

**Antonio Bosnjakovic**  
**Charlene Marteyn**  
**Mihaela Lorga**  
**Edita Gudan**  
**Dávid Ale**

# Report



# Gadgo

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# Report.

## 1. Introduction

The area of travel and tourism is expected to increase faster than the wider economy and most of the other economic activities in the upcoming decade. Worldwide, the number of departures has grown by 4 %, reaching nearly 1.1 billion international trips every year according to the latest results of IPK's World Travel Monitor® (Global Travel Trends 2016/2017). Another instance, that proves travel and tourism rapid expansion, is that for example, from 2008 to 2015 city tourism in Denmark has increased by 69%, business tourism by 14%, coast and countryside tourism by 2%. As a result, 49,1 million bed nights were recorded by Danish tourism in 2015 (Statistics Denmark). Such a powerful progress will require travel destinations across the world to offer environments that will keep pace with business progress. In addition to that, Tourism and technology are slowly progressing towards a common future (Sheldon, 1997). Nowadays technology headway in tourism has retrained traditional travelling agencies to online travelling agencies, maps to GPS navigations, transport paper tickets to mobile tickets, paper tourist city guide to applications and so on.

At the present time, customer behaviour tend to be more and more unpredictable and very demanding. Consumers now seek personal offerings which affect them on a physical, emotional, intellectual or even spiritual level. In fact, in the past years, the value perception has evolved from fungible, tangible to intangible and is now following the path of memorable. Keeping that in mind, **how can we create a memorable experience for travellers ?**

## 2. Concept Description

### 2.1 GadGo's Concept

GadGo is a free travel application in the form of quests to solve which would help each users to plan as well as discover the visited country through the local community's eyes. For the moment, the application will only be available in Denmark to start with and will then be developed in other countries. GadGo's quests are based on studies made with the help of the local community, the experience travellers will gain won't only be about discovering the country, it will mainly be about understanding the culture of the country. We plan for each travellers' budgets and profile a customised path to follow in the visited city where museum, local habits, touristic traditions, restaurants, bars won't be lacking. The user is free to choose which quests he/ she wants to validate with a limit of 10 skipped quests per day. Once the user has validated the

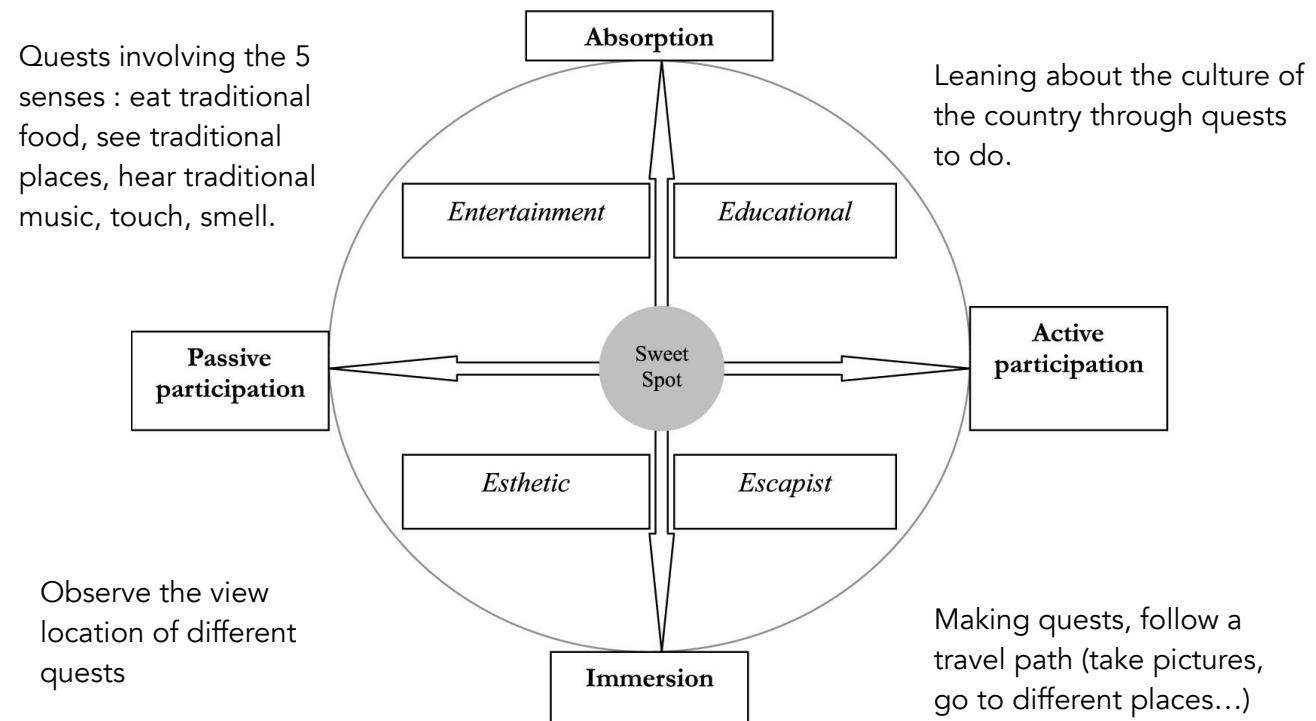
quests, he/she will collect some GagGoCoins which will enable him/her at the end to "buy" a discount in a restaurant/bar/café or travel accessories.

## 2.2 Experience economy

Nowadays, the economical environment is adding a new economy to its panel : Experience economy. Indeed, consumers desire experiences more than ever. GadGo has decided to follow the progression of economic value and respond to this market trend by designing its concept around it. Therefore, GadGo is aiming to engage individual customers in a way that creates a memorable event.

In order to evaluate its experience quality, GadGo has used the four realms of an experience (Pine and Gilmore, 1999) to design its concept. In the four realms, the user involvement is evaluated under two dimensions : passiveness/activeness and immersion/absorption in the experience. Those two dimensions are also divided into four broad categories. The "sweet spot" is when all the categories (therefore when the two dimensions) are fully experienced, and it is when a company has the richest experiences.

GadGo's aim was to reach the sweet spot, and here is the repartition of its experience design :



Through its concept, GadGo is really focussing on adding value to its service for its users. It is a strong aspect of GadGo that could differentiate its service from its competitors' services.

## 3. Main research findings

### 3.1 SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Uniqueness: Only app providing this service (quests oriented on the tradition, habits and culture of the country, get the true local experience)</li> <li>- Reviews and rating on each quests : Reviews are a major criteria to the youngest travellers, who are likely to rely on apps and share their experiences digitally.</li> <li>- Development: Easily implementable concept to other countries therefore faster growing potential</li> <li>- Great understanding of the target group</li> <li>- Addictive concept because of the perk system</li> <li>- Freemium service</li> </ul>	<ul style="list-style-type: none"> <li>- Only for English speakers</li> <li>- The application is only available on the danish market as a trial for the beginning</li> <li>- Lack of a relevant database after launching the app both on travellers and destination side (suppliers/partners)</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- Experience economy : An economy in which many goods or services are sold by emphasising the effect they can have on people.</li> <li>- Travel bloggers and YouTubers can have an influence on people's opinion</li> <li>- Generation Y : They use the phone/Ipad as the biggest source of information and are dependent on other opinions</li> <li>- Social media : High impact of social media on someone's attitude and habits.</li> <li>- Travel habits of Generation Y : The top motivation for Millennials are interacting with locals, experiencing everyday life in a destination, and increasing their knowledge.</li> </ul>	<ul style="list-style-type: none"> <li>- Many travel apps already exist</li> <li>- Generation Y : On the internet all the time and have non stop access to information, the least loyal to a company, on the look out for something better, cheaper, faster and can access and read about all they want online, instantly as they are always online.</li> <li>- The internet : many already information available online (travel blog, twitter...)</li> <li>- Rivalry : Possibility of upcoming companies in the future.</li> </ul>

### 3.2 Target audience feedback

Generally speaking, GadGo had originally a concept much more different than it is at the end of its development; We have harnessed user feedback, and sharpened and moulded it to a better user experience, with more precise user-oriented features. We relied heavily on user provided feedback. A whooping 160 participants, of all ages genders and professions.

Here are the important factors from the survey GadGo relayed on for its concept :

- **63,5 %** of the respondents have a money limit and are trying to save money during their trip but are not choosing the cheapest products or services.

- **68,9 %** of the respondents plan half of their trip but not the other half.
- **45,9 %** of the respondents picked “learn about a new culture with the locals point of view” as the key point they think is the most important about travelling.
- **61 %** of the respondents think “check/post reviews” would be an important feature.
- **73,5 %** of the respondents think “map and destination information” would be an important feature.
- **58,1 %** of the respondents think “Check most visited placed” would be an important feature
- **50,7 %** of the respondents think “discover the location from another angle” would be an important feature
- **53,7 %** of the respondents would not be willing to pay for a travel app
- **89,7%** of the respondents would be interested to use the GadGo app

## **4. Mission, vision and values**

### **4.1 Mission**

GadGo wants to bind people together within the local experience and tradition.

### **4.2 Vision**

GadGo believes that each traveller should have the opportunity to discover a country to its full potential. GadGo dreams of a world where our differences would be a source of inspiration and personal development and not of intolerance and prejudices. GadGo’s aim is to reduce the gap between each culture and encourage travellers to stay curious and be more open-minded and respectful in order to unite the world and cherish diversities.

### **4.3 Values**

#### **○ Tradition**

*Tradition is the most important aspect to a culture; a system of beliefs, habits and experiences. GadGo tries to kindle a connection between travellers and locals in such a way that locals feel worldly, and travellers right at home. Bringing tradition straight to travellers is a good way of making sure the travellers get the best local experience.*

#### **○ Freedom**

*GadGo attaches weight to freedom to move, explore and see is a fundamental birthright of every living being and we have built our entire platform based on the sole purpose to bring an easier and more approachable travel experience to people of all ages, races and origins.*

#### **○ Inspiration**

GadGo is also very proud to have built emphasis on mutual inspiration; Be it the inspiration users get around locals, indoors or outdoors, GadGo makes sure to keep its users' intrigue going while allowing them to shape their inner imagination and passion for discovery, in a fletched local ambience.

#### ○ **Learn**

Learning is also a core part in GadGo's idea. Without learning, people cannot advance, neither physically nor mentally. GadGo tries to bring the learning to its users through an ever-tangled questing experience.

#### ○ **Uniqueness**

How GadGo shaped its idea, and what emphasised the most is what made our app a worthy tool. Through a large array of solo or group based questing, you are allowed to move forward, explore and progress whichever way you chose while allowing yourself to spend money locally, with worthwhile discounts.

## **5. Business Model Canvas**

#### ○ **Value proposition**

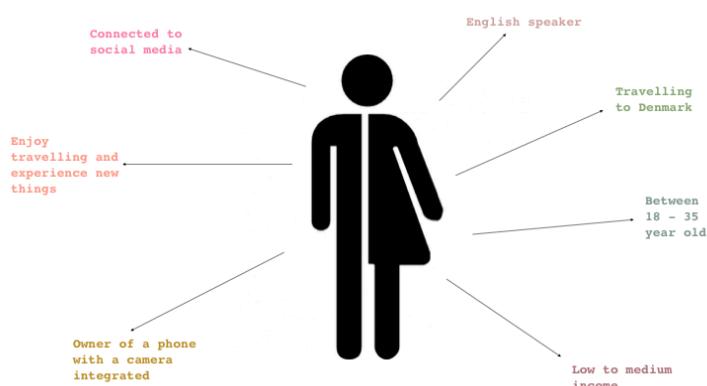
The raw idea : GadGo unify travellers around the world in a quest oriented app based game, that allows the user to explore, see more, do more and spend less. Give opportunity not only to explore the country but also experience and understand the culture, deliver unforgettable, atypic adventure, saving money and time planning

#### ○ **Activities**

- 1) Visual Concept and Architecture
- 2) Funding
- 3) Developing the App
- 4) Marketing
- 5) Client Network

#### ○ **Customers**

Youth sector:



Small companies: Local business like bars, museums, clubs, event organisations, bringing them more customers and giving them the possibility to promote themselves.

○ ***Customers relationships***

Community : The app creates community, as there is forum communities, social media accounts like Facebook, Instagram, snapchat, twitter, also customer can make his own group team.

Great service : Ratings and reviews from customers. Quests pre-reviewed by the company

○ ***Channels***

Credibility : Travel bloggers, YouTubers

Strategic alliance with non-competitor : bars, restaurants, travel agencies, airports, touristic attractions, airplane companies, museums, rollercoaster parks, google maps, bakeries, local stores

○ ***Partners***

- Word of mouth
- Social media (sharing app content online)
- Ambassador (using travel bloggers, bloggers, youTubers to promote the app)
- Viral marketing (funny videos, stories, memories that get viral)
- Online advertising (reach people by Instagram, Pinterest, Facebook, twitter, snapchat...)

○ ***Revenue stream***

Investors : angel investors

Funds : Startup competitions, government loans

Crowdfunding : Donations, indiegogo, kickstarter

○ ***Cost structure***

- Well-functioned app. Hiring programmers
- Filling up the system with data (quest, places, users)
- Making quests continually and updating them while investing in marketing and advertising

○ ***Resources***

- Network (knowing who to network, how to and why)
- Brand (important part of identifying us from the competitors)

○ ***Inspirational notes***

- Have users use platforms such as YouTube in cohesion with the app
- Have a large event (quests, places) database to allow people to pick and choose.

## **6. Communication plan & Selling points**

### **6.1 Communication Plan**

### ○ Purpose

Sender's purpose : Experience a grow with a influx of travellers and app users alike, converting said clientele and try to fit them in a "regular basis" customer/user, inspire and connect the community through interaction and sharing. Help customers to plan their time, visits and money, provide a sturdy platform for information exchange between customers, customers and the app developers, customers and businesses, ect. Use a locally tailored narrative for exploration within the visiting community.

User's purpose : travel around locally. To meet, interact and share information with other people. Get the best options to visit, get travel discounts, get an atypic travel approach.

### ○ The effect

We rightfully suspect that the user, upon visiting our website or the app for that matter, will gain insight that he or she may not have gathered elsewhere :

- Insights on "exclusive" and local places to experience
- Insight on the quest, discount and exploring mechanic of the app
- Ability to reach out to the app based travel community
- To measure and weigh pros and cons of one place opposed to another (more native, more local, more exclusive and "homey")

### ○ GadGo's message

"See more, do more, spend less"

### ○ The sender

#### 1 - Identity :

GadGo is a team of innovative young people who value human interaction, socialisation passion for exploration and discovery above all other human forms of pleasure. We thrive to connect people to other people, people to places, and strive to make places an emotion and a memory, rather than just a place.

#### 2 - Wanted identity :

GadGo is a digital idea concept that strives to emerge in all corners of earth connecting people of different religions, backgrounds and skin colour in a unified sense of worldly exploration and wonder. GadGo brings people to places, connects them together, and then offers price cuts on local items, places and events, in coordination with owners of the aforementioned.

### ○ Stakeholder Analysis

Stakeholder	Stakeholder interest(s) in the project	Assessment of Impact	Potential strategies for obtaining support or reducing obstacles
Users	Experience, knowledge, quality, entertainment, discovery, discount	A	Free app, high quality service, support

Hosts (restaurants, bars...)	Image (reputation), get new customers, increase profit, increase brand awareness	A	Personalised quests for users according to the target group of each hosts
Local communities	Image, sharing	A/B	User experience design based on desk and field research regarding the danish culture by local communities of Denmark
Partners	Image (reputation), increase profit, increase brands awareness	A/B	

○ **Communication environment**

As the product will be mainly communicated through digital channels, the environment surrounding the communication situation can include a wide range of possibilities: GadGo can reach its targeted users no matter where they might be, at home, at the office, travelling, ect. As its target users are more than familiar with a large variety of digital and social media communication channels, they will find it natural to connect with GadGo's product, and be attracted to it, as in essence, GadGo is an innovation that might include some of the services already existing apps provide, but its main purpose is to be able to provide all the information users need in one place.

○ **Media elements**

- Catchy copywriting
- Graphic elements and animations
- Pictures (other user's quests pictures, representative images, etc.)
- Videos and sound

The promotional campaigns won't leave the online market at the beginning, so they will be mainly conducted on : Facebook, Instagram, Twitter, Tumblr, blogs and Vlogs.

## 6.2 Selling Points

○ **Unique Selling Proposition (USP)**

GadGo truly believe that most people like to travel actively based on its research. GadGo solves this problem better than any other competitors on the market.

○ **Emotional Selling Proposition (USP)**

GadGo wants every users to feel : trendy, satisfied, fulfilled, part of a community but mostly ready to jump out of bed and gadding around.

## 7. Design documentation

### 7.1 User experience design

GadGo's App is meant to get travellers to visit local attractions, experience the country's culture and plan their itinerary in an interactive, quest based, manner.

○ **Audience**

The intended audience for this App is someone who loves travelling and is characterised as being a "spontaneous" person.

○ **The Experience**

The primary experience with the app is meant to simplify and add value to travelling experiences, getting rid of the time spent on planning. The user should open the app when he/she is in the city he/she is visiting and start doing "itinerary quests" that would lead him/she to the most local experience. After the user completes a quest (either taking selfies or performing any other action that the app may request) the user receives points that he/she will be able to use as discounts in different quest locations. The user can also keep a journal, and share his experience on social media.

○ **How it will be used**

Example: The user opens the app and depending on the time of the day, the first quest appears (it can be visiting something, going to a park, a statue or maybe having lunch at a traditional restaurant). He/she is guided through GPS to that specific location, and in order to complete the quest the user is required to provide some kind of proof, that will be saved in his/her travelling journal (wall). The user can then go to the next quest, building this way his/her itinerary.

○ **Features**

1) Quest cards

3 quest cards can appear at a time, directing the user in different areas, in order to give them the possibility to choose or skip quests if he/she is not in the mood to do a specific thing. The quest cards will be based on the culture of the country shared by the local's community of the country.

2) Travelling mode

This appears after an user has accepted a quest, and he/she starts travelling to the specific location on the map. He/she will still be able to access other features meanwhile. There is also the possibility of cancelling a quest but he/she must be aware that he/she can't get it again in the same day and the user would also lose points.

4) Sharing

Sharing experiences or travelling "proofs" is part of the core experience. The "travelling journal" will be both a feedback section and an inspiration for future travellers, and also a beautiful way of keeping track of the experience.

5) Viewing Other people's Journal

This feature gives the user an insight about different quests, and also feedback about locations.

6) Using your points as discounts

Once the user gathers points, some of the locations in the quests will offer discounts based on the points you have. So you can also get free stuff!

## 7.2 Branding and user interface design

### ○ **Font**

Avenir - This sans-serif font gives a clear lecture on both web and mobile and it's clean and minimalist, a perfect fit for our general branding.

### ○ **Colors**

The green and blue shades we've chose for the app and branding are meant to inspire freshness and adventure in a "natural way". Even if our main attractions are based in urban areas, it was also the urbanisation that made our society really comfortable, so our main goal is to pull people out of their comfort zones, to make them explore and feel like they're going on real adventures.

### ○ **Trademark interpretation (GadGo)**

"Gad" stands for "go from place to place in the pursuit of pleasure"

"Go" refers to "movement"

### ○ **Graphic trademark**

Metaphoric mark : *Millennials love exploring new things, they love adventure and travelling, and they do it in the lightest possible way, many times just with a backpack and their passport. And this is what exactly GadGo is offering them : adventure. And we encourage them to keep exploring, them and their backpacks! The backpack is also an analogy to knowledge and school translated in learning about new cultures*

## 8. Conclusion

Nowadays customers want to be involved in producing the services they want for their memorable experience. They want apps that can not only inform, save money and time but also educate them on their trips – explore countries from the local view. "GadGo" is a solution. GadGo is a free travel application in the form of quests, which helps for user to plan, explore, see, save and have fun through the local community's eyes. GadGo brings value to travellers that competitors can't bring to them and it is the best way to motivate or inspire customers to travel differently. GadGo is about now. It is like a present moment, the best moment to start. Get up, and "gad" going. GadGo connects people, but does it also through adventure and a collective sense of togetherness.

## **9. References**

Experience economy :

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## **10. Appendix**

### **Communication plan :**

#### **○ Purpose**

Sender purpose	<ul style="list-style-type: none"><li>- Experience a growth with a influx of travellers and app users alike.</li><li>- Converting said clientele and try to fit them in a “regular basis” customer/user.</li><li>- Inspire and connect the community through interaction</li><li>- Help customers to plan their time, visits and money</li><li>- Provide a sturdy platform for information exchange between customers, customers and the app developers, customers and businesses, etc.</li><li>- use a locally tailored narrative for exploration within the visiting community</li></ul>
User purpose	<ul style="list-style-type: none"><li>- Travel around locally</li><li>- To meet, interact and share information with other people.</li><li>- Get the best options to visit</li><li>- Get travel discounts</li><li>- Get an atypical travel approach</li></ul>

#### **○ The effect**

We rightfully suspect that the user, upon visiting our website or the app for that matter, will gain insight that he or she may not have gathered elsewhere :

- Insights on “exclusive” and local places to experience
- Insight on the quest, discount and exploring mechanic of the app
- Ability to reach out to the app based travel community
- To measure and weigh pros and cons of one place opposed to another (more native, more local, more exclusive and “homey”)

#### **○ GadGo's message**

“See more, do more, spend less”

#### **○ The sender**

##### **1 - Identity :**

GadGo is a team of innovative young people who value human interaction, socialisation passion for exploration and discovery above all other human forms of pleasure. We thrive to connect

people to other people, people to places, and strive to make places an emotion and a memory, rather than just a place.

## 2 - Wanted identity :

GadGo is a digital idea concept that strives to emerge in all corners of earth connecting people of different religions, backgrounds and skin colour in a unified sense of worldly exploration and wonder. GadGo brings people to places, connects them together, and then offers price cuts on local items, places and events, in coordination with owners of the aforementioned.

## User profile, user scenario

### 1 - User profile :

<u>Name</u> : Marta	<u>Sex</u> : Female	<u>Age</u> : 24	<u>Country</u> : Hungary
<u>Town</u> : Budapest	<u>Occupation</u> : au-pair in Spain	<u>Eduction</u> : Graduated	

### Family and Background:

Marta is born in a warm and traditional family of four. The family house is located in a small city next to Budapest, in Hungary. She is sharing her parents' attention with an elder brother who has always been really nice to her, she really has a loving family. Since her childhood, she has always been close to nature and she totally fell in love with it. Curious by nature, she was eager to see new things and travelled since a young age. She loves travelling but when she is going to a new country, she mainly sees the touristic attractions of the city she is staying at and totally misses the local culture which at the end makes her experience in the country not as fruitful as I could be. A few years ago, she graduated in International Public Management, but she did not feel ready to start her "adult" life yet. Her curiosity and her passion for travelling led her to a new adventure : moving to Spain. Even though she is satisfied with her decision so far, she recently read an article on the Internet about Denmark being the happiest country in the world. Interested to understand why, she booked a flight few weeks later to discover the Danes' secrets during a long week end.

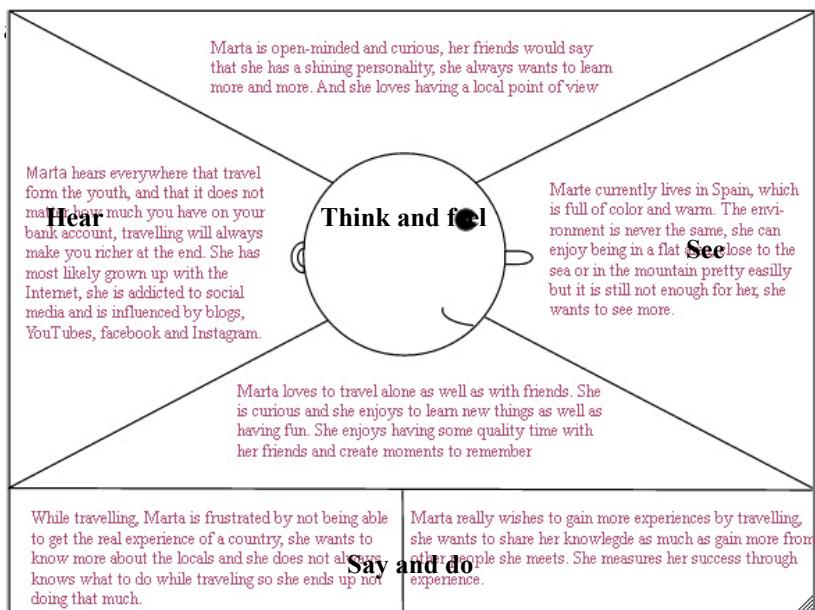
### Social Life:

Marta's social network is formed by different groups:

- A group formed by her family (mother - Julianna, father - Sándor, older brother - Viktor and her relatives).
- A group of close, intimate friends formed by Robert, a Hungarian guy she met in the Gymnasium, and Vivien, her oldest friendship, who followed her route all the way from school. She keeps in touch with them almost every day on the phone, mainly through social media.
- A virtual group of people she met online who share the same interests than her. They often meet in chat rooms and forums to exchange ideas and information.

- A group formed by her former coworkers and bosses. It is a large group with very different people. With her charming and outgoing personality Marta has always been loved by everyone even though she wasn't.

## 2 - Empathy map :



Pain

Gain

## 3 - User scenario :



Marta is from Hungary and graduated from high school.

This is Marta. She is 24 years old. She might seem an average girl, but for some people she isn't.



She has many friends.

She always loved travelling, she had been to 12 different countries in her life so far.



Hungary doesn't have any coast. She wanted to live by the sea and she likes children. So she became an au-pair in a small city in Spain called Estartit.

In the day time she was boring sometimes when the kids were at school. So she spent most of her time surfing on the Internet.



What a coincidence? She got a few days off and decided to visit Denmark during that time. She checked the app right away.



'Collecting coins? Discounts? Adventurous quests? Real danish experience ? Hmm...' She realised it is some kind of game in real life, this could be the solution for her trip, she did not know what to do anyway.

Suddenly she found one of her friend on Vacation in Denmark posting on facebook. ,#GadGo #GadGoLife #crazyadventure #BestVacationEver with a photo from her summer.



First quest of the day ? "Find some street art in Nørrebro, write your assumption about the meaning of it and share it on your social media" bam done, 10 points in her GadgoPocket! 3 more quests and she can get a free coffee yay!

## **Design brief :**

### **ORGANISATION PROFILE**

**Who are we** : GadGo is a free travel application in the form of quests to solve which would help each users to plan as well as discover the visited country through the local community's eyes. For the moment, the application is only available in Denmark. GadGo's quests are based on studies made with the help of the local community, the experience travellers will gain won't only be about discovering the country, it will mainly be about understanding the culture of the country. We plan for each traveller budgets and profile a customised path to follow in the visited city where museum, local habits, touristic traditions, restaurants, bars won't be lacking. The user is free to choose which quests he/she wants to validate with a limit of 10 skipped quests per day. Once the user has validated the quests, he/she will collect some GagGo coins which will enable him/her at the end to "buy" a discount in a restaurant/bar/café or travel accessories.

**What do we do** : GadGo's mission is to unite travellers around the world looking to explore, see ,save and have fun while doing it.

**Where do we do it** : GadGo delivers its service through an application that can be downloaded on mobile phones. However, it is important to note that the application is only usable in Denmark until other destinations are released.

**Where do we want to go** : We believe that each traveller should have the opportunity to discover a country to its full potential. We dream of a world where our differences would be a source of inspiration and personal development and not of intolerance and prejudice. Our aim is to reduce the gap between each culture and encourage travellers to stay curious and be more open-minded and respectful in order to unite the world and cherish diversities.

**What is the perceived personality of the organisation** : There is nothing better than sharing our values to describe what we hope would be our perceived personality.

- Freedom : We at GadGo believe that freedom to move, explore and see is a fundamental birthright of every living being and we have built our entire platform based on the sole purpose to bring an easier and more approachable travel experience to people of all ages, races and origins.
- Tradition : Tradition is the most important aspect to a culture; a system of beliefs, habits and experiences. At GadGo, we try to kindle a connection between travellers and locals in such a way that locals feel worldly, and travellers right at home. Bringing tradition straight to travellers is a good way of making sure the travellers get the best local experience.
- Inspiration : We're also very proud to have built emphasis on mutual inspiration; Be it the inspiration you get around locals, indoors or outdoors, we make sure to keep your intrigue going while allowing us to shape your inner imagination and passion for discovery, in a fletched local ambient.
- Learning : Learning is also a core part in our idea realisation. Without learning, we cannot advance, neither physically nor mentally. At our company, we try to bring the learning to you through an ever-tangled questing experience.
- Uniqueness : How we shaped our idea, and what we emphasised the most is what made our app a worthy tool. Through a large array of solo or group based questing, you are allowed to move forward, explore and progress whichever way you chose while allowing yourself to spend money locally, with worthwhile discounts.

## PROJECT OBJECTIVES

### What do we want to achieve :

- Become the first app used by travellers
- Generate profit
- Have 1200 different quests for users
- Obtain at least 1000 partners

**Who is the target audience** : GadGo is mainly focusing on a young target group segment also known as “generation Y”. Our target group is between 18 and 35 year old, has low to medium income and is an english speakers (not necessarily a native speaker). Our target group is connected to social media and is the owner of a phone with a camera integrated. They are travelling to Denmark, enjoy travelling and experience new things.

**What hot buttons do we need to focus on** : Experience economy, vegetarianism, veganism, greener food, mental wellbeing, ethnical diversities, sustainability, animal protections, digital media.

**What are our branding issues that relate to this project** : Our brand name is not well-known yet and being only available in Denmark could be an eventual issue to our growth. GadGo has to deliver a high quality service in order to gain trust of its partners as well as its users.

## SCOPE OF WORK

### Critical dates that need to be considered :

- Release of the app : High travelling season period > July

**What is our budget for the project** : To start its business, GadGo has estimated a budget of 1 708 000 Kr. GadGo's owners don't currently have any equity to bring to the company therefore they need to find investors and partners in order to counter its costs.

**How are we going to evaluate the success and failure** : In order to evaluate its successes and failures, GadGo will fix monthly objectives regarding the number of partners, the number of users, the number of quests made etc. To optimise the analysis of the completion of each objectives, GadGo will use the SMART (Specific, measurable, attainable, relevant, time based) goal setting. It will be easier to compare the initial objective with its result when the time is up. According to the results, GadGo will establish corrective actions to the objectives which have not been reached.

**Identify KRA's** : The key Responsibility Areas will be identified according to each employees' knowledge, qualifications and preferences.

## PROCEDURAL REQUIEREMENTS

**Contractual** : Every traveler can use the application for free. Every place owner can download the app for free, however the quality of the place will be rated by the travellers. It is important that your place can also be added by a certain amount of users. Until you as a shop owner do not want it otherwise. Not keeping the discount promises entails exclusion from the database of GadGo.

**Approval** : Team GadGo believes in sharing ideas, so every major decision will be discussed with the whole team and the investors, whilst the Founders are going to decide on the minor ones.

**Financial** : The only financial income of GadGo is from advertisements placed on the slides within the app. The inner bonus system can have some validating issues in the first stage whereas the owners of specific places might need some time getting used to app. We believe that with the right tutorials our system will be more understandable than before.

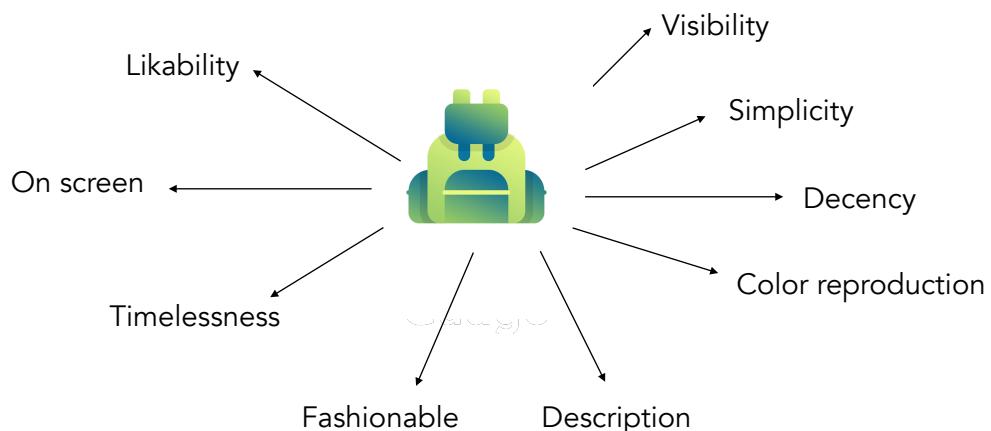
## DESIGN

**Our design** : We wanted to create a minimalist and playful brand (logo, app, Facebook and Instagram ADS and landing page), inspired from Spotify and [www.pleo.io](http://www.pleo.io) in terms of style and feel. A green colour will bring that “fresh and adventurous” touch we want to inspire our users.

**Deadline for design completion** : 2 months (revisions included)

**Find more detailed specifications here** : <http://createbrief.com/brief/gadgo?id=15947>

24 practical requirements of trademarks :



Persona collage - Mood board



Mock up example of the app



## KEY PROJECT STAKEHOLDERS

### Who is the project manager :

**Who will kick the project off :** The project will be kicked off by all the Founders and Co-owners hand-in-hand with the investors. We would be delighted if we could meet and share our ideas and the concept with all the stakeholders, either they are travellers, shop owners, travelling agencies, or flight companies. This event could be the first day of a new big family.

### Who will approve the work :

**Who will approve payment of the invoices :** The expenses and payable invoices will be reconciled and matched with the investors being presented by the head office, and the Founders.

**Who will evaluate the success/failure of the project :** The more users on the traveller side we have, the higher number of owners we could gain. GadGo's success is measured in the number of users we have on the first place. The success or failure is based on the number of people we reached. The information about it will be evaluated by a department made of our most suitable members within the company.

## Branding book

### Fonts.

Avenir - light - roman - black

Web use paragraph: 15px - 30px for retina display.  
Print use paragraph: 50px - 100px.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Icons and Illustrations.



#006699 - Location 0  
#99cc66 - Location 63  
#e7f981 - Location 100

Linear  
Angle: -113  
Scale: -134%

### Gradient colors.

### Colors.



# Survey

159 responses

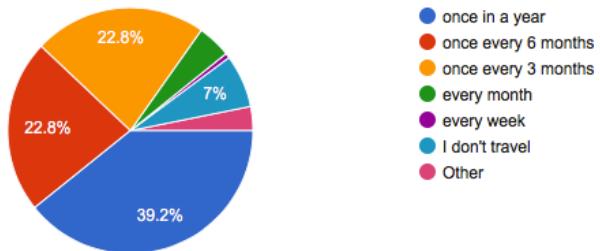
SUMMARY

INDIVIDUAL

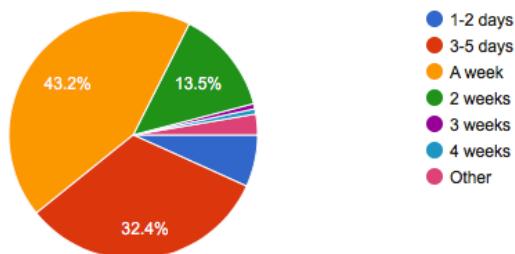
Accepting responses



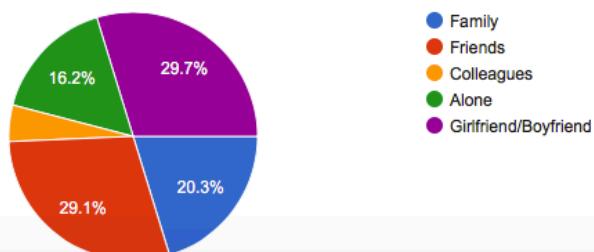
How often do you travel to another country?



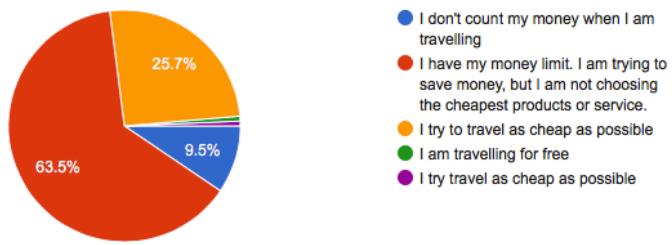
In general, what is the length of your trip?



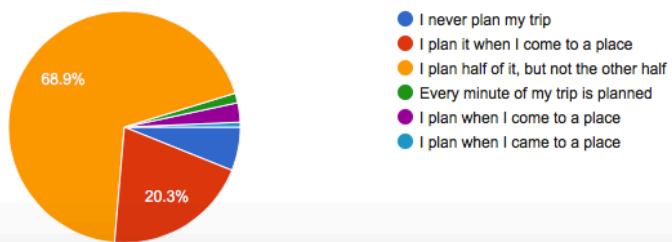
With whom are you traveling the most?



### How do you plan your traveling money?



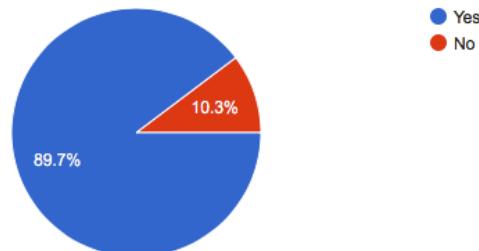
### How do you plan your time during a trip?



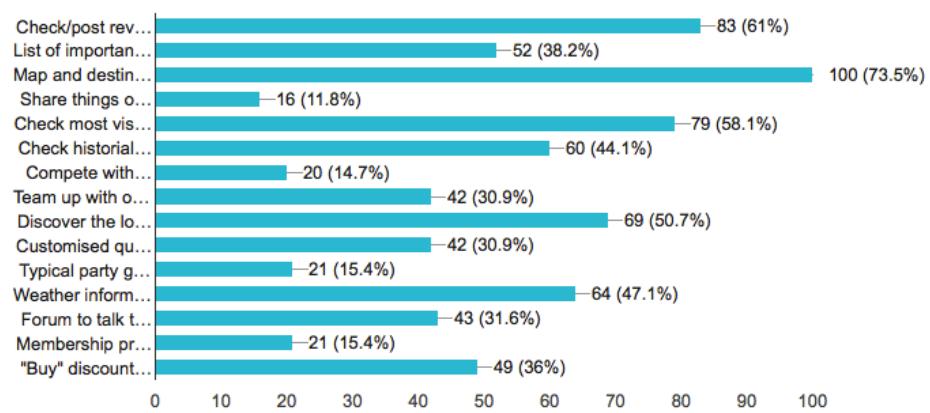
### What is the thing you like the most about travelling



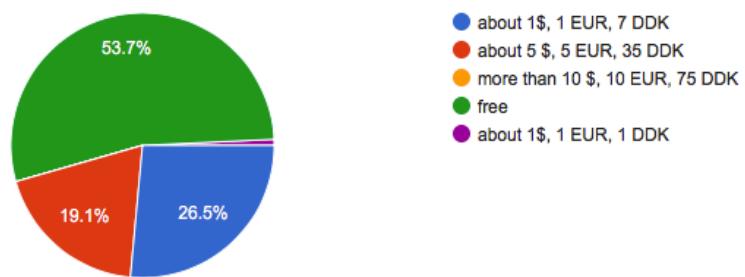
### Would you be interested to use this app ?



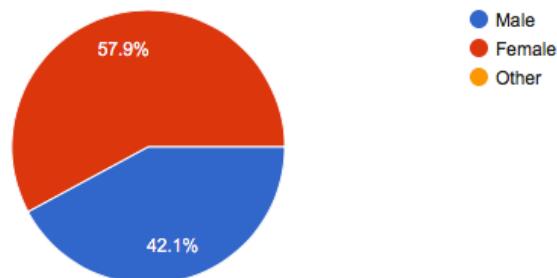
### What would be the most important feature(s) to have on the app ?



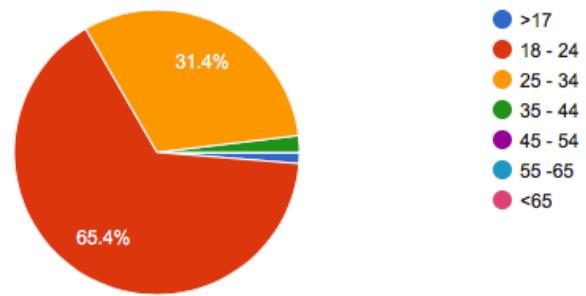
### How much would you be willing to pay for a mobile travel app?



### What is your gender?



What is your age?



What is your occupation ?

