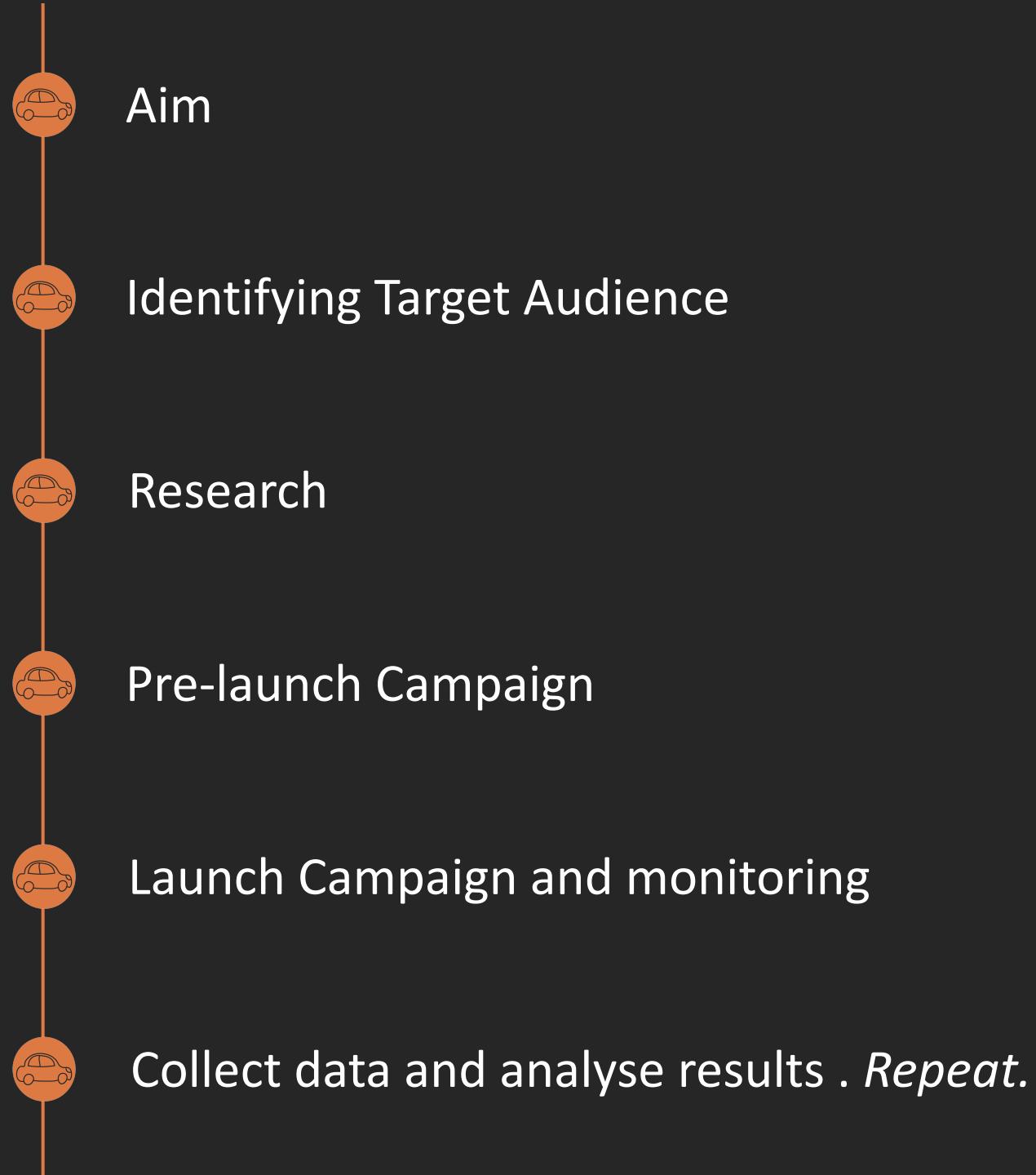


# Launch Campaign

## Park Finder App



# Launch Plan



# Launch Plan

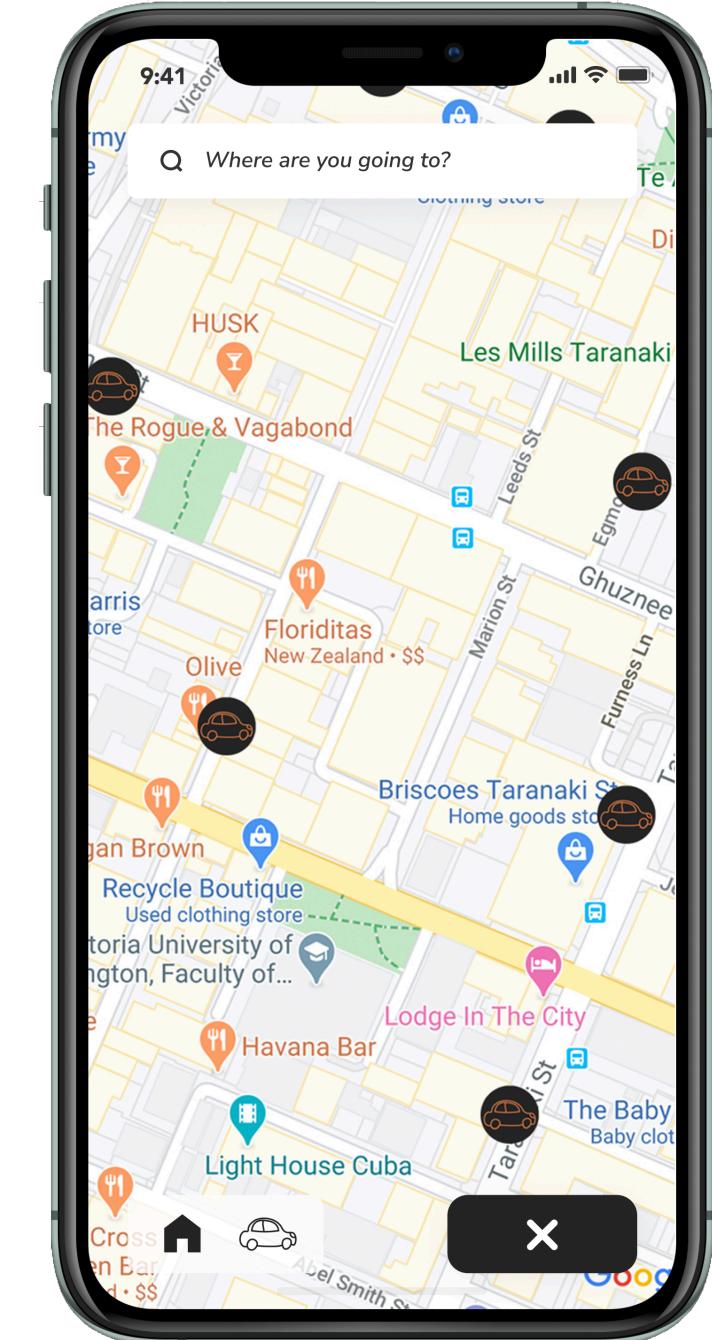
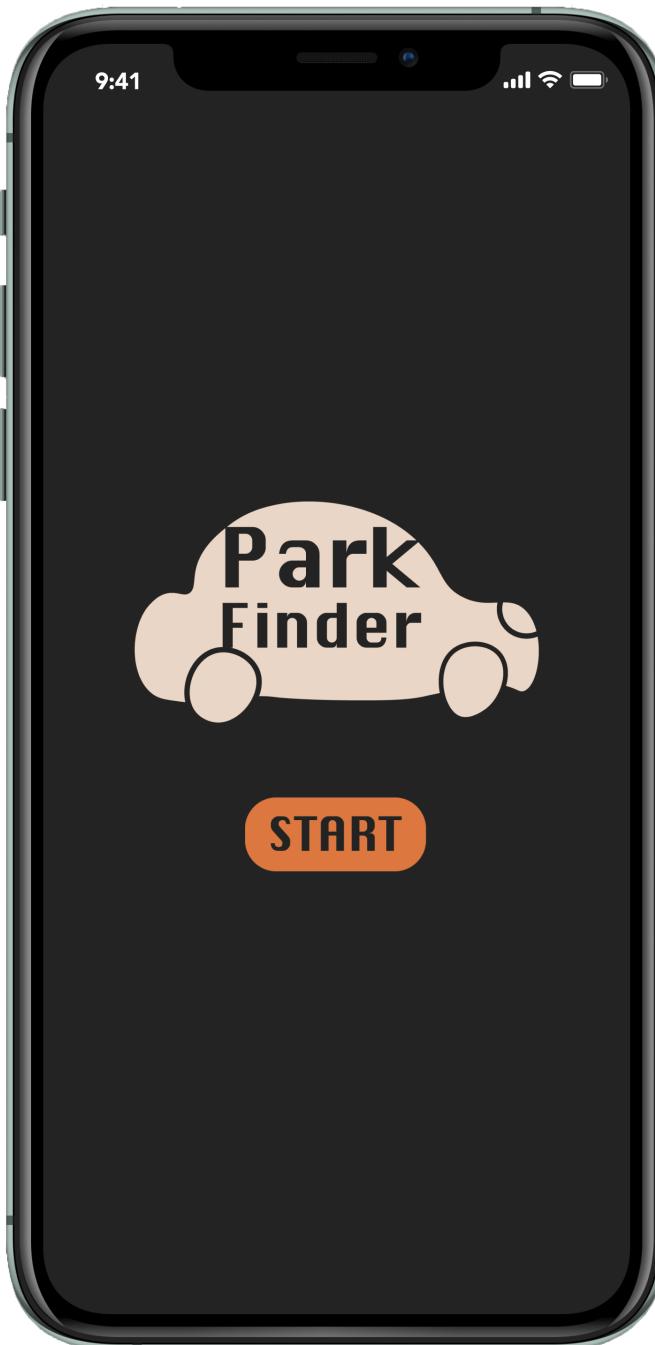
## DETAILED STEPS

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- Identifying the whole purpose/goal for having this launch campaign.
  - Defining a set and specific demographic .
  - Researching about our target audience to ensure we reach them.
  - Pre-launch campaign to a small and controlled group of people for feedback.
  - Launch campaign to a larger group and observe how they respond to the mobile app.
  - Collect the data and analyse results if the launch campaign was success or not. Repeating the process from the responses to better the mobile app.

# Aim

The whole purpose of this launch campaign is for people to use the Park Finder app.

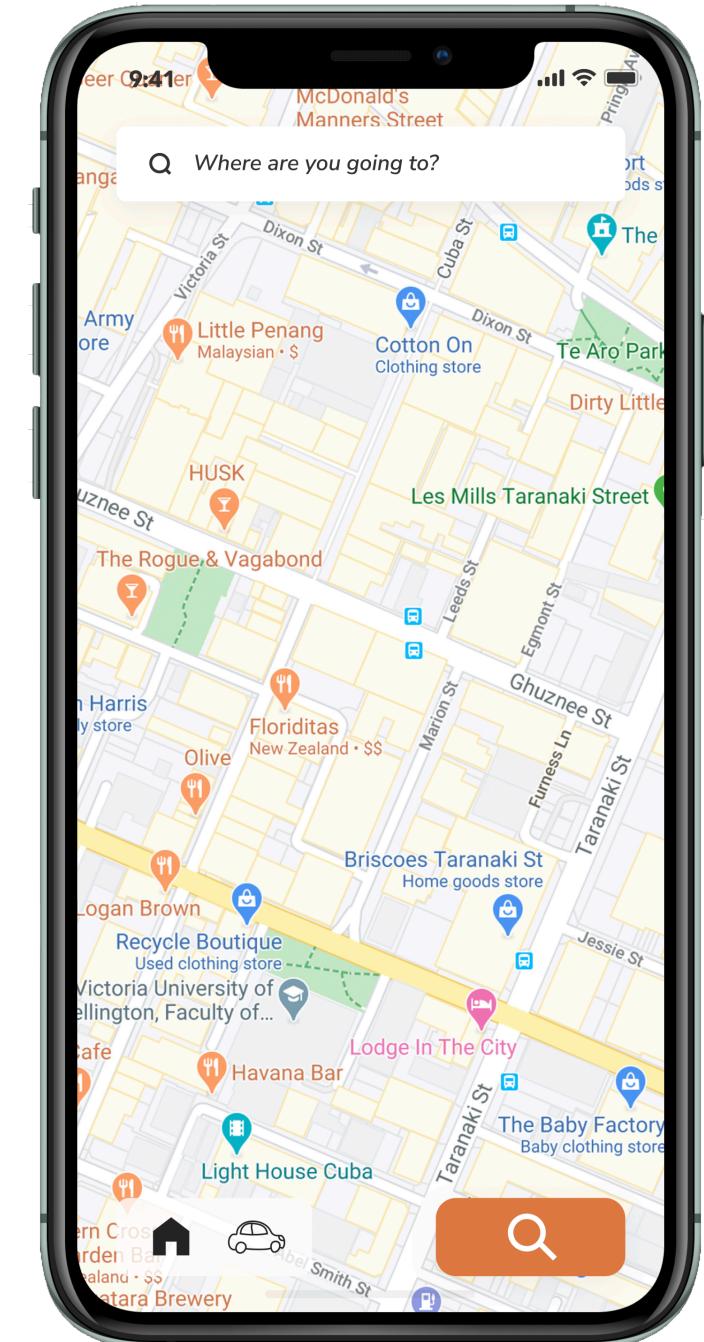
With the use of persuasive design and psychographics, by the end of the launch campaign, people will be convinced to download and use the app.



# Target Audience

My target audience for this launch campaign is young adults, aged from 18 to 34. This age range presents different marketing requirements. The majority of adults between the ages of 18 and 34 are connected through technology which gives access to potential advertisers to reach out to them.

This characteristic plays a vital role in marketing the mobile app, to get the most effective results.



# Research

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Research shows that 90% of young adults between the ages of 18 to 34 use technology. This demographic is more likely to look for discounts through mainstream websites, social media, and gaming sites compared to older adults. This means the product you advertise to young adults, it has to be fresh, new and discounted. It has to be offered through a vast number of platforms, ranging from mobile applications to gaming sites and social media.

For this demographic, I will communicate through Facebook and Instagram ads that show through the user's newsfeed as most young adults use these platforms the most. By advertising through these social media more than through emails is because they associate these apps to be family and friend orientated, making this the perfect platform to advertise the Park Finder app in their most vulnerable and relaxing time after a long day of work or studies.

# Psychographics

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Psychographics and Persuasive design are closely linked together. To be certain our target audience is reached we need to be more specific about the profiles of this group. By refining the audience, we can accommodate to their needs. We need to make sure we target relevant audiences by their interests. These are some common interests and characteristics that are similar to all young adults aged between 18 - 34 years old's.

- The majority of young adults today are educated and employed but not necessarily married or a parent.
- Young adults are good at multitasking through browser tabs. This specific demographic is comfortable flipping through tabs quickly.
- A characteristic that young adults show is that they only like to interact in interactivity when it serves a purpose and supports their current task. So, the Park Finder app is perfectly fitting for this target audience.

# Psychographics

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As this target audience are all educated, they are strong readers, but they don't necessarily like reading large amounts of text. They would rather prefer reading content that has minimal and easy to scan. So, when I launch campaign, I need to make sure there is little text to catch their attention.

What is interesting about this demographic is that because of their mature nature they are more skeptical and aware of the information presented to them. They required a bit more work to convince them. So, we need to ensure we provide enough evidence to support our claims. For this launch campaign, we need to provide only relevant and useful information by advertising the app in a way so that young adults will not be hesitant to use it.

Common accordance with people aged 18 - 34 years old is that they are heavy social media users making this the main platform to reach this group. The best way to reach this demographic is to offer the Park Finder app in a way that shows them that it is convenient, useful and has real value. In this launch campaign, we need to ensure we build a relationship with them over time through social media outreach. What we communicate will be interesting, emotionally compelling, and relevant to potential users.

# Persuasive Design

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In terms of the design for the Park Finder app, it is kept simple, clean, and elegant. The main focus of the app is the map and the data it shows to the users. So, there are no detailed and intricate designs or patterns shown throughout the app. With the use of persuasive design, it will help reach my set audience. It is clear that as humans we don't like to make decisions. Our minds already spend large amounts of energy to build shortcuts in our memory. By creating shortcuts, it helps us to not re-evaluate the same thing twice as making rational decisions from real evidence consumes an enormous amount of energy in our brains.

The human brain is constantly trying to find ways to avoid spending energy or do any real thinking. Instead of thinking it creates shortcuts which means it allows people to make quick decisions. Since the brain works this way, we can take advantage of this to our target audience of 18 - 34-year-olds in their quick decision making.

To advertise the Park Finder app to my consumers I will make the decision easier for them.

# Persuasive Design

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In my launch campaign, I will give potential users positive reinforcement from time to time to help them know that they are making the right decision to use the app. I will also ensure to provide a sense of accomplishment throughout the whole process of getting the app. Making sure the user feels closure by using a reward system which will encourage them more to use the app.

People make quick judgments based on the visual engagement they have with apps. As mentioned before people don't spend a lot of their time over decisions. For this launch campaign, it will be important that I provide quick and easy visual designs that will guide and direct the people to where they need to go. Getting the users to navigate through the Park Finder app will better the chances for people using it. To make sure users are committed to using the app is through recognition and recollection. Ensuring the colours and logo are being shown when advertising so young adults can recollect or have an idea of what the Park Finder app is.

It helps that the app is a solution in which my target audience has a need and desire for this service which is finding a park in the CBD. By using persuasive design in my launch campaign is not to trick people into using the Park Finder app but merely to help guide them to where they want or desire to go.

