

# WorldTrekker Marketing Plan



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## Executive Summary

WorldTrekker is a fitness and virtual travel app that allows wanderlusters to see the world with every step. WorldTrekker seeks to satisfy the needs of those wanderlusters who do not have the time, money or resources to do the amount of traveling they wish to do. Our team has designed an app for wanderlusters of every age, with our primary target market being millennials who are in school or working, and lack the time and money to travel. Our secondary target audience consists of people who wish they could travel more, but are restricted due to money and time, and family and career commitments. Our tertiary audience consists of those individuals who have the resources, money and time to travel, but they want to add another element of travel to their daily lives.

WorldTrekker is truly one-of-a-kind app. WorldTrekker is a free app with a primary focus on virtual travel and a secondary focus on fitness, which differs it from its competitors. It is important to convey to users that WorldTrekker is not a travel-planning app. It is an app designed to transport the users virtually around the world through their daily fitness. Our message about what the app is, and the benefits it provides to users can be shared via social media, television, and print advertising. Through our messaging strategies we are confident that users will download WorldTrekker and incorporate it into their lives. With the current benefits of WorldTrekker and the future updates to improve the overall experience of the app, we are confident that the app will gain traction in the App Store.

## The Team



Erin Fry  
Design and Market  
Research



Russell Hsu  
Promotional Video and  
Market Research



Devun Schmutzler  
Developer



Benjamin Seah  
Developer



Weihan Wang  
Developer



David Ziegler  
Developer

WorldTrekker is comprised of a team of students learning how to create beautiful apps. We are the product of a collaboration between the journalism school and the engineering department, aiming to build apps that may one day find themselves in the app store. Through this course, we have gained valuable experience in the emerging field of app design, and would like nothing more than to be able to apply that knowledge in the future. After months of teamwork and individual effort, we have built our first app together, WorldTrekker, a different take on an old problem, made for people just like us.

## The Problem

The feeling of wanderlust, or the strong desire to travel, is one that many people can identify with. Although they are instilled with this desire to see the world and experience different cultures, many individuals lack the time, money or resources to fulfill this need. In our research we found that many people would like to travel, more than they do, but due to school, work, and organizational commitments, they simply do not have the time or resources to travel. The primary problem our app seeks to solve is this desire that individuals have to travel the world even though they lack the resources to do that.

The secondary problem our app seeks to satisfy is the need individuals have to track their fitness. Our research also indicates that fitness tracking is popular, whether it's through a wearable technology, one of the various fitness apps available in the App Store, or Apple's native health app on the phone. By partnering this need to track fitness with their desire to travel, we are confident that WorldTrekker will add value to the lives of our users.

## The Target Audience

Our primary target audience consists of millennials who are either busy with school or work. These millennials have an intense desire to travel the world, but do not have the money, resources or time to travel as much as they would like. These millennials have somewhat of a desire to track their fitness, and are avid technology users. WorldTrekker will complement these individuals' daily lives, while also allowing them to virtually explore the world. WorldTrekker will provide users with a more interesting way to track their fitness, while satisfying, at least for the time being, their desire to travel the world.

Our secondary target audience consists of individuals who have a desire to travel and track their fitness, but lack the time and resources to do so because of family or career commitments. These individuals do not differ much from our primary target audience except that they are a little bit older and may not rely as much on technology as our primary audience. In the same way as our primary audience, WorldTrekker will complement the daily lives of these users. It will provide users with a way to track their fitness and travel without taking the time, money, or resources to actually do so. Our tertiary target audience consists of individuals who are able to satisfy their desire to travel, and have an interest in tracking their fitness. Although these individuals have the time, money and resources to travel, they may use our app to add another element of travel to their daily lives and to provide a more interesting way to track their fitness.

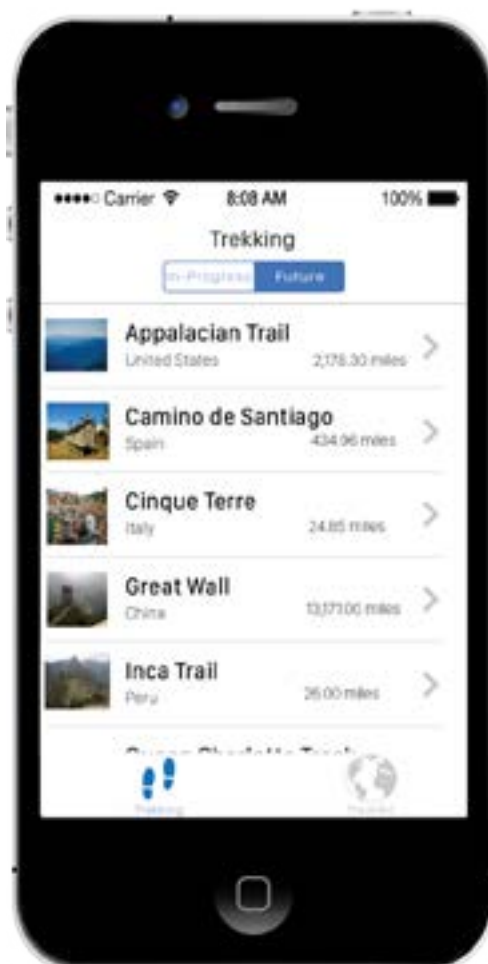
# The Solution

WorldTrekker is a fitness and virtual travel app that allows wanderlusters to see the world with every step. Below are mockups of WorldTrekker, which illustrate the benefits and features of the app.

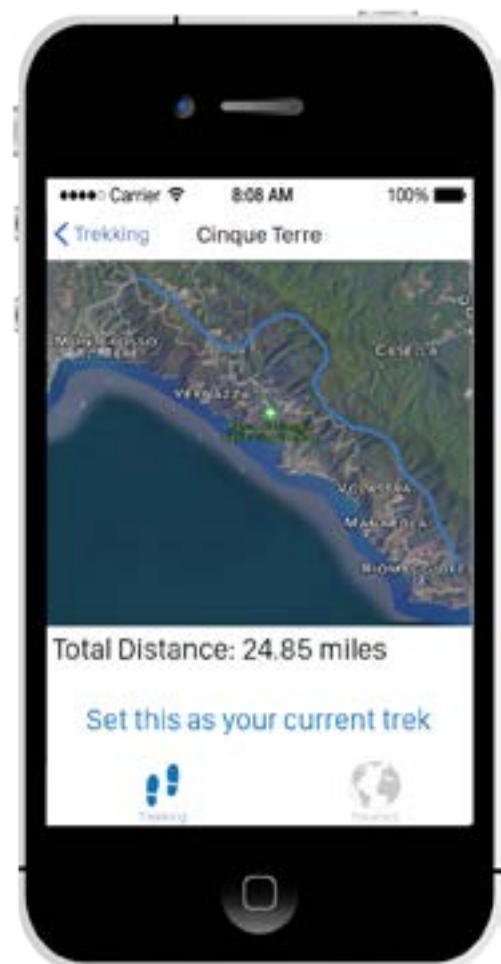
## TREKKING TAB

This is the first screen the user will be launched to when they first download the app.

Here they can see the trails available to trek.

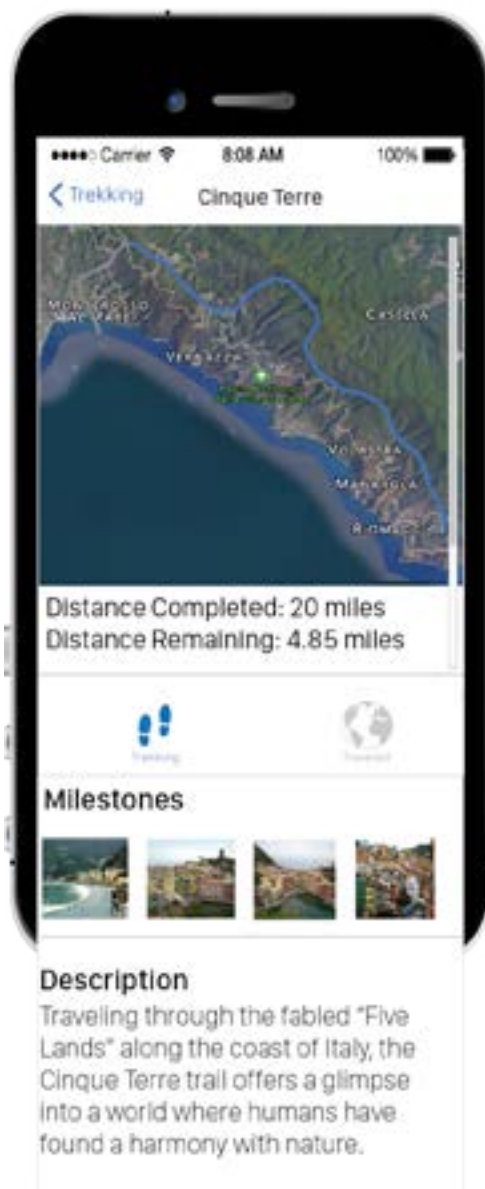


Here, the user can set a trail as their trek.

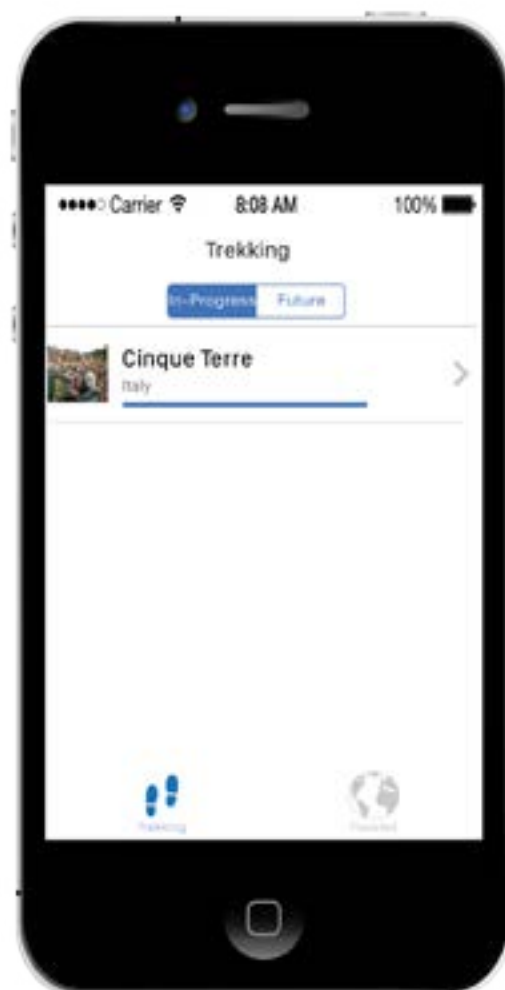


This screen shows the user their progress on their current trek.

The user has access to their progress plotted on a map, the total distance completed and remaining, milestones they've unlocked, and a description of the trail they're on.



This screen shows the user the trail they have in-progress.

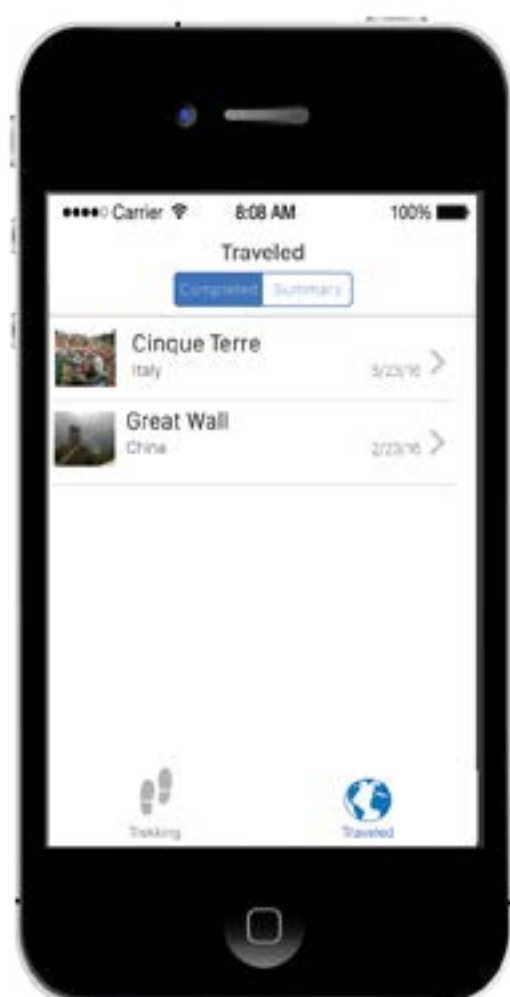


## TRAVELED TAB

This screen shows the user a specific milestone they've unlocked. The milestone includes a photo and a fact.

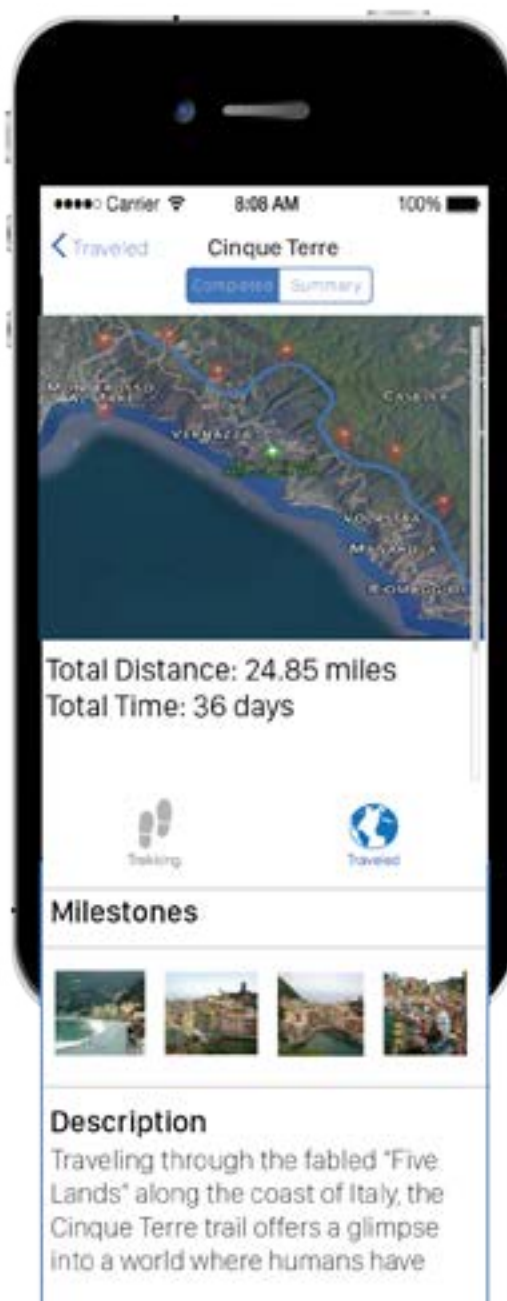


This screen shows the user the trails they've completed.





This screen shows the user specific details about the trail they've completed, including: the total distance of the trail, the time it took them to finish the trail, the milestones they unlocked, and a description of a trail.

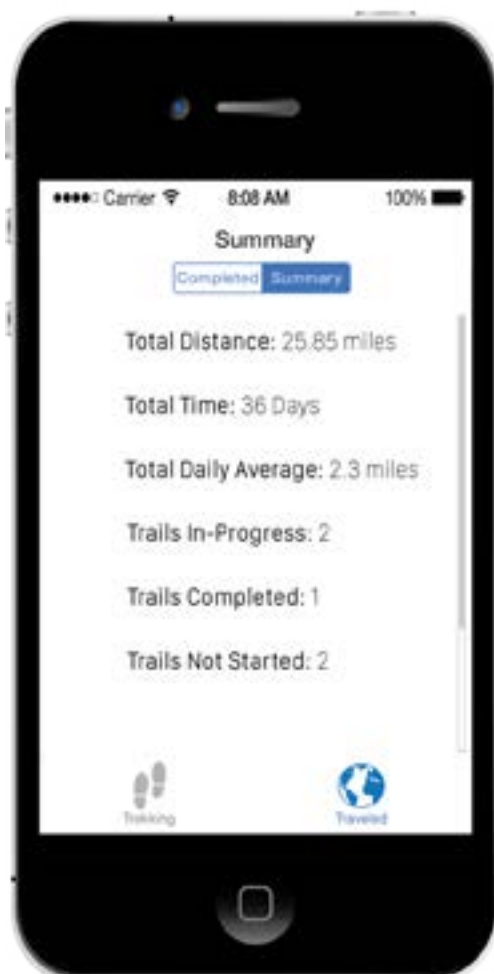


This screen shows the user a specific milestone they've unlocked. The milestone includes a photo and a fact.





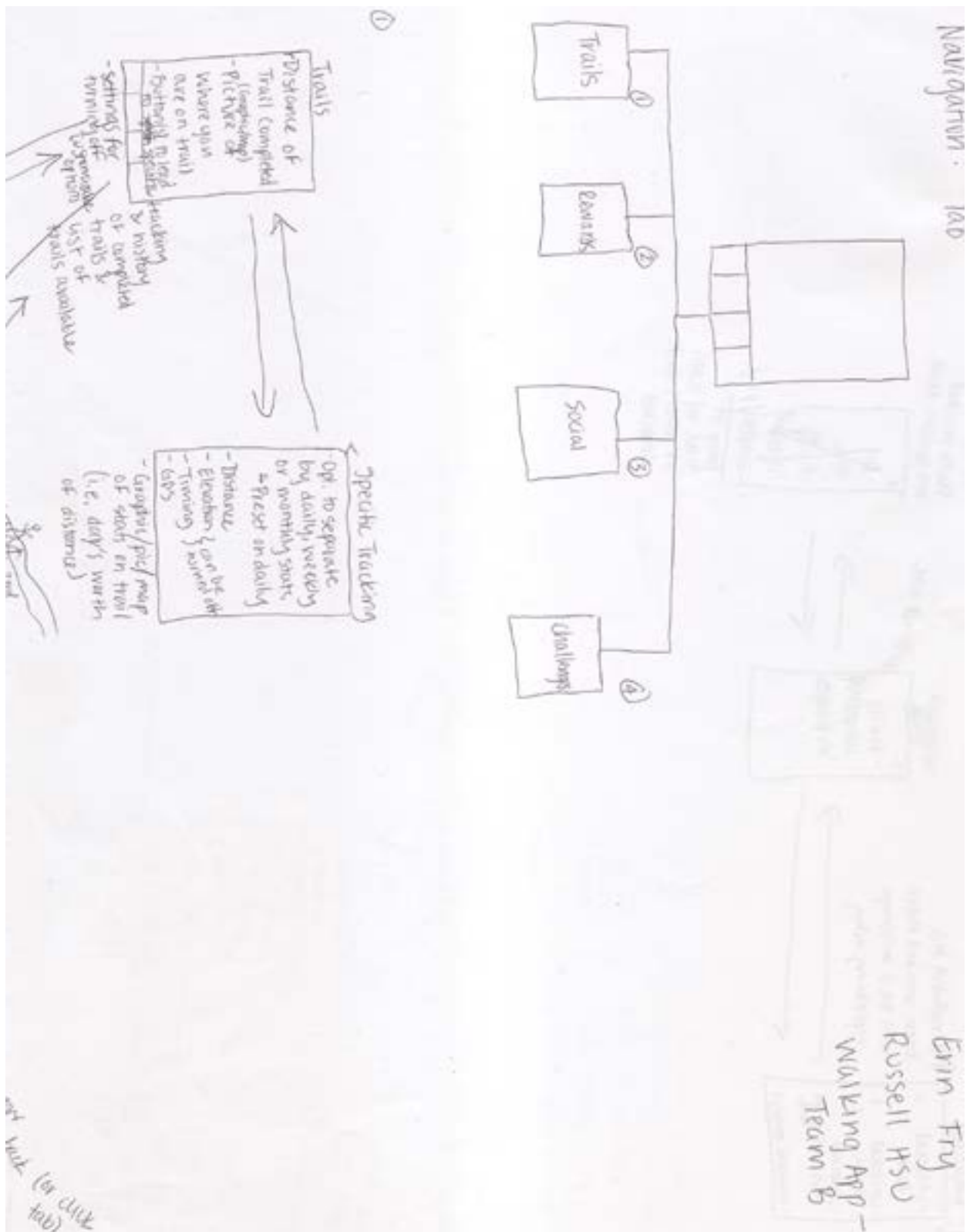
This screen shows the user a summary of what they've done with the app since they downloaded it. They have access to the distance they've traveled, the total time they've had the app, the number of trails they haven't started, the number of trails they have in-progress, and the number of trails they've completed.

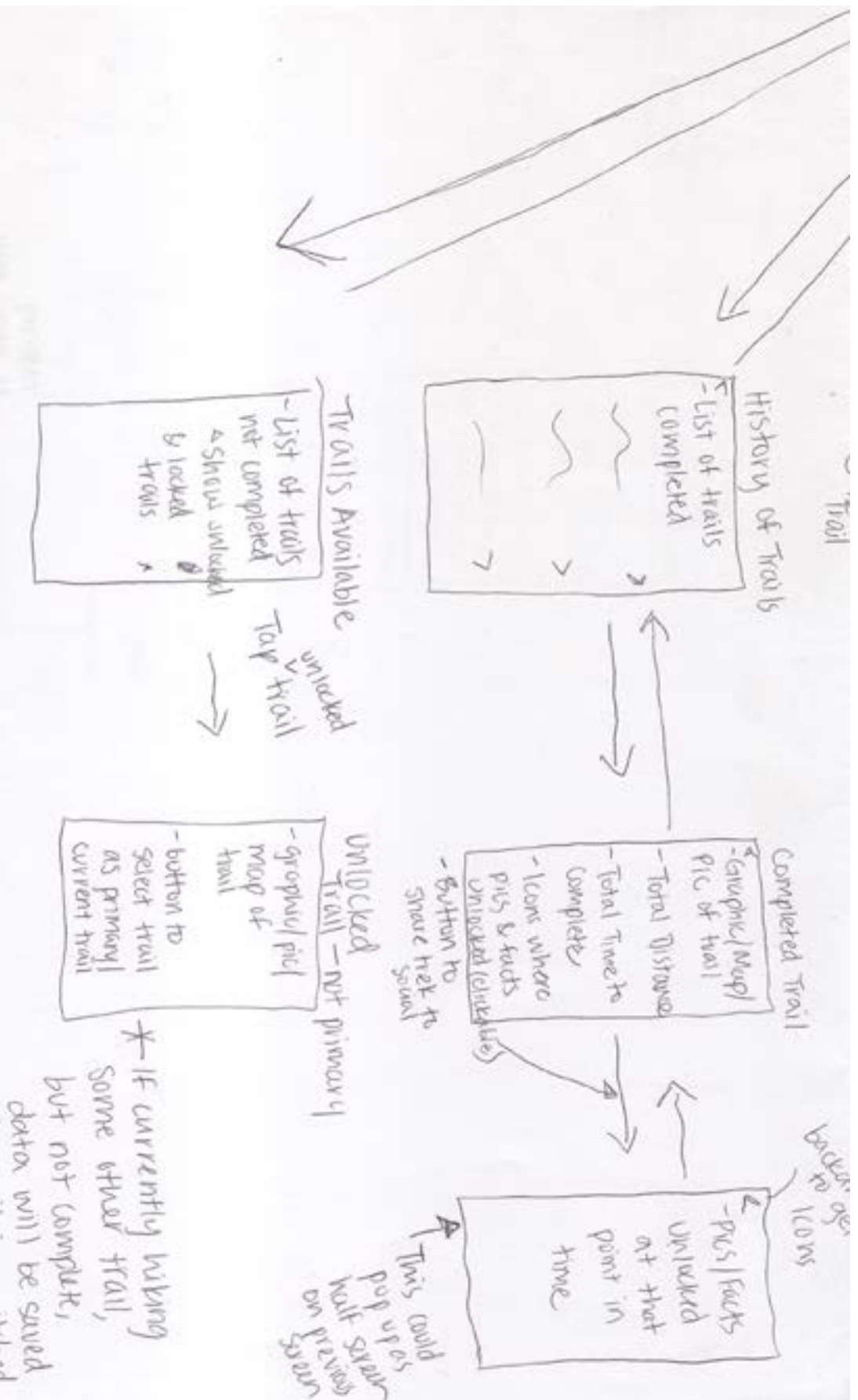


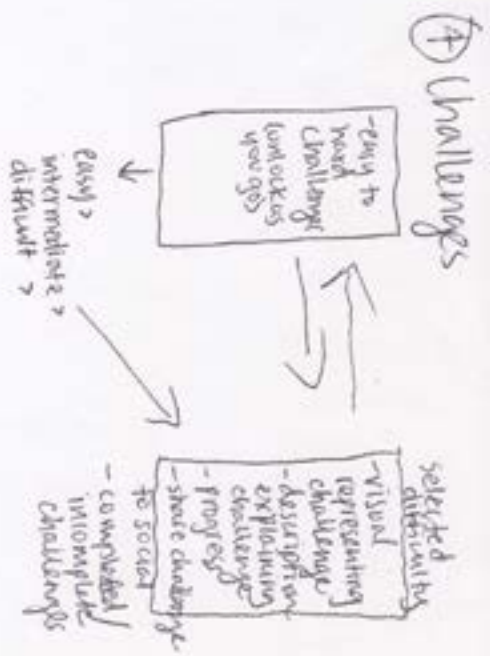
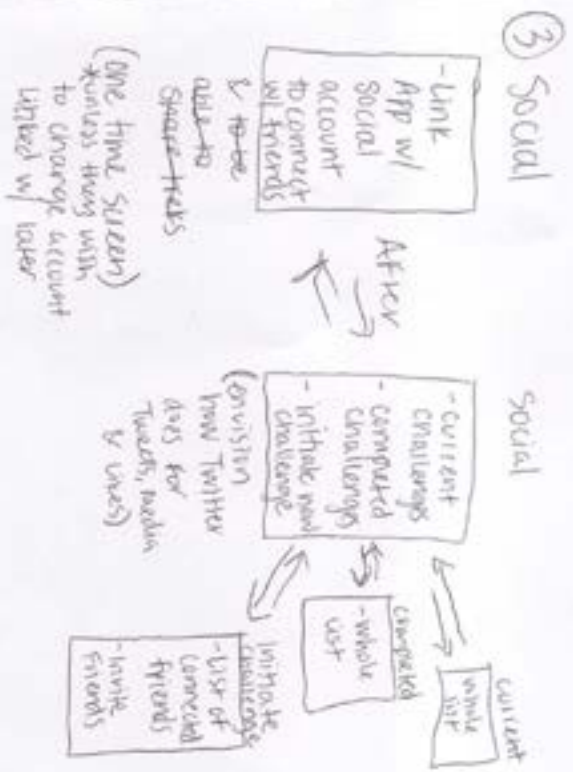
This screen shows what a notification from WorldTrekker would look like.



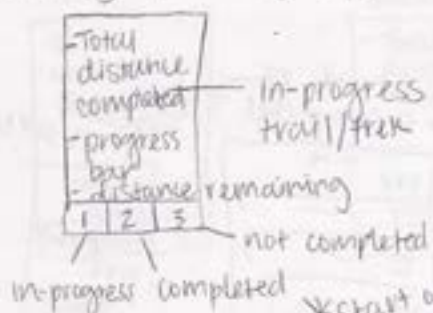
Below are the iterations of the designs we went through before settling on the the final overall design of the app. Included are hand drawn sketches, wireframes, and initial mockups.







# Walking Journey App- Team B



Tab Name Ideas  
 current treks  
 past treks  
 future treks

Health Kit data  
 (pop up @ beginning of app)

\* Start on list to let them select journey  
 \* let users decide if they start a new or B

## ① In-progress

main screen  
 - Total Distance Completed  
 - Visual representation of trail/trek  
 - progress bar  
 - Button(s) to lead to:  
 - settings → customizable options (elevation & time)

- specific trail stats  
 - social  
 \* share trek  
 \* see what friends are doing (must be connected through profile)

### specific trail stats

- Total Distance  
 - Distance completed  
 - Elevation  
 - Timing  
 - option to separate stats by activity, weekly, or monthly  
 daily | weekly | monthly

- Button to see where friends are on trek  
 - Button to social (share)  
 - Milestones unlocked & still locked

### modal social share screen

share  
 \* must cancel or complete action to return to screen

### sharing sheet

- Platform shared on  
 - Text box to type message  
 - button to share or to cancel

### Social - friends doing

- Total distance completed & distance remaining  
 - progress bar  
 - comparison to self  
 - visual representation of where your friend are on trek

version 5  
 \* cities  
 \* knowing what your friends are doing

Q: should I treks that're abandoned before completion stay in Tab 1 or move to Tab 3 as available - IP?

have to track steps, but can just show distance



## Completed treks

- most recently completed trek  
(no treks completed message if none)  
1 2 3

← Main screen

- Starts on completed trek:

- total distance
- total time to complete
- # of milestones unlocked

- Visual representation of trek

- Buttons to:

- get to list of completed treks
- Share trek on social
- view milestones unlocked

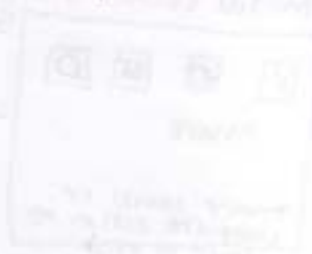
modal share screen



Share screen

- Platform shared on
- Text box to type message
- Button to share or cancel

\* user must share or cancel in order to return to previous screen



Recent List Information of all treks

## List of Completed Treks

10:19	
<input type="checkbox"/>	~>
<input type="checkbox"/>	~>
<input type="checkbox"/>	~>
<input type="checkbox"/>	~>
<input type="checkbox"/>	~>
<input type="checkbox"/>	~>

select trail screen

- Starts about completed trek:

- Total distance
- total time
- elevation
- # of milestones unlocked

- buttons to

- Share trek & to view milestones
- Visual representation of completed trek

## Milestones completed (on specific trek)

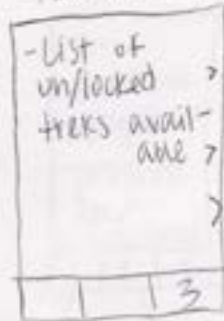
- Visual rep of trek & milestones on trek clickable
- Icons to view milestones (pics, facts, music unlocked)

\* need to figure out step data

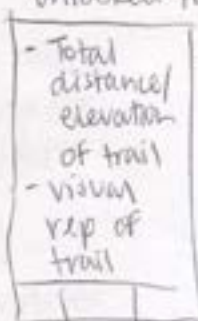
\* can choose where step data comes from (watch, phone, etc.) allow user to determine

- put in settings or app? where in navigation?

Not completed  
treks main screen



Selected  
unlocked trail



- Button to select trail as current IP trail

↳ if selected, moves to tab 1 and out of tab 3

↳ if in-progress (IP) trail replaced w/ new trail then it moves to Tab 3 as available-IP

\* If a new trail is selected & previous trail isn't completed then stats are saved. User can work on comp multiple tra at once.

Library of trails

\* could put under tab 1.

What's most important for 80% users?

Other:

Notifications: (customizable)

- New milestones unlocked

- New treks unlocked

- progress reports

4

- Trek completed

could put social here — take to specific screen in app w/ sh ability

customize li order? (search)

can have multiple journey's in progress — UI needs to r this



# Sketches - Version A

Tab 1

Select Trek

12:00

Current IP Future

☐ Great wall >

☐ Appalachian Trail >

☐ >

☐ >

☐ >

☐ >

Tab 1 | Tab 2

Specific Trail

12:00

Current IP Future

Great wall

Map

Total Distance: 103 mi

Description

Make this your current trail

OR

set this as your current trail

blue text button

(1 time thing)

JourneyApp would like to access your healthkit message

Location Services message

is this necessary if we track steps?

Current trail

12:00

Current IP Future

Great wall

Map

Total Distance completed vs. remaining

Tab 1 | Tab 2

menu

most recent milestones unlocked

menu selected

12:00

Specific Stats

Settings

3.01 mi 3.25 mi

in this picture

Specific Stats selected

12:00

daily

weekly

monthly

Tab 1 | Tab 2

Specific Stats

12:00 PM

TOTAL DISTANCE

PROGRESS

TIMING

DESCRIPTION

Tab 1 | Tab 2

graph data like health app?

IP selected

12:00

Current IP Future

☐ Great wall >

☐ Appalachians >

☐ >

☐ >

progress bar

settings selected

12:00

Notifications

☒ milestones

☒ progress reports

☒ new trail

Time

DISTANCE

MILES

KM

Trail Selected from IP list

12:00

Current IP Future

Great wall

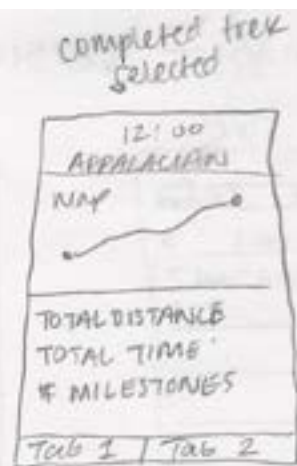
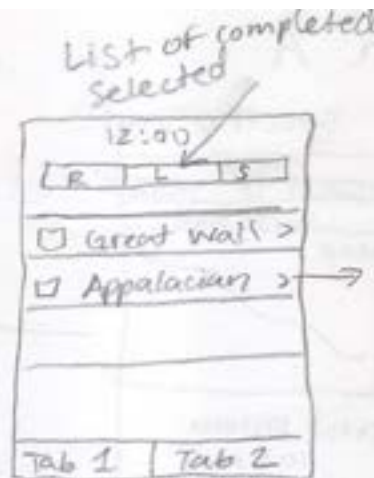
Map

Total distance completed vs. remaining

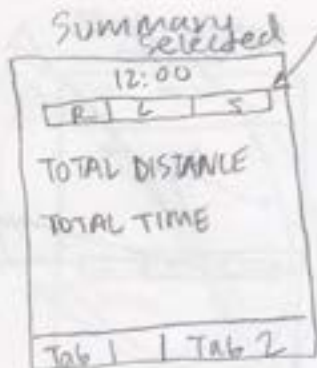
set as current trail

blue text button

\* If none IP, then message saying none available



\* IF no trek completed then message saying nothing to view yet  
Or does it automatically go to summary?

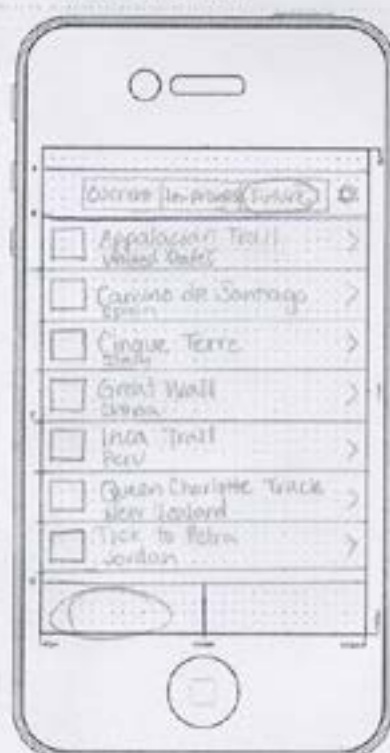


NOTIFICATIONS → SHARE ON SOCIAL

Link w/ social



# Future track tab



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20px grid

# Selecting trail from list



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20px grid

blue text button

# In-progress trails



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20px grid

# List of completed



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20px grid

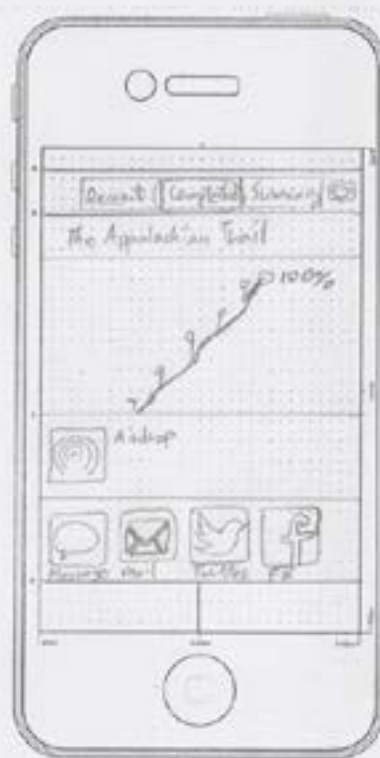
Chronological  
recent → latest

Blank if  
not a full  
table in-  
progress



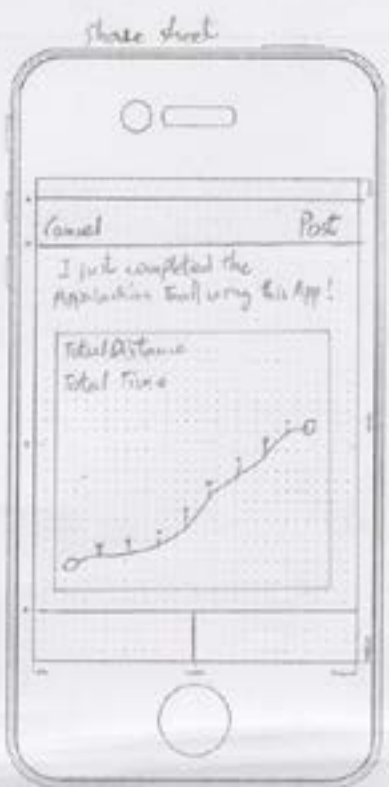
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iPhone 4s



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iPhone 4s



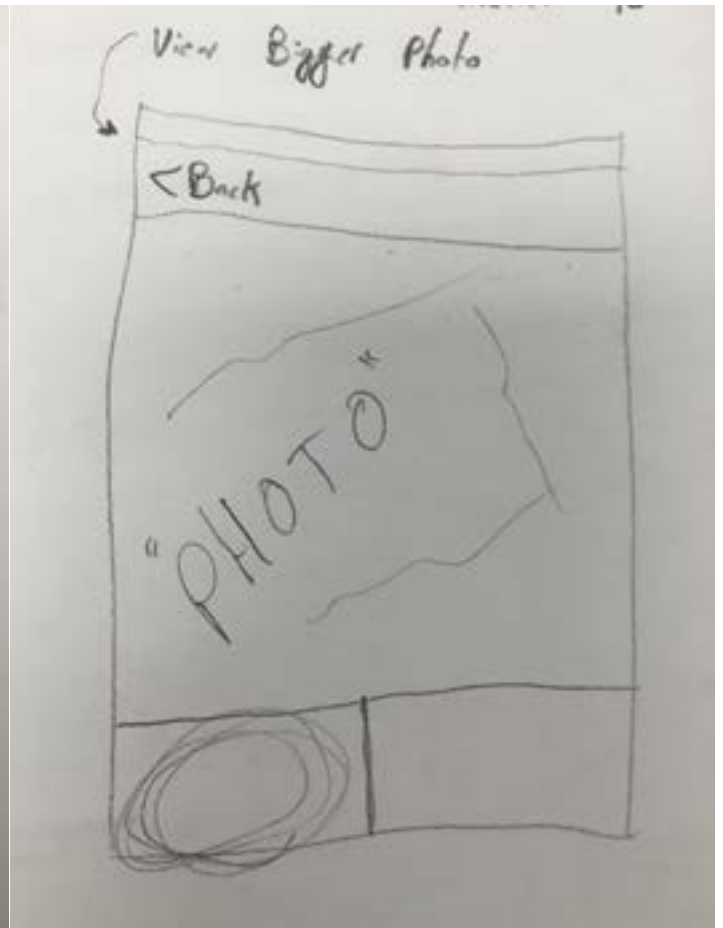
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iPhone 4s



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iPhone 4s





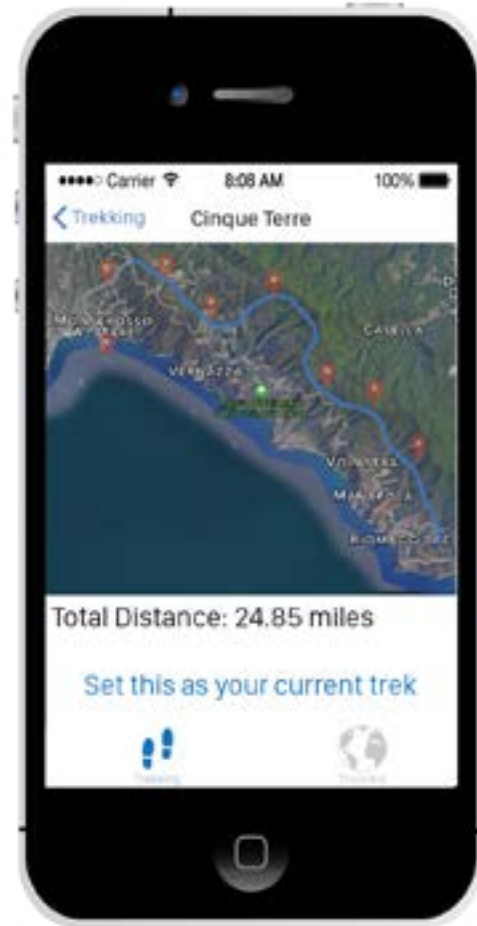
## TREKKING TAB

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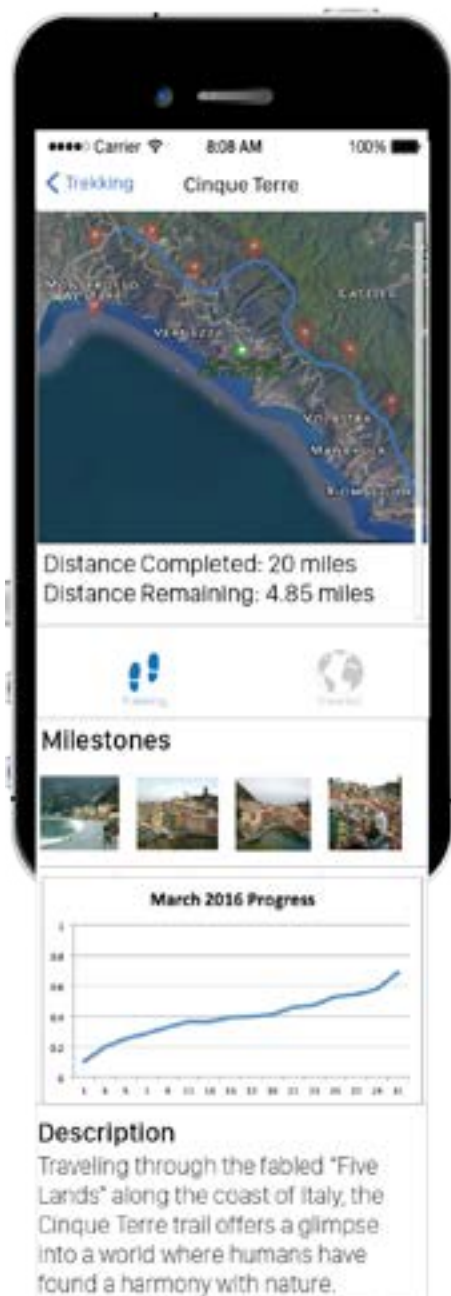


Here, the user can set a trail as their trek.



This screen shows the user their progress on their current trek.

The user has access to their progress plotted on a map, the total distance completed and remaining, a progress chart, milestones they've unlocked, and a description of the trail they're on.



This screen shows an unlocked milestone, which includes a photo and a fact.

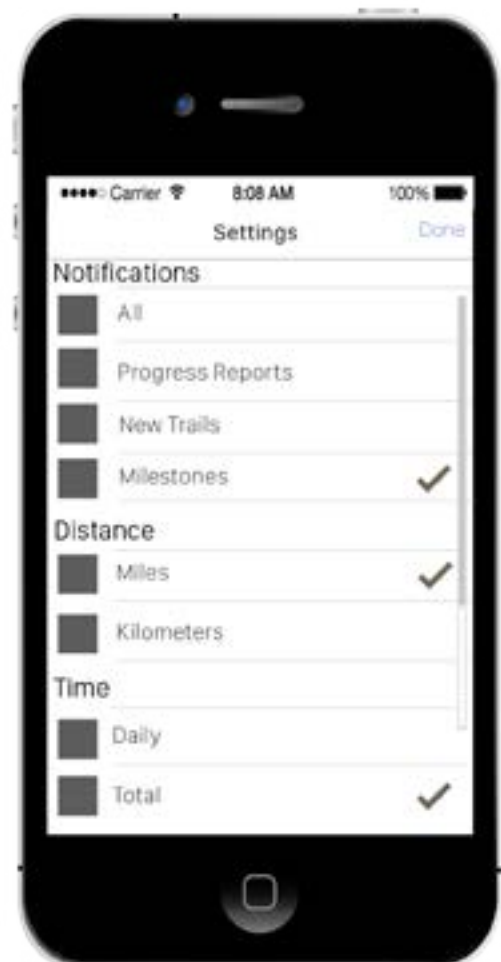




This screen show the user the trails they have in progress, including the trail they're currently working on.



This screen shows the different settings the user can customize, including: types of notifications, how distance is measured, and how the time spent working towards a trail is displayed.

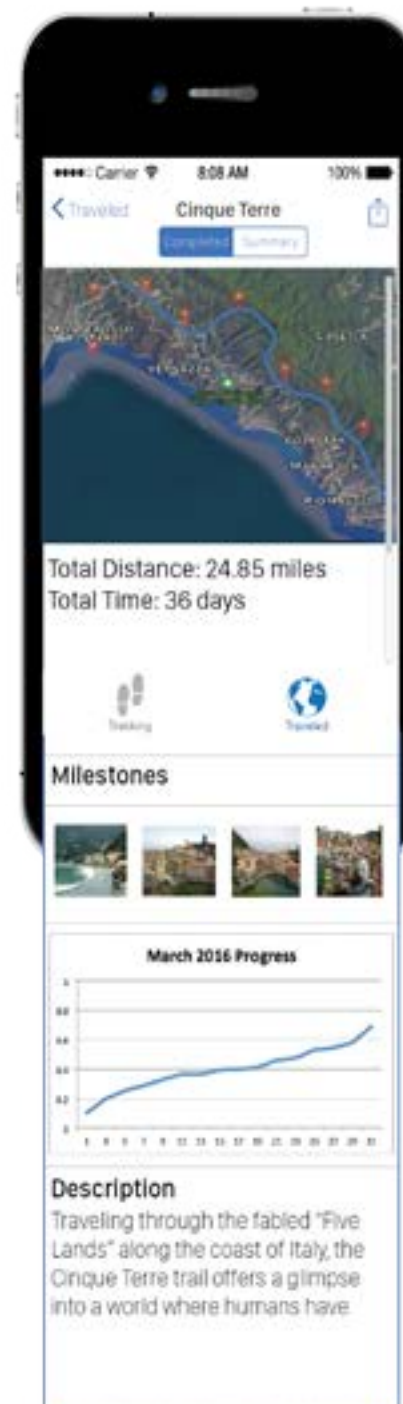


## TRAVELED TAB

This screen shows the user the trails they have completed.



This screen shows the user specific details about the trail they've completed, including: the total distance of the trail, the time it took them to finish the trail, the milestones they unlocked, their progress chart, and a description of a trail.



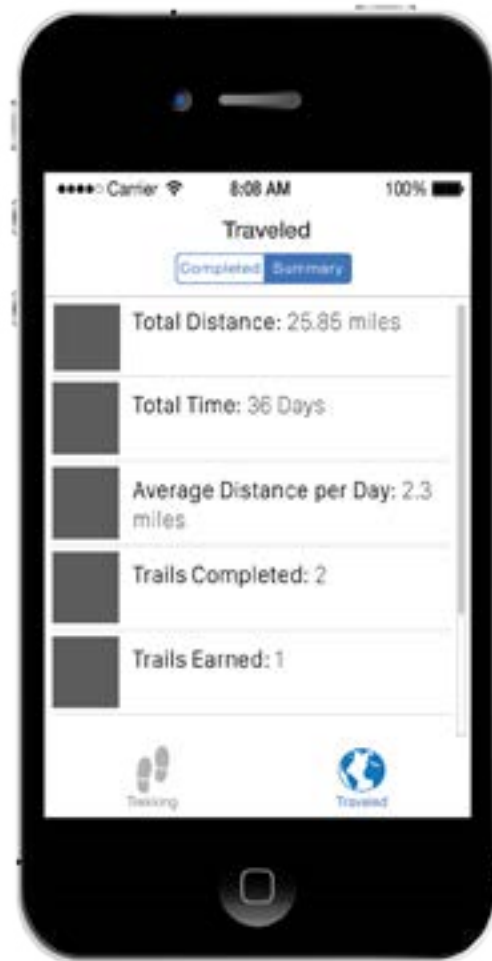
These screens allows users to share the trails they've completed with their friends.



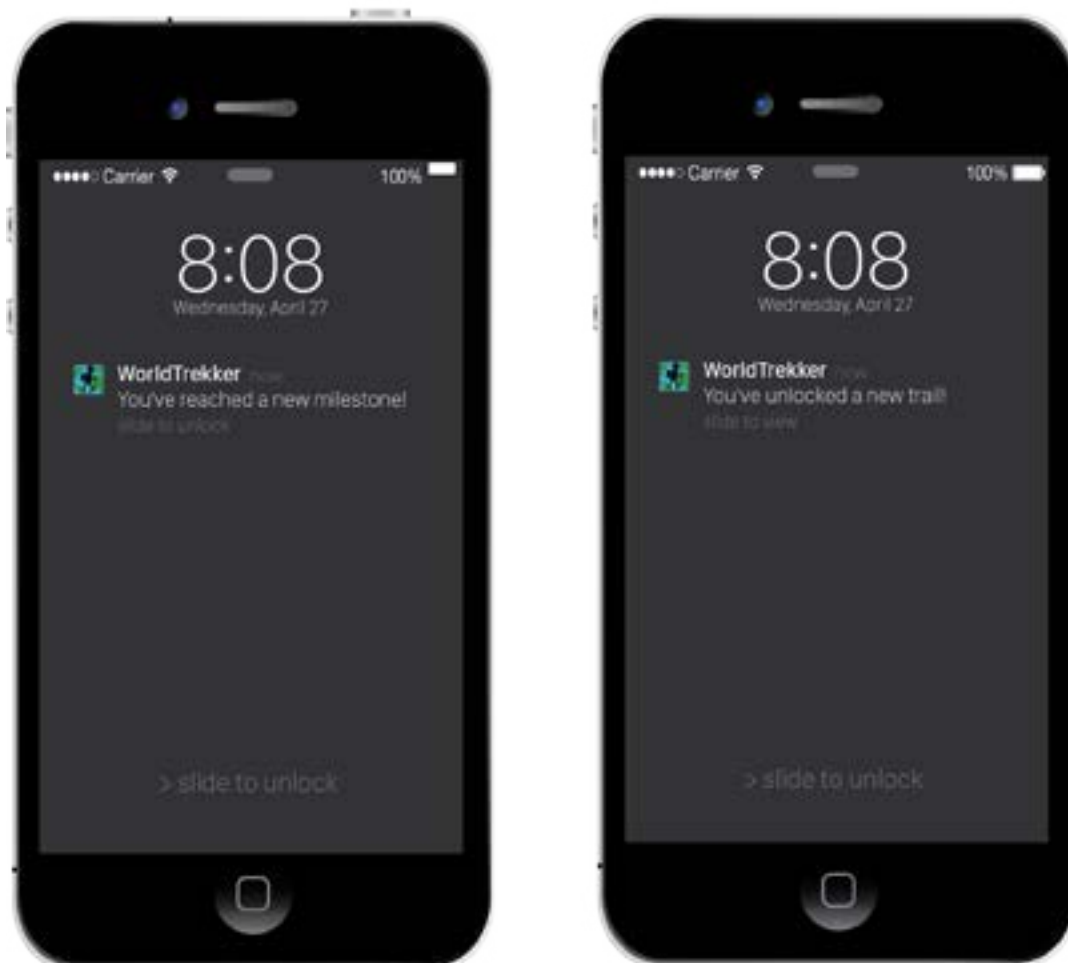
This screen shows an unlocked milestone, which includes a photo and a fact.



This screen shows the user a summary of what they've done with the app since they downloaded it. They have access to the distance they've traveled, the total time they've had the app, the average distance per day, trails completed, and trails earned.



These screens show what a notification from WorldTrekker would look like.



**Confirm Your In-App Purchase**  
Do you want to pay to unlock the Inca Trail?

Don't Allow OK

**WorldTrekker Would Like to Use Your Health Kit Information**

Don't Allow OK

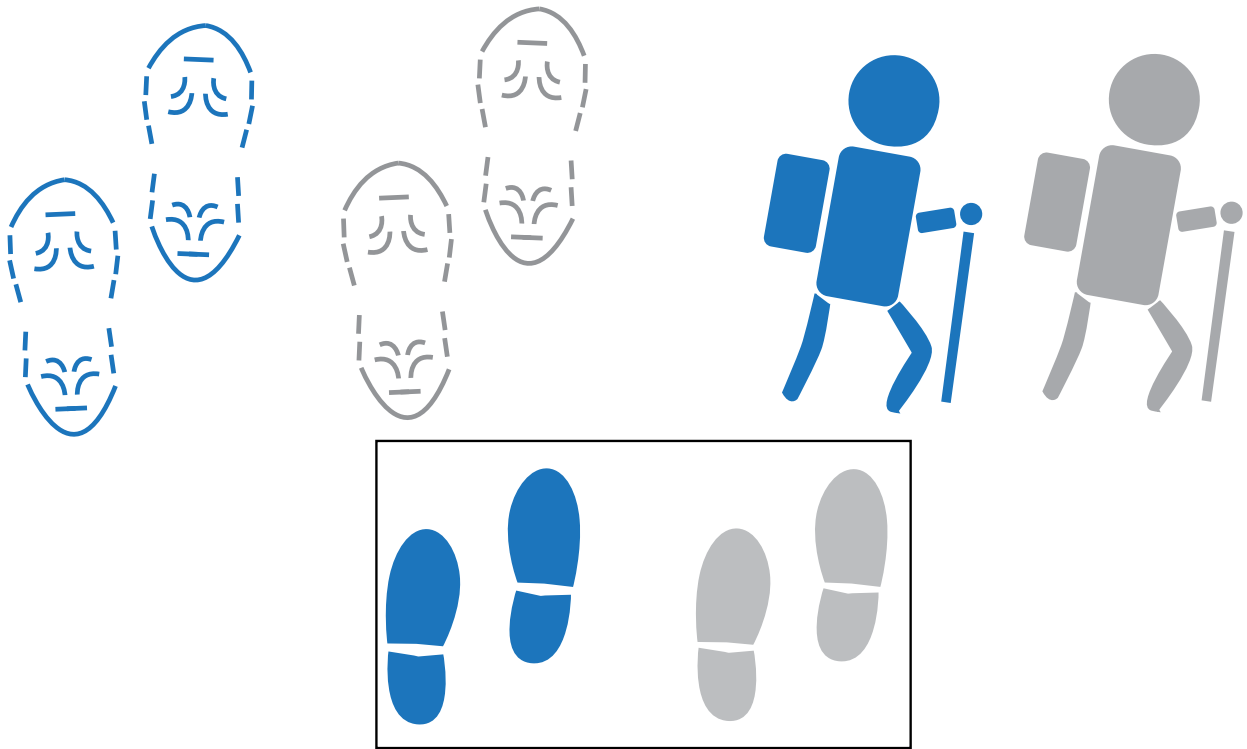
**You've Unlocked a New Trail**  
Visit the WorldTrekker App to see what you've unlocked.

OK

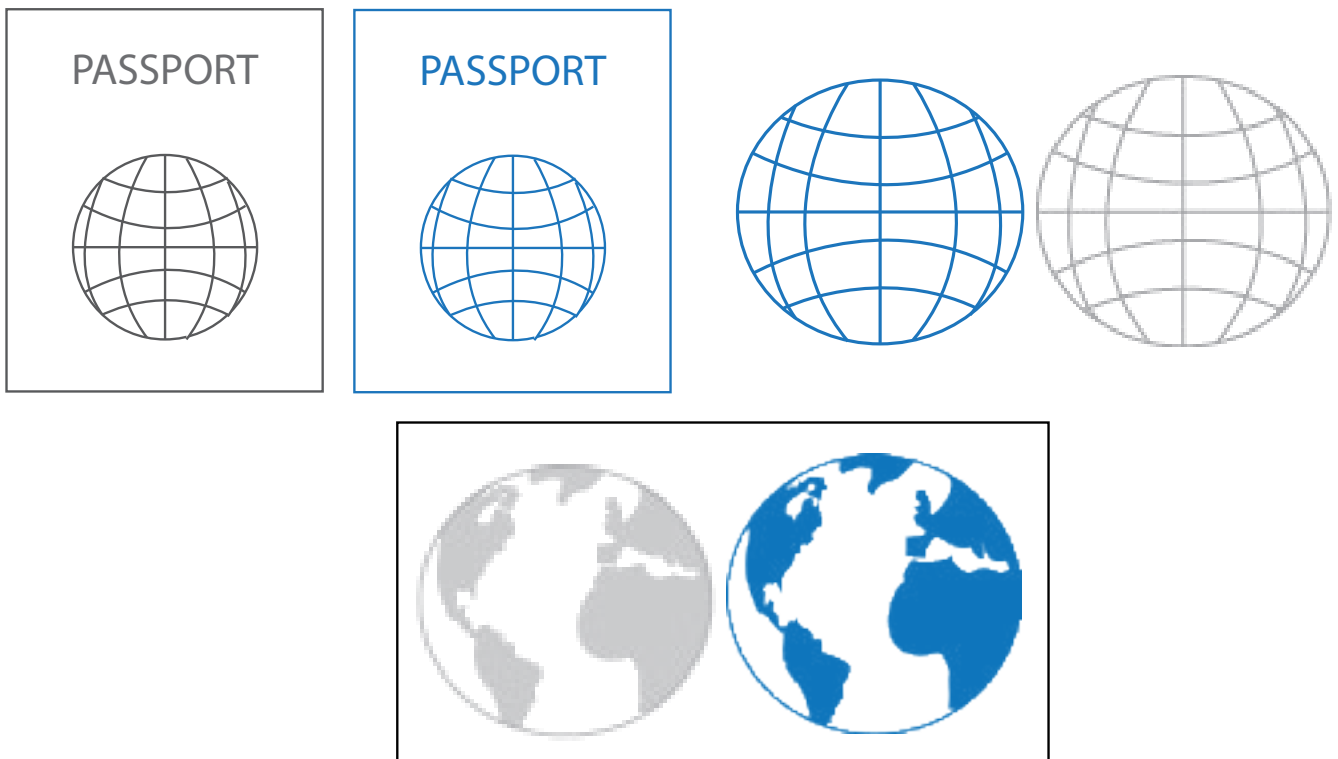
**You've Reached a New Milestone**  
Visit the WorldTrekker App to see what you've unlocked.

OK

## Trekking Tab Icons



## Traveling Tab Icons



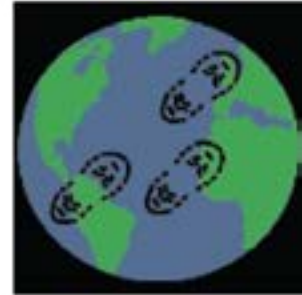


## Logo Iterations

WORLD  
TREKKER

Woot

WOT



Our logo



Our app icon



# The Market

WorldTrekker compared to competitors

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Free</li><li>• Travel-oriented</li><li>• Collecting data constantly</li></ul>	<ul style="list-style-type: none"><li>• Less sophisticated images</li><li>• Lack of customization</li><li>• iOS only</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Virtual Reality</li><li>• Wanderlustlers</li><li>• Advertisers</li><li>• In app purchases</li></ul>	<ul style="list-style-type: none"><li>• App Store saturation</li><li>• Limited resources</li></ul>

WorldTrekker directly competes with the apps Globetrekker Trail Buddy and Globetrekker Challenge. Indirect competitors include virtual travel apps and fitness tracking apps. Examples of virtual travel apps include Virtual Travel, AirPano Travel Book, Cardboard, and ViviWo. Examples of fitness tracking apps include Health, Walkmeter GPS Pedometer, and Moves.

Compared to our direct competitors Globetrekker Trail Buddy and Globetrekker Challenge, WorldTrekker is completely free to users. Globetrekker Trail Buddy and Globetrekker Challenge are free apps, but require users to purchase a wearable technology to sync with their app, which limits those wanderlustlers with limited monetary resources. Additionally, these competitors differ from WorldTrekker, because the emphasis is on fitness, whereas WorldTrekker places a bigger emphasis on travel. Globetrekker Trail Buddy is similar to Fitbit, because they push their users to reach 10,000 steps per day. Unlike WorldTrekker, Globetrekker Challenge has a strong challenge element in their app. This app is designed for groups of employees to go on virtual treks together. Although WorldTrekker has plans to incorporate a social element to the app in the future, the primary focus will continue to remain on virtual travel. Like Globetrekker Trail Buddy, Globetrekker Challenge, and other fitness tracking apps, WorldTrekker continuously logs data throughout the day, which helps provide the user with a new experience every time they launch the app. However, this is not a feature of the other virtual travel-oriented apps, because there are no fitness aspects to these apps.

Unlike some of our indirect virtual travel app competitors, WorldTrekker lacks some of the sophistication when it comes to the images provided in the app. Some of these competitors use 360-degree views, to help transport users to another part of the world, whereas we use static images. Another weakness of the WorldTrekker app is that in the current version there is a lack of customization. As the app continues to evolve we plan on adding more customization options in terms of how fitness information is displayed to users in order to compete better with our competitors. Lastly, a major limitation of the WorldTrekker app is that it is only ready for the iOS

platform. Many of our competitors, including our direct competitor offer Android apps in order to reach more people.

WorldTrekker can implement newer technologies like virtual reality into future versions of the app to help provide users with a more realistic travel experience. Additionally, WorldTrekker has the opportunity to capitalize on the growing wanderlust trend that has emerged. The idea of wanderlust has become very popular the past couple of years. Hashtags like #wanderlust and #traveltuesday are used regularly on various social media sites. Companies have used the idea of wanderlust in advertisements to appeal to their audiences. Blogs and clothing companies centered around traveling have become more popular. By capturing all of these individuals who identify as wanderlusters, WorldTrekker can grow the number of app users, attract advertisers in the future, and grow revenue. By procuring a large group of app users, WorldTrekker can attract advertisers to the app, which opens up the door of offering an unpaid and paid version of the app. These options will help sustain the business and the app, and will help procure resources to provide the best app to our users. Further, by offering in-app purchases, WorldTrekker will be able to grow revenue, and encourage users to be monetarily engaged with our app.

The largest threats facing WorldTrekker is that the App Store is saturated with so many apps, and there are constantly new apps being added. WorldTrekker seeks to occupy a specific niche that possesses the best of two worlds, health tracking and virtual travel. This means that WorldTrekker will have to break through the clutter and reach consumers in hopes that they download the app. Another threat is the fact that as a team we have limited resources, and cannot take this app further without additional assistance and finance.

## **The Product Messaging**

Although WorldTrekker is not primarily a travel or health app, we retain benefits of both. Instead we are a virtual travel and fitness app, and it's important to make that distinction in order to appeal to the right audience. We want potential users to understand that WorldTrekker is connecting their daily activities to progress made on trails around the world. WorldTrekker is not an app that can be "beat" in a short amount of time; instead, it is to be used in small increments on an almost permanent basis. Our app is meant to be an augmentation to the users' daily lives and to satisfy their need for travel.

Through various media channels, we will advertise WorldTrekker as a free app that will help you see the world with every step without taking your time, money or resources. WorldTrekker can also be advertised as the app to provide you with your next adventure or to hold you over

until your next trip. The placement of these messages and providing a link to the App Store will hopefully convince users to download our app.

### *App Store Description*

WorldTrekker makes satisfying your desire to travel easier with our virtual travel and fitness app.

- You can track your daily activity on trails from around the world
- You can view your progress on a map
- You can unlock milestones along the way
- You can learn about the world without ever stepping foot on a bus, train, or plane

## **The Media Plan**

In order to reach our primary and secondary target audiences we would want to place our message in places where wanderlusters would see it. The first place to start would be on social media. Many millennials have various social media accounts, and use social media on their phones. Social media giants such as Facebook and Twitter as well as different search engines track users' web activities actively. By using their data we can target specific groups of individuals whose web activities reflect that of our target audience. We will use social media to convey the big idea behind our app and get people to the app store to download our app. We can also advertise with some of the many blogs and magazines that are dedicated to travel. Additionally, we could see WorldTrekker advertising with the television show the Amazing Race, because it has a high viewership of people between the ages of 18-49 ("TV Ratings Friday," 2015). Our advertising messages on blogs, in magazines, and on the Amazing Race will focus on how we can give our users an adventure without taking their time, money or resources, which is why they should download our app.

Secondary places to advertise to reach our tertiary target audience include websites like TripAdvisor and at travel agencies. These are places and websites that these individuals may visit semi-regularly. Our advertising message here will be that WorldTrekker will act as their holdover until their next trip, which is why they should download our app.

## **The Future**

In future versions of WorldTrekker there will be many additions to the app. These additions include:

- A progress chart available to show the user their progress made towards a trail. This data will be available in daily, weekly, monthly, and yearly increments.
- Customizable settings for how distance is show (miles or kilometers), the types of notifications received (progress reports, new trails, milestones, all), and the time spent progressing on a trail (total or daily).

- The ability for users to share their journeys on social media. This feature will also help to market our app on social media.
- The ability for users to pause progress on one trail to begin a new or in-progress trail.
- A competition aspect, where users can connect with friends and challenge them to complete a trail or reach a milestone first.
- Locked trails that users have to unlock either through progress made on other trails or through in-app purchase.
- An element of virtual reality to help transport the user to the trail they're trekking, such as the 360-degree interactive pictures.
- A paid version in addition to the unpaid version of the app. The unpaid version would have advertisements. The paid version would also have content that would require in-app purchases on the unpaid version.
- An Apple Watch app to accompany the iPhone app.



## References

TV Ratings Friday: 'The Amazing Race' Flat With Last Year 'Shark Tank' & 'Hawaii Five-0' Slip a Little. (2015, September 26). Retrieved from: <http://tvbythenumbers.zap2it.com/2015/09/26/tv-ratings-friday-the-amazing-race-flat-with-last-year-shark-tank-hawaii-five-0-slip-a-little/>.