Concept Video

Team #8

Contents

Project Overview

about our project

Our Problem

- **Planning Burden** that Steals the Excitement of Travel
- **Conflict** and **decision fatigue** arising from coordinating opinions

Our Goal

Transform the Planning Process into an Enjoyable Game

Our Solution

Questrip
quest + trip

The Joy of Planning Together, Starting with Questrip !

Value Proposition

Remember Only the Excitement of Traveling Together
Less Burden, More Excitement: Plan Your Trip Like a Quest Game!

Problem/Solution Overview
The burden of solo planning and coordination conflict steal the joy of travel.

Questrip transforms the planning process into an enjoyable game (quests, rewards, voting) where everyone shares responsibility and finds relief without conflict.

Market research

Competitor Analysis - wanderlog

An efficiency-focused platform that gathers travel information in one place

- what has worked
  - Collaboration features make it easy to coordinate schedules with friends and family.
  - provide offline mode
  - The interface is intuitive
  - Provide Google Maps-based visualization and route optimization
- what has not worked
  - Focus on 'organization tools' rather than 'decision-making processes'
  - Still can't solve burden of trip plan

Market research

Competitor Analysis - Squadtrip

A dedicated platform for group travel: integrating everything related to travel
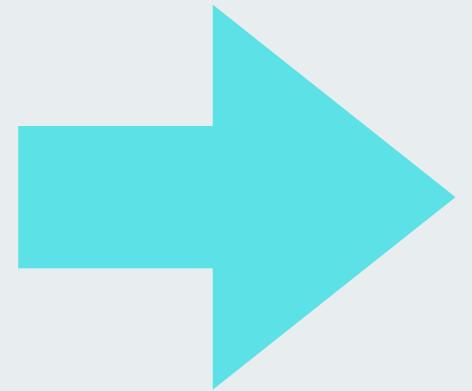
- What has worked
  - platform designed specifically for group travel
  - integrate secure payment collection and expense tracking
  - Send real-time updates and confirmation emails when trip details change
  - Use SquadTrip's built-in group chat to collaborate with your group
- What has not worked
  - complicated UI and function
  - Some funtion request cost of use
 - Manager-centered structure

Market research

Competitor Analysis - Our Service

Still unresolved issues

Although there are collaborative features, some people still should take the lead, leaving the rest as passive participants.

Designed not as a simple collaboration tool, but as a game for trip plan

Market research

Key Differentiators of Our Service

1

Planning

through

Gamification

2

anonymous

binary voting

system

3

Structure that

everyone

participates

4

verification of

people

in local

Going beyond just "doing the plan together" to creating a

"structure that encourages everyone to participate happily."

Three Tasks

Participation · Reward · Verification

01

Simple - Equal Participation

Instead of one person handling all the planning, everyone can equally submit travel destination candidates.
→ Reduces individual burden and creates a fair, engaging starting point for the group.

02

Moderate - Contribution & Reward

The more sincerely and creatively you contribute, the more coins or contribution points you earn.
→ Encourages active and motivated participation, while keeping the process enjoyable and rewarding.

03

Complex - Verification & Decision-making

After all destinations are submitted, they are reviewed and verified by local experts or residents who truly know the area. This provides credible, real-world insights and helps users make fair, transparent, and trustworthy travel decisions.

Values Embedded in Questrip

Value in Design - Our Service

01

Shared Responsibility

Every member contributes through small but meaningful actions such as suggesting destinations, voting, or giving feedback.

02

Transparency

To enhance trust in decision-making, Questrip clearly displays voting results, consensus levels, and opinion distributions.

03

Psychological Safety

Through anonymous voting, automatic aggregation, and consensus-based feedback, all voices are treated equally.
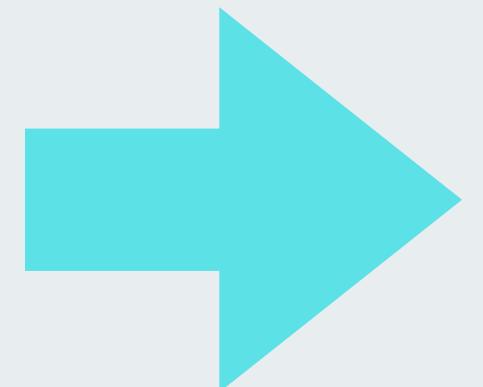
Value Conflicts & Resolution

Fairness vs Fun

Problem

Excessive compensation risks inducing unauthorized participation
This means Joy/Reward infringes on fairness
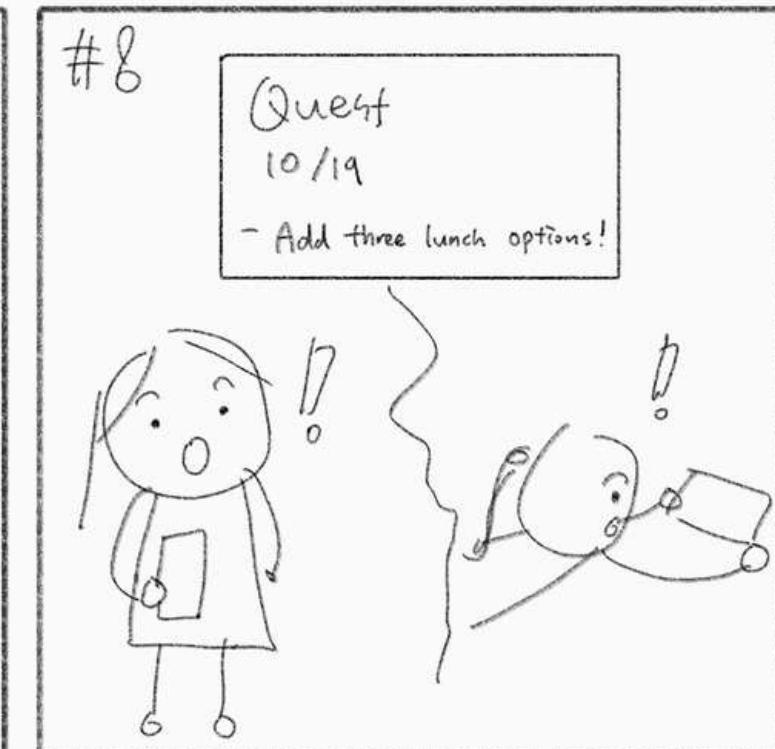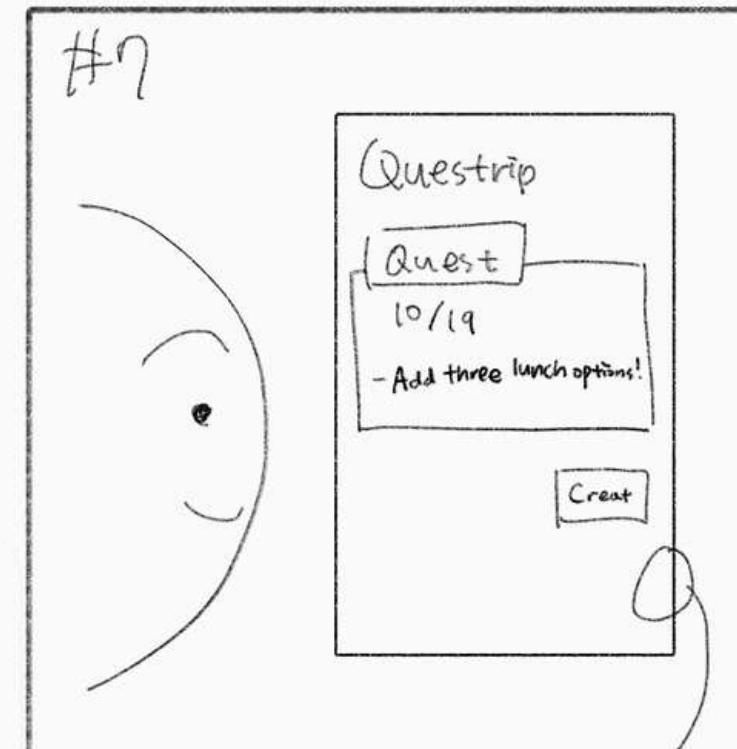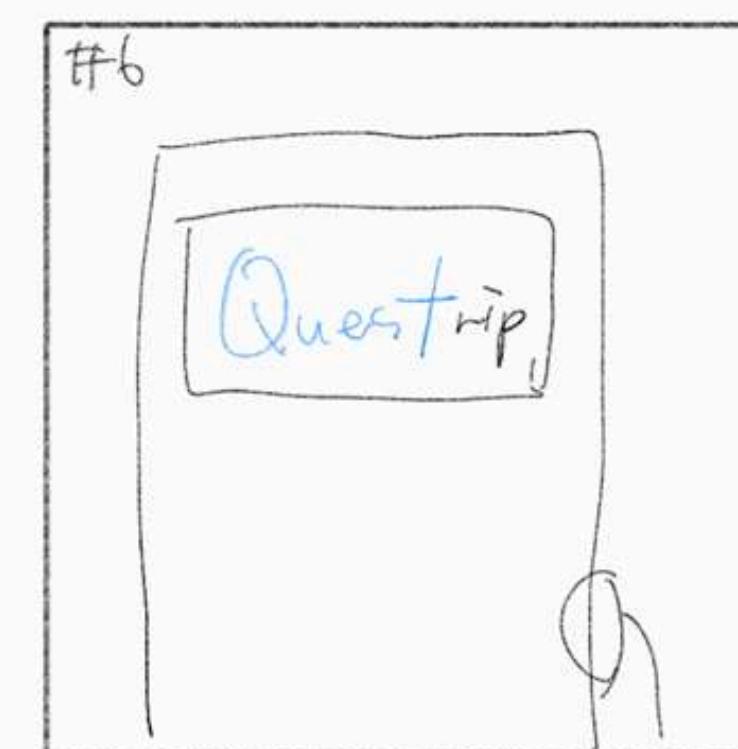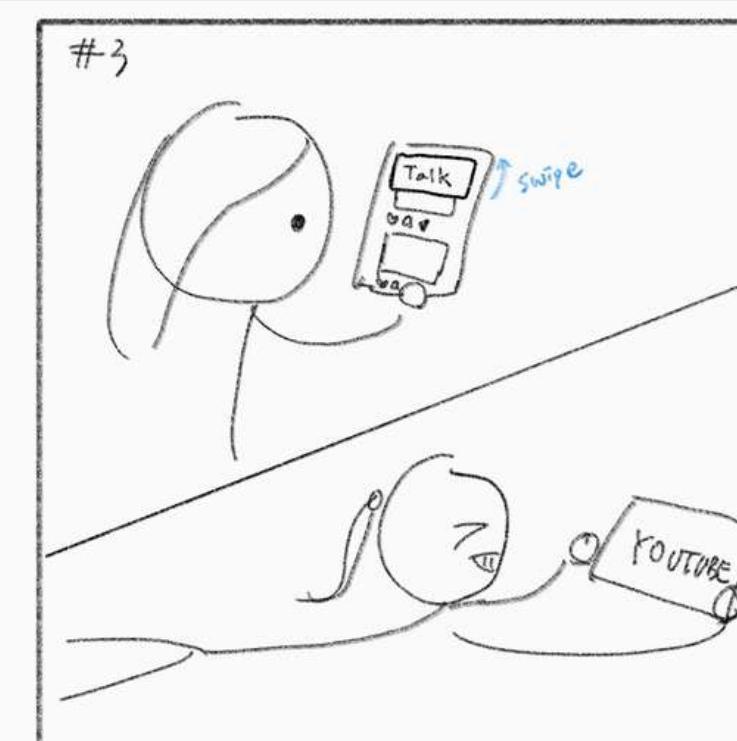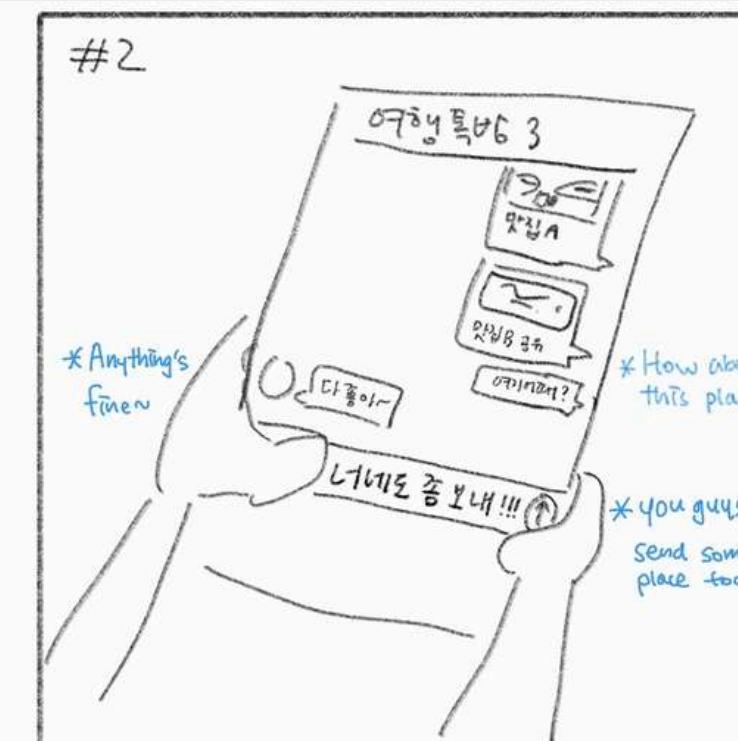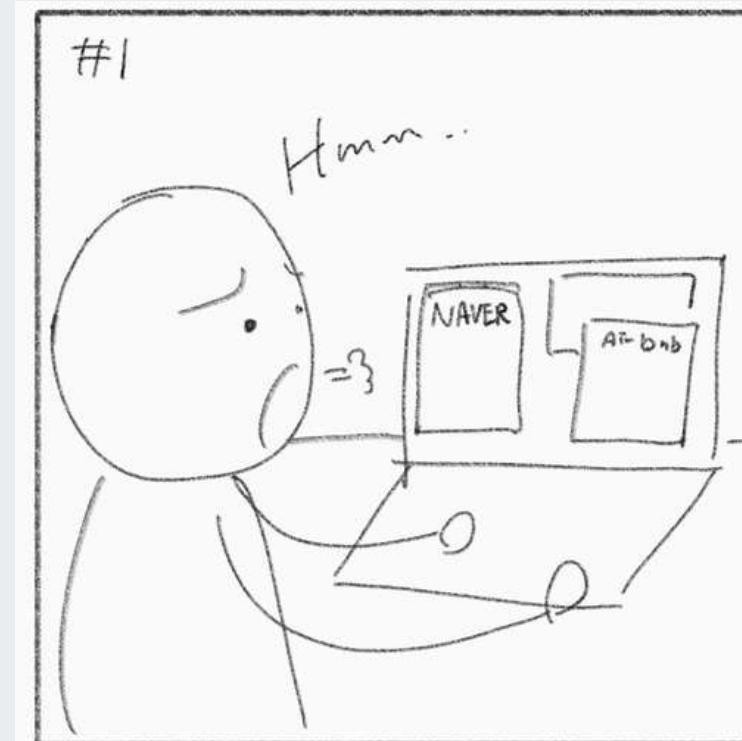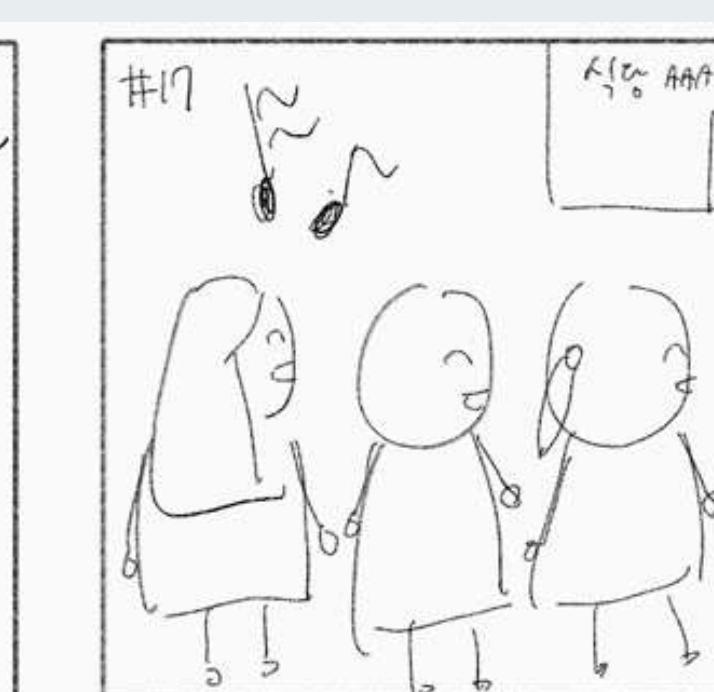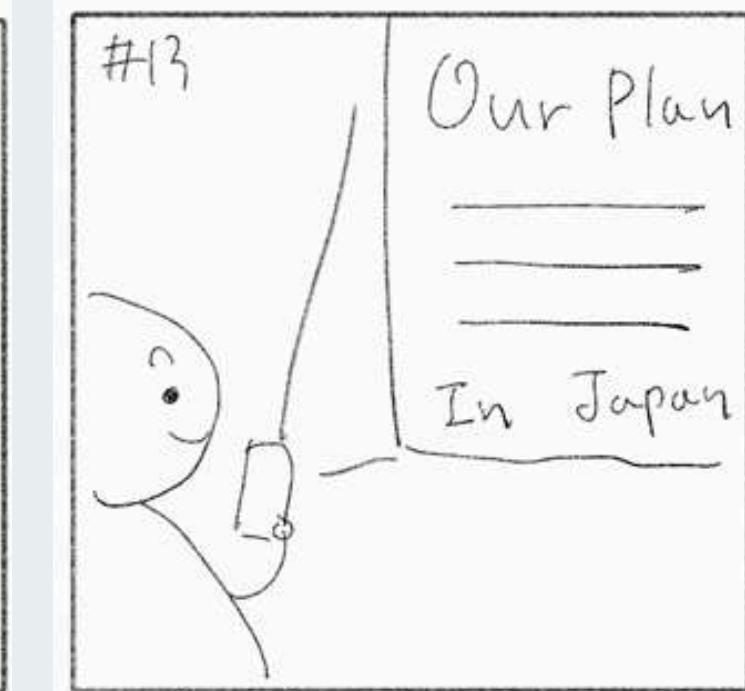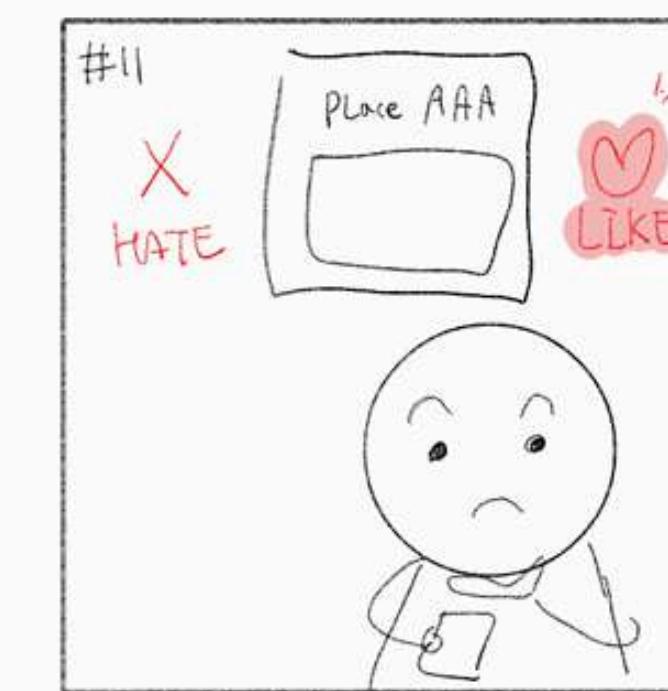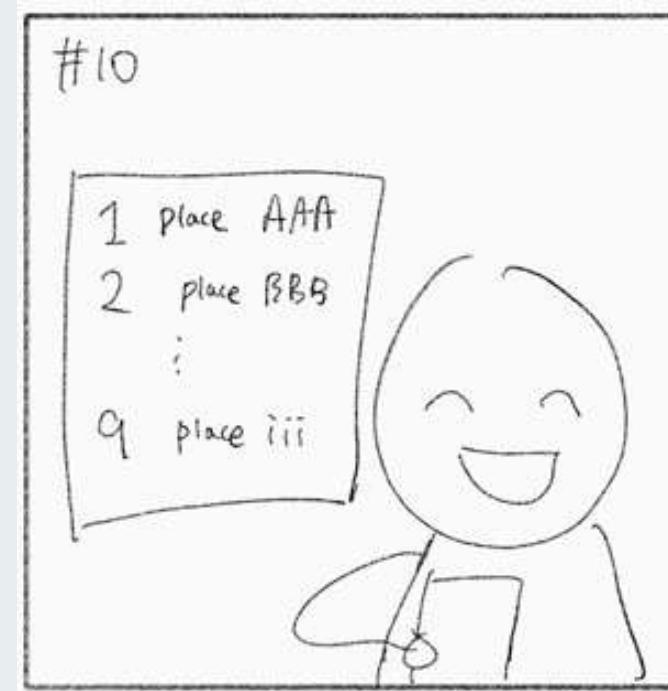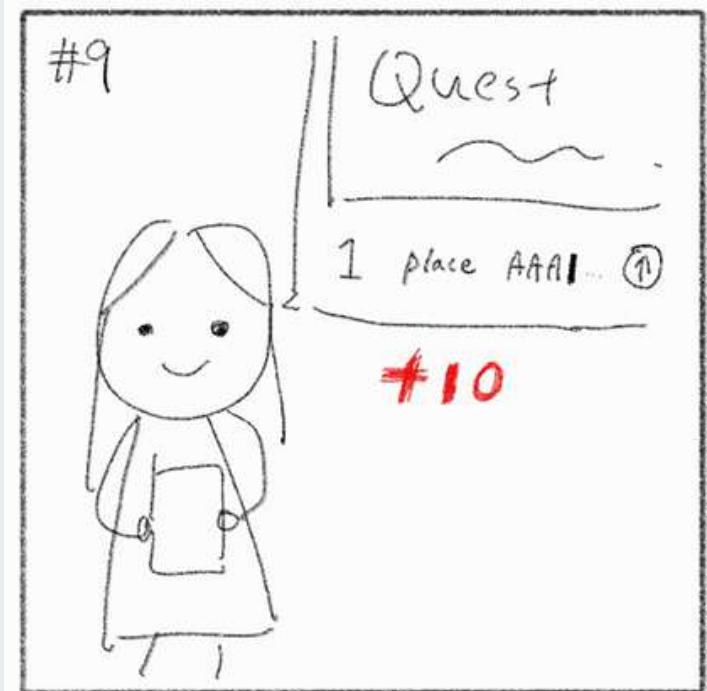
Resolution

Strengthen scoring criteria. Score only when candidate meets quality standards such as address, link, and sales information

Video StoryBoards

Video StoryBoards

#17
Voiceover:
And that's what
makes planning
a trip fun!

concept video

https://youtu.be/XKxLAzYT9Rs