



Date: Jan 12th, 2023

# Session Proposal

## Short Term Trips: The Experience

### Session Purpose

From awareness to post-trip debrief, how might we create a short term trip experience that truly inspires living an Unleashed lifestyle?

### 1. Insights & Lightning Demos

1. Feedback from past participants
2. 3 min demonstrations of brands
3. Note taking while presenting

#### Mentor Brand Ideas:

- Airbnb
- Remote Year or EF Ultimate Break
- IMB/Pioneers

### 2. Customer Journey

#### Start:

Individual Expressing Interest in ST Trip

#### Finish:

Debriefing from Trip Experience

#### Optional Notes:

- Wait Times - High, Medium, Low
- Customer Sentiment
- Medium - Form, Digital, Physical, etc.

### 3. Brainstorm

#### Proposed Categories:

- What Works Well
- What Doesn't Work
- Who Does this Well
- Levels of Trips / Types of Trips
- Requirements
- Best Practices
- Good Customer Experience
- What to Remove/Add
- Impactful Moments

### 4. Storyboard

#### What:

Divide into groups to sketch out, step-by-step, what the ideal experience would be

#### How:

- Use a whiteboard to map out the process sequentially
- Or... use individual sheets of paper.
  - 1 sheet = 1 main step of the process

### 5. Prototyping

#### Objective:

Create real examples of the assets, documents, and/or steps that need revamping to make your ideal process come to life.

#### Items Like:

- Messaging
- Program Outline
- Ideas for Tech/Convenience
- Customer Service Ideas