



# **Day Trip Travel Planner**

Research Presentation

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# Project Background

Keywords: Covid-19, travelers



# The “ask”



Keywords: Covid-19, travelers,  
new opportunities

# Learning Objectives



Keywords: how, why, experiences, expect

# Methodology

## Competitor Analysis

### 9-SURVEY SCREENER

Google form

### 6-INTERVIEW

Phone calls

Keywords: interview, feedback




# Key Insights part 1

Competitor Analysis

Keywords: Tripadvisor





## Competitor Analysis

About :

Plan and book your trip, with millions of travel recommendations and reviews from travelers like you on hotels, must-do experiences, top places to eat and

Product Features:

booking hotels and flights, vacation rentals, restaurants and travel forums, and Things to do

First Impressions of Product:

Plan your vacation and book a trip, with millions of “trusted” travel recommendations and reviews from travelers

The opportunities :

1. I see that they more focus on providing well-know travel places—like big cities, popular tourist attractions. They neglect that there are many vacation hidden gems places also valuable and marketable to be explored.
2. They did not provide enough travel restriction information for Covid-19 at your destinations

# Key Insights part 2

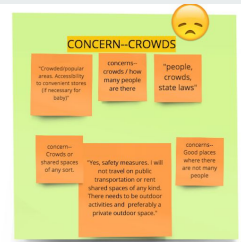
Users Interviews Synthesis Report

Keywords: interviews, report

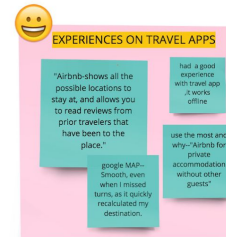




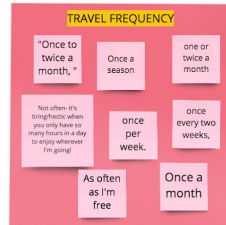
# Sort and cluster the data With affinity mapping



don't want into the crowds



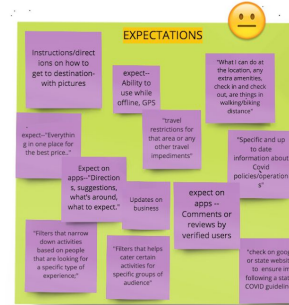
good experiences on apps



ONE / TWICE A MONTH



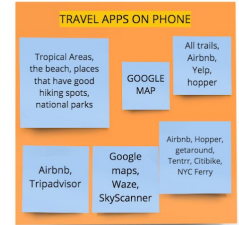
drive, not shared spaces, pack less




COVID INFO, ACTIVITY FILTERS BY TYPES/SPECIFIC GROUPS, OFFLINE GPS, COMMENTS/REVIEWS BY VERIFIED USERS



reviews are crucial, should be verified



WHAT ARE THEY USING



## Summarize into an insight

They don't want to travel to crowds

Travel restriction information at destination is important before planning their trips

All my participants look up comments or reviews, but some of the them don't 100% trusts reviews/comments. A reliable and valuable review/comment should be provided by verified users.

### Quote:

*"Filters that helps cater certain activities for specific groups of audience (i.e. activities that are more suitable by age- family friendly or if it has a lot of walking and is less likely to be accessible for elders etc.). Filters that narrow down activities based on people that are looking for a specific type of experience; some people care more about seeing landmarks and checking off bucketlists, some are more into cultural/local experiences, and some are just there for the food and drinks!"*

# Opportunities

Outcome: There is a new opportunity for daytrip travel market. People can easily plan a getaway for a breather from working from home/office.

Quote from interview:

*"When something is taken away from us is when we realize how precious things can be. As we are locked in our houses, when our freedom of traveling are taken away from us and with the time we have in our hands, the desire to travel becomes extremely strong."*

Keywords: new, markets

