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DESIGN PROGRAM

GADGO

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DESIGN BRIEF - GadGo

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.

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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

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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 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**

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.

Mood board - Persona collage :

Gadgo
Design Book.

Branding guidelines
or "how to use it?"

1

2

A step by step.

3

4

Fonts - how and when

Colors and gradients

Icons and illustrations

Fonts.

Avenir - light - roman - **black**

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

Linear
Angle: -113
Scale: -134%

Gradient colors.

Colors.

#f3f9fd

#d9f0ff

#aee26a

#e7f981

#097 5a0

Icons and Illustrations.