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Startup Project Development: Travel Schedule Management App “Triplanner”

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Abstract

The term "startup" is most often used for companies that do business online. Several business startups in the field of online travel agents (OTA) in Indonesia are already familiar among Indonesian people. Triplanner as a newcomer startup wants to enliven the development of an online-based tourism service business. This is done with the aim of making it easier for tourists to organize their travel schedules easily and economically without the help of conventional travel agents. The travel itinerary feature, which has never been present in Indonesia before, will be the focus of Triplanner to get a positive response from the public.

A travel itinerary is a list of travel activities that includes an estimate of the costs required during the holidays, which includes a list of destinations, a schedule of activities, transportation, and others. In addition to maximizing time, a travel itinerary will also help manage cost expenses during the trip. In this study, we will develop and introduce the features of the Triplanner application to the market. Therefore, we need the right product features to answer the needs of traveling.

The design thinking method will be implemented to capture consumer needs and wants for the product. After the development process, the Triplanner application prototype has been successfully created using Marvel and a landing page using the Wix web builder. Respondents who have tried the prototype suggest that the choice of application features and attraction references can be increased.

The research also discusses business analysis, including marketing for growth, marketing plans, focusing on increasing user enthusiasm for features, and improving product feature services. Our financial scheme would start from bootstrapping, then continue to seed capital, and funding series in forward. This project is estimated to have an ROI of 120% and will be payback within a period of 6 years.

Keywords: Triplanner; Travel Itinerary; Design Thinking.

1. Introduction

Nowadays, modern society has organized a lot of tourist trips due to an interest in the progress of the development of a place, culture, natural wealth, or different ways of social life of other nations. Travel motivation is classified into two forces, which indicate that people travel due to push factors and pull factors. Push factors or what is called intrinsic motivation are related to the wishes of tourists, while pull factors called extrinsic motivation are more directed toward the attributes of the selected tourist attraction (Yoon and Uysal, 2005). As quoted by Paul Theroux, sometimes tourists don't know where they've been, and travelers don't know where they're going (Ariyanto, 2005). Basically, a tour package is needed as a travel guide so that the agenda runs smoothly. Several factors influence demand for tour packages, including location, facilities, image, price/fare, and service (Ariyanto, 2005). Another chance to increase leisure spending is to create interest marketing tools like promotion with transportation or accommodation providers, media social engagement, and providing a line of communication to travelers to easily give questions or feedback, etc., which this method will be provided by the Triplanner application to promoting Indonesia tourism.

1.1. Problems and Current Journey Map

In several sources we will define the obstacle from travelers as (Matt, 2020):

1. Some people often have difficulty in managing travel schedules, they don't know how to go about planning the trip.
2. It is not easy to arrange an affordable and effective travel schedule.
3. Don't have anyone to travel with and I don't want to go alone.
4. Paying a travel agent to arrange a travel schedule is quite expensive.

The overall reason is most people want to go on a trip but don't know where to go and don't know what to do. Triplanner comes to the travel business area to bring some solutions to some of their obstacles to traveling.

2. Project Creation

Triplanner offers non-stop services to creatively design and personalize their trip plans as well as provide recommendations of unique travel application concepts.

2.1. Product Concept

The overall reason is most people want to go on a trip but don't know where to go and don't know what to do. Triplanner comes to the travel business area to bring some solutions to some of their obstacles to traveling. Special offer features for travelers in the early step journey are the itinerary, accommodation, attraction, transportation, when the itinerary feature is the one of service excellence from Triplanner feature. And the other journey of the feature will be shown in Figure 2.2 below:

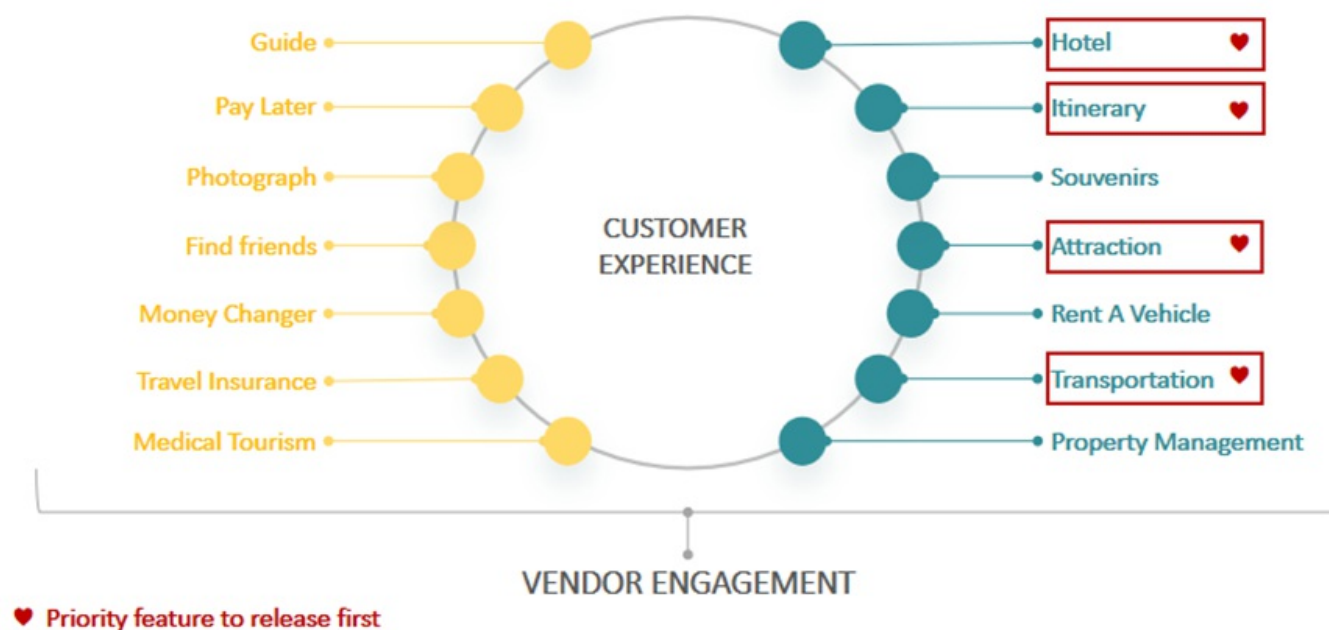


Figure 2.2. Triplanner's Minimum Viable Product (MVP)

In the journey plan in the future, Triplanner will provide several additional features to add value to the MVP for users like figure 2.3 below. In year 2, there are several additional features, such as culinary, souvenir, guide, and medical tourism, for additional destination areas, there are the entire area of West Java, Central Java, East Java, and Bali. In the 3rd year, other additional features are renting a vehicle and finding friends, then the destination area expands to Sumatra, Kalimantan, and Sulawesi. In the 4th year, other supporting features that will be present include money changers, pay-later, photographs, and travel insurance, for destination areas targeted to cover all regions in Indonesia and Southeast Asia. The 5th year will be improved in terms of property management and destinations are expected to cover all regions in Asia.

In Triplanner application services, we also customized the feature on customer experience therefore we were prepared to bring offers to personalized travelers with 3 sectors emerging are:

- Pre-Trip.** Triplanner will involve information and discovery of the travel booking, itinerary management, transportation, accommodation, choice of several best destinations, tips to choose and prepare their trip. We also serve their customer experience in this step with virtual reality, augmented reality & artificial intelligence. For the early step, Triplanner focused on travel booking for transportation, accommodation and itinerary management, and the other services will be planned for several next steps.
- Midway.** Triplanner will offer rental transportation, attraction/activity, personal guide to explore and get the best experience during their vacation. For the early step, Triplanner focused on getting several attractions, and the other services will be planned for several next steps.
- Post-Trip.** Triplanner will give the traveler the chance to create a story about their precious vacation, it will make the other traveler get clues or tips to go to these destinations for the next trip, and also increase the branding name of each vendor. For the early step, Triplanner creates engagement with customers through a review button that

customers can write anything to share with the other traveler. It can be a platform to discuss for them to plan a better trip for next. This feature can be developed in the future as a kind of demand from customers.

2.2. Product Features

Triplanner will fit into the market within minimum value proposition features: travel itinerary feature, hotel & transportation booking feature, and attractions features.

2.3. Unique Value Proposition

Triplanner product will fit into the market within the minimum value proposition features below:

1. Travel Itinerary Feature: in this application, users can mix travel, between solo trips, with partners, family, or with good friends.
2. Hotel & Transportation Booking Feature: until this stage, users will be able to enjoy the best hotel, transportation, and tourist attraction booking applications and offer the lowest prices.
3. Attractions Features: In Triplanner tourists can create a travel itinerary according to their wishes. As an example, Bandung has become one of the favorite destinations for local and foreign tourists. In Triplanner, tourists have references to tourist attractions to choose from.

3. Strategic Analysis

Triplanner was already researched with some methods. Triplanner wants to change the point of view of solo travelers that trips don't have to be expensive, easy, and safe. With the design thinking method, we focus on the five-stage Design Thinking model proposed by the Hasso-Plattner Institute. We also use the 9 elements contained in the Business Model Canvas to analyze the business model Triplanner will run in the future. These elements are customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure will. Finally, a way to analyze our competition and understand our business in the industry is by using Porter's Five Forces model. Porter's Five Forces Analysis was originally developed by Harvard Business School's Michael E. Porter in 1979; the five forces model looks at five specific factors that determine whether or not a business can be profitable in relation to other businesses in the industry.

3.1. Build: Creation of Minimum Viable Product (MVP)

- Triplanner Application

We are prototyping Triplanner using Marvelapp to test the Triplanner application by establishing several features: opening screen, sign in, homepage screen, subpage screen, date creation, date selection, choosing a number of people, itinerary confirmation, filling an itinerary, choosing a place to visit, confirmation of the place to be visited, choosing the hotel, finding

a room, list of hotel choices, hotel booking confirmation, payment process, payment success, and final itinerary.

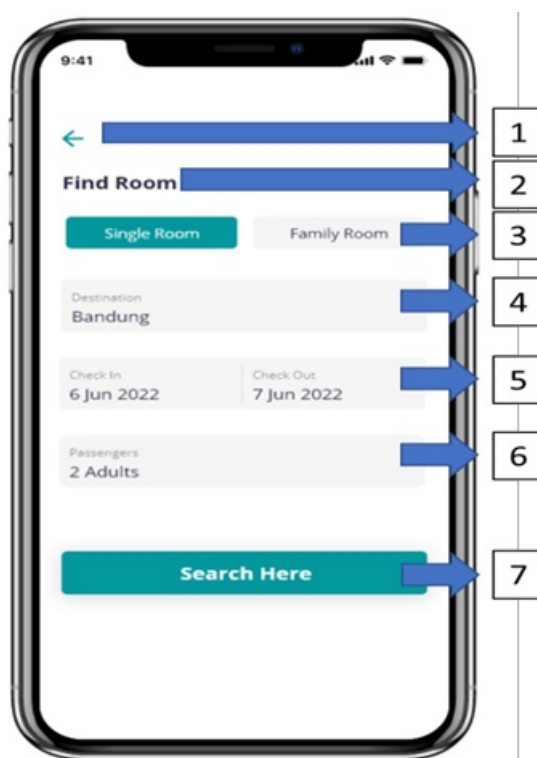


Figure 3.1. Hotel Room Selection Screen On Triplanner Prototype Application

Description: 1. Text of Back to the previous page; 2. Text of Find room; 3. Text of Choose hotel room type; 4. Text of Destination to visit; 5. Text of Date itinerary; 6. Text of the number of people who will be traveling; and 7. Text of search room type

- Triplanner Landing Page. In the process of doing usability testing on the Triplanner application prototype using a landing page. Landing pages are pages that are specifically designed to direct the user in a specific direction. In designing the landing page, wix.com can design or create an online landing page. The landing page contains several components that explain the features of the Triplanner application prototype, namely the main page, application, how it works, and about Triplanner.



Figure 3.45. About Triplanner on Landing Page Screen

Description: 1. Header of about Triplanner; and 2. Explain about Triplanner

3.2. Measure: Measure the Result of the MVP

- Social Media Ads

Dissemination of questionnaires and usability testing using the landing page as a tool to inform the Triplanner application prototype which is distributed through several social media platforms such as fan pages on Facebook, Instagram, and LinkedIn. The initial plan for distributing questionnaires on social media was to do it organically. However, because the results of distributing questionnaires organically were not optimal, questionnaires and usability were distributed using paid ads on Instagram Ads which were carried out for 6 days.

The result of paid advertising on Instagram is that the number of ads that can reach the audience on Instagram is 11,652 people, with the number of people who like the official Triplanner account on Instagram equal to 80, then the number of people who tap ads is 132.

The results of the top locations in advertisements can be seen above and there are 5 main locations, namely East Java with an affordability percentage of 17.7%, Central Java with an affordability percentage of 16.3%, West Java with an affordability percentage of 13.6%, North Sumatra with the percentage of affordability is 5.4% and Jakarta with the percentage of affordability is 5.1%.

In the data above it can be seen that the affordability for an audience with an age range of 13-17 years is 0%, 18-24

years is 17.1%, 25-34 years is 17.2%, 35-44 years is 13.9%, 45 – 54 years is 21%, 55 – 64 years is 16.4%, and over 65 years is 14%. The largest percentage of affordability is in the age range of 45-44 years. For gender itself, the majority of the audience's greatest affordability is male with a percentage of 62.2% and the rest is female with a percentage of 37.7%.

- Questionnaire

To obtain information related to the use of the Triplanner application prototype, a questionnaire was distributed. The questionnaire was distributed by the Triplanner team through social media such as Facebook fan pages, advertising on Instagram for 6 days, LinkedIn as well as communication application media such as WhatsApp, and Telegram.

There were a total of 106 participants who took part in filling out the questionnaire. With participants dominated by 69 female participants (65,7%), and 37 male participants (34.3%). Then figure 3.50 shows the results of the largest survey in the age range of 29-34 years with a percentage of 42.1% and the second largest is in the age range of 23-28 years with a percentage of 29.9%.

Out of a total of 106 participants who took part in the survey related to this question, only 92 participants filled out the survey for this question. From the results of survey data related to questions to participants whether they are willing to pay to use the features in the Triplanner application prototype, it was found that 65 participants (70.7%) were not willing to pay to use the features in the Triplanner application prototype, and 27 participants (29.3 %) are willing to use the features in the Triplanner application prototype. This data will be used as the basis for calculating the financial plan in determining the revenue you want to get and preparing other strategies to get revenue other than subscriptions.

- Think-Aloud

Think Aloud is a method of testing a system where the user or end user is directly involved by using a continuous verbalization of what users feel and think when using a system. Verbalization from the user allows observers to interpret the part of the interface that has problems (Nielsen, 2012). All things when the user verbalizes will be recorded, so what the user has thought to get the important points can help in the analysis process (Galitz, 2002).

The problems found were obtained from the comments and behavior of respondents when using the Triplanner application prototype. These problems can be in the form of positive or negative responses that can reflect respondents' satisfaction with the Triplanner application prototype. In the analysis and discussion of the think-aloud method, the data that has been taken from testing with users will be grouped based on Jakob Nielsen's heuristic principles. If users find the same problem, grouping the problems will be done. Problems that have been grouped will be given a severity rating which is taken from the average severity rating for each problem that arises.

There are three stages of the usability testing process using the thinking-aloud method. This stage aims so that the tests carried out can run in a structured and efficient manner. The first stage is the introduction of the aims and objectives of the research to the evaluators and the introduction of general applications to the evaluators. The second stage is the implementation of testing, namely by allowing the evaluator to evaluate independently without the slightest intervention by the researcher, while the researcher records the problems and severity rating values spoken by the evaluator. The last stage is to reconfirm the problem and severity rating given by the evaluator and provide corrective solutions to these problems.

Table 3.7. Expert Characteristics

Expert Characteristics	Condition
Understand about Usability	Evaluators must be able to understand the level of user convenience in using and interacting with the application.
Experienced in this field	The evaluator has evaluated or developed an application/system
Education	The evaluator must at least complete a bachelor's degree in computer science or have a special certificate in computer science.

Data analysis will then be linked between usability problems and severity rating. After obtaining the results of the analysis and discussion of the two evaluation methods (think aloud method and heuristic evaluation have been explained before in the data collection result), the results of the two will be combined. Problems will be sorted to determine the priority for the next improvement on the Triplanner application prototype. Repair priority is carried out based on the order of the average value of the largest severity rating and the number of people who found problems (users and experts). This is used to make recommendations for improvement to increase the usability value of the Triplanner application prototype.

- Results of User Testing

Tests on users using the Triplanner application prototype resulted in 110 comments, with the percentage of positive comments being 68% and negative comments 32%. This percentage shows that positive comments on the Triplanner application prototype are quite good for users.

- Performance Measurement

The total time for all tasks for all users is 572 (seconds) and the total time required by all respondents to be able to perform all tasks successfully is 372 (seconds). So that the calculation of the efficiency aspect using the overall relative efficiency formula yields 65%. Based on the Sauro System Usability Scale Score (2018), the current prototype of the Triplanner application on the user satisfaction aspect gets a score of "C" on the grade scale, "Ok" for the adjective rating, and is at the "Marginal" level for the acceptable range. And also based on the results of the task completeness, the features that must be improved on the Triplanner prototype are found in task 9 and task 10, namely the choice of room type and hotel choices that are not too many.

4. Implementation Plan

Describing the implementation plan for Triplanner is starting with the marketing strategy, project development plan, financial plan, human resource plan, and risk management, then closed with future trends.

4.1. Marketing Strategy

The marketing strategy used on Triplanner is to prepare to catch up to the big market and compete with the other competitor that is in accordance with a limited budget and targets measurable growth every year. Then making some competitions through social media such as Facebook and Instagram is an effective marketing plan for new startup companies like Triplanner. With this Triplanner can acquire more users due to brand awareness and provide giveaways in

the form of discount discounts or vouchers to users. It is hoped that it will be able to increase the number of users to more.

- Brand Awareness

For users who are new to Triplanner and interested in using the application, it is necessary to be aware of the existence of the Triplanner application. Triplanner started with social media like Facebook & Instagram. This is done to increase user awareness of the Triplanner application. Based on media commercial reports via Fan Pages and Instagram from Triplanner posts around 27 days can be summarized in table 4.1 below:

Start	27-Feb-22				
End	26-Mar-22				
Duration	27				
Description	Fanpages		Instagram		Note
	Qty	Ach	Qty	Ach	
Post	23		15		
Reach	88	283%	263	1653%	% achieved reach from post
Followers	72		13		
Engagement	8		19		
Page reach	103				
Page views	111				
xxx	Higher				

Table 4.1. Commercial Report Via Facebook/Instagram Post Around 27 Days

- Marketing Plan

Through the official social media accounts of Instagram and Facebook Page, for the very first step, Triplanner does organic digital marketing for brand recognition to the public. A big factor in determining organic marketing reach is the number of followers we have, but there are several things we can do to distribute content to maximize reach, for example hashtagging, sharing posts to each account's stories, and sharing on other sides of our social media account. We make it easier for users to contact us, the team has distributed contacts who can be reached via email addresses and WhatsApp numbers.

From the marketing plan that has been made, the basic features of the first MVP are itineraries, attractions, hotels, and transportation. If the revenue results from the marketing plan are seen in Triplanner's financial forecast, the estimated total revenue in the first year will reach IDR 7.488 million with a total of 8.640 transactions. The estimated transactions for each feature are 3.600 hotel transactions, 1.440 attractions, and 3.600 transportation transactions. In the first year, Triplanner was also present in only 3 Indonesian cities, namely Jakarta, Bandung, and Yogyakarta. Compared to the first year, the total revenue in the second year is estimated to increase by 476% or IDR 43.104 Mio. Then in the sixth year Triplanner is targeted to cover all regions in Asia with a total revenue that has increased by 40% or IDR 381.360

Mio from the fifth year which was IDR 272.400 Mio.

- Promotion Program

Triplanner Deals, in this program, each vendor can promote their products or services through this channel, and travelers can get extra discounts or special prices in this channel. Promo will be activated several times for example around 6 hours, after that the price goes back to normal again. Several vendors who will build some cooperation with Triplanner include vendors providing transportation services, hotels, culinary, souvenirs, tour guides, medical tourism, travel insurance, and rent a vehicle. For the promotion program, the amount of the discount that will be given to users depends on the agreement that will be set between the vendor and Triplanner. Meanwhile, Triplanner also budgeted the entertainment (including for promotion programs) around 112 Mio in the first year.

- Two Way Communication

The chatbot feature will be a media that connects customers with Triplanner, where the chatbot will help answer questions by users and increase user engagement with Triplanner itself. Furthermore, the function of the review feature in Triplanner is as an evaluation material for users of the vendor's products being marketed. The review feature is made so that Triplanner continues to improve quality and issue the best ideas to improve better relationships with users. Triplanner targeted the user transactions growth will increase by 578% or 58.560 transactions in the second year, then increase by 94% or 113.400 transactions in the third year.

- Advertising

Vendors can get space to promote their products or services through this site, to reach more connections with travelers, and to be the top of choice listing due to the big chance to choose with travelers. The profit-sharing scheme for partners (vendors) and Triplanner will start from 90%-10% and then will be readjusted according to the situation and conditions in the next few years. Advertising will also be prepared and developed by the Triplanner marketing team. The advertising budget included entertainment in the first year estimated to be around IDR 1.235 Mio.

- Store

Travelers get more chances to find everything they need for an awesome journey, it is a chance for vendors to catch up with the market, especially products/services related to traveling. Stores can also provide several peak hours or seasons to bring discounts or special prices and collaborate with vendors or partners to increase branding and reach a rating of the website or application. Users can utilize Triplanner's pay-later feature in the following years as well, for users who are not in a good financial condition at that time.

- Business to Government (B2G Level)

Triplanner's initial steps in helping the Indonesian government to increase GDP are by cooperation with The Ministry of Tourism and Creative Economy, The Ministry of Health, and developing the supported features to increase user interest in travel like attractions, medical tourism, and so on. These features will elevate local culture, and develop the local society income around the destinations. To make it easier for users to organize their travels, Triplanner provides a grab service that will start operating in 4 provinces in Indonesia, then expand to all provinces in Indonesia and the Asia regions.

- Business to Business (B2B Level)

In today's common model where companies provide service through collaborating or affiliating with other businesses,

Triplanner will be using the model to increase customer experience when preparing or enjoying the middle of their trip. The product or services will be delivered by promotion, bundling with the other product, advertising, events, education, sponsorship, etc.

- Business to Customer (B2C Level)

Ways to engage with customers can be developed through online advertising, chatbot, social media, websites, applications, selling merchandise/fan products, rewards, loyalty programs, cashback, points for the first user, and transactions accumulation in the Triplanner application, etc.

In nominal terms, the estimated user transactions are targeted to increase from the first year, the number of transactions increasing from the results of the marketing plan strategy being implemented. If we look at the cost of the marketing plan, in the first year it was lower than in the second year which was IDR 3,793 Mio or an increase of 207%. The first-year marketing expenses accounted for 17% of the total revenue, a large marketing budget allocation is targeted to increase Triplanner's revenue. It also really depends on the product features and the position of the segment where Triplanner is located, whether the competitive environment is high or not. Therefore, marketing costs are needed in relation to increasing sales and Triplanner's position in the competition they face. Triplanner targets to achieve a payback period in the sixth year with a ROI of 120%, when calculating the initial investment in the first year of Triplanner of IDR 23,368 Mio.

4.2. Project Development Plan

To get the goal achieved, Triplanner should set the strategy in the marketing, financial, technical, human resource, etc. Each strategy should be run together with the same mission at the same time, same speed, and same energy. The project of Triplanner will be divided into 6 phases regarding the forecast of financial highlights. It will describe how the business can grow through several strategies toward achieving the business goal.

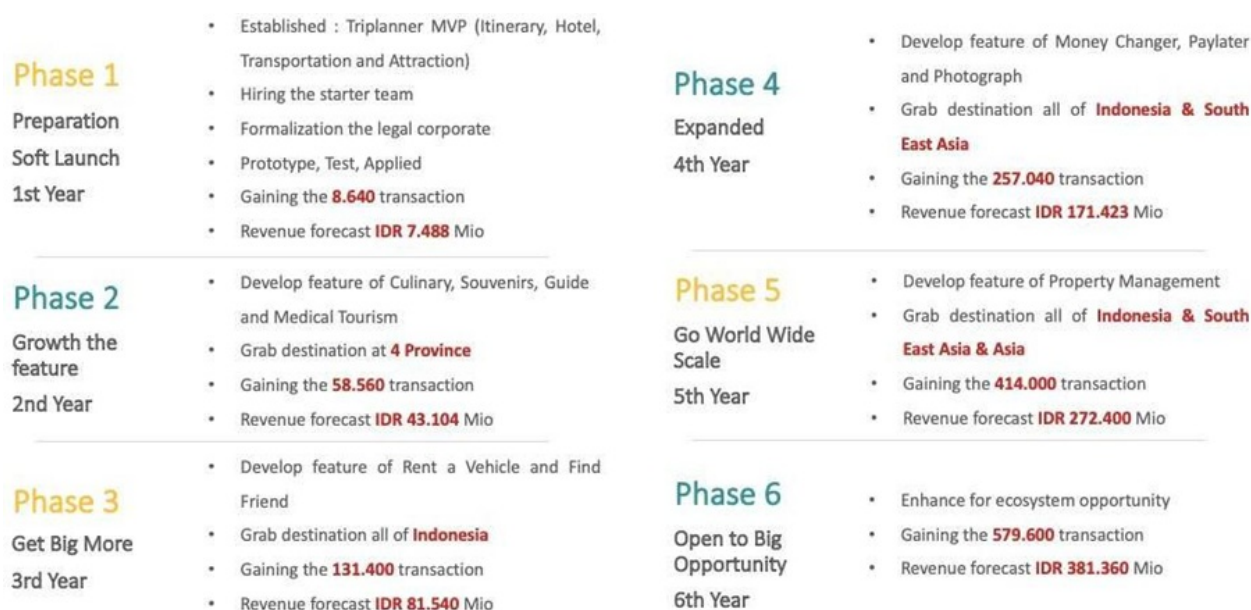


Figure 4.1. Triplanner's Project Development Plan

4.3. Financial Plan

Considering the forecast sum of revenue and cost due to the business process of the Triplanner application, it can be calculated the duration of the payback period in the sixth year as a ROI of 120% and accumulation of gross profit of around 27,9 million. This analysis may change due to the opportunity to develop and innovate services that are more feasible and have huge competition in the future.

Features of the application would be challenged month over month depending on market demand, customer feedback, vendor or experts' suggestion, financial performance, etc. The change of feature must analyze how many impacts on financial and company performance overall. Besides that should be monitored and evaluated if the challenge was well or not while implemented

4.4. Human Resource Plan

An organizational plan for Triplanner Indonesia will be prepared to run the company's overall operations. Regarding the job function in the Triplanner team above, to make optimal the business function of Triplanner and make efficient operational cost, the count of the members at around the 6th year can simulate in the table below, may this simulate the count of member could change toward the increasing business that needs to grow more with the growth of the team.

Year	1	2	3	4	5	6
Level	BoD, Head Division, Supervisor & Staff :					
CEO	1	1	1	1	1	1
Technical	1	1	1	1	1	1
UI/UX (2)		2	2	3	3	3
Android Programmer (1)	1	1	1	2	2	2
Web Programmer (1)	1	1	1	2	2	2
Finance	1	1	1	1	1	1
Finance (1)	1	2	2	3	3	3
Accounting (1)	1	1	2	3	3	3
Operation	1	1	1	1	1	1
HR (1)	1	1	2	3	3	3
GA (1)		1	1	2	2	2
Marketing	1	1	1	1	1	1
Marketing (2)	1	2	3	3	3	3
Sales (2)	1	2	3	3	3	3
Internal Audit	1	1	2	2	2	2

Table 4.2. Triplanner Personnel Plan

4.5. Risk Management

Risks in developing a Triplanner startup will always appear anywhere and anytime. From the risk mitigation strategy described by Triplanner, it will continue to implement a thorough evaluation of the policy strategy for Triplanner's

sustainability in the future. Because according to G2 and Heinz Marketing, 92.4% of customers are more likely to buy after reading trusted reviews. However, generating and monitoring reviews takes a lot of time, so Triplanner plans to evaluate each review from users.

As an online travel agency, all provide a keen focus on what our customers want. As previously discussed, customer reviews or ratings are needed for future improvements. The way to stay relevant and avoid mistakes is to always stay agile, think creatively, and be responsive to the needs of all types of travelers.

4.6. Future Trends

There are several future trends that we can identify, such as: 1) with that convenience, in the future, traveling for vacation purposes or business trips from companies; 2) Flexibility in planning or booking their destination activities will become a trend, so we need a form of tools to manage travel schedules properly. Based on research conducted by Skifts research, it was found that 35 percent of travelers booked hotels and others used mobile phones after arriving at their destination; and 3) Shifting in habits from offline to online ordering is already a trend. Triplanner is here to make it easier to arrange travel schedules.

5. Conclusion

Triplanner as a newcomer startup wants to enliven the development of an online-based tourism service business. This is done with the aim of making it easier for tourists to organize their travel schedules easily and economically without the help of conventional travel agents. The travel itinerary feature, which has never been present in Indonesia before, will be the focus of Triplanner to get a positive response from the public. The itinerary feature is the best value proposition of Triplanner trying to compete with other similar applications in Indonesia and the next toward global competition. The second feature that was most liked by 26% of respondents is attraction, this feature also has the biggest feedback suggest to the improvement of about 40% of respondents, so Triplanner makes a strategic plan for collaboration methods through B2G, B2B and also B2C with take the opportunity to collaborate with the several government programs with all of our competency and value through a high deliverable objective to many travelers. Especially to empower some destinations through cultural events, promotion, education, collaboration with other government sectors, etc.

Regarding the huge interest users in using the Triplanner application for their travel needs, due to the capital that needs to operate this business, Triplanner has a scheme for investors who want to join together to do running well this business through bootstrapping as 1% of the total capital expenditure or around at IDR 233.681.120. Considering the forecast sum of revenue and cost due to the business process of the Triplanner application, it can be calculated the duration of the payback period in the sixth year by a ROI of 120% and accumulation of gross profit of around 27,9 million. This analysis may change due to the opportunity to develop and innovate the services more feasible and huge competition in the future.

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