

# TravelBuddy

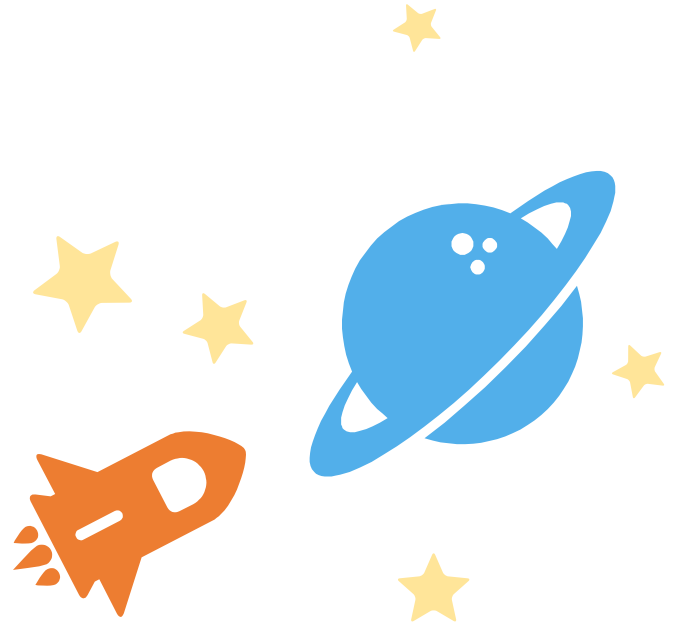
✈️ expedia group™

Providing Expedia customers with a more  
human-centric travel experience.



# Human Interaction

Often the booking stage of a holiday focuses on cost and utility.



# 1. The Problem Space

A different approach to driving more sign-ins and sign-ups on Expedia.com.



# The Problem of Signing In

- Personalised experiences offer higher customer satisfaction
- Data helps us know the customer better
- Data sharing is a two-way street  
Personalised experiences can only be offered when a customer is **signed-in**.



# Leveraging Expedia data to connect travellers

We wanted a solution which provides additional value to our customer by connecting **like-minded travellers** which encourages signed-in use of expedia.com.



# Solution: A new portal on expedia.com

## TravelBuddy expedia group™

A add-on subdomain to Expedia.com accessed via Manage Trips tab.

## Journey

Connects users leaving from the same departure hub at the same time.

## Destination

Connects users who visit each others home cities providing 'local-knowledge'.

# Target audience & the stage of their travel journey

## Target Audience

- Millennials
- Social-media savvy
- Frequent travellers looking for a new experience

## Stage of travel journey

- TravelBuddy Journey:
  - Departure hubs
- TravelBuddy Destination:
  - Destination arrival
  - Holiday planning



# 2.

## Our Technical Solution

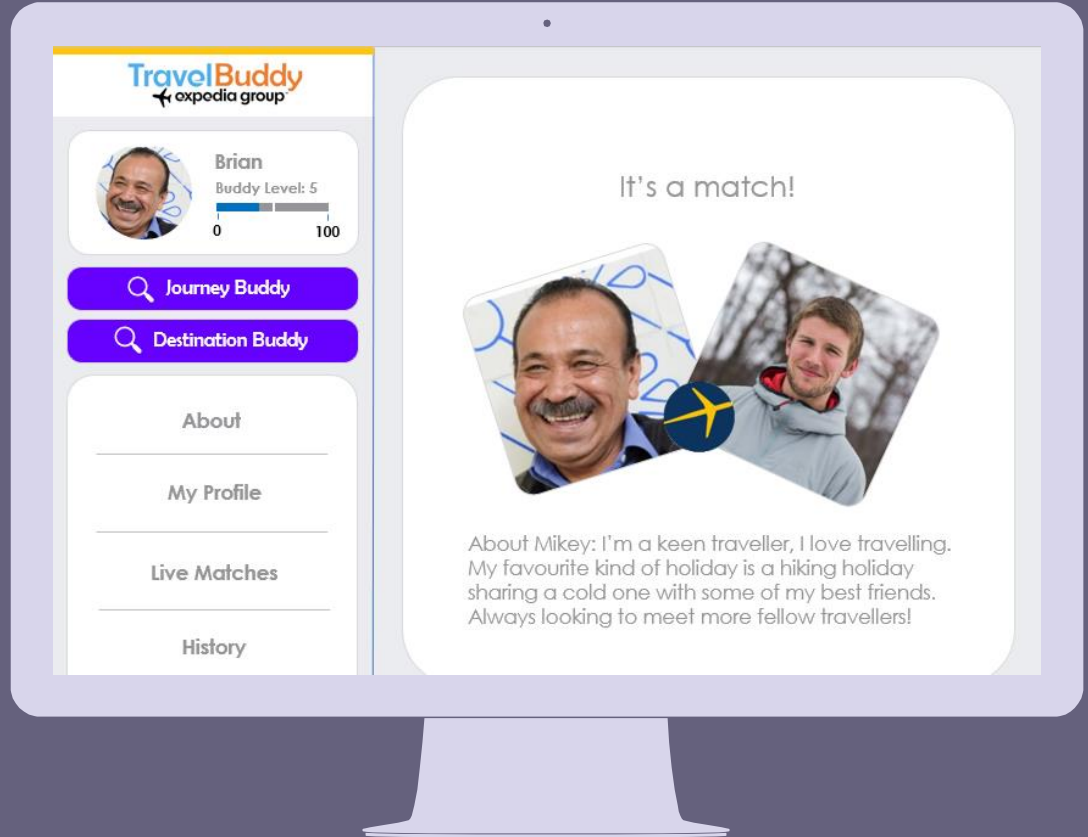
A different approach to driving more sign-ins and sign-ups on Expedia.com





# Our Solution

A website hosted on [travelbuddy.expedia.com](https://travelbuddy.expedia.com) which allows users to connect based on a matching algorithm using Expedia's data and additional data provided by the user.



# Our tech stack

## HTML

Defines the structure of the information presented in the browser and allows easy integration with Expedia.com.

## PHP

To allow the front end to communicate with the algorithm used to match buddies.

## CSS

CSS determines the style of the application content (colors, fonts, and layouts).

## JSON

Collects instances from databases to use as temporary data.

## JavaScript

JavaScript enables the interactivity of the web page for functions like button clicks.

## SQL

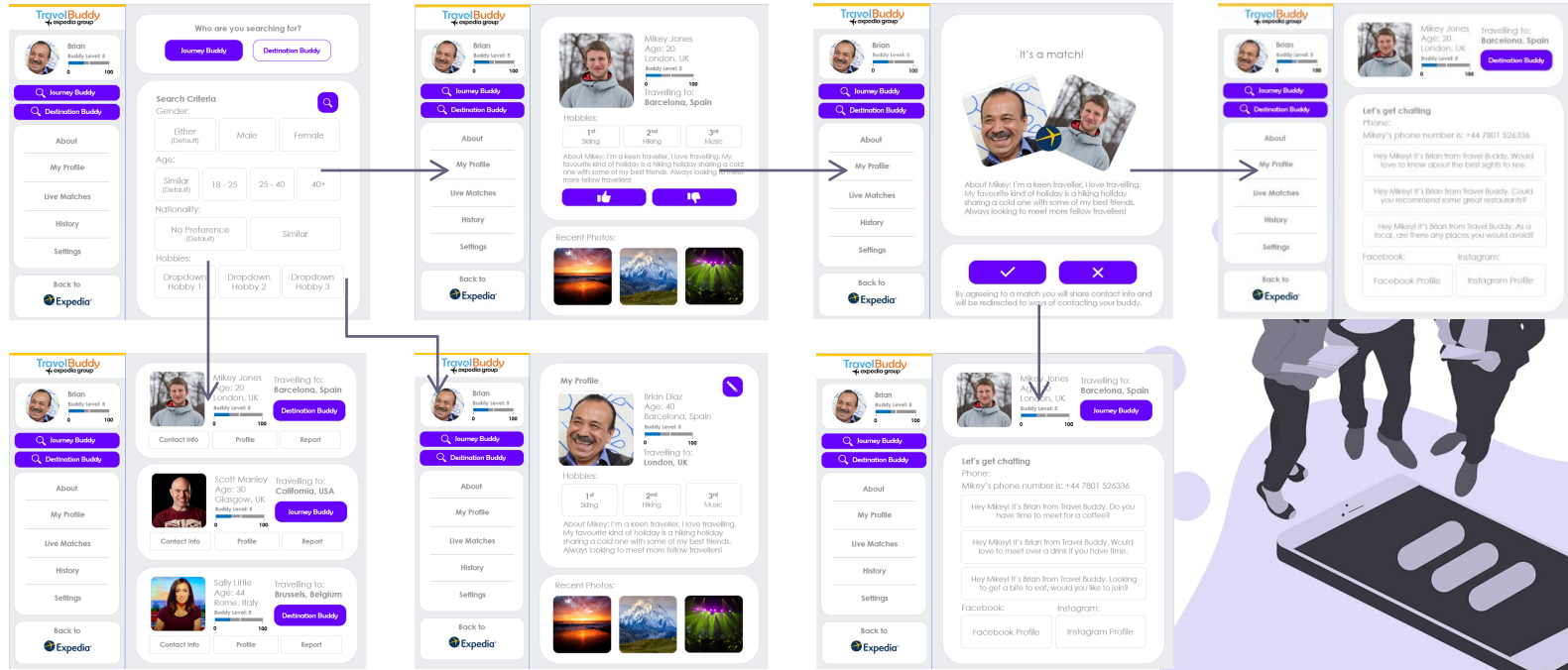
Used in finalised versions to communicate with Expedia's existing databases and speed payload processing.

# Algorithm


- Take personal details including trip states and personal details.
- Make a table of all the relevant users and do filter algorithm according to customer preference.
- Running multiple instances of the algorithm on several clusters can help scale the matching.



# Wireframes



**TravelBuddy**  
expedia group



**Brian**  
Buddy Level: 5

0 100

[Journey Buddy](#)

[Destination Buddy](#)


[About](#)

[My Profile](#)

[Live Matches](#)


[History](#)

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Who are you searching for?

[Journey Buddy](#) [Destination Buddy](#)

**Search Criteria** 

Gender:

Either (Default) Male Female

Age:

Similar (Default) 18 - 25 25 - 40 40+


Nationality:

No Preference (Default) Similar

Hobbies:

Dropdown Hobby 1 Dropdown Hobby 2 Dropdown Hobby 3

**TravelBuddy**  
expedia group



**Brian**  
Buddy Level: 5

0 100

[Journey Buddy](#)

[Destination Buddy](#)


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**Mikey Jones**  
Age: 20  
London, UK  
Buddy Level: 5

0 100

Travelling to:  
**Barcelona, Spain**




Hobbies:

1<sup>st</sup> Skiing 2<sup>nd</sup> Hiking 3<sup>rd</sup> Music

About Mikey: I'm a keen traveller, I love travelling. My favourite kind of holiday is a hiking holiday sharing a cold one with some of my best friends. Always looking to meet more fellow travellers!

[Like](#) [Dislike](#)

Recent Photos:



Brian  
Buddy Level: 5



Journey Buddy

Destination Buddy

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My Profile

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It's a match!



About Mikey: I'm a keen traveller, I love travelling. My favourite kind of holiday is a hiking holiday sharing a cold one with some of my best friends. Always looking to meet more fellow travellers!



By agreeing to a match you will share contact info and will be redirected to ways of contacting your buddy.



Brian  
Buddy Level: 5



Journey Buddy

Destination Buddy

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Mikey Jones  
Age: 20  
London, UK  
Buddy Level: 5

Travelling to:  
**Barcelona, Spain**

Journey Buddy

### Let's get chatting

Phone:

Mikey's phone number is: +44 7801 526336

Hey Mikey! It's Brian from Travel Buddy. Do you have time to meet for a coffee?

Hey Mikey! It's Brian from Travel Buddy. Would love to meet over a drink if you have time.

Hey Mikey! It's Brian from Travel Buddy. Looking to get a bite to eat, would you like to join?


Facebook:

Instagram:

Facebook Profile

Instagram Profile

**TravelBuddy**  
expedia group



**Brian**  
Buddy Level: 5

0 100

[Journey Buddy](#)

[Destination Buddy](#)

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**My Profile**



**Brian Diaz**  
Age: 40  
Barcelona, Spain  
Buddy Level: 5

0 100




Travelling to:  
**London, UK**

Hobbies:


1 <sup>st</sup> Skiing	2 <sup>nd</sup> Hiking	3 <sup>rd</sup> Music
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About Mikey: I'm a keen traveller, I love travelling. My favourite kind of holiday is a hiking holiday sharing a cold one with some of my best friends. Always looking to meet more fellow travellers!

Recent Photos:

**TravelBuddy**  
expedia group



**Brian**  
Buddy Level: 5

0 100

[Journey Buddy](#)

[Destination Buddy](#)

---

About

---

My Profile

---

Live Matches


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History

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Settings

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**Mikey Jones**  
Age: 20  
London, UK  
Buddy Level: 5

0 100

Travelling to:  
**Barcelona, Spain**

[Destination Buddy](#)

[Contact Info](#) [Profile](#) [Report](#)




**Scott Manley**  
Age: 30  
Glasgow, UK  
Buddy Level: 5

0 100

Travelling to:  
**California, USA**

[Journey Buddy](#)

[Contact Info](#) [Profile](#) [Report](#)



**Sally Little**  
Age: 44  
Rome, Italy  
Buddy Level: 5

0 100

Travelling to:  
**Brussels, Belgium**

[Destination Buddy](#)

[Contact Info](#) [Profile](#) [Report](#)

# Future Improvements

Given more time and resources:

- Fix bug preventing front and back end communicating
- Develop a mobile application for TravelBuddy
- Built-in messenger feature
- Use a fully relational database to communicate with all of Expedia's data servers





Any questions?

**Thanks for listening.**