



Sustainable travel app



Pitch for Investors

Pitch Deck

The Team

Barrel Of Monkeys

We are 5 individuals set across three different time zones, all studying UX:

Andreas Andreadis:

UX/ UI Design

Alex Bacoyannis:

Co-Scrum Master, Visual Design, Research

Lavina Chhabra:

UI and Visual Design

Ryan Oliver:

Co-Scrum Master, UX Research, Writer

Steeve Royce:

UX Design and Research



Fig.1: Singh & Sidhu. 2021. Build a community

The Problem



Fig 2: DrawKit. n.d. Nature & Ecology Illustrations

Greenhouse Gases

Greenhouse gas emissions produced by tourism, are expected to rise 25% by 2030. (The World Counts. 2020).

Tourism Recovery

Tourism worldwide is not expected to recover to 2019 levels until 2023 (Behsudi. 2020).

A Growing Trend

Sustainable travel has been a growing trend accelerated by the COVID-19 pandemic. (Hederer. 2022)

Targeting Our Audience

90% of *consumers* look for sustainable options when traveling (Expedia Group. 2022)

The Solution



Travel the Sustainable Way

EcoTravel provides a pool of sustainable options for traveling, including accommodations, transportation, and nearby activities.

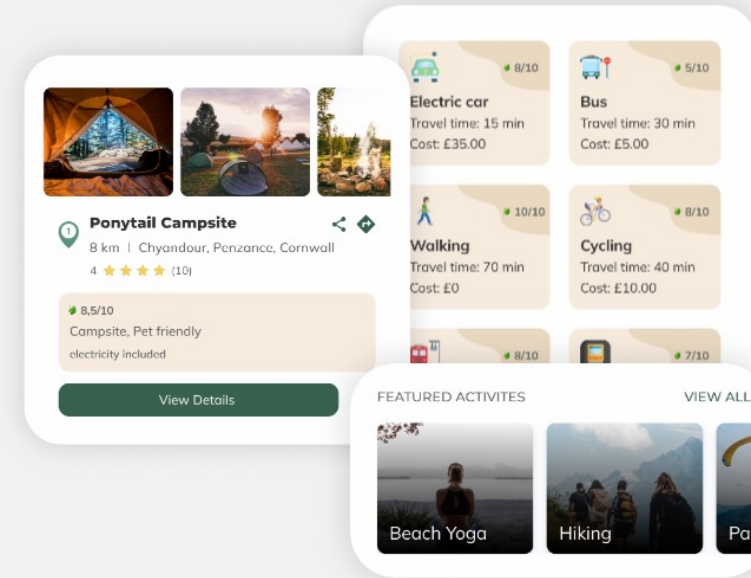


Fig 4: Group 2. 2022. Product Elements

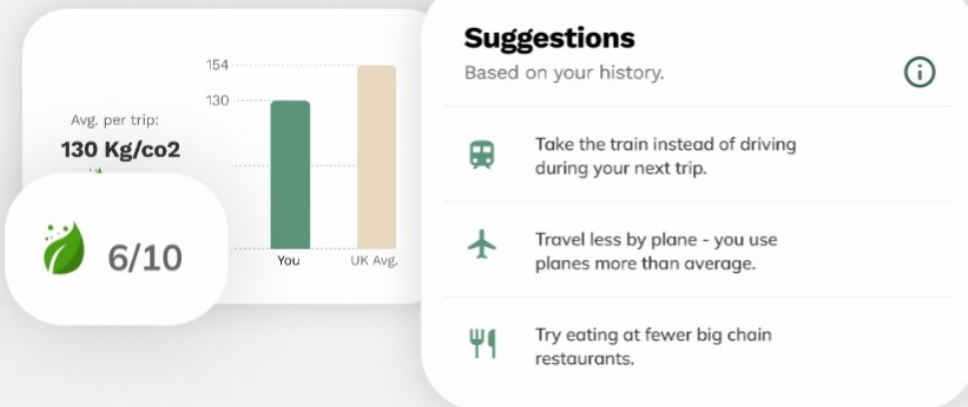


Fig 3: Group 2. 2022. Carbon Tracking Elements



Measure Your Carbon Footprint

Ecotravel will measure your carbon footprint. Whenever the users plan for any trip, their footprint is calculated and suggestions are made for ways to offset the impact. Users can create goals and read information about the impacts of traveling.

The Sustainable Tourism Market

Why Now for Ecotravel?



All Data from: (TECHNAVIO. 2022)

User Research Findings

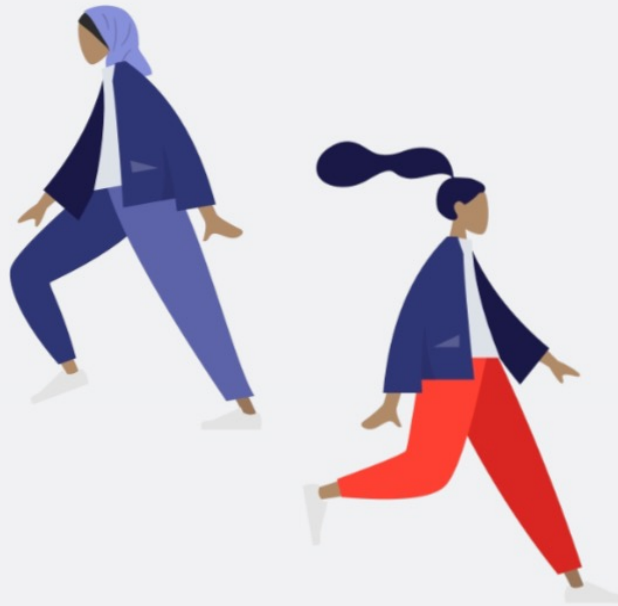
From User interviews and our online survey

97% Consider themselves Environmentally conscious

With lowering plastic use, donating to charity, walking more and recycling being their main contributions.

87% would use an app dedicated to eco-holidays

With sustainable national travel options, accommodation and activities being the most wanted options within the app (all over 63%)



Cost (84%) and Time (66%) are key blockers to living sustainably

Convenience and cost when booking and using sustainable alternatives is a key consideration. Some users want an incentive to cancel out the perceived inconvenience.

Our target market is 26-40 year olds

Knowing their impact and learning more about living sustainably would influence their behaviour and encourage them to travel sustainably.

Sam



Gender
Female



Location
Bristol, UK



Age / Gender
38



Family
Single, no children

“ I would like to travel more sustainably, but it is currently inconvenient and takes too long to find eco-alternatives. I would like to learn more about being sustainable and how to travel green. ”

Biography

Sam is a young female professional. She lives and works in Bristol and enjoys traveling and discovering new places. She is trying to maintain eco-friendly habits without restricting/compromising her lifestyle or finances. She mostly travels within the UK and after the pandemic she has reduced her traveling frequency. Sam usually travels to spend time with family and friends. She is trying to get away from her routine and explore new places mainly within the U.K, whenever her busy workload and finances allow her. She used to travel abroad once or twice per year before the pandemic. She hasn't traveled abroad since 2019.

Her priorities when booking a trip are saving cost and time and to make most of her time off exploring, or relaxing . She usually travels by plane, car or train. She will spend hours to find the best offer for accommodation (with the most/best amenities at the lowest price). Once at her destination, she enjoys taking it slowly, so she is trying the local cuisine and she walks or uses the public means of transport to explore the area.

Goals

- **Time and Cost** are key; Sam needs to get quickly to and from her destination and spend as much time as possible enjoying her vacations alone or with company. Convenience is key- she will look for more sustainable solutions if they are quick and easy to find.
- **Enjoy** her holiday **without making any significant effort/spending extra time or money**, while at the same time, she **doesn't damage the environment** any further.
- Being correctly **informed** and **educated** on **sustainability** and **offsetting**.

Needs

- Get recommendation of **alternative fast routes** with the **least carbon emissions**.
- Have a selection of **accredited traveling, accommodation** and **activities** recommendations with the **least amount of carbon emissions**.
- Have the ability to **easily calculate** her **personal carbon footprint**.
- Have a list of alternative, **easy ways to reduce** her **carbon impact**.

Motivations

Knowing her impact would make Sam feel more **guilty** and **conscious** but **she would not** necessarily **change her habits**.

She would be **motivated** by **incentives** to adopt more sustainable habits, i.e. **if everyone did the same**, sustainable changes are **affordable, easy**, are **not time consuming**, etc.

Frustrations

- She **doesn't want/cannot afford to spend more time and money** in traveling or accommodation **just because it is sustainable**.
- She wants to **spend as little time on her phone** as possible for **searching, calculating/documenting** her **carbon footprint** or looking for **offsetting solutions**.
- Currently, **Offsetting** feels like an **extra chore** that **she doesn't have the time or knowledge to do properly**.

Competitor Analysis

App Name	Exclusive Features	Accommodation	Restaurant Booking	Transportation	CO2 Tracker
FairTrip	<ul style="list-style-type: none"> Users can share travel experiences Local shops Local Farms The app choose places based on sustainable criteria 	✓	✓	✗	✗
Green Travel	<ul style="list-style-type: none"> The app can calculate your CO2 score while traveling 	✗	✗	✗	✓
Hopper Trees	<ul style="list-style-type: none"> Lot s of deals inside the app Tree planting for every booking 	✓	✗	✓	✗
Capture	<ul style="list-style-type: none"> Automatically measure carbon emissions Personalised tips & practical ideas on how you can reduce your emissions 	✗	✗	✗	✓
Aerial	<ul style="list-style-type: none"> Co2 stats 	✗	✗	✗	✓

Fig.9: Group 2 . 2022. Competitor Analysis

User Journey Map

User Journey Map of planning a sustainable trip

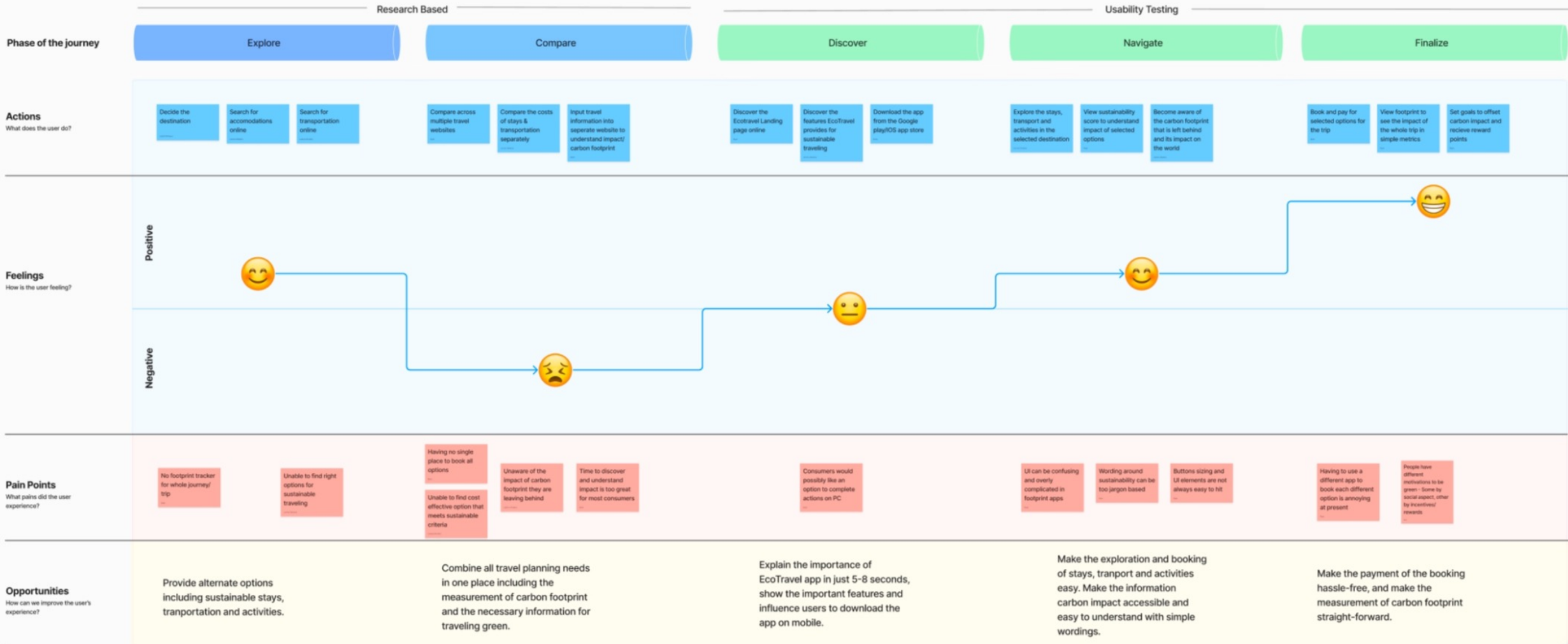


Fig 10: Group 2. 2022. User Journey Map

What is Ecotravel

Add

Your holiday destination and preferred travel method. This is currently at a national level.

Search

For local stays, activities, and method of transport. These are scored with the impact on the environment

AI Suggestions

Sustainable alternatives to suit you based upon your personal preferences

Track

Your personal footprint & meet your goals

Plan

Offsetting methods to lower your impact, AI recommendations will later support this goal based on historical patterns

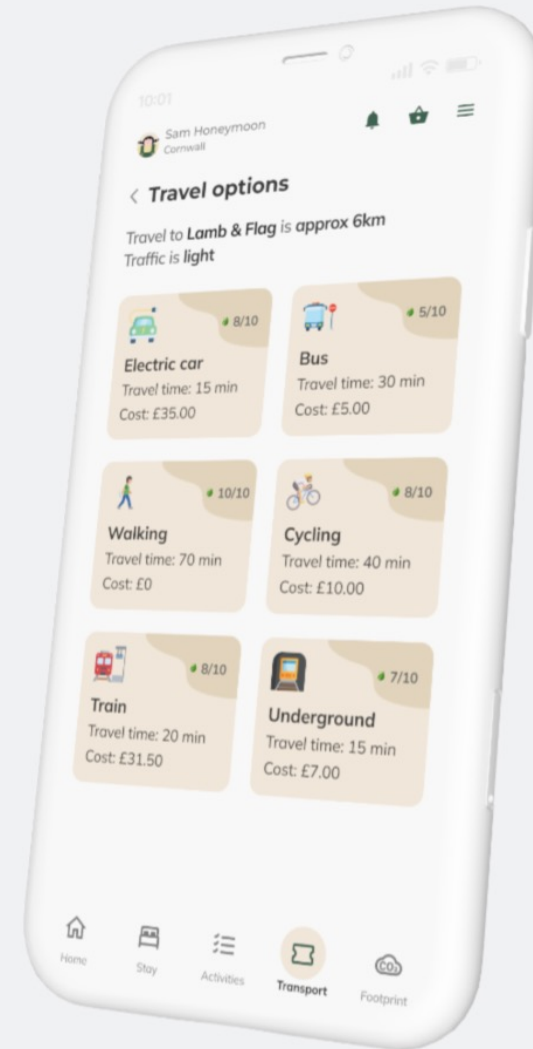


Fig. 11: Group 2. 2022. Travel Options

Goals of Ecotravel

Solving the Need for Sustainable Traveling

From our user research, we know there is demand for sustainable traveling. People are looking for better ways to travel, yet they don't know how to find alternative options.

Avoiding Reckless Traveling

With the increasing ease of traveling, it has become reckless and this recklessness is damaging the Earth more than humans can justify. So EcoTrip came in picture to help reduce the carbon footprint.

Making People Aware

Once users log into the EcoTravel app, they can add their travel plans and track their carbon footprint. With the right data, they can take the right steps and help offset their carbon footprint.

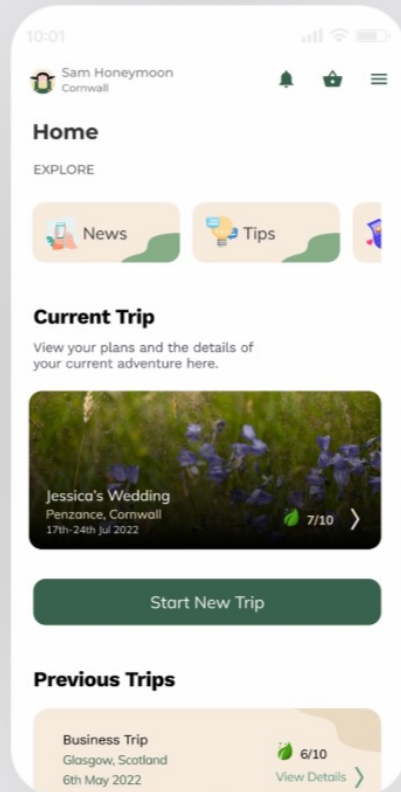


Fig 12: Freepik. n.d. Passport free icon

Fig 13: Freepik. n.d. Carbon Footprint free icon

Fig 14: Smashicons. n.d. Contamination free Icon

The Holistic Approach



Plan Your Sustainable Trips

Explore the right places to stay, ways to travel, and right things to do to make the trip sustainable and fun at the same time.

Holiday Sustainably

With AI suggestions based on user needs and a wealth of options spanning key tourism sectors, users will be able to track their footprint and lower their emissions throughout their holiday.

Spread the Knowledge

Spreading awareness, Availability of sustainable options, and Implementing the right solution depending on personsl needs. EcoTrip is on the way to provide a complete package.

The Ecotravel Metrics

Sustainability Score

Represented by a leaf, and based on the ESG scoring system, our sustainability score is calculated and assigned by AI. With a particular focus on 29 of the 35 ESG issues (MSCI, 2022) and adapted to an 'out of 10' score for convenience.

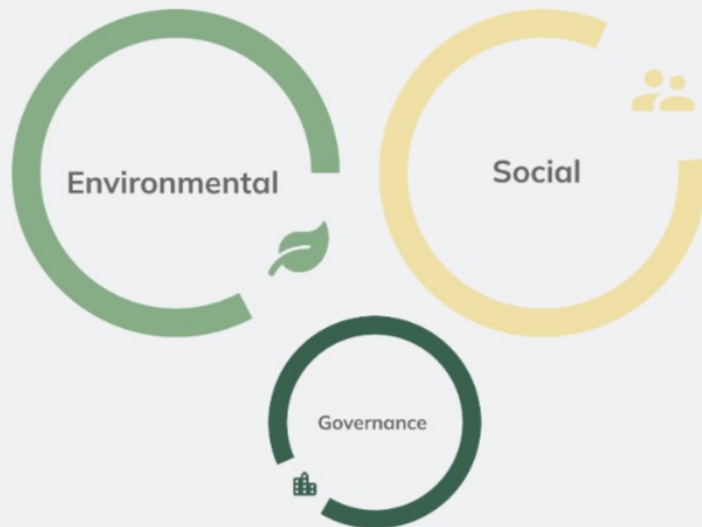


Fig.16 : Group 2, 2022. ESG Metrics

Emissions

Raw figures on the co2(e) emissions of options will be displayed alongside the sustainability score and added to the users personal footprint.

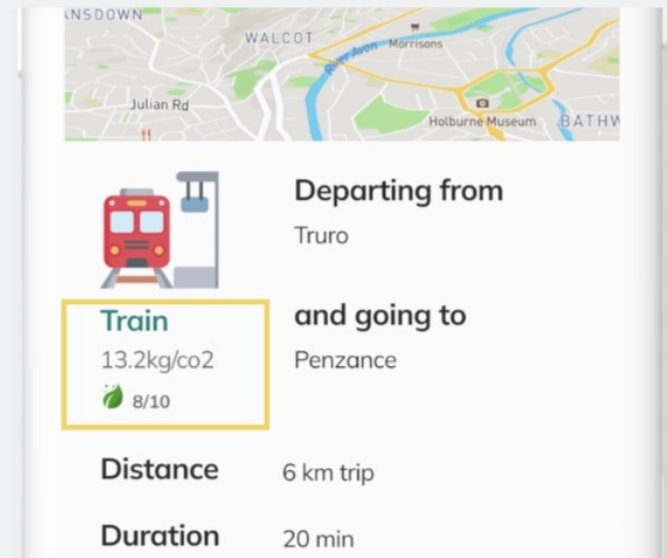


Fig.17 : Group 2, 2022. Ecotravel Metrics

My Footprint Tracker

With core pillars abiding by the "SHIFT framework" to encourage sustainable behavioural change (White et al. 2019: 23).

My Footprint

View your impact in simple metrics, get a breakdown of your main causes and get suggestions on how to do better as the app learns your habits.

Travel Goals

Choose personal goals to lower your environmental impact and receive points upon their completion

Reduce/Offset

Learn how to reduce your impact in everyday life and follow methods to lower your emissions

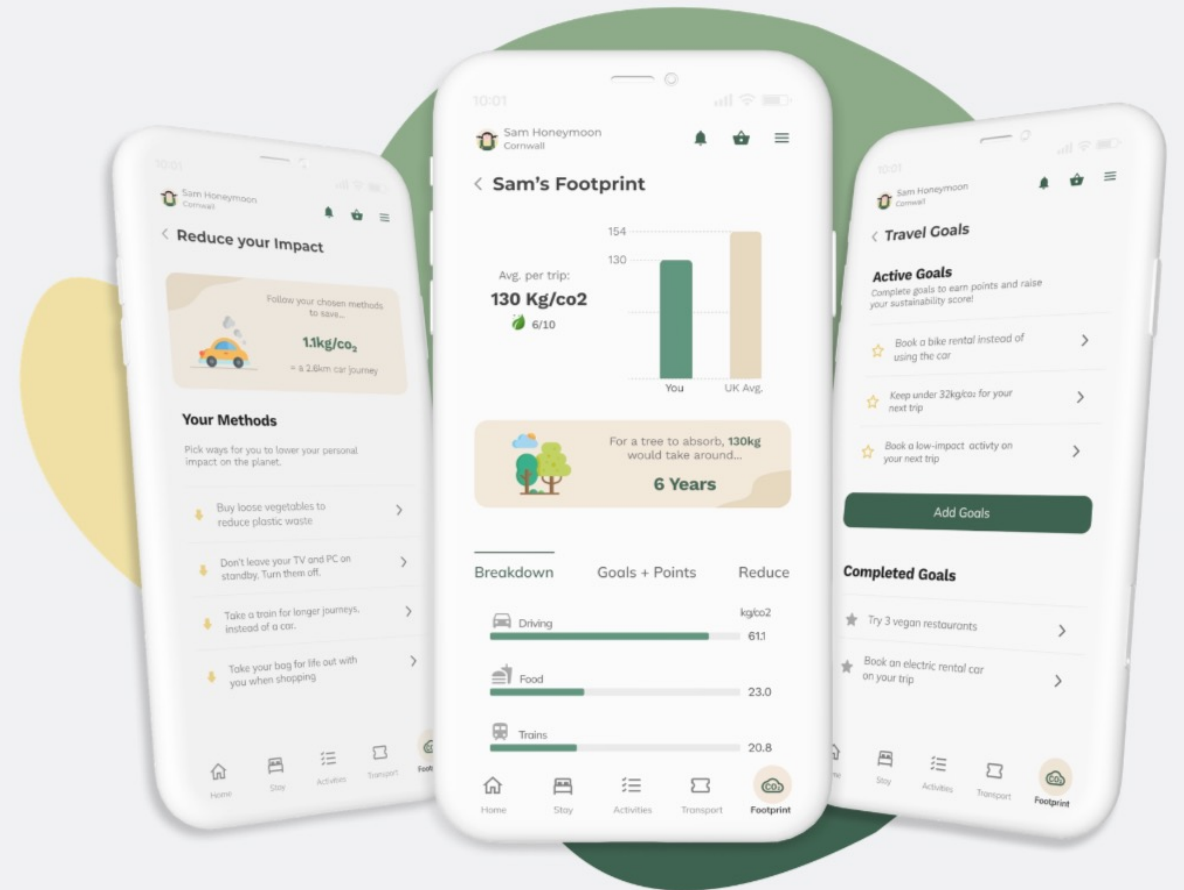
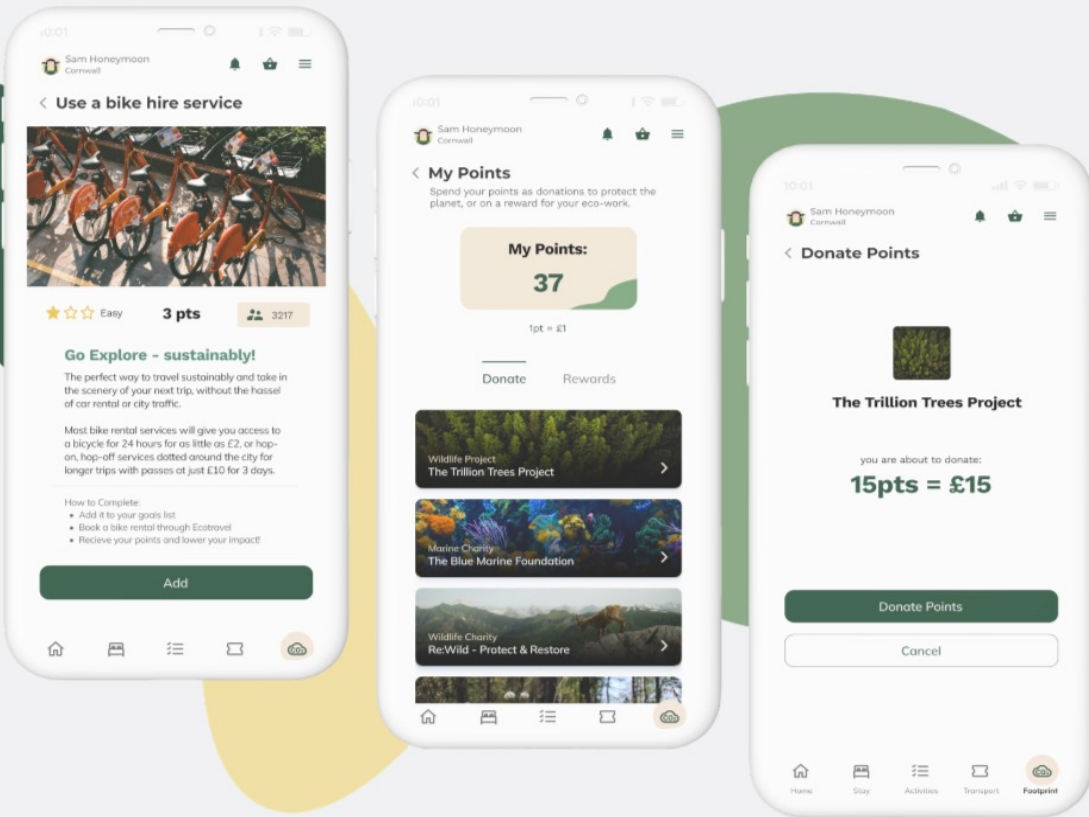


Fig.18 : Group 2. 2022. Footprint Screens

Travel Goals and Incentives



Simple Goals

Select your own or tackle suggested goals based on your history. Follow the instructions to complete the goal and lower your emissions.

Receive Points

Complete goals to receive points. The amount of points depends on the difficulty of the chosen goal.

Spend on Rewards/Donations

Use your points to give donations to partner charities or to redeem rewards from sustainable partner organisations.

Fig.19: Group 2, 2022. Goals & Points

Accessibility & Inclusivity

Font Sizes

In most situations the font size is a minimum of 13.

Additional Requirements

The ability to specify additional requirements for bookings and filter options within the activities for accessibility and inclusivity. This will be expanded to transport and routing options in the future.

Use of Language

Using guidelines from United Nations Disability Inclusion Strategy we are working to ensure our use of language will be inclusive.

Colour ways

The colour palette chosen has been selected to meet WCAG compliances.

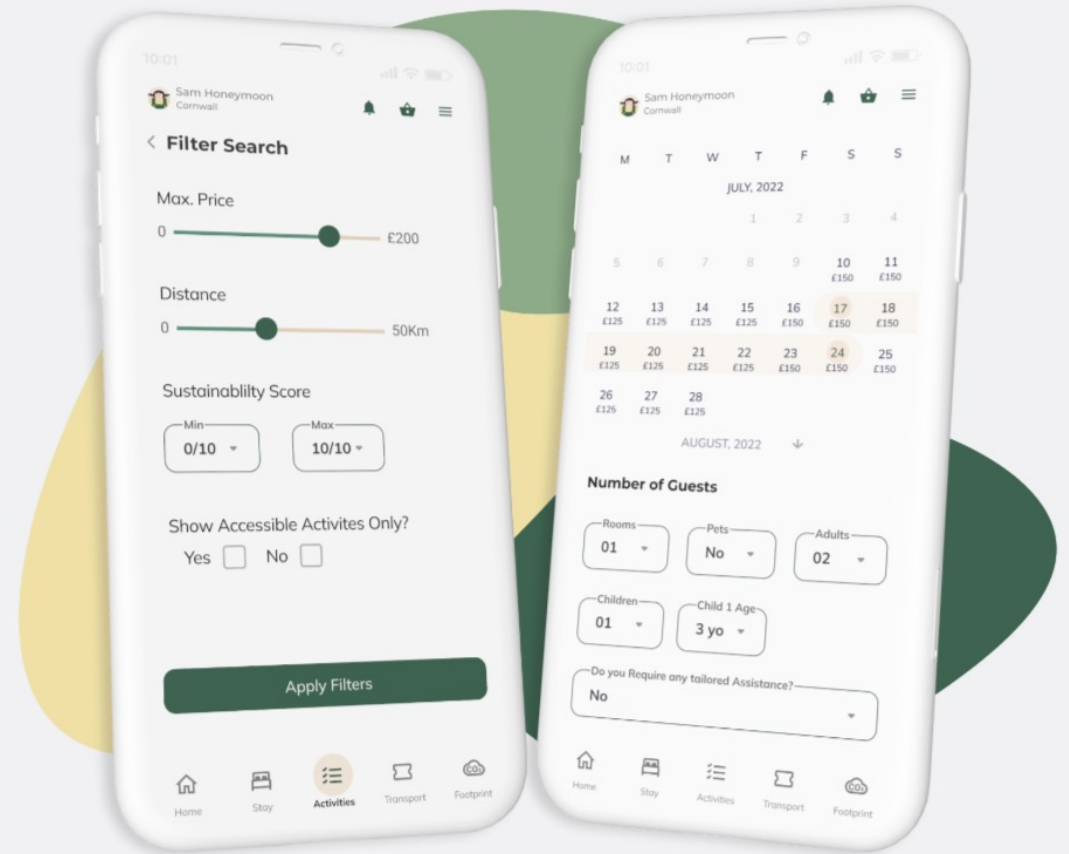
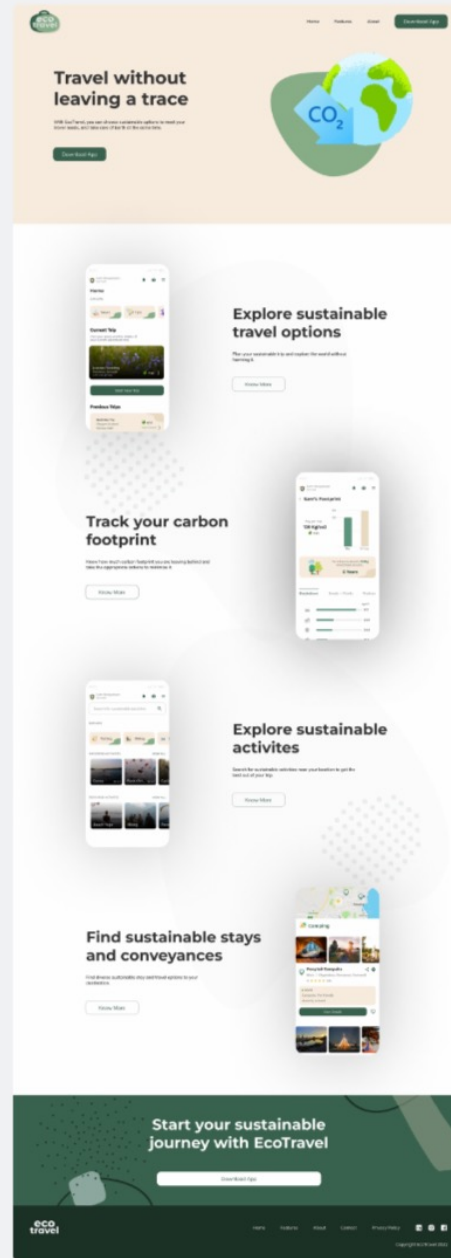


Fig.20 : Group 2. 2022. Accessibility Options

Revenue Models

Advertising

- Interstitial, banner or native ads for little interruption to app flow
- Cost Per Click (CPC) or Cost Per Mile (CPM) pricing models (Appsflyer. N.D.)
- In-App Advertising generated \$200 billion in 2021 (Appsflyer. N.D.)

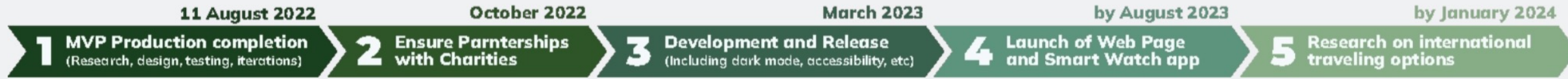


Commision

- Gather revenue through affiliate commission. (Narayanan. 2021)
- Set an amount from every booked activity/hotel/ticket etc.
- Foster connections and boost app presence through affiliations with providers.

Fig.21 : Group 2. 2022. Landing Page

Roadmap



Production Cost Estimations

- About \$100,000 for the initial MVP (having many, complex features and covering 5 different flows).
- Post-launch maintenance and support expenses: approximately 20% of the development budget.

(Narayanan. 2021)

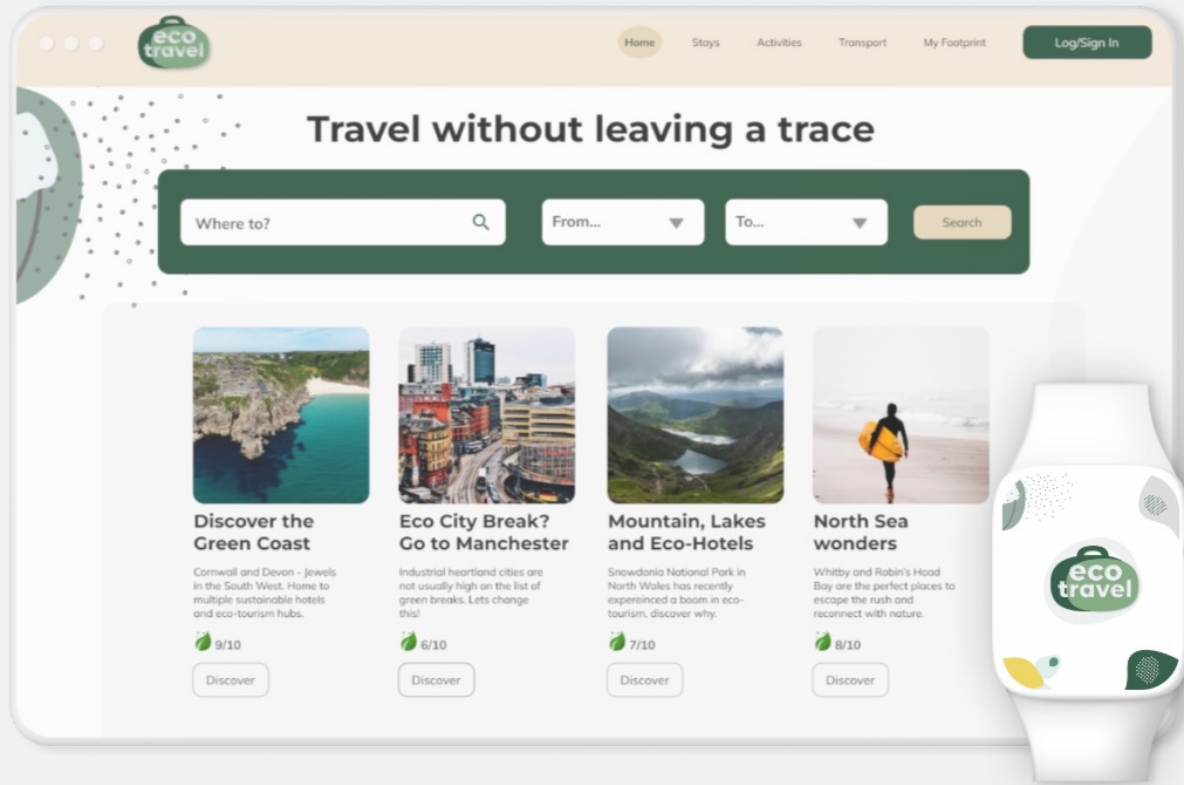
Production Time Frames Estimations

- 11 weeks for the Research and Design (including the pitch)
- 8-10 weeks to find and ensure partnerships with charities
- About 24 weeks to develop the MVP

(Narayanan. 2021)

Potential Developments

Where could Ecotravel go?



Ecotravel Online

To open up Ecotravel to those who prefer to use desktop/laptops, a website for accessing your account, booking and tracking will be our next step after the app.

Smart Watch app

For further convenience and to enhance the existing app. Ecotravel on smartwatch would allow users to view their itinerary, search by voice, and view their score everywhere.

EcoTraveller VR

The best way to avoid pollution and make travel accessible for all, is for us to bring the world to you. We want to help you explore the world - from the comfort of your sofa!

Fig.23 : Group 2. 2022. Website & Smartwatch App



Travel Without Leaving a Trace

Thank you!

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Fig 3: Group 2. 2022. Carbon Tracking Elements

Fig 4: Group 2. 2022. Product Elements

Fig 5: Group 2. 2022. Market Facts

Fig 6 & 7: STANLEY, P. n.d. 'Humaaans: Mix-&-Match illustration library.' Humaaans.com. [online] Available at: <https://www.humaaans.com/> [Accessed 9 July 2022].

Fig 8: Group 2. 2022. Persona 'Sam'

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Fig.9: Group 2 . 2022. Competitor Analysis

Fig 10: Group 2. 2022. User Journey Map

Fig 11: Group 2. 2022. Travel Options

Fig. 12: FREEPIK. n.d. *Passport free icon*. Flaticon [Online] Available at: https://www.flaticon.com/free-icon/passport_620765?term=passport&page=1&position=1&page=1&position=1&related_id=620765&origin=search [accessed 2nd Aug 2022]

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Fig 14: SMASHICONS. n.d. *Contamination free icon*. Flaticon [Online] Available at: https://www.flaticon.com/free-icon/contamination_2227146?term=polluted%20earth&page=1&position=1&page=1&position=1&related_id=2227146&origin=search [accessed 2nd Aug 2022]

Fig 15: Group 2. 2022. Home Screen

Fig.16 : Group 2. 2022. ESG Metrics

Fig.17 : Group 2. 2022. Ecotravel Metrics

Fig.18 : Group 2. 2022. Footprint Screens

Fig.19: Group 2. 2022. Goals & Points

Fig.20 : Group 2. 2022. Accessibility Options

Fig.21 : Group 2. 2022. Landing Page

Fig 22: Group 2. 2022. Roadmap

Fig.23 : Group 2. 2022. Website & Smartwatch App

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Information for "Accommodation Overview" page inspired by:

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