

# Where Can I Go?

Extremely working title

# Problem Statement

Users who would typically not go on/can't afford vacations need a way to see what they could actually afford to do

Users with free time need a way to find things to do with it

# Research Findings

- Younger people (21-30) are intimidated about looking into vacations
- The same people fantasize/talk about going on vacation all the time
- The same people have no concrete knowledge of vacations they could afford

# Target Audience

- 21-30
- Some disposable income
- No experience planning vacations
- Open to going to new places

# Features

- Enter budget and see what potential trips you could take
- Share vacation ideas on social media
- Since locations may be unfamiliar, provide info on possible locations

including:

- Population
- Weather
- Local Attractions

# Possible Feature

- Given an amount of time calculate an activity the user has time to visit from their current location

# Competitive Analysis: Kayak

- Pros
  - Very clean UI
  - Searches Variety of sites
  - Simple login with facebook or google
  - Very straightforward
  - Can see planned trips
  - Can be alerts about deals

# Competitive Analysis: Kayak

- Cons
  - You have to know where you are going
  - No real way to browse locations
  - So barebones it's not really fun or open to browsing



# Competitive Analysis: Expedia

- Pros
  - Can sign in with facebook
  - Easier to browse, shows hotels around you immediately
  - Shows recommended deals
  - Shows things to do in your current area
  - Able to display itinerary for booked trips

# Competitive Analysis: Expedia

- Cons
  - With flights, you have to know your destination
  - Only recommends things in your immediate area

# Conclusion

While many other travel apps exist, none of them address the user who is simply looking to go somewhere, with nothing in mind but their budget. This app seeks to provide a casual browsing experience with extremely general search criteria.