

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 paid 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

www.Facebook.com/events

wanderlog.com