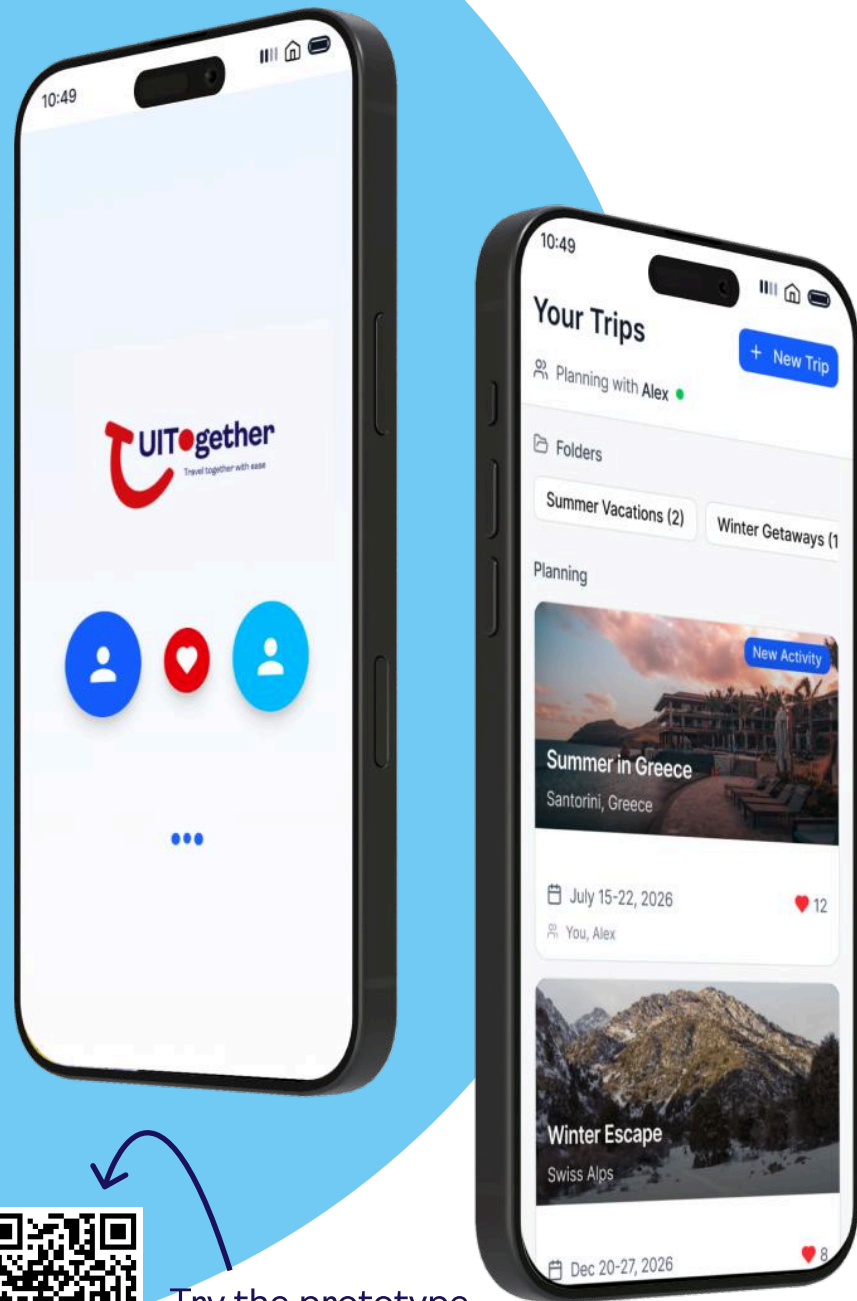


UIt^ogether

A digital platform focused improving the online booking experience for couples



Try the prototype out for yourself

During research for this master's thesis, it was discovered that couples struggle to find time to sit together and make decisions about their vacations. Especially with the amount of choice offered online by travel agencies like TUI, this becomes increasingly difficult. From the insights from preliminary research, it became clear that there was a need to improve the online booking experience for couples, with a focus on offering asynchronous exploration moments and dynamic stability. The solution to this problem came to be TUItogether.

TUItogether is a collaborative booking feature integrated into the TUI travel app that supports couples in choosing accommodations together. By linking their accounts, partners can explore options independently while sharing preferences, saving favorites, and discussing choices in a shared planning environment. Through shared lists, visible preferences, and communication tools, the platform increases dynamic stability, reduces choice overload and coordination friction to help couples confidently reach a joint decision.

The insights and results of this design process were obtained through multiple design activities. Multiple rounds of qualitative interviews were held along with extensive literature research. Also, co-creation sessions and stakeholder input were used to conclude the final concept TUItogether. Below you can see the storyboard of how the concept can be used, along with the screenshots from the digital platform that support it.



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