Websites

* Orbitz.com
* cheapoair.com
* and tripadvicor.com

How the decision was made?

* The price
* Timing
* Ratings (for hotels)
* Location were the primary factors consider when booking a trip with Orbitz and TripAdvisor.

1. Pain points
   1. *Lots of choices*
      1. There are lots of different websites and lots of information on each site. This can be a too much to focus on and can become overwhelming.
      2. Conflicting data across multiple websites. When reading reviews and ratings conflicting information can made it hard to trust what the truth was.
      3. Misinformation or misleading information: Some sites aren’t clear on the location of rental car pickups sites and propose these off airport locations as better deals.
2. How could we improve this?

There could be a travel services website where you describe where you want to go and what you are interested in and it goes out to all the different sites and returns packages of flight, hotel, car rentals, event tickets, and suggestions.