



Ideation | Top 3 Selected Ideas

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

Author: Elmahmoudi abderrahman
Program: UX Design | Zoneo1 Oujda
Date: 21 October 2025
Version: V2

eabderrahma
<https://elmahmoudi.42web.io/>

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.

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.

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**.

