Business Model for the Web Application *Travel Diary*

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1. Use Case 1: Searching for Vacations

Users can search for vacations in *Travel Diary* using keywords. The website uses a search input in the navigation part at the top of the page. Only keywords can be selected. Keywords can by added by starting to type into the search bar and selecting one of the keywords provided by the auto-completion of the search input. Furthermore the user is provided with some inspiration for possible keywords below the search bar. The keywords below the search bar can be added by clicking on the keyword chips. They will then be added to the current selection of keywords in the search bar at the top of the page. Keywords can be removed by clicking the keyword chip in the search bar. Figure Fig. 1 shows a possible search state. Furthermore below the search bar there is a tab which can be used to specify a budget limit. It includes a slider as well as an input field for the budget. Figure Fig. 2 shows the budget tab for the search.

2. Use Case 2: Sharing the Experience of an Activity

Users share their experience by writing a review for the activity. For that purpose the activity details view has a *My Review* button in the top right corner. There the user can manage his review for that activity. A dropdown menu offers the option to add a review or edit/delete it if the user has already written one. Adding or editing a review shows a dialog with a form for the title, description and rating of the review. The form validates that the title and description is not empty. Furthermore it requires the user to provide a rating. Figure Fig. 3 shows the dialog with the activity details view in the background.

3. Use Case 3: Sharing the Experience of a Vacation

Sharing the experience of a vacation works analogously to use case 2. The user provides a review as well. The vacation details page also has an *My Review* button to add, edit or delete the users review. Figure Fig. 4 shows the dialog with the vacation details view in the background.

4. Use Case 4: Planning a Vacation

Planning a Vacation should support the user in creating his dream vacation. First of all, the user has the opportunity to search for vacations that match his preferences by selecting fitting keywords and getting inspiration from other users. When the user finds a promising vacation, he can simply copy the vacation and modify it as he likes. For instance, he can search for and plan the Activities he wants to attend during the vacation. Furthermore, the user can plan his Budget for the journey and book flights or an accommodation via affiliates. During the vacation or after the user returns home, he can add pictures and descriptions of his experiences and impressions and share this with the travel diary community. Figures Fig. 5 and Fig. 6 show the vacation details view. The edit view of a vacation is depicted in figures Fig. 7 and Fig. 8.
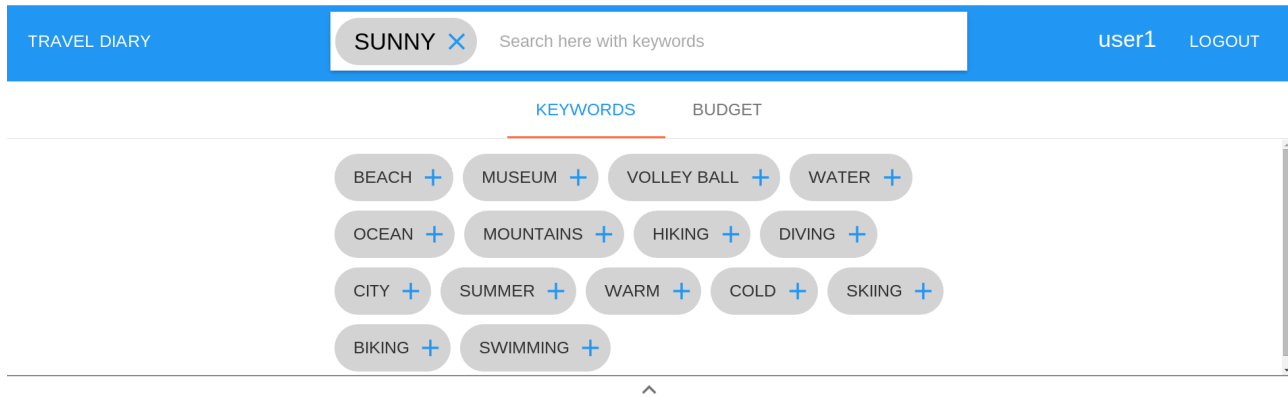
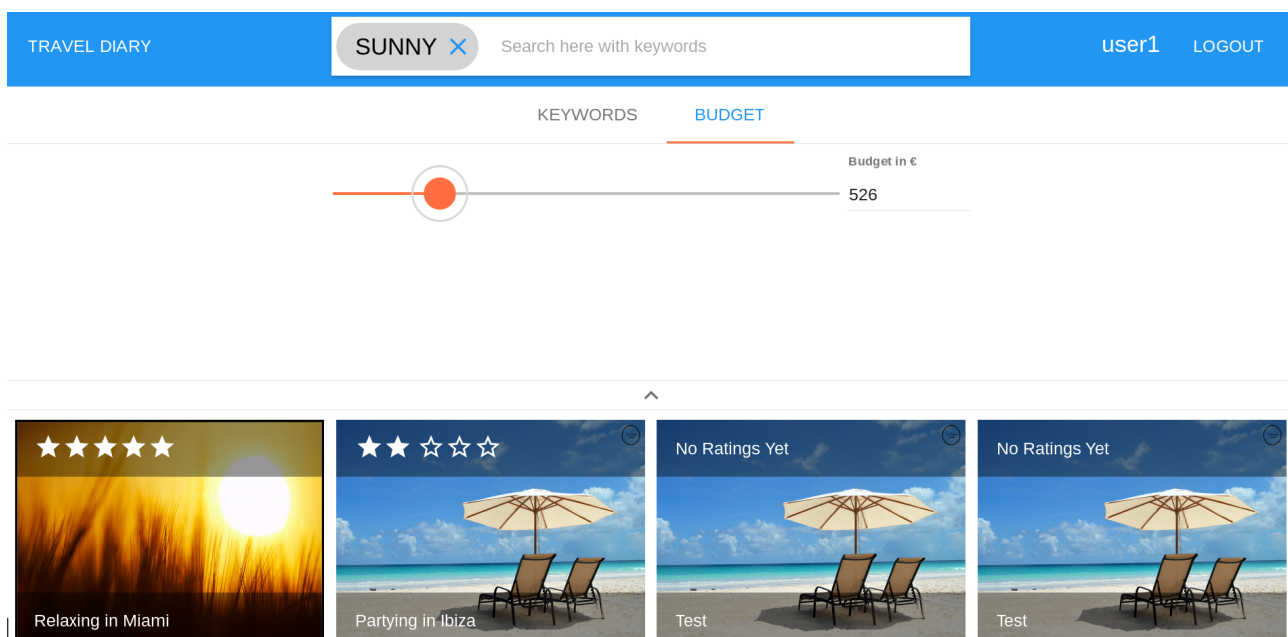TRAVEL DIARY   SUNNY ✕   Search here with keywords   user1   LOGOUT

KEYWORDS   BUDGET

BEACH +   MUSEUM +   VOLLEY BALL +   WATER +

OCEAN +   MOUNTAINS +   HIKING +   DIVING +

CITY +   SUMMER +   WARM +   COLD +   SKIING +

BIKING +   SWIMMING +

★★★★★   ★★★★☆   ★★☆☆☆   No Ratings Yet

Relaxing in Miami   Relaxing Times in Italy   Partying in Ibiza   Test

Fig. 1: Search of vacations with keywords.

TRAVEL DIARY   SUNNY ✕   Search here with keywords   user1   LOGOUT

KEYWORDS   BUDGET

Budget in €

526

★★★★★   ★★☆☆☆   No Ratings Yet   No Ratings Yet

Relaxing in Miami   Partying in Ibiza   Test   Test

Fig. 2: Budget option for vacation search.

Fig. 3: Dialog for adding a review to an activity.

Fig. 4: Dialog for adding a review to a vacation.

Fig. 5: Details view of a vacation.

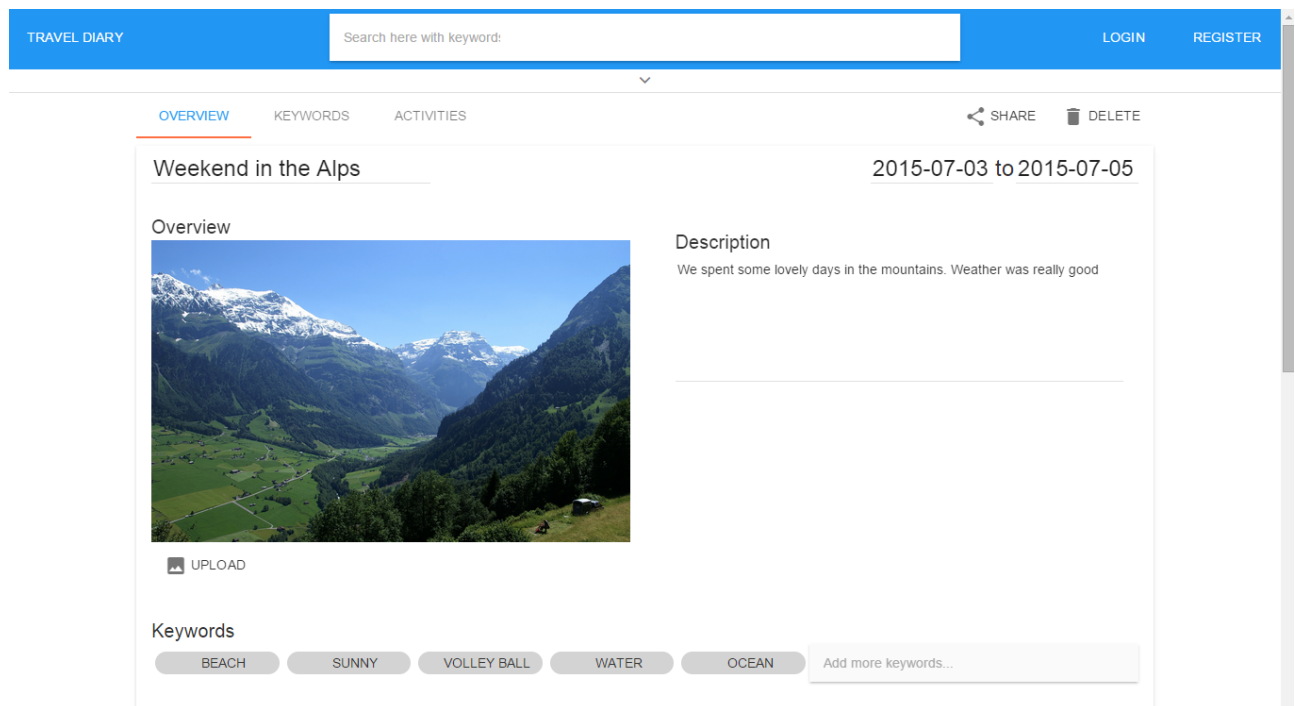Fig. 6: Activities and Reviews part of the vacation details view.
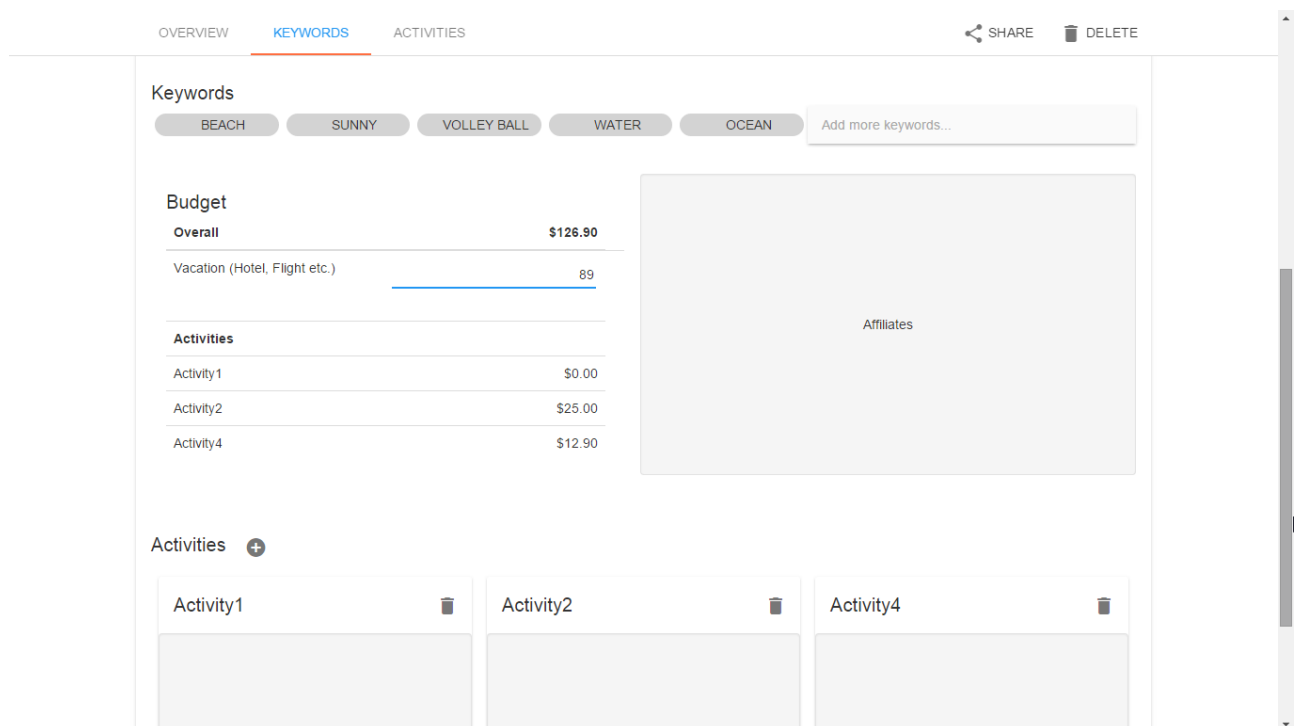
Fig. 7: Top part of the edit view for vacations.

Fig. 8: Bottom part of the edit view for vacations.