



Flâneerie ✈

The Future of Group Travel Planning

Final presentation

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The problem: group trip planning is a mess

Group chats

Endless threads, no decisions

Pinterest boards

Beautiful but actionless

Booking tabs

Open everywhere, organized nowhere

One person

Does all the real work



From broad vision to focused MVP



Original Vision

A one-stop-shop for every part of group travel planning

Final Product

A focused AI itinerary builder — solving the **highest-friction** step first



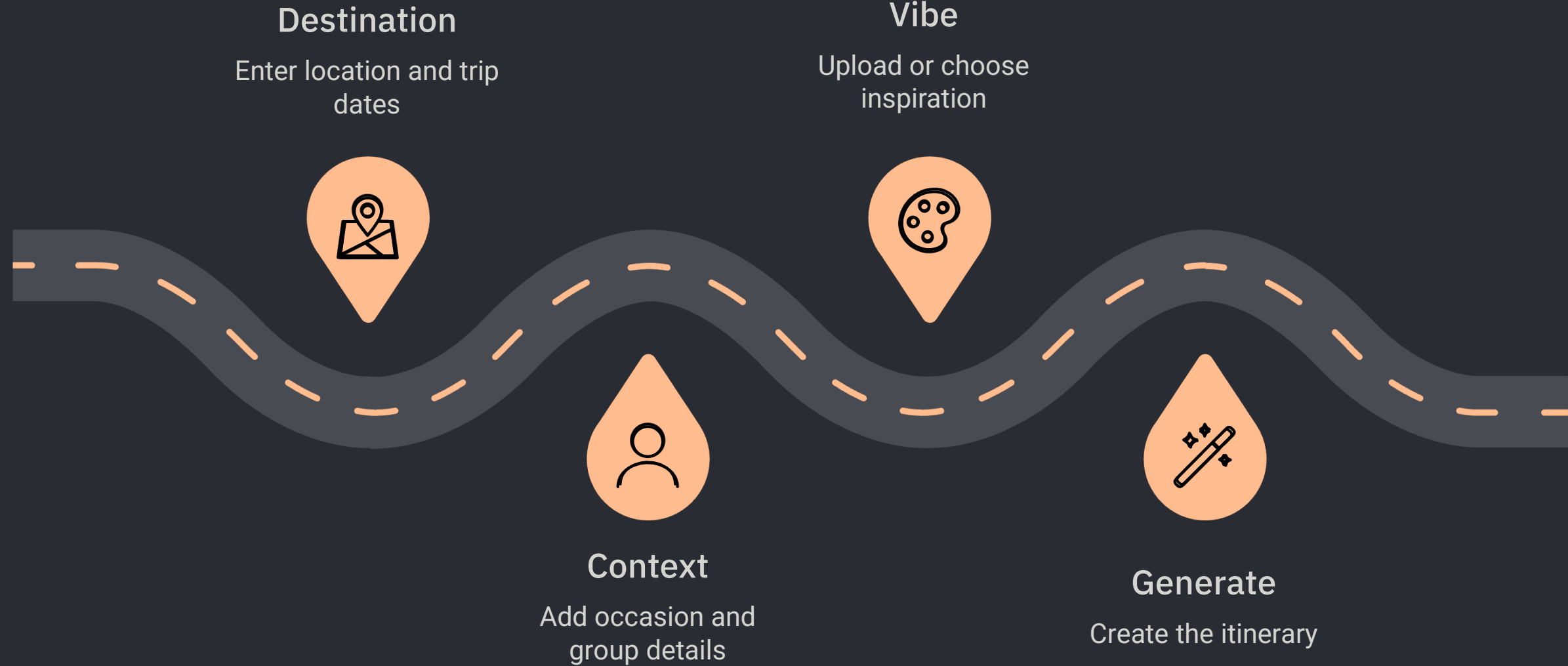
The broader platform remains a future opportunity



What Flânerie does today

- **Takes messy inspiration**
Vibes, preferences, group context — all welcome
- **Generates a structured itinerary**
Multi-day, personalized, with real personality
- **Makes it shareable**
Export and send — no more forwarding screenshots

From blank canvas to itinerary



A low-friction flow that takes users from zero to shareable plan in minutes.



Live demo — vibe to itinerary



Low-friction onboarding



Vibe-based personalization

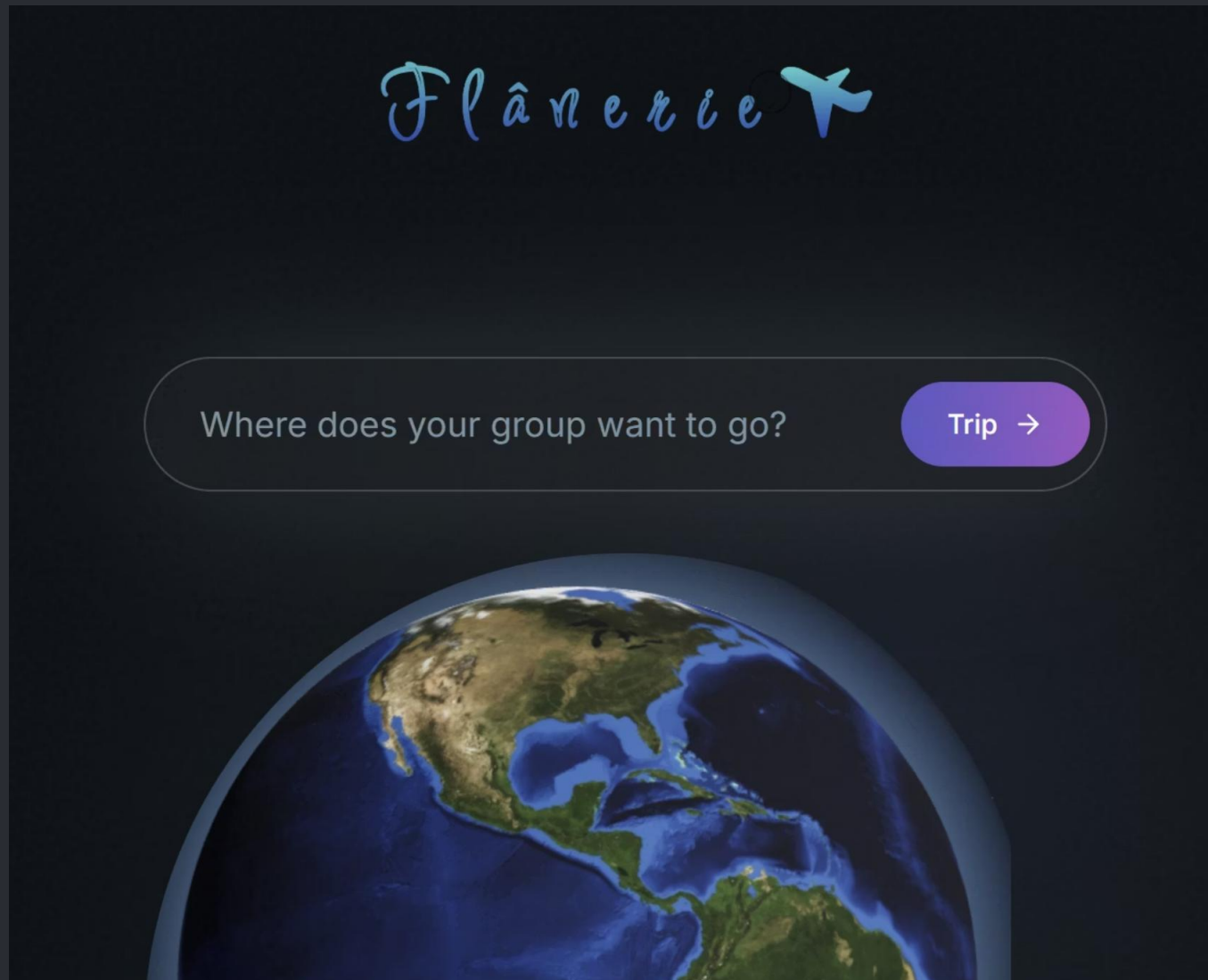


Constraint-aware generation



Shareable output

Why the experience feels simple and fun



Focused scope

Less overwhelm, more clarity

Logical input flow

Basics → context → inspiration

User stays in control

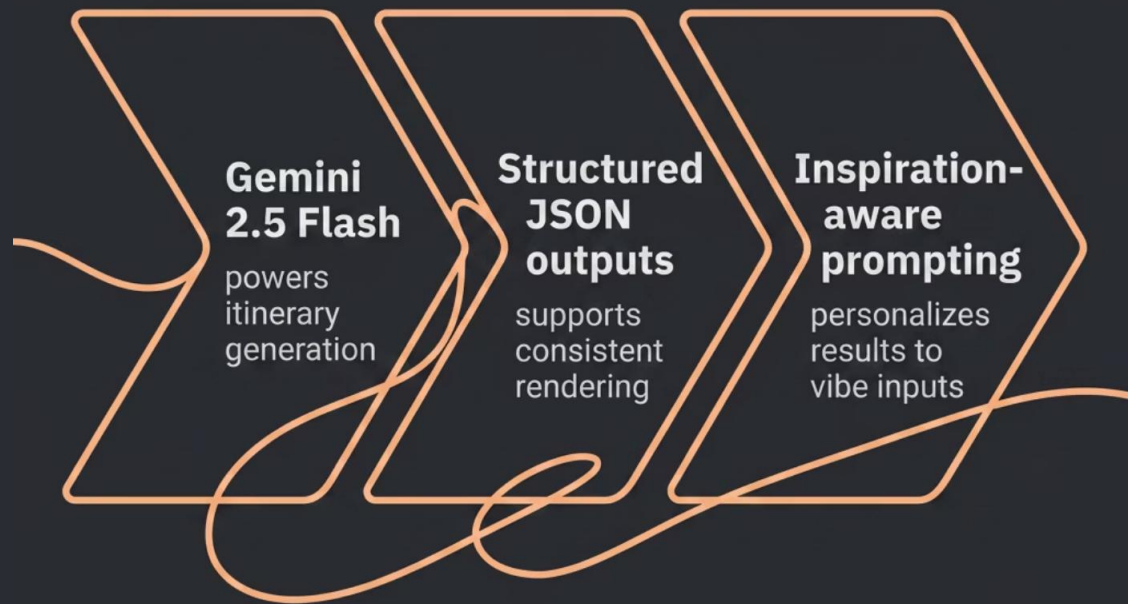
AI drafts, humans decide

Emotional design

Planning should feel inspiring

UNDER THE HOOD

How AI powers Flânerie



Why this stack?

- Gemini 2.5 Flash delivers speed and quality.
- Structured outputs make results predictable.
- Inspiration-aware prompts ensure the itinerary feels *personal* – not generic.



- Lovable supports the full frontend/backend workflow

Model Development

Gemini x Lovable



{JSON}
JavaScript Object Notation

The Models

- Google Gemini 2.5 Flash (via Lovable AI Gateway)
- Generate itinerary and generate alternative options

Techniques

- Structured Prompt Engineering: User Prompts + constraints
- User inputs converted to constraints

Evaluation

- Primarily qualitative — does the JSON parse correctly, are activities realistic, do they respect constraints

Data Collection and Preparation



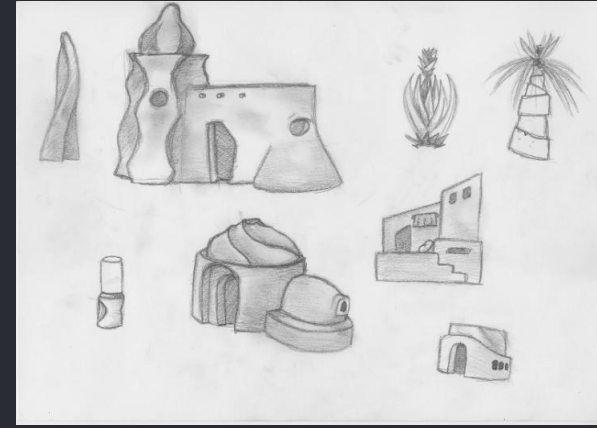
Cultural Data

- Hand curated datasets, covering **50+ cities with dishes**, languages, currency, and travel tips.



Images

- Pexels API with dynamic functionality
- Pexels edge function for dynamic images



User's Vibes

- Vibe board takes user's ideas to craft the experiences



The Feedback

- Tavily Search API fetches accurate reviews for experiences

Data, APIs, and design decisions



Pexels API

Destination imagery without scraping



Tavily Search API

Real-time web search for fresh context



Spotify Search

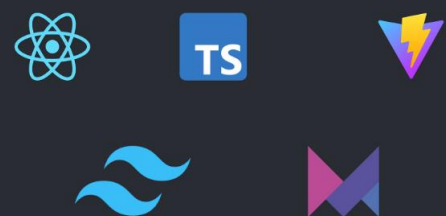
Playlist discovery to match trip vibes



Minimal Data

No scraping · Image deduplication · Low storage by default

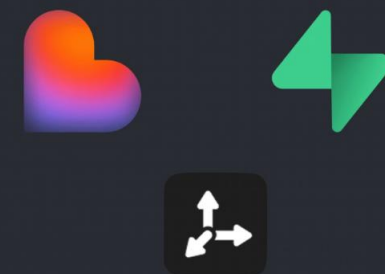
Software & Tools



Frontend



3D Maps



Backend



AI

What worked — and what still needs work

What Worked

- Structured outputs improved consistency
- Multi-step generation boosted personalization
- Inspiration board felt truly differentiated
- Fast prototyping → MVP quickly

Still Needs Work

- Occasional hallucinated details
- Export formatting edge cases
- Deeper integrations remain limited
- Reliability + validation need improvement pre-launch

What users said

“

"It works!"

”

“

"I will be using this for spring break!"

”

“

"I love the demo... it's very vibe-y."

”

“

"The UI design looks really cool."

”



What we'd measure after launch



Activation

- Itinerary completion rate
- Share / export rate
- Time to first itinerary



Engagement

- Repeat trip planning
- Feature adoption
- DAU / MAU



Output Quality

- Itinerary ratings
- Regeneration rate
- Constraint satisfaction



Business

- Partner click-through
- Booking conversion
- Estimated time saved

Flânerie adds value throughout the ecosystem



**TRIP
PLANNERS:**
Less stress,
faster first
drafts,
easier
coordination.



**GROUP
MEMBERS:**
More
visibility,
more input,
easier
alignment.



**TRAVEL
PARTNERS:**
Qualified
discovery,
higher-intent
traffic, better
top-of-funnel
engagement.



Who we're building for first

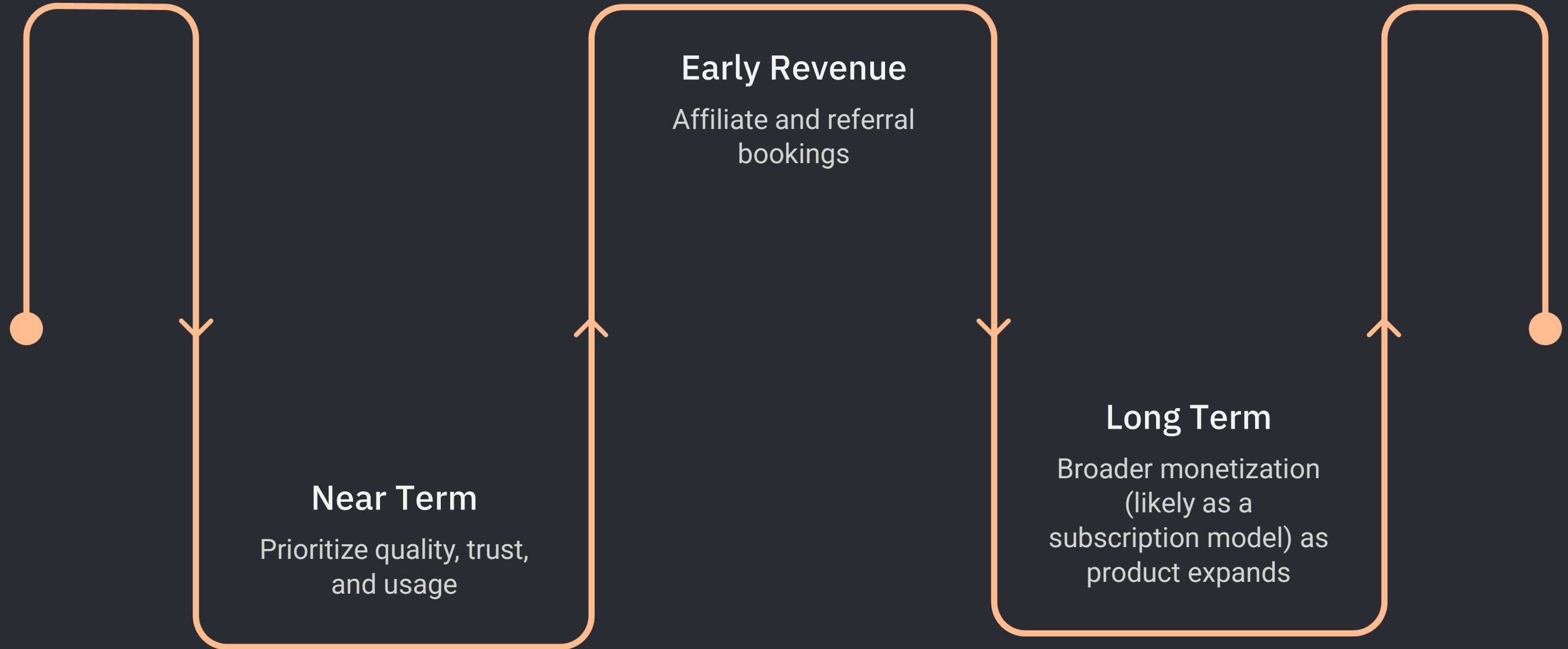
Target User

- People in their 20s/30s planning group trips
- E.g., birthdays, bachelorettes, reunions, celebratory travel

Go-to-Market

- Word of mouth in student + young professional networks
- Social content: vibe board → itinerary transformation
- Search capture: group trips + occasion travel

How we'd monetize over time



What it would take to launch fully



MVP Already Proves:

- Concept resonates with real users
- Workflow is technically feasible
- Users generate itineraries quickly

Production Would Require

- Robust booking integrations
- Stronger itinerary detail validation
- Latency + reliability monitoring
- Edge case and exception handling

Risks and responsible AI

Main Risks

- Hallucinated hotels, flights, or details
- Missing dietary or accessibility needs
- Culturally insensitive suggestions
- Over-trusting AI-generated output
- Privacy risk as data input increases

How We'd Address Them

- Structured outputs over free-form generation
- Real-source grounding where possible
- Clear AI disclaimer to users
- Minimal data collection by default
- Clear communication and ability to opt-out of non-essential data collection
- Retain user control of all edits
- Provide on-call customer support

Key learnings

1 AI as starting point, not autopilot

Best as a first-draft generator — not a fully autonomous planner

2 Narrowing the MVP made it stronger

Scope discipline → a product that actually works

3 Emotional UX is a feature

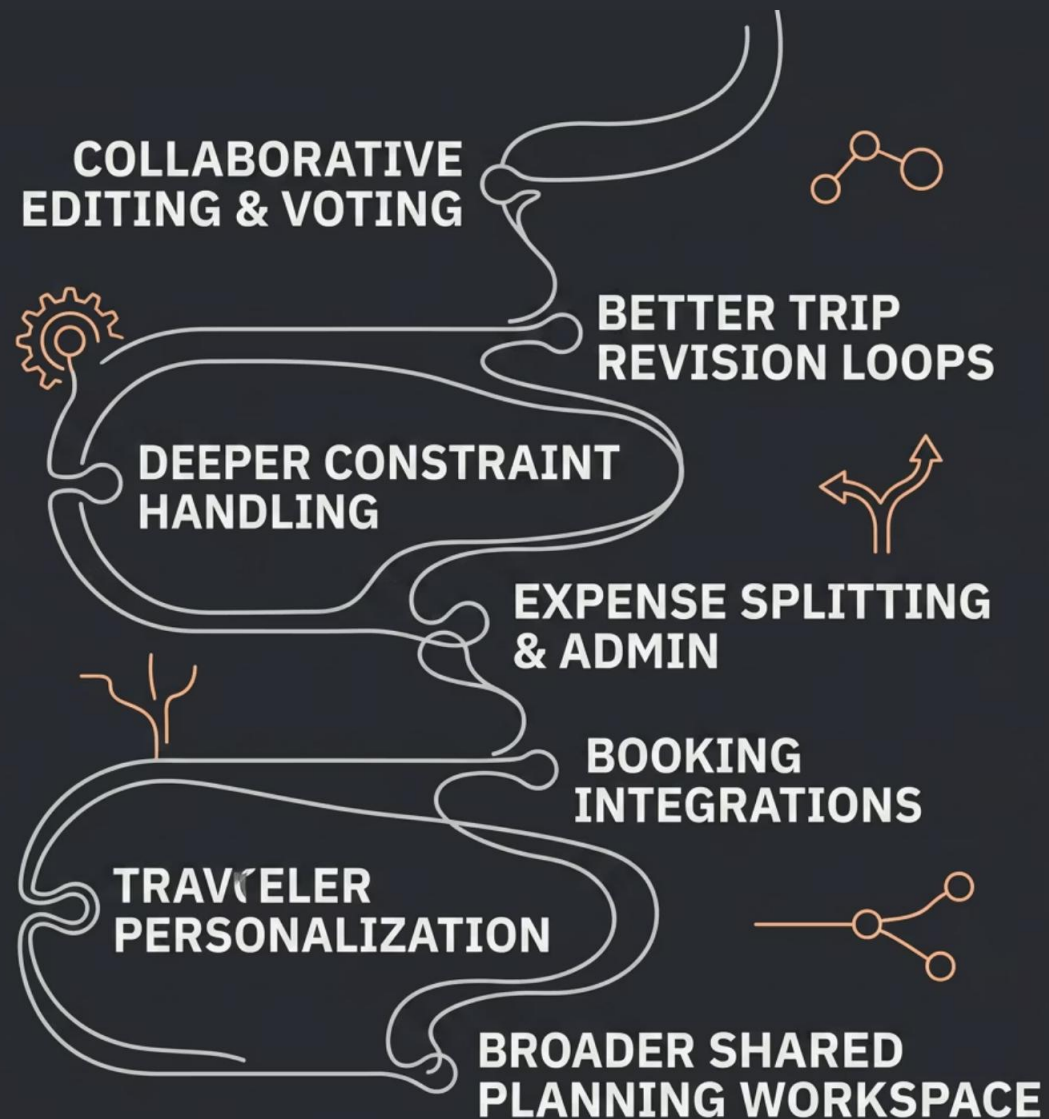
Travel planning is both logistical *and* aspirational

4 Structure beats creativity alone

Grounding, constraints, and validation matter just as much



Where Flânerie goes next



Market Expansion

Start with **20s/30s friend trips** — then expand into:

- Family vacations
- Reunions and weddings
- Corporate retreats and offsites

✅ The foundation is built. The roadmap is clear.



Planning feels like part of the trip

We started with a real, painful, relatable problem. We built something that solves the part that makes everything else possible — **getting a group from scattered ideas to a shared plan.**

Real problem

Group planning is broken

Working MVP

Concept resonates, workflow proven

Clear path forward

Focused today, expansive tomorrow

Thank You!
Questions?

Flânerie ✈