CM40179: Entrepreneurship

Coursework 1: Trip-to-Go Business Plan

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1 Product

Trip-to-Go provides a solution to generate an itinerary for tourists based on their budget requirements. Unlike static travel applications, Trip-to-Go aims to give a dynamic experience to users as well by giving users the options search results in a real time interactive map and to store searches in an organised travel itinerary. In doing so, this will aim to provide efficiency for the user such that they organise their holiday on the go (Keren, 2019). It's just that simple.

1.1 Motivation

Itineraries and saved searches provide the convenience that travellers want. From the results in survey 2 (see appendix), 26 out of 27 participants reported that a generated itinerary would provide convenience and less hassle when planning a trip. The potential of this gain proves relevant from the interviews conducted as there are tourists who struggle to plan their days or find activities to do in an unfamiliar city. The need for saved travel activity searches are also relevant because survey 2 reported that 24 out of 27 respondents thought that this feature would be useful. Trip-to-Go therefore aims to make planning easier and flexible for the user by the use of suggested itineraries that are generated and the option for the user to search for activities to either save the activities to an itinerary or just save the searched activity.

Budget is a major consideration amongst travellers. In questionnaire 1 (see appendix), 35 participants out of 37 participants stated that budget is a determinant when they are searching for activities to engage in when travelling. Given that 45.7% of these participants said that it is time consuming to find activities near them that meet their required budget, there is a need to offer a service that offers search results of activities near a user based on their spending requirements in real time. Trip-to-Go aims to do just that to alleviate wasted time and thinking, resulting in a more enjoyable experience for travellers.

Even before the COVID-19 pandemic, budgeting has been problematic for travellers. According to a survey by LearnVest, 74% of the Americans who partook in the survey revealed that they have gone into debt to pay for a vacation (LearnVest, 2017). In particular, it is estimated that millennials are most likely to go into debt when travelling (TrekkSoft, 2019). This shows how not considering a budget when travelling could negatively affect the user. Therefore, this problem needs to be addressed.

Another reason as to why budgeting needs to be addressed is due to the recent COVID-19 pandemic. It is evident from a survey by Micinsey, 2020 that the pandemic has had an effect on consumer behaviour. It was approximated that out of the respondents from 45 countries, most of these countries tend to limit their expenditure to essential goods as opposed to discretionary goods such as travelling and apparel. Although economies may recover in the future, the impact of the loss of jobs may result in individuals being more wary of spending after the pandemic ceases.

1.2 Features: Interactive Map

An interactive map is one of the best ways to represent information, especially one that includes locations. This is the reason why it is the most suitable tool to use with our main idea.

According to "Why are Interactive Maps in Websites Helpful?"(Fearlessflyer.com, 2017) there are 4 huge benefits from having an interactive map to assist users.

- Visual representation is the best way to represent the landmark or any important locations around the users and make it easier for them to find those locations.
- An interactive map can improve the SEO (Search engine optimisation) of the application which increase the app's Google credibility and make it easier to gain more users
- There are many third party services that could provide the app with the interactive map which make it easier to manage and update the interactive map.
- An interactive map can be used to present data in a clearer way

Because the main idea of this project is to assist tourists. There is a set of statistics from an article written by Jamie Solis (Solís, n.d.) that shows why an interactive map is good for a travel website.

- The site that has an interactive map with useful information increased the average time that users spend on the site by 16% (Statistic collected from a well-known Tourist office)
- With an interactive map the bounce rate which is the rate that users quit the site immediately after a quick look through the first page decreased by 50%.
- An interactive map helps increase conversion rates. This means that the information on the interactive map could be linked to other sources such as the site for restaurants, hotels or any stores. However, there are different approaches based on the type of business that the interactive map represents.

Due to these reasons and the main goal of the idea which is to solve the problem of finding a place of interest based on users budget, an interactive map is definitely the best way to provide the solutions.

How does it work?
Flexible location preferences. When the user accesses the application they will be prompted to enable their location preference if they would like to utilise the real time directions feature. If they do not enable their location, they can still use our service to search activities and plan their trip.

Generated itinerary or user generated searches. There will be 2 options in our application. (1) an option for the user to generate an itinerary for the entirety of their trip. (2) the option to search and create an itinerary without the system generating an itinerary.

How does the generated itinerary feature work? The user will input a budget range for their whole trip, the number of days of their trip and optionally enter the location of their trip. When the user clicks on the enter button, a generated itinerary for their trip will be generated. The user can save this itinerary for future viewing by clicking on the save tab.

What can the user do within an itinerary? When a user sees their generated itinerary, they are presented with general information about the activity: its review, the activity duration, the price information and an option to view further information about the activity. If the user clicks on the map tab they can view the directions to the activities they are going to engage in for the related day if they have enabled location and they can save items within the itinerary to the saved tab of the application.

How does the search option work for users? The user will search for activities based on budget range, the location that they are travelling to and filters based on the particular activity they are interested in. These filters include: restaurants, tourist attractions, shops and viewpoints. When the user clicks on enter here, a list of results based on the search are returned. When the user clicks on a specific result, they will be presented with basic information about the location: name of the activity, a review of the activity, opening times and closing times of the activity, price range and more information about the activity.

What other options are presented to the user when a searched activity is returned? Within a searched activity, the user will be able to view the location of the activity by clicking the view in map option, the direction to the activity will be shown if the user enabled location. If the user clicks on add to itinerary, the user will be prompted to add the activity to an itinerary or to create a new itinerary to house the activity. Finally, the user will have the option to save the activity for future viewing. Saved activities can be viewed in the save tab of the application.

Due to pivoting from search plans to user generated itineraries, the prototype in section 4.3 of the appendix is a first iteration of the search option of the application.

2 Market research

In order to dive in and explore our market fully, our group had a meeting to discuss what are the main important questions in which our team needs to find answers to. We have decided to list out the main important questions being tackled in our market research:
- How important is budgeting to tourists?
- When planning a trip, do tourists take a long time to find tourist locations which meet their budget? And how useful would an interactive map be for tourists?
- How would the implementation of this app affect other job professions such as tour guides?

2.1 Tourism Industry

To further our understanding of the tourist industry. We have researched the state of the industry before, during and after the coronavirus pandemic as it is the industry that has been impacted by the virus the most (Constantin, Saxon and Yu, 2020).

Before COVID-19, Tourist industry was constantly growing at a very high rate until 2019. According to statistics from (Leisure travel spending worldwide 2000-2019 | Statista, 2021) Global leisure tourism spending reached 4,715 billion U.S dollars in 2019. While in the previous years spending were 4,475 and 4,165 billion U.S dollars in 2018 and 2017 accordingly.

Since the arrival of the virus, almost every country in the world has restricted their borders for only necessary trips such as for education or business. Therefore, there are very little opportunities for leisure travels. The impact of the restriction was huge as there would be about 80% of Hotels. restaurants and business related to the tourism industry that will not be able to survive according to an article from Asad A. Aburunmman (Aburumman, 2020).

Due to the impact of COVID-19. The tourist industry will require a huge amount of money to recover. An article from "McKinsey & Company" predicted that it would take around seven years for tourism's demand to get back to 2019 levels(Constantin, Saxon and Yu, 2020). The article also predicted that "COVID-19 is likely to accelerate the shift to digital as travelers look for flexibility and booking lead times shorten" (Constantin, Saxon and Yu, 2020). This is because in 2019 40% of US travelers and about 60% of Europe and the United States booked their trips through digitals means.

Based on the trend of the market. It would take a really long time for the market to recover. However, the situation presents more opportunities for more startups to grow as the market will be in recovery and will take a long time to reach where it was before and .most of the small competitors in the market may not survive the pandemic. Moreover, with the prediction that the market would shift to be more digitals further increase the opportunities for mobile applications to enter the market.

2.2 Stakeholders Research

To gain a general overview of whether the problems our service would tackle were important to our target market, we created a questionnaire. As almost everyone has travelled at some point in their life in some form, we placed no constraints on who could answer the questionnaire. The 37 responses confirmed that our service tackled a common problem tourists found when planning their trip. The questionnaire found that **59.5% of people have problems deciding what activities to do when they travel on holiday**. This suggests that our service has the potential to aid most tourists with deciding on the activities they do while travelling. A **huge amount (94.6%) of responses stated that budget influences their decisions when searching for activities** to do. This gives a strong indication that the problem of budgeting for activities whilst travelling is a struggle almost all tourists deal with. It also suggests that as activities are constrained by a budget, choosing the most enjoyable activities for an individual is important, as choosing disappointing activities would waste the tourist's limited budget. 45.7% of responses stated that they find it takes them a long time to find activities that meet their budget. After explaining our solution, a second questionnaire found that 34% of people would be willing to pay money in order to access this application. As the vast majority of mobile apps currently available are free to download or have an alternative free version, this suggests there is a strong desire for our service.

r/SoloTravel is a forum on reddit dedicated to travelling the world by yourself. The subreddit has 1.6 million members from across the world and holds valuable insight into how tourists travel by themselves that is valuable. Posts containing the word "budget" appears frequently in the subreddit, suggesting that travelling whilst adhering to a limited budget is a real problem for some tourists. Budgeting is a common topic on the subreddit and many of these posts seek advice about how to budget properly when travelling. The advice of tackling budget by calculating a daily budget

throughout the drip from other members appears fairly frequently. This suggests that there will be many solo travellers that, during their travelling period, they would be frequently stopping in locations around the world for a short period with a specific budget in mind to spend on sights and activities for that day.

To further gain a deeper understanding of our stakeholders, we have conducted some interviews and informal conversations with tour guides. Most of our interview questions were directed to answer questions regarding what tourists do in their free time and how tour guides keep them occupied during these times. The result implies that most tourists going on these tours would expect their tour guides to organize most activities, this suggests that there is a huge difference in our market customer. However a slight overlap in market customers is shown as in a rare occasion, tour guides would find tourists who would rather organize their own activities than follow the tour plan. Along with the interview of tourist guides, some informal conversations were also conducted on potential users of the app. The result suggests that the idea of an interactive map along with an itinerary plan can be hugely beneficial to these stakeholders.

2.3 Competitors

Google Maps (Google Maps, 2021) is a free, feature-rich mapping mobile and web app, and is one of the major competitors to our service. It is by far the most popular navigation app, and 67% of smartphone owners say they use it frequently (Riley Panko, 2018). Using Google Maps, a user can search for places, such as restaurants and activities, nearby to them or in a specific location. A user can select a place and access a large amount of detail about that business or location including the general price of using that business in the form of a scale from 0 to 4. This is useful if you know the type of place you want to visit, and want to gain more information about it before visiting or booking. However, Google Maps does not offer the reverse of this action, and there is no way to search for all tourist places (restaurants, activities, events etc.) by a specific budget. That said, it is possible to search by price using the term such as "cheap" and "expensive", but this method of search is limited to searching each specific type of place/event in turn e.g. "expensive restaurants" and the results are a general approximation of that price level as no specific price value can be searched. There is no way to define what "expensive" means and may differ from person to person, and also from city to city. This can lead to the user getting results different to what they would expect. Searching using this method also includes search results for reviews of each place, so a review may include the word "cheap", but this may not be an accurate reflection of the place as a whole. In addition, if the user has a total budget in mind to cover all types of activities, they would have to manually break down their budget and decide what they would want to spend on food and drink, activities etc. and then search each type of activity in turn to view the options. Google Maps has its main strengths in everyday life and navigation, and less towards being a utility for tourists exploring a completely new location. Any features that would be particularly useful to tourists such as popular tourist locations are scattered amongst the everyday features that may be unhelpful to tourists.

TripAdvisor (Trip Advisor, 2021) is another web and mobile app similar to our planned service. It is aimed at tourists and aids the user in finding the most suitable tourist places such as accommodation, activities and restaurants. However, it **does not have a specific focus on**

budget, and the user can only identify whether a place is within their budget by clicking on a specific activity. This means that somebody planning a trip with a limited budget would have to click through the tourist activities listed and make a note of whether it meets their planned budget, making this an inefficient service to use in this circumstance compared to our proposed service. The free mobile application of TripAdvisor is similar to our service in that it contains a feature that can suggest an itinerary of activities for your trip. Although, this feature differs from our proposed itinerary creation feature as it is completely arbitrary and does not consider any budget value.

The service provided by **tour guides** varies greatly from business to business. In general, tour guides aim to guide and provide recommendations to tourists throughout their stay, as well as show them round tourist locations that the tour guide recommends. Rather than showing, tour guides are often experts in their location and have the ability to introduce the tourist locations that are niche and not very well-known, or help them receive an authentic experience of the life and culture at the tourist destination. Our service however, is target market are tourists who prefer to visit only the popular tourist locations. There are some parallels between our service and the services offered by a tourist guide, such as providing an itinerary of tourist locations and activities to visit, however this aspect of our service is not the main feature and is simply a recommendation to follow, whereas a tour guide is likely to guide you through each of the locations. As tour guides generate revenue through a payment for their expert knowledge and services, often making them inaccessible to tourists with a limited budget. Our service however, is free to use, and is aimed at tourists on a strict budget.

There are a few indirect competitors to the service we plan to offer. It's possible a person who intends to travel on a budget, may have so choose between using their savings for travelling, or an expensive purchase such as repairs in the home, or a car. As the cost of a car has increased in recent years (Car dealer magazine, 2018). However, the reliability of cars of cars is also increasing, and car owners are spending 13% less on running their cars than in 1997 (Michael Savage, 2011), making it less likely for unexpected breakdowns to force the purchase of a replacement. Secondly, the way we live our lives has also changed in recent years, and streaming services that offer endless amounts of content such as Netflix may entertain people enough to fill people's free time, create a preference for staying at home and cause them to avoid thoughts of travelling. Use of social media is also taking up an increasing amount of our time (Esteban Ortiz-Ospina, 2019). Although, use of technology for long periods can be unhealthy and social media is known to cause feelings of isolation (BBC News, 2019) that may create a desire to escape from their life and see the world.

2.4 Our Unique Selling Proposition

The areas where our service stands out from the competition is through the unique feature of searching all nearby tourist places, such as restaurants, events, activities, at a location through a specified budget. This named budget will be a monetary value, and not open to interpretation, like the price scale used by Google Maps (Google Maps, 2021). The application will be free to access, making it open to use by all travellers, no matter their budget. The **creation of a suggested itinerary** of places to visit during your visit, catered specifically to your budget, is a unique feature

and has the potential to take a lot of the stress associated with travelling. Simplicity whilst still remaining highly-functional and useful is a big benefit to our service over the competition.

3 Strategy

3.1 Legal Status & Structure
Trip-to-Go will be registered as a **company limited by shares**. The company will be registered online with the Companies House for £12.

3.2 The Team

Xander Ito-Low will be the Chief Executive Officer (CEO). He will be overseeing operations within the team and making informed decisions about the company's strategy and direction.
Jang Kongdumrongkiat will be the Chief Communications Officer (CCO). He will be responsible for negotiating strategic partnerships with organisations and individual venues. Managing the sales of advertising space in Trip-to-Go will also be under his role.
Ravit Songthammakul will be the Chief Marketing Officer (CMO). His responsibilities include developing and executing marketing campaigns to increase user base. He will also be involved in developing content for our social media pages due to his experience in design.
Tom Draper will be the Chief Technical Officer (CTO). He is in charge of the development of our application and the Scrum Master for the Agile Development Process used to expand the usability of our product.
Clifford Goh will be the Chief Financial Officer (CFO). His responsibilities are to ensure the company's cash flow and overall finances are kept at a healthy level. He will ensure the company remains profitable through its business model.

3.3 Resources Needed For Development

The mobile app will be developed with Flutter. Flutter is free and open-source and will allow development of a responsive app for both iOS and Android. The mobile app will utilise a database such as Firebase, storing the pricing data required for the application. The pricing data will be collated and inserted into the database through a mixture of methods. These methods include web scraping scripts retrieving data from specific tourist price websites that have given us permission, and manual surveying pricing data and database entry. In future, partnering with tourism/holiday companies, or individual tourism activities may allow access to further pricing data in return for advertisement in our application. In instances where finding pricing data proves challenging we can resort to estimating a price using the general price range of a place in the data accessible by the Google Maps API. The interactive map feature will also be sourced from the Google Maps API.

3.4 Roll-Out Plan & Initial Funding

The newly launched application will be rolled-out for Bath and Bristol's tourism and food. We will launch a **Kickstarter campaign** while developing the first iteration of Trip-to-Go to raise funds to cover the costs in Year 1 of our long-term strategy. We are expecting to raise £1000 from our

Kickstarter campaign. This value is estimated by assuming 40 people donating £25 each, which is the most common pledge amount (Kickstarter, 2021)

3.5 Marketing Strategy

Our business will be using **Instagram and Facebook ads** to run our advertising campaign. The reason why we will be using the specified platform is because we can scale the aggression of our advertising by adjusting our daily budget. Facebook and Instagram also have automated ad campaign features allowing us to have more time to expand our business and expand our applications usability in more locations. Most importantly, these platforms allow us to target specific target audiences based on their geographical location, age and interests. Our marketing strategy within Bath in the roll out phase will heavily target university students around the ages of 18-25.

3.6 Revenue Streams

Trip-to-Go will use a **freemium** model to encourage more new downloads. Our initial sales plan after roll-out would be through a **monthly or annual subscription to our service**. Trip-to-Go will be providing a free trial and free-tier service. The feature comparisons are outlined in Appendix 4.4.

We will partner with local tourism organisations and partner restaurants in relevant cities to obtain sponsorship as a revenue stream. There will be 2 tiers of sponsorship packages for venues available priced starting from **£800 per year (Official partner)** and from **£1200 per year (Premier Partner)**. For official partners, we will display partner logos on itinerary generated with their venue and display banner advertisements of their events or promotions. Premier partners get the benefits of Official Partner with the added benefits of priority in the itinerary generator algorithm and sponsored posts on our social media pages. Partnerships with local tourism organisations will be very important as their network of information is key to the data used in our application. For those organisations, sponsorship packages will start from **£1500 annually (Tourism Partner)** and the benefits will include displaying of partner logos on all itineraries generated in the local area of the organisation, sponsored posts and banner advertisements.

3.7 Long-term Strategy

Trip-to-Go will roll-out with usability in Bath and Bristol and aims to partner with the local tourism organisation in the area. In the **first year**, we will focus on providing the best itinerary generator experience in Bath and Bristol. Most of the work in the first year will be on developing the most efficient way to get data on locations and attractions. In the **2nd year**, Trip-to-Go aims to increase its usability to 3 more local cities: Brighton, London and Manchester. In the **3rd year**, we aim to expand to 3 global destinations as well as continue expanding to 3 other locations in the UK. Our strategy in expanding our user reach is similar to that of CityMapper which expands their application's usability city by city.

3.8 Financial Projections

	Year 1	Year 2	Year 3
Estimated Downloads	2,000	10,000	22,000
Monthly subscribers	140	700	1,540
Annual Subscribers	260	1,300	2,860
Sales			
Total subscription fees	24,909	124,545	273,999
Sponsorship	3,500	9,000	12,000
Operating Costs			
Advertising budget (Facebook & Instagram)	1,825	4,389	9,125
Database maintenance fees	60	1,260	3,420
Hosting fees	-	118.92	603.36
App Store publisher fees	72	72	72
Misc. Costs			
Google Play Store publisher fees	18	-	-
Limited company registration	12	-	-
Total income	28,409	133,545	285,999
Total expenses	1,987	5,839.92	13,220.36
Net income	26,422	127,715.08	272,778.64

Financial projection for 3 years in British Pounds (£)

The monthly subscribers are estimated at 7% of total downloads and the annual subscribers are estimated at 13% of total downloads. The total subscription fee for a year is calculated by the formula: (monthly subscribers x £7.99 x 6) + (annual subscribers x £69.99). Sponsorship earnings are roughly estimated by 1 tourism partner per year, 1 official partner and 1 premium partner per city. To calculate the cost of hosting and maintaining a database using Firebase, a rough estimate of 2GB of data stored on the database and 4GB of static content for each city is used.

3.9 Risk Analysis

The main risk in our business operations is our dependency on data in order to provide core functionality. The limitations are that web scraping on our scale would be difficult to update and has to be complex. Web scraping from certain websites could also be illegal, hence this would take a toll on development and research time. An alternative to this would be to develop our own database with price data researched for locations starting with Bath. The problem with a database is scalability and manpower needed in maintaining the database. Our team has decided that it would be best to partner with a tourism organisation as they will have the latest information about price information of an activity of interest. This will mitigate the risks to scalability, maintainability and legal issues arising from previous suggestions.

Being a travel-focused application, Trip-to-Go is susceptible to the indirect effects of COVID-19 which influences the travel industry, impacting the amount of users using our platform. According to the UK government's lockdown exit timeline (gov.uk, 2021)**,** the British economy is expected to reopen fully no earlier than June 21 this year. However, this risk will be mitigated by rolling out our digital product for local cities within the UK in the summer while international travel policies are still unclear. According to a forecast by VisitBritain (2021), domestic tourism spending will recover up to 67% of the level in 2019, which is a 79% growth on 2020's domestic spending. Therefore, we expect the number of travellers to grow rapidly after lockdown in the UK.

Political issues arising in certain countries could decrease the amount of cash flow that our company receives. In order to mitigate this, we aim to offer our service for multiple locations worldwide in order to maintain a user base.

Cultural issues could arise as different modalities of languages have to be offered to different users who do not understand english. Our mitigation here is to offer our services to english speaking countries first. Once established, we will aim to expand into other countries and offer content in different languages.

Technical issues when travelling that a user may face would be that the internet connection at a particular location may negatively impact user experience when using our application. In order to deal with this, we will aim to make itineraries or saved activities by the users accessible without internet connection.

Appendix
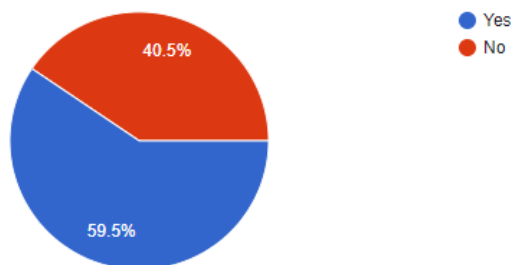
4.1 Questionnaire 1 results

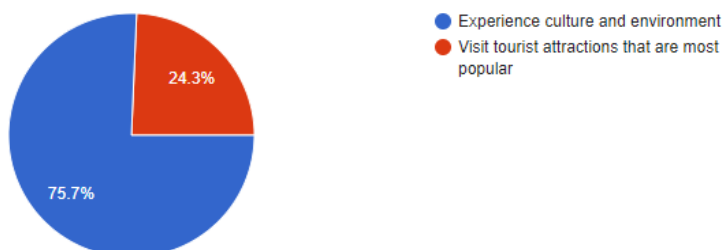Do you like to plan things in advance before you go on holiday?

37 responses

● Yes
● No

13.5%

86.5%
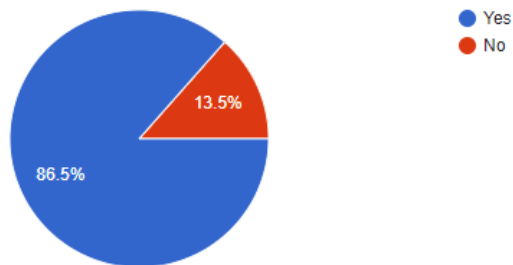
When you travel on holiday, do you have problems about deciding about what activities to do?

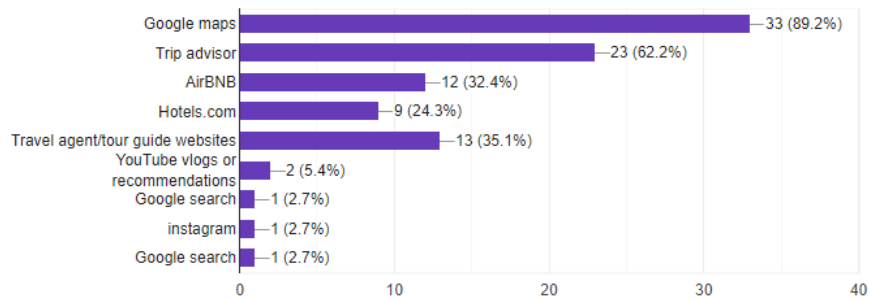37 responses

● Yes
● No

40.5%

59.5%

When travelling on holiday, is your priority to authentically experience the culture and environment, or just visit the tourist attractions that are most popular?
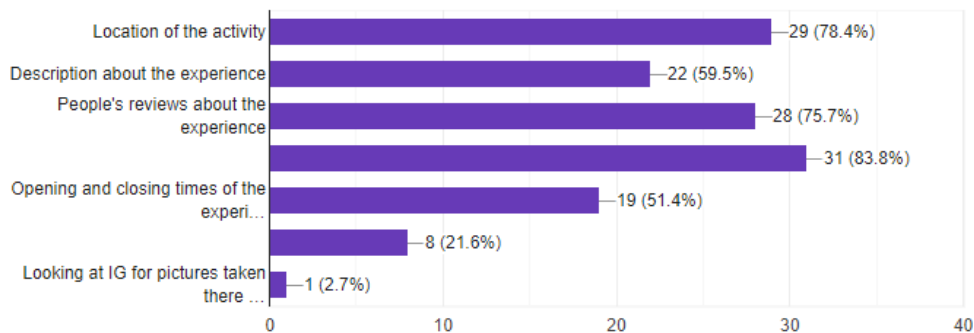
37 responses

● Experience culture and environment
● Visit tourist attractions that are most popular

24.3%

75.7%

## What services do you use when looking for things to do near you?

37 responses

Service	Count
Google maps	33 (89.2%)
Trip advisor	23 (62.2%)
AirBNB	12 (32.4%)
Hotels.com	9 (24.3%)
Travel agent/tour guide websites	13 (35.1%)
YouTube vlogs or recommendations	2 (5.4%)
Google search	1 (2.7%)
instagram	1 (2.7%)
Google search	1 (2.7%)

When searching for things to do near you, what features do you use?

37 responses

| Feature	Count
Location of the activity	29 (78.4%)
Description about the experience	22 (59.5%)
People's reviews about the experience	28 (75.7%)
	31 (83.8%)
Opening and closing times of the experi…	19 (51.4%)
	8 (21.6%)
Looking at IG for pictures taken there …	1 (2.7%)

When searching for what activities to do, is your budget a factor that influences your decision?

37 responses

- Yes
- No

94.6%
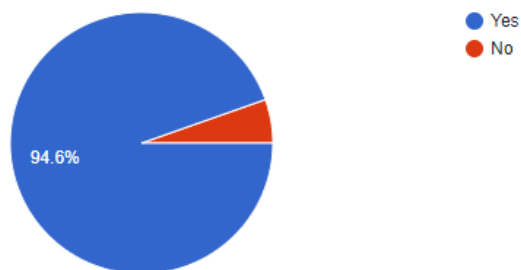
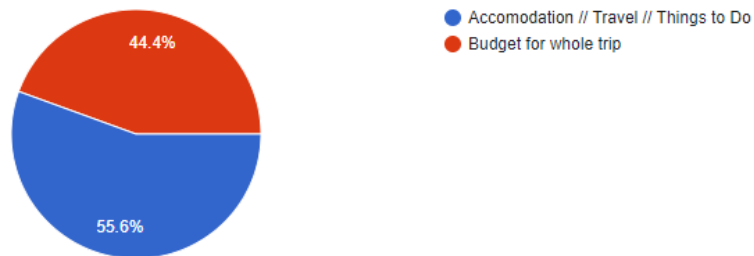Does it take you a long time to find activities/plan activities that meet your budget?
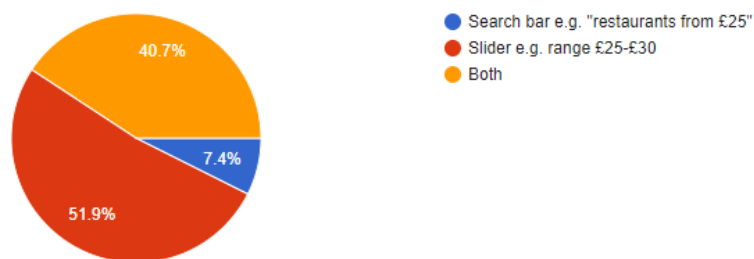
35 responses

- Yes
- No

54.3%

45.7%
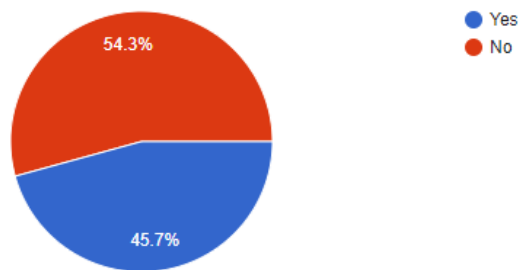
4.2 Questionnaire 2 results

How do you plan your budget for a trip?

27 responses

- Accomodation // Travel // Things to Do
- Budget for whole trip

44.4%

55.6%

Would you prefer to search for things to do based on a budget using..

27 responses

- Search bar e.g. "restaurants from £25"
- Slider e.g. range £25-£30
- Both

40.7%

7.4%

51.9%

Does this feature add value to what you currently experience with other travel applications: A suggested itinerary based on your budget requirements. For example, you first enter a price range for the duration of the trip after choosing a location and duration of the trip and a suggested itinerary will be generated.

27 responses

- Yes
- No

96.3%
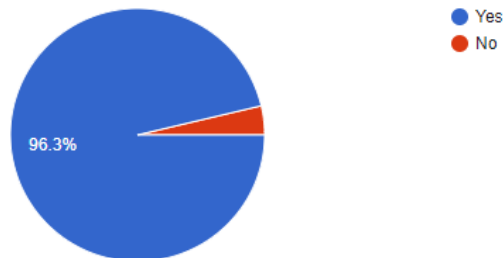
Follow-up to previous question : Why?

Less hassle than trying to arrange it all yourself

Removes the need to devise own itinerary

it's different

I've not had experience with websites that allow you to filter by price on a range of activities in my location of interest. It's usually difficult finding activities all in one place so it would be very useful for planning a trip.

I can see what are the available options based on what i can budget

Efficiency, budget planning is made easier

It helps narrow down and select the best options with all the information i need in front of me

Sounds quite handy and convenient

Decrease time in researching for the optimum trip

Easy planning for last minute trips

I don't like planning and a suggested itinerary may suggest extra things that i may not have considered

i never know what to do i like things being given to me

Saves me the hassle of picking and choosing each activity/restaurant especially if I do not know much about the destination.

I would assume that the suggested itinerary would have more knowledge and be more informed about what I could do

Maybe your app can suggest somewhere better than i could think of. Believe your app should be gathering data from more sources, thus should know better than my limited traveling knowledge. :)

It would just be helpful to know what sort of things I would be able to do and if the allocated budget is enough. £500 in some areas gets you a lot more than in other areas so it would help me pick a location

Most travel websites already do this, or just sort price low to high

Would you want the itinerary to be generated for..

27 responses

● One day
● Whole trip

85.2%

14.8%
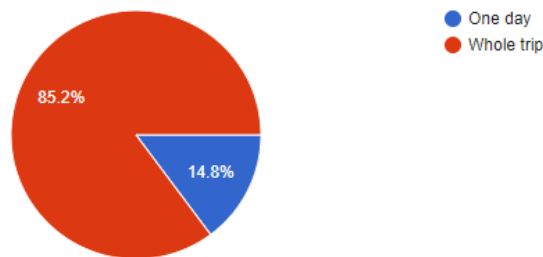
Follow-up to previous question : Why?

Would preferably want to have the option between both of these but an itinerary for the whole trip would make planning it a lot easier and faster.

To have things to do and explore on holiday

Both the above may apply, but for most trips, if an activity plan is needed it will be needed for the whole trip.

would want some time to plan days for myself, and might not like the suggestion

To have more flexibility to adjust the itinerary to my requirements and possibly get more ideas for activities.

Self customization (like swap between places to meet personal excitement) can be performed easily if things happened out of the blue (raining day - go somewhere else and tomorrow revisit the place again)

Well, the whole trip was on day 1,2 and etc. So I can see a summary of the trip

So i don't need to plan and research more into it

Easier to manage

Efficient so i don't have to plan day by day by day

To increase convenience of having everything in one app

One day trip doesn't really need much planning in my opinion

So there would at least be something planned

Allows more customization and mix and matching

I usually plan my activities for the entire trip in advance so this will be a useful feature.

Whilst it may cause problems i feel having a full itinerary would minimise wasted time

So I could get a better idea of what I would be able to do in the entire trip. I think having it be an option to generate for one day or the whole trip would be the best

Accom changes price according to day etc. May be cheap monday expensive fridays

Would you find it useful if a feature was added such that you could save activities for future viewing. Similar to Instagram saved feature where you can save posts but with attractions & restaurants instead.

27 responses
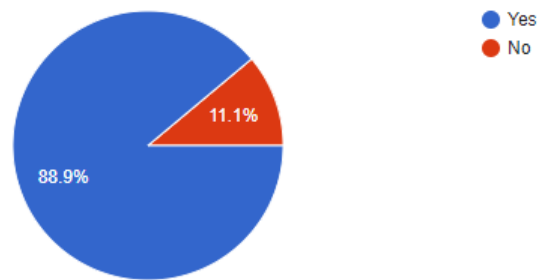
Follow-up to previous question : Why?

It would be useful if you went back in the future

Allows user to go back and reconsider options

if I liked an idea I would google it and save it in a tab

It would be useful having the activities stored in one place and if I was planning a trip far in advance it would be good to save some activities to come back to later.

There could be more things to do/visit/play in the future, saving activities from the past could be not useful due to outdated data.

So I dont forget about it

Tendencies to forget attractions

Change my mind, having multiple choices

In case i want to revisit the place

It's a good function

Just like a bookmark, someday you might want to revisit or reminisce about a specific spot.

So I can look back and see the things that I haven't done

If i could save activities i would save too many to practically review

if i didn't want to do it today but might later

If I do not want or can't make a decision on the spot I would like to be able to come back and view it at a later time.
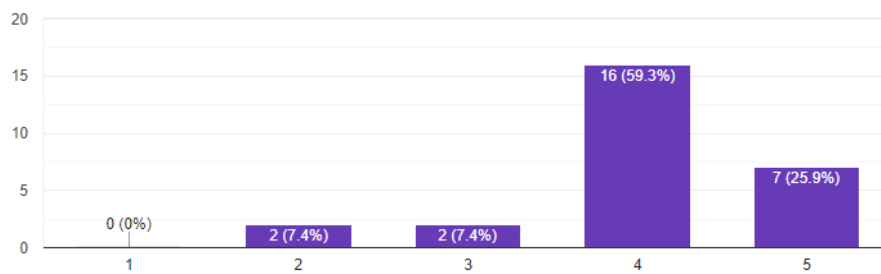
If itineraries or environments change then plans need to change yo keeping track of activities would be helpful

For future reference

It would be nice to save a bunch of activities / food places before going somewhere. So when we wanted to do something we could look at the saved list
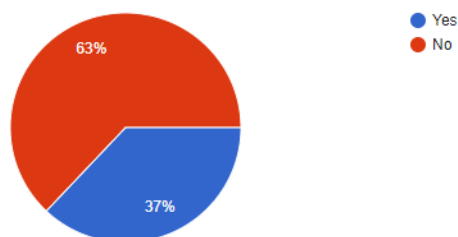
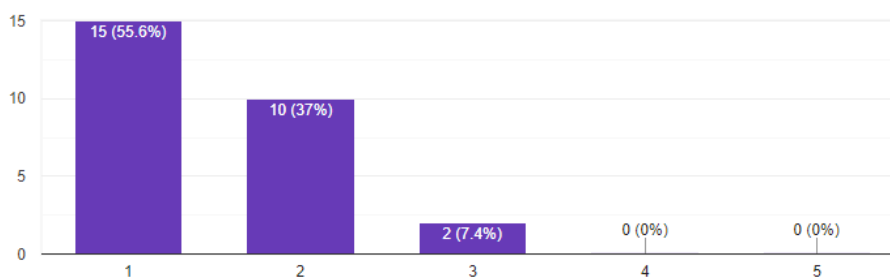Would you use our application?

27 responses

Would you be willing to pay for this application?

27 responses

How much would you pay to purchase this app?

27 responses

Follow-up to previous 3 questions : Why?

The app would be doing a lot of work for me so I think it's fair to pay for it.

It would save time

Depends how good it is at providing suitable itineraries. If it saved time and came up with options that had not been considered it would be useful and worth paying for

plenty of free alternatives, would prefer to spend more time planning than pay

I would pay a small amount because the app brings a unique convenience but if the app was at a high price point I would rather spend more time doing my own research to find activities.

Researching and planning manually and personally is part of the enjoyment. Why would i need to pay for it?

I think with this much effort, the app developer definitely deserves some form of reward for the service. However, if the app manage to be made free. That would be an added bonus for the user

Payment seems excessive for plannimg

I do not have the income necessary to pay for it aka broke

I would use this app because it would seem helpful if i ever want to travel with friends and find cheap places. But i dont think it would be worth paying a lot of money for.

I would pay if it's on a subscription basis. Also, I think the travel app should have everything I can find from google if not I would not purchase it.

The willingness of payment greatly depends on the details provided by the app. For someone who's looking up for a budget trip, I don't think they are willing to pay for a certain amount. Maybe you guys can introduce a regular (free) and premium membership, to make sure that everyone has an experience of the app before paying for it.

I would not need to think too much

Its an additional feature

i never purchase apps

There are other major travel/tourist sites that do similar things for free. For example, trip advisor has many tour packages to choose from according to a certain budget.

I'm not very good at planning trips so this could be useful. However, I'm not fond of paying for apps

I feel like unless the app provides discounts to excursions then it should be free and get monetisation from adverts instead
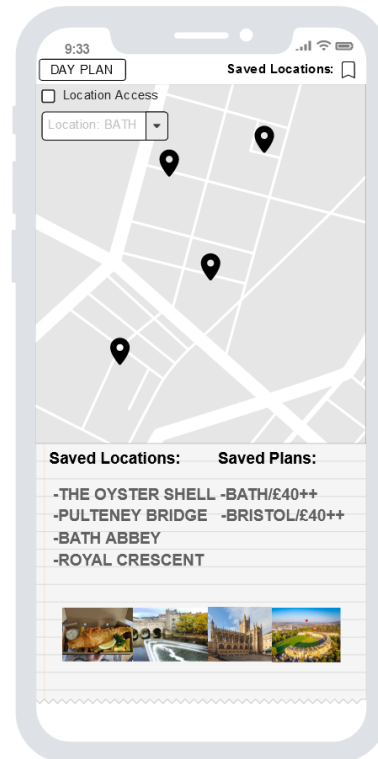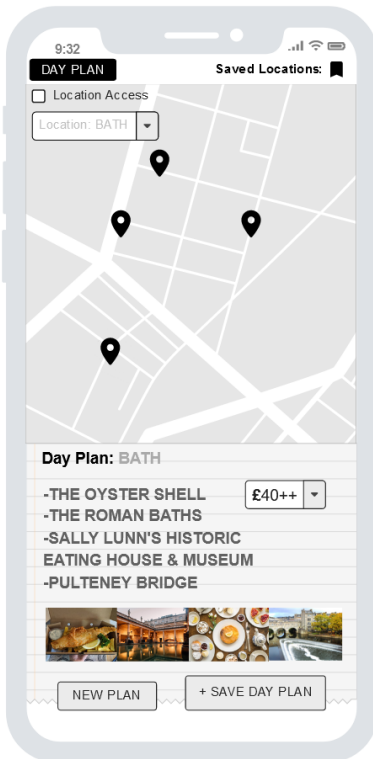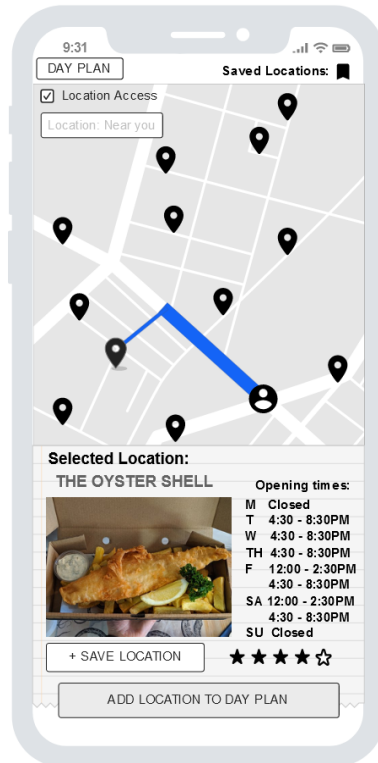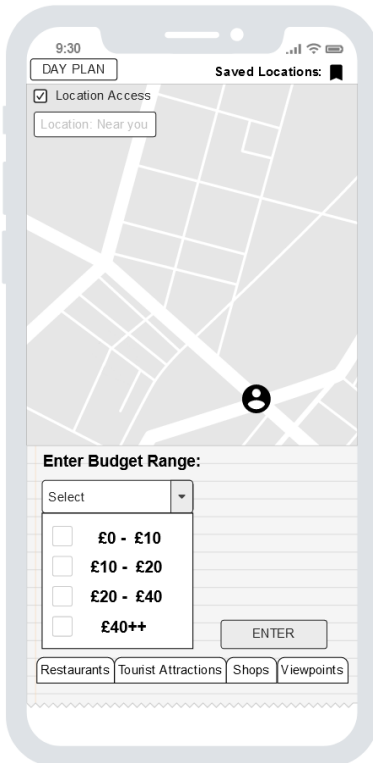
I would use but don't expect to pay, unless it is a relatively affordable price as compared to my trip budget.

I would pay a minimal amount (£5) if it made things significantly easier for me. If it could help find a cheaper hotel or cheap taxi fares etc I would be more inclined to pay

Broke

Nothing innovative

4.3 Prototypes

Screen 1 (9:30)

DAY PLAN   Saved Locations: 🔖

☑ Location Access

Location: Near you

Enter Budget Range:

Select ▼

☐ £0 - £10
☐ £10 - £20
☐ £20 - £40
☐ £40++

ENTER

Restaurants | Tourist Attractions | Shops | Viewpoints

Screen 2 (9:31)

DAY PLAN   Saved Locations: 🔖

☑ Location Access

Location: Near you

Selected Location:

THE OYSTER SHELL

Opening times:
M   Closed
T   4:30 - 8:30PM
W   4:30 - 8:30PM
TH 4:30 - 8:30PM
F   12:00 - 2:30PM
      4:30 - 8:30PM
SA 12:00 - 2:30PM
      4:30 - 8:30PM
SU Closed

+ SAVE LOCATION   ★★★★☆

ADD LOCATION TO DAY PLAN

Screen 3 (9:32)

DAY PLAN   Saved Locations: 🔖

☐ Location Access

Location: BATH ▼

Day Plan: BATH

-THE OYSTER SHELL   £40++ ▼
-THE ROMAN BATHS
-SALLY LUNN'S HISTORIC
EATING HOUSE & MUSEUM
-PULTENEY BRIDGE

NEW PLAN   + SAVE DAY PLAN

Screen 4 (9:33)

DAY PLAN   Saved Locations: 🔖

☐ Location Access

Location: BATH ▼

Saved Locations: **Saved Plans:**

-THE OYSTER SHELL   -BATH/£40++
-PULTENEY BRIDGE   -BRISTOL/£40++
-BATH ABBEY
-ROYAL CRESCENT

4.4 App tier features comparison

	Free	Free trial	Paid subscription
Cost	free	7-days free	£7.99 monthly / £69.99 annual **
Search for places feature	✓	✓	✓
Interactive map	✓	✓	✓
Itinerary generator		✓	✓
Save itineraries			✓
Save places			✓

** subscription must be cancelled 7 days in advance of next billing date

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