

Strategy Plane

What is it for?

For travellers looking for trips tips. Here they can find information such as where to stay, where to go, what they might find. English Speakers.

Whats culturally appropriate?

Users are generally going to be between 25 - 45 years old. They are more likely to travel and organize their trips.

Why would a user want to use this?

They are keen on travelling, they would want to gather all info regarding a specific place as they can.

What content type would be relevant?

It needs to be interactive but easy enough to understand, as our users might be older at some point.

Why is this so special?

There is a special space for users to interact with us, organizers. Where they can send their story, telling us how great it was and most useful tips.

What makes it a good experience?

- Sharing experiences
- Learning curiosity of one place
- Subscribe for exclusive content

What does the user expect?

- What is this?
Attracting background and the logo must be the first thing.
- Is this what I expected to see?
Logo, social media, colour pattern of the website match with the background-photo.
Website is clean.
- Does it offer what I want?
Gallery, Travels tips, social media.
- Does it valuable enough to stay?
User will create the content, it will be their project as well.

- What actions can I take now?
Share your experience
Contact us form
Contact us on our Social Media

Opportunity / Problem	Importance	Viability/ Feasibility
Share Travel Experience	4	4
Increase numbers of Viewers	4	5
Sign up for exclusive content	2	2
Get sponsors	5	5
Travel Guide	1	1
	16	17

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5. Travel Guide

