

# Collaborative Travel Planning

Stage	Budding Idea	Planning	Research	Collaboration	Scheduling
Activity	Browsing on Instagram and comes across an “instagrammable” location and shares post with Facebook group chat with friends about potentially visiting the Vietnam.	All 6 friends in the group are excited about the prospect of going to Vietnam and agree to a set of dates that works for everyone.	Everyone starts doing research on prospective areas and places in Vietnam. All information is compiled into the Facebook Messenger group chat for discussion.	Once there’s an overwhelming agreement in the group chat, the information is moved from message history to Google Sheets.	Itinerary and information is organized for collaboration with all information that is needed.
Touchpoints	See a post on Instagram	Chat Group via FB Messenger	Multitasking between Google Search, Google Maps, Instagram, and Facebook Messenger to gather information and see what everyone wants to do	Google Sheets and FB Messenger	Google Sheets
Emotional State	<p>The Emotional State row features a dashed line with five smiley face icons. The first icon is a heart-eyed smiley (😍), the second is a happy smiley (😊), the third is a neutral smiley (🙂), the fourth is a sad smiley (😞), and the fifth is a frustrated smiley (😡). The line starts at the Budding Idea stage and ends at the Scheduling stage, showing a peak in excitement during the Planning stage and a decline into frustration during the Collaboration and Scheduling stages.</p>				
Expectations	Thrilled and inspired after seeing a nice photo	Excited to plan dates for a potential trip	Happy to find information for travel location, realizing it’s hard to keep track of information	Happy to discuss trip, frustrated with looking through chat history to move information to Google Sheets	Information is compiled, but Google Sheets is not as user-friendly and intuitive.
Opportunities	Easily obtain pictures from locations for inspiration	A platform for a collaborative planner	A centralized search engine dedicated to traveling incorporating reviews and images from social media that can be searched by location	A platform for a collaborative itinerary for web and mobile	Less manual work for itinerary organizing