



WHO controls
what new features
get developed?

Travelers and their buddies do.

Honestly, it wasn't always that way. In the beginning we (the founders) thought we knew what was best for travelers.

We developed clever user interfaces (lots of slick Ajax drag and drop features), a full featured blog (similar to Blogger), a camera-sensing auto picture upload feature, and daily email updates from a traveler's Blackberry (or similar phone).

All of these died in the hands of real travelers. We were (and remain) humbled. In their place, we added much simpler user interfaces, a blindingly simple blog, simple picture upload, and we are still planning for mobile features.

So, please don't be offended if we don't immediately implement all the good ideas your Marketing Team comes up with. We regularly comb our logs and user trails to see how people are actually using their scrapbooks. We also listen carefully when people call and email our dedicated call center for help.

Here's the priorities we use to decide what to work on next.

- Remove barriers to easy usage by travelers and their buddies.
- Allow buddies to trumpet their traveler's exciting experiences. (We already have widgets for personal home pages and blogs like Blogger. Considering MySpace and Facebook next - all those grandkids consider these their second homes.)
- Extend the engagement of travelers and buddies with their tour operator.
- Expand support for special travelers. (We already support independent travelers and members of groups. Families have special requirements that we'd like to focus on. Ditto city-stay, cruise, adventure, and riverboat travelers.)

We'd love to talk about your ideas within this framework. Remember, our developers focus on these so that your developers can focus on your core business.

We are successful when travelers love their scrapbooks so much they want to share them with all their friends, co-workers and family; and those buddies, in turn, share them with their circle of influencers.