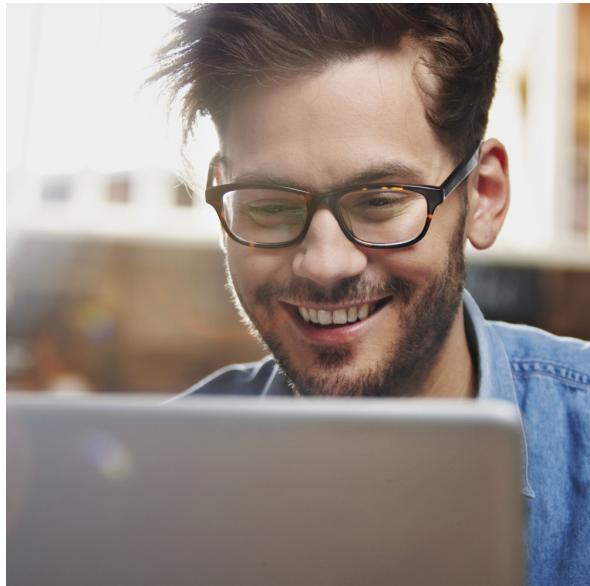


ALLEN A.

THE CAPTAIN



AGE 26
OCCUPATION Software Engineer
LOCATION New York, NY
GENDER Male
TIER Frequent Traveler

BIO

Allen often takes weekend trips with his friends. He usually posts an event page on Facebook to discuss trip plans. However, Allen thinks it is tedious to keep checking up on the event page for updates. Whenever he or one of his friends finds a good flight deal, they want to be able to share it among group members. He wants to be able to see all flight and housing options in a consolidated application instead of waiting for people to post confusing and dead-end links.

GOALS

- Share updated flight/hotel deals
- Keep track of trip updates
- Organize trip details in one place

FRUSTRATIONS

- Links shared by friends are expired
- Hard to follow the conversation
- Information is scattered

“When my friends and I plan trips on Facebook, our messages are scattered and links to flight or hotel information expire. I want to be able to plan a group trip with everything updating in one place.”

GRACIA G.

THE BARGAIN HUNTER



AGE 24

OCCUPATION Consultant

LOCATION New York, NY

GENDER Female

TIER Casual

BIO

Gracia loves a good bargain. She browses vacation destinations early in the year and takes some time every summer to travel with her friends. Gracia personally books flights and hotels through either her credit card point rewards or airline loyalty programs. She wants to stay updated on which flights and hotels her group members are considering so they can book together if possible. However, tracking prices and search results is very difficult as people use different methods to save and book reservations.

GOALS

- Suggest and vote on flight/hotel deals
- Save and book best value reservations
- Organize trip details in one place

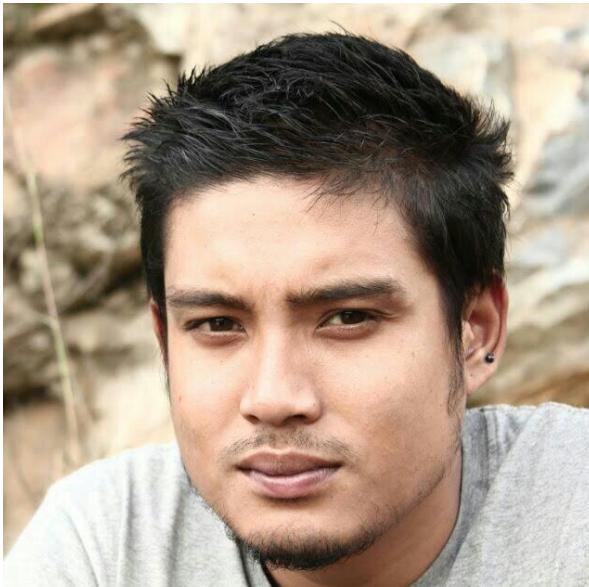
FRUSTRATIONS

- Everyone uses different search engines
- Price tracking is disorganized
- Information is scattered

“Planning group travel when everyone is purchasing flights and housing through different websites is messy. It would be nice if we can suggest flights to the group, and be able to see who decided to go with what.”

CALVIN C.

THE SQUAD MEMBER



AGE 23

OCCUPATION Project Manager

LOCATION Chicago, IL

GENDER Male

TIER Casual

BIO

Calvin enjoys the occasional group trip with his friends when the opportunity arises. He tends to sit back and let others make the executive decisions; trip planning is hard enough without everyone talking at the same time! Currently, Calvin pitches in or follows along with flight and lodging details either on Facebook/Messenger, e-mail, or texts. It becomes increasingly harder to stay up-to-date with the conversations when his friends go off-topic or switch to different platforms.

GOALS

- Vote for flight/hotel suggestions
- Keep up with next steps for trip plans
- Consolidate all conversations

FRUSTRATIONS

- Too many different messaging methods
- Difficulty knowing who booked what
- Conversations are disorganized

“Facebook makes it easy to see what the options are and comment on them. However, we jump between static posts and instantaneous chat conversations, so it’s hard to stay up-to-date with latest plans or what to do next.”