“Not All Those Who Wander Are Lost”[1]

Studio Theme: Adventure

Problem Domain: Travel and Tourism

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1. Lord of the Rings

TripIt

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Problem/Solution Overview

Problem: Group travel is time consuming and challenging to coordinate even amongst the closest of friends.

Solution: We help friends coordinate the logistics of group travel with minimal time and hassle.

Value Proposition

Seamlessly plan and book group travel

Three Tasks

1. Create and share the trip (medium)
2. Vote on undecided features (complex)
3. Plan and book flights (simple)

Video Storyboards

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Scene 1

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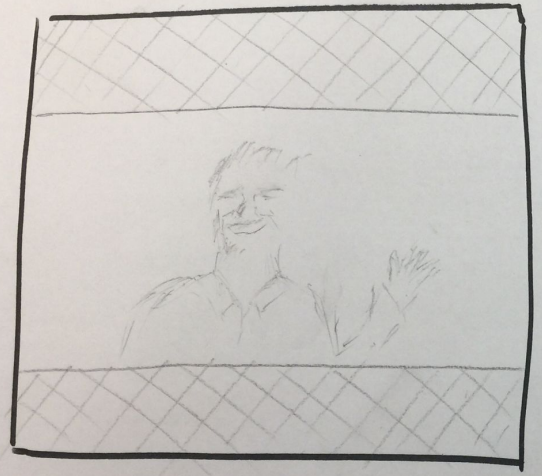
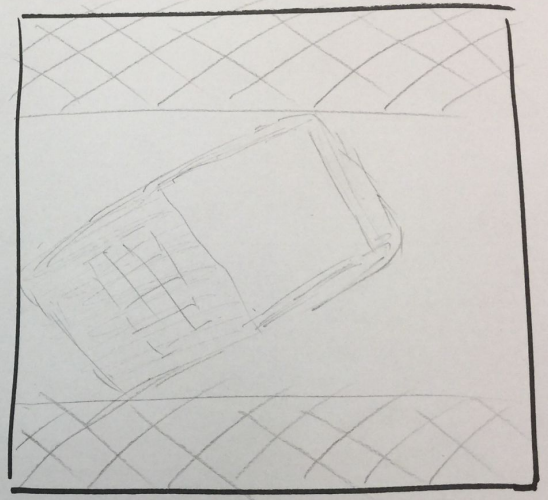
1.

SCENE 1:



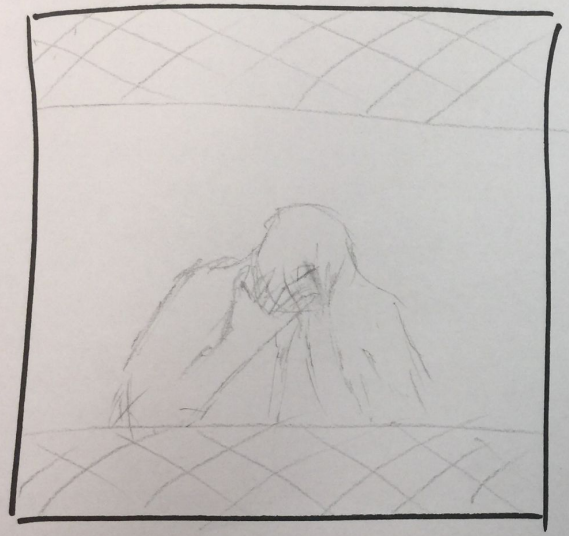
- INTRO TO MAIN CHARACTER, ERIC
- TEXT ON SCREEN: ERIC IS PLANNING A TRIP
- AGGRESIVE MUSIC



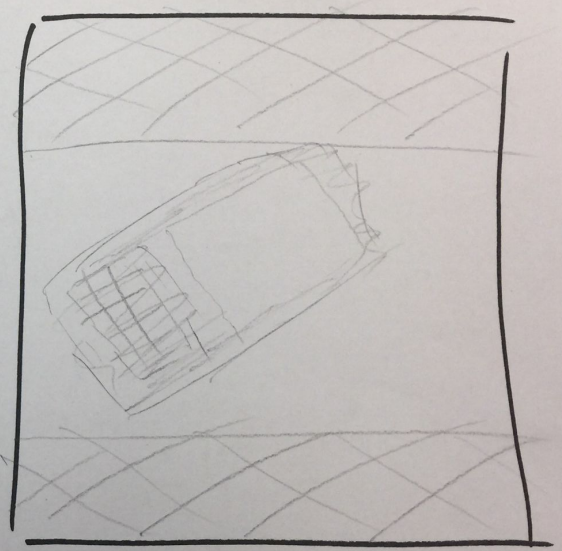
- SHOW ERIC TEXTING W/ FRIENDS
- TEXTS GET INCREASINGLY FAST
  - 2x, 5x, 10x
- FLASH IN ELAPSED TIME TO SHOW PAIN

1.

Scene 1: Continued



- Eric in chair w/ look of exasperation
- Text on screen: Eric has had enough
- Music speeds up to show frustration



- Eric texts his mom for advice
- She suggests TripIt
- Music drops and TripIt is introduced

Scene 2

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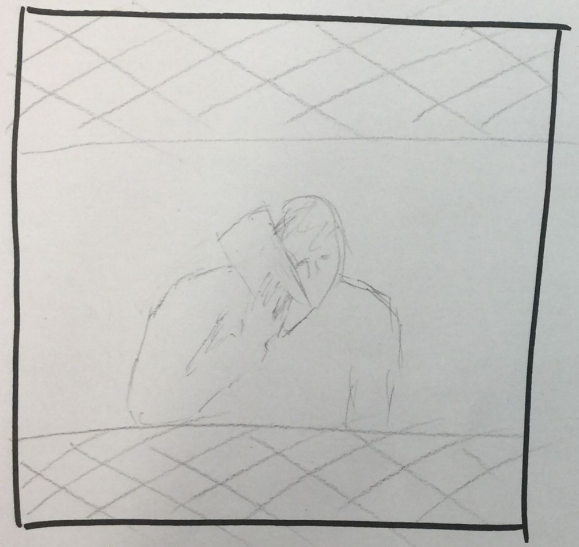
1.

SCENE 2:



- ERIC CALLS HIS FRIEND ADAM WHO HE WANTS TO TRAVEL WITH
- SUGGESTS TRIPIT FOR PLANNING (SUBTITLES)

- ADAM SETS HIS PHONE DOWN TO OPEN APP
- SIGH OF RELIEF ON ADAM'S FACE
- RELAXING MUSIC BEGINS

Scene 3

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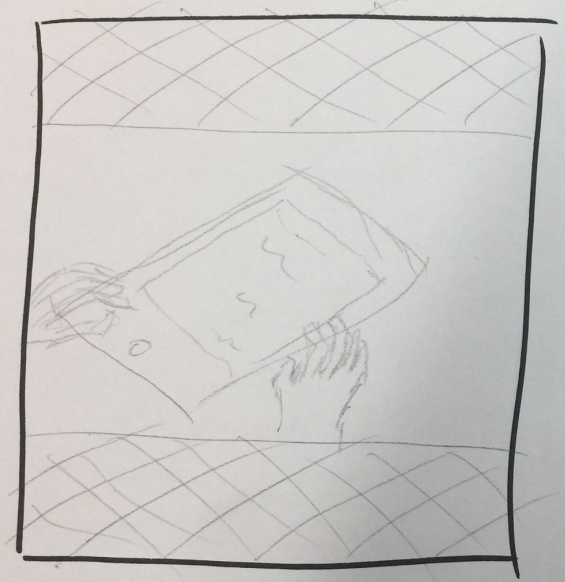
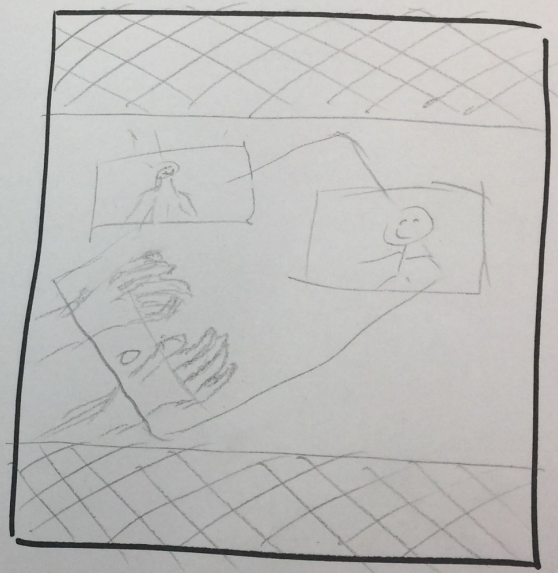
1.

Scene 3:



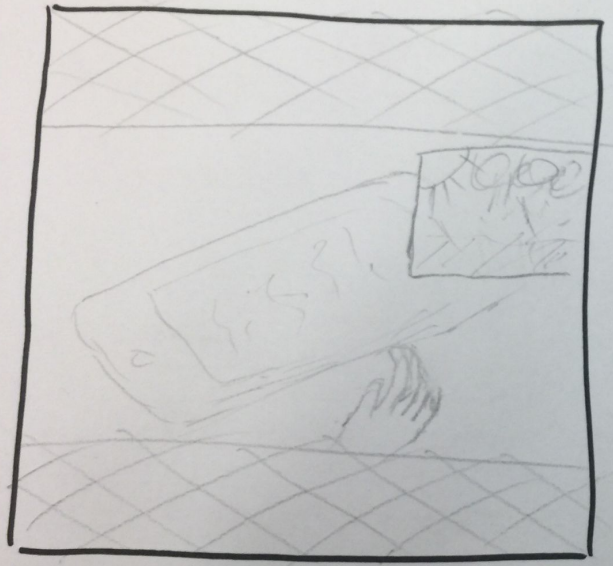
- Adam begins to create trip w/ details
- Speed of video indicates ease of use



- Adam adds friends and pics appear on screen of past travel
- Emotional connection to app

1.

SCENE 3: CONTINUED



- ADD DESTINATION AND VOTE.
- PICTURESQUE LOCATIONS SHOWN ON SCREEN

- ONCE BOOKING IS CONFIRMED, ADAM CHEERS
- YOU CAN SEE HAPPINESS AFTER FLIGHTS ARE PURCHASED!
- GO TRIPIT!!!

Video

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Thanks!

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