**What website/app do you use to plan a vacation/trip? How did you make decisions on selecting a flight, hotel, POIs, restaurant?**

**JetBlue vacation** - At least what I have looked at (which is all-inclusives), they package everything from the flights the to hotel stays. Restaurants are included in the hotel. The only thing we need to do deal with the transport from/to the airport and excursions.

1. Discuss the pain points of this process and why?
   1. Cognitive Frameworks:
      1. Mental Models:
         1. The information is easily accessible with clear instructions at every step. The only thing I wish was clearer was how to communicate with external vendors.
      2. Gulfs of Execution & Evaluation:
         1. The website abstracts away all the difficult parts of planning a vacation, it separates the goal (taking a vacation) from how it is achieved (when and where to go, at what time). Instead you can just pick activities you want to do and add them to a schedule, and it will automatically find dates and times that match up. You can also buy the tickets directly from the site instead of having to visit a bunch of external sites. One of the pain points for me when I went to Japan was that I still had to email each individual vendor to get my tickets.
      3. Information processing:
         1. The information is processed in an organized way. You pick where you want to go, then select from a menu with a bunch of activities within a given price range, and then pay. It would be easier if you could put in a price range first and then select from a bunch of bundled vacations for that price.
      4. External Cognition:
         1. The vacation website provides a lot of external information about the trip that makes it easy to remember. They make an itinerary with maps, prices, train times and other information that is easy to digest so that you don’t have to keep everything in your head. One of the pain points is that sometimes the maps can be in a different language or out of date. There’s also no way to figure out how much it is going to cost based on the relative strength of the dollar.
2. How do you think this process can be improved and why?
   1. The website should have an interface for communicating with vendors that host their events. Then I don’t have to go through a separate channel (email) to get my tickets or check-in to a hotel.
   2. The website should have better maps that are up to date and fully translated.
   3. The website should offer currency conversions from where you are travelling from and to. It should also display the estimated cost adjusted for the relative strength of the currency in the country of origin.
   4. The website should provide a menu where you can put in how much you want to spend, and then the website will figure out a full vacation itinerary for you.