

IDEATION — Top 3 Selected Ideas

Three potential solutions born from creative workshops to improve group holiday planning.

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“Every great design begins with an even better story.” — Lorinda Mamo

1. Introduction

This document summarizes the top three ideas that emerged from the two ideation workshops: Brainwriting and Worst Idea. Each idea addresses key user pains and motivations discovered in the previous research steps.

2. The Three Selected Ideas

1. TripSync — The Smart Planner

An app that automatically coordinates availability, budgets, and destinations using a shared AI-powered calendar.

Why: It ensures fairness, reduces planning stress, and lets every friend contribute equally.

2. MoodBoard Getaway

A visual voting platform where friends share travel inspirations through images, allowing the group to choose destinations collectively.

Why: It strengthens emotional connection and encourages participation through creativity.

3. FairSplit Wallet

A simple, transparent cost-sharing tool that tracks expenses and divides payments automatically during trips.

Why: It eliminates money tension and keeps group dynamics positive.

3. Conclusion

These three ideas represent the outcome of creative collaboration and structured brainstorming. They will serve as foundations for the next phase: **User Flow** and **Prototyping**.

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