	I have a short list of places	I figure out where to go	I figure out who is going
Needs	• I need to choose one place.	• I need to know which places I will enjoy most. • I need to know which places I can afford. • I need to know which places will be most convenient.	• I need to know who is going with me. • I need to know when they can go. • I need to know what others will pay. • I need to know what others like.
Thoughts+Feelings	• I'm excited to choose one place. • I'm unsure of where to go.	• I'm confused about where to go. • I am overwhelmed by all the information. • I am frustrated that I can't find the info I need.	• I'm excited to travel with others. • I am frustrated that others aren't giving me the info I need. • I'm worried that people will back out.
Barriers	• I don't have enough time. • I think the trip is too far in the future. • I am not sure how much money I have.	• There's too much irrelevant information. • I can't find the information I need. • There's too many places to choose from. • I don't know info about who or when.	• I don't have others' schedules. • I don't have others' approval. • I don't have info on where or when.
Touchpoints	• People • Advertisements • Television shows • Blogs	• People you are traveling with • People who have been there • Blogs • Travel books • Booking sites • Travel review sites	• People you are traveling with
Content	• List of places	• Prices • Reviews • Descriptions • Recommendations • Pictures • Comparisons • Maps	• Prices • Schedules • Lists of who's going • Descriptions • Preferences
Features	• Price range filter • Review aggregation • Trip category filter	• Price range filter • Review aggregation • Trip category filter • Maps • Email everyone • Collaborative commenting	• Email everyone • Collaborative commenting • Collaboration roles • Polls

I figure out when to go	I research the basic components of the trip	I book the basic components	I research activities and make an itinerary
• I need to know when I am available. • I need to know when it is cheapest to go. • I need to know when it is best to go to this location. • I need to know when there are events.	• I need to know the cheapest way to get there. • I need to know where to stay. • I need to know how to get around. • I need to know prices of big activities. • I need to know about major events. • I need to keep track of what I've seen. • I need to keep on track with planning.	• I need to decide where to book. • I need to commit to plans. • I need to feel I am getting a good deal. • I need to trust the site.	• I need to know what activities to do. • I need to know when I will do activities. • I need to find good advice. • I need to know what everyone will enjoy most. • I need to keep all my stuff organized. • I need to know what I can afford.
• I'm frustrated that I don't know when I can go.	• I'm frustrated by changing prices. • I worry about missing a deal. • I am frustrated that it's too expensive. • I am confused by so many choices. • I am frustrated by the lack of choices. • I distrust the information I'm getting.	• I feel relieved that my plans are made. • I feel guilty about spending money. • I worry that I'll find a better deal later. • I worry I made the wrong decision. • I distrust the information I am getting. • I am not sure I'm getting a good deal.	• I am relieved that things are booked. • I am overwhelmed by the choices. • I am disappointed by lack of activities. • I am frustrated trying to fit activities in. • I don't know how to organize. • I am satisfied completing my plan.
• I don't have my schedule. • I don't know enough about where I am going. • I don't have info on who or where.	• There is too much information. • There are hidden costs/high prices. • I lack confidence, time, information. • I procrastinate. • I miss out on a good deal. • I can't keep track of what I've seen.	• The prices have changed. • Things have sold out. • I don't have money. • Other people haven't decided. • I lack confidence. • I haven't been able to keep track of prices.	• Things have sold out. • I don't have enough time/money. • I'm not sure what will be fun. • People all like different things. • I can't keep my research organized. • I can't get any good advice. • I can't choose! • There's nothing I'm interested in.
• People you are traveling with • People who have been there • Blogs • Weather sites • Travel review sites • Travel books • Booking sites	• Travel review sites • People you are traveling with • People who • have traveled • Forums • Blogs • Booking sites • Activity sites	• Booking sites • People you are traveling with	• People you are traveling with • People who have been there • Booking sites • Travel books • Blogs • Travel shows • Review sites • Activity sites
• Prices • Reviews • Weather • Events • Descriptions • Pictures • Recommendations • Schedules	• Prices • Reviews • Events • Descriptions • Pictures • Price history • Research history • Recommendations	• Prices • Price History • Research History	• Prices • Curated plans • Pictures • Recommendations • Reviews • Events • Maps
• Email everyone • Research history • Automatic schedule maker • Email everyone • Polls	• Reminders • Maps • Progress bar • Travel package • Research history • Price range filter • Price history • Reviews • Trip category filters	• Progress bar • Travel package • Research history • Price history • Badges • Book everything at once button • Share travel package • Export & print	• Plan viewer • Research history • Maps • Travel package • Automatic schedule maker • Price range filter • Reviews • Itinerary suggestions • Trip category filter • Polls