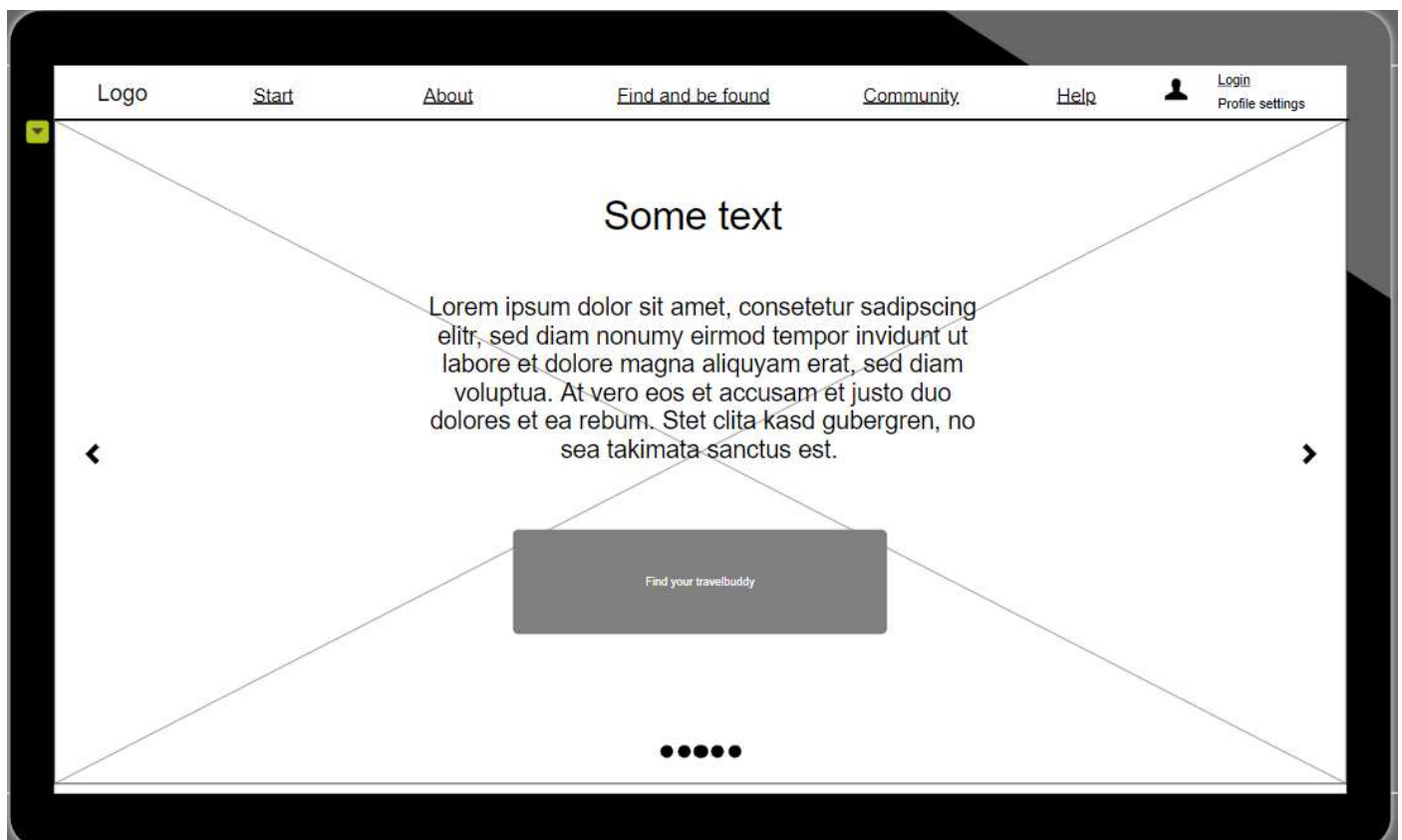


Business Model Canvas		Designed for: Travelbuddy.de	Designed by: Janina P	Date: 17/01/2020	Version: 3
<b>Key Partners</b> -Globetrotter  Other partner: -Online-travel portal -Work & travel Agenturen -ERASMUS	<b>Key Activities</b> -match travellers with same destination -traveller rating after journey -share experiences abroad Start threads about travel-related topics -exchange between travellers  <b>Key Resources</b> -varified data of travellers (profiles) -itineraries of users -technical infrastructure -development tools -financial resources	<b>Value Propositions</b> -replacing hundreds of social media groups with one central platform -create a profile and search for a travelbuddy -> provide a platform to connect like-minded people -expand multicultural network -enabling cultural exchange with open-minded people -fast and neatly arranged overview of travellers with the same destination	<b>Customer Relationships</b> - user: >give sense of community >user-driven content in blogs-segment >traveling safely with varified people ->trust  <b>Channels</b> - Social Media Channels like Instagram, facebook and twitter -appereance on homepages of partners -mouth to mouth -sharing of blogs	<b>Customer Segments</b> - young people (~18.30 y.o.) in their gap/sabbath year or middle-aged Singles during their vacation - students during their ERASMUS - segmented Market - other partners	
<b>Cost Structure</b> -low development and maintenance costs -server cost -ad costs  <b>Competition</b> -social media groups			<b>Revenue Streams</b> -advertisement revenue, affiliate links -(premium membership)  <b>USP</b> -first serious and safe platform to connect to other travellers -for free		

## Wireframes

Dropdowns werden im Wireframe-Prototyp- Video spezifiziert.

Landingpage (above the fold)



## Login

Logo


Start

About

Find and be found

Community

Help

 [Login](#)  
Profile settings

Start > Login

Some text

Email

Password

Login

[Not a member? Register](#)

Contact

Social Media links

Copyright

## Registrieren

Logo


Start

About

Find and be found

Community

Help

 [Login](#)  
Profile settings

Start > Register

Some text

Email

Password

Confirm Password

Register

Contact

Social Media links

Copyright

## Profilerstellung

Logo


Start

About

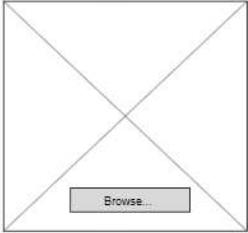
Find and be found

Community

Help

 Username  
Profile settings

Start > Register > Create profile

  
Browse...

Upload verification document

Save

Some text

Your name


Your birthday


Gender


Your country

Your city

Your social media







Hobbies, travel experience, ...

## Suchen nach Travelbuddys und erstellen eines eigenen Reiseplans - Übersicht

Logo


Start

About

Find and be found


Community


Help

 Username  
Profile settings

Find your travelbuddy

+ Create your own travelling plan

 Month of arrival

 How many days?


Choose destination

City

Budget per day in USD

Your kind of holiday

Preferred age



☒ Male ☒ Female ☒ Other

Search

Contact

Social media links

Copyright

## Eigenen Reiseplan erstellen

Logo

Start

About

Find and be found

Community

Help

Username

Profile settings

Find and be found

➔

Add new plan

Some text

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est. Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est. Lorem ipsum dolor sit amet.

From

Until

Flexibility

Enter number

+

−

Enter destination

Enter city

Budget per day in USD

Your kind of holiday

☒ Male

☒ Female

☒ Other

Share my itinerary

## Nach Veröffentlichung des eigenen Reiseplans

Logo

Start

About

Find and be found

Community

Help

Username

Profile settings

Your itinerary has been shared and has been added to your wishlist ✓

My Username

Personal data

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est. Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est. Lorem ipsum dolor sit amet.

Wishlist

Portugal, Lisbon

Past journeys

f

Username

t

Username

o

Username

Ratings from travelbuddys

Footer

## Suchen nach Travelbuddy - Ergebnisse

Logo

Start

About

Find and be found

Community

Help

Username

Profile settings

Find and be found > Search results

Your results

+ Create your own travelling plan

MM/YY

Destination

Enter city

Your kind of holiday

Budget per day in USD

Age

☒ Male

☒ Female

☒ Other

English

Second language

Some text

Some text

Some text

Some text

## Anzeigen des Reiseplanes eines Users (Modal Dialog)

Logo

Start

About

Find and be found

Community

Help

Username

Profile settings

Find and be found > Search results

Your results

+ Create your own travelling plan

MM/YY

Age

Some text

Some text

Some text

Some text

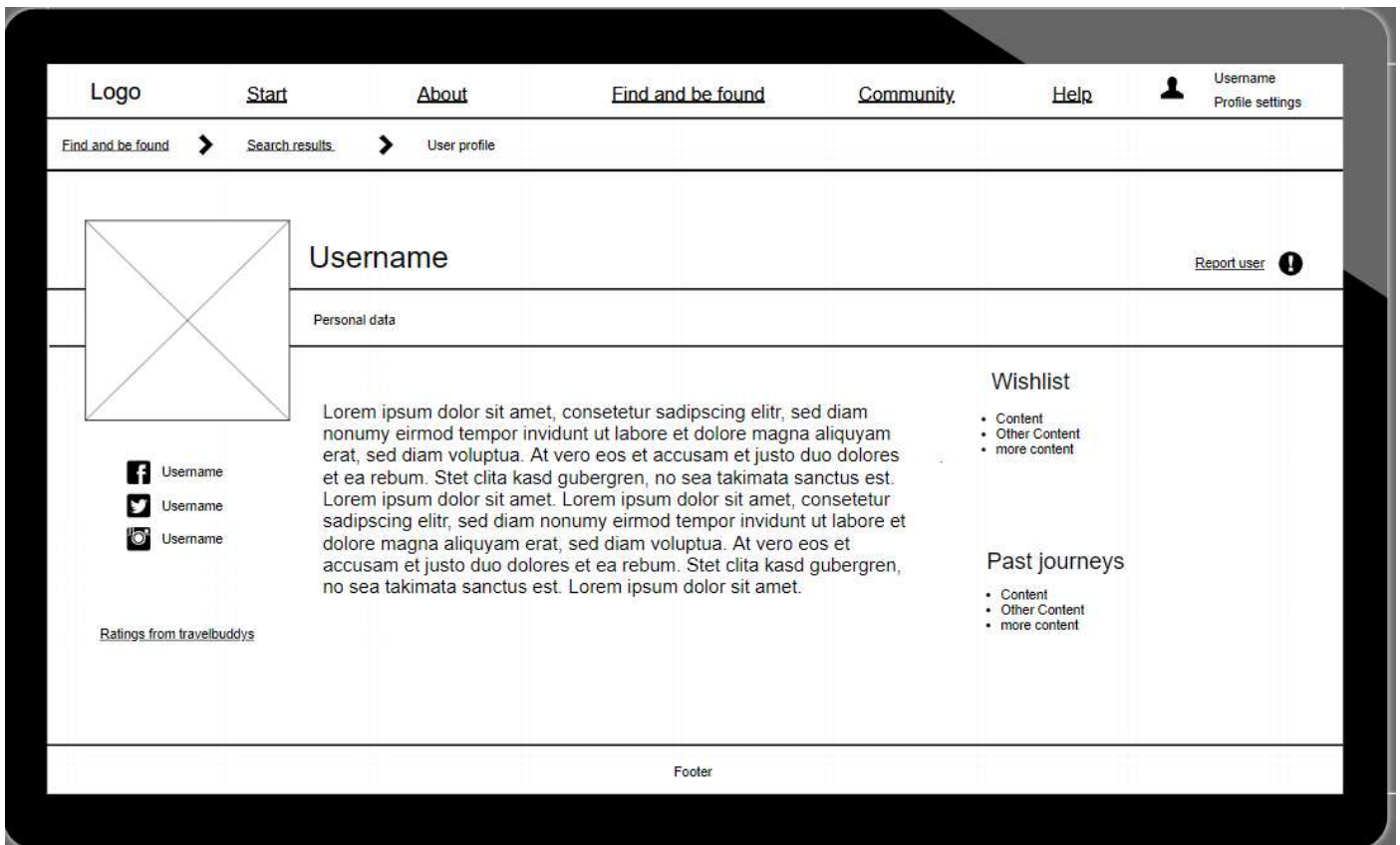
Some text

Some text

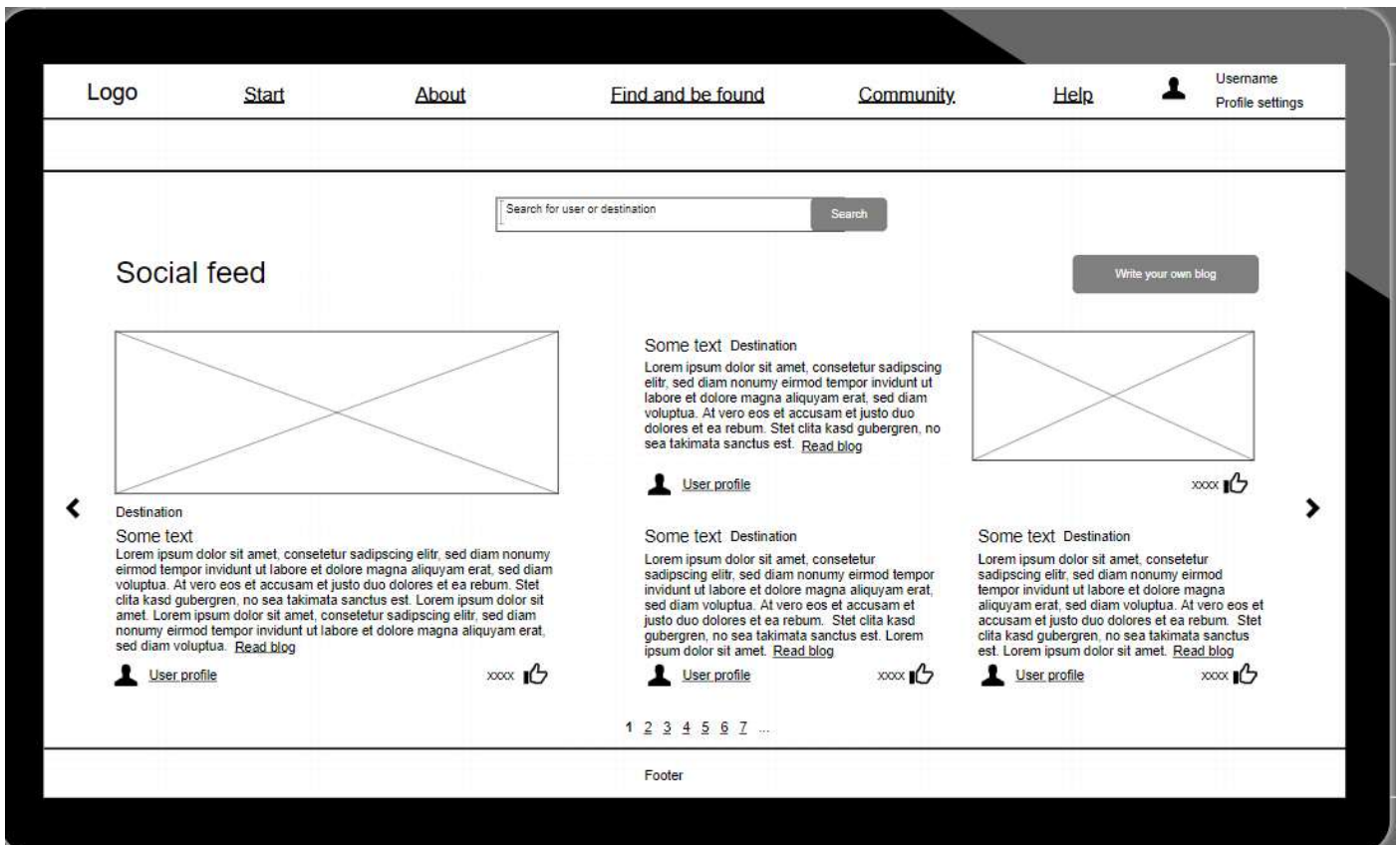
Some text

Some text

## Aufrufen eines Profils

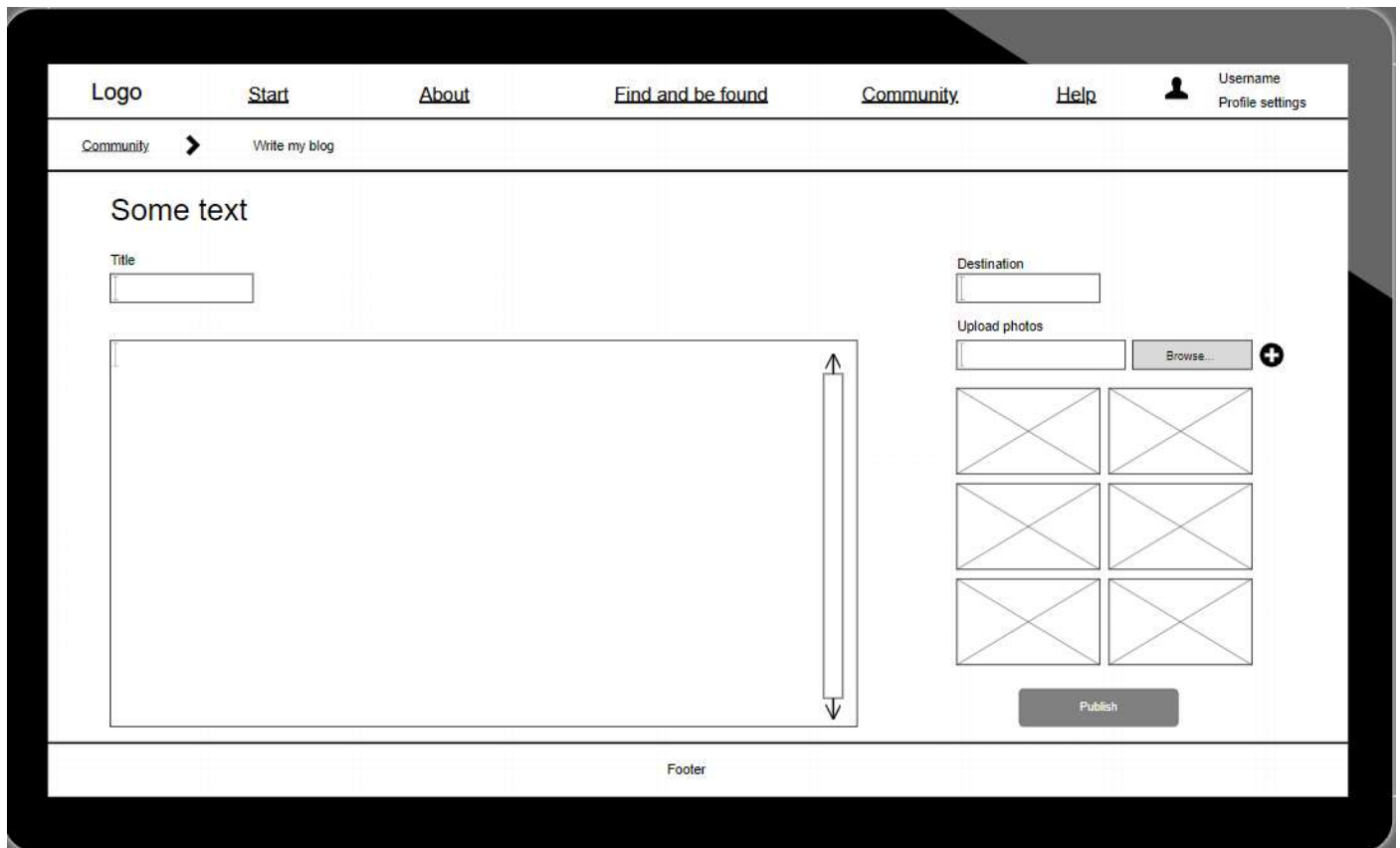


## Community-Menüpunkt

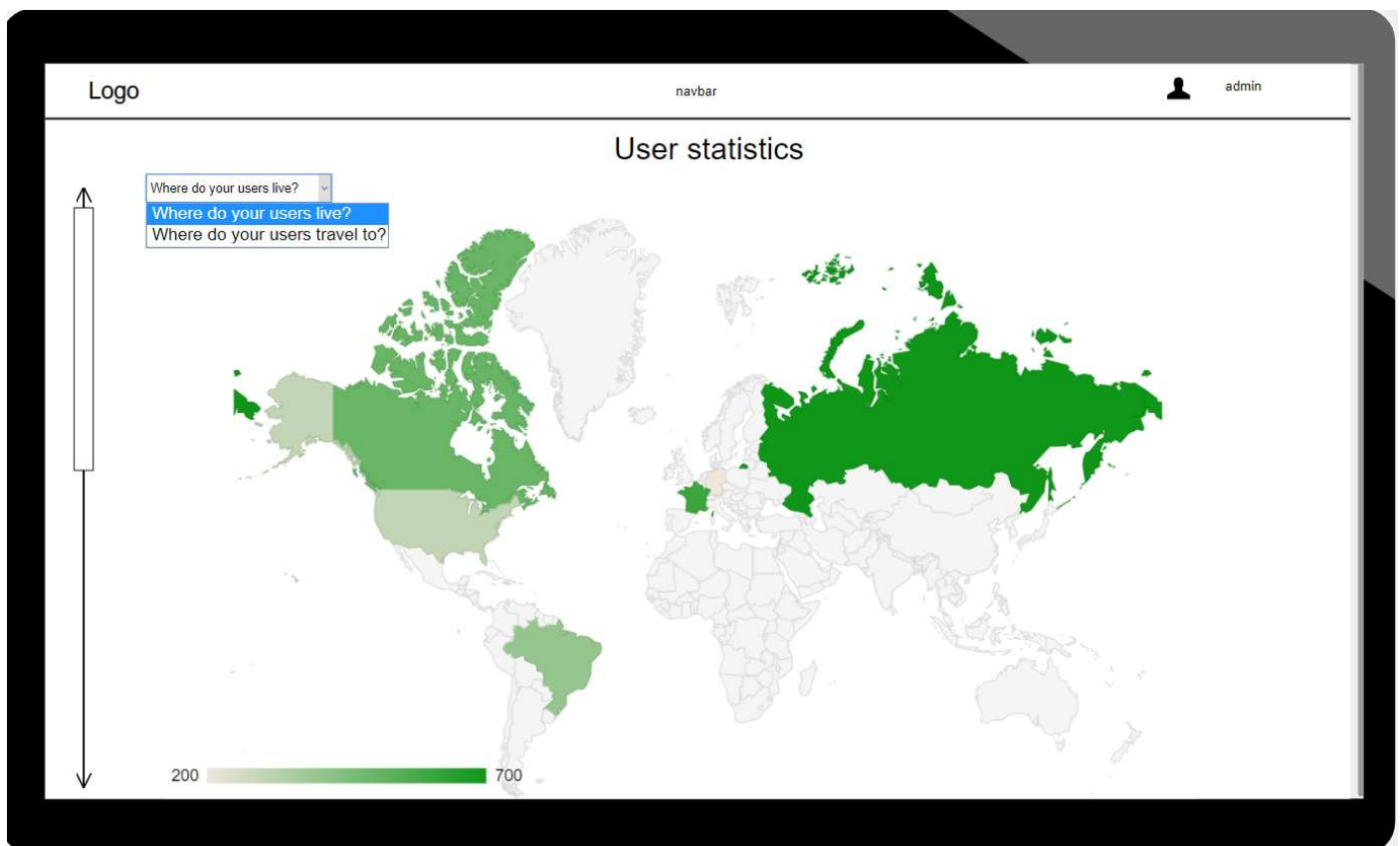




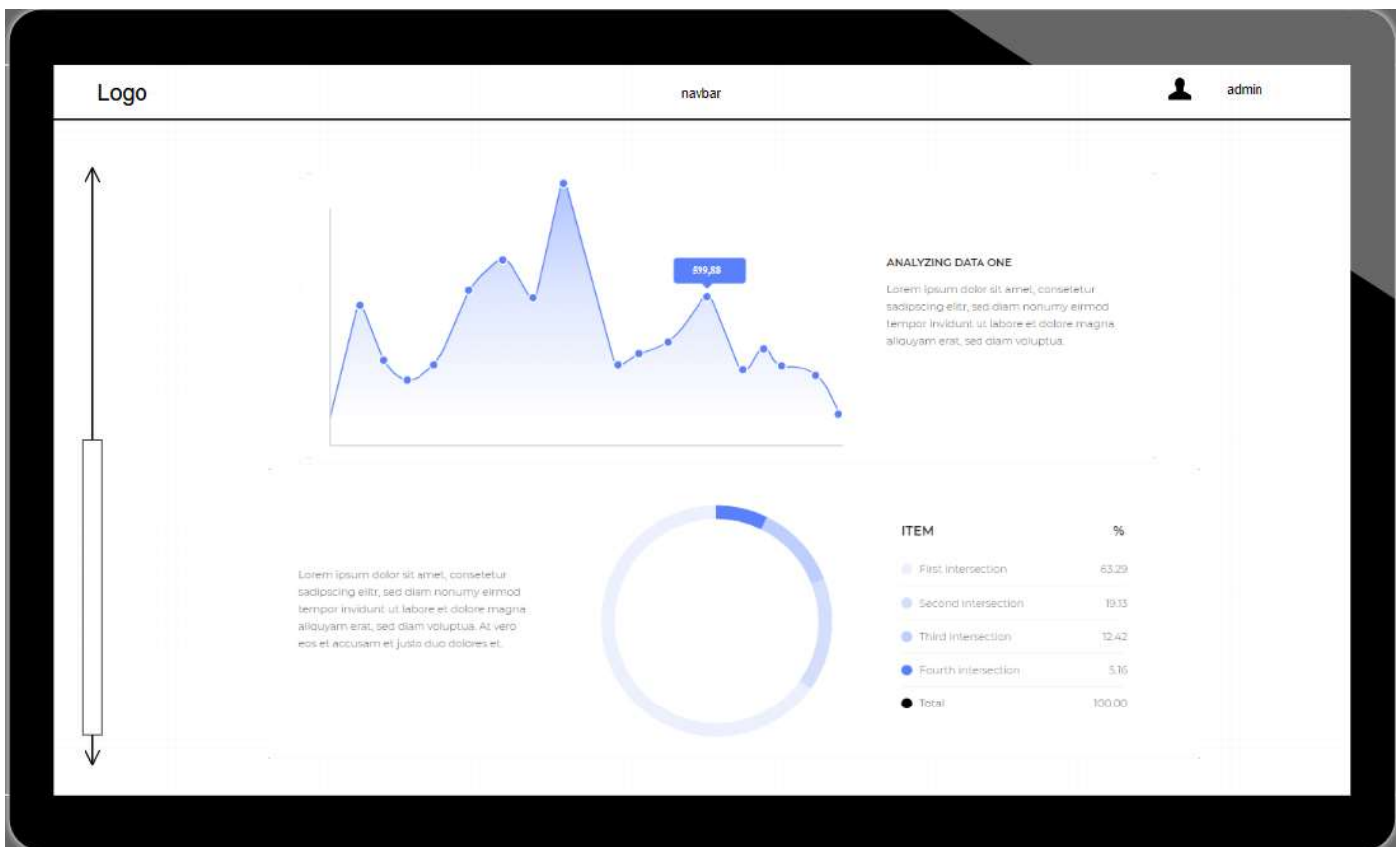
## Erstellen eines Blogs



### Nutzerstatistiken im Adminbereich (above the fold)



## Nutzerstatistiken im Adminbereich (below the fold)



## Mockups

### Login

The mockup shows the login page of 'TRAVELBUDDY'. The header includes the logo and navigation links: Start, About, Plan your journey, Community, and Help. A user profile icon labeled 'Login Profile' is in the top right. The main content area features a 'Welcome to travelbuddy!' message, followed by input fields for 'Your Email' and 'Your Password', and a 'Login' button. A link for 'Not a member? Register' is below the login button. The footer contains contact information, social media links, and a copyright notice.

TRAVELBUDDY

Start About Plan your journey Community Help

Start > Login

Welcome to travelbuddy!

Your Email

Your Password

Login

[Not a member? Register](#)

Contact us


travelbuddy  
hello@travelbuddy.com  
+1 800 000000


Follow us

G+ f t i

© 2019 by travelbuddy




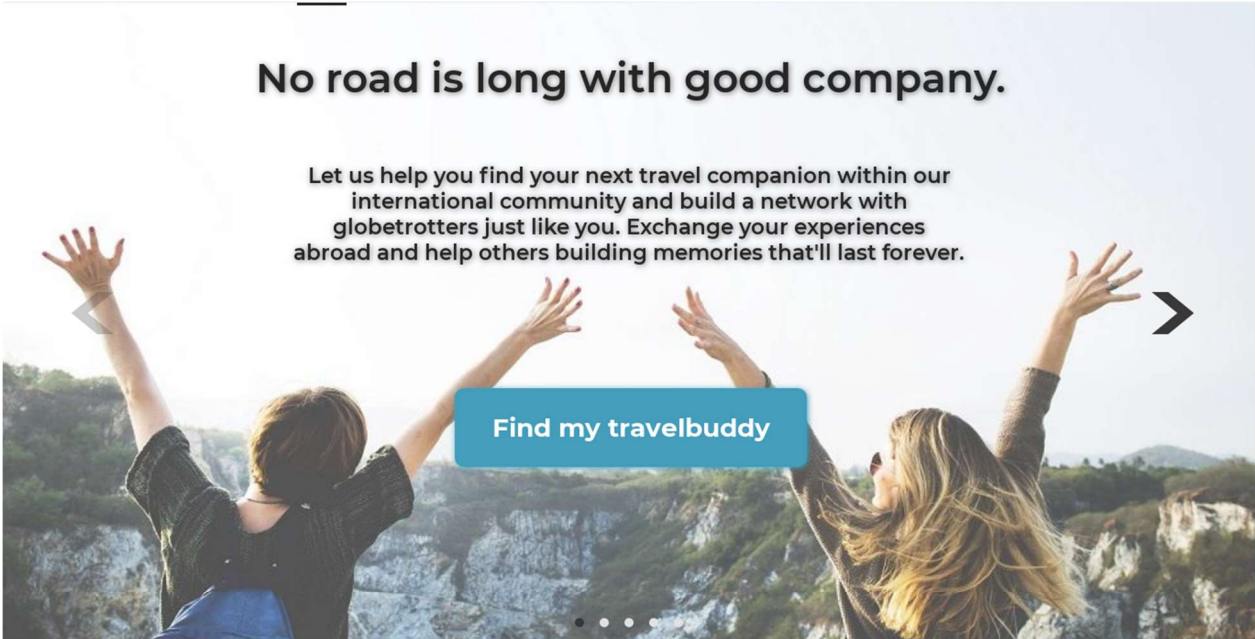

[Start](#)
[About](#)
[Plan your journey](#)
[Community](#)
[Help](#)



[Login](#)
[Profile](#)

# No road is long with good company.

Let us help you find your next travel companion within our international community and build a network with globetrotters just like you. Exchange your experiences abroad and help others building memories that'll last forever.








### Plan

Let others know where and when you are planning to travel. Your profile & itinerary will be listed in accordingly filtered search results.

[Read more](#)



### Connect

Search in or get found by published itineraries and connect to a possible travel chum.

[Read more](#)



### Share

Contribute to our community platform with sharing your memories in a blog or participating in a thread online.

[Read more](#)



"Through travelbuddy I got to meet the coolest people to travel with! Not only did I have a beautiful trip, but also found friends for a lifetime."  
- Carla, 24, from Spain

[Register to read more](#)

## MEET US

travelbuddy  
hello@travelbuddy.com  
+1 800 000000  
[Show on map](#)



## Menüpunkt „Find and be found“

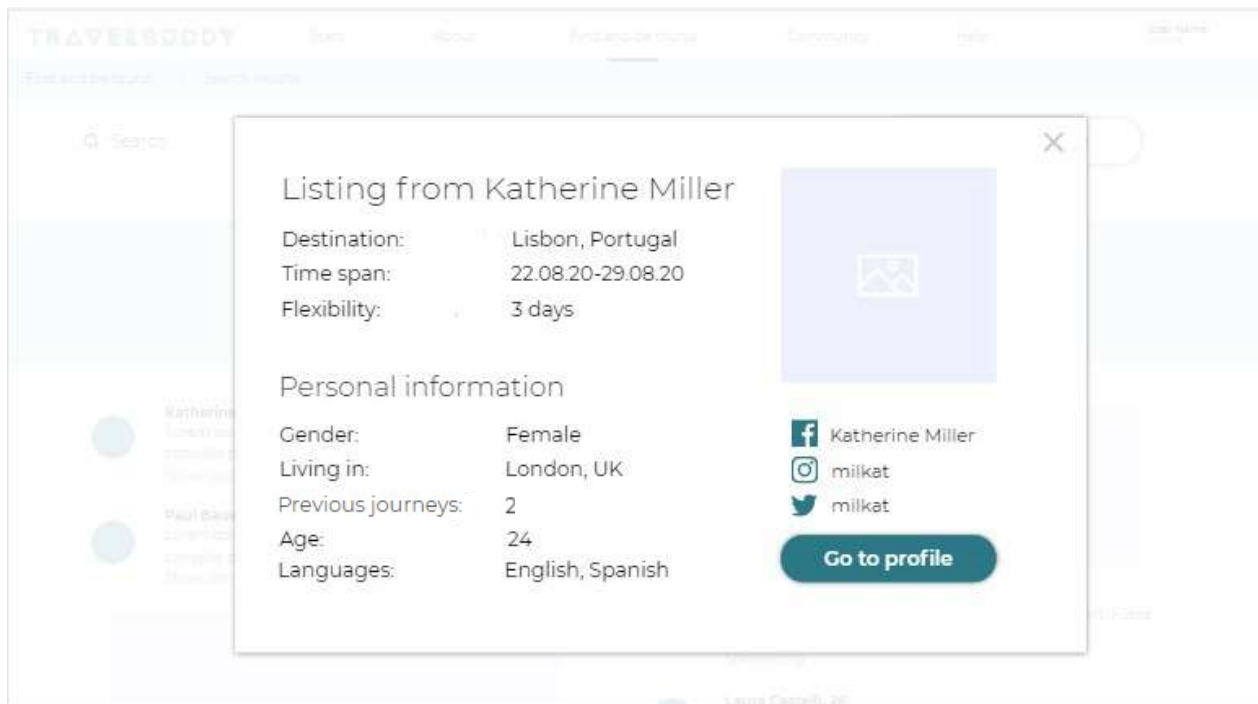
The screenshot shows the Travelbuddy homepage. At the top is a navigation bar with links: Start, About, Find and be found (underlined), Community, and Help. On the right is a user profile icon labeled 'User Name Profile'. The main heading is 'Search for your travelbuddy' with a sub-link 'Or create your own travelling plan'. Below this is a large search form with various input fields: 'Your destination' (dropdown), 'Which city?' (text), 'Month of arrival' (text), 'How many days?' (text), 'Your kind of holiday' (dropdown), 'Your budget' (dropdown), 'Age' (range slider from 18 to 25), 'Preferred gender' (radio buttons for Male, Female, Other), and 'Preferred languages' (two dropdowns for 1st and 2nd language). A large teal 'Search' button is at the bottom of the form. Below the form, there is a 'Contact us' section with email and phone information, and a 'Follow us' section with social media icons. The footer contains the copyright notice '© 2019 by Travelbuddy'.

## Suchergebnisse

The screenshot shows the Travelbuddy search results page. The navigation bar is the same as the homepage. Below the navigation bar, there is a breadcrumb trail 'Find and be found > Search results'. The main heading is 'Your search results' with a button 'Create your own'. Below this is a filter bar showing the search criteria: '08/20', 'Portugal', 'Enter city', 'Backpacking', '<50\$', 'Age' (range slider from 18 to 25), 'Male', 'Female', 'Other', 'English', and 'Second language'. Below the filter bar, there are three user profiles displayed. Each profile includes a user icon, name, age, location, gender, previous journeys, a short bio, and a 'Show listing' link. The profiles are: Katherine Miller, 24 (London, UK, Female, 2 journeys), Paul Bauer, 20 (Berlin, Germany, Male, 2 journeys), and Laura Castelli, 23 (Rome, Italy, Female, 0 journeys). A fourth profile, Carlos Rodriguez, 22 (Madrid, Spain, Male, 2 journeys), is partially visible at the bottom. A Skyscanner logo is also visible in the background of the results area.

Weitere Ergebnisse werden durch Scrollen angezeigt.

## Anzeigen des Reiseplans eines Users



## Erstellen eines eigenen Reiseplans

The screenshot shows the "What's your plan?" form on the TravelBuddy website. The form includes the following fields and options:

- Calendar:** A calendar for January 2018 with the 12th highlighted.
- From:** A date input field labeled "From DD/MM/YY".
- Until:** A date input field labeled "Until DD/MM/YY".
- Flexibility:** A dropdown menu labeled "Flexibility max. 4 days".
- Country:** A dropdown menu labeled "Choose country".
- City:** A text input field labeled "City".
- Budget:** A dropdown menu labeled "Budget per day (in USD)".
- Way of travelling:** A dropdown menu labeled "Your way of travelling".
- Preferred gender:** Three checkboxes labeled "Male", "Female", and "Other", all of which are checked.
- Share my itinerary:** A button labeled "Share my itinerary".

## Wireframe-Prototyp-Video

Link: <https://youtu.be/7y1F-2aDJsl>

Anmerkungen: Die Dropdown-Menüs wurden im Video nicht richtig angezeigt. Sie sehen wie folgt aus:

Logo Start About Find and be found Community Help Username Profile settings

Find your travelbuddy  
+ Create your own travelling plan

Month of arrival MMYY How many days? Enter number

Choose destination City

Budget per day in USD Your kind of holiday

<30\$ <50\$ <100\$ <150\$ <200\$ >200\$

Male Female Other

Search

Contact Social media links

Copyright

Minute 3:52 und 5:27

Logo Start About Find and be found Community Help Username Profile settings

Start Register Create profile

Some text

Your name Your birthday dd/MM/yyyy Gender Male Female Other

Your country Your city

Your social media

Hobbies, travel experience, ...

Upload verification document

Browse...

Save

Minute 1:22

Logo Start About Find and be found Community Help Username Profile settings

Find your travelbuddy  
+ Create your own travelling plan

Month of arrival MMYY How many days? Enter number

Choose destination City

Budget per day in USD Your kind of holiday

Preferred age

Backpacking - adventurous & spontaneous trips in the wild  
Wellness - relaxing & a lot of days at the beach  
Sporty - a lot of sport activities  
Cultural - sightseeing and tourist activities  
A bit of everything

Search

Contact Social media links

Copyright

Minute 4:05 und 5:30

Weitere Anmerkungen: Bei der Erstellung des Profils und der Suche nach einem Travelbuddy fehlt ein Dropdown-Menü, bei dem man die Sprachen, die man spricht bzw. die man von seinem Reisepartner erwartet auswählen kann.

Bei Profilerstellung:

Bei der Suche nach einem Travelbuddy:

Es wurden zunächst 23 Sprachen zur Auswahl gestellt, ausgewählt aus folgenden Aspekten:

- Wie viele Menschen sprechen diese Sprache?
- Wie viele Menschen sprechen diese Sprache als Zweitsprache?
- Wie viele Menschen sprechen diese Sprache als Zweitsprache in Deutschland?

In den Filtereinstellungen wurden bewusst nur zwei Sprachen zur Auswahl gestellt, um die Anzahl der Ergebnisse mehr einzugrenzen.

# Routing innerhalb der Seiten (ohne Navbar):

Über die Navbar kommt man auf Start, About, Reisesuche/Reiseerstellung, Blogs, Hilfe und das Profil. Unten ist das weitere Routing der Seiten dargestellt:

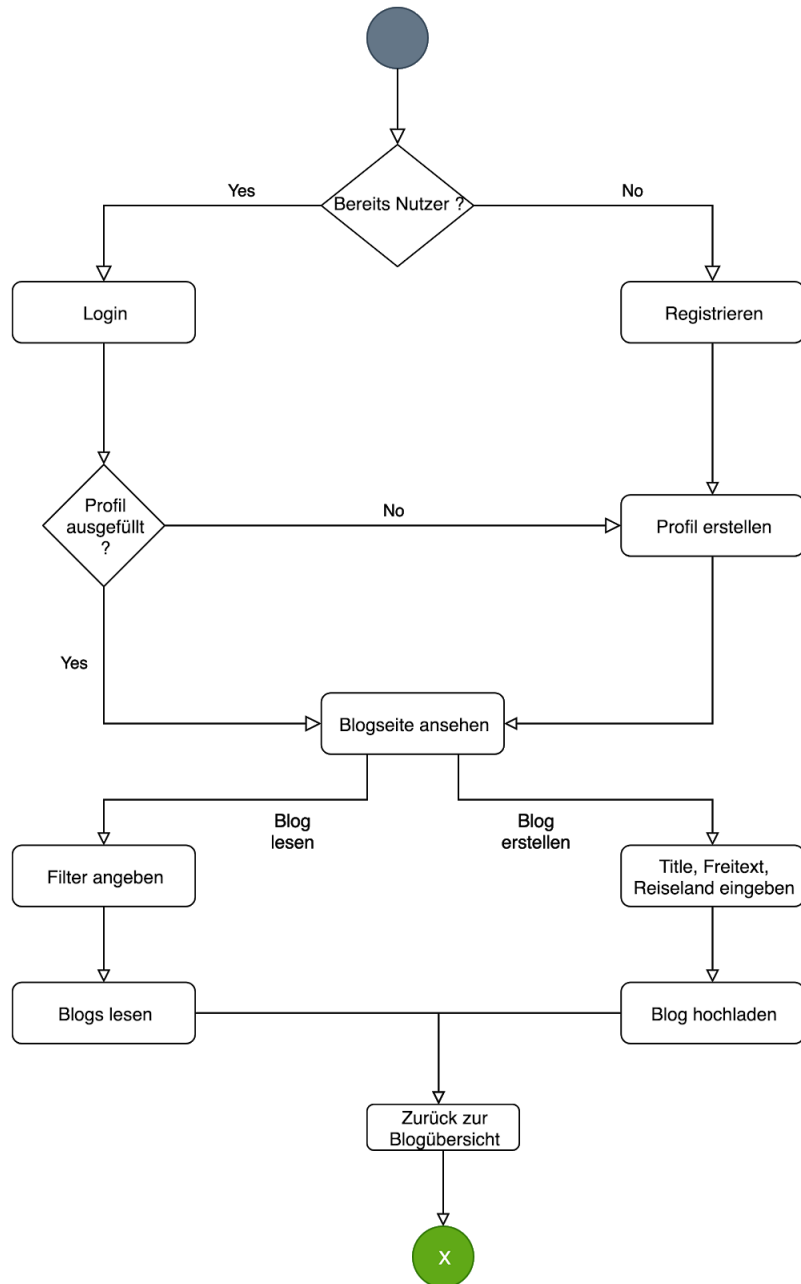


## UML-Aktivitätsdiagramm:

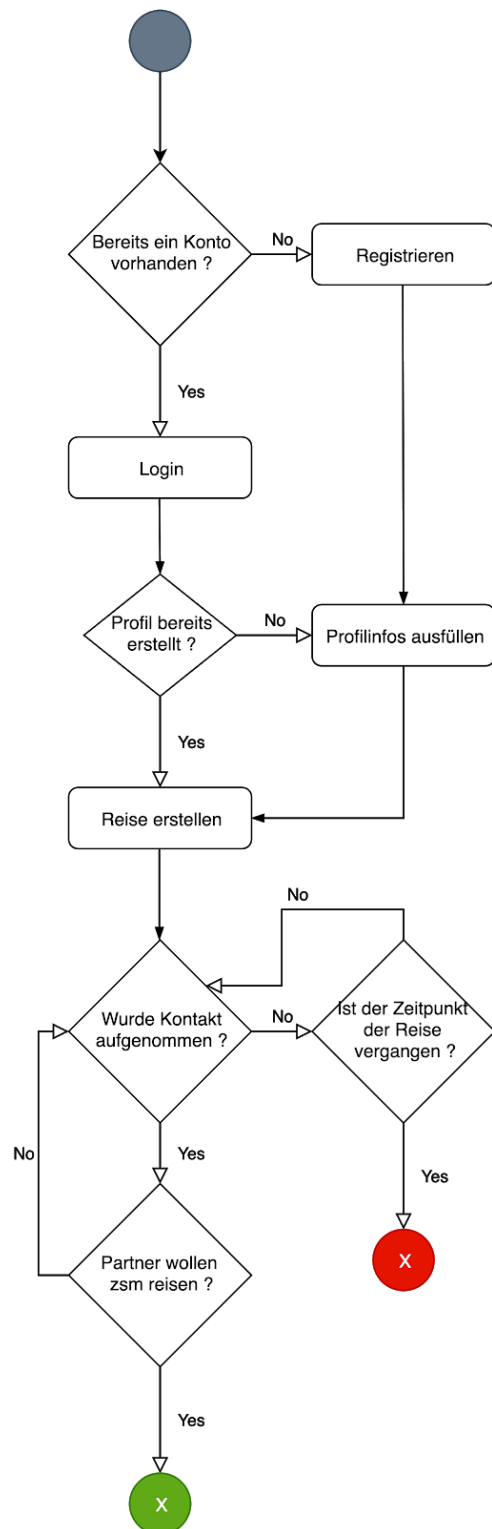
Alle Aktivitätsdiagramme gehen von einem nicht ein eingeloggtem User auf der Index.html aus, der auf den Link zur jeweiligen Aktivität klickt. (Index.html entspricht der Startseite)



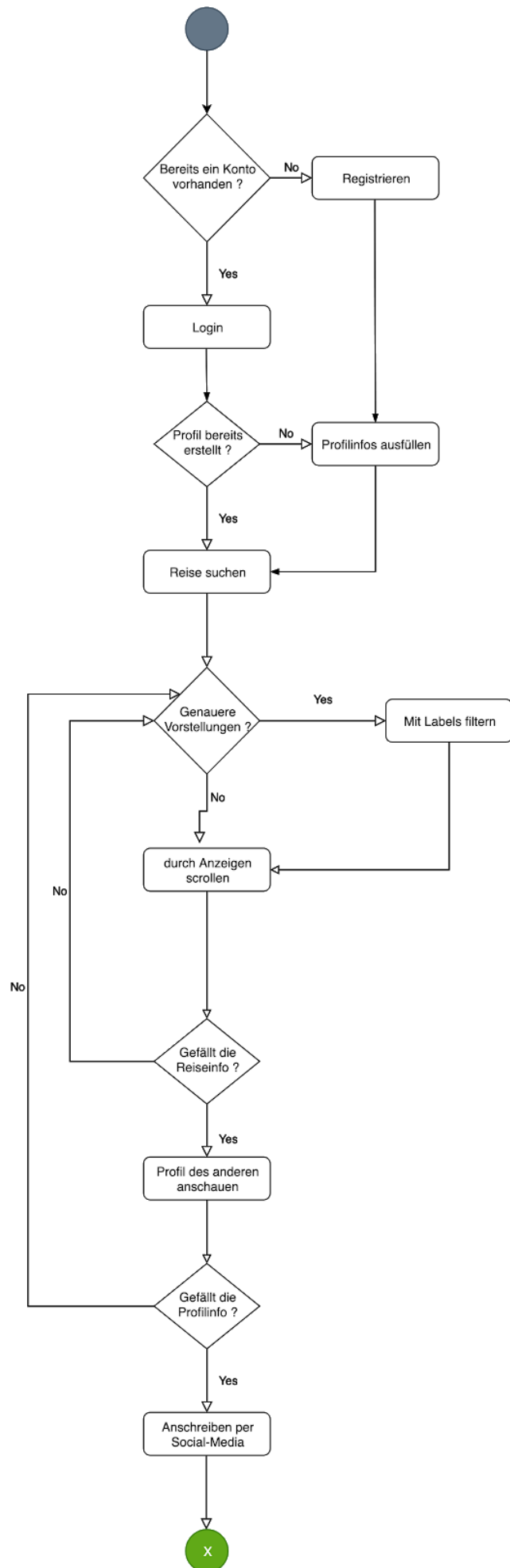
## Blogeintrag lesen/erstellen:



## Neue Reise erstellen:



## Eine Reise suchen:



# Variablen im Webbrowser:

## Inhalte der Eingabefelder:

- Login:
  - E-Mail-Adresse
  - Passwort
- Registrierung:
  - E-Mail-Adresse
  - Passwort
  - Passwort-Bestätigung
- Profil:
  - Name
  - Geburtstag
  - Geschlecht
  - Herkunftsland
  - Herkunftsstadt
  - Facebook-Account [optional]
  - Twitter-Account [optional]
  - Instagram-Account [optional]
  - Gesprochene Sprachen (3x) [1x Pflicht, Rest optional]
  - Freitext über sich und seine Erfahrungen
- Reiseerstellung:
  - Reiseziel (Land, Stadt[optional])
  - Startdatum
  - Enddatum
  - Flexibilität im Reisedatum (Tage)
  - Reiseart [optional]
  - Geschlecht des Mitreisenden
  - Budget pro Tag
- Reise suchen [alle Inputs optional]:
  - Reisemonat
  - Länge der Reise (Tage)
  - Reiseland
  - Zielstadt
  - Reiseart
  - Budget pro Tag
  - Präferiertes Alter
  - Geschlecht des Mitreisenden
  - Sprachen, die der Mitreisende können soll (2x)
- Blogs suchen:
  - User oder Reiseziel (optional)
- Blogs erstellen:
  - Titel

- Reiseland
- Freitext
- Melden eines Profils:
  - Freitext

Objekt zweier Beispiel-Reisen

- {"jsonstring":{"Reiseziel": ["Wales", "Cardiff"], "Zeitspanne": [Date(x), Date(y)], "Flex": 5, "Gender": ["m", "f", "o"], "Reiseart": ""}, "key": {"1389561}}
- {"jsonstring":{"Reiseziel": [USA], "Zeitspanne": [Date(x), Date(y)], "Flex": 3, "Gender": ["f"], "Reiseart": "Backpacking"}, "key": {"1386351}}

## Benötigte Bibliotheken

- Bootstrap
- JQuery
- Tether
- Popper

## Cloudstore

### Speicherung von Profildaten

baseurl = <https://webtechlecture.appspot.com/cloudstore/listobjects?owner=travelbuddy>

- <baseurl>/User
  - Body der POST-Nachricht enthält die Nutzerdaten als JSON, sowie die Keys seiner Reisen und seines Blogs
  - E-Mail wird als einzigartiger Identifier einer Person genutzt

### Speicherung von Reisen

- <baseurl>/Reisen
  - Body der POST-Nachricht enthält die Information (Labels und Infotext) zur Reise als JSON, sowie die E-Mail-Adresse des Erstellers
  - gibt eine einzigartige ID zurück, die zur Identifikation der Reise dient

### Speicherung von Blogs

- <baseurl>/Blog
  - Body der POST-Nachricht enthält den/die Freitext(e) des/der Blogpost(s) als Freitext, sowie die E-Mail des Erstellers
  - gibt eine einzigartige ID zurück, die zur Identifikation des Blogs dient

### Datenfelder im Cloudstore

Entity Nutzer

- login
  - E-Mail

- Passwort
- timestamp
- Info-Parameter z.B.
  - Sprachen
  - Geburtstag
  - Reisen-IDs
  - Social-Media
  - Blog-ID
  - etc.

#### Entity Reise

- Reise-ID
- Ersteller
- Labels z.B.
  - Reiseziel
  - Reisezeitraum
  - etc.
- Infotext

#### Entity Blog

- Blog-ID
- Ersteller
- Freitext
- timestamp

## Verlinkung zu Social-Media

Aufrufen der Social-Media Webseiten die von den Nutzern in Ihrem Profil angegeben wurden, wird genutzt damit sich Nutzer von der "Echtheit" des Gegenüber überzeugen kann (Schutz gegen Catfishing).

Wird außerdem anstatt eines internen Messengers zur Kommunikation genutzt.