

# Globetrotters: Make the most out of your dream trip

## 1. Intro

- a. Team members: Maci Thomas, Keisha Owino, Jasmin Yu
- b. Original and more focused domain: Itinerary Planning Mobile Application

## 2. Additional user interviews (Skipped)

## 3. User needs

- a. Brainstormed user needs:
  - Budget tracker/planner
  - One platform for all itinerary needs
  - Collaborating through differences of the group
  - Planning ahead despite of uncertainties
  - Beginner friendly
  - Detailed, but customizable
- b. Present the 3-4 deep user needs; connect each of them to one or more interviews and answers

### Defined user needs

1. A space to control users' budgets while planning and executing travel itineraries. - *taken from user 2's interview answers*
2. A single platform to build an itinerary opposed to sourcing from multiple platforms as it can easily get confusing to keep track. - *taken from user 1's interview answer*
3. Difficulties planning in advance for trips due to the uncertainties of weather and varying interests from the group travelling together. - *taken from user 3's interview answers*
4. To be able to collaborate with a group and take into account time constraints and people's personal schedules prior to the trip. - *a combination of all users*

## 4. Solutions

- a. Include some pictures/screenshots of your brainstorm

## Overall

1. Budget
  - a. Providing a section for users to track their spendings through different categories
  - b. For visual aspects, a graph can help with tracking budgets
  - c. User can input their spending to keep track and stay on budget, where we providing budget-friendly, curated recommendations for each user **M K J**
  - d. Cost comparison features pricing information from various providers
2. Research
  - a. Provide sources from different websites and social media platforms
  - b. Add an additional option for members/influencers to create blogs or add their complete itineraries for inspiration **J**
  - c. Filter results based on their specific interests **K**
  - d. Provide a place for travel communities and forums **M**
  - e. There could be a search option if they want to do specific activities
3. Collaboration
  - a. Provide an option for users to collaborate on an itinerary if in groups, like a workspace **K M J**
  - b. Allow users to modify, edit, and add to a specific travel plan

b. Describe the solution you choose in 1-3 sentences; connect it with the need(s) it aims to solve

Create a mobile application that allows users to track their spendings, discover places and things to do that best matches their interests, and collaborate with fellow travelers to build an itinerary that best matches their wants and needs to make the most out of their time away.

For the budget tracking need, we will allow users to input their spending to keep track and stay on their allotted budget, then we will provide budget-friendly recommendations curated based on the users wants and interests. For the research need, we will include a filter section to best match the user's interests and include a travel forum for members to post blogs, itinerary tips, or past itineraries. Lastly, we will provide an option for users to collaborate on an itinerary if in groups for the collaboration need.

c. How and why did you select it?

We did a similar voting to the Post-It Voting, where each one of us put our initial by the solution that we liked the most in each category of user needs.

5. Project name and value proposition - Globetrotter

a. How did the team land on the name? We landed on the name by brainstorming different names for travelers and based on potential logo ideas as well. Therefore, we found that this best matched the domain of our app.

b. One-line value proposition:

Make the most of your dream trip