**User Research**

1. What problem does your application address? Aim for 1-2 sentences.

**Our website is for organizing and creating itineraries when travelling**

1. How does your application address the problem above? Aim for one sentence. The next question is a better place for elaborate explanations.

**Our website allows people to essentially bookmark all of the information they find on their trip and save confirmations from flights and buses etc… into one nice and organized location.**

1. What are the killer features of your application?

**We plan to allow people to create new trips with multiple location subcategories and folders for different “days” of the trip or grouping of activities. We want to have a bookmarklet for saving links to external websites. We also will let people enter in information and comments in our site. We plan to have a calendar and map view of all of the saved activities. If we have time we want to be able to save emails to a trip by forwarding them to the site.**

**If we can find a good travel api we will also let people search for activities**

1. Identify and briefly describe your target demographic. Who do you envision using your site?

**I imagine that any person who regularly researches trips online before going on them would benefit from this site. It would also help if the user were a smartphone user so they could access their information during the trip.**

1. Identify at least one user characteristic (technical expertise, familiarity with site topic, frequency of visits) that you believe will cause users to use your site differently or require different features from your site. Briefly explain why your chosen characteristic is important.

**People who tend to use printed travel guides would have less use for this website since to transfer the information from a printed source to digital would be annoying and not really embrace all of the convenient features of the site.**

1. Use the above to help you find three users from different attitude/behavior sets within your target audience. Sit down with these people and conduct [**user research interviews**](http://www.nngroup.com/articles/interviewing-users/) on each of them. You might ask your users how they currently deal with the problem that your site aims to solve, or you might ask what features they'd want in a website such as yours. You might try to explore their general attitude toward the problem. The information you collect will guide your site's design and the features you chose to include. Briefly summarize these interviews and what you learned from them.
2. Explain any modifications to your initial idea or your initial feature set based on your user interviews.
3. Use these interviews to develop at least two different [**user personas**](http://en.wikipedia.org/wiki/Persona_(user_experience)).
4. Develop at least one [**use case**](http://en.wikipedia.org/wiki/User-centered_design#Use_case) for your site. This should be a list or table demonstrating a sequence of user actions and website responses that occur when a user attempts to complete a core task on your site. Make sure to indicate the task the user is trying to complete.

**Site Design**

1. Draw out, by hand, three different designs for this page. Scan these for your submission.
2. Make a list of pros and cons for each design (3 pros and 3 cons for each).
3. Pick the best design and mock it up using a program such as Photoshop, Inkscape, Gimp. Submit a screenshot of this mockup.

**Additional Questions**

1. Who is on your team? You may list at most 3 people. For each member list the full legal name, .edu e-mail, school, major(s), year, and graduate/undergraduate status.

**Cristina Lozano,** [**clozano@mit.edu**](mailto:clozano@mit.edu)**, MIT, 6.3, undergrad**

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1. Would your team like to participate in the [**Rookie Division**](http://6.470.scripts.mit.edu/2013/competition/rookies)?

**No**

1. Which of the themes does your application match? Your answer should be one sentence if the match is reasonably obvious. Be as brief as you can. If your application matches both themes, list the one where the matching is more obvious.

**The vacation theme**

1. What technology do you plan to use for your server-side programming (e.g. PHP, Ruby on Rails, etc)?

**Ruby on Rails**

1. What risks do you envision preventing you from successfully implementing your idea? Consider this an exercise of imagination, not a test of confidence.

**Lack of time**

1. Are you planning to participate in the competition? Your answer will solely be used for planning purposes.

**Yes**