



CROWD POWER: TRAVEL PLANNING

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OUR TEAM



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PROBLEM DOMAIN

**How do you use the
power of crowds to plan
travel?**

NEEDFINDING

METHODOLOGY

- Sought out different types of travelers in our network
- Reached out to a business traveler (via Google Hangout), a Boston tourist visiting Stanford (in person), and an international Stanford student (in person)
- Looked for individuals who love to travel, with varying levels of anxiety and enjoyment around the travel planning process
- Asked about recent trips and how they planned, what tools they used, how they recap trips and what parts of this process are frustrating or challenging to them

PARTICIPANTS



STEFAN, 20

- Junior, Computer Science at Harvard
- Enjoys travelling



KATIE, 29

- Tech savvy, Business Traveler
- Travel lover
- Source of travel recs



NICO, 20

- Chilean Stanford junior
- Budget traveler

RESULTS

ITINERARY IS KEY: WHAT WILL I BE DOING?



- Travelers want to have a plan when they visit a new place
- Varying degrees of comfort with doing the planning process themselves
- Most expressed interest in a combination of structured and spontaneous activities

OPTIMIZATION: AM I HAVING THE BEST EXPERIENCE POSSIBLE?



- Participants referenced anxiety over choosing the best possible sights and activities
- One cited wanted to avoid being “that tourist who visits SF and just sees Fisherman’s Wharf” when she travels
- They feel responsible if their travel partners don’t enjoy the experience as well

LOCAL KNOWLEDGE: I WANT TO SEE THE “REAL” CITY



- Trust is a key issue: they want locals to validate site choices
- Belief that only locals can direct them to the best spots in a new city
- “I want to focus on what’s unique to a city” (eg flower gardens in Vancouver)

ANALYSIS

EMPATHY MAP - POWER TRAVELLER

"I want a local expert to suggest or validate plans"

"I never trust hotel concierge recs"

"I don't want to feel like I'm falling in line with tourists"

"I want to find the 'real' culture of a city"

"Sometimes things get lost in email threads. Need to recap often"

SAY

Animated, engaged. Clearly loves traveling and loves reliving memories

Raised her finger to emphasize point about trust.

DO

Locals are the best avenue to really discovering a city

Travel is more rewarding when you go deeper.

Surface-level highlights don't give a true impression of a city.

THINK

Sense of trust in the advice of people who live in a city

Frustrated by sharing recommendations with friends

Fear that if planned on her own, she'll miss out.

Deep love for travel and exploring the world

FEEL

EMPATHY MAP - TRAVEL LOVER, PLANNING HATER

"I like having a plan, but don't like making it"

"I don't know what to look for or who to trust"

"Planning is too time intensive, vacation should be relaxing"

There are **too many options** when looking for things to do

Planning things that are close in distance to other things is difficult

It is hard to have the **responsibility** of pleasing everyone

SAY

THINK

Shrunk back and made it clear that he seemed anguished

Overwhelmed from all of the choices

Stressed from trying to please others

Confused from not knowing what is a tourist trap

DO

FEEL

EMPATHY MAP - BUDGET TRAVELLER

"I wanted to save money for Stanford- plus, I enjoy biking."

"When I saw the gardens, I understood why my friend came here to study horticulture."

By biking, he got to see Vancouver in a more intimate and interesting way

SAY

THINK

When he got back to Stanford, visited gardens to relive what he loved about Vancouver

Nostalgia for a nice traveling experience

Attachment and fondness for Vancouver and it's gardens

DO

FEEL

SUMMARY

- Travelers need a way to plan for and discover the best possible experiences when in a new place
- Helping them easily surface the “true” sights of a city would be powerful
- Enabling power travelers to easily share recommendations and for others to easily find the best cultivated recommendations could be impactful