

# TRAVEL TRIBES

Team M

Tevyn Bell

Rishabh Bhardwaj

Celia Grundman

FORUMS TODAY

PRIMARY USER RESEARCH

KEY INSIGHTS

# THE CORE

EMPOWER LIKE-MINDED  
TRAVELERS TO FIND EACH OTHER  
AND SHARE THEIR STORIES.

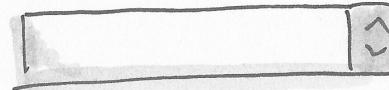




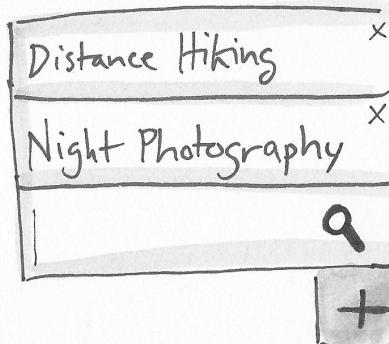
# FIND YOUR TRIBE

Choose the traits you want for  
your story-sharing community.

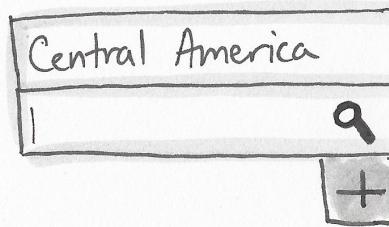
Experience of members



Passions



Travel Locations



 FIND MY TRIBE

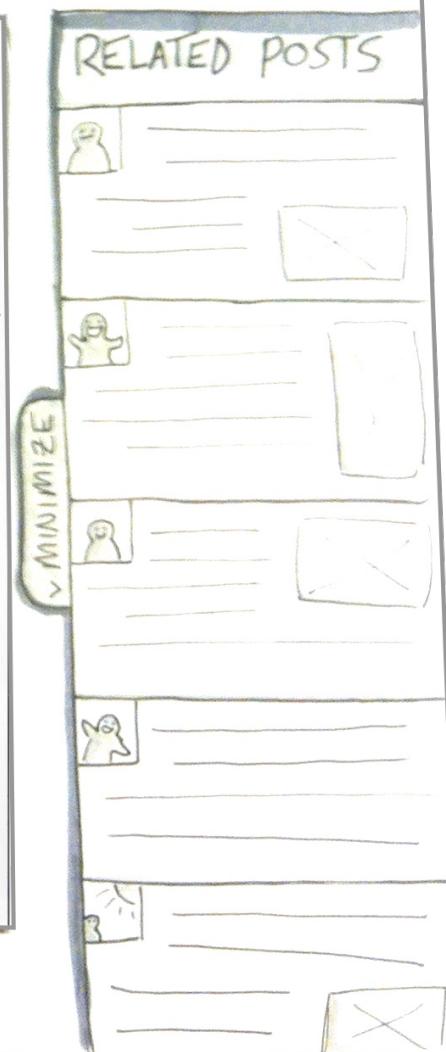
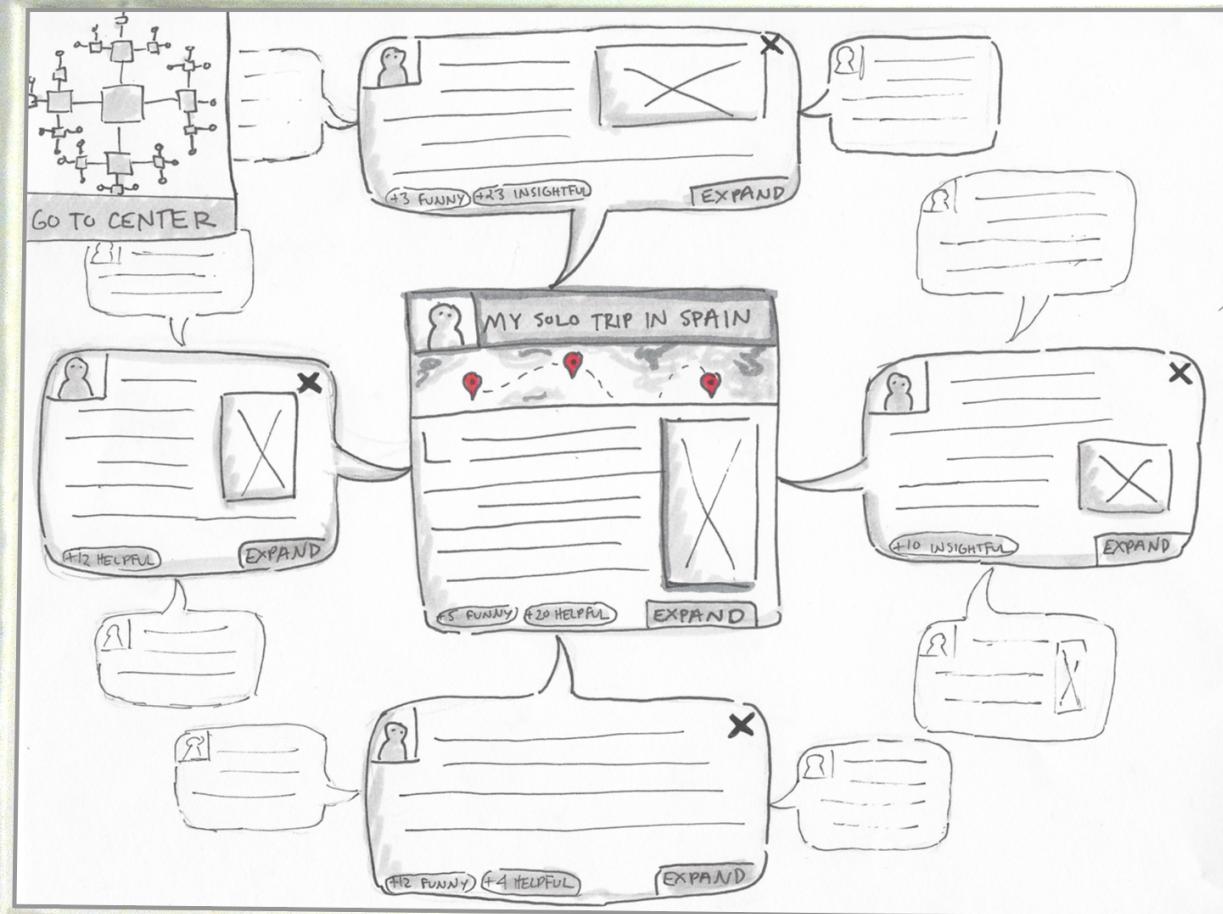


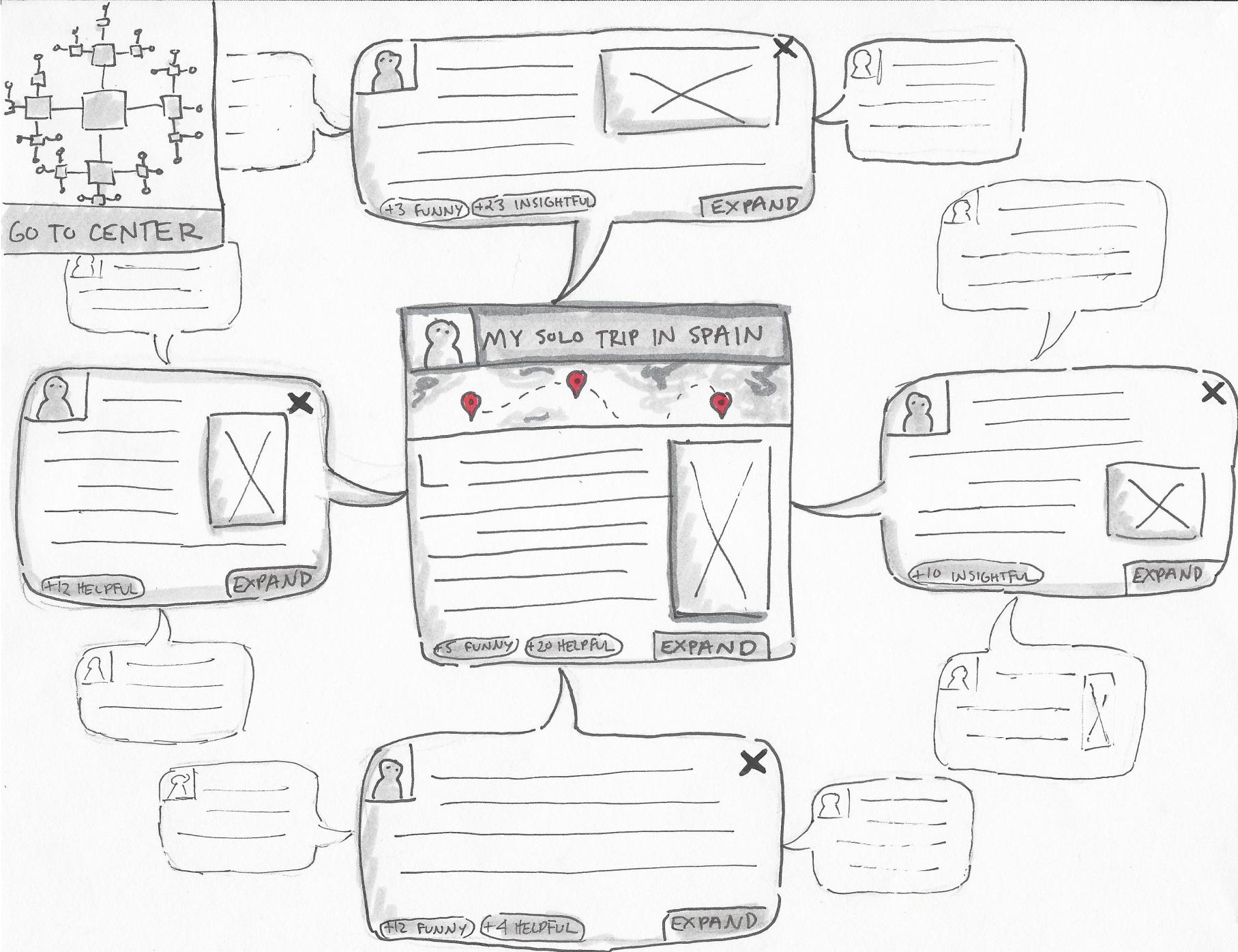
# TRAVEL TRIBES

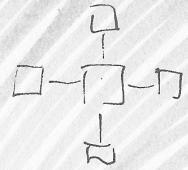
A SHARING SPACE FOR HIKERS, CAMPERS, AND BACKPACKERS



PROFILE  
LOG OUT







# MY SOLO TRIP IN SPAIN



TRAVEL KID



## TRIP DETAILS

### GEAR

- 
- 
- 

### FOOD

- 
- 
- 

### WEATHER

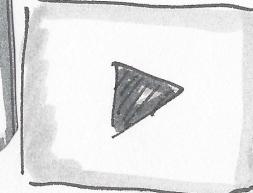


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### TERRAIN

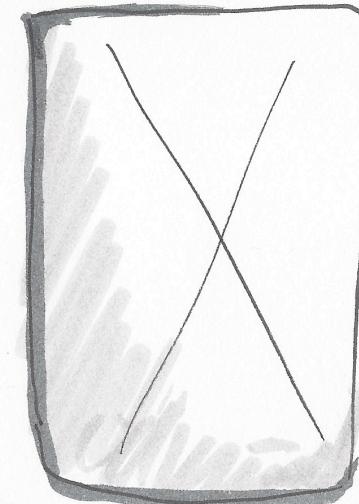
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last week



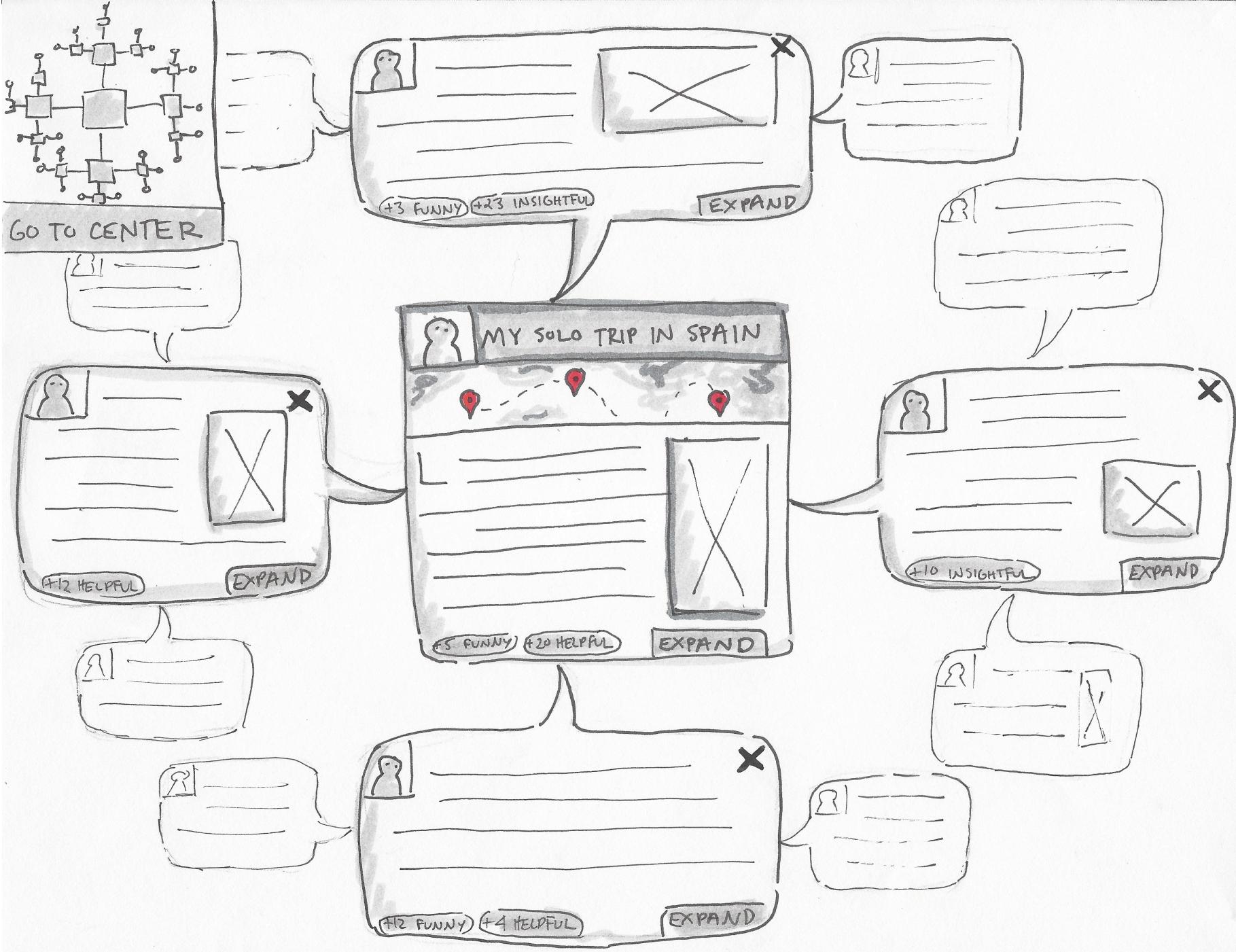
(+5 FUNNY) (+20 HELPFUL)

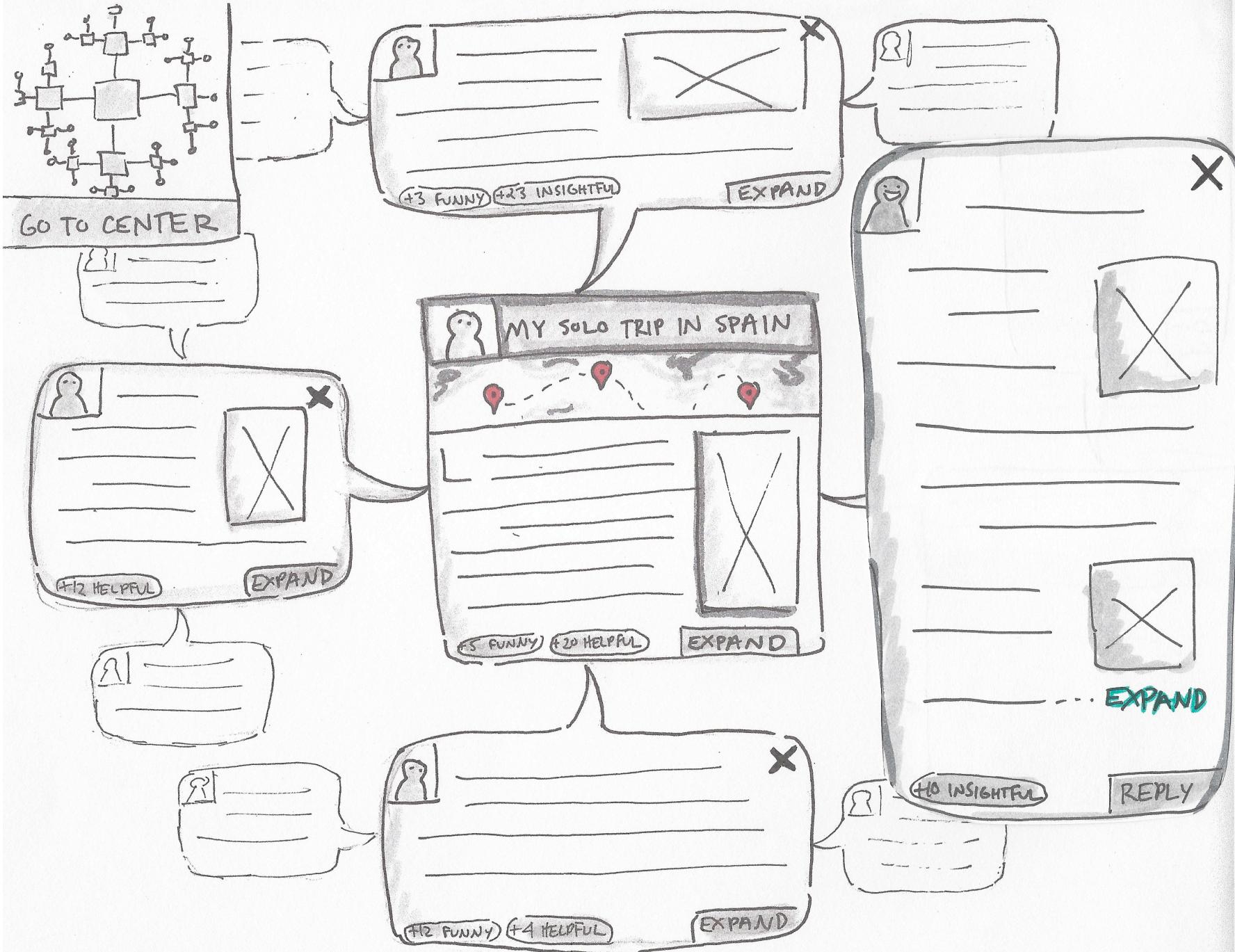
✓ EXPAND MAP

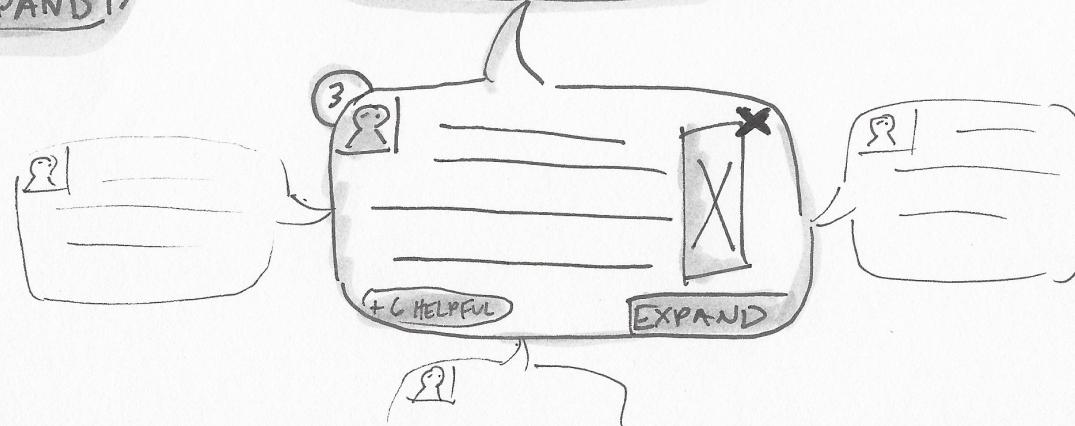
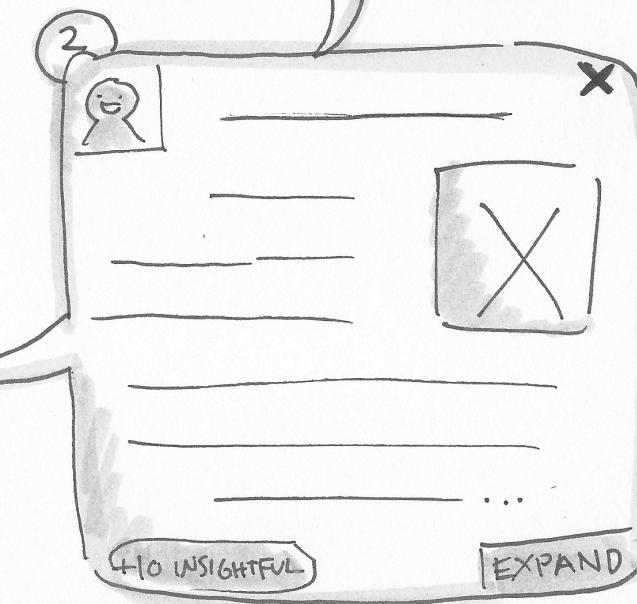
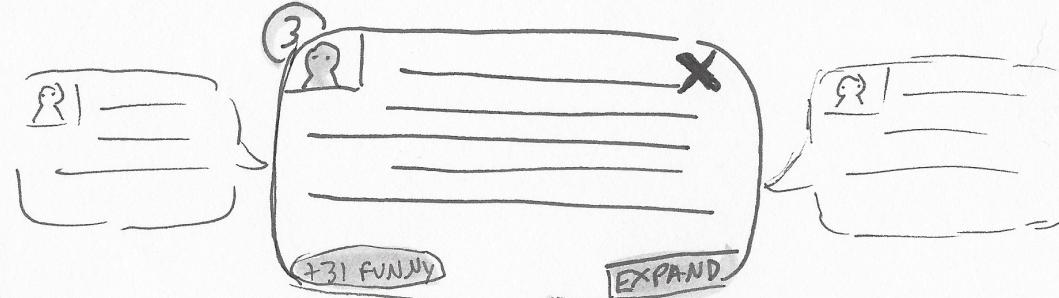
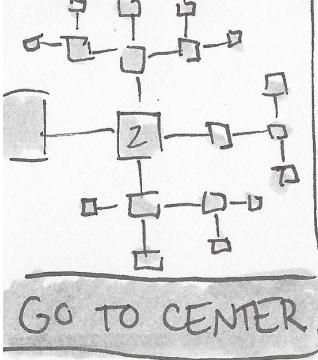


THE VIEW FROM MY HOSTEL

[REPLY]







# GOING FORWARD

STRATEGIES

BUSINESS

TECHNOLOGICAL

SOCIAL

RECOMMENDATIONS



$r_{u,a}$  : user's rating of the author of the comment

$d$  : time decay factor

$b_u = [f, h, i]/n$  : a user's rating bias of funny, helpful, and insightful

$r_u = [f, h, i]$  : a single user's total rating of the post broken into funny, helpful, and insightful

$s_{u1, u2}$  : the percentage of user1's groups that user2 is a member of + 100%

For a user,  $u_1$ , who is viewing the page and the set of all other users,  $U$ :

Score =  $dr_{u1,a}s_{u1,a}(b_{u1}^T \Sigma_{u \in U \setminus u_1} r_s s_{u,u})$

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