

REAL PROJECT TEAM HARMONY

Viola Oraha, Nilab Roschanzey,
Lorenz Artmayr, Yannick Andricek



Traveller: Familien

How can we better support families in discovering the right solution for them

Interview facts

Facts

- 20 Interviews
- 8 Students, 12 Parents

Findings:

- Usually planned by mother, father often takes care of booking.
- Use of various platforms: Booking.com, Check24, Airbnb, Expedia.
- Popular types of travel: All-inclusive (comfort), vacation apartments (flexibility), camping (adventure) and city breaks (culture).

Common challenges:

- Different interests within the family (parents: rest & culture, children: action & adventure)
- Need for structure vs. spontaneity.
- Difficulty in clearly and easily coordinating all interests.
- Conflicts due to a lack of visual overview and joint decision-making.
- Typical solutions:
- Compromises: Fixed programs in the morning (culture, activities), free time in the afternoon (pool, relaxation).
- Alternating daily schedules to accommodate different wishes.
- Use of clear daily plans (Excel, Google Maps) for better structuring



Persona

Julia (36) 2 Kids, in sales

- Travel type: All-inclusive family resort with childcare
- Main interests: Relaxation, quality time, safety
- Challenge: Conflicting interests (action vs. relaxation)
- High mental load due to managing activities
- Solution: Structured daily schedule (activities in the morning, relaxation in the afternoon)

Prototype Persona combined with all the Interviews

STUDENTS (PERSONA)

- 🚗 Little say in family vacations, even though personal interests differ greatly
- 🏰 Focus on adventure and spontaneity – cultural sites and fixed plans feel limiting :
- 💻 Prefers digital tools, but traditional vacation planning is usually handled by parents
- 🙅 Potential for conflict due to lack of flexibility and age-appropriate involvement :

"I want to be able to decide spontaneously - not have every hour planned out."



Problem

Traditional vacation planning tools ignore the unique needs of each family member – leading to stress and dissatisfaction

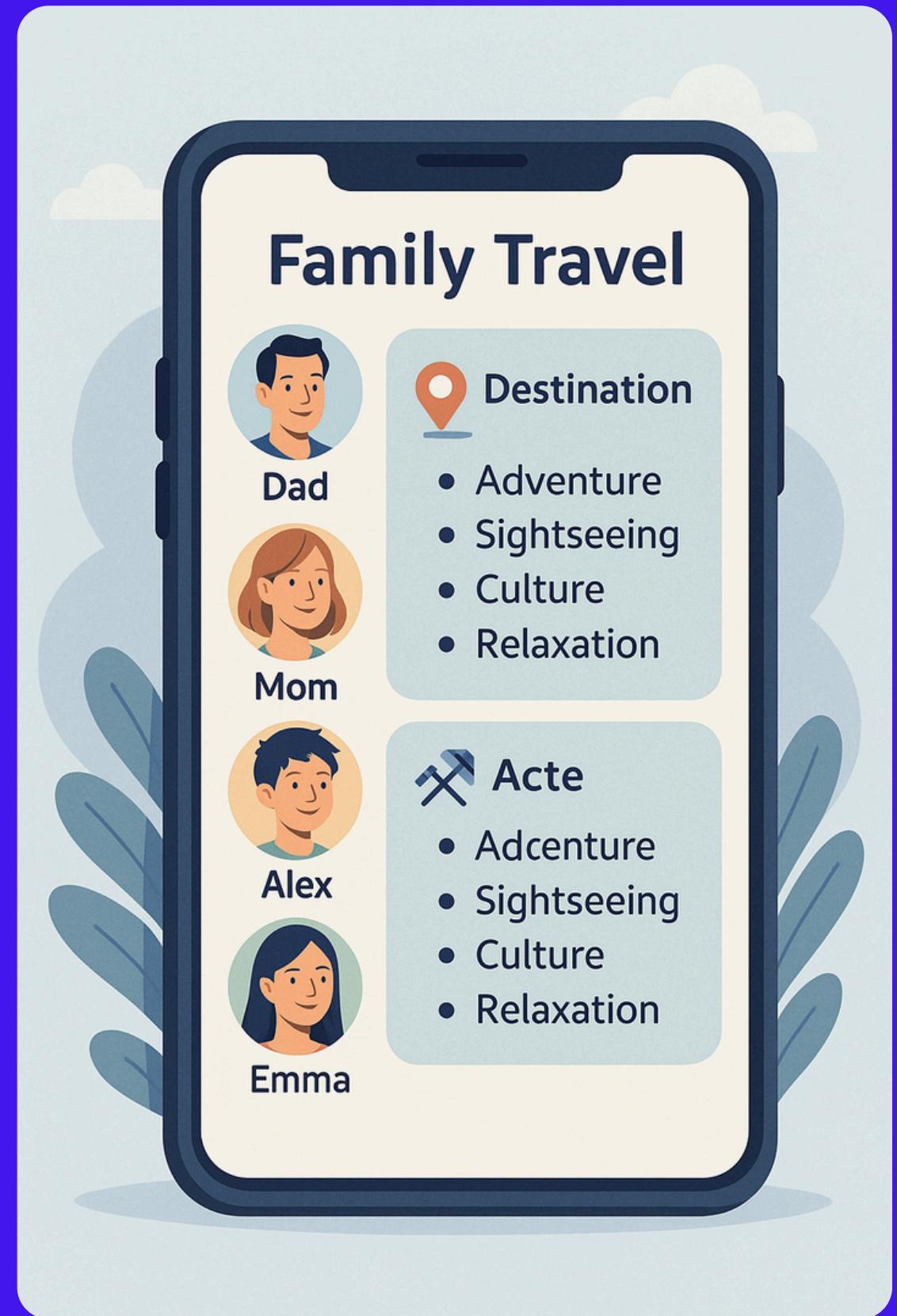
- One person (often the mother) plans everything
- Conflicting interests: rest vs. action, structure vs. spontaneity
- No shared system to coordinate wishes and responsibilities
- Scattered tools (Excel, Maps, emails) make planning chaotic
- Children and teens are rarely involved in meaningful ways
- High mental load leads to tension and burnout before the vacation even starts



Solution

Traditional planning tools ignore the unique needs of each family member – leading to stress and dissatisfaction

- Preference input per user (e.g. adventure, culture, rest)
- Separate profiles per family member
- Integrated tools: calendar, wishlist, budget, booking links
- Visual interface: sliders, icons, or gamified input for kids
- Private “wishlists” + shared planning board
- Roles & permissions for age-appropriate planning access



Appendix

VALUE PROPOSITION



5 Times Why

❓ Why is it a problem?

- Family vacations often become stressful due to conflicting interests and unequal planning effort.

💥 Why – Impact

- Parents feel overwhelmed, and no one fully enjoys the trip.

🔍 Why – Cause

- There's no shared system to collect, balance, and respect everyone's needs.

🏗️ Why – Organisational hurdles

- Planning is scattered across tools and people – without coordination.

🧱 Why – System hurdles

- Existing platforms aren't built for collaborative, family-centered travel planning.



Desk Research

Family Vacations? Mom's the Boss!

Study Insights (Kids & Fun Consulting – 2,500 mothers in DACH region):

- 90% of moms make the final decision on where to go
- Top priorities:
-  Shared family experiences
-  Child-friendly facilities
-  Moments of rest for parents

What moms look for when booking:

- 77% prioritize value for money
- Prefer package deals with transparent pricing
- Stress-free is key: all-inclusive options, good infrastructure, short distances

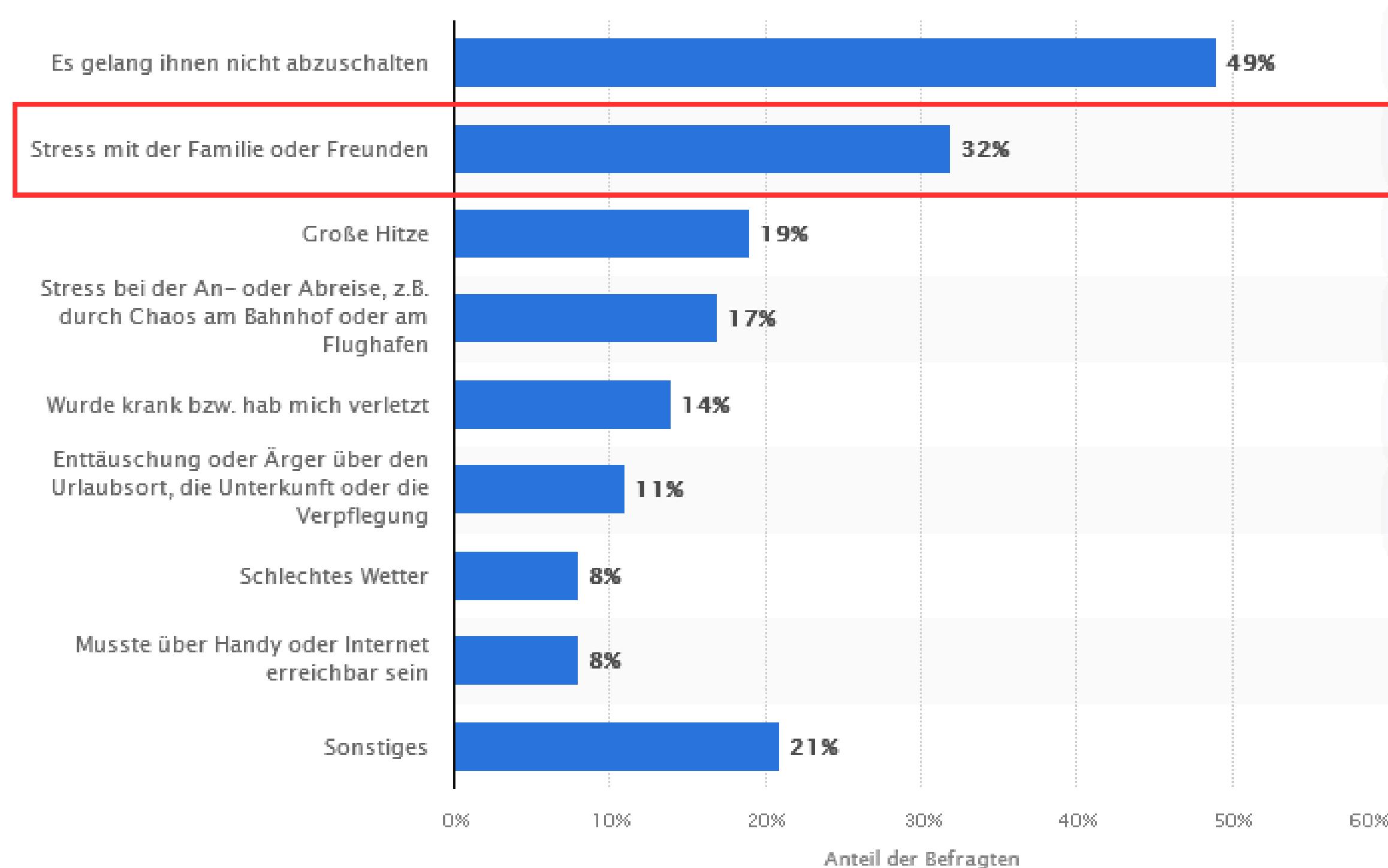
Sustainability? Not a dealbreaker:

- Only 15% factor it into their decision

Neumann, Marcel (2025): Neue Studie zum Familienurlaub: Mütter entscheiden, wohin die Reise geht - Entdecker, Entdecker, [online] <https://entdecker-berge-meer.de/neue-studie-zum-familienurlaub-muetter-entscheiden-wohin-die-reise-geht/>.

Desk Research

What contributed to the fact that you were unable to relax during your summer vacation?



Statista (2024): Umfrage zu den Gründen für eine schlechte Erholung im Sommerurlaub in 2024, Statista, [online]

<https://de.statista.com/statistik/daten/studie/270011/umfrage/umfrage-zu-den-gruenden-fuer-eine-schlechte-erholung-im-sommerurlaub/>.

Existing solutions



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Travelcircus

At Travelcircus, we bundle luxury stays with must-see experiences to create unforgettable trips. What started in Berlin in 2014 is now a 145-strong international team making premium travel more accessible than ever.



Mamis Travelguide - For your all-round carefree (short) trip with the family or a romantic getaway for two