



Individuals Affected

- All genders use hotel booking sites
- All ages use booking sites - Excluding children and the elderly
- 95% of US adults prefer to research travel destinations online
- Very wide reach: people from all over the world use booking sites
- Use of booking sites required access to the internet - ~60% of the world population uses internet
- Those who use Twitter are indirectly affected by their tweets being used



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Groups Affected

- Governments: regulations around booking sites are large (recently Airbnb for example)
- Staff of the hotels we partner with - need to make sure they have ethical workplaces
- Competing companies - very competitive market, will want us to fail or buy us out
- Schools and companies booking trips through us



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Behaviour

- Could effect peoples schedules by encouraging them to travel more
- Encourages people to be more individualistic - plan a unique trip
- Could lead to more materialism - wanting nice vacations more than more important things



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Relations

- Coworkers can become more friendly by taking trips / booking events together - better workplace
- Families can bond by taking trips together
- Family relationships can be hurt by member spending money on trips and events that they shouldn't
- Unwanted behaviors can be encouraged by the freedom of school trips - affect friendships/development
- Thinking about fantasy trips could cause disassociation from real life and relationships
- Could lead to irresponsible spending on credit / debt



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Worldviews

- Travel MASSIVELY changes worldviews - ability to interact with people, customs around the world
- Out of comfort zone - bad experiences, tragedies can also happen on stays booked with us
- Being somewhere new forces you to examine your life - can be bad or good thing



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Group Conflicts

- If a hotel is rated badly by our site, lower bookings could affect hotel workers salary and job
- Our review system uses sentiment of Tweets - there is often inherent bias / discrimination
- Hotel could be discriminated against by us because of discrimination in tweets (racism, classism, .)



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Product or Service Failure

- Site down - people cannot access booking, very bad, could be left without place to stay
- Security risk - hacker could steal user data including credit cards and where a person is staying
- Scams / Partnering with imposter hotel that takes bookings and \$ from guests, need to vet partners
- Technical glitch - booking lost, money lost
- Event cancellation or hotel closure after guest booking - need to refund



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Problematic Use of Resources

- Will use energy storing data on cloud and running site - bad environmental impact
- Customers will have to travel to get to their hotel or event which will probably use fuel & pollute
- Revenue via targetted adds - use of personal data must be only with permission
- Will use human labor for site development and business - need to make sure fair pay etc



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What can we do?

- Account option: set a trip budget plan to encourage responsible spending
- Suggest local events for less fuel use on travel
- Event discounts for company trips to encourage coworker interaction and good experience
- Filter out tweets from algorithm that appear discriminatory
- Offer trip on a budget options for students and those with tighter budget to see the world
- Offer curated educational events and kid friendly hotels (no bars, safe, etc)
- Thoroughly check credentials of hotels we partner with to check for scams / workplace violations



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Uncategorised Ideas

- Very important larger idea: privacy of user data
- We will have credit card data, identity data, even where people are physically staying
- Always ask permission to offer user personalized adds / for any use of personal data

