

D E N -
S I T Y
G N +

GROUP 4
FINAL DELIVERY
2020/2021

**IT'S CHEAPER
ABROAD.COM**

PHASE 2

Data as artifact

- ↳ Brief
- ↳ Protocol 1
- ↳ Protocol 4

PHASE 3

Data publics

- ↳ Topic
- ↳ UX/UI
- ↳ What's behind

PHASE 2

Data as
artifact

Brief

Algorithmic locations: placemaking in the digital era

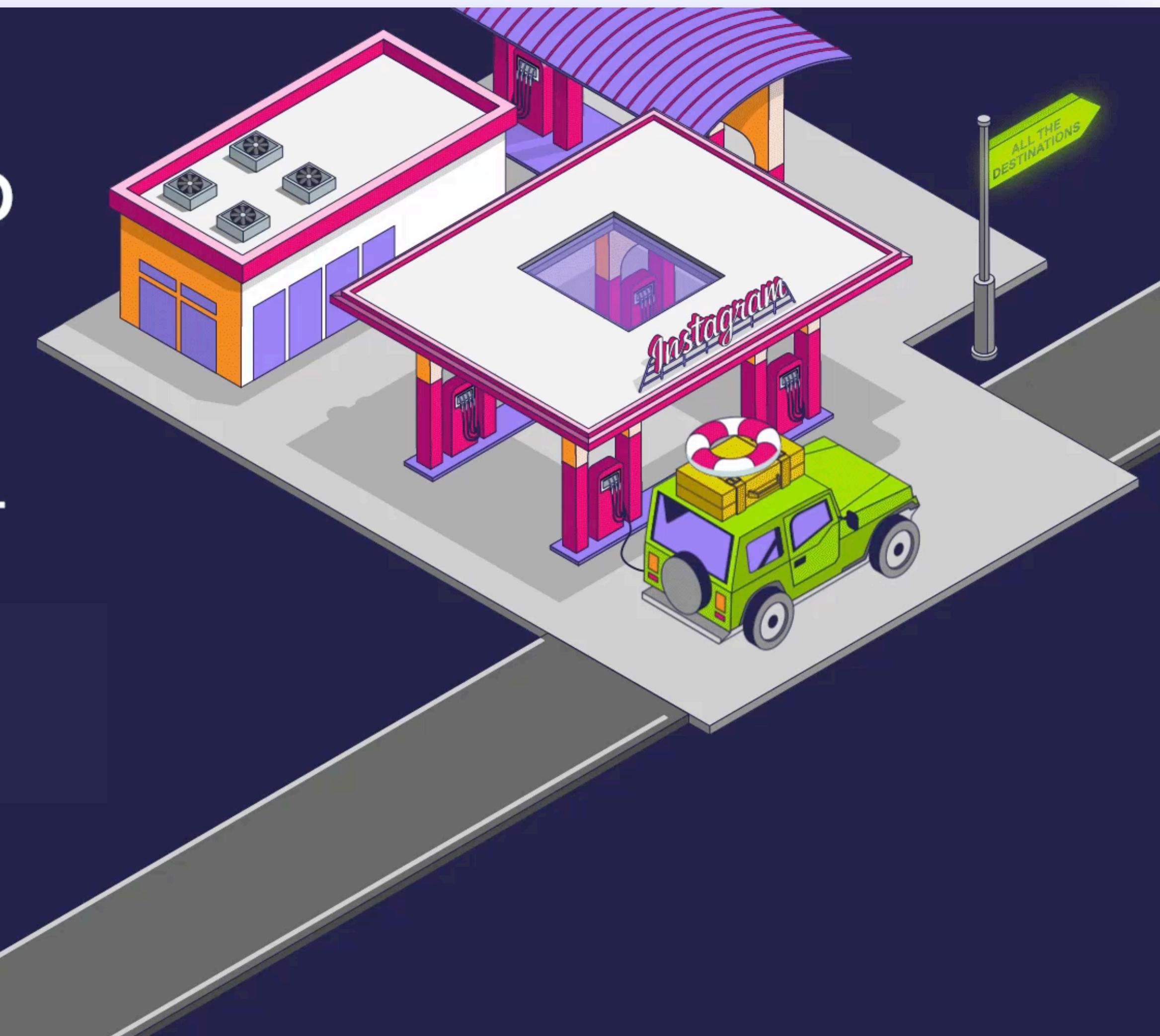
↳ Geographical places are now more and more experienced through the lens of digital technology. Tourism starts in one's home, by looking at destinations' images online.

**Is there a new approach
we can bring to this conversation?**

What can be the impact of a specific platform in our way of traveling and approaching new destinations?

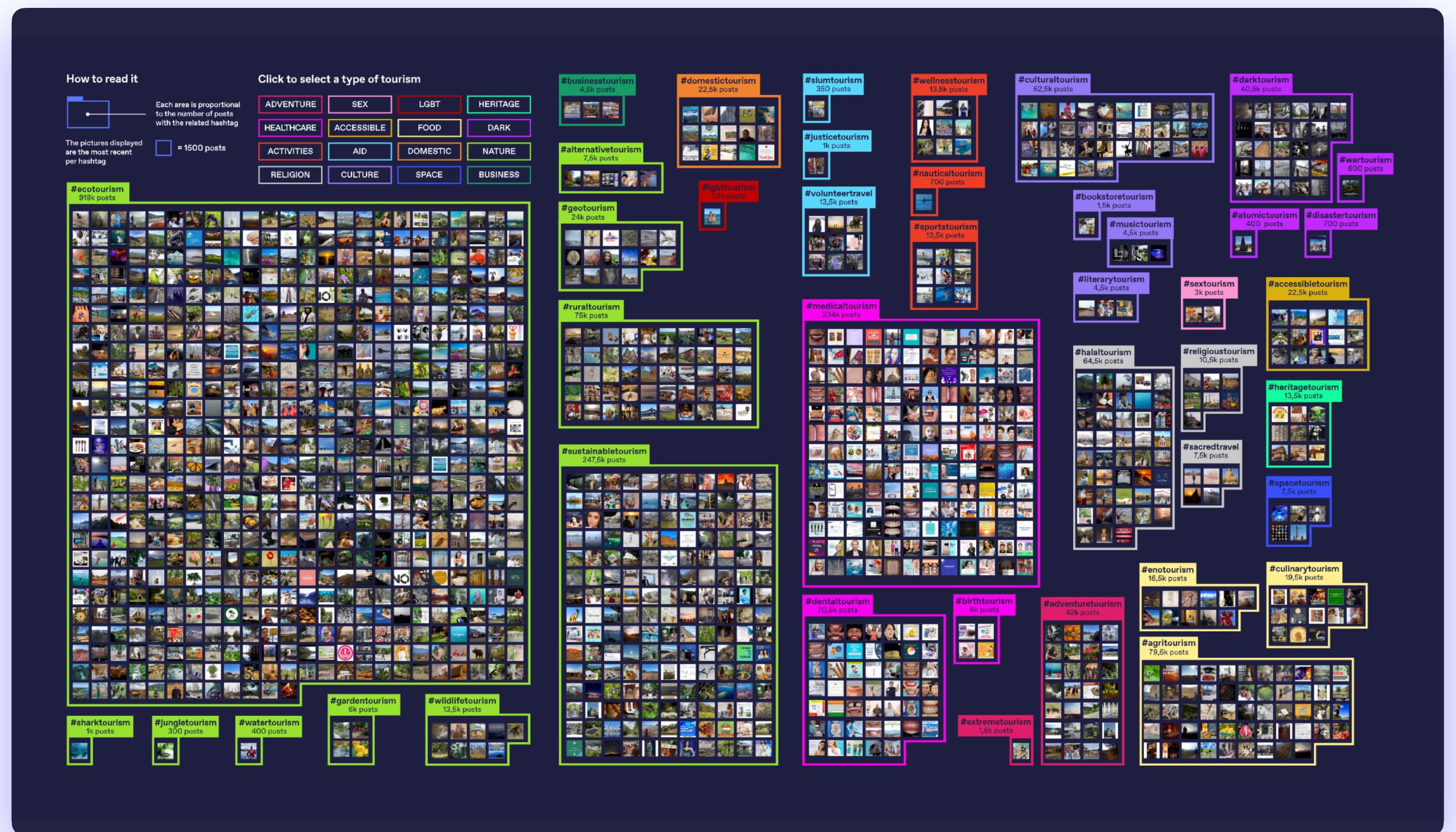
INSTAGRAM-FUELED TOURISM

EXPLOITING INSTAGRAM DATA TO
UNDERSTAND HOW THE PLATFORM
INFLUENCES OUR TRAVEL CHOICES.

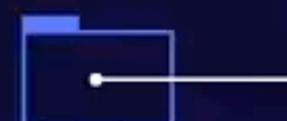


Protocol 1

↳ Which are the most digitally relevant tourism categories based on Instagram hashtags?



How to read it



Each area is proportional to the number of posts with the related hashtag

The pictures displayed are the most recent per hashtag

□ = 1500 posts

Click to select a type of tourism

ADVENTURE	SEX	LGBT	HERITAGE
HEALTHCARE	ACCESSIBLE	FOOD	DARK
ACTIVITIES	AID	DOMESTIC	NATURE
RELIGION	CULTURE	SPACE	BUSINESS

#ecotourism
918k posts



#sharktourism
1k posts



#jungletourism
300 posts



#watertourism
400 posts



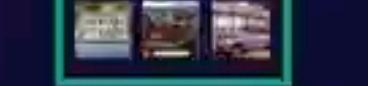
#gardentourism
6k posts



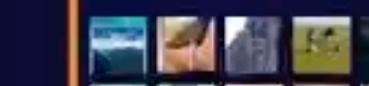
#wildlifetourism
13,5k posts



#businesstourism
4,5k posts



#domestictourism
22,5k posts



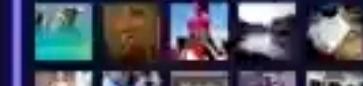
#slumtourism
350 posts



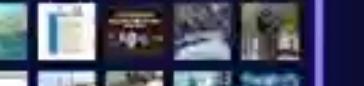
#wellnesstourism
13,5k posts



#culturaltourism
52,5k posts



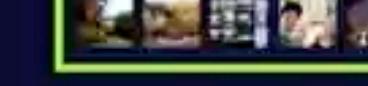
#darktourism
40,5k posts



#wartourism
600 posts



#alternativetourism
7,5k posts



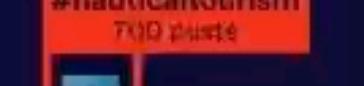
#geotourism
24k posts



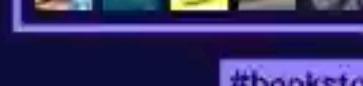
#volunteertravel
13,5k posts



#nauticalltourism
7,5k posts



#bookstoretourism
1,5k posts



#musictourism
4,5k posts



#atomictourism
400 posts



#mosswatertourism
700 posts

#ruraltourism
75k posts



#medicaltourism
1,5k posts



#sportstourism
13,5k posts



#literarytourism
4,5k posts



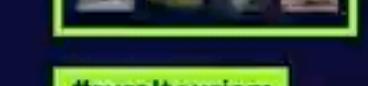
#sextourism
3k posts



#accessibletourism
22,5k posts



#sustainabletourism
247,5k posts



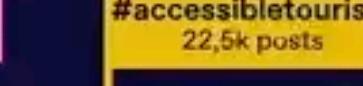
#halaltourism
64,5k posts



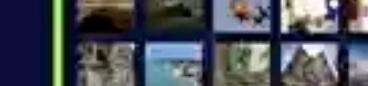
#religioustourism
10,5k posts



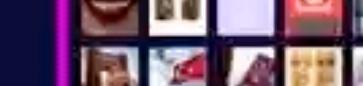
#heritagetourism
13,5k posts



#medicinaltourism
1,5k posts



#sacredtravel
7,5k posts



#spacetourism
7,5k posts



#heraldtourism
13,5k posts



#extremetourism
7,5k posts



#enotourism
16,5k posts



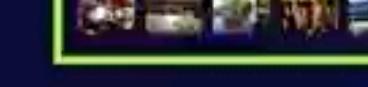
#adventuretourism
4,5k posts



#culinarytourism
19,5k posts

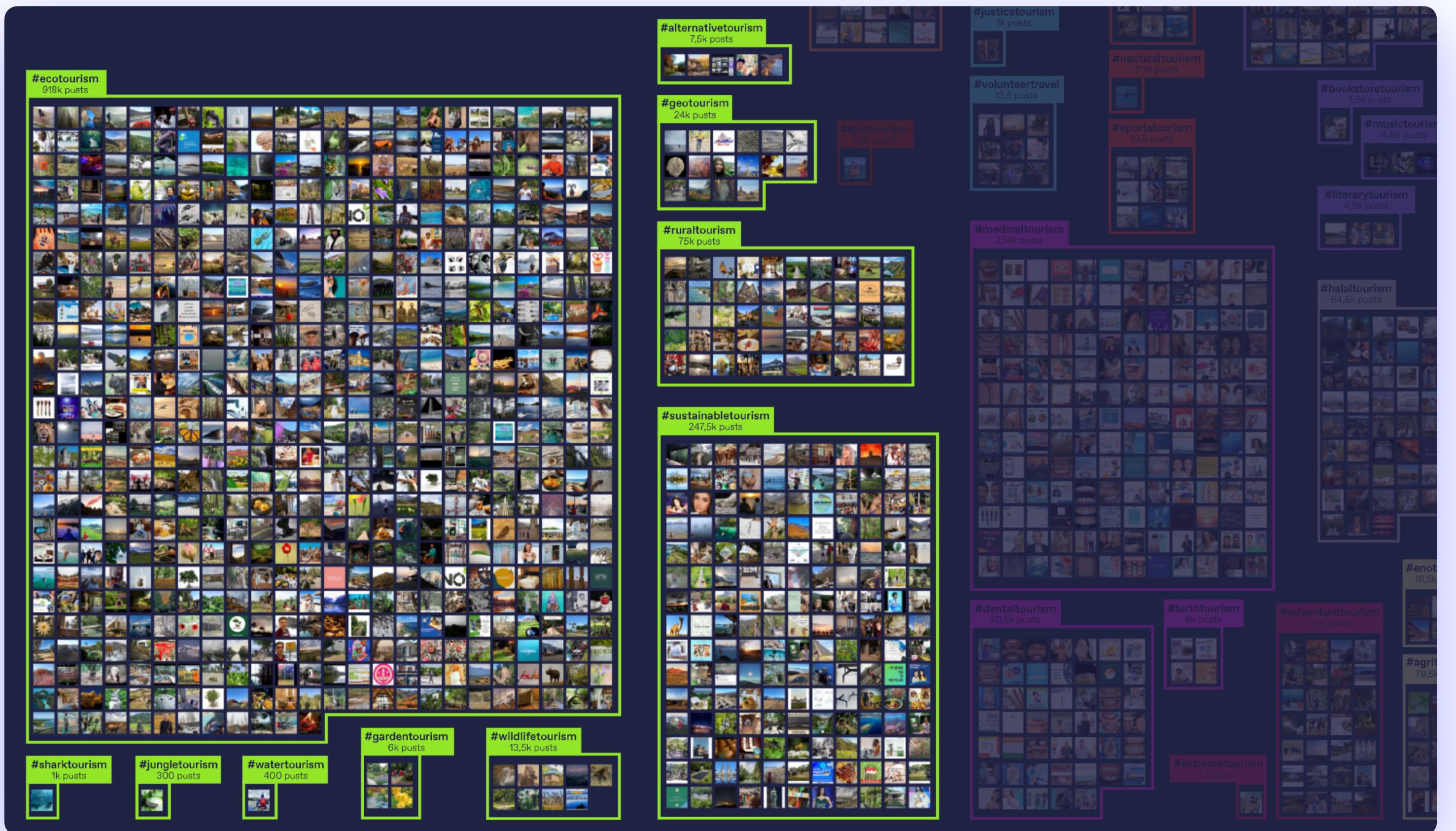


#agritourism
79,5k posts



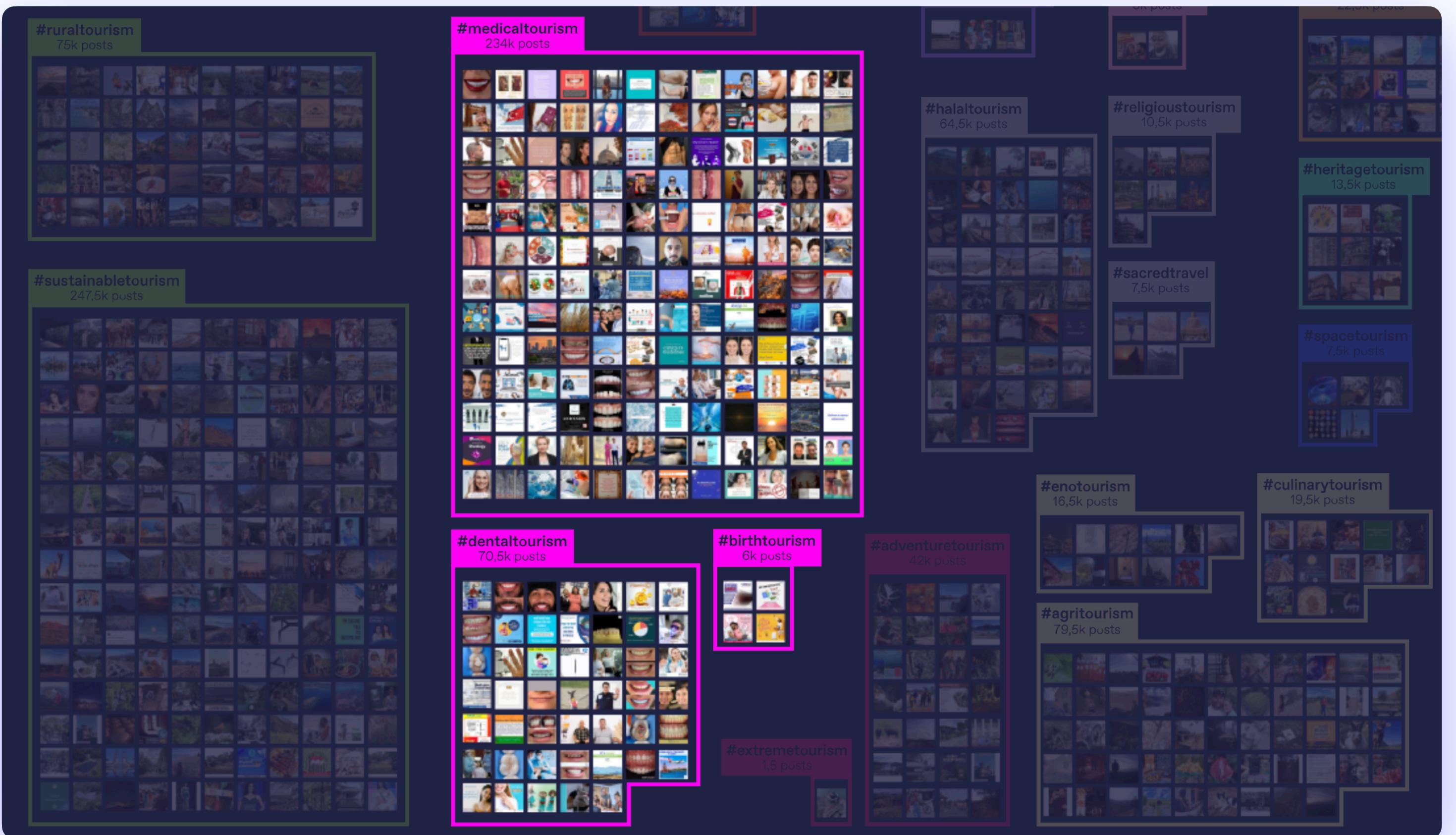
Finding 1.1

↳ Nature tourism category takes the **50%** of the total area of the visualization, highlighting the fact that **is the most spread category** of tourism on this social media.



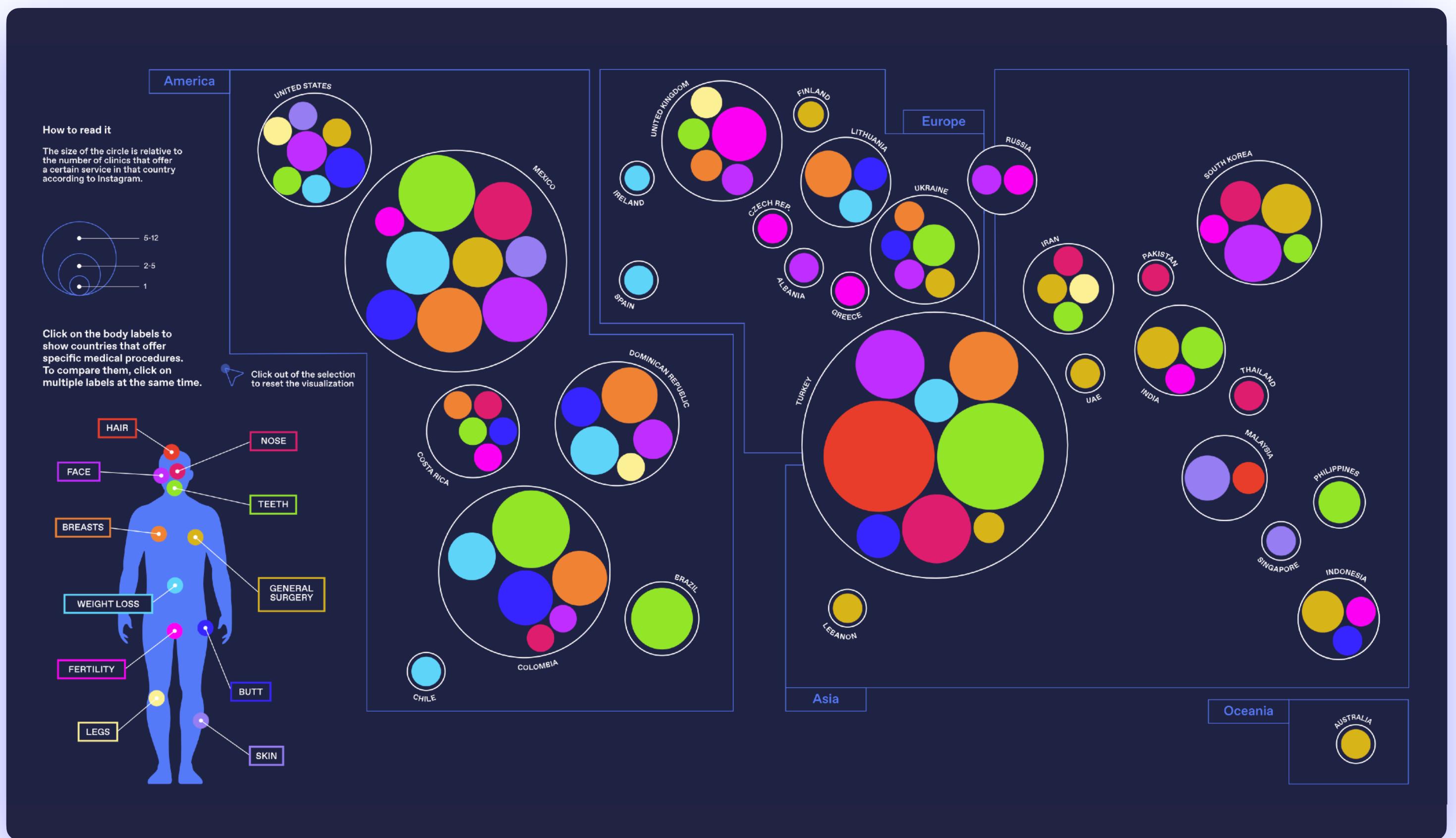
Finding 1.2

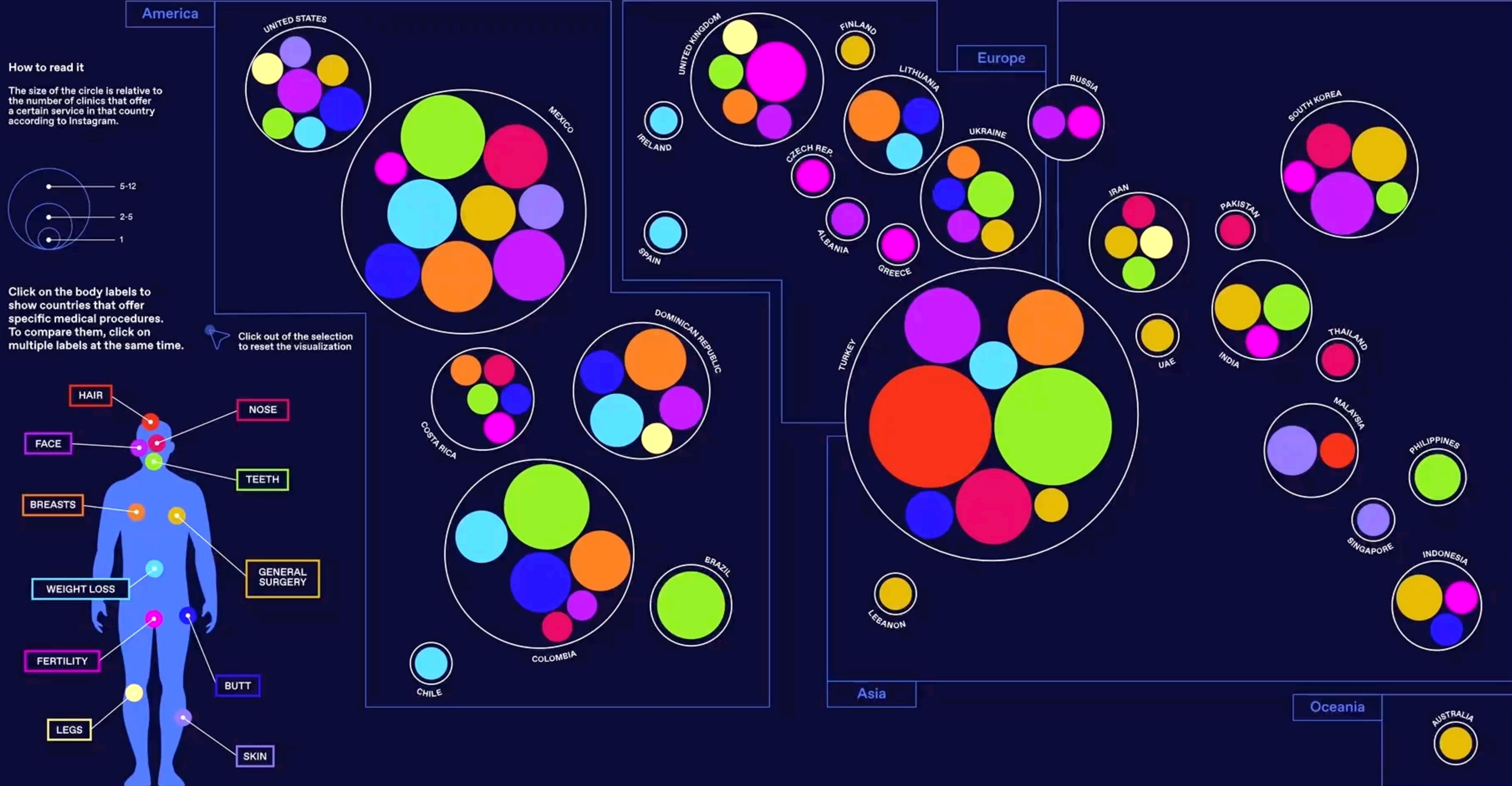
↳ Medical tourism
is the third biggest
subcategory.



Protocol 4

↳ What are the most popular medical tourism destinations according to the first 400 Instagram posts on #medicaltourism hashtag?





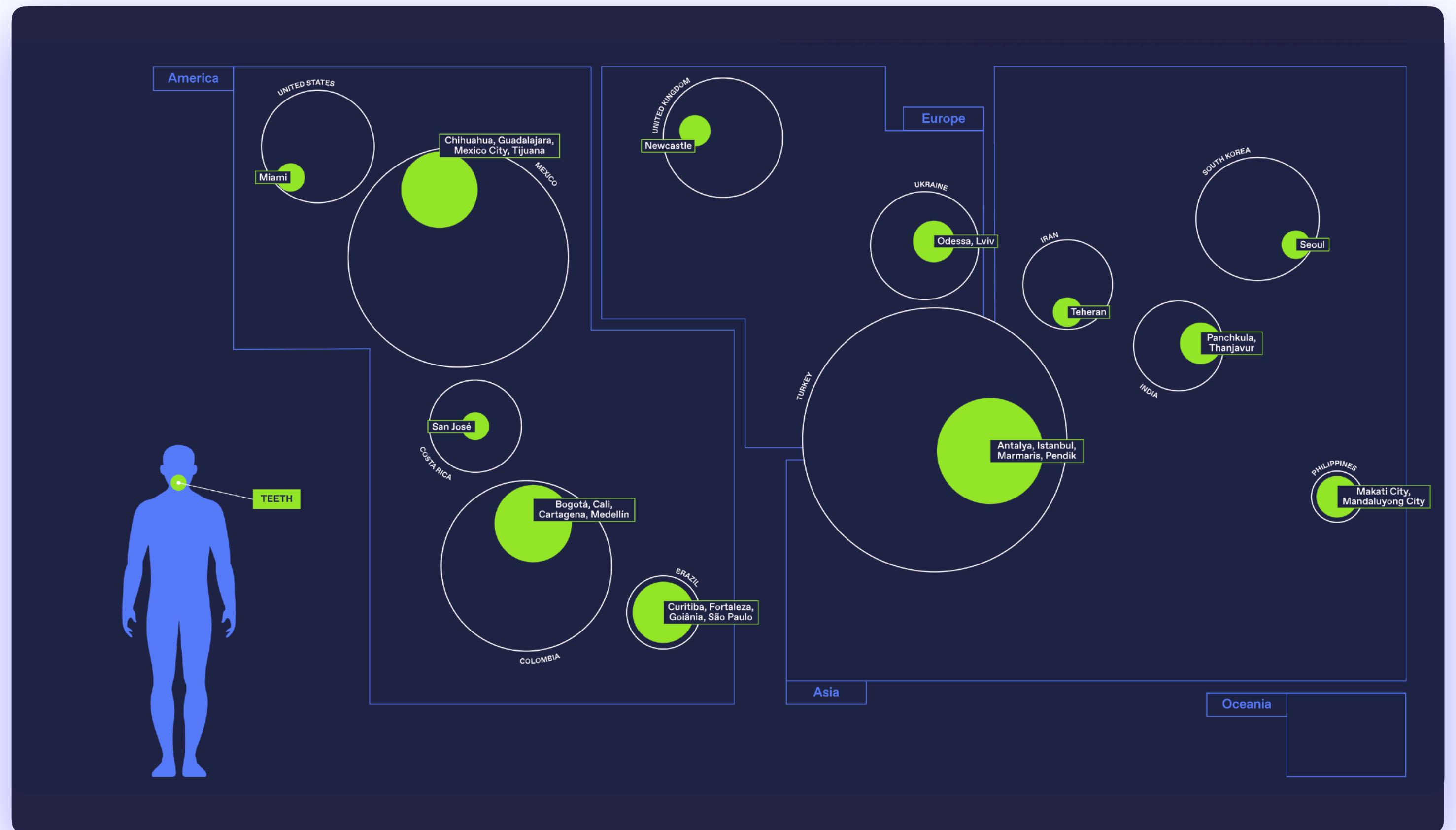
Finding 4.1

↳ **Istanbul** (Turkey),
Tijuana (Mexico),
Medellín (Colombia) are
the cities with
the biggest number
of active profiles per
country.



Finding 4.2

↳ We clustered 11 different surgical categories. The majority of them are **related to cosmetic surgery**. Amongst them **Teeth** is the most popular category of surgical intervention.



Finding 4.3

↳ The countries that offer the **most diverse portfolio** of options are the following:
Mexico, Turkey and United States.



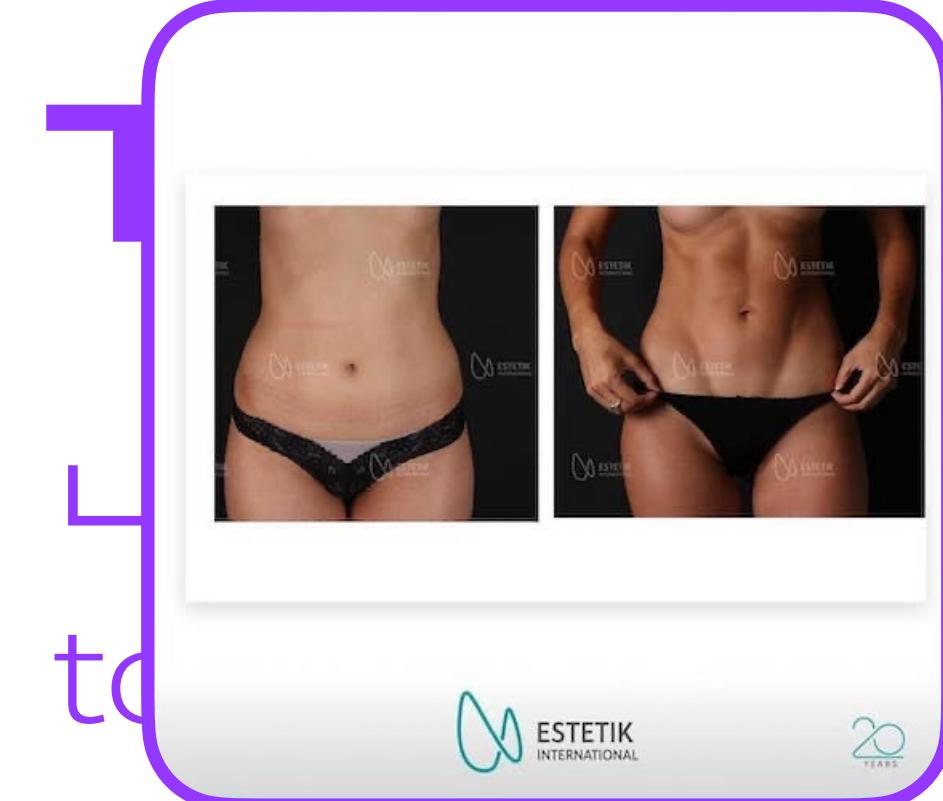
PHASE 3

Data
publics

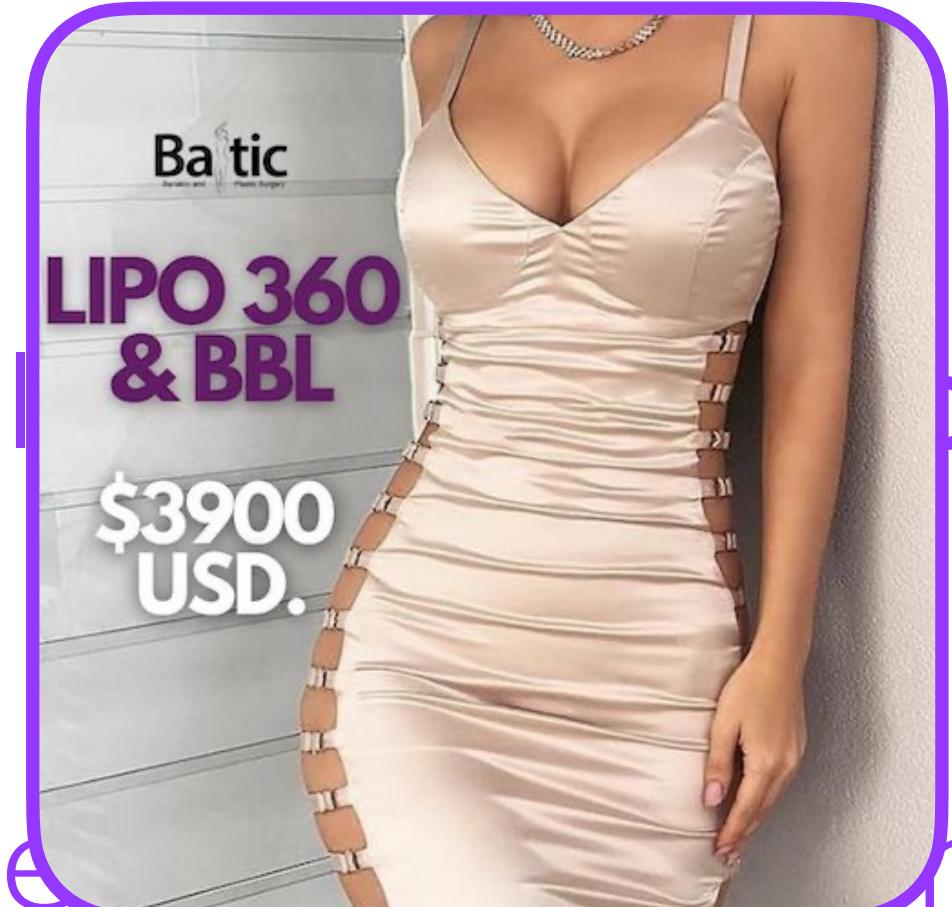
Medical tourism

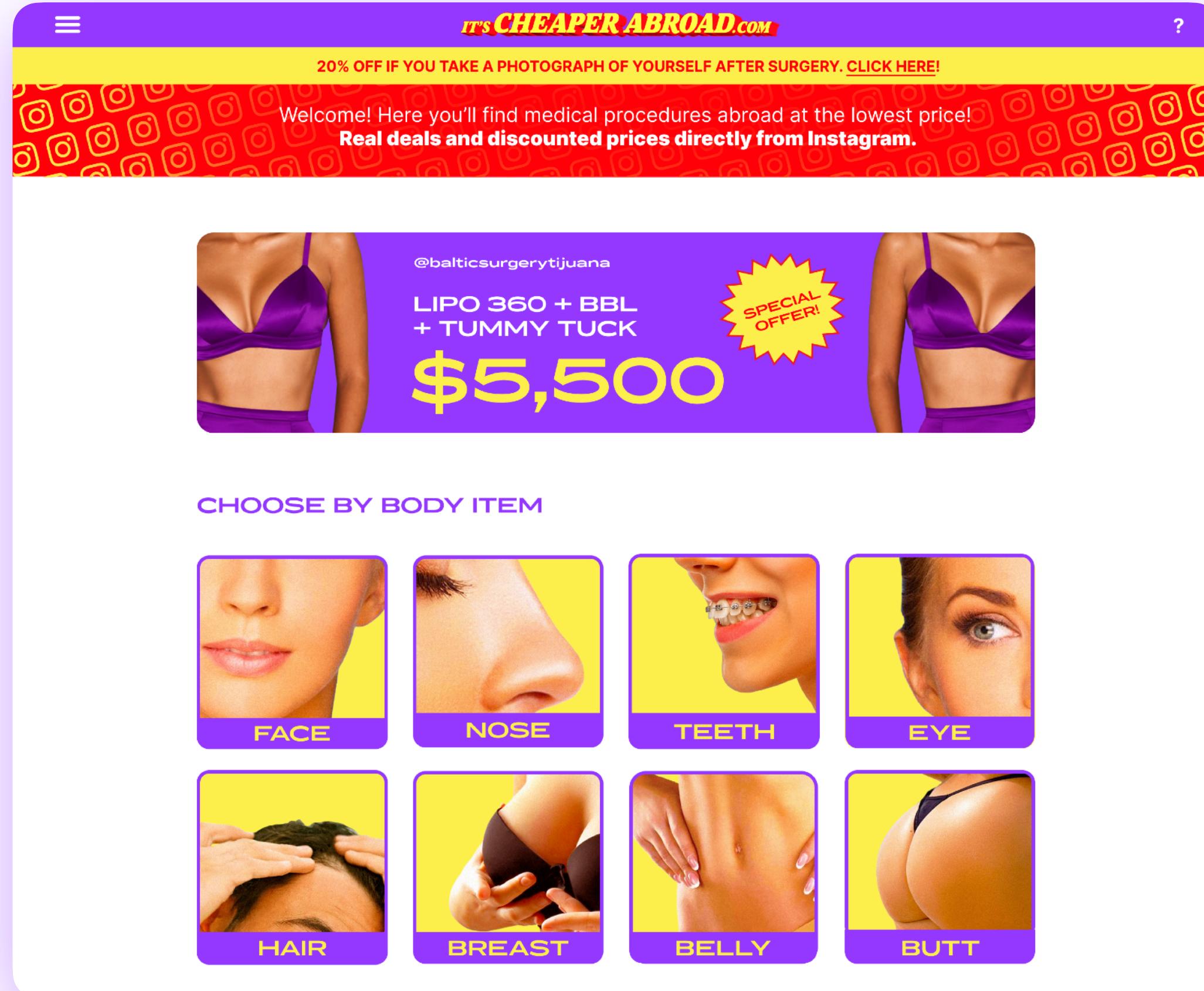
Topic

- ↳ **Medical tourism** refers to people traveling **abroad** to obtain **medical treatment**.
- ↳ **Medical tourism** promos and deal are prominent on Instagram, and they make use of specific language when advertised.



Tourism refers to people traveling to receive medical treatment.





It's Cheaper Abroad.com

↳ Is an online digital catalogue collecting affordable clinics abroad

watch intro video

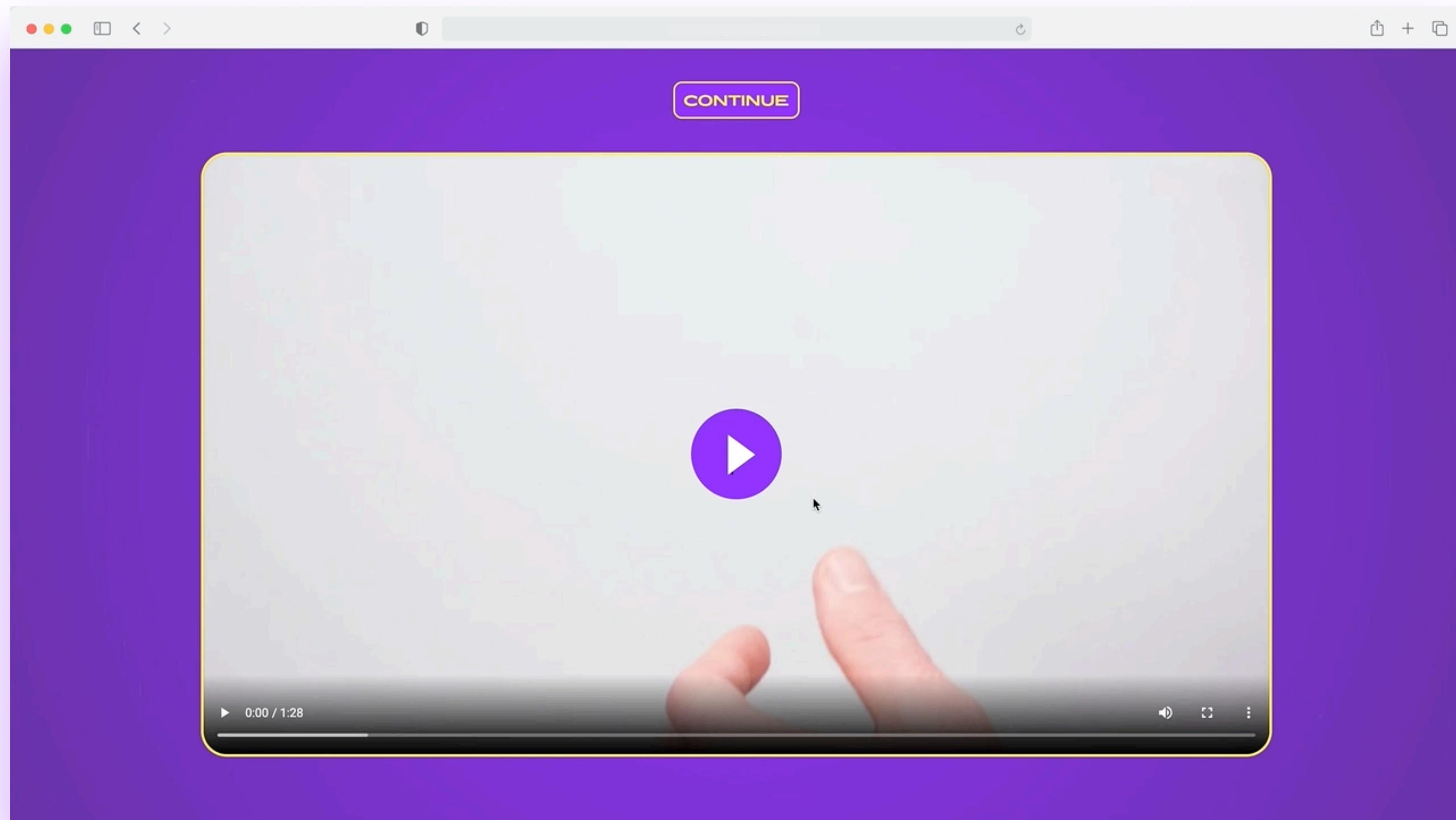
User
experience

Audience

↳ **Young adults** (18-25 years old), usually spending a lot of time on **Instagram** and used to the language of the platform.

Communication aim

- ↳ **Inform** the audience of the existence of **medical tourism** that gives the possibility to do surgery abroad.
- ↳ **Provoke** the audience about the influence of the **wanna-sell-you-everything approach** on **Instagram**, usually omitting that medical procedures bare **risks and consequences**.



The screenshot shows a web browser window for the website **IT'S CHEAPER ABROAD.com**. The header features a purple bar with the site's name and a yellow bar below it containing promotional text and a 'CLICK HERE!' button. A red banner with a repeating Instagram icon pattern spans across the page. The main content area displays a large promotional banner for 'MEMBRESIA ANUAL BOTOX' at '\$499'. This banner includes two smaller images of the same offer, a yellow starburst graphic with 'BLACK FRIDAY!', and the text 'BOTOX MEMBRESIA ANUAL BOTOX TODO EL AÑO \$499 BLACK FRIDAY ALERT SIRENE'. Below this, a section titled 'CHOOSE BY BODY ITEM' offers various body parts to click on, each with a representative image and label: FACE, BREAST, BELLY, HAIR, EYES, TEETH, and BACK. The overall design is vibrant and promotional.

The screenshot shows a web browser displaying the homepage of [IT'S CHEAPER ABROAD.com](http://ITSCHEAPERABROAD.com). The page has a purple header with the website's name in yellow. Below the header is a yellow navigation bar with multiple 'BREAST' buttons. A purple 'HOME' button is visible on the left. The main content area features a large purple 'BREAST' heading. Below it are four cards for breast augmentation:

Location	Procedure	Price	Facility/Doctor
SOUTH KOREA	BREAST AUGMENTATION	\$3,100	Beautique Korea
THAILAND	BREAST AUGMENTATION	\$3,844	Plastic Surgery Phuket
TURKEY	BREAST AUGMENTATION	\$4,473	Estetik International
DOM. REP.	BREAST AUGMENTATION	\$2,500	Dra Denia Carpio

Below these cards are two smaller images: one of a woman in a black bikini labeled 'DOM. REP.' and another of a woman in a purple bikini labeled 'MEXICO \$3,500'.

The screenshot shows a web browser window for the website [IT'S CHEAPER ABROAD.com](http://itscheaperabroad.com). The header features a purple bar with the site's name in white. Below the header, there is a yellow navigation bar with multiple 'BREAST' buttons. Two specific buttons are highlighted with rounded red boxes: 'Dra. Silvia Avilés BREAST AUGMENTATION' and 'Sirene Surgical Coordinator BREAST IMPLANTS'. The main content area is titled 'CLINICS LOCATION' and displays a map of Europe and the Middle East. A callout bubble on the map points to 'Estetik International Istanbul, Turkey'. The footer contains logos for DEN-SITY GN+, POLITECNICO MILANO 1863, and a small note about Instagram images.

IT'S CHEAPER ABROAD.com

BREAST BREAST

Dra. Silvia Avilés
BREAST AUGMENTATION

Sirene Surgical Coordinator
BREAST IMPLANTS

CLINICS LOCATION

Estetik International Istanbul, Turkey

DEN-SITY GN+

POLITECNICO MILANO 1863

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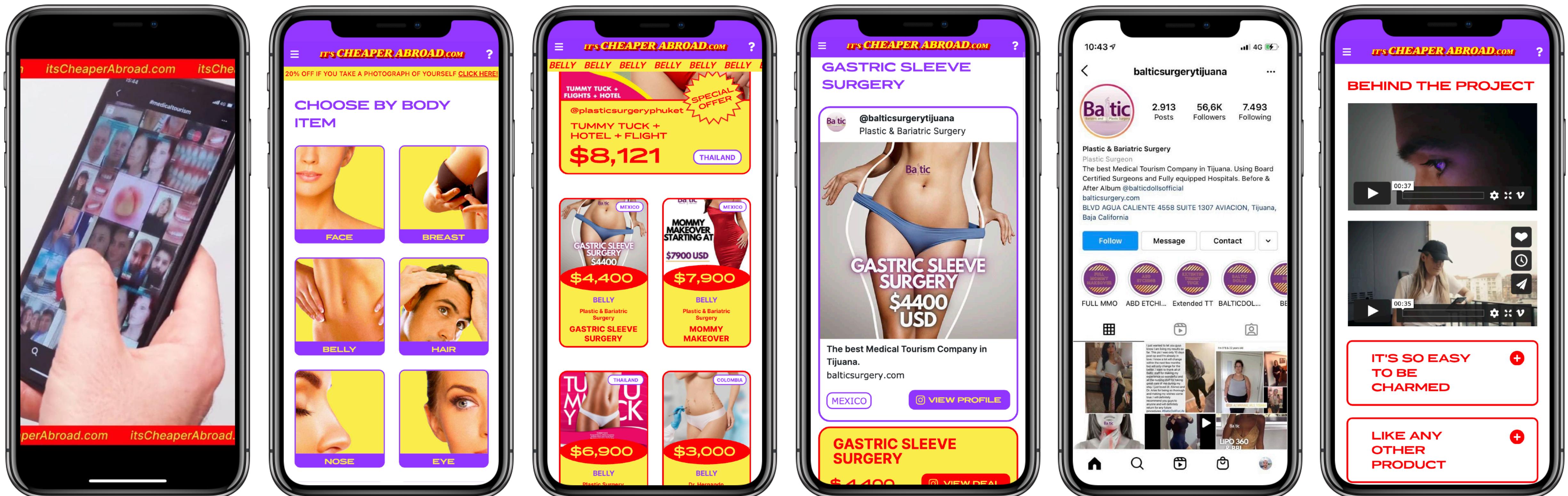
The screenshot shows a web browser window for the website **IT'S CHEAPER ABROAD.com**. The main heading is **BREAST AUGMENTATION**. On the left, there is a thumbnail image with the text "BREAST AESTHETICS" and a small description about breast augmentation prosthesis placement. To the right of the image is a social media profile for **@estetikinternational**, which has 70.2k followers and 2.367 posts. Below the profile is a deal card for **BREAST AUGMENTATION** at **\$ 4.473**. At the bottom, there is a map showing locations in the United Kingdom, Germany, and Belarus.

The screenshot shows a web browser window with a purple header bar containing the text "IT'S CHEAPER ABROAD.com". Below the header is a map of Europe with a red marker indicating a location in Turkey. The map includes labels for various countries in multiple languages. Below the map, the word "REVIEWS" is displayed in purple capital letters. Underneath "REVIEWS", there are three user comments:

- @user092 🌟🌟🌟🌟 I can say: Perfect Clinic!!!!
- @user093 Rate plz
- @user094 Tarifs pour lifting des seins sans protese

At the bottom of the page, there is a purple footer bar featuring the "DEN-SITY GN+" logo, the "POLITECNICO MILANO 1863" logo, and a copyright notice: "© All pictures shown at Itscheaperabroad belong to Instagram. Instagram is a registered trademark and it's part of The Facebook Company. Images are not modified nor altered. You may download anything on these pages for your own personal, non-commercial use."

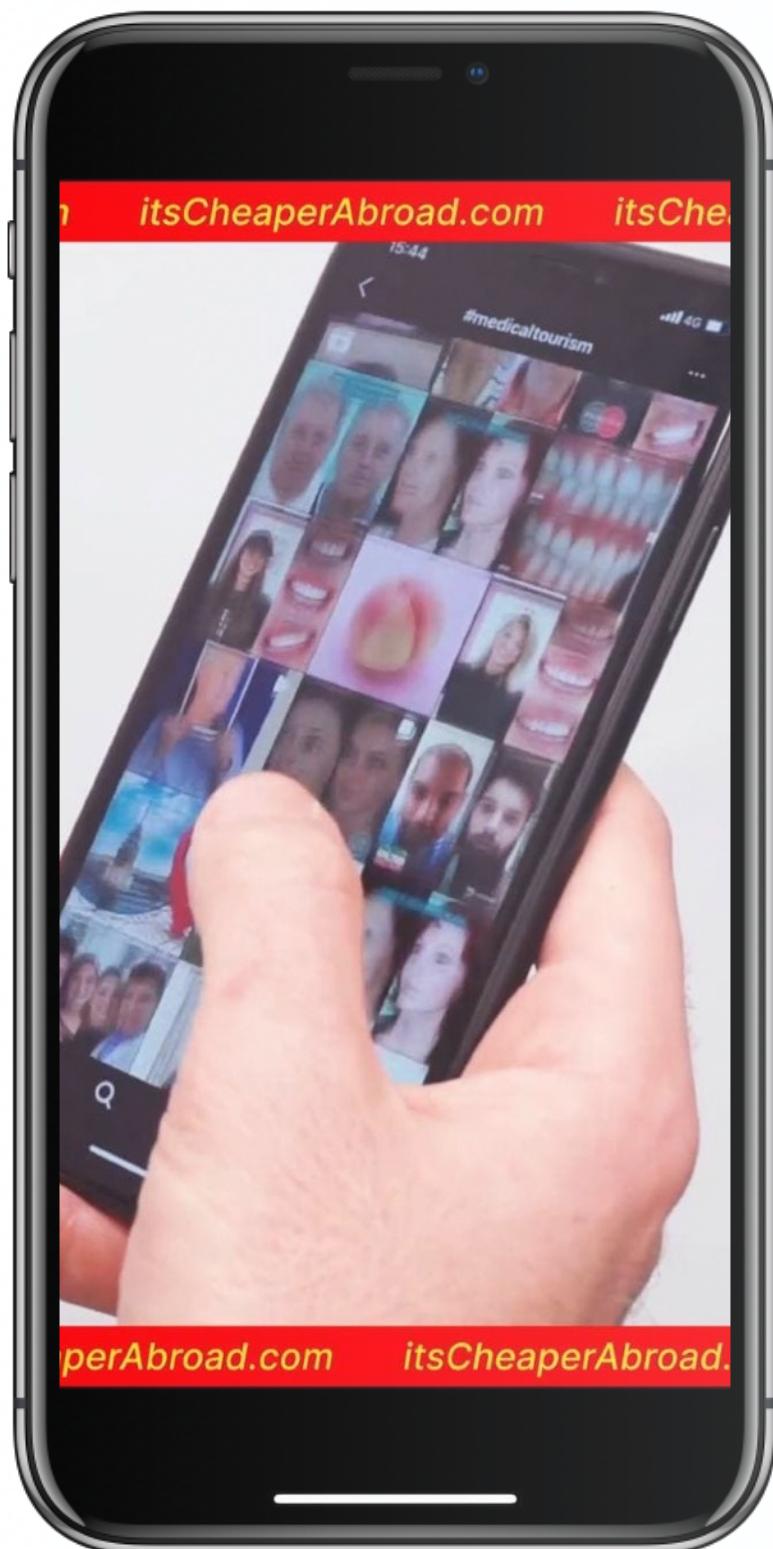
Ideal journey



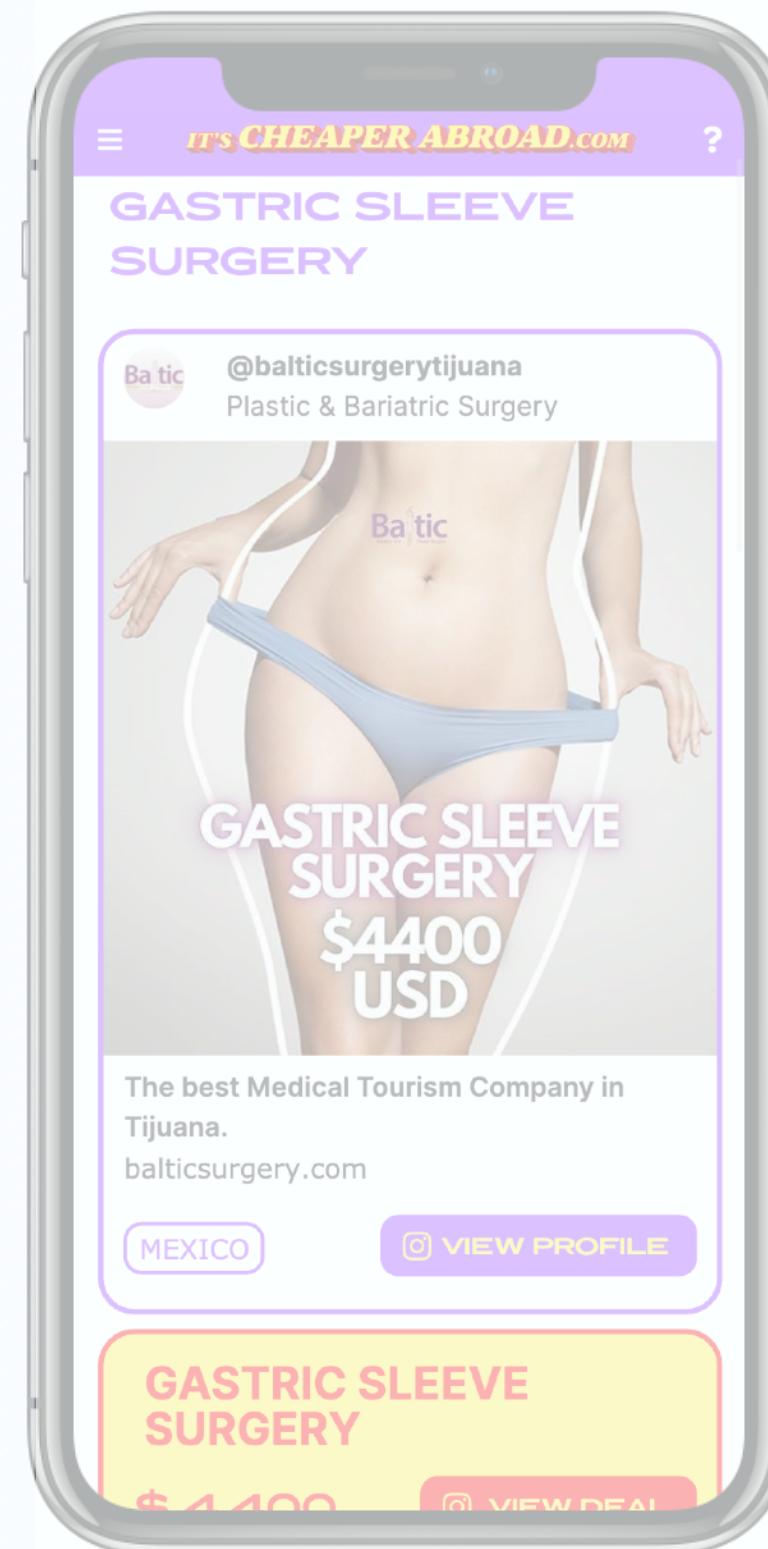
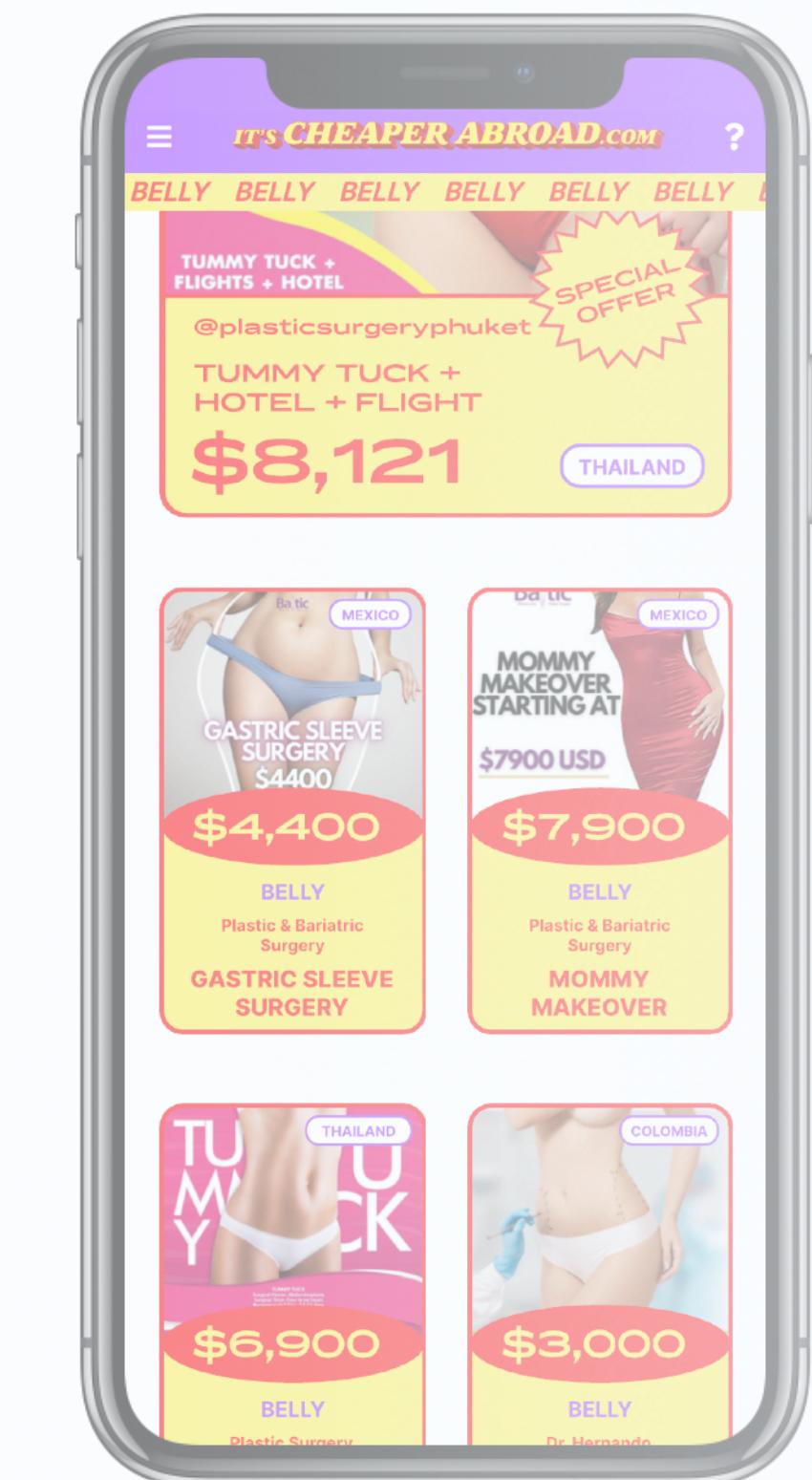
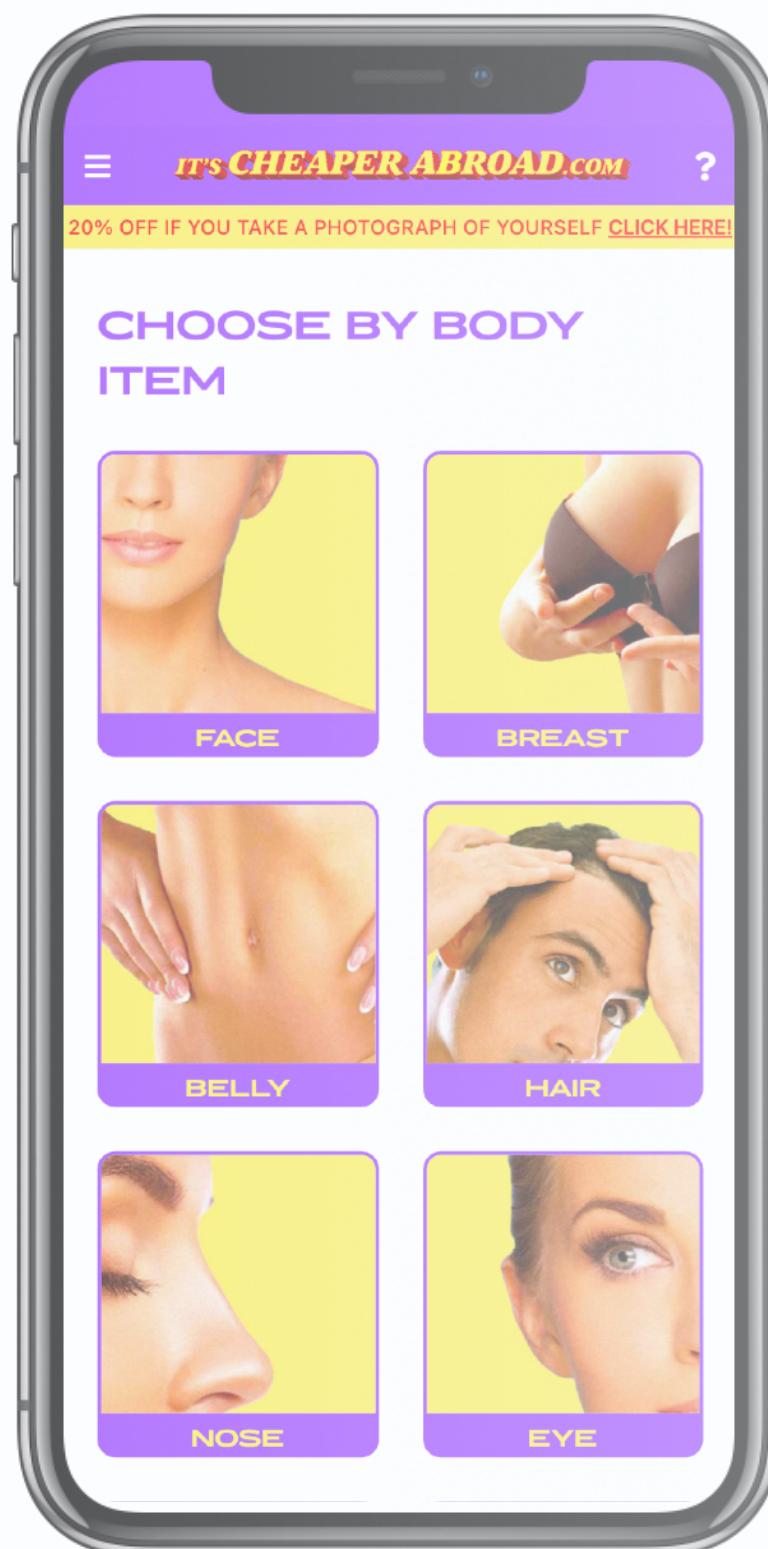
↳ The journey was designed having in mind that the average **attention span** on a website is no more than **20sec***

*www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/

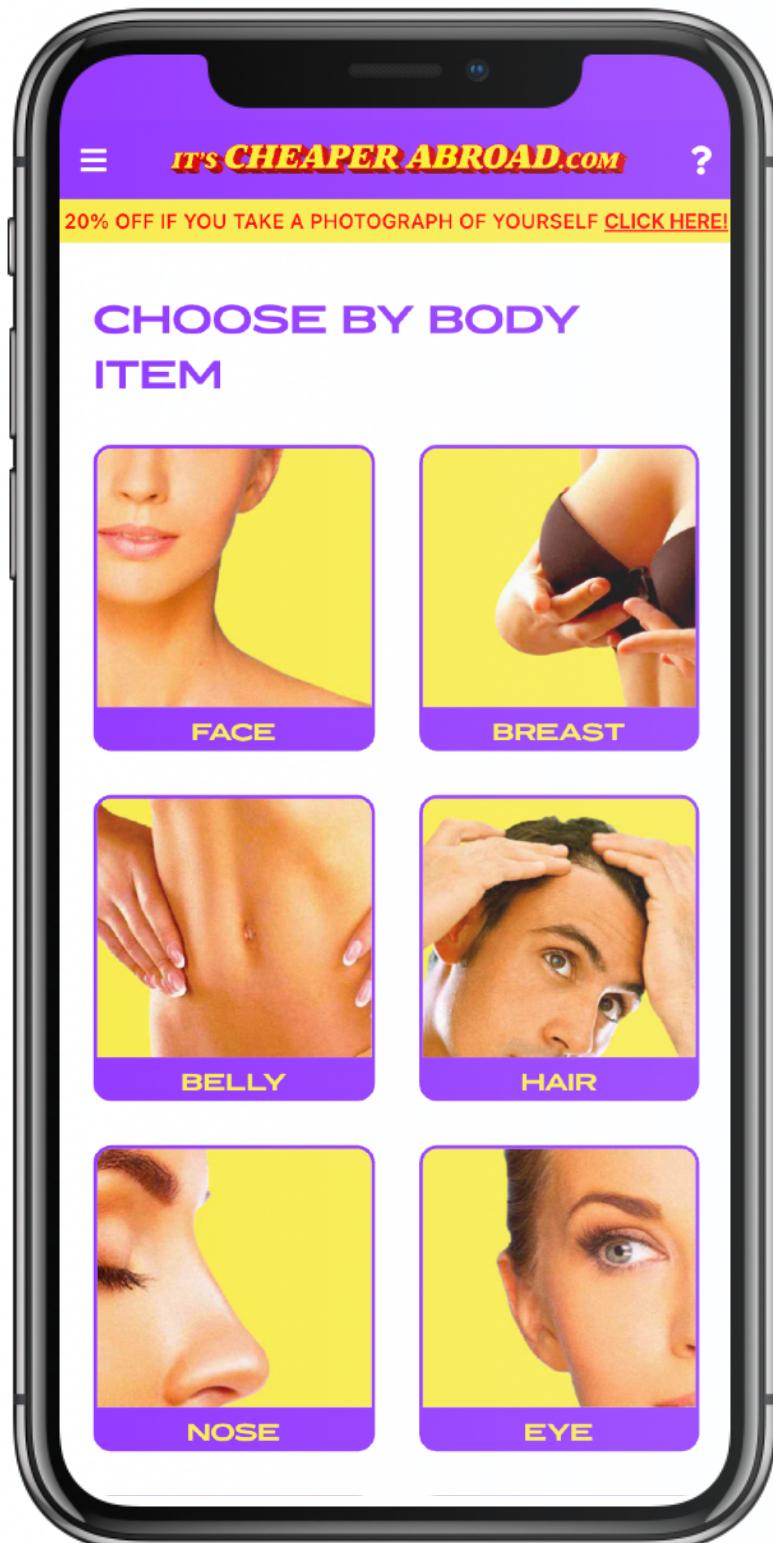
Ideal journey



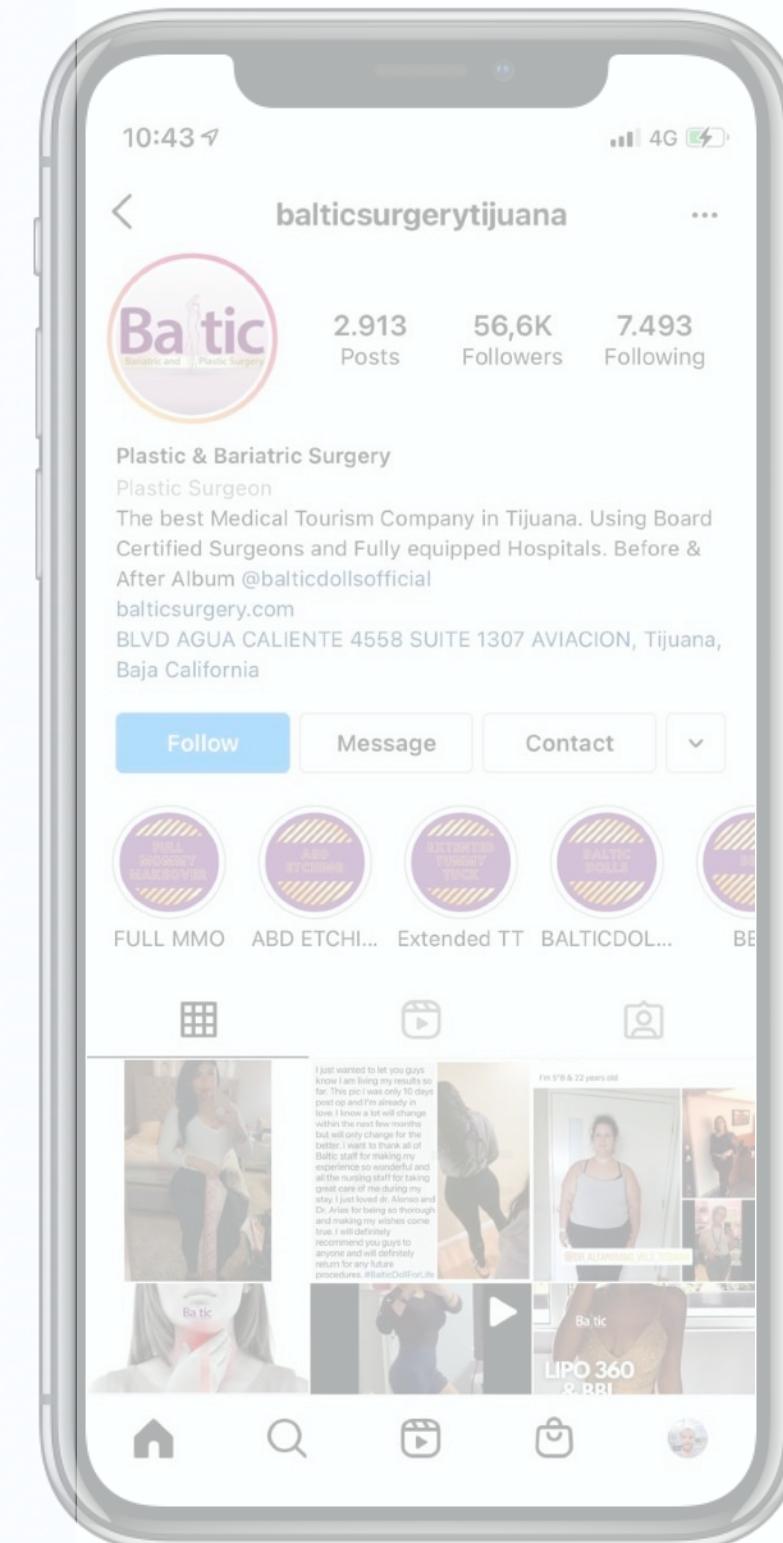
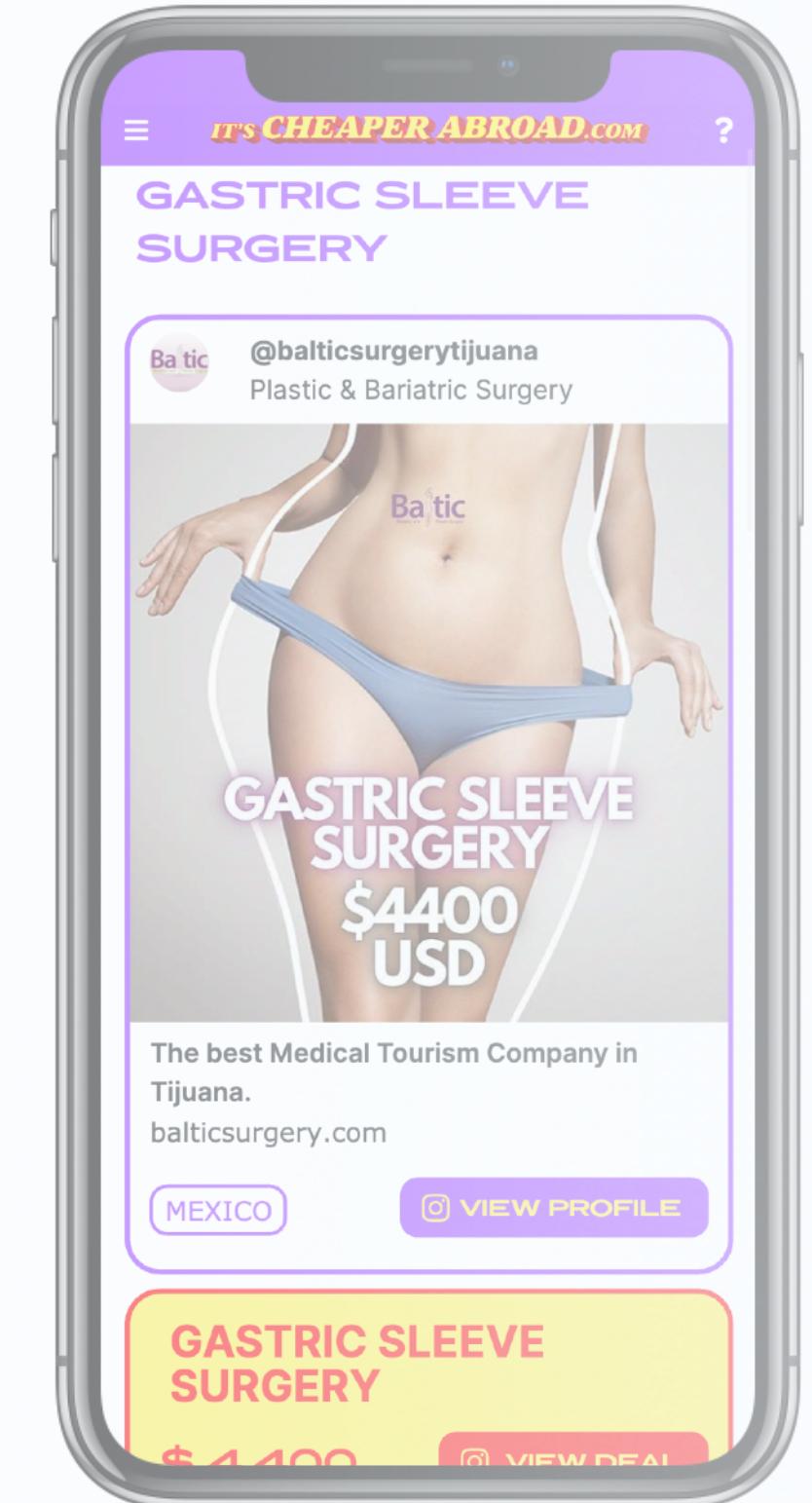
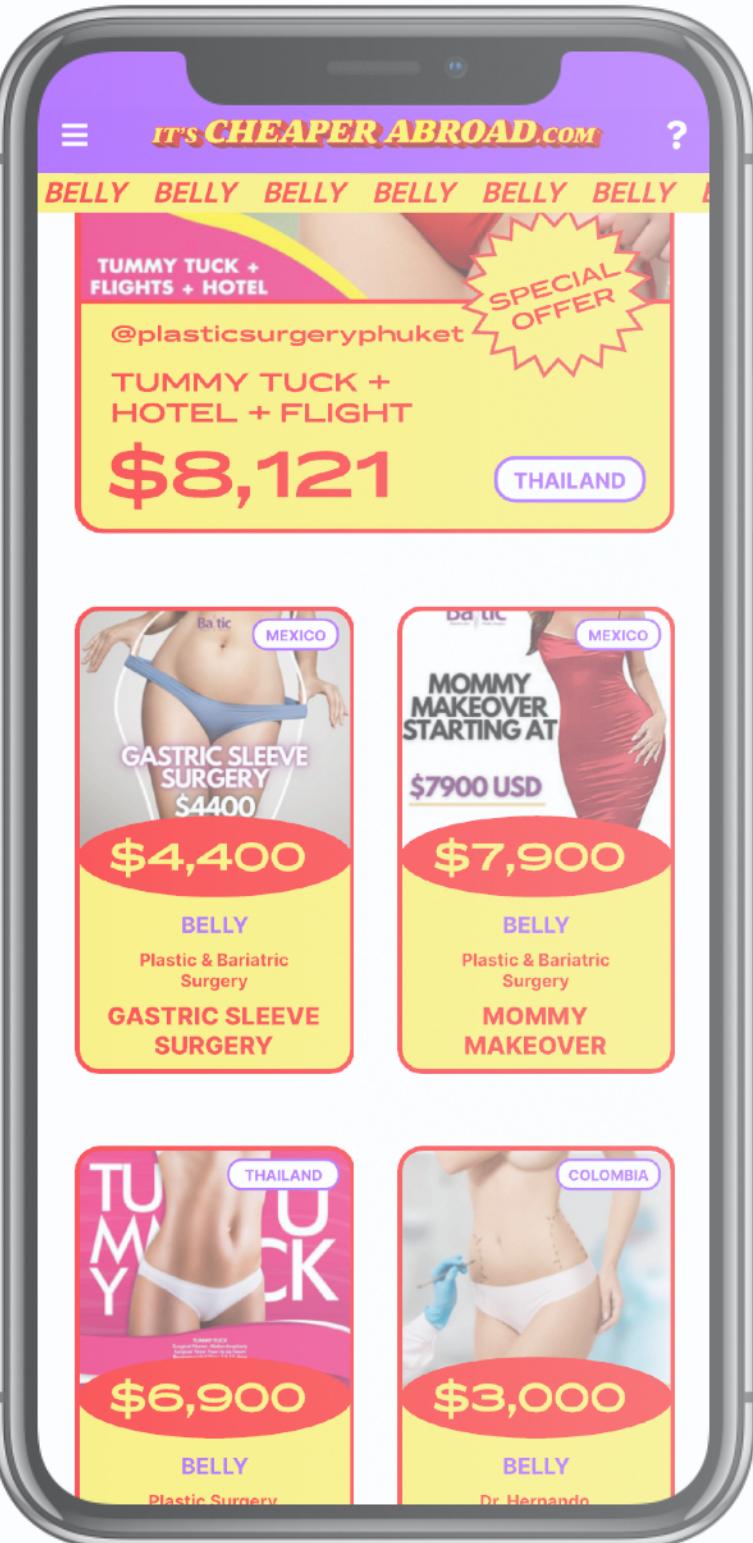
↳ The promo video is the first touchpoint of the website both to create **engagement** and introduce to the **imaginary**.



Ideal journey



↳ The Home invites you to choose a part of the **body** or a **country**, introducing you to what medical tourism on IG is all about



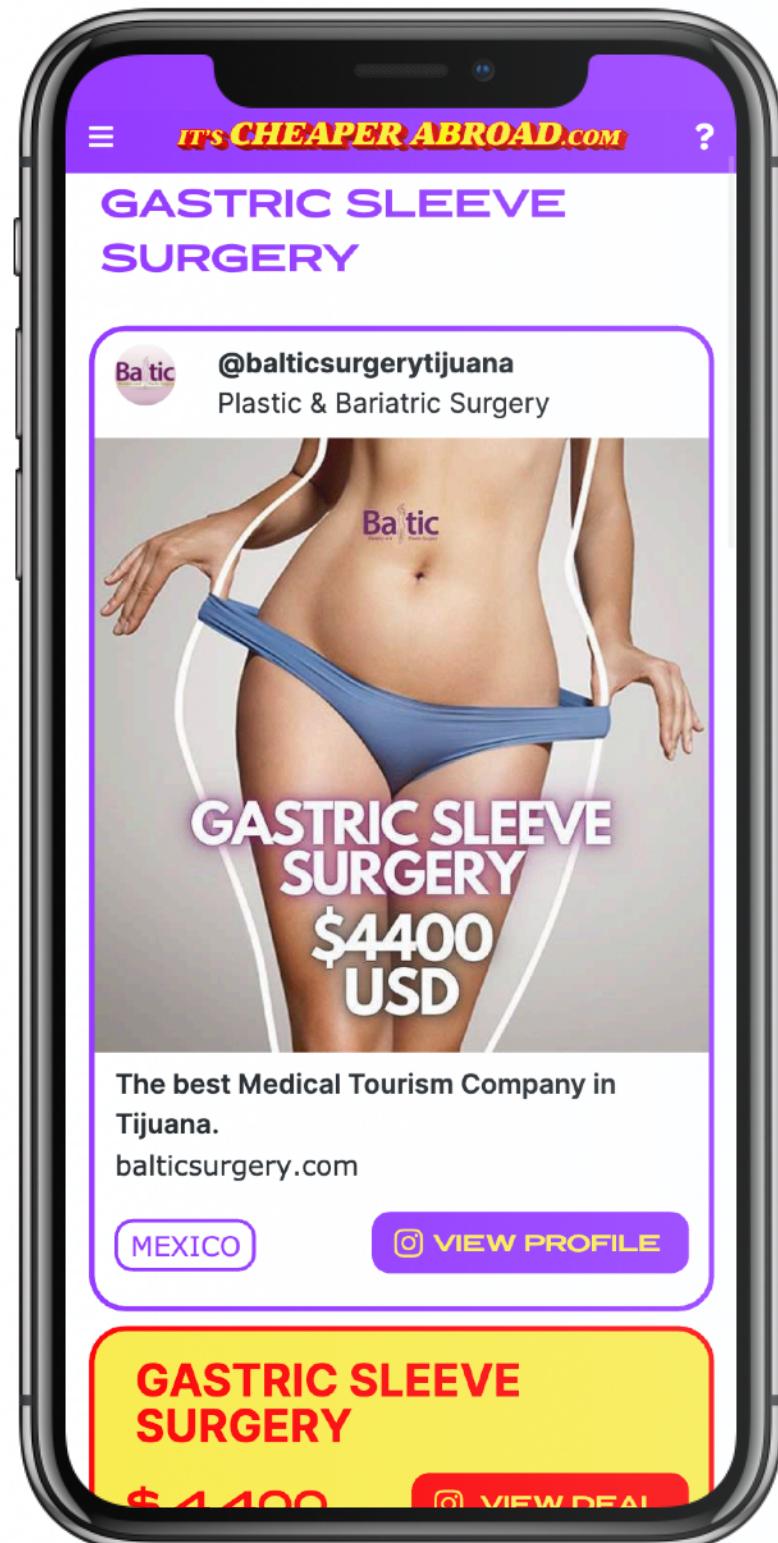
Ideal journey

The image displays four mobile phone screens illustrating the user journey through the 'IT'S CHEAPER ABROAD.com' platform.

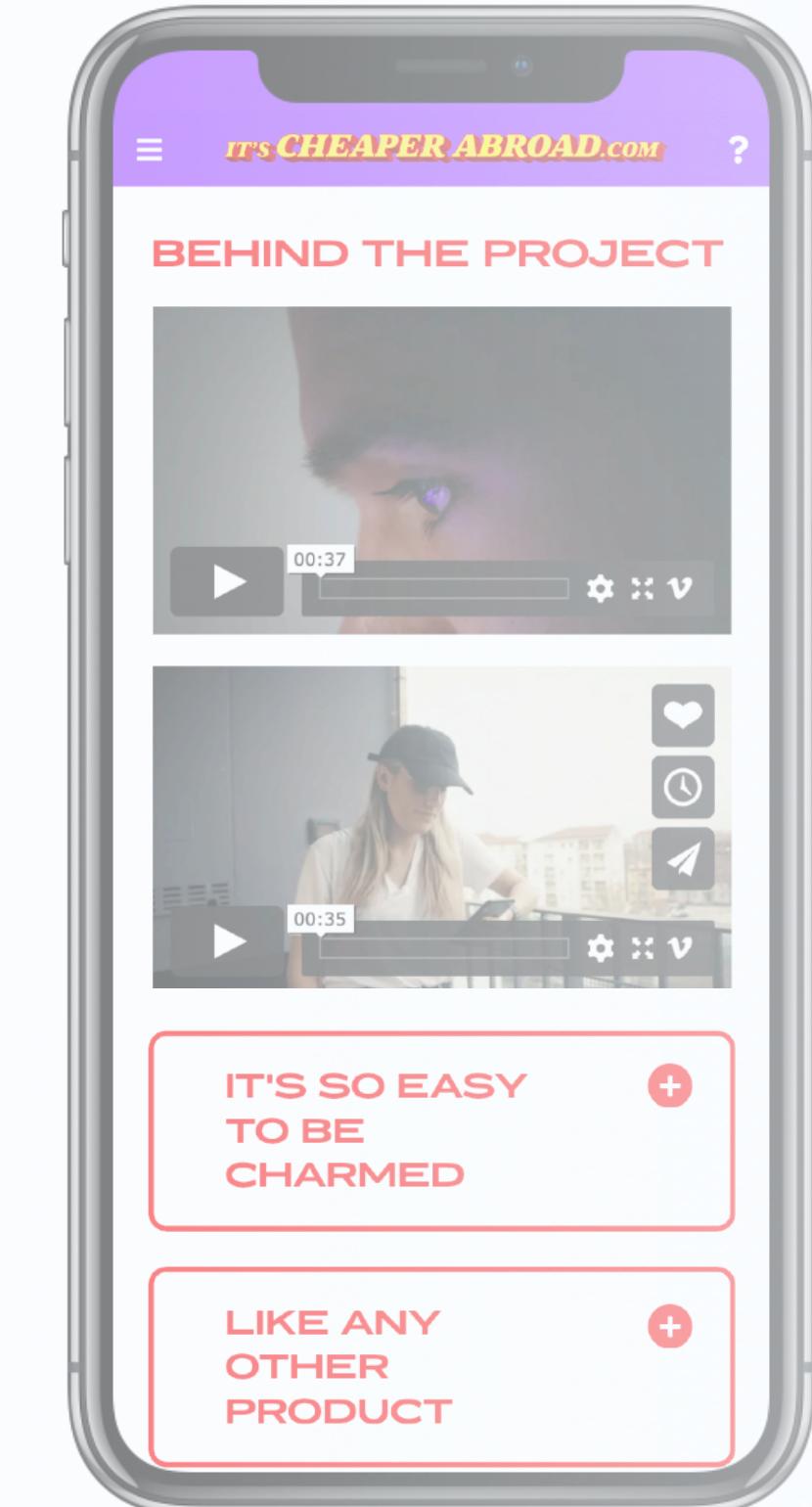
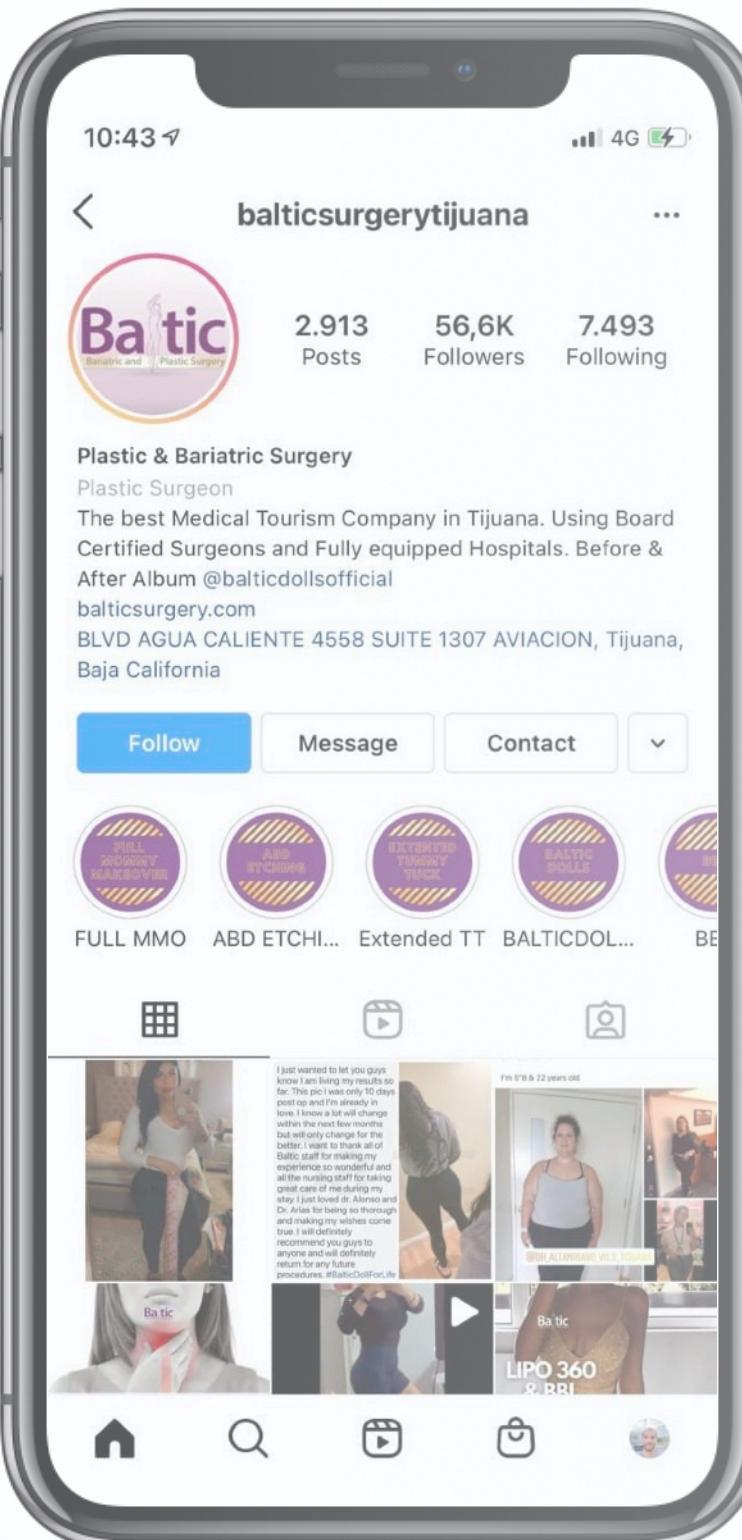
- Screen 1: Offers Overview**
Shows a grid of promotional offers for various procedures across different clinics and locations. Examples include 'TUMMY TUCK + HOTEL + FLIGHT' for \$8,121 in Thailand, 'GASTRIC SLEEVE SURGERY' for \$4,400 in Mexico, and 'TUMMY TUCK' for \$6,900 in Thailand.
- Screen 2: Procedure Detail**
Shows a detailed offer for 'GASTRIC SLEEVE SURGERY' starting at \$4400 USD, featuring a woman in a bikini and a 'VIEW PROFILE' button.
- Screen 3: Clinic Profile**
Shows the Instagram profile of 'balticsurgerytijuana'. It includes a bio about being the best medical tourism company in Tijuana, using board-certified surgeons, and links to their website and other social media.
- Screen 4: Behind-the-Scenes**
Shows two video clips: one showing a surgeon performing surgery and another showing a patient in a consultation. Text overlays say 'IT'S SO EASY TO BE CHARMED' and 'LIKE ANY OTHER PRODUCT'.

↳ In each category are shown the **offers** available in clinics abroad, highlighting the **low price** and **location**

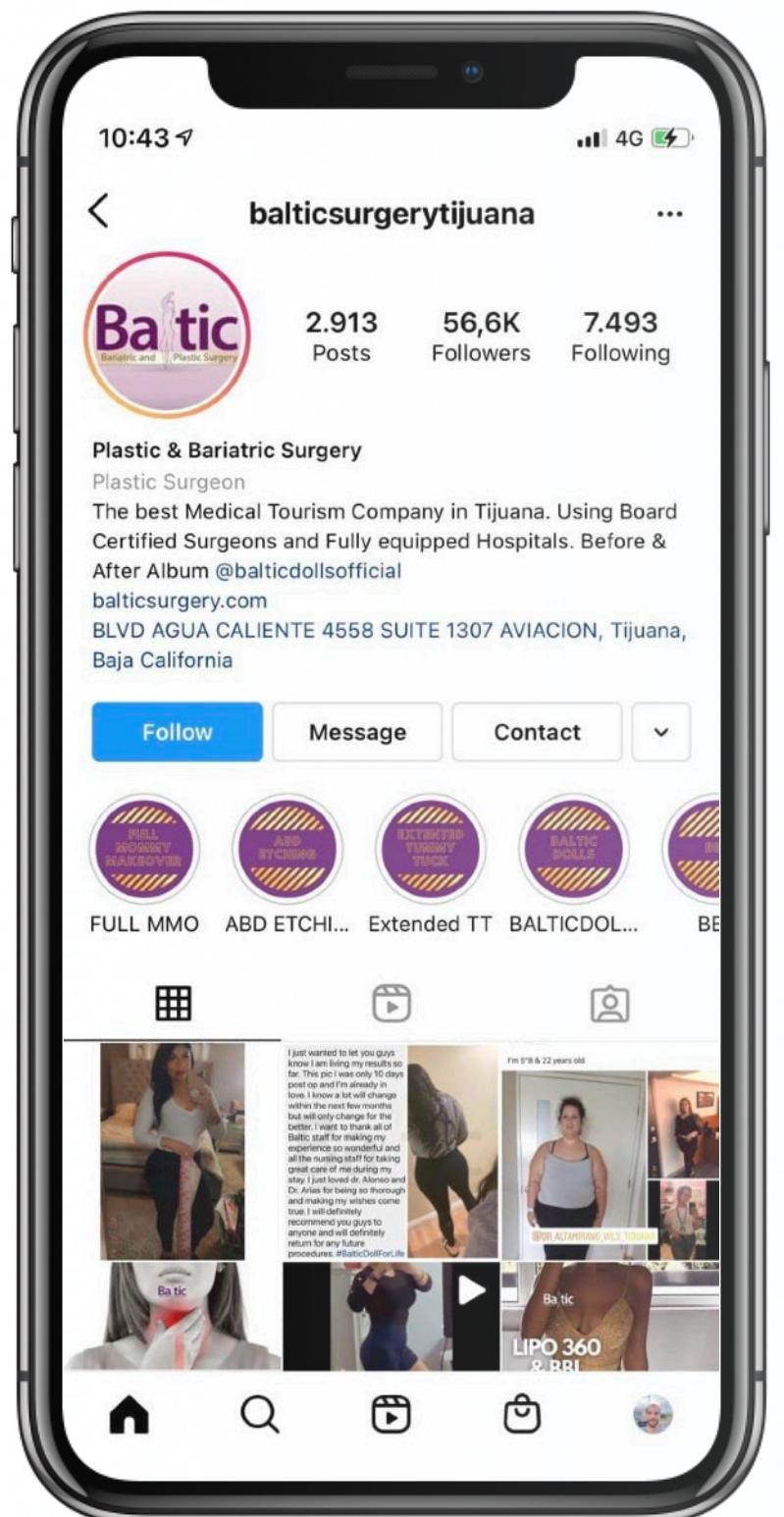
Ideal journey



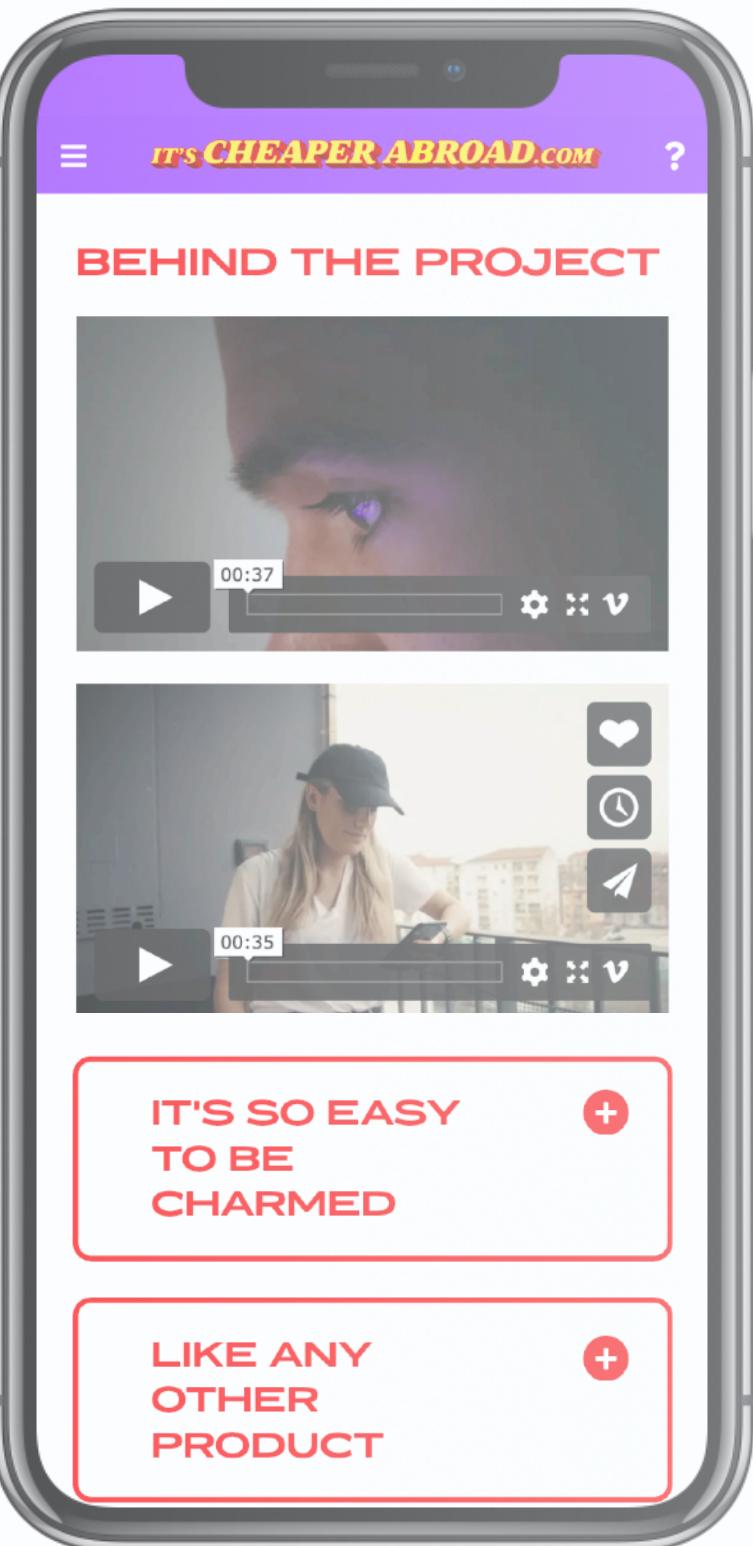
↳ The product page uses a layout that recalls IG. The clinic info and user reviews are taken directly from IG too.



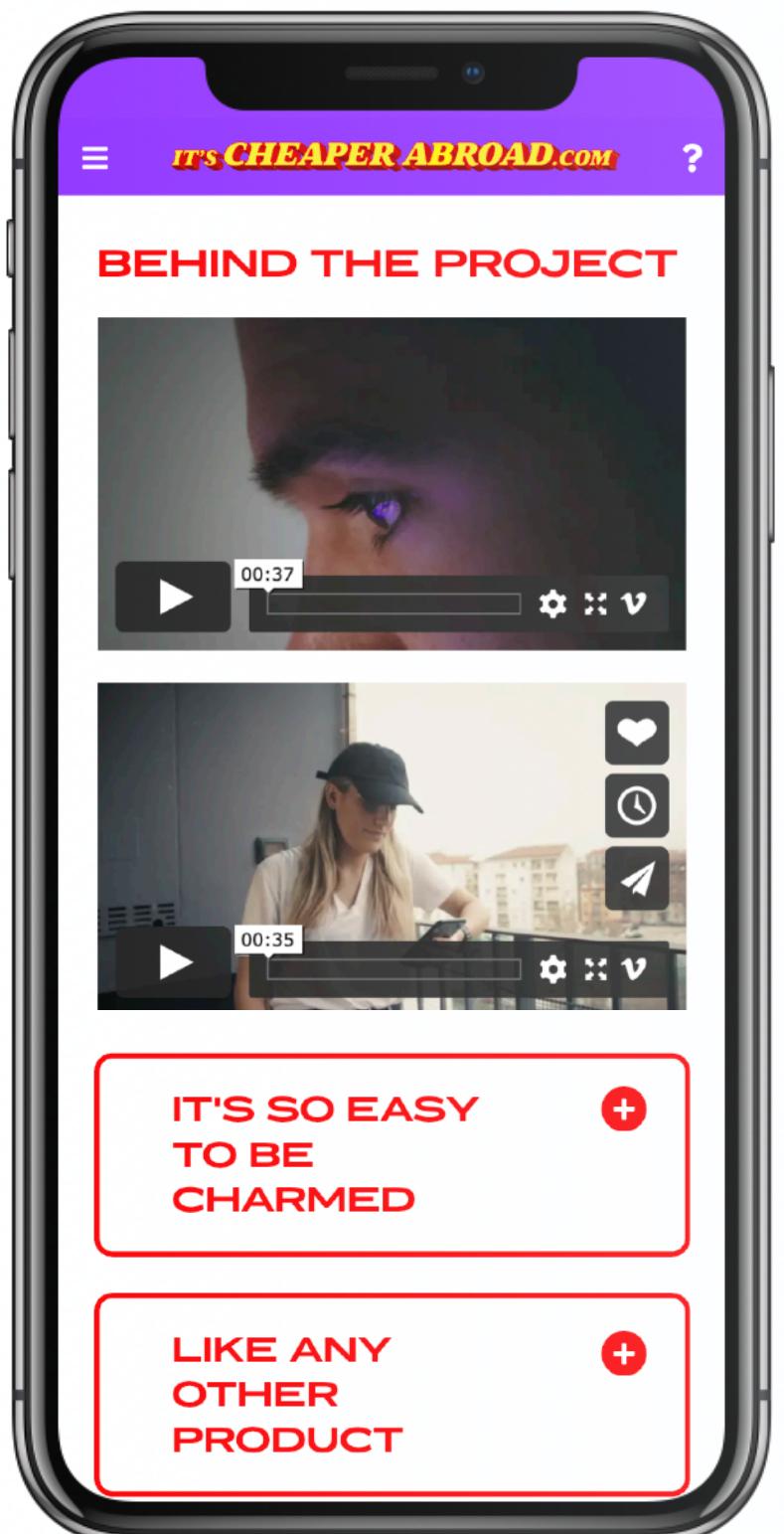
Ideal journey



↳ By clicking on the **links** the user is redirected to the actual **Instagram** post and profile of the clinic, realizing that the website is **based on real deals**.



Ideal journey



↳ Clicking on “?” the user is redirected to the “Behind the project” page where there are catchy **videos** and explanations of the **research**

User Interface

Language re-use

↳ The language we use belongs to the imagery of **low cost** and marketing strategies.

↳ The **medium** is the main problem, we **exaggerated** it in order to stimulate a reflection on the content.



The right kind of language

ITSCHEAPERABROAD

CODE BIGBUTT -15% EXTRA ON PROMO CODE BIGBUTT

WEIGHT LOSS STARTING FROM JUST \$119/MONTH*

CLICK HERE FOR MORE INFO

-40%
EVERYBODY WANTS TO HAVE STRONG AND BUSHY HAIR.

+90 532 059 8185
Ask with WhatsApp

BREAST TEEET BUTT BELLY NOSE HAIR

TURKEY MEXICO COLOMBIA USA UKRAINE INDIA

IT'S-CHEAPER-ABROAD.COM

SHOP BY CATEGORY

HAIR NOSE EYE SKIN TEETH BREAST BELLY BUTT LIPS

BREAST AUGMENTATION
BRAZILIAN BUTT LIFT
\$8,000
\$6,500

CLICK HERE FOR MORE INFO

SHOP BY COUNTRY

TURKEY COLOMBIA MEXICO THAILAND DOMINICAN REPUBLIC SOUTH KOREA

IT'S-CHEAPER-ABROAD.COM

ABOUT

SHOP BY BODY AREAS

HAIR NOSE LIPS SKIN TEETH BREAST BELLY BUTT

Lipo 360 + BBL + TUMMY TUCK
\$5500 USD

CLICK HERE FOR MORE INFO

SHOP BY COUNTRY

INDIA MEXICO THAILAND TURKEY SOUTH KOREA MAURITIUS

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IT'S-CHEAPER-ABROAD.COM

ABOUT

20% OFF IF YOU TAKE A PHOTOGRAPH OF YOURSELF AFTER SURGERY. CLICK HERE!

Welcome! Here you'll find medical procedures abroad at the lowest price!
Real deals and discounted prices directly from Instagram.

@balticsurgerytijuana
LIPO 360 + BBL + TUMMY TUCK
\$5,500

SPECIAL OFFER

CHOOSE BY BODY ITEM

FACE NOSE TEETH EYE HAIR BREAST BELLY BUTT

CHOOSE BY COUNTRY

COLOMBIA MEXICO THAILAND SOUTH KOREA DOMINICAN REP. TURKEY

DEN SITY GN + POLITECNICO MILANO 1963

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what's behind

watch ad #1

It's easy to be charmed.

↳ The graphics and stylistic gimmicks used in the **advertisement** of medical tourism online can easily lure you into a **love story** with the desired product.

*«It's so easy, all you have to do is fall in love.
Play the game, everybody, play the game of love.»*

watch ad #2

Like any other product.

- ↳ The consequence of this sell-you-everything approach brought Instagram to **objectify** every kind of content.
- ↳ Selling medical procedures or computer hardware seems to be the same: **easy and fast**. The audience could be influenced by the mass marketing language and forget risks and consequences.

«I see it, I like it, I want it, I got it.»

So what?

- ↳ From our analysis we can determine what commercial interest **Instagram** has developed throughout time. Its recent introduction of the **Shopping tab** marks a clear take on what the platform already is and will become.
- ↳ Instagram is capable of **blending personal life moments** with good old marketing and **e-commerce purposes**. Itscheaperabroad aims at showing the marketing side of this platform.

IT'S CHEAPER ABROAD.COM



VANTINI
"ALL WE WANT"



Elli Kelly

