SCF APP **EXPLORE** WATCHLIST PROFILE SEARCH COMMUNITY Open question(s): can you search for antyhing? (any words but also any type of content (travel guides, deals, tips) (Probably not a menu tab, **Business objective:**Help users find the content that they are looking **Business objective** but worth mentioning) learn more about a user travel preferences Learn more about a user **Business objective** for (by allowing them to search for anything or serve users the best deals to the places they Help users manage their Inspire people to consider: want to go to preferences(?) suggesting search options). prompt users to turn on notifications Nudge people to upgrade a destination Why are users here? Nudge users to upgrade membership their membership an upgrade Find what I am looking for. a contribution (CTA to fill in more of their profile, share a trip, Why are users here? Why are users here? or the fact that they booked something) Bucketlisters have a better idea of what they are To see if there is any active deal that they To change/update their looking for (therefore performing more specific search queries) than serendipity travellers can consider buying travel preferences (what A mix between a storefront and a crossroad to the world To edit their watchlist preferences they inserted in the onboarding) Why are users here? Potential user painpoint: Too many or too little To view or update their Bucketlisters: want to quickly be sent to more content or an content on this page. How can we help serendipity travellers to know what to save in travel history (not a RESULTS active deal on a location they have their eyes on recurrent case) "I'll check this right away" their watchlist? To view their saved tips Serendipity travellers: are in discovery mode and want to be **Business objective:** Potential painpoint: How can we make profile "Oh Costa Rica, why not..." leave towards another page building a fun experience? (record data to understand user preferences) For both: Scott is like a personal shopper, he has a hunch about what I am interested in Users point of view: Find what I am looking for. Potential user painpointContent overload: good to use hierarchy/design to Bucketlisters "yes, that's exactly what I want" Serendipity "This will do/I am curious about this" differentiate content types Potential user painpoint: Can there be too many or too little search results? if too many: help filter if too little: suggest alternatives (ops, your search did not give many results, but here is some additional inspiration or suggestion for your search) ROUTE (AKA DESTINATION) COLLECTION OF DEALS HUBS DEAL TRAVEL GUIDE **Business objective Business objective:** Business objective (in order of importance): **Business objective Business objective** Display active deals position SCF as a · (with active deal) give users enough info to help them make up Show users more deals Help users filter Show details of a deal trustable brand that has that they may find their mind and decide "is this a route and price for me?" Allow users to book Upsell more content than just (without active deal) suggest other airports options interesting. Create destination desireability (by showing community tips, Let users notify SCF if Why are users here: help users learn more Why are users here: destination core info etc.) they have booked the To undersatnd what is about travel in its not be here often broadest form (from · (with active deal) create urgency by displaying how many geographically near (near eachother or near because the watchlis destinations, to car people have booked the deal (? can this be accurate ?) should be the first rental, to deals etc.) a destination they are educate users about what to expect when they leave SCF for place they go toSerendipity travellers planning to visit) Why are users here: "oh actually Stockholm Data collection: Understand more about a user preferences b may have some or no to find out more about a "save" or "I've been here" (and potentially aggregate those data and Oslo are not that travel parameters and topic that interests them to show popular destinations) are trying to make up To understand if/how Upsell membership their minds Potential user pain point: Give users an excuse to open SCF even after they booked they can combine This content is perfect for a destinations, or fly to an Potential user pain newsletter, but may be a Why are users here: airport nearby what little hidden in the app: • (with active deals) to understand the details of a route & price they thought of "if I content onverload: how may we help these (and decide if leaving to google flights) take 10 days off I can what could be useful guides to sourface at the (without active deal) to understand more about a destination cross both Stockholm filtering parameters they are curious about - could be practical characteristics (I and Oslo from my for deals? (deal rarity, bucket list" need a Visa to ender this country) or tourist qualities (does this price point, time availability). Explore To solve: location is all about the food or does it have a lot of beaches?) should travel guides have a Potential user pain point: (without active deal) to understand where else they can depart how design can help community element to or land that is close enough to that destination. Users could be users understand them? can users disappointed because they more about a deal talk/comments on them? (with active deal) To share a deal with their friends/family and don't find a deal even with departing/landing from the help the collective decision could this page be (with active deal): to share with the world that they booked airport they want to. perceived as too -> turn this into an To start building a wishlist of locations to travel to similar to the To save a community tip that they find occasion to build a watchlist - how can (to realise that they want to upgrade their membership) watchlist or be notified we differentiate (and perhaps use some them? humor when the user gets to the end of the page?) Potential user pain point Internal question: too much information on this page. Looking at the client Figma, could there be a "quick **Client question:** this page is part travel guide, part route/deal explanation, part explore" deal option booking help Do hubs always have allowing users to get a active deals (one or more)? few more details about Client recommends to check Public as a reference (it is not the deal, without leaviing available in Europe though) the deal collection page? not all locations have a destination page. Where/how will routes to those destinations (and deals) be visible? Example: Ghana many routes will never have a deal. How can we help users avoid the feeling that SCF has nothing for them (and gude them to a find more destinations/routes/deals? SHARE track the sharing, so they can see if it worked as a user help users quickly check with their friends/family/partner if the deal/route details work for everyone Potential business risk: that this is used not from "normal users" but from travel businesses/pages for their own acquisition purposes Why are users here cause they want to quickly check with their friends/family/partner if the deal/route details work for everyoneto let a friend/family member know about a deal that they may be interested in ("Hi Anna, didn't you say you were dreaming of going to Tokyo the other night? I just saw this deal that could be perfect for you")

What are the exact rules for sharing? What gets a custom share

what exactly is shareable? A deal. A destiination page. Is a route

Can the receiver from the share view the deal if they are not

is there a difference in what you share that can help the

e.g. if it's a really rare deal or a mistake fare, how can we put

pressure on the person receiving the shared asset?

do we really need a more "thought through" sharing

functionality, if people can anyway take a screenshot?

and what gets a standard share?

shareable if there is no active deal?

receiver make up their mind?

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