

Process

- Itch to travel
- Where to travel to?
- Who to travel with (alone, friends, family or group)?
- Is location predetermined or open to requests?
- Is it budget travel, luxury or something in between?
- Organizer finds group accommodations
- Organizer invites input from group
- Group decides on location
- Organizer sends travel pricing to group
- Group also looks for pricing on their own
- Group pays for destination
- Group buys things for trip
- Group leaves for trip, together or independently
- Group arrives in location
- Group arrives at accommodations
- Group is notified of departure details
- Group rates trip
- Group sets notifications to find similar trips
- Group sets this as an annual event

Thoughts & Feelings

Excited, I want to get away and I don't want to go alone.

I don't want to spend a lot of money and nor can my friends.

I'm going to organize it and want everyone's input, but I make the final decision.

Frustrated, that I have to search numerous websites to find flights and different travel options.

Satisfaction, everyone paid for the accommodations.

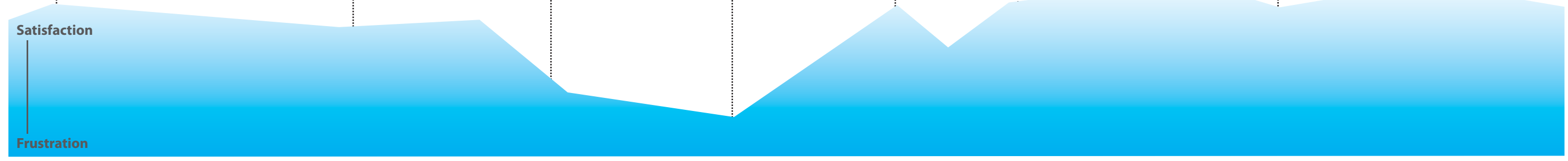
Joy, it's final time to go!

I'm here, did everyone arrive yet?

I'm bummed, we had so much fun, I don't want to go.

Let's do this again next year!

Emotional Experience



Journey Phases

Inquiry	Comparison	Invite	Purchase	Experience	Depart
Inquiry is the inception point for going on a trip. It may be your own idea or someone else's. If it's some one elses, everything could be planned and your job is to respond yay or neigh. Otherwise, it's the point where you respond with suggestions to where to go and stay. For invitees, this is your chance to influence trip planning.	Comparison is where the work starts. Locations are researched to find the right destination, along with accommodations. Multiple websites are visited to locate the most affordable modes of transportation. If the right destination, transportation and accommodations can't be found, users may go back to inquiry.	Invite friends and family after a consensus has been achieved, or be bold creating your own trip giving your friends the opportunity to commit to it or reject it with no input from others-what you see is what you get! This is also the point where you'll see the highest drop off point if people haven't been involved in the process.	Purchase transportation tickets and accommodations have been paid for. This can be a high emotional point or low point depending on the costs. Up to this point there may have been hours spent finding the right place and getting people on board.	Experience the pleasures of the trip. Consider the experience the reward of all the planning that went into it. Also saving money is still top of mind. Wahdle's job in phase is to offer money saving activities and dining promotions not from tourist spots, but where locals shop and eat. Most likely this is where the best deals will be found.	Departing should be as smooth and painless. The focus customers have now are packing, settling any outstanding bills and getting to the airport, train station on time. It's a stressful time and Wahdle should provide tools and features to reduce stress in ways to help them relive their trip.

Opportunities

SEO is to be a key factor in findability. High attention needs to be given to keywords associated with group travel.

The landing page should have two calls to action, one for group organizers and the other for single travelers looking to join a group and save money.

This is the area where Wahdle can innovate. Provide customers an easy way to search, review and select trips based on group pricing. Provide tools that add value to planning a trip such as to do lists, APIs from Zipcar.com, Grayhound and Amtrak.

The invitation page is where you wow your friends of the essentials. Add local deals and view local events to make the trip more memorable. The invitation is sent via email. Users can pull in videos, photos of the destination.

Strike a balance between recommended add ons. Simplify the process and set the expectations to forthcoming notifications. Delight and surprise customers by sending gift bags and luggage tags.

Provide alerts to the group when people arrive with chat feature. through the app. At the destination send local group deals customized to the group's interests. Notify the group of local posts from other Wahdle customers about the good, the bad and the ugly.

Help the group wrap up the trip with hotel receipts, checklists, flight times, and easy checkout tools through the app or web. Offer group to rate trip and amenities.

After the trip, send a thank you card with a discount on the group's next trip.