Strategy Plane

Introduction
This application is developed for the local tour operator Naturandes Travel. This tour operator specializes in organizing individual tailor-made tours through Peru for the Dutch-speaking market. Previously my local operator, in December 2018 Naturandes Travel purchased the concept, the tours, the goodwill and the website of my former travel company.

Who is the target audience?
The Dutch-speaking customers of this operator choose to have their trip organized by a local, small company instead of the usual Dutch-based travel agencies that offer holidays to many countries. They do this because they want to deviate from the usual journeys, and rely on local specialism. Given the price of the trips, their income is way above average. Generally they are couples, or families with children - almost always double-income households. They have little time to organize the trip and therefore rely heavily on the advice of the operator. They want to see a lot of destinations during their tour. This means that in the cities where they stay during their tour, they have only a short amount of time, normally 2 days. They want to spend this at leisure, but well-planned, to get the most out of their time as possible and they expect good suggestions from the operator.

They have a strong interest in culture, charming hotels, local life and love good food. They are looking for secret tips, the gems among the large offer. They want something distinctive, something that radiates locality and personality instead of, for example, the clinical hotels or restaurants that one could find in every country in the world.

What's cultural appropriate for the audience?
In its suggestions, the site must radiate that the customer is understood / the operator knows who they are. Like this, the client becomes convinced that this is the right tour operator: also with personality and an on expertise based opinion. This site is no google, no TripAdvisor or booking.com, with hundreds of addresses and thousands of often very subjective opinions. No, it's from a local specialist with sublime expertise.

What content type would be relevant?
Every suggestion must be excellent. In this way the customer can be convinced that this is the specialist that offers quality and he/she can quickly give a meaningful interpretation to the journey - without having to scan a lot of information and read-in night after night.

Quantity is irrelevant, and it actually has the opposite effect. If one gives suggestions that are proof disappointing, this detracts from customer satisfaction. In addition, the customer has simply no time to process many options.

Traveling = inspiration and except in the suggestions and descriptions, this must be evoked with beautiful visual material.

What are we making?
In the sea of information that is offered, we want to set up a clean, fast and well-arranged application, which gives the customer the opportunity to quickly explore the cities he visits in his tour. He can choose from the hotels selected by the operator, and - with the help of suggestions for tourist attractions, restaurants / bars and practical addresses - plan his time there.
He can do this by studying the maps, and reading the description that pops-up with a click on the markers.

Because it is a single page application with a mobile first design, only the information that the customer is looking for must be shown. This must be done in as few clicks as possible. With 1 click, the customer must be able to re-start searching / selecting.

With the same thoughts in mind, the maps should only show our suggestions and the street names, perhaps with only the most important landmarks. It must be clean, and stripped of distracting information / addresses.

To allow the user to plan his day, all markers (for example, hotel, restaurant, attraction) must always be visible on the map. Only in this way does the user get an overview and see where one location is compared to another, and what a logical planning of the day would be.

The customer must also be able to see in the map where he is at that moment (geolocation), so he can navigate to the points of interest.

Below each map, there must be a short presentation: "*visiting city X in 2 days*", in which we present an itinerary the client can do independently. Mentioned places in this presentation should be easy to find in the maps and vice versa.

Why does the user want this?
They got to the website to investigate the possibility to reserve a customized journey with this operator. It's significant that they consider a local operator over one of the big tour companies of their home country (which most would consider a safer option, mainly because of guarantee over prepayments and legal issues). Basically they search for local expertise, customized programs and the feeling they go off the beaten track, but also that they do have influence over the itinerary.
They lack time and expertise to arrange their trip themselves, so they want a quick presentation of really awesome options, without having to consider many suggestions. With this tool we offer the information the user is looking for.

What makes a good user experience?
- Presenting an easy navigable, comprehensive tool to discover the cities they visit during their journey.
- To make the User Experience as pleasant as possible, and prevent that the user has to scroll a lot, only the info that the user selects, should show, disappearing once deselected. There should be a connection between a selected item (i.e. restaurant, hotel, tourist attraction, bank) and the marker on the map. So if the user clicks on a certain hotel name, information on the page should open, and in the map an InfoWindow should appear, so that it's at once clear that this is the specific marker / location of the hotel.
- The idea that this company understand their desire for a local expertise that presents them by presenting them the hidden gems. User should get inspired when using the tool because of the content presented.
- Receiving a well-elaborated suggestion how to spend their time in the cities.

How's this offering different from competitors and substitutes?
- Instead of general information and "sales-language" from big Dutch companies this tool offers inside tips, shows where to find the places we introduce and gives the user the idea we go a step further than other companies in our presentation and service – *and that we have the expertise* to do this.
- This app itself shows a strive for professionalism and service towards the clients. No other local company that offers the same kind of customized journeys for the same audience (Dutch speaking clients) has anything like this.