

Elevator pitch

localist is a new way to explore the places you visit while you travel, allowing you to step aside from the “touristy stuff” and giving you a local experience just like you were living there.

Assumptions

People who travel are willing to provide social media content to the app.

Local people are willing to participate in the app as creators or experience creators.

People who travel are willing to seek non conventional activities to do on their trip.

Problem statement

Identify the main reasons why a person would like to provide content for the app?

Survey

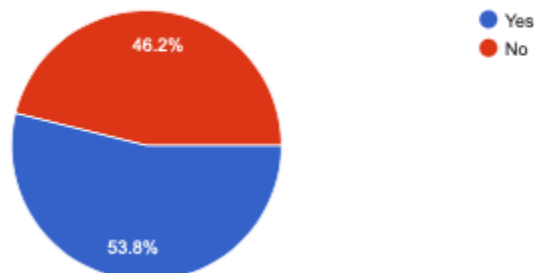
1. Do you think your city/town should be showcased to the world?
2. Do you use any form of social media (Instagram, Snapchat etc.)?
3. Will you participate in creating local experiences for visitors of your city/town?
4. How much will you ask to create a local experience for visitors of your city/town?
5. Will you go out of your way in order to showcase a place in your city/town?

Analysis & Reporting

Some key findings after surveying people was that the amount of people that want to showcase their city/town to tourists is almost evenly divided.

Do you think your city/town should be showcased to the world?

13 responses



By analyzing the third and fourth questions together we found out that almost 80% of the people surveyed showed interest in participating in creating local experiences for visitors in their city. We think this is because they might be taking into consideration the level of effort they need to put in order to actually create the experiences. We also found out that there are more people willing to make money out of the platform.

