Existing Problems

Coordinating group travel is difficult, especially getting a group to commit to a basic itinerary.

No easy way to share travel details with people. Fragmented planning and booking.

Climbing a mountain of generic options.

TRAVELBUD

FIND YOUR NEXT ADVENTURE

Networking, activity tracking, and travel booking platform

Brought to you by GeneroCity

Mission Statement

Giving both experienced and inexperienced travelers the ability to plan customized trips, re-visit and re-order itineraries, and view travel report card by the end of a trip.

TRAVELBUD
FIND YOUR NEXT ADVENTURE

Current Resources

Bookings (Accommodation and Travel)

- Expedia
- Bookings.com
- AirBnB
- TripAdvisor

Finance Management

- Splitwise
- Splittable
- Zently

Trip Planning

- Google Search
- Google Maps
- Travaa
- Pebblar
- Trip Hobo

Trip Sharing

- Facebook
- Instagram
- YouTube

TRAVELBUD
FIND YOUR NEXT ADVENTURE

Competitive Analysis

Factors	Trip Advisor	Booking.com	Expedia	Pebblar	Travaa	Trip Hobo	Kayak	Travel Buds
Booking Option	✓	✓	✓	✓	✓	✓	✓	✓
Subscription	✓	✕	✕	✕	✕	✕	✕	✓
Itinerary	✕	✕	✕	✕	✓	✓*	✕	✓
Design	✓	✓	✓	✓	✓	✓	✓	✓

* Has defined Itinerary – cannot leverage other's itinerary

Legend	
✓	**Factors exist but inefficient**
✕	**Factors doesn't exist**

What do the factors tell us	
Booking Option	**Does the application have booking option?**
Subscription	**Is t a subscription-based model?**
Itinerary	**Can someone's itinerary be leveraged?**
Design	**How easy is the feature to be used by the customer?**

TRAVELBUD
FIND YOUR NEXT ADVENTURE

Product Positioning
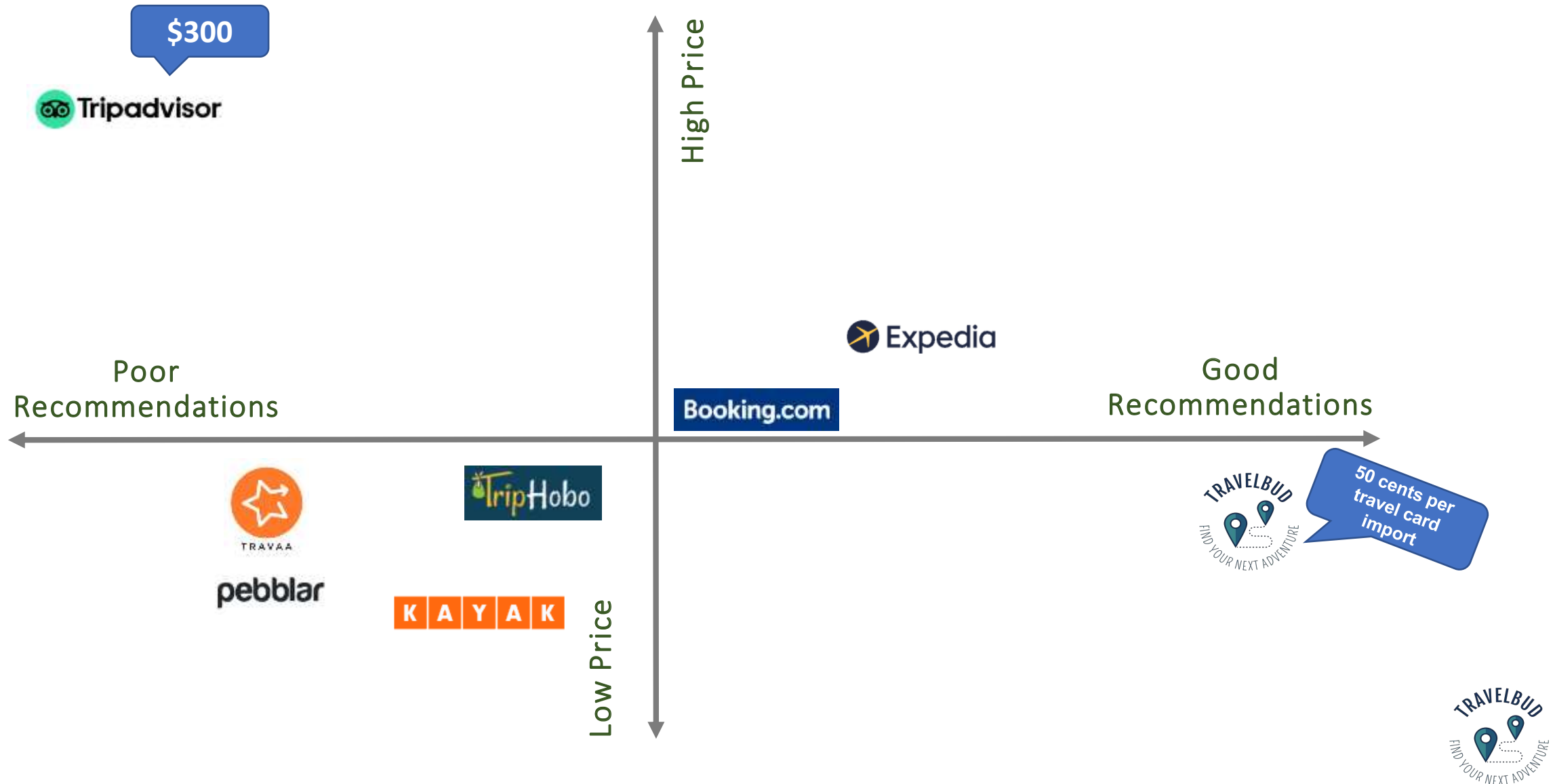
Revenue Model

ADVERTISEMENT BASED REVENUE.

50 CENTS TRAVEL CHARGES PER TRAVEL CARD IMPORT.

Customer Segments

Market Segment based on the Psychography of the travelers

- ❖ **Media usage**
- ❖ **Attitude towards groups and travel**
- ❖ **Past travel experiences (frequency, amount spent, duration)**
- ❖ **Personality, Interest & Lifestyle**
- ❖ **Opinion & Concerns**
- ❖ **Usage rate**
- ❖ **Income**

TRAVELBUD
FIND YOUR NEXT ADVENTURE

User Persona

Frequent Traveler

Name: Jill Anderson **Age: 40**

Bio: Jill is a Regional Director who travels 4-8 times each month for work. She is also a mom of two, travels with her husband and kids once a quarter, and plans the trip itinerary.

Goals & Needs

Planning quick itinerary, ability to track trip expenses and prefers a very organized trip.

Hesitations & Pain points

- Planning everything out is time consuming.
- Keeping track of all the expenses during the trip is tedious.
- I forget names of the places visited along the journey which are unique but not popular.

TRAVELBUD
FIND YOUR NEXT ADVENTURE

User Persona

Inexperienced Traveler

Name: Akshay   **Age: 23**

Bio: Recent graduate backpacking US, likes meeting new people and going out often.

Goals & Needs

Prefers social interaction and networking with people of similar traveling interests. Ability to track trip expenses and share trip details with friends and family.

Hesitations & Pain points

- Planning everything out alone without itinerary reference is time consuming.
- Does not have time to plan from scratch and scheduling for a trip.
- It's not easy to make new friends with similar traveling interests.
- Needs to keep track of all the expenses since he just graduated.

TRAVELBUD
FIND YOUR NEXT ADVENTURE

User Persona

Group Traveler

Name: Jean Arno   **Age: 27**

Bio: Professional, working abroad and traveling with his buddies. He is the planner in the group, a big foodie and easygoing personality.

Goals & Needs

- Needs to be considerate for everyone's needs and limitations.
- Wants a very organized trip.
- Prefers quick itinerary planning so that he gets enough time to relax as well.
- Manage trip expenses and divide among the group fairly.
- Preserve travel history to share it with others who would want to follow the same itinerary.

Hesitations & Pain points

- Lack of flexibility to customize a travel itinerary.
- Need to be mindful of everyone's budget.
- It is impossible to share the detailed itinerary of the entire trip with the group to make them aware of the plan and to get to an agreement.

TRAVELBUD
FIND YOUR NEXT ADVENTURE

Solution - Wireframes

Customer Experience Journey

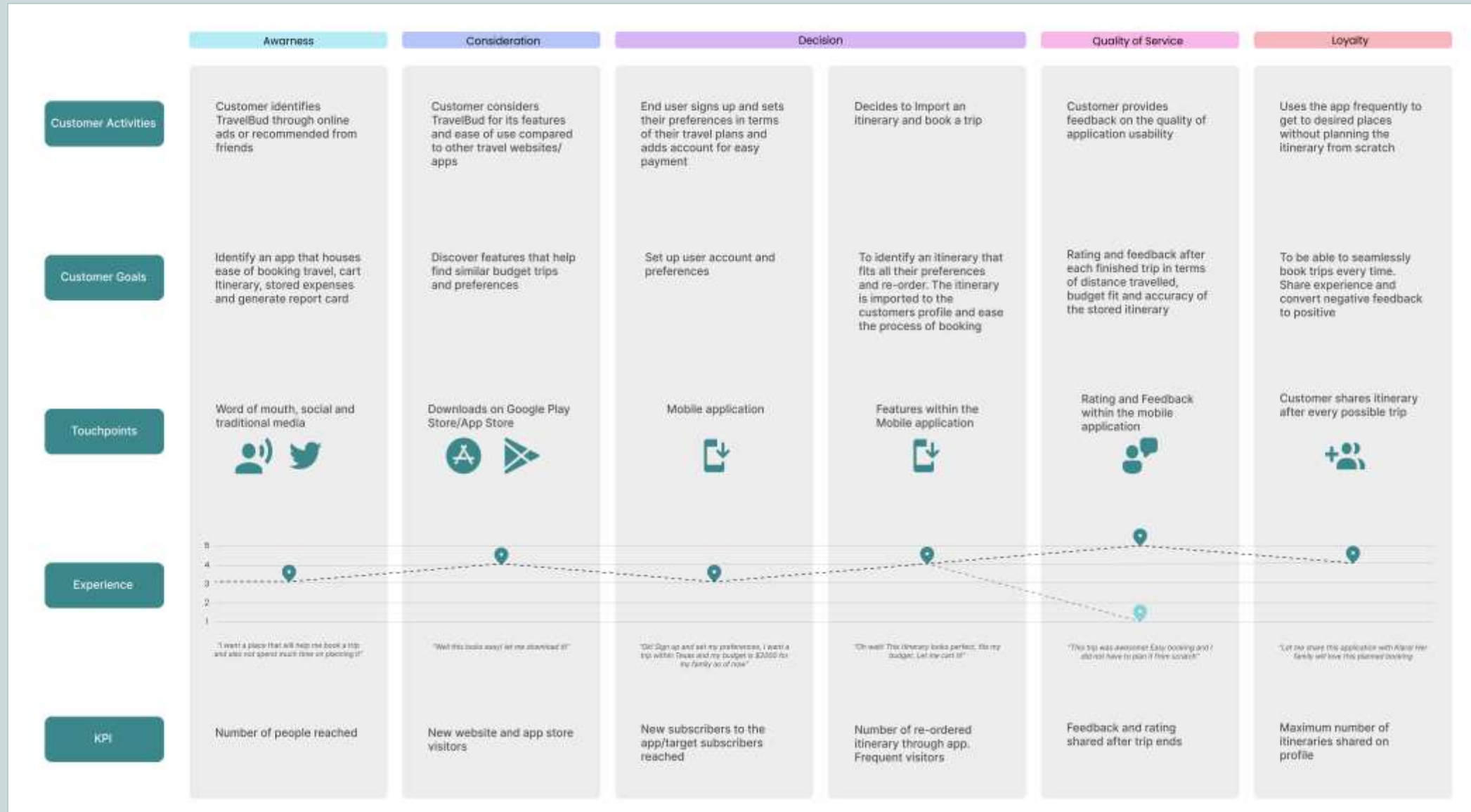|	Awareness	Consideration	Decision		Quality of Service	Loyalty
Customer Activities	Customer identifies TravelBud through online ads or recommended from friends	Customer considers TravelBud for its features and ease of use compared to other travel websites/ apps	End user signs up and sets their preferences in terms of their travel plans and adds account for easy payment	Decides to import an itinerary and book a trip	Customer provides feedback on the quality of application usability	Uses the app frequently to get to desired places without planning the itinerary from scratch
Customer Goals	Identify an app that houses ease of booking travel, cart Itinerary, stored expenses and generate report card	Discover features that help find similar budget trips and preferences	Set up user account and preferences	To identify an itinerary that fits all their preferences and re-order. The itinerary is imported to the customers profile and ease the process of booking	Rating and feedback after each finished trip in terms of distance travelled, budget fit and accuracy of the stored itinerary	To be able to seamlessly book trips every time. Share experience and convert negative feedback to positive
Touchpoints	Word of mouth, social and traditional media	Downloads on Google Play Store/App Store	Mobile application	Features within the Mobile application	Rating and Feedback within the mobile application	Customer shares itinerary after every possible trip
Experience	"I want a place that will help me book a trip and also not spend much time on planning it"	"Well this looks easy! let me download it"	"Ok! Sign up and set my preferences, I want a trip within Texas and my budget is $3000 for the family as of now"	"Oh wait! This itinerary looks perfect, fits my budget. Let me cart it!"	"This trip was awesome! Easy booking and I did not have to plan it from scratch"	"Let me share this application with Alana! Her family will love this planned booking"
KPI	Number of people reached	New website and app store visitors	New subscribers to the app/target subscribers reached	Number of re-ordered itinerary through app. Frequent visitors	Feedback and rating shared after trip ends	Maximum number of itineraries shared on profile

TRAVELBUD
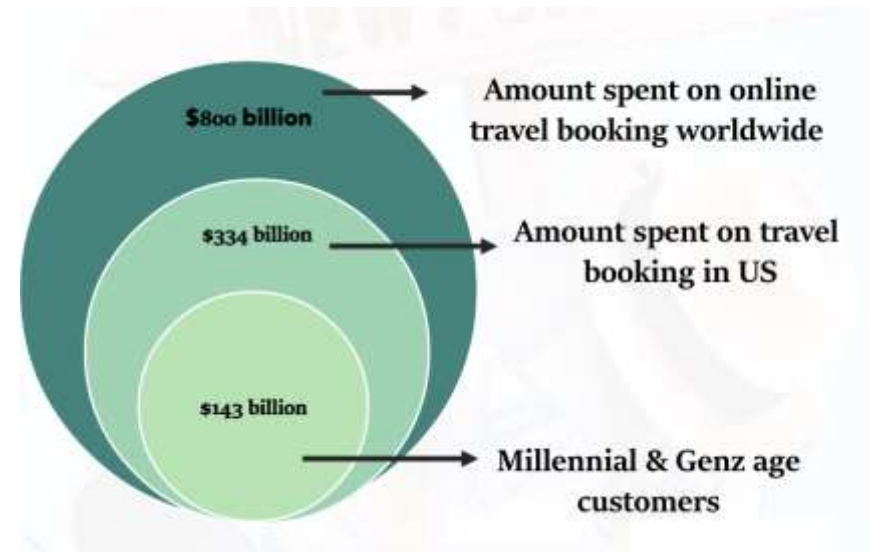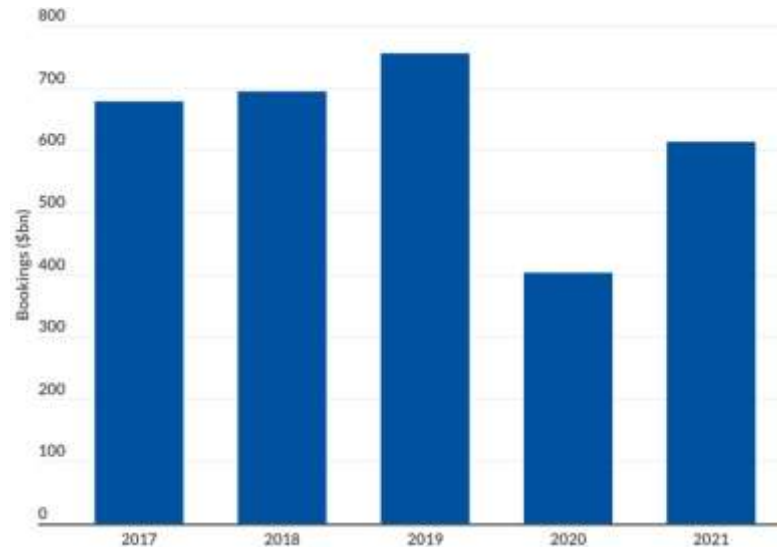FIND YOUR NEXT ADVENTURE

Market Analysis

Online travel booking gross value in 2022 is 800 billion USD

Product Roadmap

2023

Profile creation & Booking trip
- Create profile
- Invite contacts
- Follow option
- Search & book trips
- Payment option

Expense tracker
- Add debited payments to tracker
- User can add expense data

Calculate Weighted Distance
- Enable location
- Enter source & destination
- Option to check-in intermediate stops in real time
- Add notes(opt).End the trip

Generate Report Card
- A summary card including locations visited, expenses and distance covered
- Share on the wall
- Download report card

Re-order trip
- User can mark report card "Helpful"
- Add card to cart, reorder trip

| 00 | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 |

| 2023 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Now | Dec |

Start   Q1   Q2   Q3   Q4

TRAVELBUD
FIND YOUR NEXT ADVENTURE