



STRIP SEARCH

A Scavenger Hunt App for Tourists on the Las Vegas Strip

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OVERVIEW

STRIP SEARCH is a social scavenger hunt app that ties together the needs of Las Vegas tourists, local vendors, and Operation Underground Railroad (a nonprofit that saves children from sex slavery).

When tourists explore the Strip via the app, they can use a barcode to get discounts on products and services from local vendors. The vendors see an increase in foot traffic due to the app's scavenger hunt activities, and they donate a portion of their proceeds to Operation Underground Railroad, who fights sex trafficking.

It is a win-win-win situation.

User Problem Statement

Las Vegas tourists need a way to explore the Strip based on their interests and starting locations, so they can spend more time having fun and less time figuring out travel logistics.


We will know this to be true when we see how well users rate the app for its ability to help them explore the Strip easily.

Comparative Analysis

Let's Roam & GooseChase

LET'S ROAM

Scavenger Hunt App



**THE WORLD'S #1
SCAVENGER HUNT
COMPANY**

Explore any of our 300+ cities on a two-hour scavenger hunt adventure! Walk through the best landmarks and hidden gems, and solve puzzles via questions and solving challenges through an interactive app.

[FIND HUNTS](#)

[PLAN A TEAMBUILDING EVENT](#)

1. FIND A HUNT

Near, far, wherever you are, tickets work in any of our 300+ locations! Select a city and discover what fun activities await you.

[FIND A HUNT](#)

2. GET TICKETS

All you need to go on your epic adventure is to get tickets. They can be bought in the link below or in the app.

[GET TICKETS](#)

3. BEGIN YOUR ADVENTURE

See a city like never before while connecting with your team. All that's left to do is download our app, get tickets, and you're ready to go!

[DOWNLOAD THE APP](#)

LET'S ROAM Overview

Key Objectives

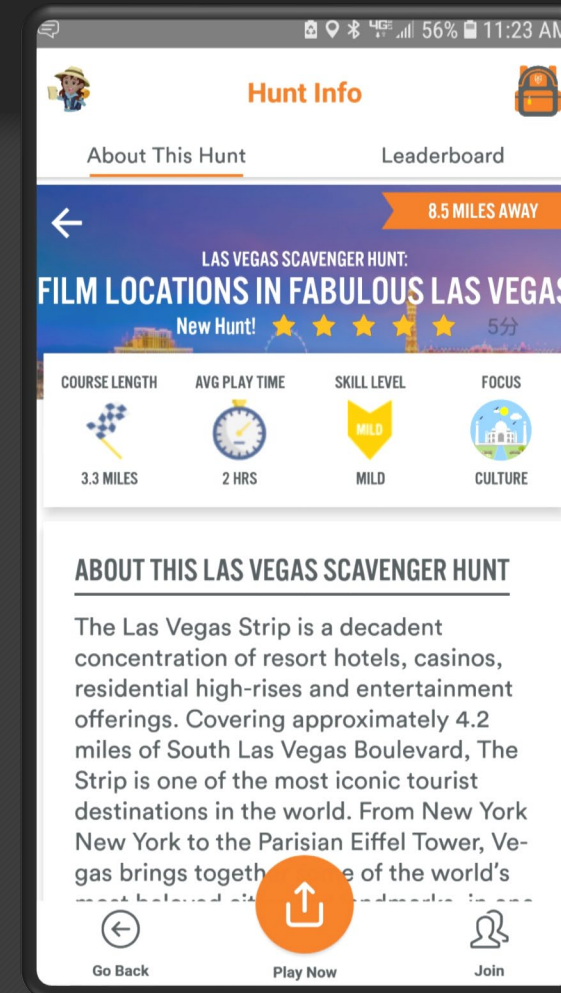
Let's Roam helps friends and teams explore their surroundings anytime and anywhere. It automatically populates the closest hunts. Users also have the option to select hunts elsewhere or to create a custom scavenger hunt.

Market Advantage

The company offers scavenger hunts all over the world and has high ratings and reviews on app stores and travel Websites.

Overall Strategy

On its Website, Let's Roam claims it is the #1 scavenger hunt company. It offers hunts at over 300 cities that feature landmarks and hidden gems. They target social and corporate audiences (for team building).



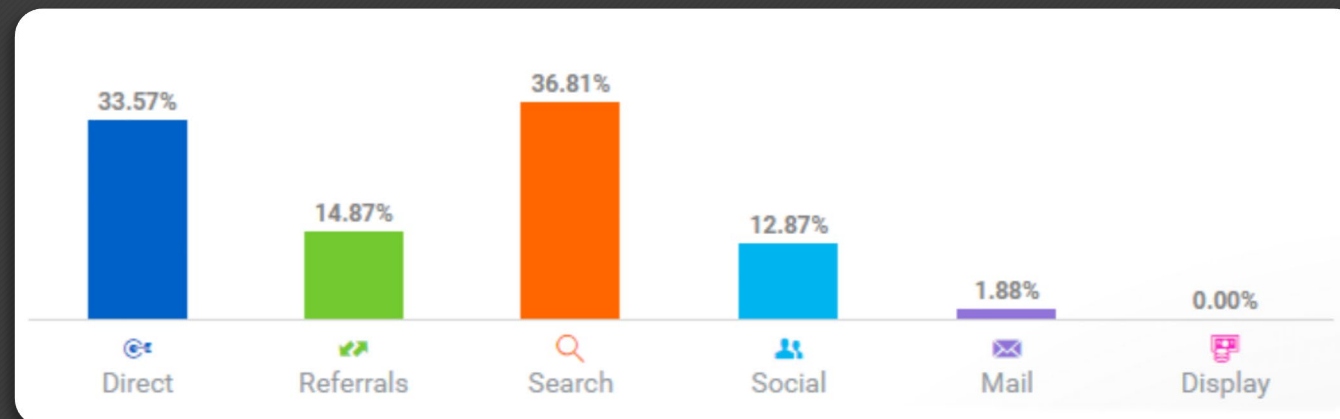
LET'S ROAM Marketing Profile

TARGET MARKET

Social (e.g. dates, friends) and corporate groups (e.g. team building)

MARKETING STRATEGY

Let's Roam attracts customers through SEO optimization, Web referrals, social media and mail campaigns. The company posts daily on Facebook, Twitter and Instagram. According to SimilarWeb.com, LetsRoam.com got 2.1M hits last month. Almost 98% of the traffic was organic and came from the following sources:



Source: SimilarWeb.com

LET'S ROAM SWOT Analysis

STRENGTHS

- Global offering (over 300 cities)
- High ratings (over 1,000 5-star reviews)
- Simple value proposition
- Competition (via leaderboard)

WEAKNESSES

- Tickets required (\$24.45/person + add-ons)
- Too many options (e.g. pass types, role themes, extras, fundraisers, custom hunts)
- Reviews suggest app & service could be improved (log-in, grammar, instructions, map, 24/7 customer support, etc.)
- Location (Fremont & Film Locations only)

OPPORTUNITIES

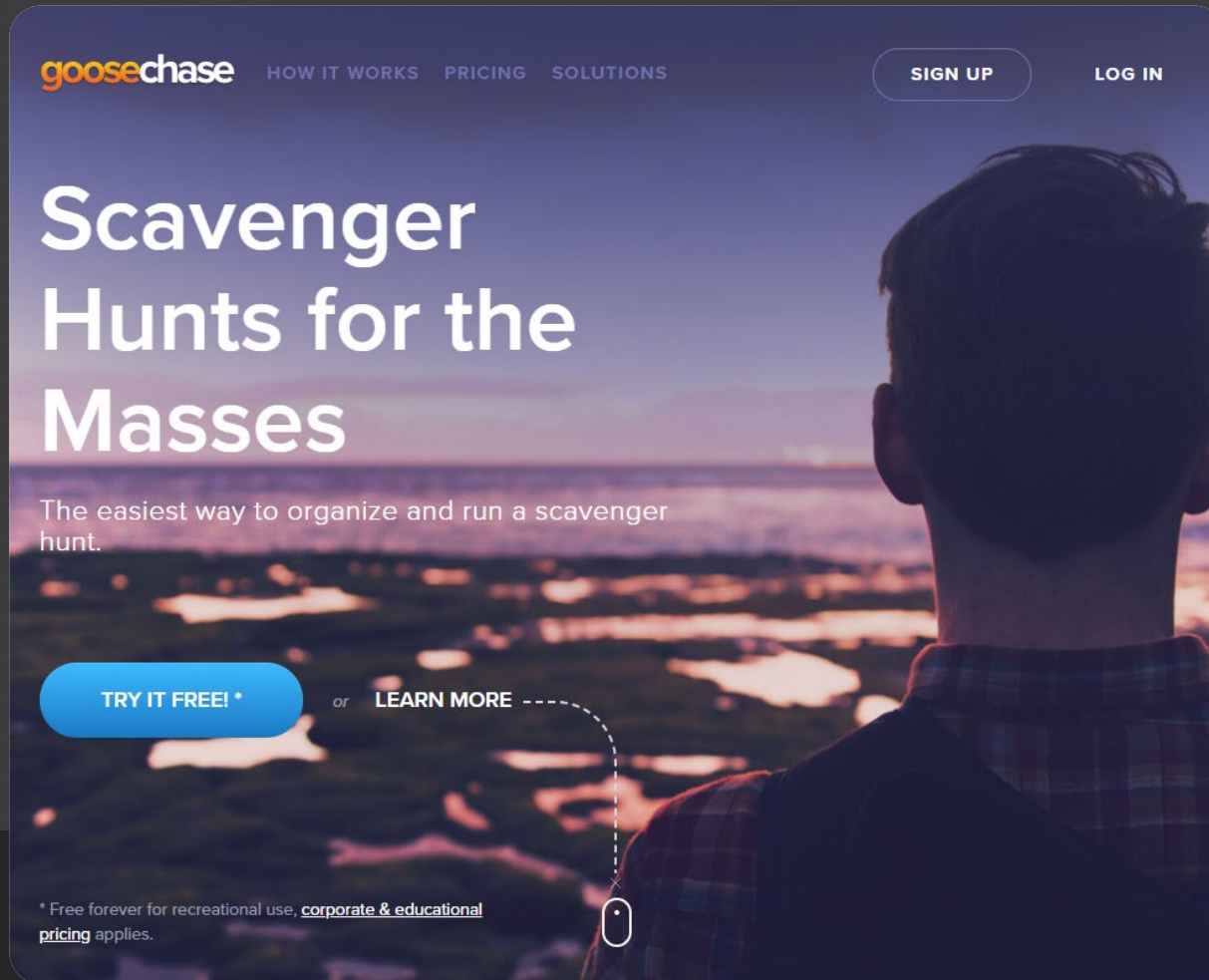
- User-friendly app with easy start
- Free scavenger hunts on the Strip with the ability to include landmarks & new hot spots
- Discounts on products & services
- Opportunity to shop at places that'll donate proceeds to fight sex trafficking

THREATS

- DIY'ers (If tourists can find landmarks on their own, why pay \$25/person for tickets?)
- Vegas Tour Guides

GOOSECHASE

Scavenger Hunt App

The image shows a screenshot of the GooseChase website's hero section. The background is a photograph of a person's back, looking out over a body of water at sunset or sunrise. The person is wearing a plaid shirt. The website layout includes a navigation bar at the top with the logo and links for 'HOW IT WORKS', 'PRICING', and 'SOLUTIONS'. There are 'SIGN UP' and 'LOG IN' buttons in the top right. The main heading is 'Scavenger Hunts for the Masses'. Below it is a subheading: 'The easiest way to organize and run a scavenger hunt.' There are two call-to-action buttons: a blue 'TRY IT FREE! *' button and a 'LEARN MORE' link. A dashed line connects the 'TRY IT FREE! *' button to the 'LEARN MORE' link. At the bottom left, there is a small disclaimer: '* Free forever for recreational use, corporate & educational pricing applies.'

goosechase

HOW IT WORKS PRICING SOLUTIONS

SIGN UP LOG IN

Scavenger Hunts for the Masses

The easiest way to organize and run a scavenger hunt.

TRY IT FREE! * or LEARN MORE

* Free forever for recreational use, corporate & educational pricing applies.

GOOSECHASE Overview

Key Objectives

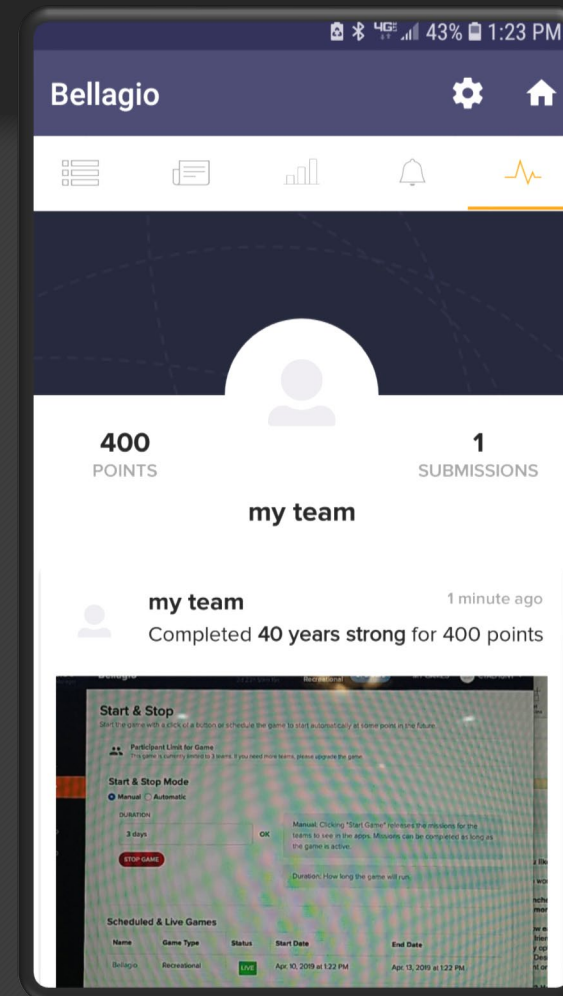
GooseChase allows users to design and schedule scavenger hunts that anyone can join.

Overall Strategy

On its Website, GooseChase targets conference goers, teams, higher education, and K-12 schools and teachers. Participants collect points when they complete activities. Participating for recreational use is free, but games with 4+ teams require a payment plan (\$299+/game.)

Market Advantage

GooseChase offers tiered pricing and custom services - like branding and priority support - that attract corporate clients.



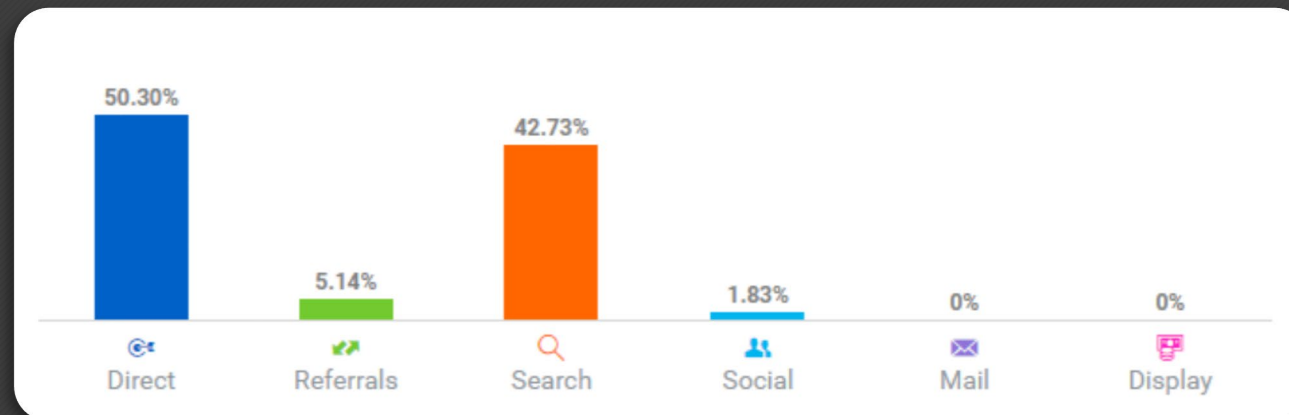
GOOSECHASE Marketing Profile

TARGET MARKET

Social (free for up to 3 teams) and corporate groups (tiered pricing based on number of teams)

MARKETING STRATEGY

Goose Chase attracts customers through SEO optimization and Web searches. The company publishes blogs and social media (Facebook & Twitter) posts a few times per month, typically about holiday-themed and city-specific scavenger hunt ideas. According to SimilarWeb.com, LetsRoam.com got 60K hits last month. 100% of the traffic was organic and came from the following sources:



Source: SimilarWeb.com

GOOSECHASE SWOT Analysis

STRENGTHS

- Free, easy and secure way to join scheduled scavenger hunts for recreational use
- Tiered pricing and features for corporate clients
- Simple value proposition

WEAKNESSES

- Small social media following
- Must build scavenger hunts (they are not pre-made)
- Reviews suggest the app doesn't work across multiple platforms (e.g. Samsung, Apple, Pixel) and had trouble loading
- Cannot create scavenger hunts from the app (must use Website)

OPPORTUNITIES

- User-friendly mobile-responsive app
- Ability to choose from premade hunts or create your own
- Discounts on products & services
- Opportunity to shop at places that'll donate proceeds to fight sex trafficking

THREATS

- DIY'ers (who plan their own itineraries)
- Vegas travel sites, apps and blogs

GOOSECHASE UX Analysis

Usability

Its too bad users cannot create a scavenger hunt from the app; they must use a desktop computer. However, opening the app (with the option to play as a guest), finding and joining a hunt, and creating a team, are all easy to do.

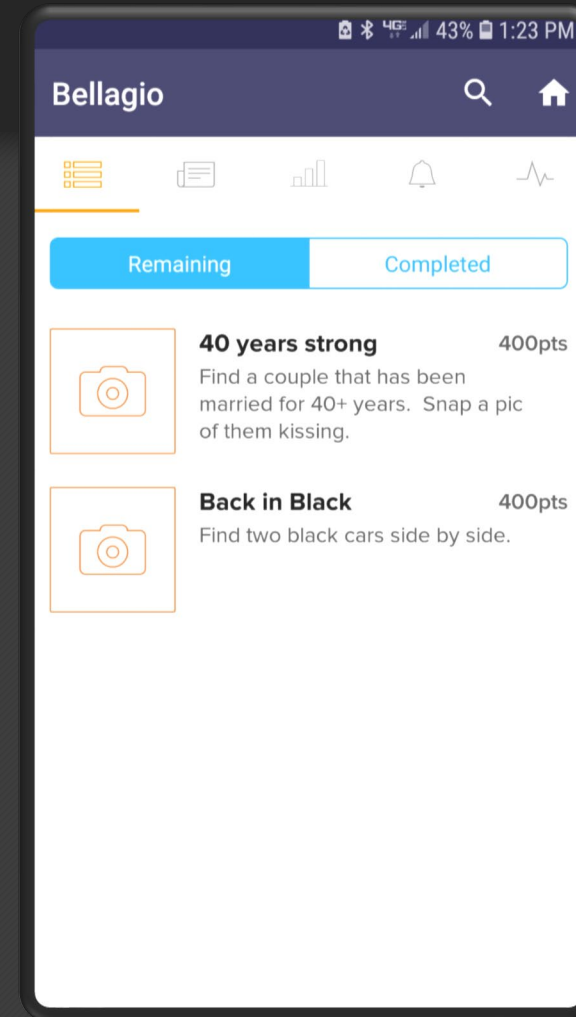
The activity instructions will vary based on who designed the game, but the app itself is easy to navigate and use. Teams are awarded points after they take and submit a photo showing they completed a task. It is intuitive.

Layout

The layout is simple but boring. The five pages available in the game could be streamlined; they contain duplicative content.

Navigation Structure

The navigation is clean and simple. There are five icons across the top that allow users to access information during the game. I don't expect many users get "lost" trying to find information, but there is no easy access to support from the game.



GOOSECHASE UX Analysis

Compatibility

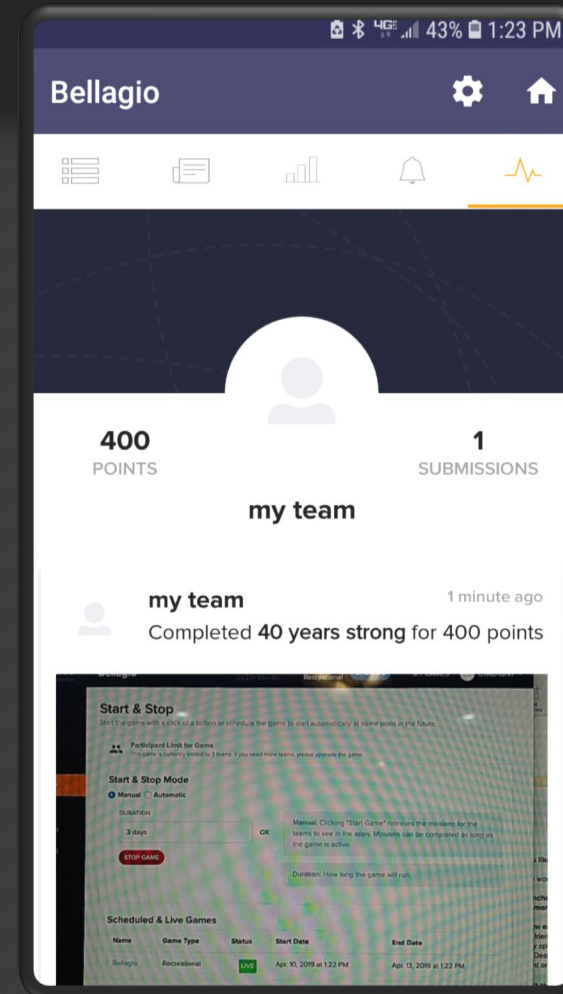
The app is available in Adroid and Apple app stores, but reviews suggest the app is not compatible with Apple, Pixel or Samsung phones. I also had trouble building the game in the Google Chrome app; it worked better using Safari.

Calls to Action

Users navigate the app without advertisements, which is nice. If the user goes to the Home screen, s/he can open a menu to find options for rating the app, contacting support, and sharing suggestions for improving the app.

Differentiation

Every scavenger hunt is created by a user, so the quality of the game activities and instructions varies. However, the company offers tiered pricing and custom features for companies so their quality would likely be better than games made by recreational users. The app is easy to use but the UI is boring and support info is not obvious from the scavenger hunt pages.



Business Requirements

Executive Summary | S.M.A.R.T. Objectives | Scope | Timeline

EXECUTIVE SUMMARY

TARGET AUDIENCE

Tourists ages 21+ who:

- Enjoy scavenger hunts
- Want to explore the Vegas Strip
- Want product/service discounts
- Need help navigating Las Vegas Boulevard and its casinos
- Want to raise money for charity

COMPETITION

Direct competitors include:

- Let's Roam
- GooseChase

Indirect competitors include:

- Las Vegas tourism apps, sites, and services
- DIY'ers who plan own itineraries

RISK/OPPORTUNITY

Las Vegas offers a nearly endless amount of options for tourists, so marketing the app to stand out of the crowd could be difficult. However, targeting a niche (sponsors and people who want to help fight sex trafficking) could help differentiate this experience vs competitors. Users will “feel good” about participating.

CONCLUSIONS

If this app is backed by a non-profit like Operation Underground Railroad, as well as sponsored and marketed by vendors, it has a real shot at differentiating itself against the competition. With a solid UX/UI design, the app would receive high ratings and reviews. This would be a “win-win-win” situation: users get discounted products and services and a chance to win a daily prize, vendors get increased foot traffic, and the non-profit receives funds to fight sex trafficking.

S.M.A.R.T. BUSINESS OBJECTIVES

Create an app that generates discounts for users, foot traffic for sponsors, and funds for an anti-sex trafficking non-profit.

- Measured by: User testing and program evaluation
- Deadline: 30, 60, and 90 days after launch

Enroll 300 vendors (casinos, restaurants, entertainment venues) before launch.

- Measured by: Vendor enrollment count
- Deadline: 30 days before launch

Gain 1,000 users within the first month.

- Measured by: App downloads and activity (e.g. barcode scanning)
- Deadline: 30 days after launch

SCOPE

SCOPE

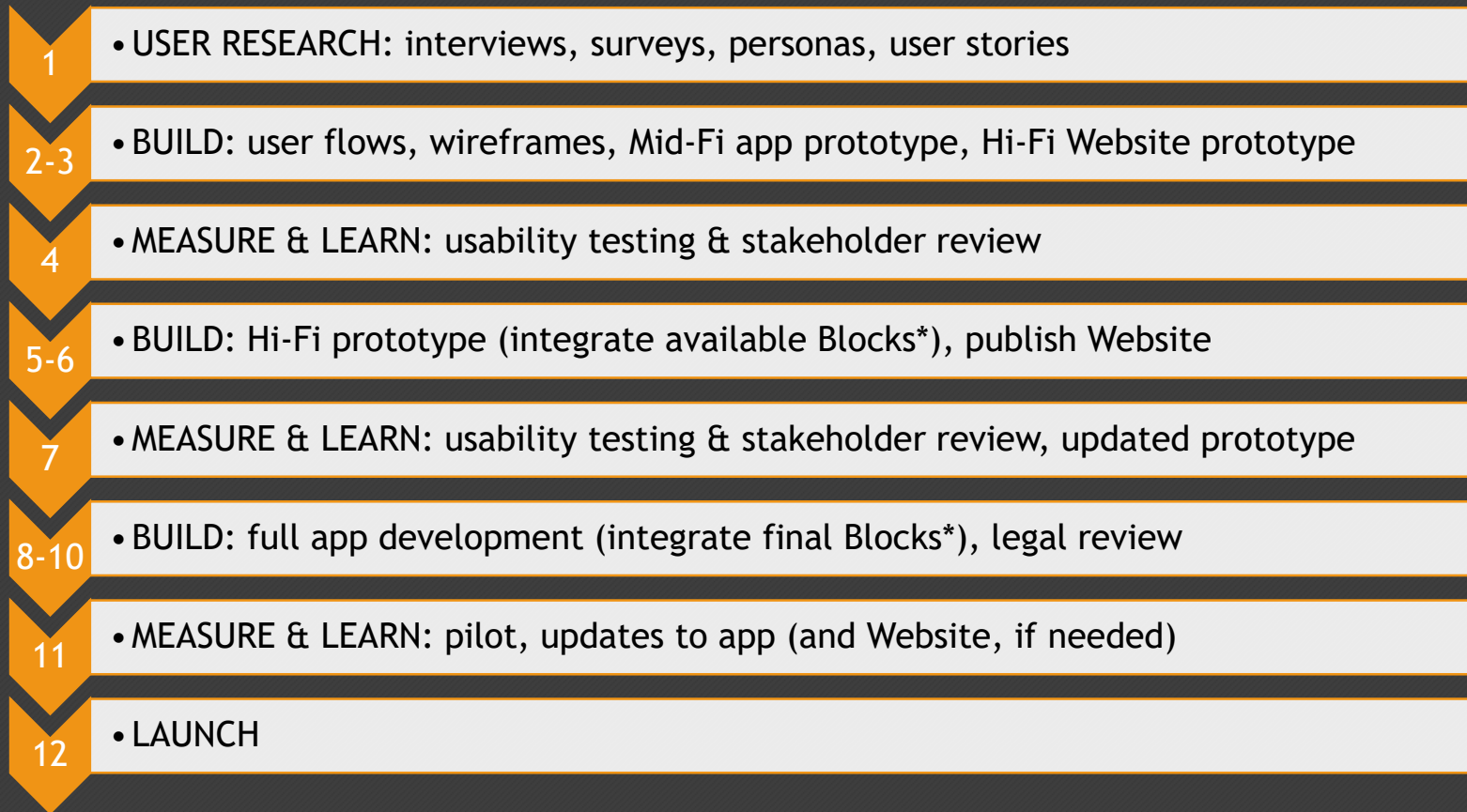
This project includes the following deliverables:

- Website (for users and sponsors)
- Scavenger Hunt App
- Scavenger Hunt “Blocks” (activities that users can add to their scavenger hunts; some are free and some require payment to vendors)
- Marketing Plan and Campaigns (to attract users and sponsors)

FUNCTIONAL REQUIREMENTS

- Login/create an account
- Onboard to understand how the app works
- Build a scavenger hunt based on interests, budget and location
- Add and message other users on a hunt
- Navigate the Strip
- Post photos as evidence (with option to share on social media with special hashtag)
- Scan barcodes for discounts and to raise money for a nonprofit that fights sex trafficking
- Customer support (FAQs, chatbot, phone number)

TIMELINE: 12 WEEKS UNTIL LAUNCH



SALES & MARKETING | BY WEEK 4:

- Develop & implement marketing plan & campaigns.
- Enroll 300 vendors.
- Finalize discount and donation contracts for initial launch.

(Continue campaigns to attract users & vendors.)

CONTENT STRATEGIST

- Week 1: Write Blocks* for Mid-Fi prototype.
- By Week 4: Update/add Blocks for Hi-Fi prototype.
- By Week 7: Finalize Blocks for launch.

*Blocks are activities users can add to their scavenger hunts. Blocks involving vendors must adhere to contracts.

User Stories

Login | Onboarding | Build Scavenger Hunt | Add & Message Users |
Navigate | Post Photos | Scan Barcodes | Customer Support

LOGIN / CREATE AN ACCOUNT

ERIC

“As a tourist with just a few hours to spend on the Strip, I want to skip the login process so I can start my scavenger hunt without wasting time setting it all up.”

ANNE, JENA & AIMEE

“As girlfriends who plan to spend the weekend on the Strip, we want to create accounts that can be linked together so we can go on the same scavenger hunts and message each other through the app.”

HEATHER

“As a local who frequently brings out-of-town guests on the Strip, I want to create an account so I can save scavenger hunts that I’ll use many times with different friends.”

ONBOARDING

GLEN & BECKY

“As tourists who are unfamiliar with social scavenger hunts and the layout of the Strip, we’d like some onboarding so we can understand how the app works and how we can use it to get around Las Vegas Boulevard and its casinos.”

THE CHRISTENSENS

“As very competitive people, our family not only wants an overview of how the app works but we also want tips on how to play so we can win the game.”

LYNN

“As someone who rarely reads instructions, I want the option to skip onboarding so I can “get to the good stuff.”

BUILD A SCAVENGER HUNT

KERI

“As a frugle tourist on the Strip, I want to build a scavenger hunt based on my interests, budget, and starting location so I can maximize my time and resources on this trip.”

MIKE & MELISSA

“As a couple on the strip, we want to build a scavenger hunt that combines both our interests so we can BOTH have a good time.”

THE CROXALLS

“As parents with with school-aged children, we want to build a scavenger hunt that includes family-friendly activities, so we can enjoy entertainment and venues that are age-appropriate for our kids.”

ADD & MESSAGE USERS ON MY HUNT

DESIREE

“As the leader of our travel group, I want to be able to add other users to my scavenger hunt - as well as message them through the app - so we can all play and keep track of each other.”

BAILEY

“As a competitive person who wants to play against people in my group, I want to be able to add users to my scavenger hunt and divide them into teams.”

DAN

“As a team player, I want to send private messages to members of my team (that opposing team members cannot see), so we can coordinate to win the game.”

NAVIGATE THE STRIP

TRENT

“As a local who is bringing tourists on this scavenger hunt, I just need to know where to find free parking so we don’t have to waste money on parking fees.”

KERI & MITCH

“As parents with toddlers in strollers, we need to find accessible ways to get around the Strip. I’d also like to know how long it’ll take to get there, so I can decide whether we need to change an activity (like when my kids start acting tired or hungry).”

CONFERENCE GOERS

“As a large group of conference goers, we need help figuring out where to get on and off the monorail so we can find our scavenger hunt locations.”

POST PHOTOS AS EVIDENCE

KATELYN

“As a skeptic, I want players to post photo evidence that they completed an activity so I know they didn’t cheat.”

HEIDI & KERI

“As do gooders who want to promote the fight against sex trafficking, we want to share photos from our scavenger hunt on social media so we can spread the word about this fun way to fundraise for a good cause.”

TAYLOR & ALEX

“As newly weds, we not only want to post photos of our scavenger hunt on the app but we also want to share them on Facebook and Instagram so our friends back home can see how much fun we are having.”

SCAN BARCODES FOR DISCOUNTS & FUNDRAISING

MARK

“As a frugal tourist, I want to scan a barcode on the app (or something like that) so I can get a discount on a product or service.”

EMILY

“As someone who opposes sex trafficking, I want to scan a barcode everytime I buy something on this scavenger hunt so I know a portion of the proceeds will go to this cause.”

ZACH

“As a skeptic, I want to know how much of the money I’m spending is going to the nonprofit - like a digital bank or something - so I can feel good about my contribution to the cause.”

CUSTOMER SUPPORT

AMANDA

“As someone who frequently gets lost, I want to be able to call someone so I can get quick help.”

SANDI

“As a problem solver, I’d like to read through FAQs before calling someone for help so I can find the answer myself.”

BRYAN

“As an introvert, I’d like to use a chatbox for support so I don’t have to talk to anyone on the phone.”