Travel app for therapy

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Timing and planning :

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| Task | Assigned to | Deadline |
| Competitive analysis | Mahmoud | 5.3.2025 |
| Swot analysis | Kamal | 17.3.2025 |
| Surveys and interviews | Nancy & Jana | 10.3.2025 |
| Ideation & Features | All team members | 14.3.2025 |
| Sitemap | Nancy | 20.3.2025 |
| Persona | Zainab | 17.3.2025 |
| User Journey | Habiba | 17.3.2025 |
| User flow | Habiba | 17.3.2025 |
| Wire frame | Nancy | 20.3.2025 |
| Design System | Mahmoud | 17.3.2025 |
| Business model canvas | Mahmoud | 20.3.2025 |
| Final Documentation | Nancy & Mahmoud | 21.3.2025 |

Project ideation & Overview:

**Travel therapeutic application:**

1. Purpose: The app helps people find travel programs that support mental health (e.g., retreats for anxiety, PTSD, or burnout).

2. Users: Targets individuals seeking healing through travel, therapists, and retreat organizers.

3. Key Features:

   - Search programs by type (e.g., yoga, art therapy), location, and budget.

   - Book trips securely and rate experiences.

   - Chat with mental health experts before/during trips.

   - Share stories and tips in a community forum.

4. Unique Features:

   - AI suggests trips based on user needs (e.g., "quiet beach retreats for burnout").

   - Programs are verified for safety by professionals.

5. Monetization: Earns money via booking fees, subscriptions for premium features, and partnerships with retreats.

6. Trust: Users see reviews, therapist bios, and safety badges

7. Community: Users share travel journals and join forums (Coping with Travel Anxiety).

8. Inspiration: Combines therapy (like BetterHelp) with travel (like Airbnb Experiences).

9. Goal: Make therapeutic travel accessible, safe, and supportive for mental health healing.

**>>Link:** <https://www.figma.com/board/UVePhhG1ximGsRY47c7rGj/project?node-id=67-24&t=pozSBiZ671NNDBJH-1>

Swot Analysis:

Done by: Kamal ayman

* Link:<https://docs.google.com/presentation/d/1ix2j_WEqw500VFLCtZ5oEDy9o2ezq10j/edit?usp=drivesdk&ouid=105908892915302424411&rtpof=true&sd=true>

Competitive analysis:

Done by: Mahmoud Mohamed

* Link:<https://docs.google.com/presentation/d/1mFFofcPJq4zwh1Jk63g5Fx5pOeLSTvFd/edit?usp=drive_link&ouid=107142538041660230054&rtpof=true&sd=true>
* I made a competitive analysis for our therapeutic travel application to make features that make the project stand out and achieve our business goals .

Surveys and interviews:

Done by: Nancy Mosaad & Jana Ahmed

* We conducted interviews with our college colleagues and family members, along with surveys using simple Google Form questions, to gather both quantitative and qualitative insights. This approach allowed us to obtain results that provide a fairly comprehensive understanding of the target audience and their needs.
* Link:<https://drive.google.com/file/d/1ugWpPaZTEWIQC4RkqJUczuQr01PAyuqE/view?usp=sharing>

Sitemap:

Done by: Nancy Mosaad

* Link: <https://www.figma.com/board/lnf9Vch3EMvqdQHsPMcXmx/SiteMap?node-id=0-1&t=5Tqg0MVrNh4oTumk-1>

Persona:

Done by: Zainab Mohamed

* Link:<https://drive.google.com/drive/folders/1MisdhbsUlNUTyr3QrghCYaz69HAQRYGq>

User flow & journey:

Done by: Habiba Hatem

* User flow Link:<https://www.canva.com/design/DAGh1E5Lzp0/RkGLqlm3ovMSpeITue4lOw/view?utm_content=DAGh1E5Lzp0&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=hbad90c02dd>
* User journey Link:<https://www.canva.com/design/DAGiWBiN2Bw/DN9momZziI_m8c_pIhXUmQ/view?utm_content=DAGiWBiN2Bw&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utlId=hfa4d13bd75>

User story:

Done by: Habiba Hatem

* Search

As a user, I want a search feature so that I can quickly find relevant treatment options based on my needs.

* Community

As a user, I want to engage with a community so that I can share experiences, ask questions, and receive support from others.

* Recommended Travels

As a user, I want personalized travel recommendations so that I can easily choose the best medical treatment options without extensive research.

* Notifications

As a user, I want to receive notifications so that I can stay updated on interactions, recommendations, and important updates.

Wireframe:

Done by: Nancy Mosaad

* Wireframe whiteboard Link:<https://drive.google.com/file/d/1PnTiOvxdqL7oBo46cspE0O4dcjfQW6Gc/view?usp=sharing>
* Wireframe Figma Link:<https://www.figma.com/design/TTY0nMItDpF4Fg73L8DyU6/Travel-Project?node-id=0-1&t=FlOxrbxIseJi1jr9-1>

Design system & Business Models:

Done by: Mahmoud Mohamed

* Design system
  + - Link:<https://docs.google.com/presentation/d/1mIgoq71Vs-GGPX3D0yrXPSPYCRifZwHw/edit?usp=drive_link&ouid=107142538041660230054&rtpof=true&sd=true>
    - I selected a design system  that would be suitable for the project to make the application visually appealing and consistent
* Business model

| **Component** | **Details** |
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| **1. Customer Segments** | - **Primary**: Individuals seeking mental health support through travel (e.g., anxiety, burnout,). - **Secondary**: Mental health professionals (therapists, coaches), travel organizers . |
| **2. Value Propositions** | - **Personalized Discovery**: Search programs by treatment type (e.g., CBT, mindfulness), location, and budget.  - **Trust & Safety**: Verified programs, expert reviews, and peer ratings. - **Community & Support**: In-app chat with therapists, shared user experiences, and post-trip support groups. |
| **3. Channels** | - **App Stores** (iOS/Android). - **Social Media** (Instagram/TikTok ads targeting mental health communities). - **Partnerships** with therapy blogs, influencers, and wellness podcasts. - **SEO** for keywords like "healing travel programs" or "mental health retreats." |
| **4. Customer Relationships** | - **In-App Chat**: 24/7 support for booking/questions. - **Personalized Recommendations**: AI-driven program suggestions based on user preferences. - **Community Forums**: User-generated stories and peer support. - **Loyalty Program**: Discounts for repeat bookings or referrals. |
| **5. Revenue Streams** | - **Commission**: 10-15% fee on bookings made through the app. - **Subscription**: Premium tier ($15/month) for expert consultations and exclusive retreats. - **Featured Listings**: Travel programs pay to boost visibility. - **Affiliate Marketing**: Partner with travel insurance or luggage brands. |

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| **Component** | **Details** |
| **6. Key Resources** | - **UI/UX Designers** (you!), developers, mental health advisors. - **Database** of vetted travel programs. - **Cloud Infrastructure** for app scalability. - **Community Managers** to moderate forums. |
| **7. Key Activities** | - App Development: Enhancing search filters, booking system, and chat features. - Program Curation: Vetting retreats for safety/therapeutic value. - Marketing: Collaborating with mental health influencers. - Partnership Building: With therapists and travel organizers. |
| **8. Key Partnerships** | - Mental Health Organizations: For credibility - Travel Providers: Retreat centers, adventure therapy companies. - Payment Gateways: Stripe/PayPal for secure transactions. - Content Creators: Mental health bloggers for SEO-driven guides. |
| **9. Cost Structure** | - App Development (~50k−50k−100k for MVP). - Marketing (10k−10k−20k/month for ads/influencers). - Expert Consultants: Fees for mental health professionals advising on content. - Server Costs (2k−2k−5k/month). |