

Zero-threshold bus journey bookings online.

- 🎯 > 20% of searches result in a booked ticket.
- 🎯 Average repeat purchases is 2.2 per user.
- 🎯 80% of users report that the website is "pleasant" and "easy to use."

The Social Traveller
"Journeys create memories of happy times together."

🎯 Wants to plan ahead of time

❤️ Easily create travel groups to plan together

☑️ Invite friends from Facebook and LinkedIn

❤️ Compare alternatives within a group

☑️ Wall or content flow with trip ideas

❤️ Make decisions within the group

☑️ Polls and voting

☑️ Comments and discussion

🎯 Wants to feel confident that everyone in the group gets what they want

❤️ Able to collaborate around a schedule

🎯 Wants support in the booking process

❤️ Easy access to customer service

❤️ Simple payment

❤️ Many ways to pay

The Spontaneous Traveller
"I love it when things just happen, serendipity is my middle name."

🎯 Wants to be able to make last-minute decisions

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The Professional Travel Booker
"I hate surprises and I just want things to go according to plan."

🎯 Wants to know well in advance what will happen and when

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