



My challenge

Differentiating my product from existing travel apps out there

How to make this user experience unique. Identifying specific needs of different traveler types

Keeping it local, keeping it social, and keeping it simple

Taking the time sink out of travel journal creation process



My achievement

Creating an app that replaces the need to use three or more travel apps

“I like that it covers the functionality of 3 different travel apps I use. Best thing is that it allows me to borrow someone else’s journey plan” - Anuradha (Backpacker)

Building an experience that relies on a trusted network of travelers

“Multiple options for journey inspiration — search, group - activity and recommended journeys all in one screen. I like that I won’t be seeing curated images of that place” - Vijay Venkatesh (Camper)