



Casey Rondinella

# Tripper

TAKE BACK YOUR ROAD TRIPS

# Vision

A mobile app that brings families closer together by optimizing expenses, total time used and enriching their memories.

# Objectives

- 1) Financially optimize the family's trip and save them time planning
- 2) Create feature set that leverages mobile to enrich overall trip and bring family closer together by providing more leisure and lodging opportunities





"Would be nice to use my vacation days with my family, but I just have too much work"

**AGE** 45  
**OCCUPATION** Mid-level Executive  
**LOCATION** Los Angeles, CA  
**TIER** Travel Avoider  
**ARCHETYPE** Overworked

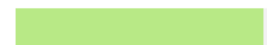
Busy	Disorganized
Practical	Hardworking

## Bio

Mike recently got a promotion and is quite happy about it. Like most Americans, Mike always leaves some vacation days left unused. He's hoping to get some family time on a road trip but doesn't want to break the bank.

## Motivations

Saving Money



Quality Time with Family



Planning Speed



## Goals

- Wants time away from work
- Does not want to spend over budget
- Spend less time booking

## Frustrations

- Not able to work on the road
- Not sure if he likes road trips
- Does not like planning



"I need to simplify my trip planning and get out of the house, so I can finally spend quality time with my kids"

**AGE** 43  
**OCCUPATION** Freelance Marketer  
**LOCATION** Los Angeles, CA  
**TIER** Avid Traveler  
**ARCHETYPE** The Planner

Energetic	Organized
Practical	Hardworking

## Bio

Jill has been a freelance marketer and stay at home mom for nearly 8 years. She is the primary member of the family pushing for vacations. She enjoys planning the trips, but is frustrated that I can take hours to plan a good one and the rest of the family likes to change up her plans haphazardly.

## Motivations

Saving Money



Quality Time with Family



Planning Speed



## Goals

- Get great photos and family memories
- Spend less time booking
- Willing to be flexible on budget

## Frustrations

- Does not know all the options
- Wants planning flexibility and collaboration



"I just want a break from school and create some good memories"

**AGE** 14  
**OCCUPATION** Student  
**LOCATION** Los Angeles, CA  
**TIER** Avid Traveler  
**ARCHETYPE** Tech Savvy

Energetic	Organized
Smart	Active

## Bio

A freshmen in high school, Rachel has been using Instagram, and wouldn't mind showing her friends the cool places she goes to. A good break from the pressures of school and fun is what she is looking for.

## Motivations

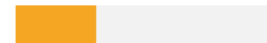
Saving Money



Quality Time with Family



Planning Speed

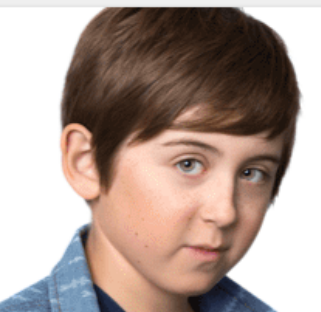


## Goals

- Get great photos and family memories
- Go on unique excursion

## Frustrations

- Unable to use internet sometimes
- Long drives
- Choosing the right resort



"I like the sense of adventure and exploring, I just wish the drives weren't so long"

**AGE** 11  
**OCCUPATION** Student  
**LOCATION** Los Angeles, CA  
**TIER** Avid Traveler  
**ARCHETYPE** Book Worm

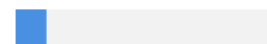
Calm	Organized
Bored	Hardworking

## Bio

Calvin is a serious book worm and loves nature. He doesn't like the long drives, because he wants to spend more time outside playing. He isn't as mobile savvy as his sister, but is capable of using the platform and likes the power that it gives him.

## Motivations

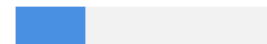
Saving Money



Quality Time with Family



Planning Speed



## Goals

- Wants time away from school
- Have more control over trip plans
- Go on unique excursion

## Frustrations

- Not enough vacation time
- Has to do homework in car

## Supporting Research

When trips are planned, it is a community event - involving the whole family. "2/3rds of American families say quality time is the most important thing for traveling".

However, research about price elasticity in relation to actual trips taken, shows that families are very price sensitive when it comes to vacations. Making price the actual most important concern.

Of the millions of vacations taken by families a year, "91% of them will be done by car" due to the cost savings, as road trippers "are the most price sensitive travelers".

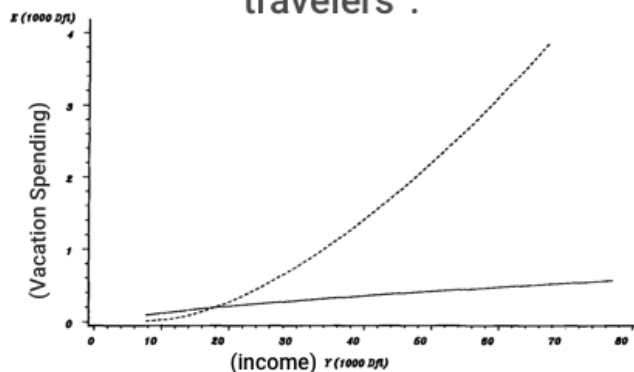


Figure 3. Expected amount spent (E) for the mean household as a function of family income (Y)  
— domestic vacation; --- vacation abroad

## Problem Level

1

Vacations are expensive  
in time and money

2

Need quality time  
with family

3

Unsure where to go and  
unknown leisure options

4

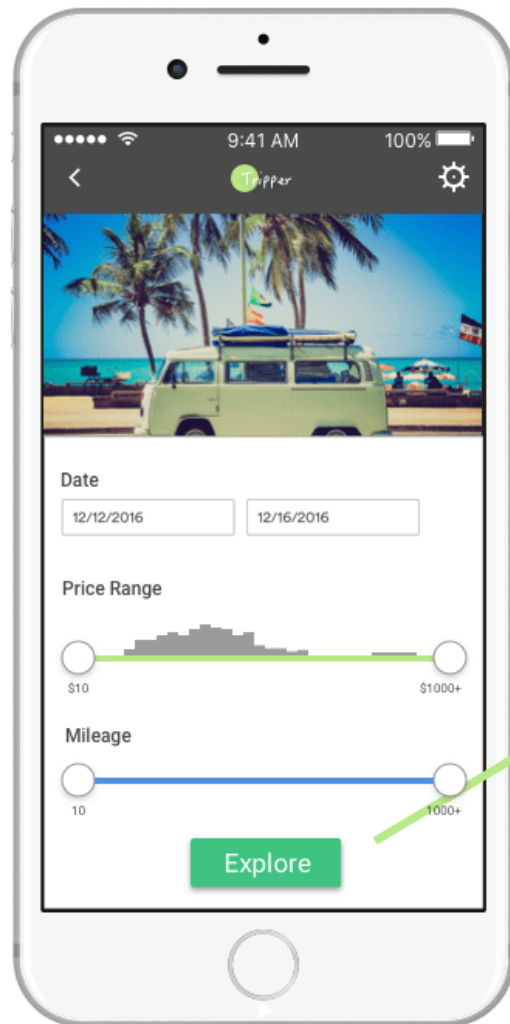
Reluctance to take off  
work

## Feature/Solution

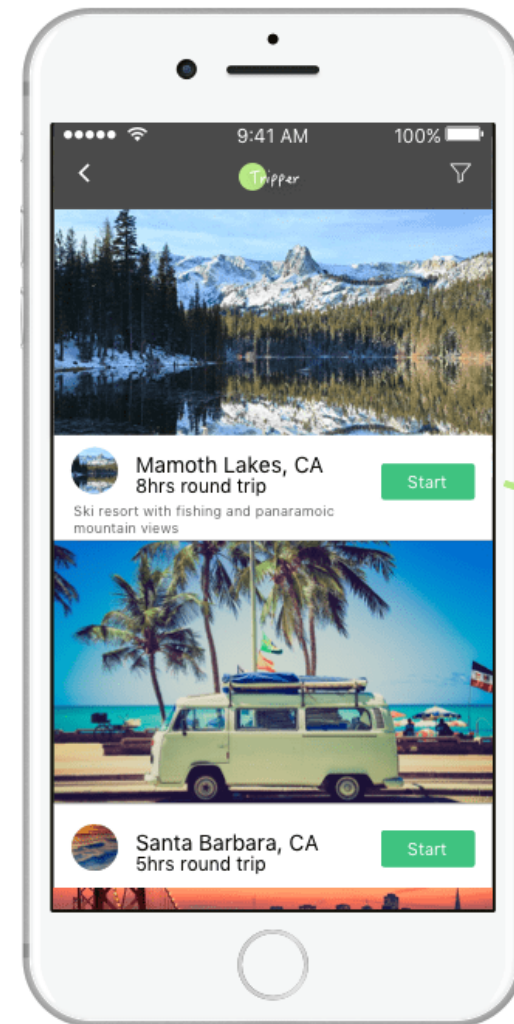
Use API integrations to  
optimize routes, book  
lodging + leisure and  
save money  
(ver 1.0)

Store photos, location  
data, and comments  
on single account  
(ver 2.0)

## Automated Trip Planning

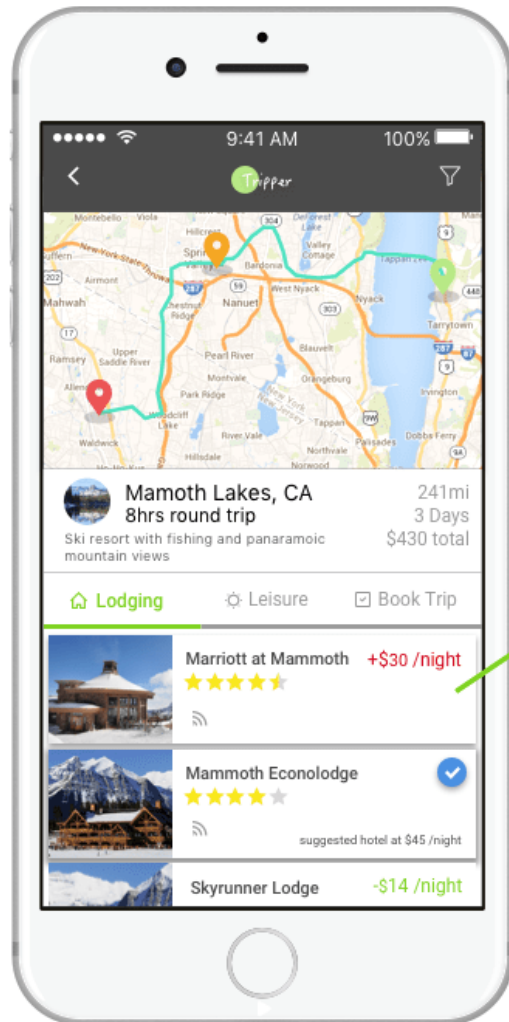


- 1) User inputs a few parameters for their trip making sure they fit within their budget
- 2) Use Google Maps, Yelp and Airbnb APIs to suggest logging and popular destinations



- 1) Returns trip suggestions
- 2) Allow to click into the suggestion to get more details and customize trip

## Edit Lodging & View Details



Progress Bar

- 1) Use map to show distance and state total trip information (budget, time and leisure expectations)
- 2) Allow for customization and suggested cost cutting or adding
- 3) User flow picks one trip element at a time (i.e onboarding)

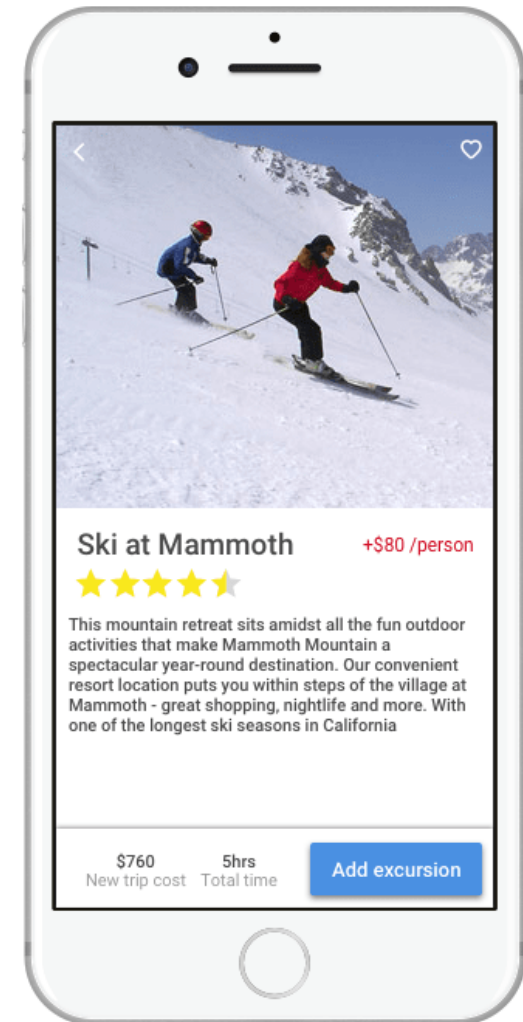
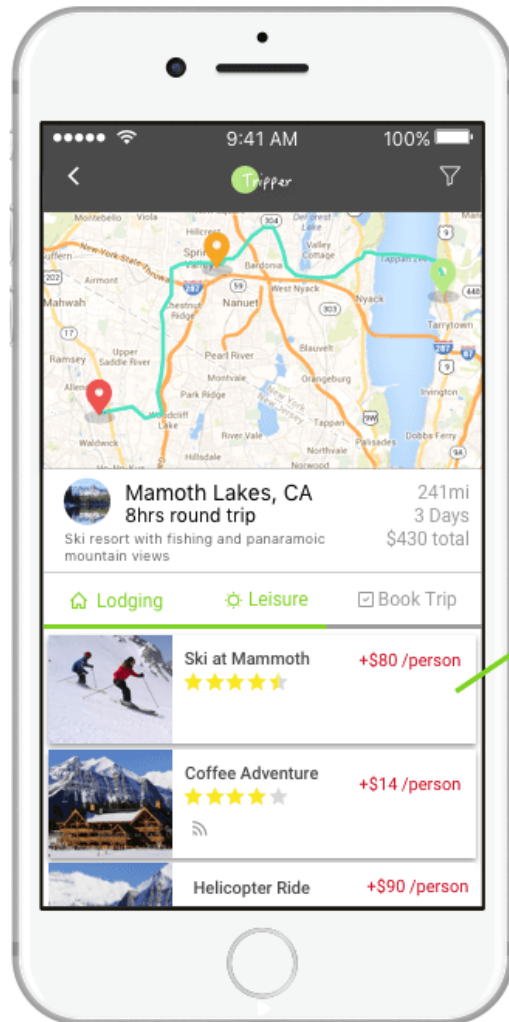


- 1) Allow inspection of result to modify the trip lodging



## Edit Excursions & View Details

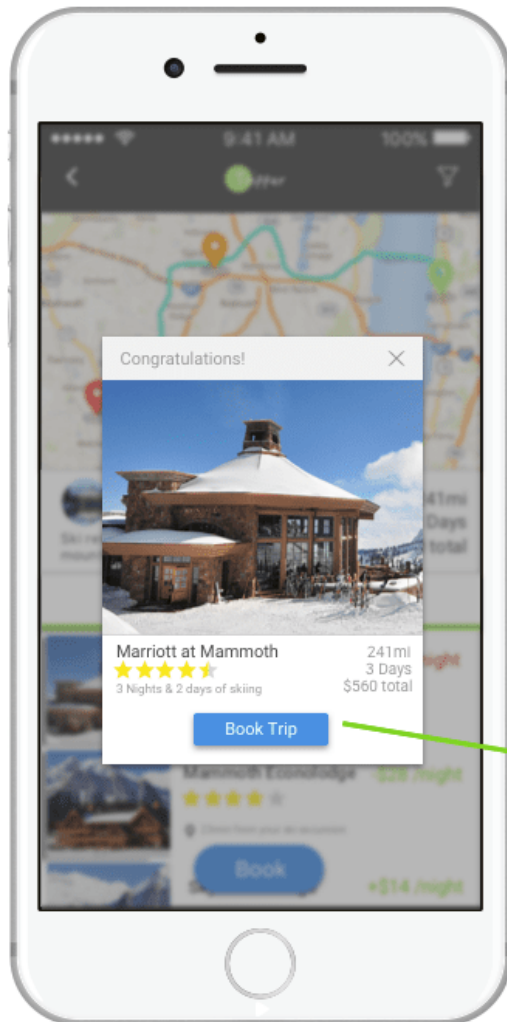
Progress Bar



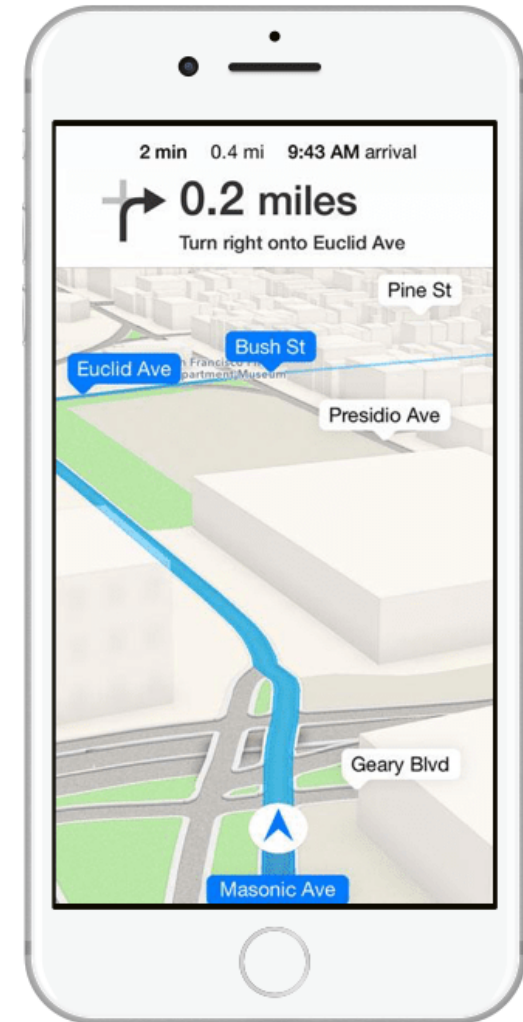
- 1) Use map to show distance and state total trip information (budget, time and leisure expectations)
- 2) Allow for customization and suggested cost cutting or adding

- 1) Allow inspection of result to modify the trip excursion
- 2) Allow ability to add excursion

## Confirmation & Navigation



1) Finalize and book trip



1) On day of trip, push notification > Begin navigation for trip with preset stops and destinations





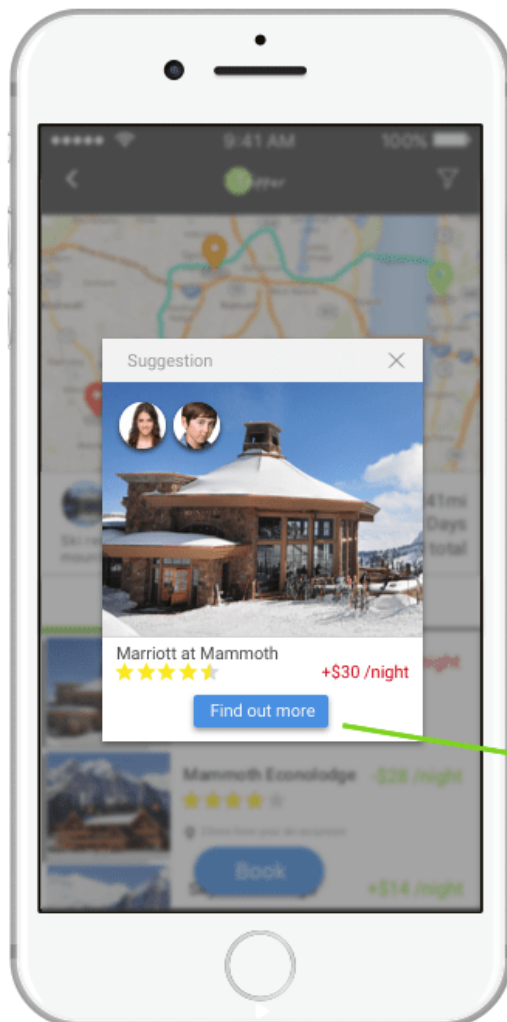
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## Family Collaboration

(Additional Option - Not part of core feature set)



1) Modal and push notification telling Dad that Rachel & Mike have a suggestion > returns him to resort view allowing him to add destination or not

1) Allow inspection on result to confirm change lodging or leisure activity