
Untitled Travel Platform

Platform catering to World Travelers



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The Problem

Problem statement

A photograph showing a person's hands writing in a travel journal with a pen. In the background, a backpack is visible, suggesting a traveler. The image has a greenish tint.

There is no platform that caters specifically to world travelers that focuses on enabling travelers to keep track of their travel data, share travel experiences, consult other travelers and reach out to locals for help on a single platform.

This causes a lot of additional work for travelers who have to use different sources of information, research and planning for different purposes and is hard to keep track.

What customers do today

Today customers have to use resources like TripAdvisor and Lonely Planet to obtain general tourist information but no access to locals from a place.

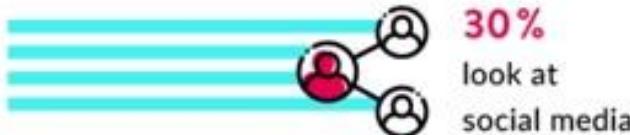
A serious traveler will need to manually track previous trips data.

travelers are forced to use social media tools like Instagram and Facebook to share pictures and experiences but these are not built to cater to travelogues.

Supporting information

01

Users planning travel:



In the 12 weeks leading up to a trip, there are:

3x
more experiences searches than hotel searches.

8x
more experiences searches than air searches.

Supporting information

02

- When planning trips, **49% of people look at travel content sites.** – Social Media Today
- Under-30 travelers also indicated they are doing more research as part of their trip planning. In the 2002 survey, respondents reported using an average of **three information sources** when planning travel. In 2017, that **number increased to 10.5.** – Phocuswire
- More than **5%** of all apps are travel apps and the average travel app loses almost two-thirds of users, **64%, after 30 days.** The percentage rises to **78% after 60 days**, and **82% after 90 days.** – Phocuswire
- **61% of travel enthusiasts find things to do on Instagram while they're traveling**, with the platform offering more insight into local cultures and traditions, helping them get a more specific, immersive travel experience. – Social Media Today

Supporting information

03



Megan

traveler

Megan loves to travel abroad and learn about new cultures but she gets overwhelmed with all the sources of travel information out there and does not know which is a reliable source.

Use cases / user stories

- As a traveler, I want to have a travel profile that highlights the places I have travelled to.
- I want my profile to include statistics such as
 - ◆ Number of trips I took this year
 - ◆ Number of countries visited
 - ◆ Number of cities visited
 - ◆ Number of nature trips I did
 - ◆ Number of forests I visited
 - ◆ Button to indicate my favorite places

Use cases / user stories

- As a traveler, I want to share the activities I engaged in during my travels so that any other traveler travelling to that place can reach out with questions if they have a similar interest.
- Other travelers can admire my pictures performing those activities which may pique their interest as well.
- As a traveler I can list the activities I engaged in during my travels such as:
 - ◆ Select activities such as - hiking, backpacking, forest therapy, skiing, snowboarding, swimming, surfing, snorkeling, rock climbing, walking, kayaking, running, cooking, dancing, yoga, meditation, food, etc.
 - ◆ Fields for season and year in which the visit was made

Use cases / user stories

- As a traveler, I want to be able to share a unique travel experience I had during my trip
- User does not have the overheard of having to be a seasoned blogger to share their experiences. The platform will have capabilities that make it easy to type up and share a travel experience seamlessly and allow easy upload of photos.
- Experience should have accompanying fields to indicate season, year and location of the experience so that other travelers looking to visit the same place or just looking to read about someone's else's travel can easily find this information.

Use cases / user stories

- As a travel platform provider, I want to be able to showcase and feature selected unique travel stories each month.
- Experiences should allow categorization by activity if desired by the user. For example, have a section for forest bathers to share their unique forest bathing experiences in different parts of the world.

Use cases / user stories

- As a traveler I want to be able to reach out to other travelers who have visited a place I am planning to visit or alternatively reach out to locals from that place who can have unique recommendations for me.
- The platform should have a community of travelers who can answer commonly asked questions on travel, culture, food, activities, etc and share recommendations.

Solution Proposal



Solution description

The travel platform is a web application that allows travelers to maintain their own travel profile and track previous trips, photos, activities and stats as well as share their unique travel experiences with other travelers. Travelers will have personal access to a community forum to ask questions on activities, culture, food and traditions to other travelers or locals to help them plan their travel better. The platform will allow sorting by place, activity, season and time to help travelers find information that is most relevant to them. The sharing of travel experiences allows travelers who are not seasoned bloggers to explore their creativity and share their unique experiences without the overhead of creating and maintaining an independent travel blog site.

Why it's better than existing solutions

- Existing solutions focus more on a booking travel adventures and less on experience sharing.
- The few competitors that focus on travel sharing have poor quality execution and lack establishment of a successful community forum and traveler activity.
- There is a lack of a single platform that is a recognized name brand with an established reputation for sharing travel experiences or a known travel community which makes this a unique opportunity for our travel platform to fill this gap.
- Social Media apps, while popular, lack focus on travel specific content which could be an opportunity for serious travelers who want to take their love for travel to the next level by sharing with a community and becoming known as travel experts. This gives anyone with the desire to share their experiences a single platform without having to deal with the hassle of building their own blogging/community solutions.

Competitor Analysis

- **Atameo** - Used to be a competitor who allowed users to share travel experiences but now they have changed to mapify and only focus location based travel map creations.
- **Photler** - focuses only on travel photography and hence is different from our product offering.
- **travelerspoint** - Has a community forum but does not function as a platform. Information is disjointed, community connections seem disconnected and generally requires a lot of searching and not good sorting options. Quality of execution is poor.
- **Traveldiariesapp** - Allows travelers to share their experiences but no provision for building a community forum.
- **Tripoto** - Initial impressions looked like a competitor but turns out they are more of a travel agency that lets you book activities.

Anticipated Challenges

- Lack of user awareness
 - Proposed solutions - Identifying marketing mediums on popular travel sites like TripAdvisor and Lonely Planet
 - Identify popular travelers with successful blogs and provide them with premium incentives to evangelize and promote the platform
 - Identify key locations and find travel evangelists in those locations to promote the platform.
 - Find evangelists in travel meetups
 - Garner support from travel companies like Airbnb, Tripadvisor, Hotwire
- Lack of incentive to move from popular social media like Instagram and Facebook to a travel focused platform
 - Allow integration and sharing of the travel platform with apps like Facebook to drive 2-way traffic and use them as a promotion medium for the app.

Wireframes

Chad Khanna

I love to travel



Activities



Favorite Trips

Hiking

Countries visited

Biking

Trips last year

Surfing

Forests visited

Experiences Shared

Placeholder text for the first shared experience.



Placeholder text for the second shared experience.



Travel Community

Travel Experiences

Select location from world map



Ask Me Anything

How to I take my dog with me to Fiji?

How do I get a SIM card in India?

What is the best travel insurance?

Next Steps

Next steps?

- Define MVP of travel platform for the first build phase.
- Build MVP and conduct user testing. Fix bugs.
- Come up with launch plan.
- Focus promotions in keys locations and find evangelists in those locations.
- Marketing, launch, promotion and support
- Gather user feedback and pivot as necessary
- Iteratively release new features using an Agile approach.

Questions?
