PlanIt

Why plan when we can?

We help travelers plan their trips by generating custom itineraries within a set budget, which they can then order as a packaged deal.

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BRANDING

#343E3D	#63A088	#AEDCC0	#74B3CE	#FFFFFF

HEADING: Open Sans Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Lorem ipsum dolor sit amet

BODY: Avenir Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Lorem ipsum dolor sit amet

Adventure	Open-minded	Picturesque
Fun	**Wanderlust**	Historic
Discover	Bustling	Culture
Explore	Exhilarating	**Experiences**

PROTOTYPE

BUDGET

ITEM	$$$
Hosting	$120
Server	$1,883.40
Marketing Materials	$1,200
Analytics & Support	$300
Advertising	$4,156.25
Legal Fees	$1,500
Internet	$600
Office Space	$12,000
Food Costs	$1,440
Salaries	$48,000
TOTAL BUDGET	**$71,199.65**

USER RESEARCH

Travellers get annoyed...

"By bad descriptions on websites -- Once I tried visiting a house, but it was super expensive and closed."

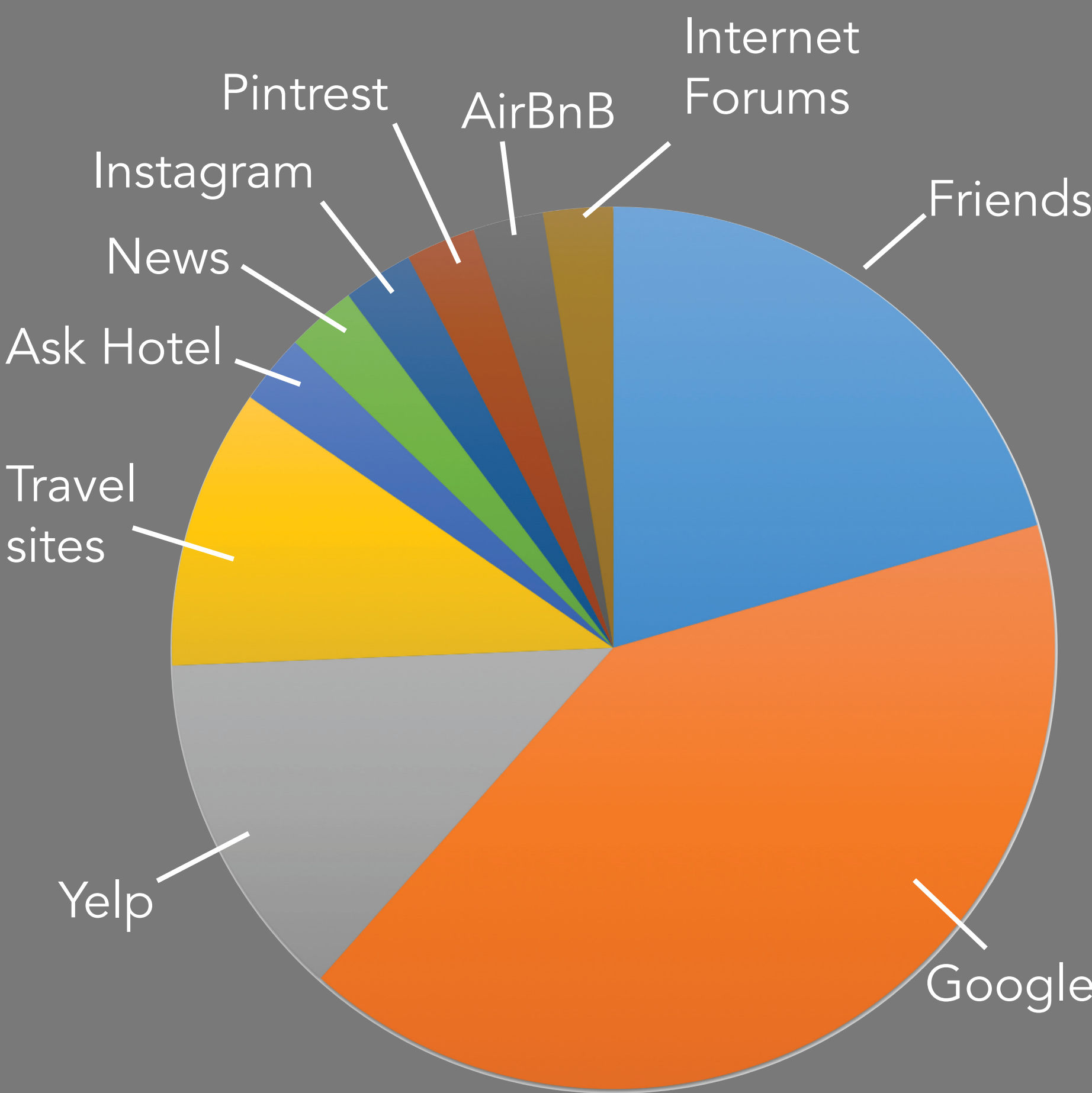"When it takes a long time researching the best prices and reviews of the attraction or location."

Have you had difficulties making reservations or purchasing tickets in advance?
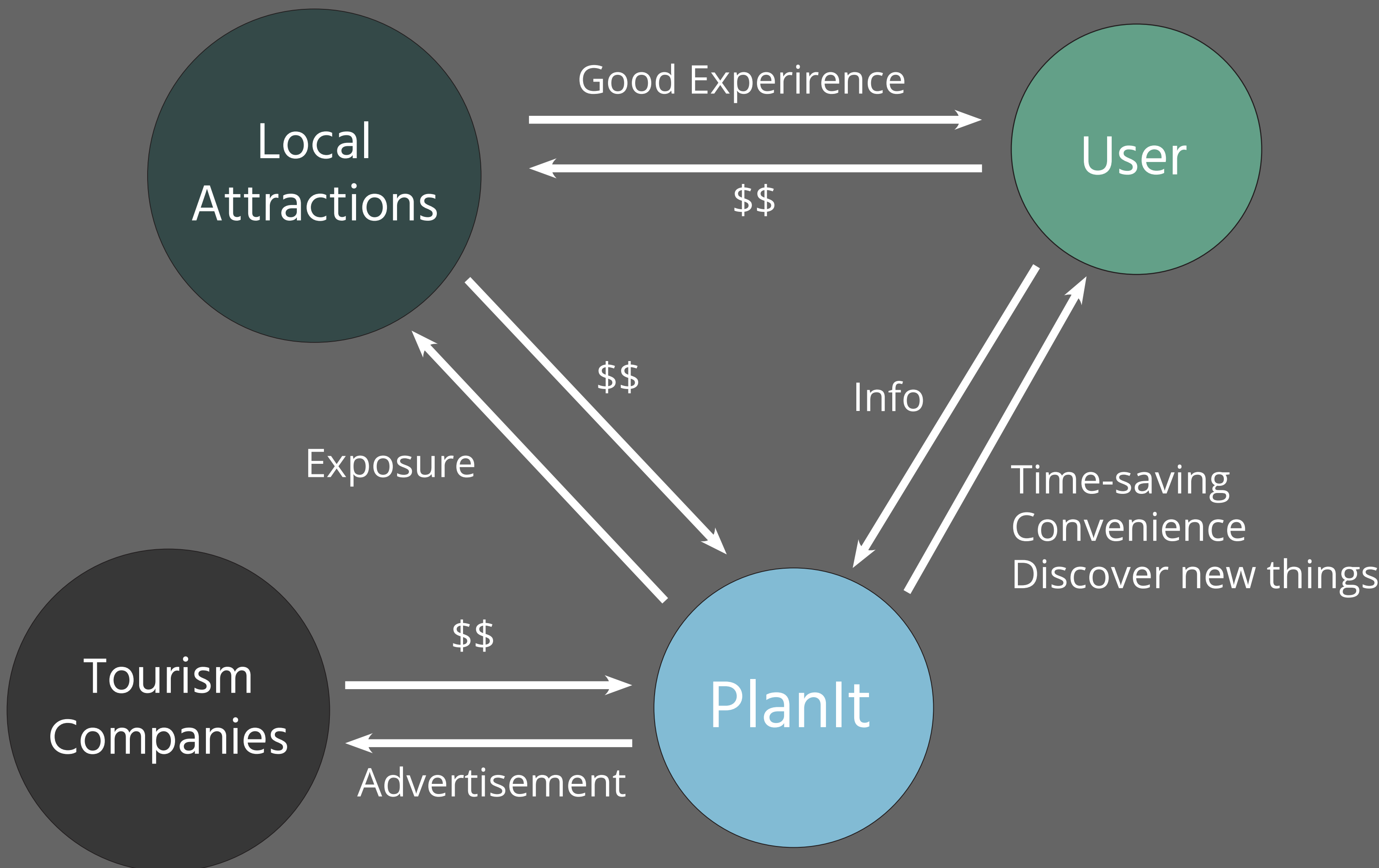**85%** responded **yes!**

Service Enactment Takeaways

* How can we account for users who trust the app to do all the work for them?
* How can we add more user-specific customizations?

How do you find things to do at a destination?

Pintrest, AirBnB, Internet Forums, Instagram, News, Ask Hotel, Travel sites, Yelp, Google, Friends

VALUE FLOW

Local Attractions — Good Experirence → User
User — $$ → Local Attractions
$$
Exposure
Info
Tourism Companies — $$ → PlanIt
PlanIt — Advertisement → Tourism Companies
Time-saving Convenience Discover new things

COMPETITIVE ANALYSIS

tripadvisor
+ Lots and lots of options to choose from
- Information is out of date
- Time consuming to look at every page

Expedia
travelocity
+ Lots and lots of options to choose from
- Sites focus on transportation/hotels
- No crowdsourced data (reviews, hours spent)

Google
+ Crowdsourced data, Many many options
- Very time consuming to filter through results