

Letz Go!

### Short Pitch

A platform to plan trips with people, coordinate information amongst the group, track/record information along the trip, and summarize plans.

### Long Pitch

Our goal is to simplify trip planning among people to promote easy planning to put the emphasis of trips back onto an enjoyable and memorable time. Our planning system will allow people start a group trip to see the route they are taking (estimated time, distance, elevation, gas price), where they will be staying along the way (address, cost, length of time, amenities there), recording receipts along the way (import images of gas, receipts, other expenses), and planning activities (cost, address, description, other information). In the end the summary will show how far the group traveled, how much each individual spent, and how much each member owes another member. This process simplifies the recording of trip information, congregates information (such as time and expenses), and summarizes what was done.

### 2-3 Personas

"Planner" Shae Smith Age: late teens to late 20's

About

-Shae loves to see everything laid out for a trip, from the driving details to who payed for gas at the second stop. She wants to be prepared for any and all things.

Behavior

- Plans out as much as possible
- Needs to know who is doing what

Goals

- Have a tool to have everything laid out
- Easy access to the plans and who is doing what.

"Companion" Demetri Angelo Age: late teens to late 20's

About

-Demetri wants to focus solely on the trip and not get into the details of things. He plans on the go and lives in the moment.

Behavior

- Wants to enjoy the trip without the thought of plans getting in the way
- Likes to only know what he owes in the end

Goals

- Have a summary for what he owes to other people
- Be able to see what they are doing next

### 2-3 Comparative or Competitive websites

[www.troupe.com](http://www.troupe.com), [www.Facebook.com/events](https://www.facebook.com/events), [wanderlog.com](http://wanderlog.com)

### Design

The color palette was inspired by Patagonia (as they are iconic for incorporating more vibrant colors into the outdoor apparel business rather than plain natural colors which is typical) and nature itself (light yellow being the sun, orange being land, dark orange being fire, teal being water).

### Name

The name brings a sense of involvement of the user and the company/platform. The replacement of the s in lets with a z brings in an element of excitement and slang to show a more relaxed and youthful feel with it.

### Initial layout and essential points + Wireframe and color palette

