Brand-new retreat w/open concept, shared pool (kids' ...

airbnb.ca

these are places within blue mountain I think

and theres a few places just outside we can also do

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do you guys want to get in a call or smth this weekend and plan stuff out

Nov 25, 2021, 2:07 AM

If it's like Sunday ye

👍 1

Nov 25, 2021, 3:11 AM

Jeffrey

idk

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so whatre we doing

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dnd?

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K I might not be able to go

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Why

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Ah

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also whatre we doing this winter :^)

blue mountain angle?

Nov 2, 2021, 9:03 AM

Vincent

im down

Nov 17, 2021, 2:07 AM

Wilson

anyone against blue mountain?

Screenshot 1:

Brand-new retreat w/open concept, shared pool (kids' ...
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Screenshot 2:

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Screenshot 3:

Oct 14, 2021, 12:08 AM

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Oct 14, 2021, 1:24 AM

Screenshot 4:

Wilson

Same

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Oct 7, 2021, 10:45 AM

Screenshot 5:

Oct 14, 2021, 1:24 AM

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Screenshot 6:

Wilson

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Vincent

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Wilson

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Screenshot 7:

Jeffrey

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Wilson

I'm ok for anything

Can we get tapas this time :^)

Oct 12, 2021, 11:26 PM

Wilson

do you guys want to do the 90 min 3/5 at omnescape

we can try to speedrun it :^)

Oct 13, 2021, 4:00 PM

Panel 1:

Brand-new retreat w/open concept, shared pool (kids' ...
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Oct 13, 2021, 4:09 PM

Panel 7:

Wilson

but blue mountain after exams? :^)

James

i think my exams end pretty early ac

Oct 18, 2021, 3:37 AM

Thoughts on a vacation trip after exams???

For 1-2 weeks :^)

Panel 8:

Wilson

iceland???

Spain :^)

http://dowjonesbar.com/

The Barcelona drink exchange - Dow Jones Bar
dowjonesbar.com

The Team

Julien Lin
PM

Doris Zhou
UX/UI

Emily Zhao
Sr. Dev

Olivia Xu
Developer

Jacob Xu
BA

Mahir Hamid
Sr. BA

Khoa Nguyen
Developer

Kevin Liang
Developer

Kevin Liang
Developer

Vicky Deng
PMM

The travel app for true Locos

User Survey

~100 responses
Moderately frequent travellers
30-60 min planning trips

User Behaviour: surface level
research, not in depth

User Pain points
1. Difficult planning logistics
2. Lack of reliable information
3. Lack of detail (accommodation, etc.)

Influence on Loco: 1. locals' focused recommendations, 2. variety of
niche activities, 3. planning logistics with preferences of all friends

65%

Of Gen Z's believe in supporting local businesses

73%

Of all retail shoppers named locality as the most important factor when buying

62%

Of Canadians have intentions in travelling with friends in the next year

User Personas

Cohort 1: Lavish Travelers

- Little older and have a stable occupation to sustain their lifestyle

- Will often go to fancier tourist destinations.

Cohort 2: Unique Travelers

- Live more frugally and are wealthy enough to go travel moderately

- They can be both spontaneous or plan their trips ahead of time

- They are of the younger cohort that is likes to tour local destinations and find unique activities.

Cohort 3: Spontaneous Travelers

- Rather spontaneous

- They travel on the go without much planning and will find things to do upon arrival

- They travel with a tighter budget.

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Screen 1 — EXPLORE

EXPLORE

📍 Current Location

What do you want to explore? 🔍

🌲 Nature	🍴 Food	🍸 Drinks	🏬 Malls
🚴 Pys. Activity	📷 Photog...	❤️ Favourites	🛒 Shopping

POPULAR NEAR YOU

Tango Nuevo ♡
★★★★★ 📍 1.2 KM
4.5 stars · 314 Reviews
Cosmopolitan tapas & wine bar with an old-world atmosphere & locally sourced ingredients.

Atomica ♡
★★★★★ 📍 1.3 KM
4.5 stars · 204 Reviews
Sleek Italian bistro & bar offering pizza, pasta & some Mediterranean dishes with a modern focus.

Grecos ♡
★★★★★ 📍 1.5 KM
4.5 stars · 150 Reviews
Long-running, informal gathering place for wine & traditional Greek cuisine such as lamb & souvlaki

🏠 ⭐ 👤

Screen 2 — Add a review

‹ Add a review

Tango Nuevo

How was your trip?

★★★★★

Select category: ☐ Local   ☐ Tourist

Add a comment:

> Great food and great service! Make sure to make a reservation beforehand.

🖼️ Add photos

[Submit review]

🏠 ⭐ 👤

Screen 3 — Emily Zhao review

Emily Zhao   2 months ago
Ottawa, Canada · 5 reviews   ★★★★★

Unique and delicious tapas on the downtown main street patio. Definitely exceeded expectations!

View all 35 reviews
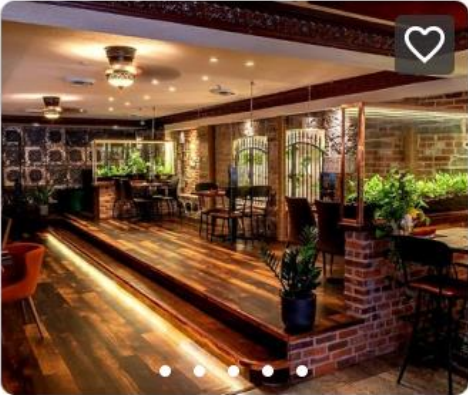
Local vs Tourist:
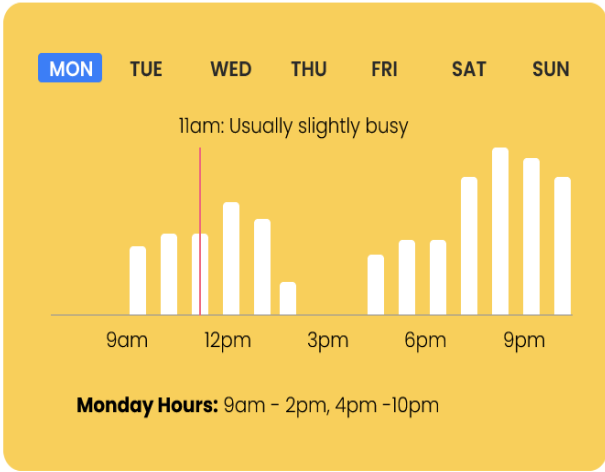
★ — Local rating: 3 stars — ★★★

Popular times

MON	TUE	WED	THU	FRI	SAT	SUN

11am: Usually slightly busy

9am   12pm   3pm   6pm   9pm

Monday Hours: 9am - 2pm, 4pm -10pm

Done

TANGO NUEVO

📍 3.0 km

$ Food   Family friendly

Cosmopolitan tapas & wine bar with an old-world atmosphere & locally sourced ingredients. We've traveled the world & enjoyed many wonderful meals in many places. Our conclusion: the best meals are prepared with the freshest, local products. We live in Kingston & are raising our family here. We support our local farmers & want to provide the best dining experience for our guests.
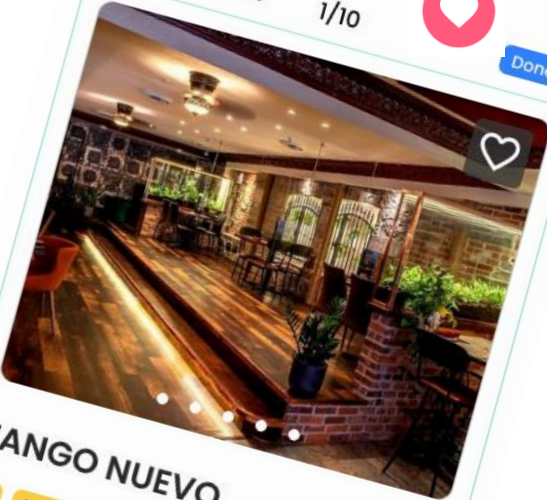
All Reviews

★★★★★   4.5 stars   314 Reviews

Add a review

Julien Lin
Vancouver, Canada · 15 reviews
2 months ago
★★★★★

Done

TANGO NUEVO

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All Reviews

★★★★★   4.5 stars   314 Reviews

Add a review

Julien Lin
Vancouver, Canada

< **Friday Night Out**

Dates:

7:00PM EST
December 20, 2021

Location:

Downtown Kingston   📍 3.0 km
Kingston, ON, Canada

Price Range:

$ ●————————————● $$$$

Type of Activity:

🌲   🍴   🍸
Nature   Food   Drinks

Invitation Code:

23AA41

Done

Design Choices

Primary Colors

Colour 1	Colour 3	Colour 4
#3CDBB5	#FF5A7C	#FFCE3D

Hex

Supporting Colors

Accent Color

Colour 1	Colour 2	Colour 3
#383838	#989898	#277DFF

Hex
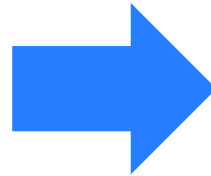
Competitor Analysis
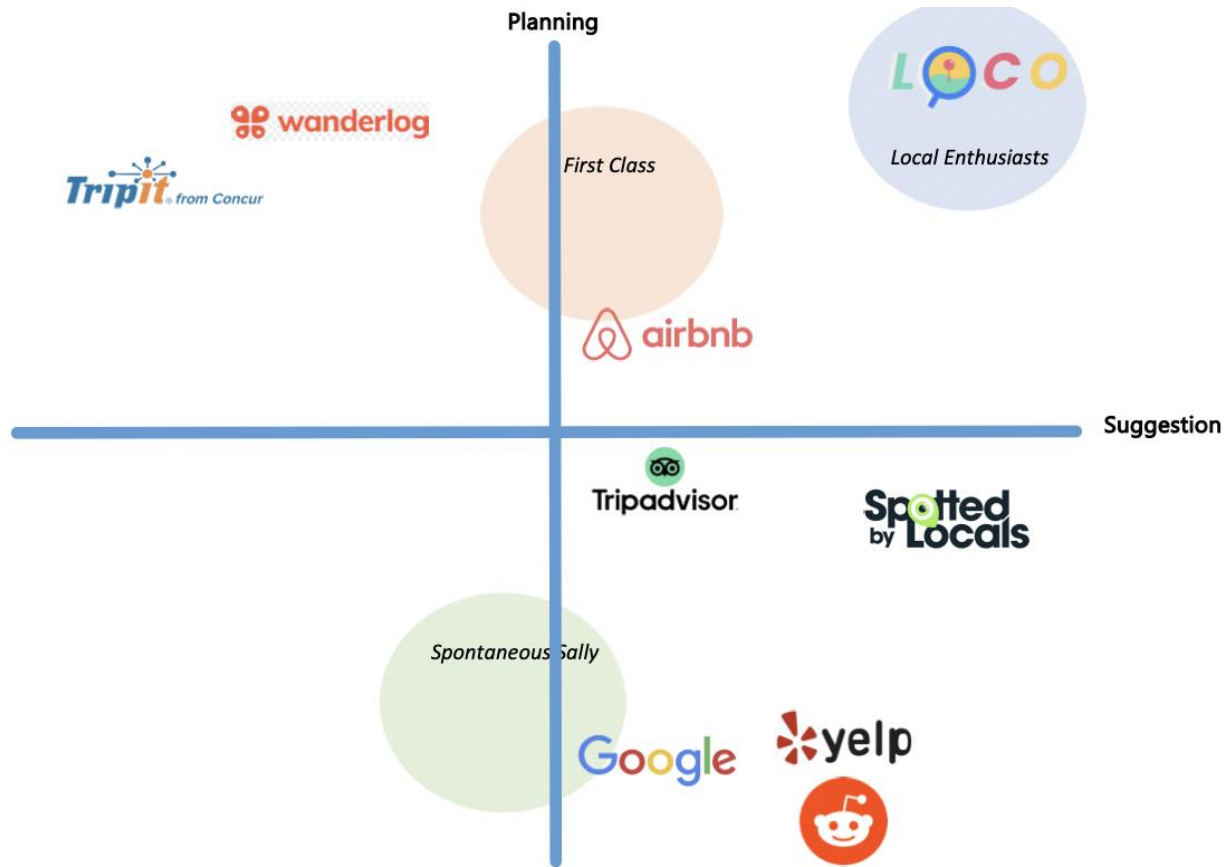
Competitive Advantage:

1. Social Impact Oriented Business Model
2. Genuine Local Recommendations
3. Travel Recommendations + Trip Planning

Let's Open it Up!

Marketing Mix

Distribution

Initial launch on Google Play Store, followed by release on Apple's App Store

Price

To ease market penetration, app will be free to download

Partnerships

Working with local businesses to provide app users with benefits

Promotions

Focus on digital marketing, WOM, SEO & nano-influencers

Attract Potential Users
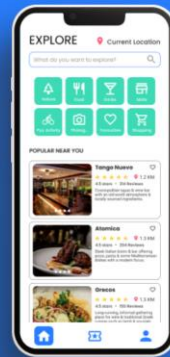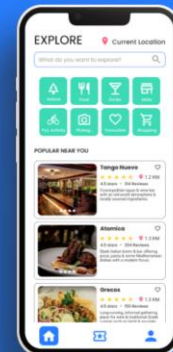
Attract
- Word of Mouth
- Social Media Content (e.g., pictures)
- Paid advertising & influencers

Engaging Content to Induce Downloads
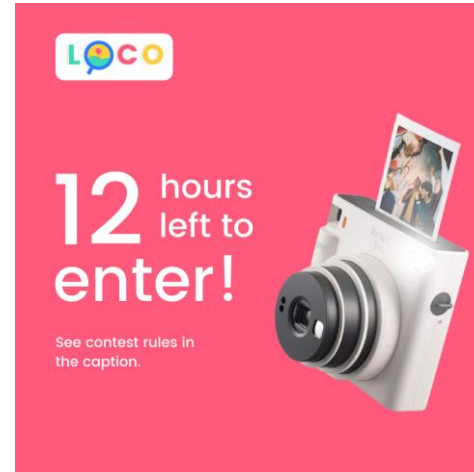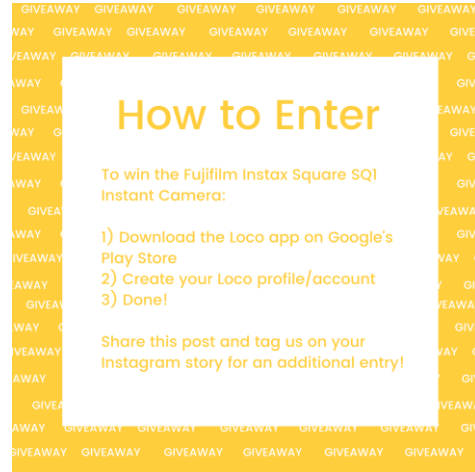
Engage
- Social Media Content (e.g., pictures)
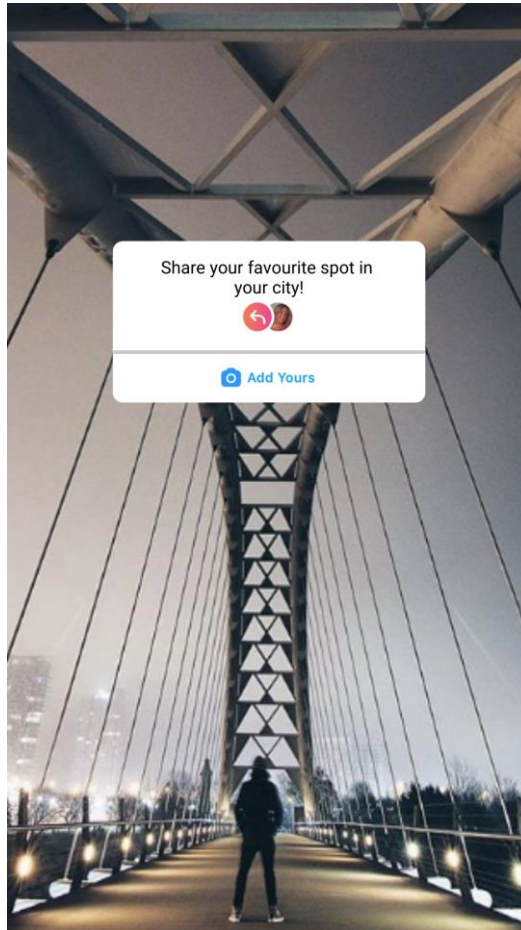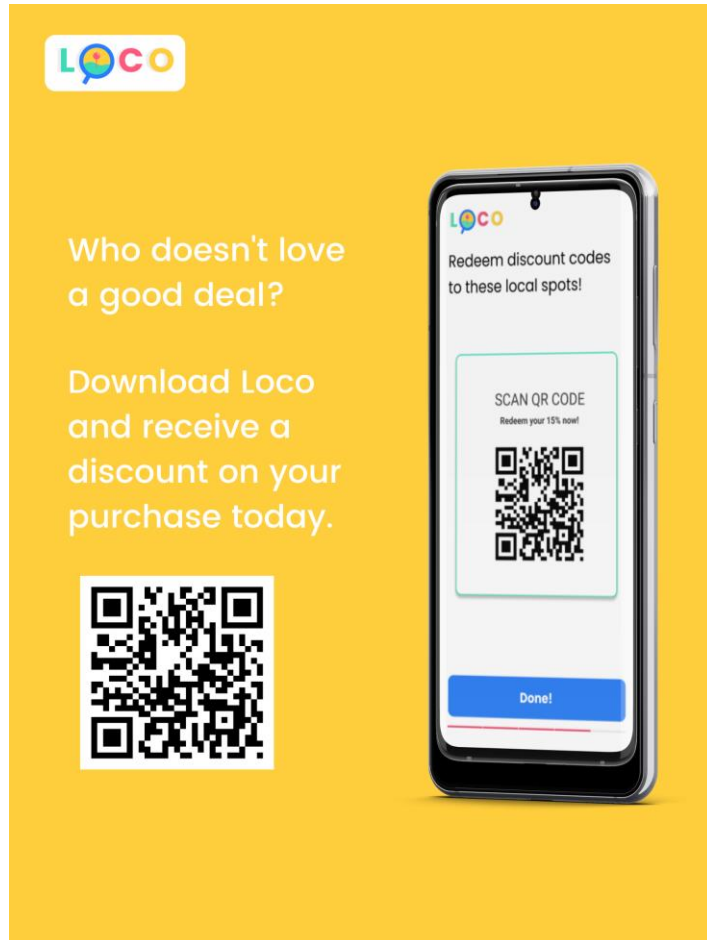- Special promotions: Contests
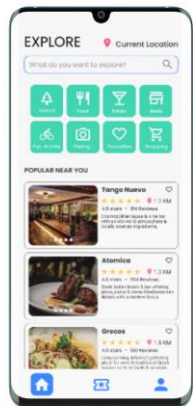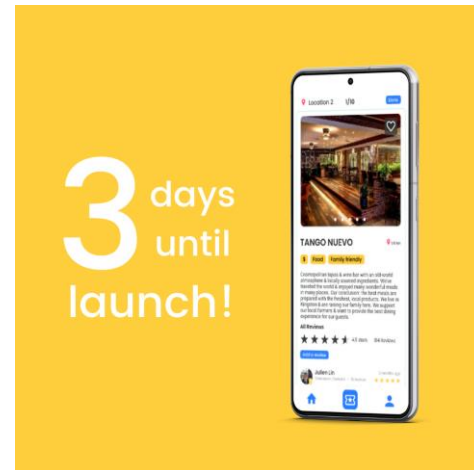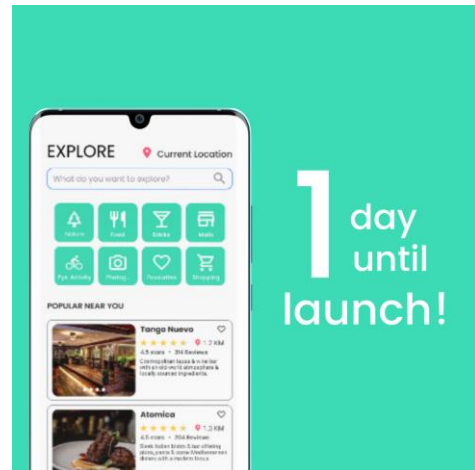
Increasing Post-Download Retention

Delight
- Referral incentives
- Rewards system for active users

Current Engagement

User Side

1.2k

Established Interest through Impressions/Surveys

Business Side
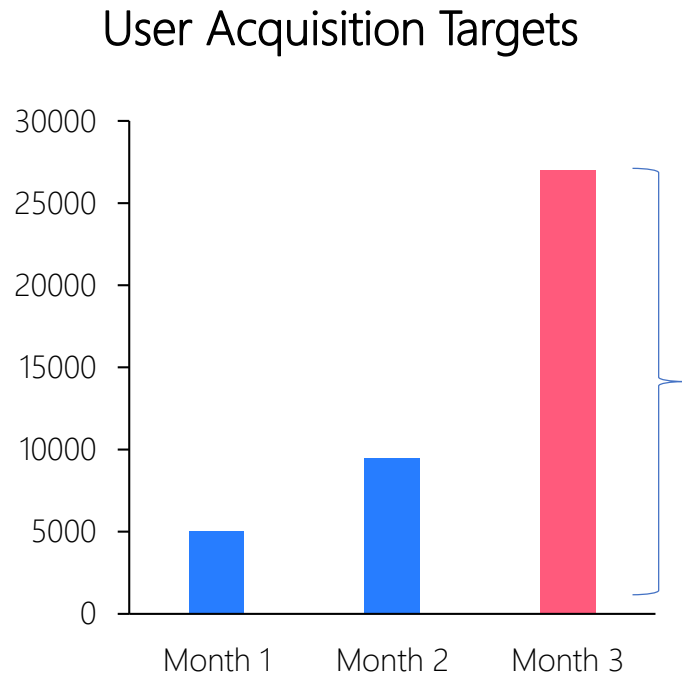
10

Kingston-based Local Partners

Content Side

800

Unique Reviews

Pre-launch numbers show good upside for **user acquisition** to **critical mass.** Content generated pre-launch will lead to more users which leads to more content

User Acquisition and Critical Mass

User Acquisition Targets

Critical Mass:
Queen's University

4000
Total undergraduate
international students

12000
Total students from
outside of Ontario

Target university critical mass by M3. Aim to reach 75% of Queen's University to generate engagement and increase diversity of recommendations, before other target universities

Target Financial Cases

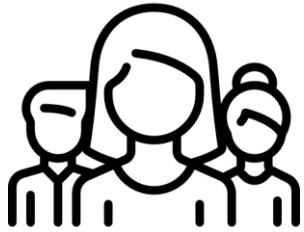| Bull Case	Base Case	Base Case
Kingston-only recommendations app used by University Students	Canada-Wide recommendations app used by University Students	Global Competitor to Yelp and Google Reviews
10-20k Users	10-20k Users	+10M Users
$100k in Revenue	5-10M in Revenue	>100M in Revenue

LOCO

The travel app for true Locos

Next Steps

Expand Consumer Base

Next target: the millennial, 9-5 hustler with more disposable income for travel to farther destinations, desires convenience, and travels with friends.

Adjust Communication Channels

Marketing is still digital-first, but more emphasis on using influencers, particularly those with travel blogs. The app website will have a travel blog section.
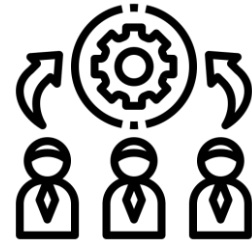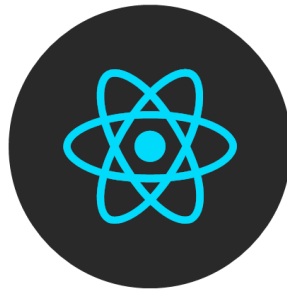
Increase Users' Data Contribution

With user base growth, we want to encourage users to supply their trip recommendations for others.

Tech Stack

Marketing Expenses

1 Paid ads on social media - $200

2 Website - $200

3 Promotions (contests) - $160

4 Paid partnerships - $200

Total Marketing Spend is 75% of Total Budget