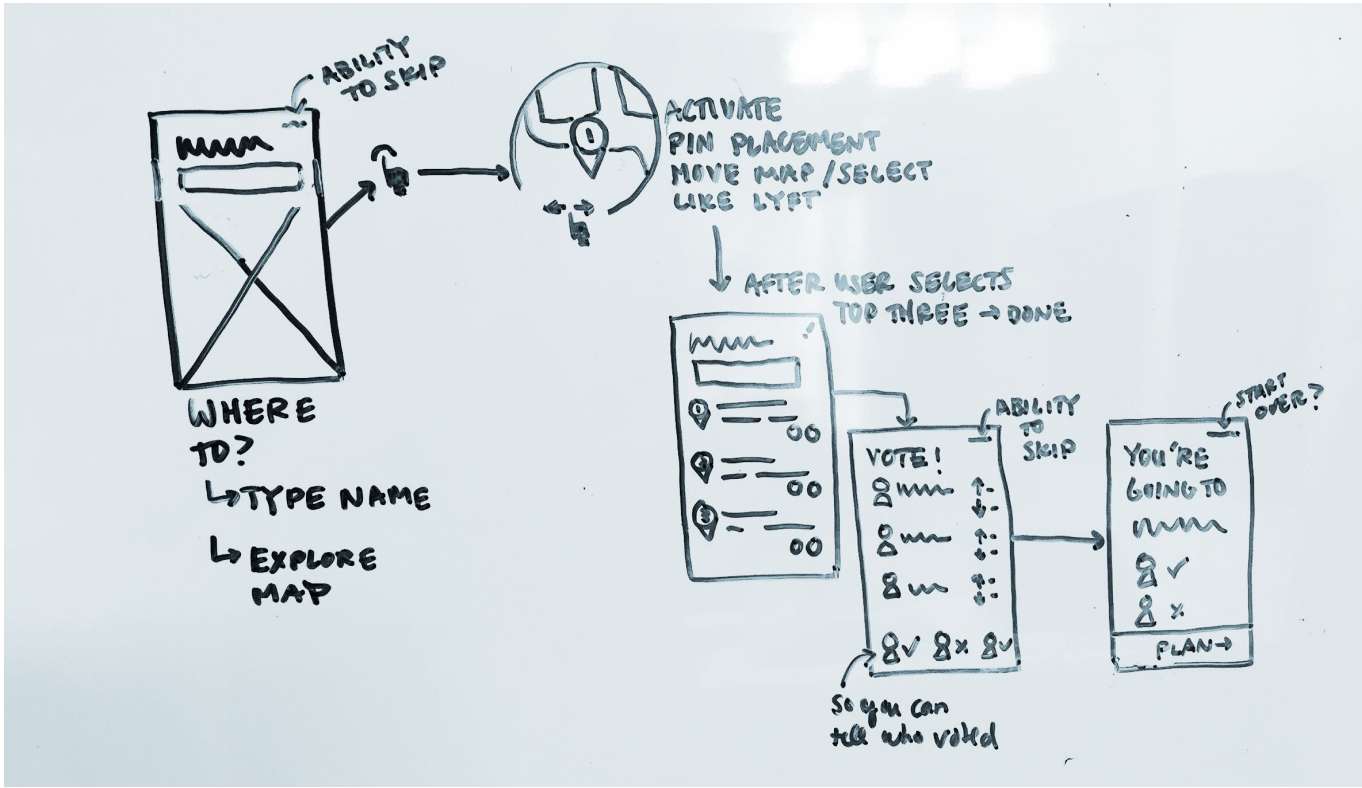
Travel buddies may all have different times they can travel or places they want to go.

This is the phase where everyone discusses what they want to do, looks online at different prices and activities.



Decide

To take the trouble out of deciding where to go by using an optional voting feature.

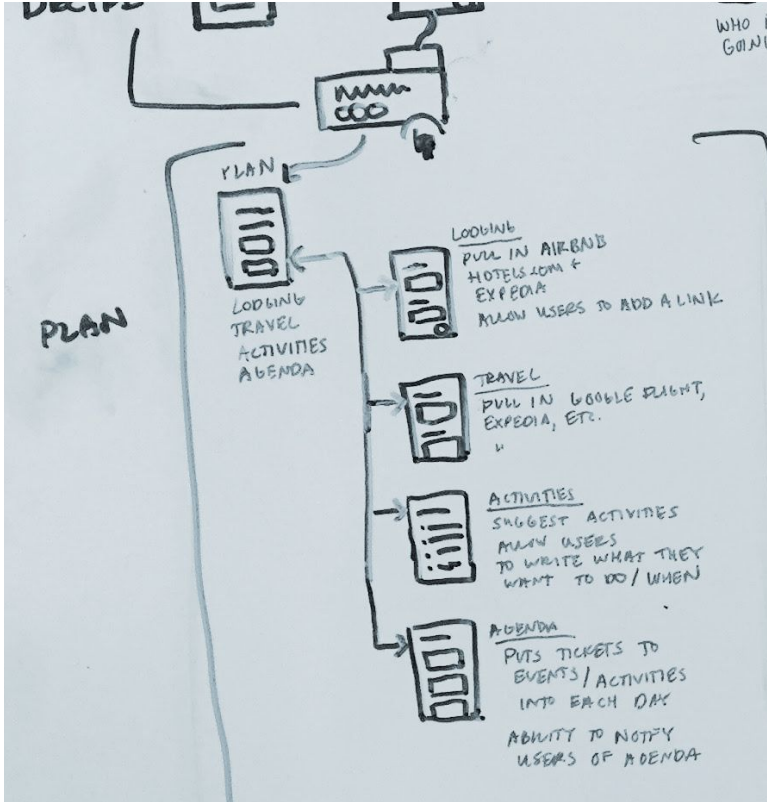


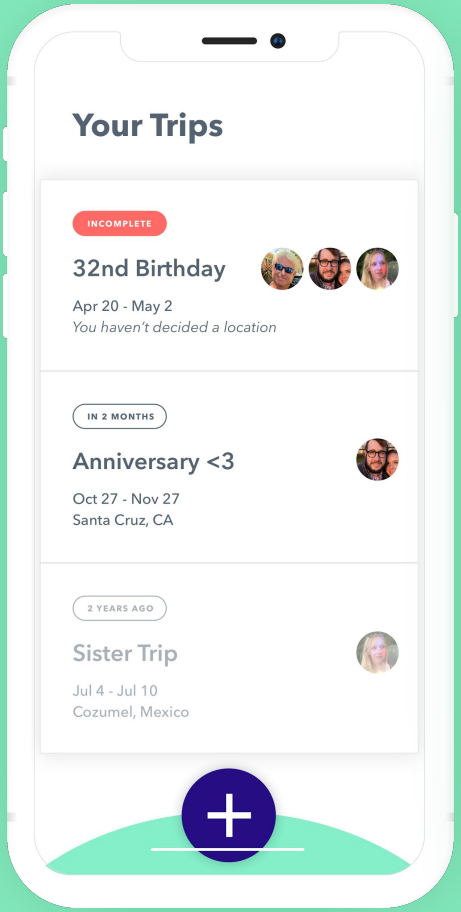
Plan

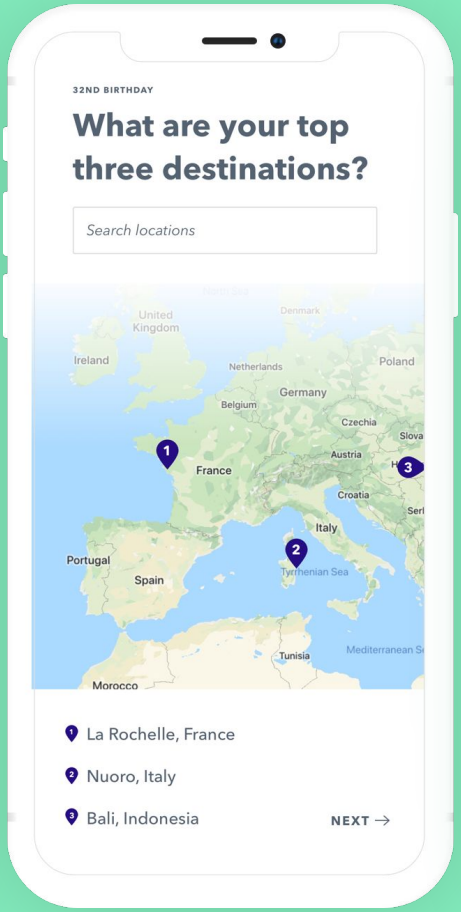
Some users might get very detailed with their planning, using spreadsheets to map out each day.

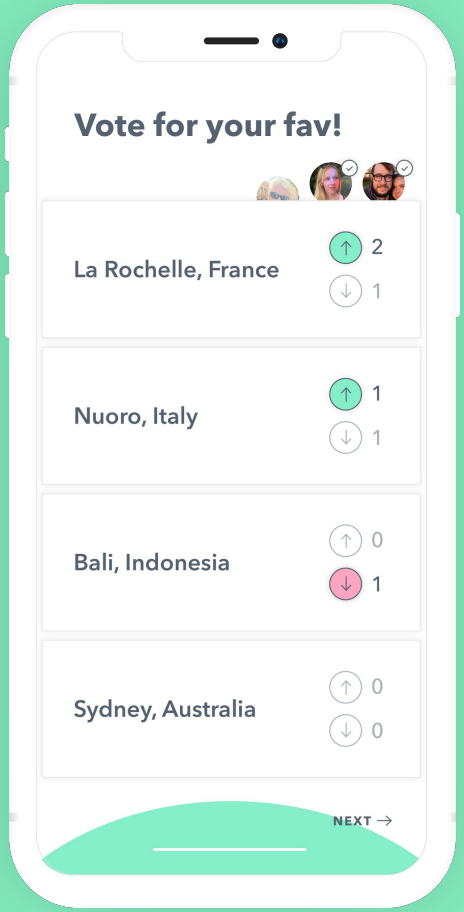
Other users will plan high level items such as transportation methods and lodging, and then conduct spontaneous activities when they arrive.

Users in between like to have a list of possible activities and decide on an agenda each day.




Your Trips
INCOMPLETE
32nd Birthday
Apr 20 - May 2
You haven't decided a location
IN 2 MONTHS
Anniversary <3
Oct 27 - Nov 27
Santa Cruz, CA
2 YEARS AGO
Sister Trip
Jul 4 - Jul 10
Cozumel, Mexico


32ND BIRTHDAY
What are your top three destinations?
Search locations
United Kingdom
Ireland
Netherlands
Germany
Belgium
Poland
Czechia
France
Austria
Croatia
Italy
Portugal
Spain
Tyrrhenian Sea
Tunisia
Morocco
1 La Rochelle, France
2 Nuoro, Italy
3 Bali, Indonesia
NEXT →


Vote for your fav!
La Rochelle, France
2
1
Nuoro, Italy
1
1
Bali, Indonesia
0
1
Sydney, Australia
0
0
NEXT →

Monetization

Allow businesses to advertise their activity, lodging, or transportation service

Allow users to buy additional planning spaces (allows users to plan multiple trips at once)

Allow users to buy pre-planned trips

If I had more time

Understand how people plan trips now, for the sake of the exercise, I used my own experience to guide the design. Ideally, we would use user data instead.

Study what third parties people use to plan trips and include them in the selection process.

Explore how this UI might be different for people traveling with children or people who have a very strict budget.

Explore ranking vs. up-vote-down-vote.

That was fun!