

TRIPADVISOR VER 2.0

PROPOSAL REPORT

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Tripadvisor

I will be working on travelling post-COVID.

This report's major goal is to talk about the redesign of the Tripadvisor mobile app and the addition of a smart watch add-on feature. Additionally, it will give thorough explanations of the methods and techniques used to improve the current TripAdvisor application in order to give travelers and users a remarkable and extraordinary experience.

Target audience

The target audience would be users that travels, adventurous and one that aim for a exquisite lifestyle.

Introduction of the Current App - Tripadvisor



The Tripadvisor app is a well-known mobile application that focuses on providing users with in-depth travel reviews, facts, and recommendations. It offers a variety of goods and services with the goal of assisting consumers in the planning and enhancement of their travel experiences.



Purpose & Goals

When users wants to travel, they will have to make planning, accommodations bookings, location details and updates, and they can decide when to travel depend on weather. The app now still has biased views and also lacks some convenient features such as in-app translator and location based emergency services which is important for a travel app to have to be of convenience. It also has offline limitations.

The purpose of TripAdvisor application is to allow users to be able to have a safe and convenient. They can all the features in one app instead of needing to download multiple applications and changing back and forth to travel. The goal of this app would be convenient, efficient and sufficient to be used to plan the travel and even used while traveling.

Enhanced application

This enhanced version are to make traveling with ease and be able to communicate with locals using in-app translator. In case of any emergencies, they will be able to contact local emergency number right away from the app itself instead of googling for numbers during an emergency. User will be able to view live weather update in app and check affected flights if there's any bad weather and delayed or cancelled flights.

This can still benefit after covid as users can still use the in app features before traveling, during traveling and even after traveling. The in app translator can guide the users to learn a new language, check flights enables user to check in case of any relatives visiting from other countries. In app local emergency can save user in an emergency event.

I N T R O D U C T I O N



Tripadvisor

Why?

I chose this app & concept

After COVID-19, many borders had finally opened up and which made many want to travel since they have been locked down in their confined homes for months, which resulted in very strong demand and desire for travel.

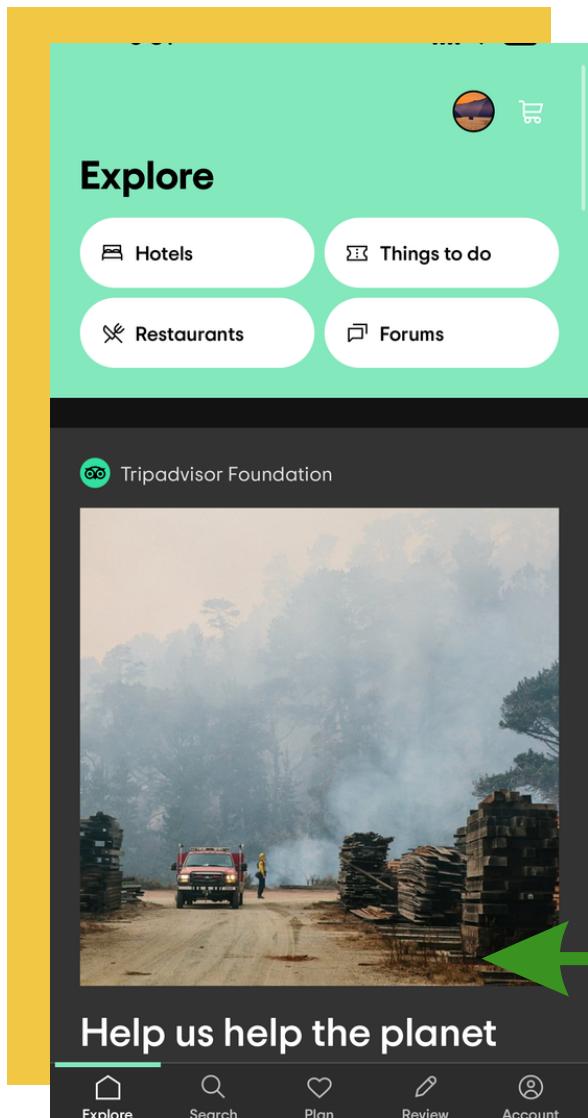
However, based on my experiences with travelling in the post-covid period, things can be really troublesome as compared to travelling before COVID. I had to go back and forth in different travel apps just to check the regulations and using other features just to plan travelling. Thus I wish to have an app that contains all information I need and planning with ease.

Benefits of this even after post-COVID

There will only be an increase number of people travelling after COVID. Many would be using travel apps to plan out travel routes and book accommodations. Thus, having a simple, convenient yet useful travel app is really important for user being used to travel.

ANALYSIS OF TRIPADVISOR APP

01 HOME PAGE

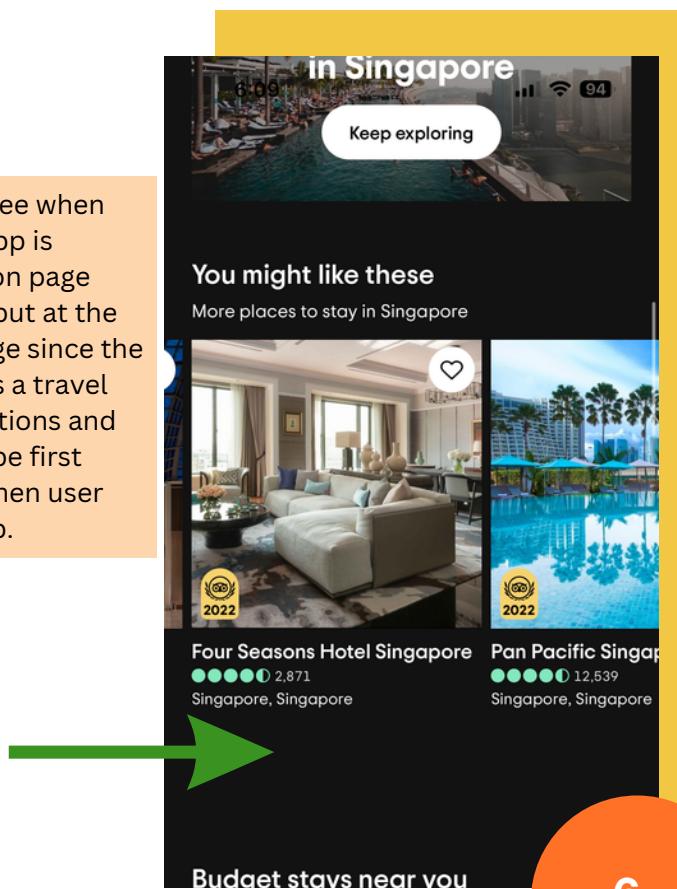


There is no logo as well on the home page.

No prices shown, user won't be able to view and make decisions quickly. They have to waste more time to search and compare.

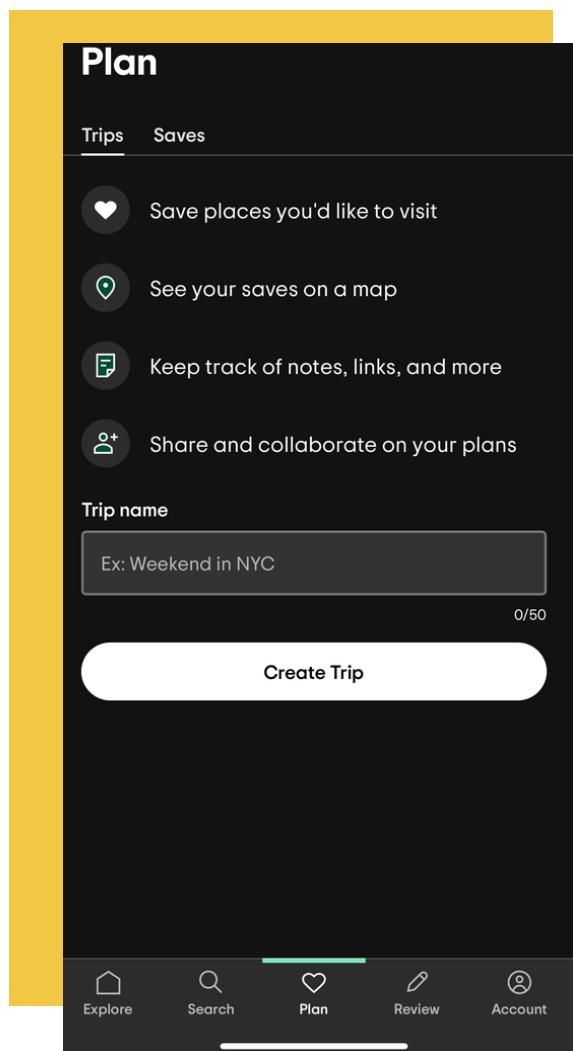
For the home page, the first thing the user will see is Tripadvisor donation instead of the accommodations and activities. Users have to scroll down in order to view all the accommodations and activities listed out. Users are free to explore what to do or stay nearby or overseas.

However, the prices are not shown. In the home page, everything should be shown clearly as a summary to attract users to click into it and make decisions quickly. To view the prices, users have to click into the activity or hotel of choice, or click into 'Hotel' to view the deals.



ANALYSIS OF TRIPADVISOR APP

02 PLANNING

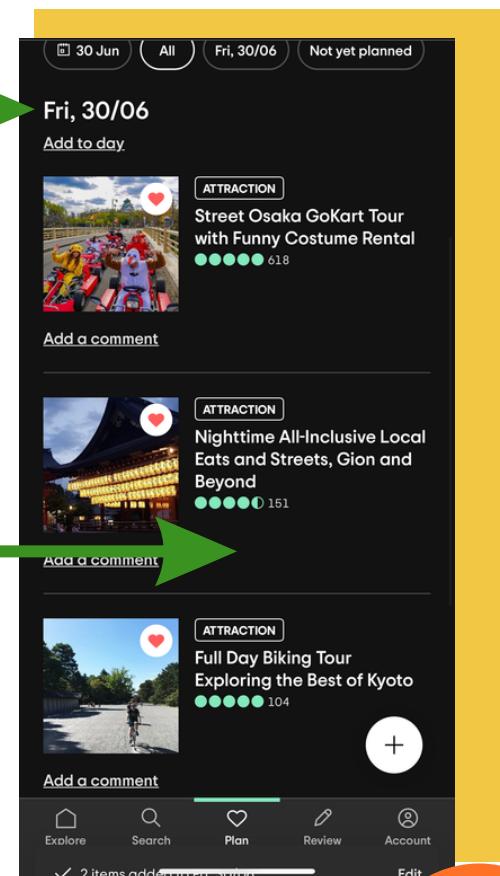


For the plan page, the user will be able to save a location or activity that they wish to participate or visit. They will be able to add plans to the planned date.

However, it will be messy as it is only planned by date. For a more detailed journey, user may have to use other applications in order to add timings like Tripli, a travel planning app.

Tripadvisor arranges trips by date. Even though you can add a comment on the timing you wish it to be, it will still be messy because it will not be in order and the app does not allow you to rearrange the order when you add to the list.

Very empty space. Can add some elements like button or add a bit more description



ANALYSIS OF TRIPADVISOR APP

03 DETAILS PAGE



User is able to view the details of activities or location while clicking into the interested event.

Tripadvisor does not allow theme change so the background is dark with white text. meanwhile their details are all packed which makes all of it hard to read after a while.

A screenshot of the Tripadvisor mobile app showing the details of the tour. The top bar shows the time as 6:57 and the battery level at 92%. The title is "Private Singapore Tour with a Local, Highlights & Hidden Gems 100% Pers...". Below it are tabs for "What's Included", "Departure and return", and "Accessibility".

What's Included

- Private and personalized experience
- 3, 4, 6 or 8 hours with your host- Pick your preferred duration when booking!
- Walking experience (if required, your host can suggest public transport or private taxi options)
- Hotel meet-up (available on request for central location)

What's Not Included

- Food & drinks
- Transportation
- Transportation costs
- Gratuities (optional)

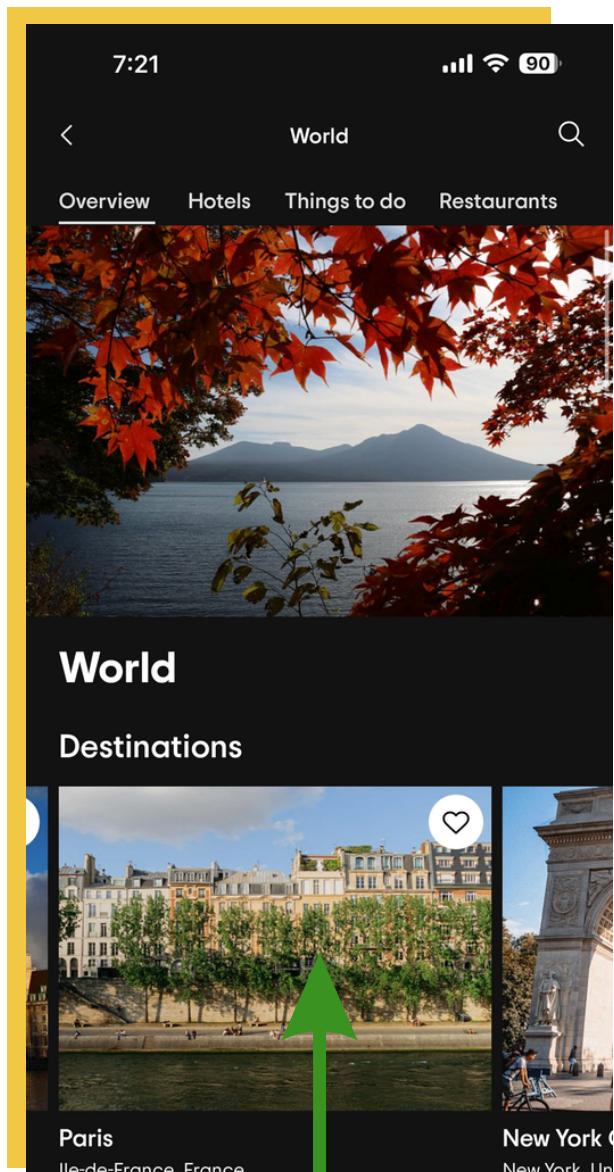
A screenshot of the Tripadvisor mobile app showing a dropdown menu. The items listed are: "What's Included", "Departure and return", "Accessibility", "Additional information", "Cancellation policy", "FAQ", and "Help". At the bottom is a button labeled "See all details".

Hard to read as it is white text in dark background and user cannot change the theme preferences. All the details are like this, black and white. Not aesthetically pleasing.

User have to click into it and read the details on a new page instead of a dropdown UI which would be more convenient and aesthetically pleasing.

ANALYSIS OF TRIPADVISOR APP

04 DESTINATIONS PAGE



Limited countries on display. If user wants to other countries, they have to use the search function. There's not even a 'show all' to choose the countries in list.

User is able to find activities and accommodations by countries

However, there is very limited countries on display. The rest of the countries will have to use the search function.

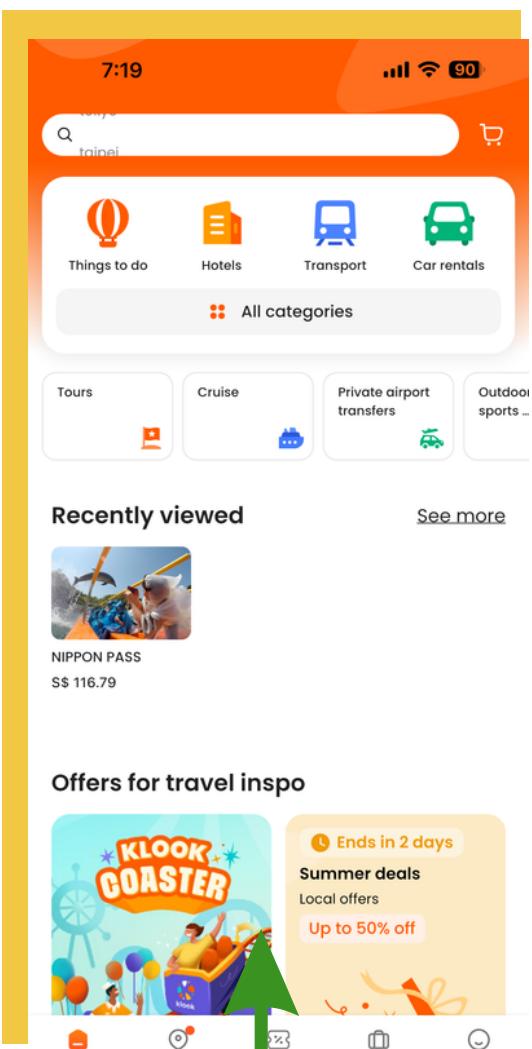
The countries are not classified by continents which makes it messy.



COMPETITIVE ANALYSIS

K-LOOK

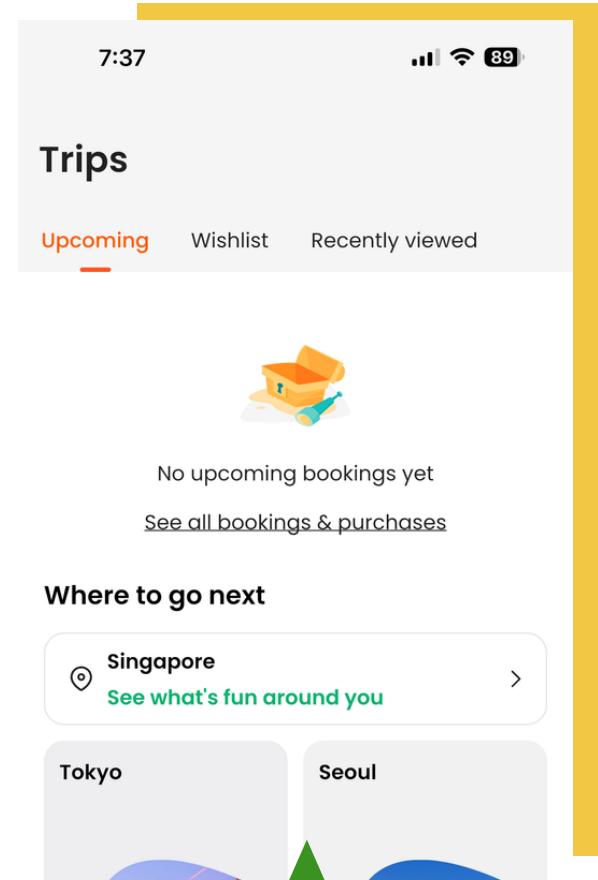
01 HOME PAGE



Very clear home page showing all the UIs. A very clean, simple yet convenient design.

The theme is bright which makes it look lively as it is a travel app.

02 PLANNING



This is Klook's planning for a trip page. User is able to set a trip by booking and it will appear in the 'Upcoming' section to remind the user about the trip.

COMPETITIVE ANALYSIS

K-LOOK

03 DETAILS PAGE

The screenshot shows the Klook details page for the 'NIPPON PASS'. At the top, there's a header with a yellow bar showing the time (7:19), signal strength, and battery level (90%). Below the header are three navigation tabs: 'Package options' (selected), 'What to expect', and 'Things to note'. A banner below the tabs says 'Up to 50% off'. The main content area is titled 'NIPPON PASS' and describes it as a 'New Activity' in 'Japan'. It lists two benefits: 'Purchase your Nippon Pass now and get a 50% off limited offer!' and 'Maximize your travel in Japan using Nippon Pass and get a great deal!'. There's a 'See more' button with a thumbs-up icon. Below this, there's a section for 'Package options' with buttons for 'Today', 'Tomorrow', '21 May', and 'All Dates'. A '3Days PASS' option is shown with 'Details >', 'No cancellation', 'Instant confirmation', and 'Fixed date booking'. A '50% off' badge is present. The price for an 'Adult' is listed as '\$\$ 116.79' with a 'Save \$\$116.76' offer, and a 'Select' button. For 'Child(0-12)', the price is 'From \$\$ 116.79' with a 'Save \$\$223.55' offer, and a 'Select' button with a dropdown arrow.

The details page is very clear about the event and user will be able to view the page at one go without changing pages. All the details are on one page. They can navigate by click on the bars at the top.

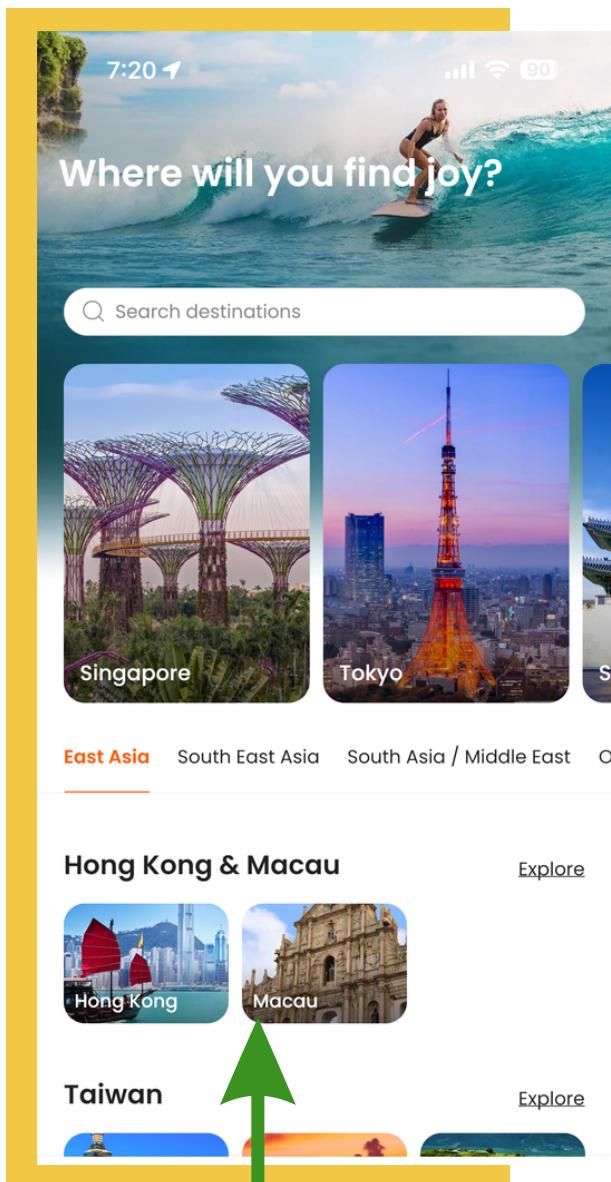
This screenshot shows the Klook details page for the 'NIPPON PASS' with a focus on the 'How to use' section. The 'How to use' section is divided into four steps: 1. Purchase (Select Start Date), 2. Booking (Available 3 months in advance), 3. Admittance (QR code style), and *Consultation (Reliable Support). Each step has an associated icon. Below this, there's a map of Japan with various locations marked: Shinjuku, Ikebukuro, Asakusa, Kyoto, Hakone, Kamakura, Okinawa, and Hokkaido. A large green arrow points upwards from the bottom of the left screenshot towards this section. Further down, there's a section titled 'More than 100 large entertainment facilities and experiences' with a grid of images showing various attractions like Tokyo Tower, aquariums, theme parks, onsens, and cruises. A 'Select' button is located next to the price information.

Klook has put images as well in the details page to guide the users in reading as well. Very clear summary of what the event is about if the user is lazy to scroll through the all the details in words. Very user friendly.

COMPETITIVE ANALYSIS

K-LOOK

04 DESTINATIONS PAGE



All the countries are classified by their continents or regions which makes the users easy to access to and find on the app itself.



COMPETITIVE ANALYSIS

AIRBNB

01 HOME PAGE

The screenshot shows the Airbnb mobile application's home screen. At the top is a yellow header bar. Below it is a search bar with placeholder text "Where to? Anywhere · Any week · Add guests". To the right of the search bar is a red Airbnb logo. Below the search bar are five category filters: "Rooms" (selected), "OMG!", "Amazing views", "Ryokans", and "Tiny homes". A toggle switch below the filters is set to "Display total price" (Includes all fees, before taxes). The main content area features a listing for a "Milan, Italy" apartment. The listing includes a photo of a modern living room with large windows, a host profile picture of a woman, a 5.0 rating, and a price of "¥ 607 night". Below the listing are sections for "Rooms and 50+ features" and navigation icons for "Explore", "Wishlists", "Trips", "Inbox", and "Profile".

Home page is very minimalistic and aesthetically pleasing. The UIs are shown very clearly at the top.

02 PLANNING PAGE

The screenshot shows a listing for "Aura House 2bds Eco Bamboo House, Pool, River View" in Abiansemal, Bali, Indonesia. The listing has a 4.87 rating from 209 reviews and is a Superhost. It includes a photo of a multi-story bamboo house surrounded by lush greenery, a host profile picture of a man, and a price of "¥ 3,604 night" for "9-15 Jan". A pink "Reserve" button is visible. Below the listing, there are sections for "Designed by" (Ibuku Bamboo Architecture and Design) and "Featured in".

All the details are on one and on the same page. User can scroll through and read the details of the accommodation. However, it does not have navigation unlike Klook.

COMPETITIVE ANALYSIS

AIRBNB

01 HOME PAGE

The screenshot shows the Airbnb mobile application's home screen. At the top is a yellow header bar with the time (8:13), signal strength, and battery level (88%). Below it is a search bar with the placeholder "Where to?" and options for "Anywhere · Any week · Add guests". To the right of the search bar is a red Airbnb logo. Below the search bar are five category filters: "Rooms" (selected), "OMG!", "Amazing views", "Ryokans", and "Tiny homes". A toggle switch below these filters is set to "Display total price" (Includes all fees, before taxes). The main content area features a large image of a modern living room in Milan, Italy, with a brown leather sofa, a white coffee table, and a large window overlooking a cityscape. To the left of the image is a circular profile picture of a woman. To the right is a heart icon. Below the image is the location "Milan, Italy", the host "Stay with Valentina · Interior designer", the check-in date "24–30 Jul · Individual", and the price "¥ 607 night". A "Map" button with a location pin icon is also present. At the bottom of the screen are navigation icons for "Explore", "Wishlists", "Trips", "Inbox", and "Profile".

02 PLANNING PAGE

The screenshot shows the Airbnb mobile application's planning screen. At the top is a yellow header bar with the time (8:16), signal strength, and battery level (88%). Below it is a section titled "Wishlists" featuring a thumbnail of a yellow umbrella and the word "test" with the dates "30–31 May". The main content area has a yellow header bar with the time (8:16), signal strength, and battery level (88%). Below it is a section titled "Trips" with the message "No trips booked ... yet!". It includes a "Start searching" button and a link "Can't find your reservation here? Visit the Help Centre".

Home page is very minimalistic and aesthetically pleasing. The UIs are shown very clearly at the top.

User will be able to find their saves or bookings at the wishlist and trips tab

COMPETITIVE ANALYSIS

AIRBNB

03 DETAILS PAGE

The screenshot shows a mobile device displaying the Airbnb app. At the top, there's a large image of a two-story bamboo house with a thatched roof, surrounded by tropical foliage. Below the image, the listing title is 'Aura House 2bds Eco Bamboo House, Pool, River View'. It includes a star rating of 4.87, 209 reviews, and the status 'Superhost'. The location is listed as Abiansemal, Bali, Indonesia. A note says 'This is a rare find. Wayan's place on Airbnb is usually fully booked.' Below the note, there's a section for 'Entire villa hosted by Wayan' with details: 4 guests, 2 bedrooms, 2 beds, and 2 bathrooms. There are sections for 'Designed by' (Ibuku Bamboo Architecture and Design) and 'Featured in' (with a small icon). The price is listed as ¥3,604 night for 9-15 Jan. A prominent red 'Reserve' button is at the bottom right.

All the details are on one and on the same page. User can scroll through and read the details of the accommodation. However, it does not have navigation unlike Klook.



04 DESTINATIONS PAGE

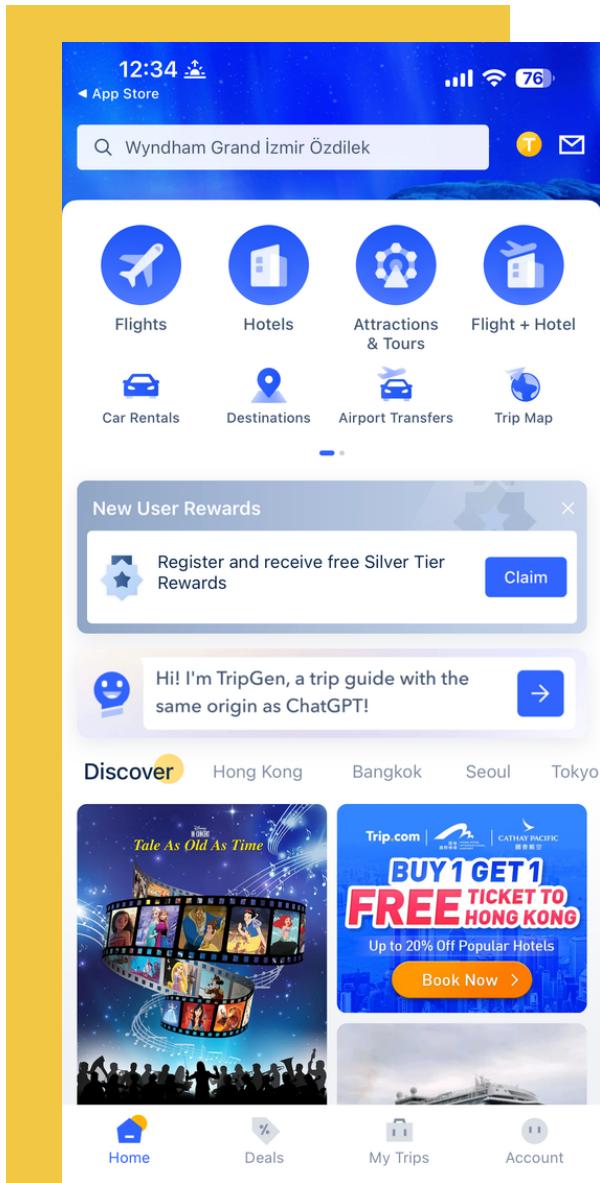
The screenshot shows a mobile device displaying the Airbnb app's destinations page. At the top, there's a yellow header bar with the time 8:14 and signal strength. Below it, there are tabs for 'Stays' (which is underlined) and 'Experiences'. The main area is titled 'Where to?' with a search bar labeled 'Search destinations'. Below the search bar are three map icons: a world map labeled 'I'm flexible', a Europe map labeled 'Europe', and a Southeast Asia map labeled 'Malaysia'. Further down, there are sections for 'When' (set to 'Any week') and 'Who' (with a 'Add guests' button). At the bottom right is a red 'Search' button. Navigation icons for back, forward, and search are visible at the very bottom.

Very creative and unique design when users wants to find the destinations they are searching for. The countries are grouped by continents and also made it simpler for checking availability by letting user choose the date and adding their friends or family to check the Pax.

COMPETITIVE ANALYSIS

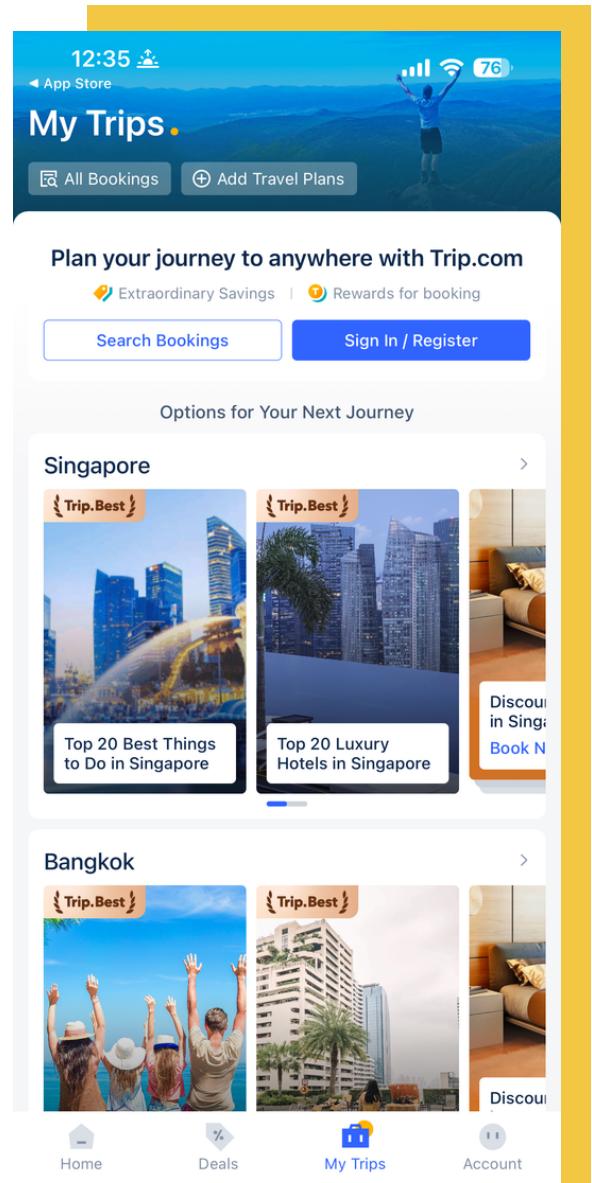
TRIP.COM

01 HOME PAGE



The home page gives user a very clear directory of where the functions are. User is able to locate and find their goal straight away.

02 PLANNING PAGE



After booking, user will be able to view their bookings at the MyTrips tab. Then they can create a Travel Plan and place all the bookings inside and make a travel plan easily.

COMPETITIVE ANALYSIS

TRIP.COM

03 DETAILS PAGE

The screenshot shows the Trip.com mobile application interface for Universal Studios Singapore. At the top, there's a large banner featuring a family and a Minion character. Below it, the park's name is displayed in large letters. A rating of 4.8/5 from 17.3k reviews is shown, along with a "Before Visit Advisory" section. The address is listed as 8 Sentosa Gateway, Sentosa Island, Singapore 098269. A "Promo Code Pack" button is visible. The main content area is titled "Attraction Tickets" and shows a "Universal Studios Singapore Admission Ticket" for an adult at \$82.00. It includes sections for "Adult Ticket" and "Child Ticket". Each ticket type has a "Select" button.



This screenshot shows the Trip.com mobile application interface for Universal Studios Singapore. The top bar includes the Trip logo, signal strength, battery level, and time (12:35). Below the header, there are tabs for Overview, Book (which is selected), Reviews, Details, and Nearby. The "Book" tab shows a booking summary for 19 booked tickets with a total price of \$15.00 and a "Select" button. The "Activity Highlights" section describes the park as Southeast Asia's first and only Universal Studios theme park, featuring 24 rides, shows, and attractions in seven themed zones. The "Reviews" section shows a rating of 4.8/5 from 17,302 reviews, with filters for All (17,302), Latest, Positive (16,385), Negative (206), Photos (14,588), and Verified Booking (11,656). A "Write a Review" button and a "View Tickets" button are also present.

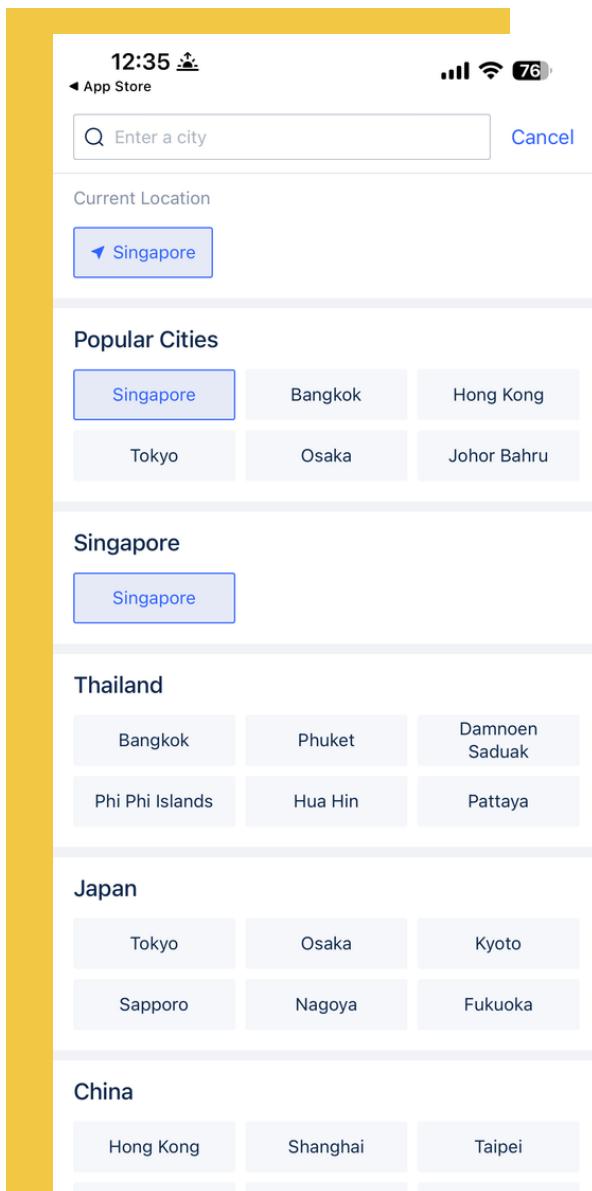
The details page contained all the information about the event as well as clear ticket selection. All the details are viewed in a single page. User can just scroll through and read the details.

There is a back to top button at the bottom right of the page. User can navigate back up easily.

COMPETITIVE ANALYSIS

TRIP.COM

04 DESTINATION PAGE



The states and cities have been classified by the countries which allows user to choose and locate the destination easily.



ANALYSIS SUMMARY

UX / UI				
Design	OK	GREAT	GREAT	GREAT
Home Page	BAD	GREAT	OK	GREAT
Planning Page	OK	OK	OK	GREAT
Details Page	BAD	GREAT	OK	GREAT
Destination Page	BAD	GREAT	GREAT	GREAT
Overall	1/5	4.5/5	3.5/5	5/5

Legend:

	BAD
	OK
	GREAT

Overall, Tripadvisor have been graded the worse out of the 3 applications. This is because Tripadvisor lacks the core UI experience, which makes the users hard to find out what they want to find out in the app. These resulted in giving users a negative user experience. Reasons why users uses these type of travel applications is because they want a convenient research and planning on the destination they wish to travel to. Thus UI experience is important, as well as the UX design.

MAIN APP FEATURE

01 LOCAL EMERGENCY SERVICES

An important feature that enables users or travelers to call emergency services at any time and from anywhere is location-based emergency service. Based on the classification of the area, the application should add the phone number and services. Users will be able to access a local service as a result.

02 LIVE WEATHER UPDATE & CHECK FLIGHTS

With a live weather update, users will be able see the upcoming weather predictions and plan their trip accordingly. Since booked flights and may end up in a plan change due to climate changes, with such feature you can prevent such situations when traveling. Mobile applications with real-time climate forecasting feature can alert the travelers.

03 IN-APP TRANSLATOR

Currently there is no such feature in the application, but I believe it is a good feature to have because people are not familiar with the regional language of places that they would like to visit in most cases. Including this feature can enhance user-experience and let travelers scan texts for visual translation, translate voice, and text messages as well.

User will be able to check their flights to see if it is delayed or not. With this it will be easy and alert user if their flight has been cancelled or delayed, then they can plan their alternative route. Select by airline / airport and enter flight details to get the information

SMART WATCH FEATURE

01 EMERGENCY

By having this feature on a watch as well, users can have easier access to the emergency service. Just in case anything happens, or in case of any panic attacks, and user may not be able to use and unlock mobile phone. While feature on watch it can still dial out the emergency service and save the life of user.

02 REMINDER FOR NEXT EVENT

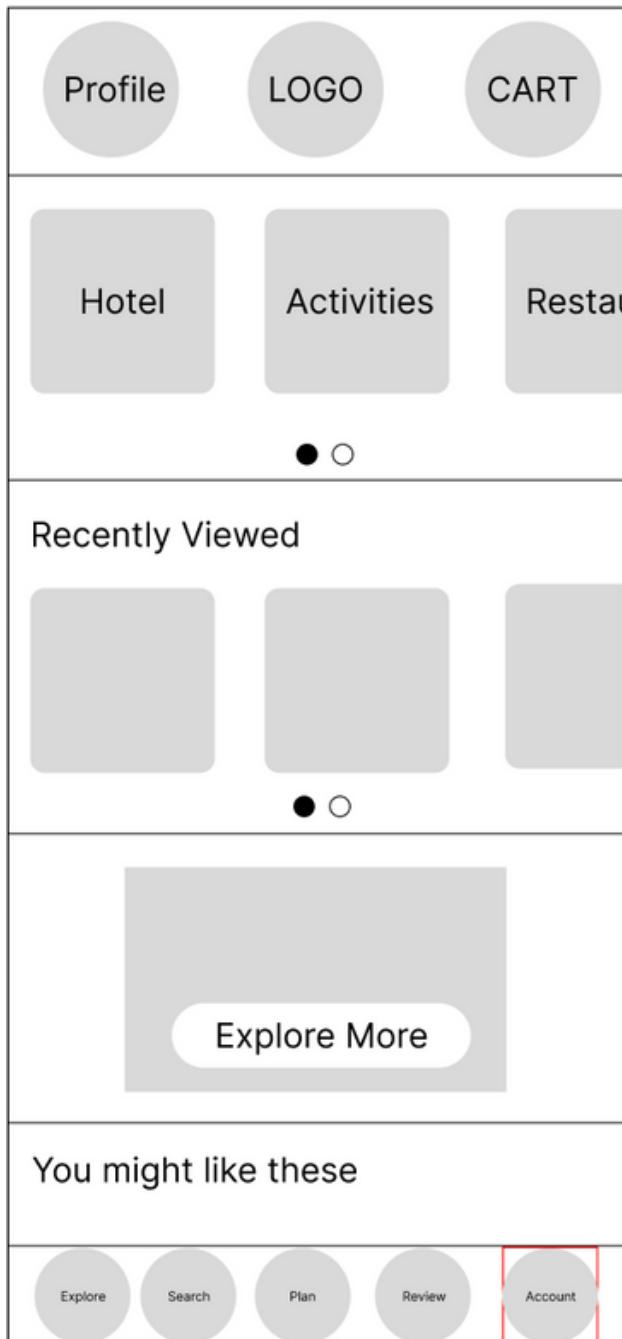
Some users may not have caught on the notifications from phone or have forgot about the event. Having a reminder for upcoming event to alert the user about the event and user can make their way to the next location and not miss out any events.

03 CONVERT CURRENCY

With this feature, user will be able to view live exchange rates and even use them to compare market price and provider. By having such feature, it can tell the user the best time to shop around for the best rate when traveling overseas. Users will be able to pay at the second tab.

USER CORE OBJECTIVE

01 MAKING A BOOKING

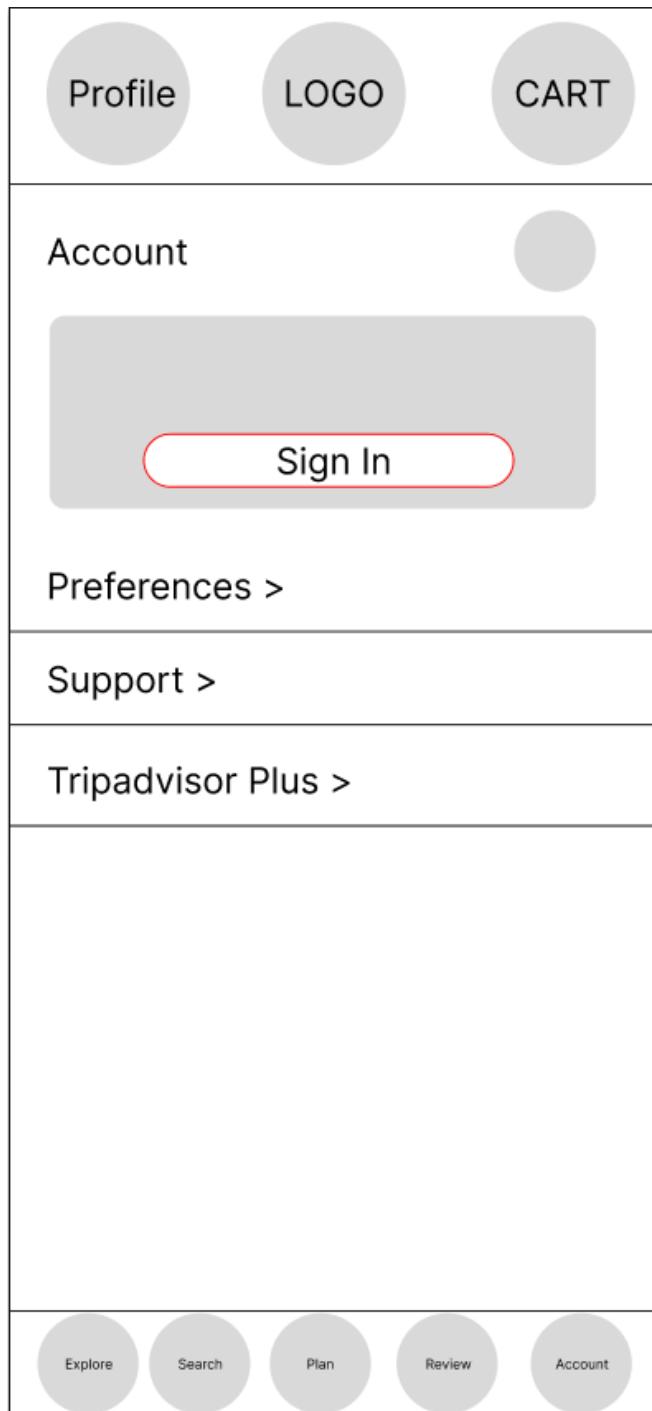


01

User will have to sign up / sign in at the 'Accounts' page.

USER CORE OBJECTIVE

01 MAKING A BOOKING



02

User click into sign in

USER CORE OBJECTIVE

01 MAKING A BOOKING



LOGO

continue with apple

continue with google

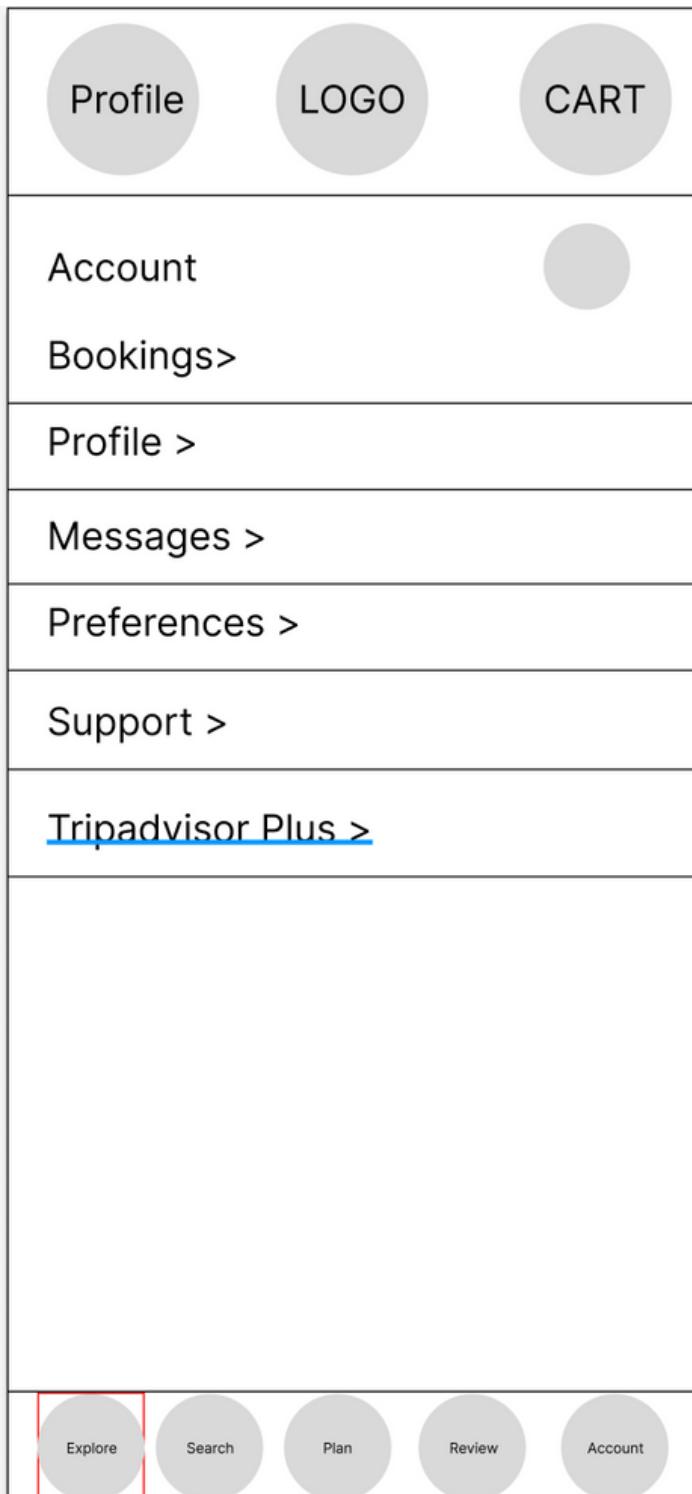
continue with email

03

User sign in with email. (Sign up automatically with email)

USER CORE OBJECTIVE

01 MAKING A BOOKING

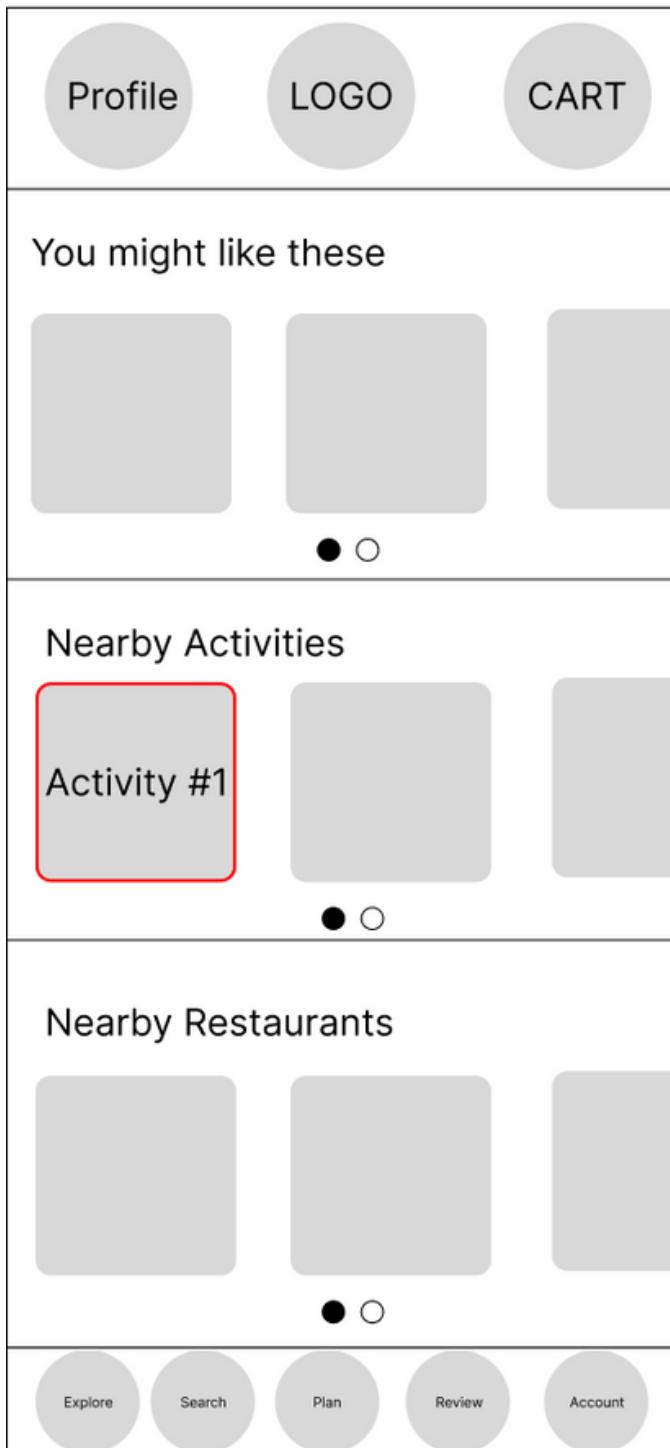


04

Click into 'Explore' which is home page

USER CORE OBJECTIVE

01 MAKING A BOOKING

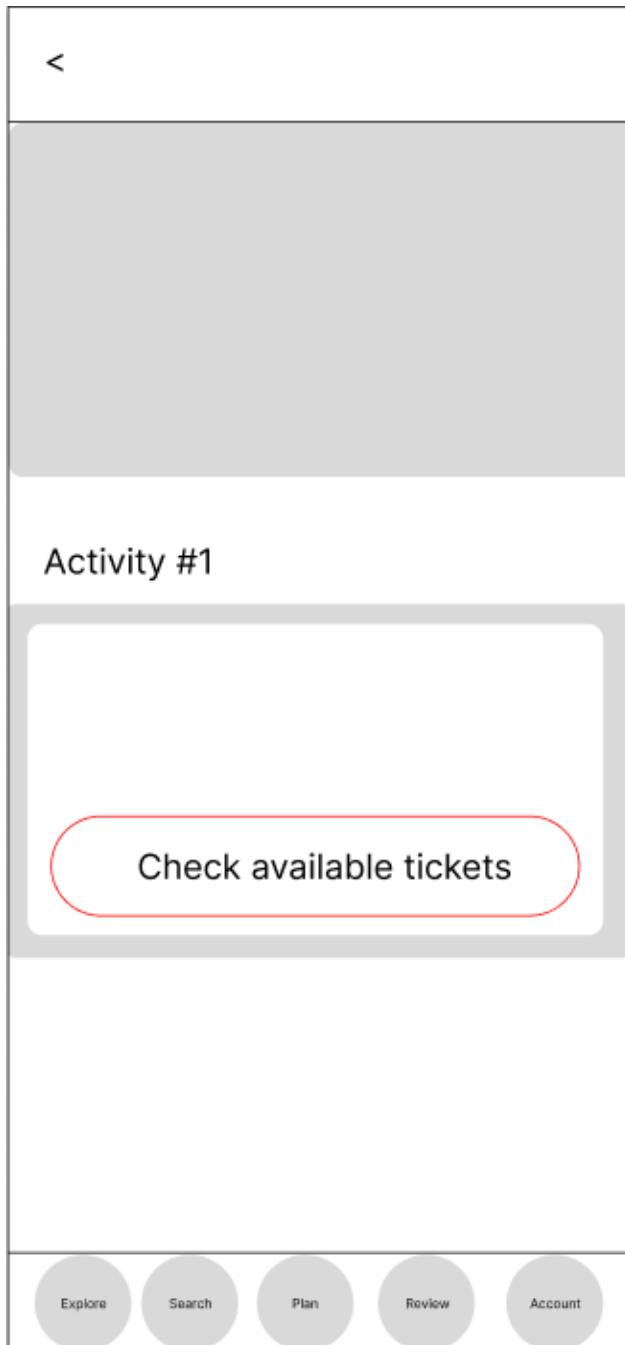


05

User select an activity of choice

USER CORE OBJECTIVE

01 MAKING A BOOKING



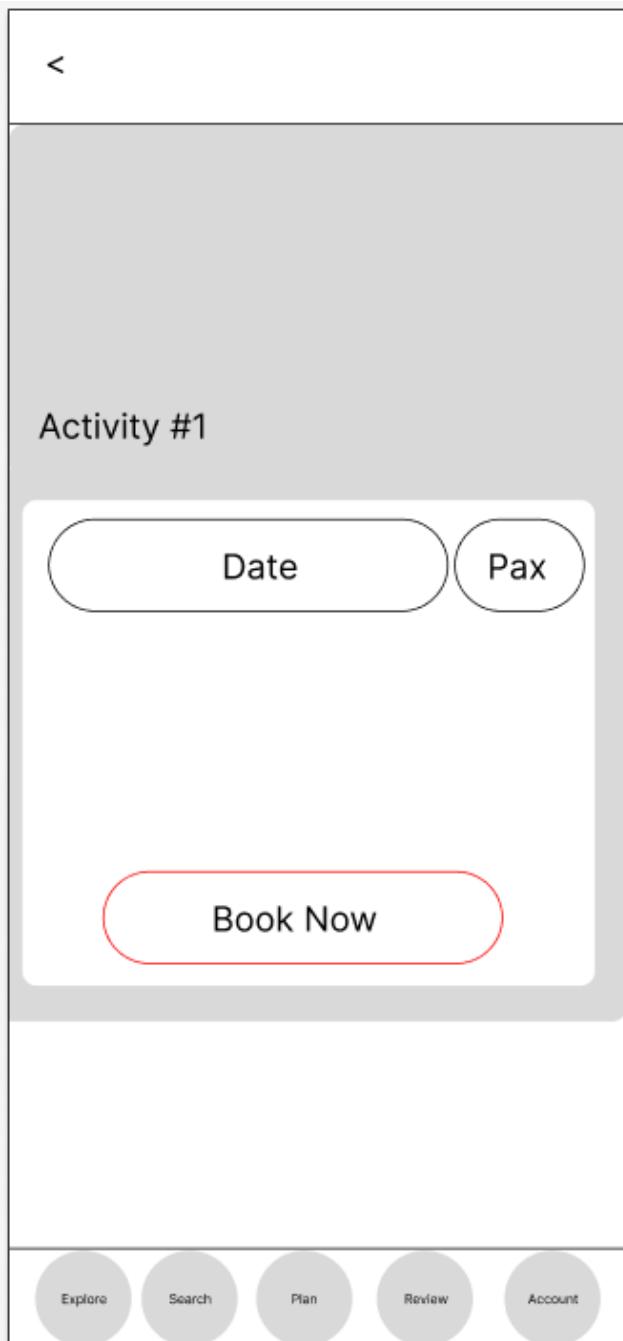
06

User read through the details and select 'Check available tickets' to find out if there's any available tickets on the preferred day.

USER CORE

OBJECTIVE

01 MAKING A BOOKING

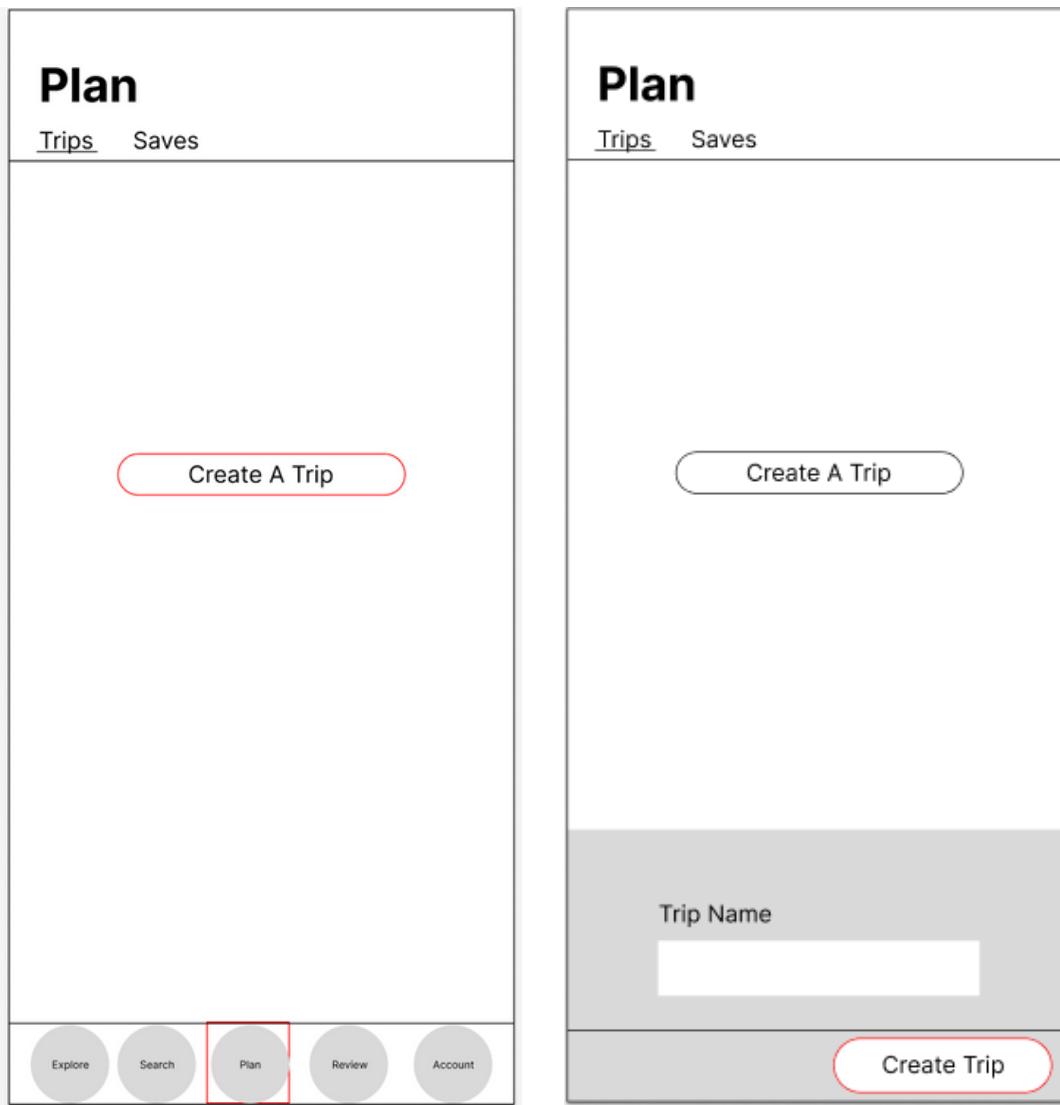


07

User select the date and the number of pax (no. of tickets) and 'Book now'. Make the payment and it will be booked.

USER CORE OBJECTIVE

02 PLANNING A TRIP

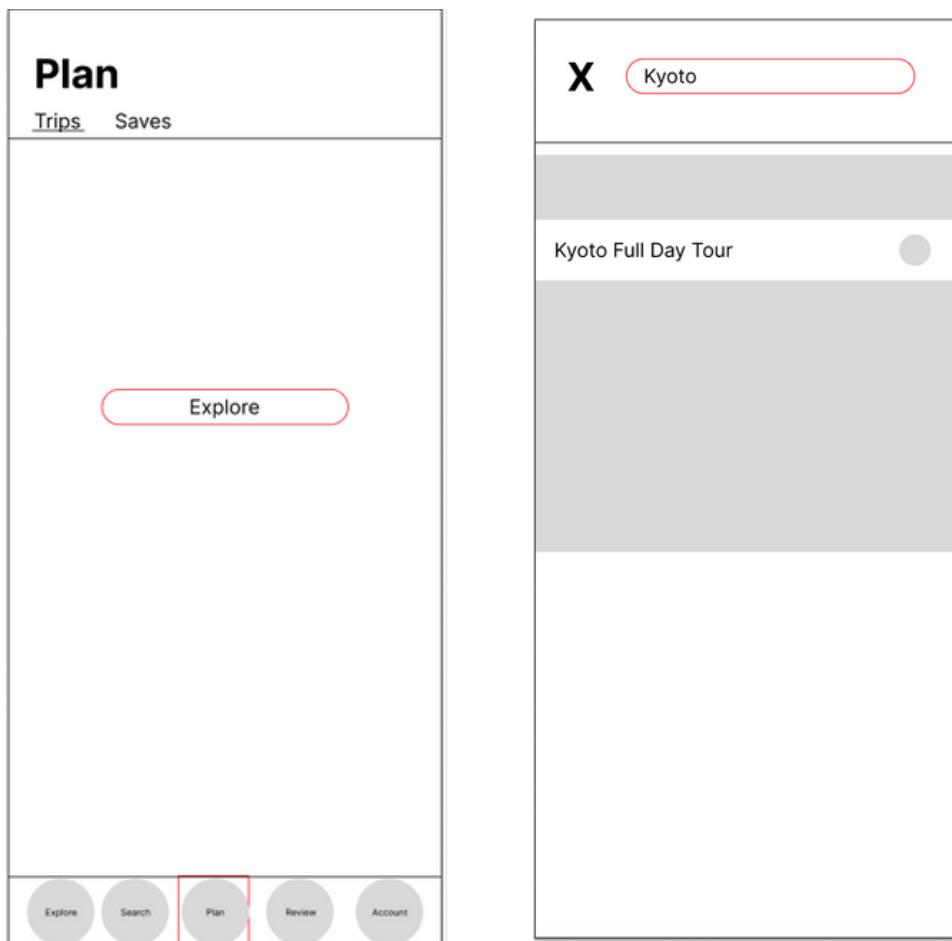


01

Click on 'Create A Trip' at the Plan tab and user will be able to insert Trip Name

USER CORE OBJECTIVE

02 PLANNING A TRIP

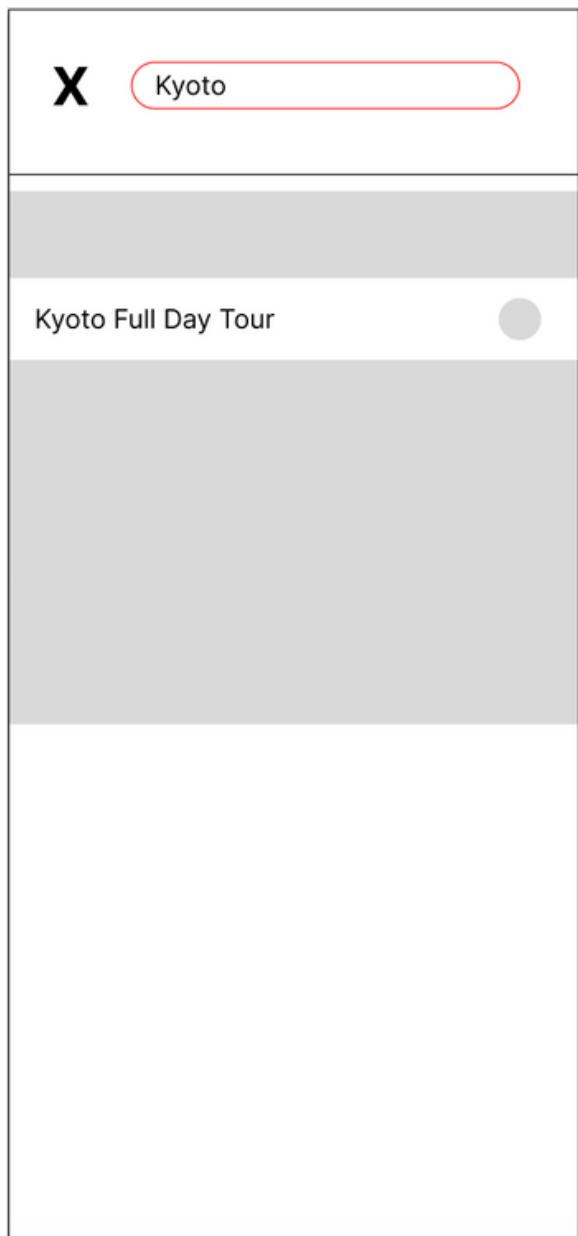


0 2

User have to click 'Explore' then 'Search' for the activities / accommodations in order to add inside the list.

USER CORE OBJECTIVE

02 PLANNING A TRIP

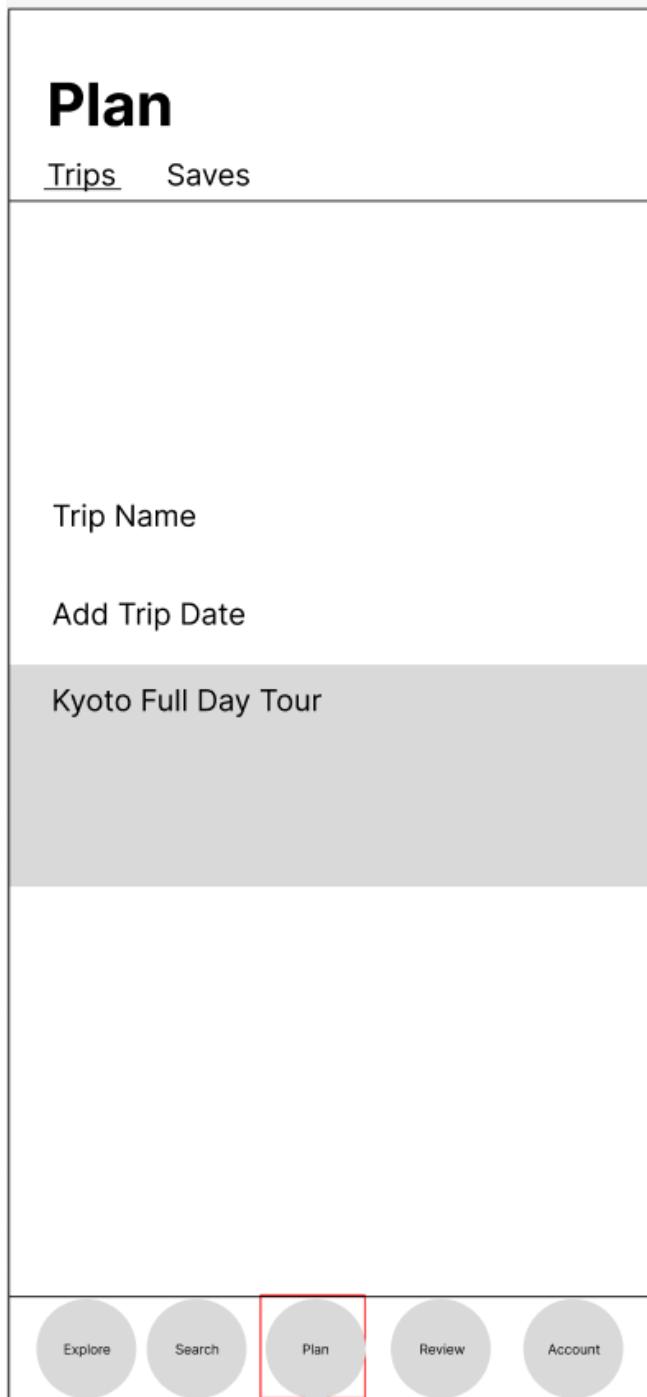


03

Highlight the heart and the event will be added to the trip list that user had just created.

USER CORE OBJECTIVE

02 PLANNING A TRIP



04

User can then add trip dates to the event just added to list and customise the list

PERSONA

PROFILE

Name : Leong Yen Zhen
Gender : Female
Age : 19
Country : Singapore



BIOGRAPHY

Yen Zhen has a voracious appetite for travel and a love of discovering new places. Yen Zhen has always been drawn to new cultures, stunning landscapes, and deep travel experiences. She was born with a natural curiosity and a hunger for adventure.

INTERESTS

Travelling

Food

Nature

FRUSTRATIONS

Financially unstable
Unable to express self freely
Not free to travel

PERSONALITY

Introvert

Observant

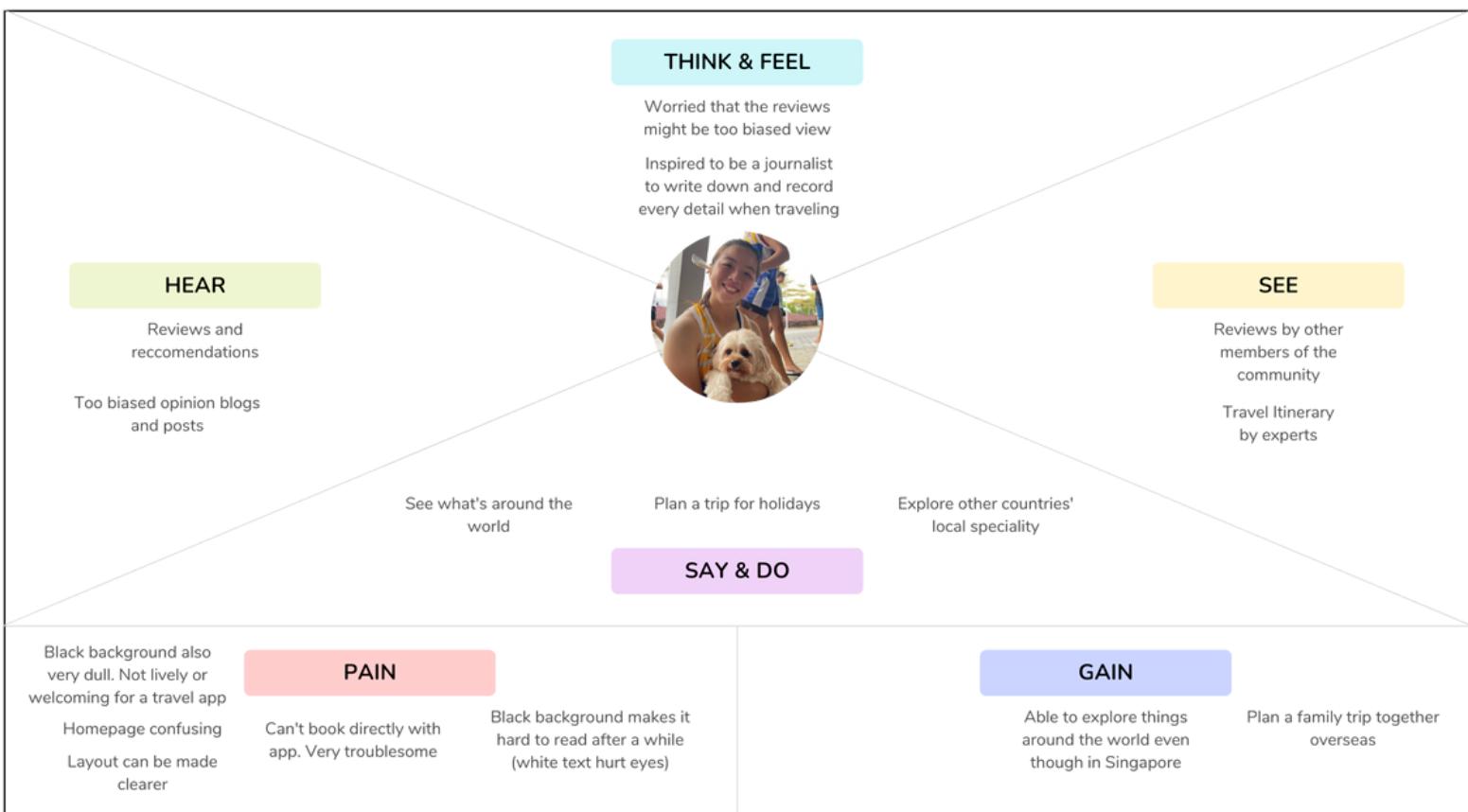
Feeling

Turbulent

MOTIVATIONS

Financially stable to be able to travel the world
Live a carefree, happy, healthy and balanced life

EMPATHY MAP



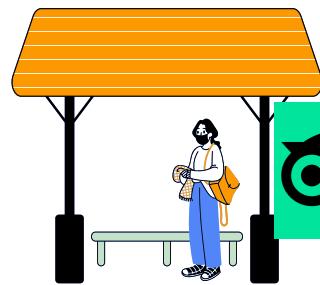
A DAY IN THE LIFE OF YEN ZHEN

7:00AM



Yen Zhen wakes up and getting ready to school

7:30AM



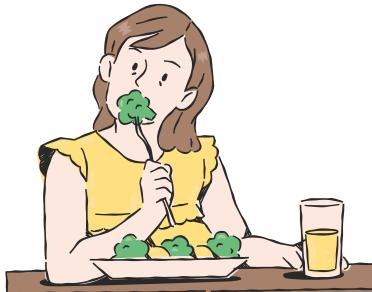
Yen Zhen travels to school for class and checks Tripadvisor forums on her way.

9:00AM



Attending lesson, do class activities in class.

12:00pm



Lunch break

1:00PM



Attending lesson, do class activities in class.

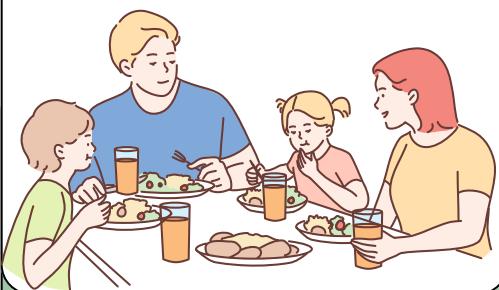
4:00PM



End of class and go home

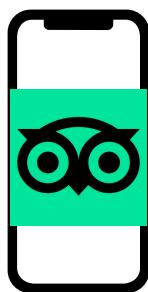
A DAY IN THE LIFE OF YEN ZHEN

6:00PM



Yen Zhen eats dinner with family.

7:00PM



Yen Zhen scrolls forum to check whats new

8:00PM



Showers

8:30PM



Do assignment till midnight

1:00AM



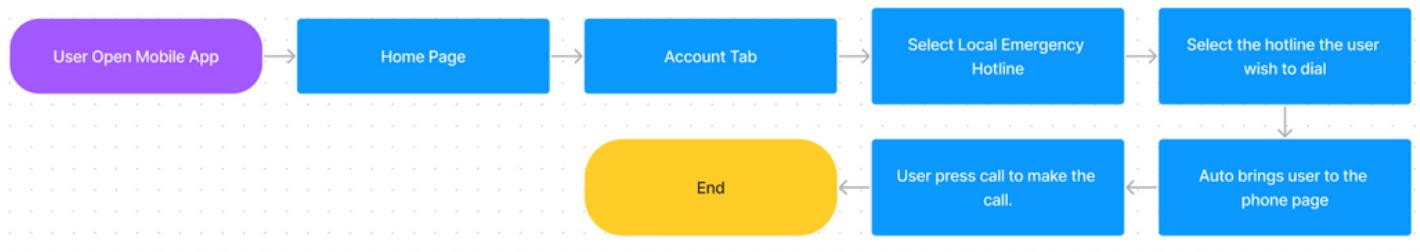
Sleep

USER FLOW

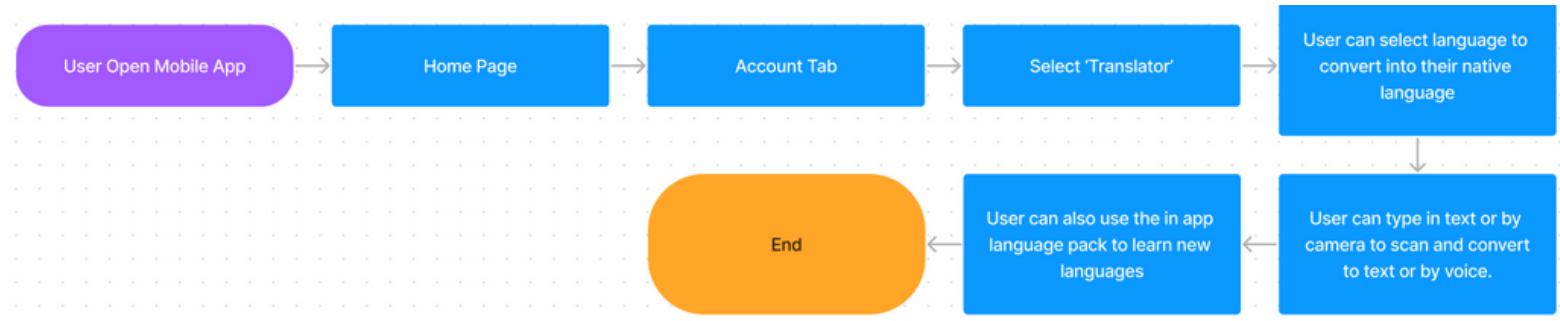
01 USER CHECK FOR FLIGHT DELAY & WEATHER(APP)



02 USER USE LOCAL EMERGENCY SERVICE(APP & WATCH)

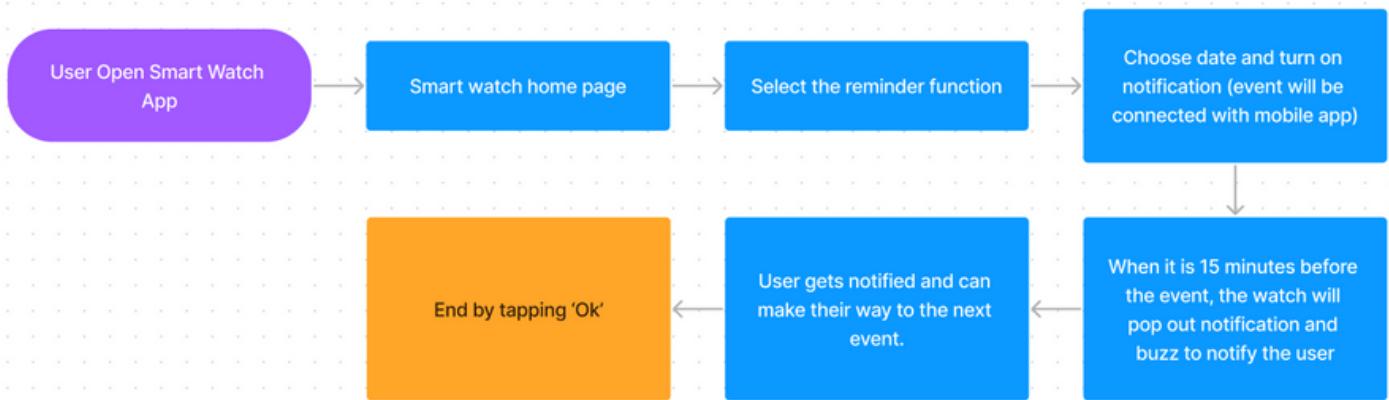


03 USER TRANSLATOR TOOL (APP)

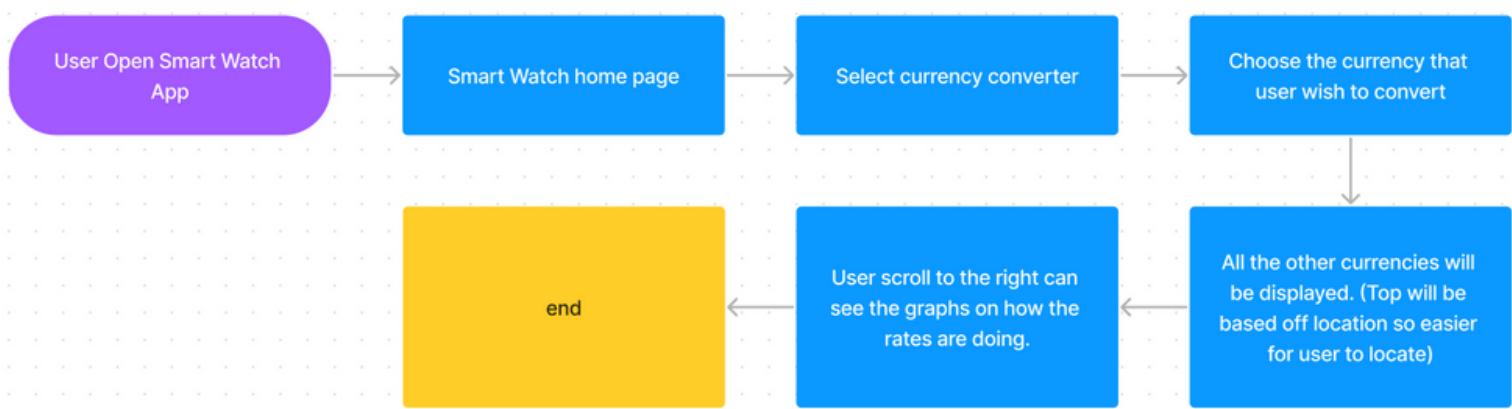


USER FLOW

04 USER SET REMINDER (WATCH)



05 USER CHECK CURRENCY EXCHANGE RATE



<https://www.figma.com/file/f2Bi30rcSzzCFRpIfmRiMn/USER-FLOW?type=whiteboard&node-id=0-1&t=UIWAV2k3lhLViwcY-0>

USER JOURNEY

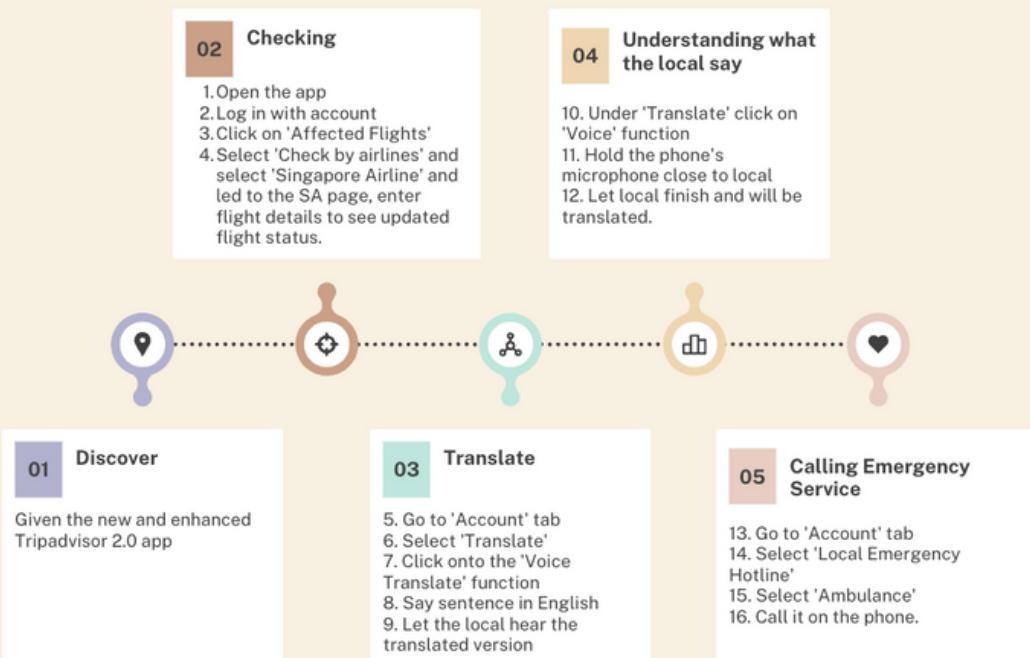


Scenario

Yen Zhen travelled with her family in the post-covid period. They went to Hokkaido, Japan for their holiday trip. However, they were unlucky to catch into a snow storm when they are trying to come back to Singapore. She has to check for the flight status as well as communicate with the local airport staff members to find out more about the event and what to do in this situation.

As she was communicating with the staff, a fight broke out between another traveler and staff member due to the weather he wasn't able to board the plane. She wants to call the emergencies, ambulance as there are injuries.

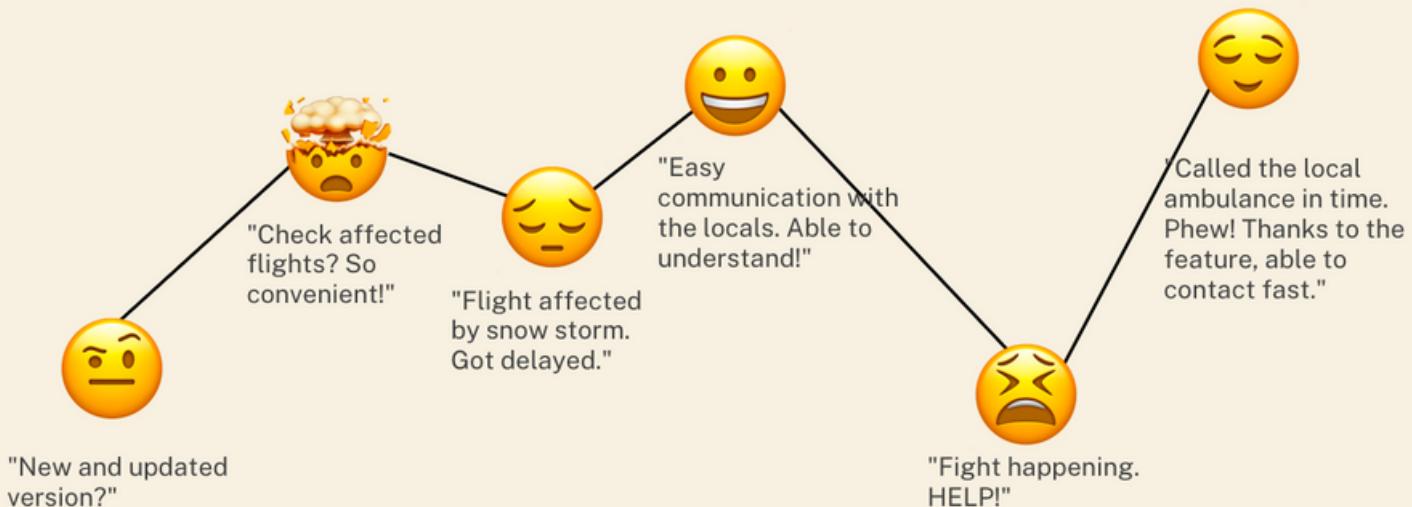
Leong Yen Zhen's User Journey



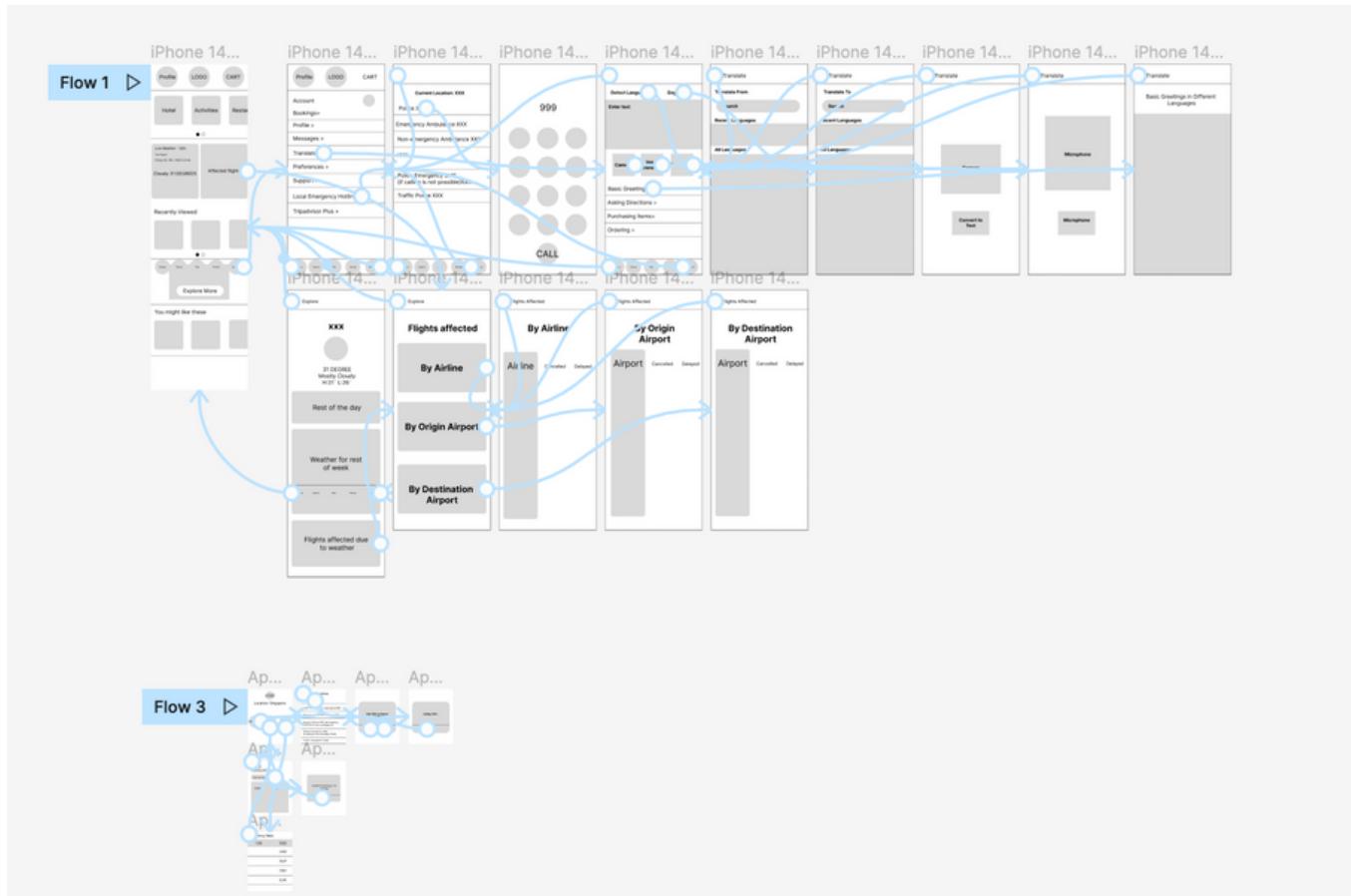
Expectations

- Easy Navigation
- Simple and quick check
- Easy communication with the locals

Mood & Thoughts



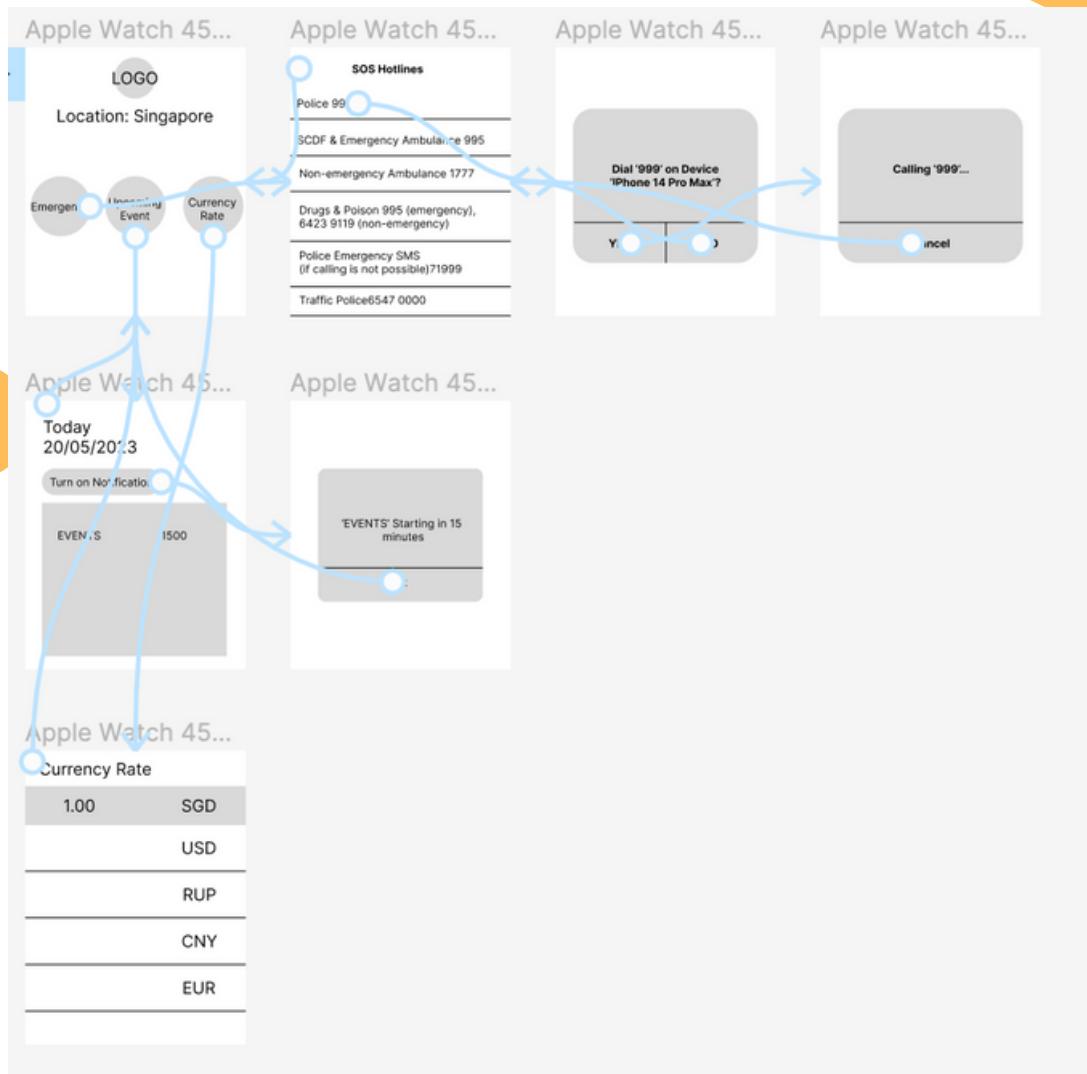
LOW FIDELITY APPLICATION



Figma Low Fidelity

<https://www.figma.com/file/FUDuVBCXNGATUpYmhU1MNx/Low-Fid?type=design&node-id=0-1&t=HwUPslat8a3YsFSO-0>

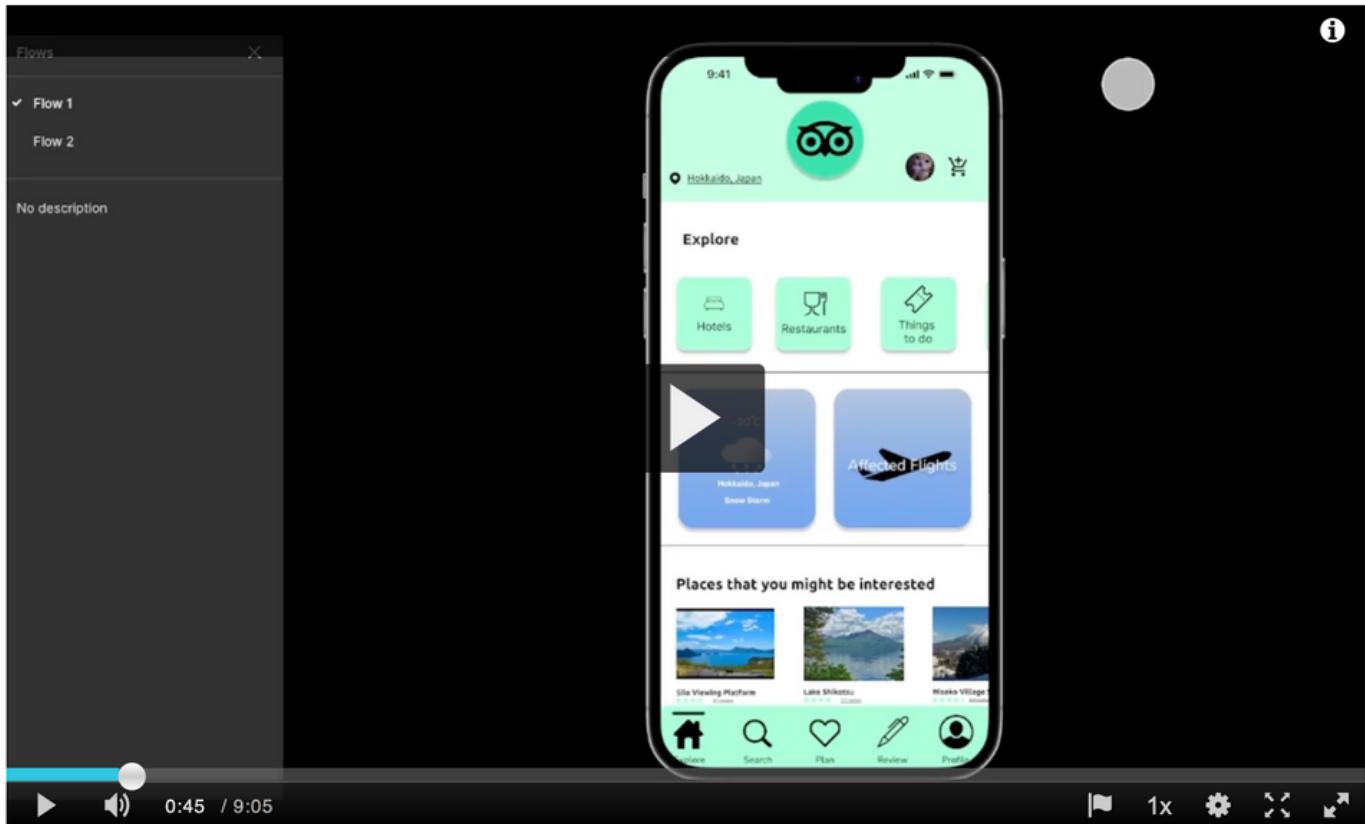
LOW FIDELITY SMART WATCH



Figma Low Fidelity

<https://www.figma.com/file/FUDuVBCXNGATUpYmhU1MNx/Low-Fid?type=design&node-id=0-1&t=HwUPslat8a3YsFSO-0>

HIGH FIDELITY



DUX_Assg1_P02_GaoZiyu_PrototypeDemo

0 0 0

From Ziyu Gao May 21st, 2023

Figma High Fidelity

<https://www.figma.com/file/CCs2fYWNQTAIDzxCkuhPdN/High-Fid?type=design&node-id=0%3A1&t=qwqrSGbf7YhmH1EQ-1>

Demo Video High Fidelity

https://ivid2.np.edu.sg/media/DUX_Assg1_P02_GaoZiyu_PrototypeDemo/1_fn41uqwi

R E F E R E N C E S

FIGMA TEMPLATES:

[Phone UI](#)

[Smart watch UI](#)

[Nav Bar UI](#)

[Weather UI](#)

Others:

Others in app images are from
Tripadvisor app itself

