

Now let's talk about the product part of the marketing mix. This part includes brand name, logo and the app page & function design. (P1)

So, 1<sup>st</sup> our brand logo on the left is blue, which gives people a bright, fresh smooth feeling meaning comfortable and trustworthy.

The shape of the brand logo is like a shelter meaning comfort and protection. The roof of the shelter is like a book state our customer is the students.

The name of our app is called HOMOVERSEAS because our purpose of the app is to provide homestay for wherever you are and make the host family feel like your own home. (P2)

The process of booking a host family is very simple. (P3) 1<sup>st</sup>, we search for homestay in a certain place in the app. We can search by countries & regions, universities or price range which is from high to low or from low to high. (P4)

Let's look at the UI design of the app which can make it more vivid. 1<sup>st</sup>, register or log in to have an account. Then we can choose the place we are going to. For example, here, I choose America, Minnesota state and Apple Valley city, we can see that there are some host families provided. We can click on one of them to see the detail. (UI)

The page will provide us with a lot of information. We can see that there are rooms info, family info, maps, restrictions and students and our staffs' comments towards the host family at the comment section. (UI and P5 6 7)

The 2<sup>nd</sup> step of booking a host family is to contact the family. Click on CONTACT HOMESTAY button and the contact will be added to your contact list. Then we can chat with the host and reserve rooms, which is the 3<sup>rd</sup> step. (UI and P8)

To reserve rooms, we also provide one-to-one consulting service online for answering all kinds of questions about college entrance questions, nearby environment, security standard and so on. We also build links between host and students that they can have house viewing service. The counseling service is provided in the chat page called “your private assistant” which may ask for additional payment. We also have studying abroad forums which students studying abroad can chat and help each other. They can show their life, their wild chicken university offer and ask living cost there. (P9)