Part 1

Our team’s most distinctive characteristics that allow us to be the best is a common goal, division of tasks, and collaboration. We will be able to work closely and have team integrity to finish the project. The topic that we are going to pick is student travel planning, short-term study trips made by foreign students during study. Students often have travel-related needs such as low budget, lack of information, lack of safety, etc. that may need to be met. After reviewing the “Design Implications & Opportunities” in class and some online resources, we believe that the goal of traveling goes beyond booking flights and accommodations, it is related to stress release, social needs, and cultural exchange. We will leverage digital tools to convert real needs and translate it into a proper design. The outcome of our project will be able to increase students’ convenience, low-cost, and safety when traveling.

Part 2

Our target audience is university students who are going to plan a short-term travel while studying. The most important values for our audience is cheap and safe, but also wants flexibility and value for the traveling experience. Students often have the desire to know a trustful and fast delivery of traveling information. A majority of students consider adding social elements into traveling process as engaging friends to plan and participate in the trip together or share experiences with other students after traveling. Although the current available travel applications have a full set of functions, but most of them did not provide personalized and quality support services for international students as their major audience, they also lack balance in traveling affordable and at the same time safe. Our project is to design a student-centered travel planning website at the end of the semester. This website will not only help students find more low-cost travel choices that fit their budget but also share vital safety travel tips and manage their trips better. Our goal is to create better opportunity for student traveling safe and on-budget in which they can confidently discover and enjoy more places. At the same time, through an interaction of digital functions and social exchange, this platform would also offer unique and valuable traveling experiences to help students make the most of their trip memories.