



ST Trip Experience

Prototype 2 - Notes & Summary

Creative Campaign

- Trip Selfie Campaign – Can you see yourself...playing with refugee children, helping with dental care...etc.?
- Have engaging image of a silhouette or person in the setting of the trip
- Take opportunities to market one trip at a time instead of the whole list every time
- Feature 3 or 4 trips – prioritize high need
- Each trip has the same imagery template, but contextualized
- Start each trip with a participant story or story from partner (maybe a video)

Access to Trips & information

- QR code that takes you directly to a trip listing or a smaller batch of trips
- Paper version for those less comfortable with tech
- Simplify the whole process so more direct and streamlined
- 3 or 4 trips featured as most upcoming and then basic description – click for more info
- All responsive to mobile

Streamlining & Improving the Experience

- Automating the forms – auto filling options for duplicate requests of information
- Simplifying the auto communication and number of emails people receive
- Turning in forms on time gets you \$50 or X amount off the balance of your trip
- Reward referrals to friends with exclusive, branded swag
- Incorporate partner calls or videos into team meetings