**Value Proposition Statements**

*Customer Segment: Group Travelers (Family, Friends)*

*For* ***travelers***

*who* ***struggle to organize group trips****,*

*our* ***service***

*will provide* ***an all-in-one platform that streamlines the entire process, from booking hotels to planning attractions and finding places to eat***

*unlike* ***travel agents and trip-organizing apps***

***TripSync***

*will allow an efficient way of* ***organizing plans with better communication and lower cost***

***Problem Hypothesis: Group travelers struggle to organize trips.***

*Questions:*

1. *“Tell me about” your experience in organizing your group trips (use the 5 W’s to )*
2. *What went well?*
3. *What improvements might you make?*
4. *Is there anyone else I could talk to that you know (get a referral, additional people to talk to/ leads)?*
5. *Can I follow up with you if I need to?*

***Solution Hypothesis: I believe group travelers desire a consolidated trip planning solution***

1. *Based on this discussion, may I share with you an idea (could be a software test platform) and get your feedback?*
2. *Is there anything you like about it?*
3. *anything that you do not like about it?*
4. *Is there anyone else I could talk to that you know (get a referral, additional people to talk to/ leads)?*
5. *Can I follow up with you if I need to?*

*Customer Segment: Business Owners (restaurants/hotels/attraction sites)*

*For* ***business owners (restaurants, hotels or attraction sites)***

*who desire* ***more customer exposure to their business***

*our* ***service***

*will provide additional* ***traffic of customers***

*unlike* ***web and video ads in youtube, google, facebook, etc***

***TripSync***

***provides a tailored, direct trip planning tool via virtual tours, interactive maps, and live chat support***

*resulting in* ***personalized promotions, additional customers, and long lasting partnership.***

***Communication is the most important***

*Customer Segment: Travel Enthusiasts (Bloggers/Vloggers), Groups Planning Trips*

*For* ***travel enthusiasts***

***in search of sharable exotic destinations and memorable experiences***

*our* ***service***

*will provide a consolidated approach to identification of attractive sites tailored to you*

*unlike* ***other travel metasearch engines such as Tripadvisor, Skyscanner, etc.***

***TripSync***

*will provide you a more efficient and cost effective way to organize trip*

*Interview:*

1. *Navigator - the thing you plug into your car. You program your destiny. Same as the map on your phone.*
2. *Reservation months ahead of time. Talking on phone/messages. Communication is the most important. He Loves the idea of group communication and talking together. 315- 254 -8595, Gary*
3. *No bad travel experiences, good experiences. Going to relatives and they take care of the restaurants/hotels. Said the software solution we presented is similar to a travel agent; but positive that it is free. Has a tour guide friend, but would love to also have the plans on his hands to look at.*
4. *Instagram, messages to communicate. Multiple platforms so the communication is tough. Like some people have WhatsApp and others have Instagram. Everyone has a goal in a group, just text in the group chat. Different budgeting problem . Use google and look at stuff for hotels, restaurants. Uses a google filter that tells you what location is popular or not. I Want more filters, especially popularity/trending. Would like to add a screen sharing feature to our solution.*
5. *Research places to visit. Google it, social media. iMessages. Would be interesting and also believes that the solution we presented will make traveling more efficient than how he does it currently.*
6. *Jack - doesn’t really plan out the trip since he just tags along with his group of friends; but he looks at various different sites for car rentals, using google nearest options; They would prefer to have cheaper options. Says that it can be tedious to look at various different websites for comparing prices. Use Snapchat, instagram (other social media ) to communicate. No bad experience with communication so far. Believes that the all in one solution that is presented will be less time consuming. He wishes that the solution also includes a car rental feature that allows users to look at different cars and compare their prices.*
7. *Santosh (Problem) - Likes to plot out the places that he wants to visit in a big city so he can visit the places that are closer together first, and then visit places that are further so he isn’t going back and forth making the trip more time efficient. He never plans out where to eat, he just waits until he is hungry and looks for a place nearby which sometimes ends up being too expensive and wishes there was a better way to see the pricings before going in the store.*
8. *Santosh (Solution) - Said it would definitely be useful to him. He was worried about how the UI was going to be and said he doesn’t like using something that’s complicated and that is the main issue with all in one solutions. Suggested that we include a way to check gas prices of the gas stations so he can save gas money before going to the gas station and then finding out.*
9. *Bhuwan (Problem) - Uses google for the most part and a messenger group chat for communication. He finds it annoying to keep switching in between apps and sending screenshots of places from google so that everyone knows the plan. Sometimes he and his friends forget the address of some of the places that they have planned for. In big cities it is hard for him to find a spot to park at lower costs, wishes he could check parking costs and availability in the lot as well as all available parking spots on the street. Also mentioned that it's hard to find places that are not so popular and wish he had the ability to find those without knowing someone who lives in the place he is visiting.*
10. *Bhuwan (Solution) - Found our solution useful, however he made a suggestion about being able to see car rental places. Believes that suggestions of places that are similar to and based on his interest is something that he loves about the solution. Before we could mention the bill splitting feature, he suggested it, and we responded that we are also including that in our service already.*
11. *Brandon (problem) - Doesn’t really plan out the trip beforehand for places to eat, things to do. They just walked around and went to what they could find using google (they felt that they didn’t want to follow a set schedule on a trip everyday). The main things they planned out was booking flights - they wanted to find airlines which had good reputation and also good pricing options; for this, they looked at various different airlines. Once they reached their destination, they also looked into car rental. They used the “Costco Travel” site to find rental cars; said that it provided different car rentals and showed the price for each vehicle. For communication with group members, they used a text message group chat.*
12. *Joshan (Problem) - Enjoys traveling with people he likes being around, which creates a better overall experience. Dislikes the disagreements among group members. Plans trips by having everything the group needs and making sure that everyone is prepared for the activities they will be doing. Communicates by talking in person. Stated that technology could be a problem in places with no signal and communication may be hard if one person disagrees. Uses AirBNB for finding a place to stay and Google Maps for finding things to do around the area. Stated that these apps/websites don't always result in him finding what he is looking for. One thing that would improve group planning in his opinion would be something that makes it easier to find places around the area of visit.*
13. *Anjali (Problem) - She has traveled with a group and enjoys exploring new places together, though she finds a very busy schedule challenging. Her group travel was planned by leaders, with communication via GroupMe and emails. She encountered a significant issue when their van almost fell into a ditch during winter travel. While she did not directly use apps or websites for planning, she would consider Google Hotels for its user-friendly interface and reliable filtering options. She wishes for a service that consolidates all necessary travel information in one place. For personal trip planning, she would choose a destination, research activities and dining options, set a budget, and handle logistics, using TripAdvisor or Google for their extensive options, despite the overwhelming amount of information available.*
14. *Asmita (Problem) - She has traveled with a group and enjoys being with everyone, though she finds that not everyone has the same budget or idea of fun. To plan the travel, they split costs and budgeted beforehand, communicating through group calls. She faced communication challenges during the trip. For research, she used Google and Student Universe, appreciating the discounts but finding too many useless options. She doesn't feel there was anything she wished she had known beforehand. She envisions a service where she could plan all her trips at once without relying on a single platform.*
15. *Samanvita (Problem) - She has traveled with a group and enjoyed the more relaxing vibe and shared interests with friends, though spending too much time with the same people could be overwhelming. To plan the travel, they booked flight tickets together, organized transportation, and arranged the itinerary and meals. Communication was mainly through text and FaceTime. Challenges included dietary restrictions, language barriers, jet lag, and overstimulation from constant activities. For research, she used Google Flights, Expedia, blogs, and TikTok reviews, appreciating the multiple reviews but finding them not concise. She wished she had known that European hostels don't provide soap and other products.*
16. *Durga (Problem) - She has traveled with a group and enjoyed spending time with them, though she disliked the differing opinions on what to do. Her travel planning was minimal, booking a flight and going from there. Communication was mainly through FaceTime. They faced a problem with their phone service not working. She used iMessage, FaceTime, Google, and Airbnb for research and liked everything about these apps, with no dislikes. She wished she had known about more places to visit. She envisions a service that could ensure reliable phone service during group trips to make planning and communication easier.*
17. *Hassan (Problem) - Though he has never traveled with a group, he can outline the steps he would take to plan such a trip. First, he would come up with a travel idea and share it with the group. Then, he would find a date that works for everyone and decide on the destination. For the rest of the planning, he would use websites and apps like Booking.com for longer trips, as they offer the convenience of booking accommodations and transportation in one place. However, a downside of using these platforms is that they might not always provide the cheapest options since there are other sites with potentially better deals. An ideal service that doesn't currently exist but would greatly simplify group trip planning would be a comprehensive platform that integrates the best features of multiple travel websites, offering real-time price comparisons, group itinerary management, and automated coordination of everyone's schedules, preferences, and budgets.*
18. *Lucas (Problem) - He has traveled with a group before and enjoyed being accompanied and making memories with others. However, he found it challenging when it involved bringing people he didn't like and dealing with issues like changing dates and fixing codes. For planning, he communicated well with the group and used ChatGPT for research, appreciating its thoroughness but noting that it didn’t always meet his specific needs. He didn’t have any additional wishes or needs for new services. For solo trips, he would use maps to find locations, though he acknowledges that incorrect addresses could be a problem.*
19. *Nischal (Problem) - He has traveled with a group and enjoyed the camaraderie but found the lack of a detailed plan problematic. The group spent too much time discussing activities after arriving instead of planning ahead. For the trip, he created a group chat where everyone could suggest and agree on activities, though the plan was never formalized. They communicated via Instagram group chat and used Google for research. While Google was useful, he found it difficult to discover less popular, interesting options, as it mainly highlighted popular spots. He wished he had more detailed information on weather, opening and closing times, and travel times to better plan and optimize their activities.*
20. *Ganesh (Problem) - He envisions a service that doesn't currently exist but would be incredibly useful: a platform that connects travelers with locals in their destination. This service would allow travelers to get personalized recommendations from residents about must-see spots and hidden gems. For planning a group trip, he would start by selecting a desired location and researching landmarks, accommodations, and transportation options. He would then check availability and interest among the group, assess everyone’s budget, decide on the method of travel, finalize the itinerary, and share it with the group, allowing for some buffer in case of changes. He would use various apps and websites for finding hotels, mapping routes, and booking flights, appreciating their utility in organizing the trip but noting that limitations like insufficient filters and region-specific services can be problematic.*
21. *William (Problem) - He has traveled with a group and enjoyed spending time with friends and family, as well as exploring new places and attractions. However, he found planning to be a challenge, especially with last-minute decision-making and managing costs and logistics. To plan, he used Google to research attractions, rated them based on cost, rating, and distance, and communicated via group chats on platforms like Instagram and Messenger. He encountered issues with misrepresentations of attractions and having too many options to choose from. He used Google and Expedia for research, appreciating their ease of use and extensive data but wishing for a more guided experience. He would benefit from a service with advanced search filters for cost, distance, and ratings to streamline the planning process.*
22. *Jennifer (Problem) - She has traveled with a group and appreciates the safety and opportunities that come with traveling with others. However, she finds planning challenging due to potential miscommunications and conflicting preferences. To plan, she focuses on transportation, shelter, and activities, and uses group chats for efficient communication. Her main issue has been time management, especially in big cities where it's easy to get lost. She primarily uses Google for research because it offers comprehensive information and leads to booking sites, although she finds some websites a bit cluttered. She wished she had an umbrella during her trip and couldn't think of any additional services that would simplify group trip planning.*
23. *Aaliyah (Problem) - She has traveled with a group and enjoys spending time with friends and creating lasting memories. Disagreements within the group are something she doesn’t like. To plan the trip, she would create a group chat to discuss the destination, transportation, and expenses. Communication was handled via the group chat and in person, and she didn’t encounter many problems. She used Expedia for research, appreciating its ease of use, variety of options, and good rates. She wished she had a vlog camera to capture the trip and would benefit from a service that tracks prices and identifies less busy locations.*

product market fit.