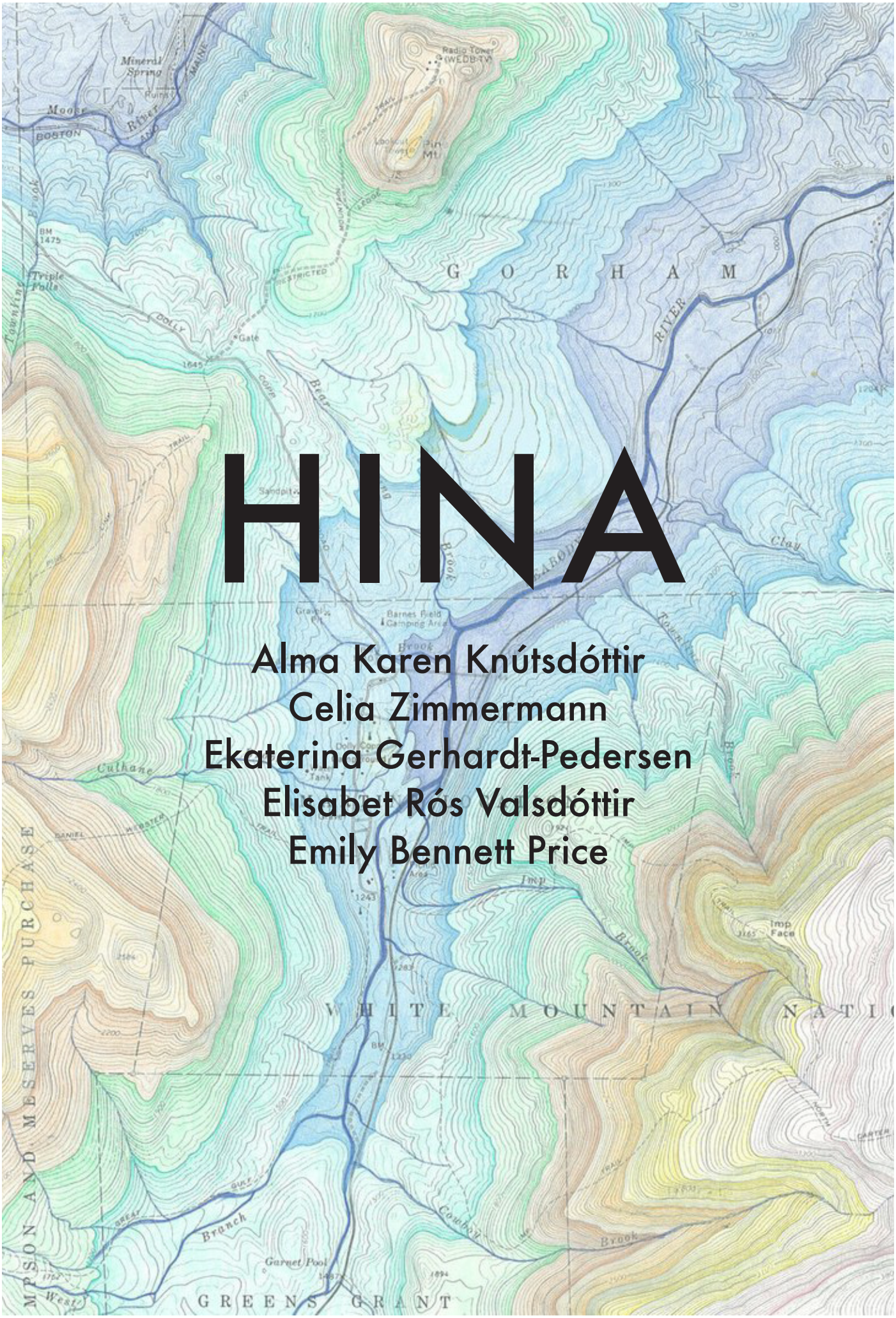

HINA

Alma Karen Knútsdóttir
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Emily Bennett Price

HINA

PURPOSE

Travelling should be fun and effortless. But, when you factor in all of the research for flights, hotels, rental cars, places to visit, things to eat, and coordinating your schedule... It can be quite exhausting. HINA is here to help.

EFFECT

HINA is a group of globetrotters who seek funky, underground, and authentic experiences everywhere we go. Through recommendations from locals, HINA aims to give travellers the opportunity to plan trips in an easy and organized way with personalized travel solutions. With time-management tools and a sharing network, we make your trip more efficient and fun!

MESSAGE

This is our mountain to climb and we hope to reach the top in every city YOU want to visit.

SENDER

Our Values:	Innovation, simplicity, creating a community through sharing.
Our Mission:	HINA provides personalized social travel solutions. With recommendations from locals and giving travellers the opportunity to plan trips in an easy and organized way. Through time-management tools and a sharing network we make your trip more efficient and fun!
Our Vision:	Create, Share + Explore.

BUSINESS MODEL

HINA's customers are travellers all around the world – they can be single or in a relationship, male or female, travelling on leisure or business. The common thread is limited time and the need to make the most of their adventure. TROT is for everyone, this business model is focusing on mass market and trying to provide personal service.

Customer relationships derive from community, self-service, participation and bad vibes. By creating a personalized user profile and oppurtunity to share your experience you can connect with the world. From start to finish it is up to the individual.

Values propositions are customization. TROT offers travelling tools to the specific needs of individual customers. The app provides a network where you can share your travel experiences with friends and other users. The goal is to get the most out of a short trip with time management tools. Personalization through user-test.

Main channels are: word-of-mouth (friends sharing with friends) and social media (as TROT relates to Facebook and other travelling and social media profiles). We consider using ambassadors, for example, travelling bloggers or photographers, and physical ads at airports and on airplanes.

We are using a number of ways to generate revenue streams and the main one is expertise. Selling customer info, travel habits, and behavior to other companies which want to improve and develop their business. Ideally we would avoid a direct advertising stream, but we are considering having a backend tool for travel agencies. This is where we could receive a subscription fee.

Our key resources are brand, knowledge and network.

Key activities are:

1. Design User Test
2. Collect Data
3. Develop design
4. Prototype + User test
5. Final product + AD

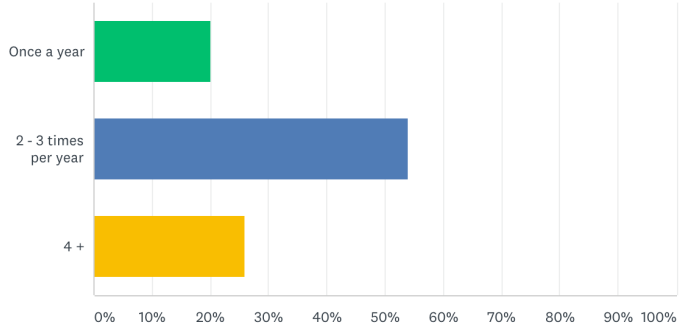
Our utopia partner is AirBnb, as it shares common values such as creating an authentic stay and experience. It could help advertise TROT. Non-competitor partners are airlines and hotels. Contrast partner could be Tinder. Tinder matches could leave the screen and experience something together with the help of TROT.

Cost structure is consisted of few different parts:

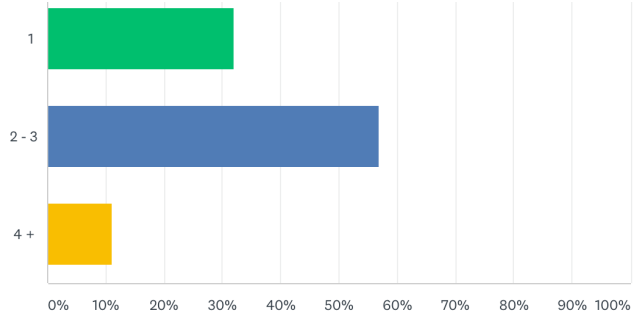
1. Fixed costs: salaries, rents, other small expenses.
2. Variable costs: user test, design, data.

SO WE TEST

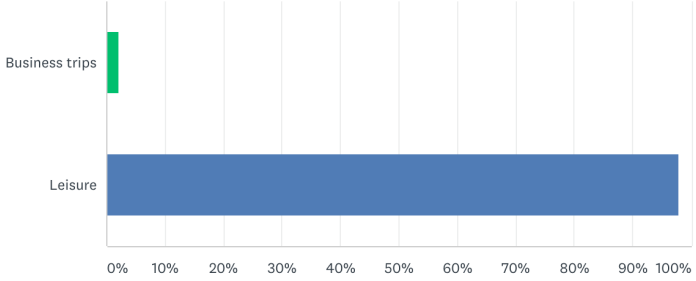
How often do you travel?



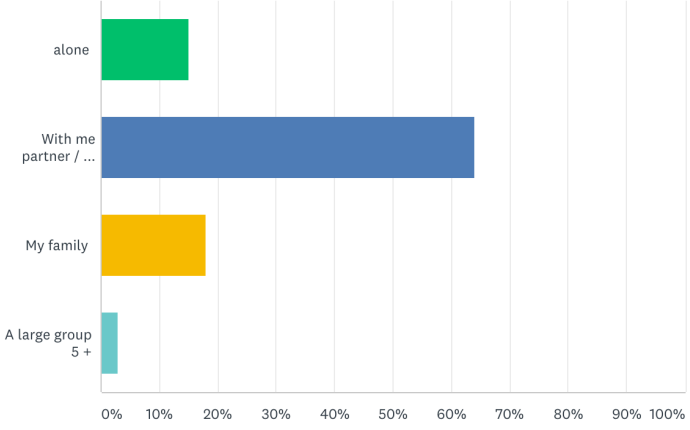
How many new destinations do you visit per year?



Why do you travel?



Who do you travel with most?



RECEIVER / TARGET GROUP:

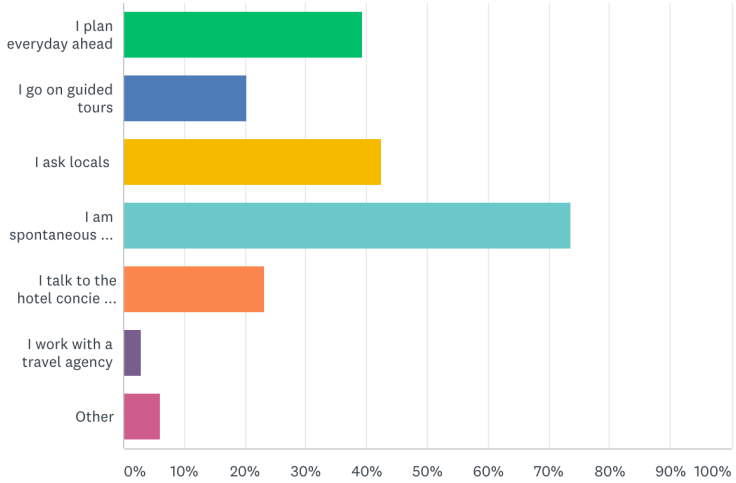
Survey was taken to prove target group characteristics and behavior. There was a questionaire of 10 questions, asked with the help of social media and 100 people from 18 to 45+ years old took part in it.

First and second questions were asked to prove that people are travelling not just once per year for one beach vacation. The graph shows that over 50% travel 2-3 times per year and to 2-3 different destinations. Which is important, because it is necessary to set apart those, who travel 2-3 times per year, but visiting their families at the same place.

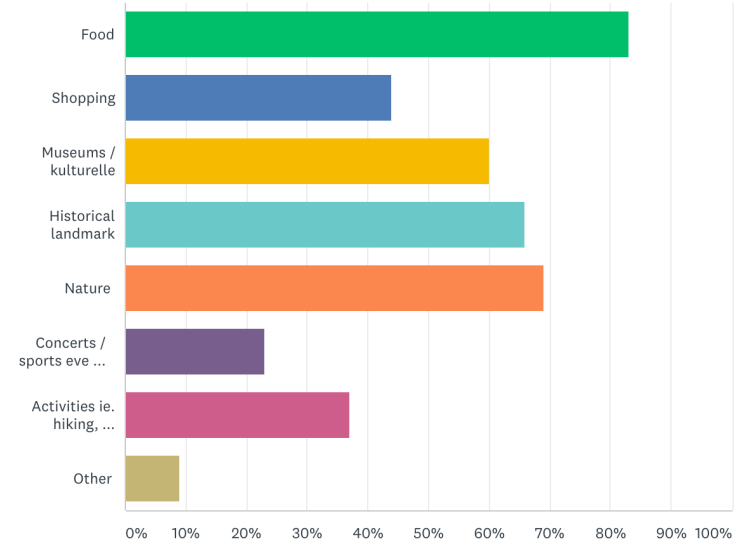
20% travel once per year and 32% to one destination only. 12% travel to more than 4 different destinations per year and those travellers are also included in our target group.

The next 2 questions highlight if people travel for leisure or business and with whom. Graphs show that people travel mostly for leisure and with a partner or a friend. This information is needed to see “the face” of a typical traveller and potential user.

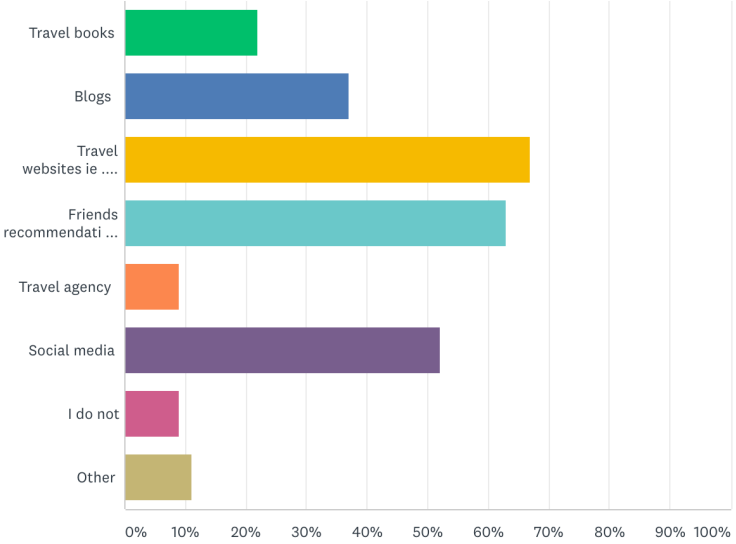
How do you travel?



What do you focus on when travelling?



How do you research your trip?



The Surveys main goal was to find out if people plan their trips and if yes, where they take inspiration and information about potential destinations. Over 70% of the respondents answered that they like to be spontaneous while travelling. At the same time they ask locals, talk to hotel concierge and take guided tours. 40% plan their trips ahead.

Testers typically use travel websites, friend recommendations, blogs, and social media to research future travel. This alligns with the idea of a travel-planning app, based on recommendations from locals.

Results show that people are focused on many different things while travelling. Food being the highest percentage. For example other options are landmarks, museums and nature.

Demographic data of the survey shows that our travellers are from 18 to 45+ and mostly women (which can be explained by the survey network):

Half of our respondents use apps for travelling and half do not, but we believe that we can make them use our amazing app, which can personalize travels, save time and bring more fun into exploring!

MEET OUR PERSONAS

SPENCER

- Male
- 27 years old
- Travels alone
- Works full time or a student
- Likes to discover
- Interested in rare sorts of coffee/Buddhism/ music from 80th/ Vans brand/red wine/ medieval poetry/Sex pistols music
- Interested in culture in general and local culture
- Limited on time

Spencer is a 27-year-old student, studying design. He likes to travel about 2-3 times a year on low-budget travels. When he travels he usually travels alone, sometime with a friend. He usually doesn't plan his trips very well, he often books them with little advance. When Spencer travels he likes to go to cafés that specialise in coffee, he's a big fan of a well-made cappuccino. He also likes to go to records shops to find records with his favourite 80's bands. He also likes to go to museums and is especially interested in museums that have medieval texts because he is very into medieval poetry.

Spencer usually doesn't plan his trips, but mostly because he likes to discover new things. He often gets disappointed in his trips because he can't find the right museums, the best cafés or his travel times takes up so much of his time when he is going between one place and another.

ERIN

- Female
- 40 years old
- Business traveler
- Working
- Tired of known highlights, likes to discover something unusual
- Likes craft beer pubs, rare sorts of IPA/ fan of Manchester football team/pre-war architecture/ships
- Limited on time

Erin is a 40-year-old business woman working in finance. She travels a lot on business but likes to explore the cities and places she goes on business trips. Her time is often very limited even though her budget is not. She has travelled a lot and has lost interest in going to the historical landmarks when she travels and wants to explore the cities she visits like a local. She is very into craft beer bars and English football but has a hard time trying to find the bars that have serve both of her interests. She also likes pre-war architecture and old ships so she likes to go to specific museums or walk around in the oldest neighbourhood cities have to offer. Because Erin's time is limited on her travels she needs to be very organised. She researches the places she is travelling to but has a busy job so she does not have very much time to do that.

MICHELLE AND BARACK

- Male + Female
- Around 30 years old
- Don't have children
- Travel together
- Working or students
- Like outstanding and funny places, together with known landmarks
- Limited on time

Michelle and Barack both work full time jobs and like to spend their money on travelling. They want to get off the beaten path, ask locals for recommendations as well as seeing the historical landmarks. They like to take short trips with little notice so they need to organise well to make the most of their time. They are vegetarians so it can be hard for them to find the right restaurants, or restaurants with options that appeal to them. Sometimes they get recommendations on restaurants or cafés from other vegetarian friends or locals but they are in an uninteresting neighbourhood or very far away and therefore ruin Michelle and Barack's plans for the day.

ARCHIE, JUG, VERONICA, BETTY, CHERYL AND JOSIE

- Group of people
- Friends
- 25+ years old
- Students
- Like funny and weird places and discovering something new
- Like to take selfies with historical landmarks and going to cool bars
- Limited on time

Archie, Jug, Veronica, Betty, Cheryl and Josie are a diverse group of friends who have different interests. They are students with limited budgets. They want to go to all the historical landmarks as well as the popular places for tourists. After a day of sight-seeing the want to relax at a cool bar with a similar crowd as themselves, young students with a limited budget. Those kind of bars can be hard to find if you don't know the city where you are staying, or can't ask the right people for recommendations.

All of these personas have one major thing in common. They are frequent flyers!

Like most of us, they look for unique experiences when they travel. Finding the road less travelled as a tourist can be challenging if you don't have the right people to ask.

Sometimes you meet people along the way or get lucky with your concierge. Unfortunately right now, that is more the exception than the rule.

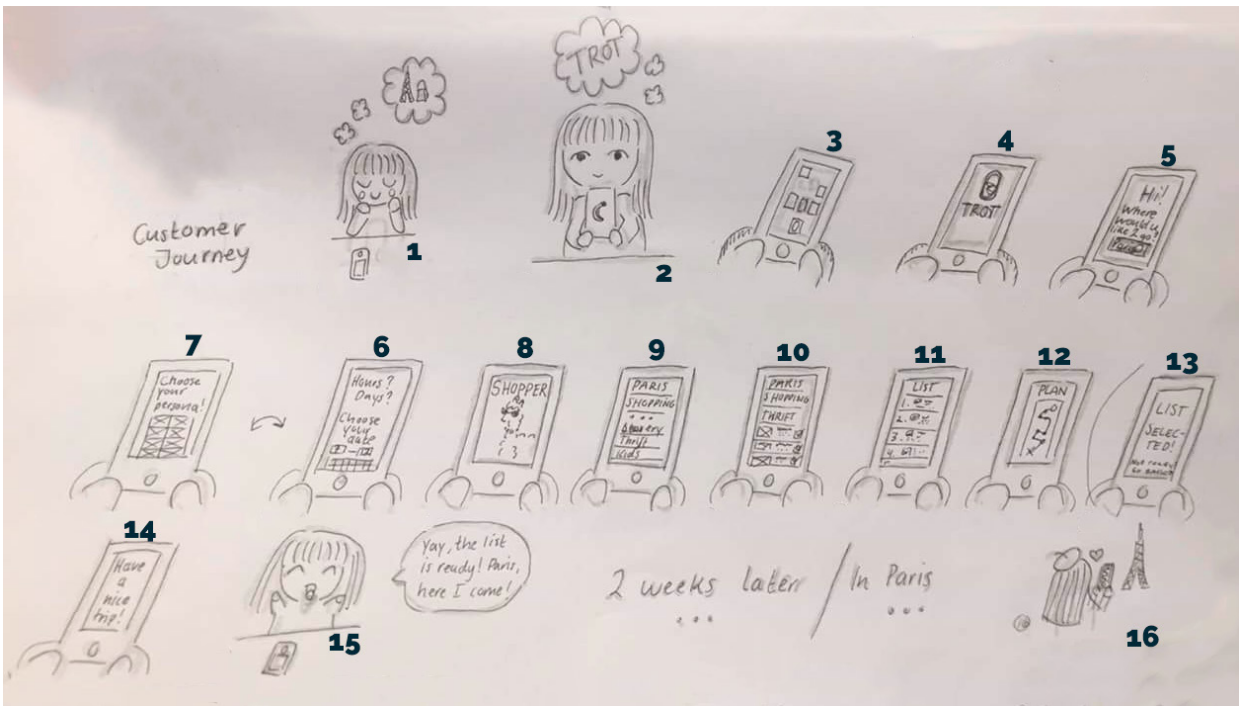
That's where TROT comes in!

CUSTOMER JOURNEY

USER PROFILE / USER SCENARIO:

The app is available and useable anywhere in the world. You could be planning your vacation, on a business trip, or stay local and go on a daytrip in or outside town.

Our customer journey example is a simplified persona. The user is a girl in her early 20's who only has one goal: to go on the ultimate shopping trip in Paris.



1. Our user is dreaming of going on a shopping trip to Paris.
2. She picks up her phone and opens TROT
3. Looking at her phone and the TROT app icon.
4. TROT opens ("TROT").
5. TROT is open ("Hi! Where would you like to go?"). The user searches for the place she wants to go to, Paris.
6. ("Hours? Days"? When are you going?") The user selects 5 nights.
7. ("Choose your persona!") User selects a persona based on her interests.
8. User selects 'Shopping'.
9. TROT lists all the categories within shopping in Paris. Luxury, Thrift, Books, Kids etc.
10. User has selected 'Thrift' and a list of all the thrift shops in Paris is shown. Pictures, addresses, descriptions.

11. After the user has selected all the places she wants to visit, TROT creates a list. The list is organized in hours and/or days depending on the duration of the trip.
12. Based on the list of places the user wants to visit, TROT also creates a plan that shows where all the places are located on a map. Where to start your trip and where it ends as well as the places you'll visit that day and how to get there.
13. The user confirms the plan. The plan can be edited before and during the trip.
14. ("Have a nice trip!")
15. The user has planned her trip to Paris. She is super excited!
16. Two weeks later. The user is exploring Paris with TROT.

TOUCH POINTS

BEFORE	DURING	AFTER
Social Media	On the app	Ready to travel
Word of mouth		Already travelling
Thinking of travelling		Back home + sharing trip

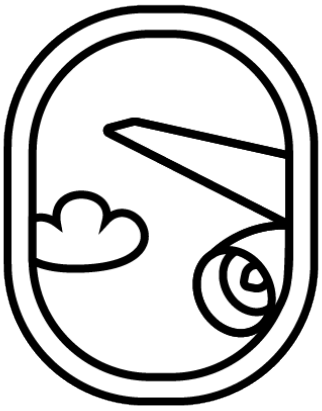
SELLING PROPOSITION

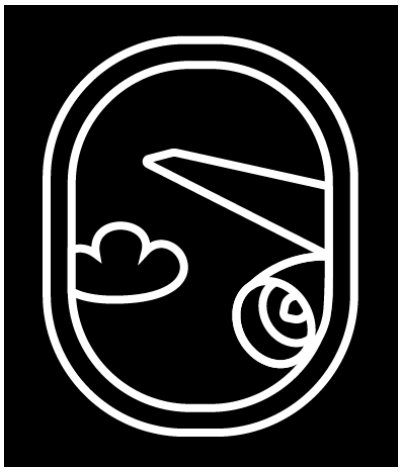
We came up with our selling proposition The Local Effect. Our business journey is to create an app for travellers looking for the most authentic travel experience. This is done through recommendations from locals.

MEDIA ELEMENTS:

Logo: Gradient, iconic, bold, color, B+W compatible.

The TROT logo is an illustration of the view out the window of a plane which is often the first thing you see when you go travelling. It works well in black and white if necessary but we have a gradient blue/orange background on the main version. We did some user testing concerning the colours of the logo and ended up using blue and orange as a result of that. Blue and orange resemble the sunset and sunsets are often a popular moment to catch when exploring new places.



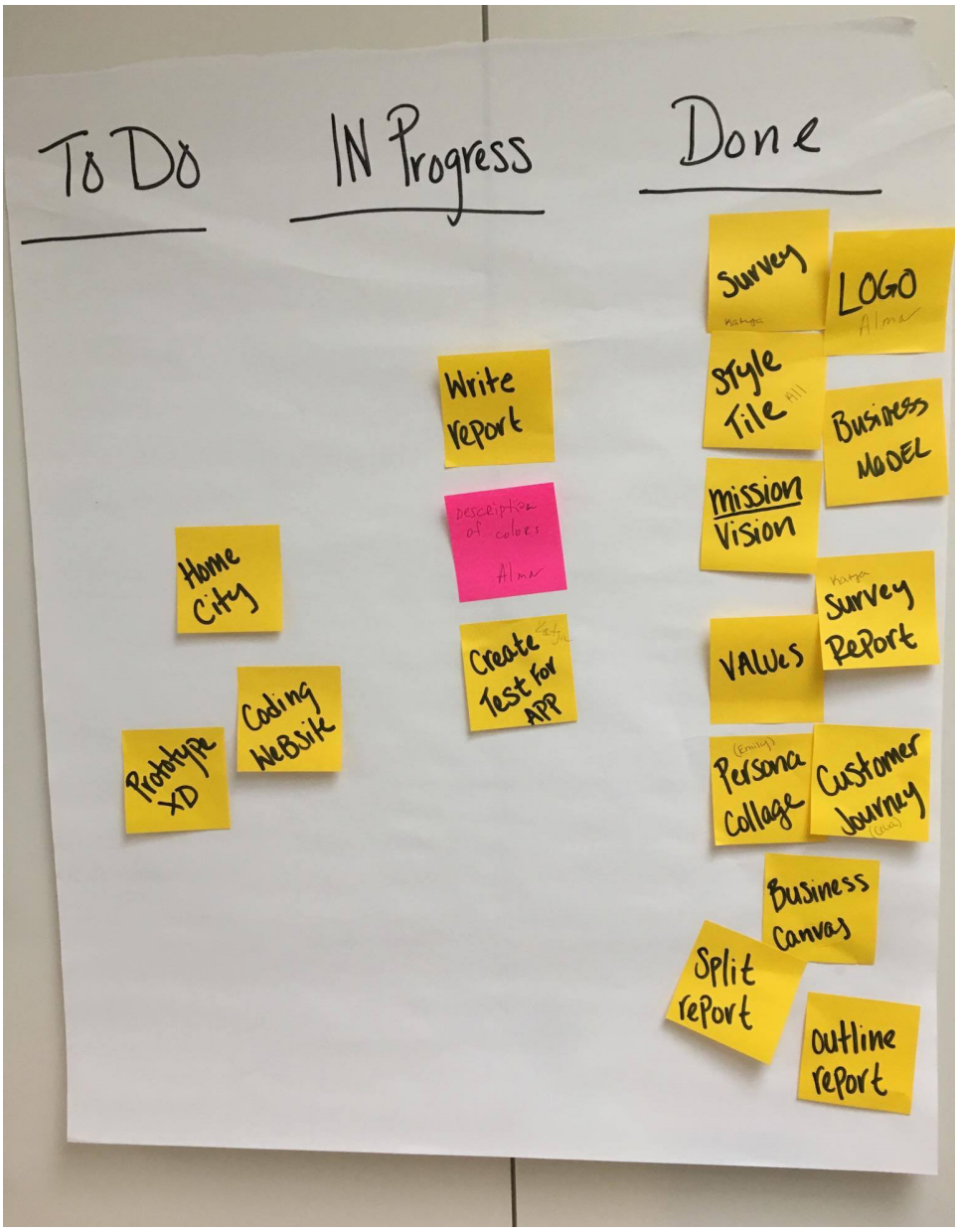


CLOSING STATEMENT

The sales proposition, The Local Effect, captures what HINA is all about. Giving the most authentic experience in every city you visit. Travelling can be a hassle with all of the planning and preparation. But, with TROT and our other travel solutions it is effortless!

Through a personalized, unique, and easy to use app travellers will be able to have an authentic experience on any adventure. From testing and target group results TROT is destined to be great! We have put into consideration your needs and have created a user test to cater to each individual. Time is precious and with the help of TROT you can squeeze the most out of every moment. As the industry is steadily growing and will continue in the next years. We sincerely believe that TROT and our other travel solutions will be an integral part of your travel experience.

APPENDIX


To Do
IN Progress
Done
Survey
LOGO
Alma
Write Report
Style Tile
Business MODEL
Mission Vision
Description of colors
Alma
Home City
Survey Report
Create Test for APP
VALUES
Coding WEBSITE
Prototype XD
Persona Collage
Customer Journey
Business Canvas
Split report
Outline report

STYLE TILE

Logo

Blue and orange from the color scheme.

Color Scheme

From top to bottom:

#faccb5
#f27f46
#ffda36
#44a0fb
#172d3a

Textures and Patterns

Header font. As seen in logo.

Open Sans Bold
OPEN SANS BOLD

Text/subheader font. Subheaders for website. Text and buttons in app.

Raleway RALEWAY

Text Font. For website.

Cormorant CORMORANT

Textures and Patterns

Inspired by nature and travel.

Watercolor, handrawn or painted.