

First assignment

Have a look to existing travel or likewise applications (e.g. Piratiinviaggio, AirBnb, TripAdvisor, ...) and try to answer to the following questions:

- What are the main features they offer?
- How are the itineraries put together and who publishes them?
- How is the travel enrolment/purchase process organised?
- What features do they lack (if any) in relation to the proposed scenario?
- How is the information provided on mobile(e.g. vs. web)? What page layout, navigation, etc.?

PIRATI IN VIAGGIO

Main features:

- booking of full vacations (flight + hotel + experiences + guides + food + cars/buses) or single option
- suggested travels + things you might like
- big emphasis on images, but more text (to describe experience)
- explore, for you and favorite section, account section
- tags for each travel

Itineraries:

- published and organized by independent companies, bookable on their websites and not on the app

Travel enrolment / purchase:

- out of app, site dependent

Lacking features:

- no way to pay in app

AIRBNB

Main features:

- booking house to stay for x nights
- book experiences (notte al museo ferrari, speakeasy with kevin hart, palude di shrek)
- big variety of featured types of airbnbs
- reviews (of airbnb, hosts, users)
- favorite airbnb
- messages to hosts
- everything visualizable by non-logged users
- location and map to help the user choose the location
- big assortment of filters for houses (type of house, appliances, price, characteristics of house...)
- payments into the app / site, no different site to pay

Itineraries:

- no itineraries (except the experiences)
experiences defined by the organizer (tour operator, individual providers...)

Travel enrolment / purchase:

- booking requires set number of guests and date
- able to filter houses by date and number of guests
- pay now or later

Lacking features:

- actual trip planner (only single experiences, no travel buddies or choice for guides (you get the one you get))
- no travel planner, you have to get there on your own
- no Apply to participate in published proposals and manage requests., no rate travel buddies
- post new travel proposals (hosts can sort of post experiences)
- no updates on new travels

Information provided on mobile:

- big scrolling list with houses, filters, map, features, log in with google
- main screen with suggestions, navbar on top (city, house or experience) and bottom (search, older travels, messages with hosts, account)

- heavily reliant on pictures, when searching map is first displayed on top half of screen
- big assortment of tags and filters

TRIPADVISOR

Main features:

- booking of tickets for monuments and experiences (es. tour guidati, degustazioni di vino ecc.) + review experience
- search and review restaurants
- suggestion of hotels, (flights, cruise or rent a car only on website)
- forum to add events info and interact with other users
- create a trip on your own or with the help of AI.

Itineraries:

- no itineraries (except the experiences)
- experiences defined by the organizer

Travel enrolment / purchase:

- tickets purchase made directly on the site, choosing date and number of participants
- hotels, flights, cruise or car rental require some information, depending on the service, and then redirects to a partner site to make the purchase

Information provided on mobile:

- main screen with suggestions, search bar on top (city or experience), navbar on bottom (search, favorites, reviews, account)
- heavily reliant on pictures, when searching map is first displayed on top half of screen