

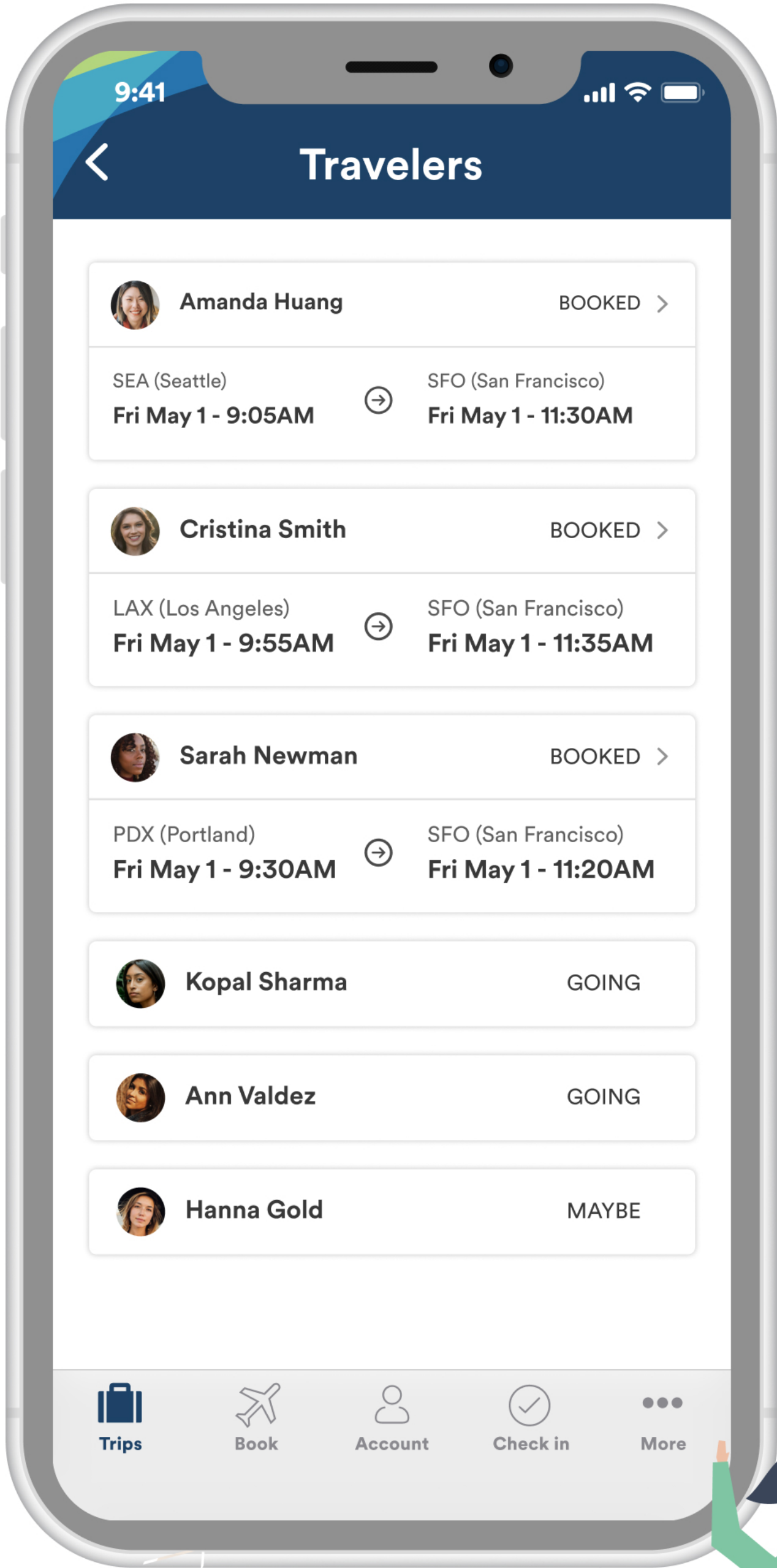
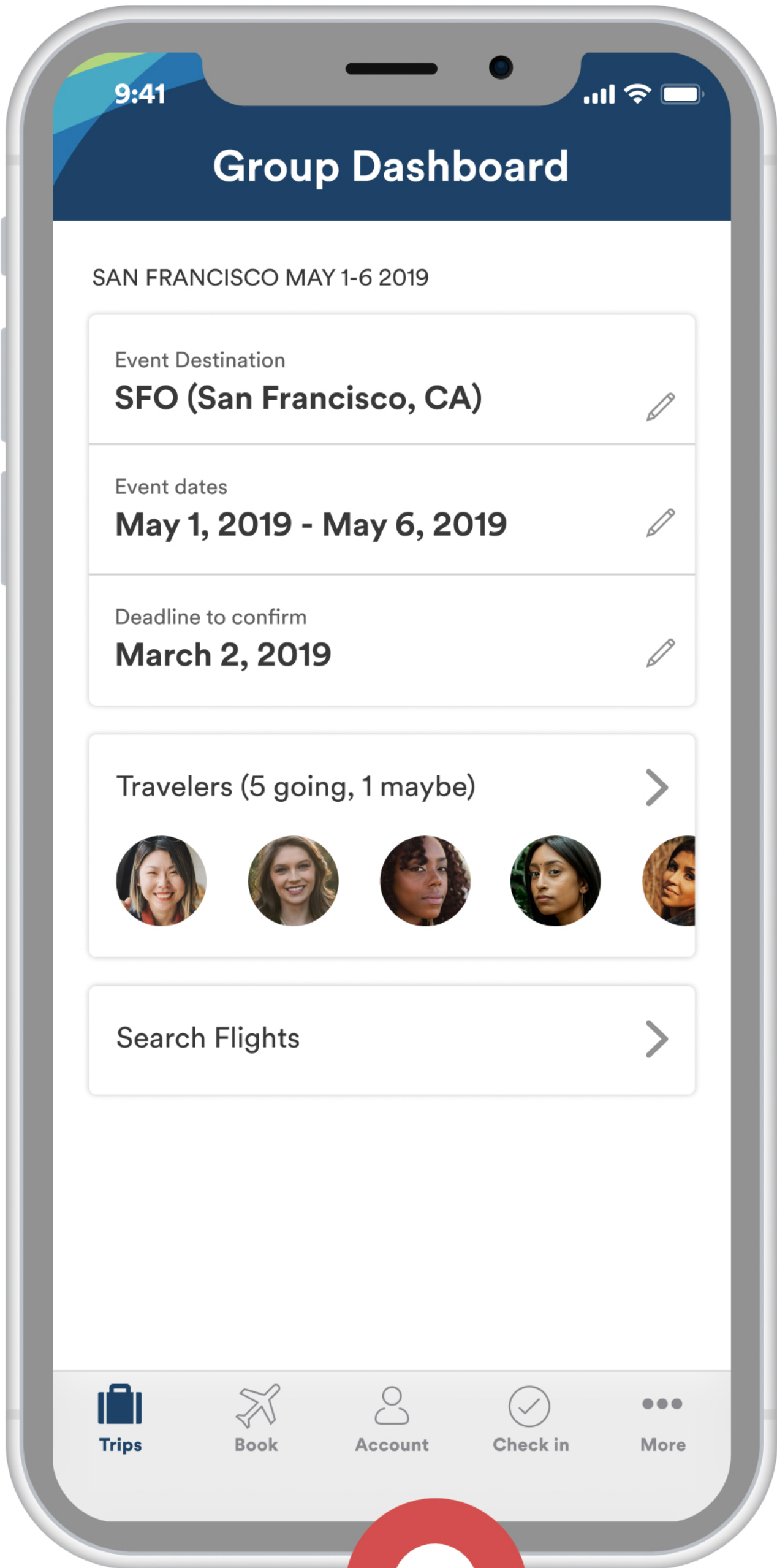
Group Travel with Alaska Airlines

Fly Solo, Discover Together



Group travel has mostly catered to families or people traveling on the same reservation. However, millennials want an easy way to coordinate travel when they're in different locations.

How might we allow travelers flying from different cities seamlessly coordinate group travel together?



Our Solution



Be spontaneous. Create a travel group for any occasion, for as many people as you'd like.

Save money with a guaranteed group discount.

Know who's coming and stay updated on their itineraries.

Life happens. Easily join or leave the group when plans change.

Ensure similar arrival times with your group.

Celebrate and meet up in the same location.



Group User Interviews
Diary Study

User Journey Maps
Brainstorming

User Scenarios
Wireframes
High-Fidelity Prototype