TAD Capstone Project

Final Presentation

TEAM 3   2022.06.15

2015198015   조형준
2018190127   정동은
2018195016   문가일
2018195165   소현서
2019195135   조민서

Backgrounds
& User Research

Backgrounds

User Research Summary : Survey, Interview

Tourism industry is one of the worst affected field by the COVID-19 pandemic.

However, based on the UNWTO Tourism Recovery Tracker, the increased international arrivals in January 2022 already exceeded the total increase for 2021.

>>
Retaliatory travel has been ignited. More and more people are on travel both at home and abroad.

Pain-points
It is hard to find travel information that is both credible and accessible.
Travel planning, especially on the unfamiliar regions, is a burden.
Compared to the value of travel, info resources are insufficient to meet the needs.

Needs
Reliable, accessible and well managed information channel is needed.
Good plan comes from plentiful and quality travel information.
Expects to be aided when they lack knowledge on the traveling spot(region).

Motivations
Research respondents were willing to fully enjoy their travel without any fails.
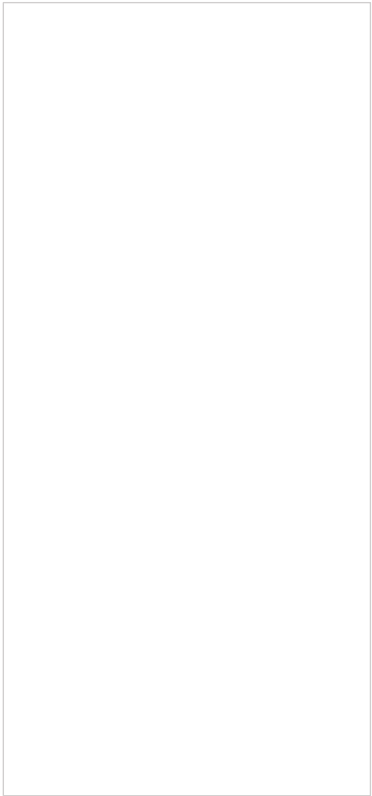They believed that well established plan leads to satisfying travel.

Our Solution

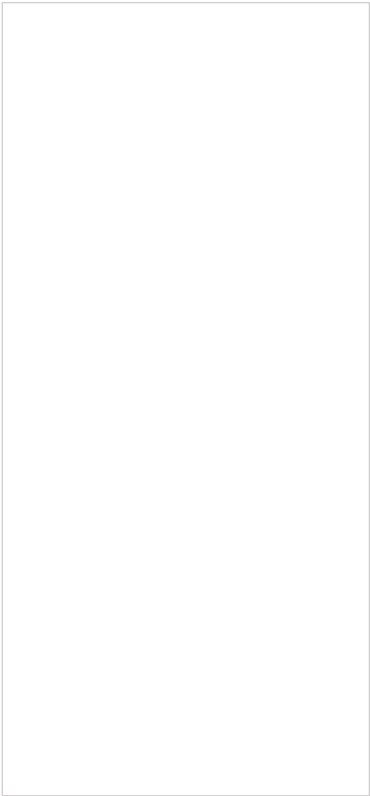# Local Based
Travel Platform App,
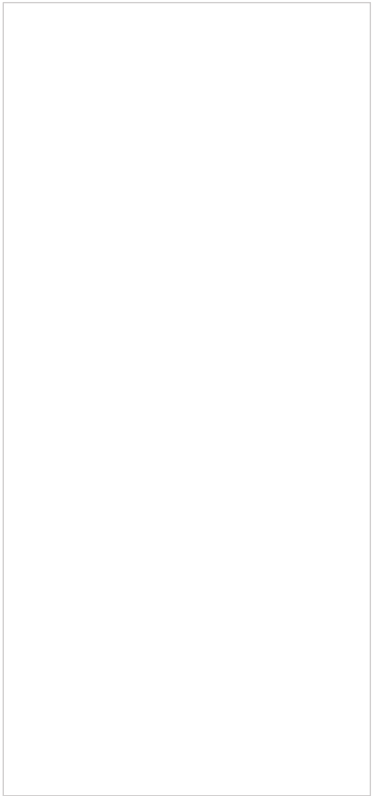# TROCAL

Promotional Video

UX Operation

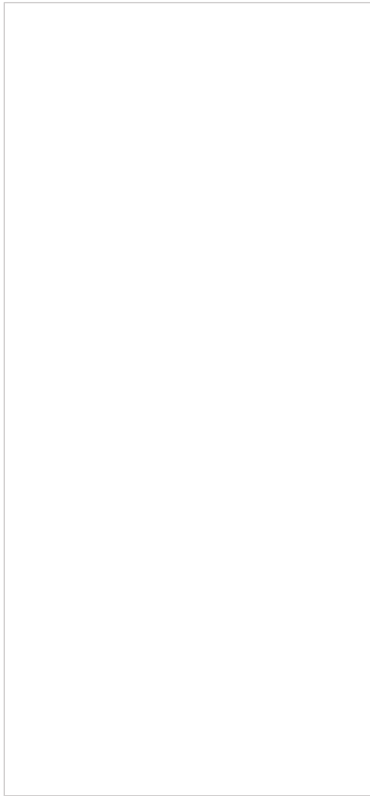|			
Tourist	**Local**	**Community**	**GPS**
Request Travel Plan	Plan Special Travel	Chat, Question, Review	Local Verification

User Testing
Method & Key Result

Method :
Moderated usability testing

1. Think aloud testing with 8 representative tasks

2. Post-test interview

8 participants,
Men and women in their 20s

Tested with working prototype

Task	Task Completion	Errors	Time on Task
Verify your status as a local	100%	1	20.125"
Write a post recommending a restaurant of your region	100%	9	39"
Save a post written by a local	93.75%	8	20.825"
Explore plans shared by users	50%	31	93.125"
Make your own plan for a trip	100%	1	60.75"
Request a travel plan to a local	100%	3	130.25"
Check my posts	100%	1	7.375"
Accept a request for a travel plan	81.25%	20	41.5"

User Testing
Insights

Satisfactions

- Users were content with many functions such as route visualization, inviting friends, and exploring other people's plans.

- Users expressed willingness to request travel plans to locals or ask locals for advice on their travel plans for a small price.

- Users believed that information provided by verified locals would be more credible, and higher in quality.

Further Expectations

- Some users felt exhaustion from an excess of information on the home page and confusion in navigating the functions.

- Users expected a more concentrated service function and identity, which focuses on our competitive edge.

- Users asked for a reduction In the number of questions in the planning phase, giving more authority to the locals

**How likely is it that
you would recommend
Trocal to a friend or colleague?"**

Participants	A	B	C	D	E	F	G	H	NPS Score
Response	9	7	8.5	7	6	7	5	9	13

* NPS = % of Promoters — % of Detractors

Target Market
## & Competitor Analysis

	Airbnb	Google Maps	MyRealTrip	여기어때
Product/ service	A platform allowing people to share their spare rooms with stranger guest	A web mapping plat form offered by Google	A travel platform in Korea where users can book flights, ac commodations, tours & tickets, and special offers	A motel, hotel search and reservation app in Korea. Recently exp anding its services to activity booking.
Target audience	Global independent hosts and travelers	Mapping application users	Inbound and outbo und Korean traveler	MZ generation in K orea using accomm odation application
Key advantage	Lodging accommod ations and cultural experiences	Most popular mapping service Local guide	more than 15,000 travel packages	popularization of accomodation culture in Korea

Our Positioning
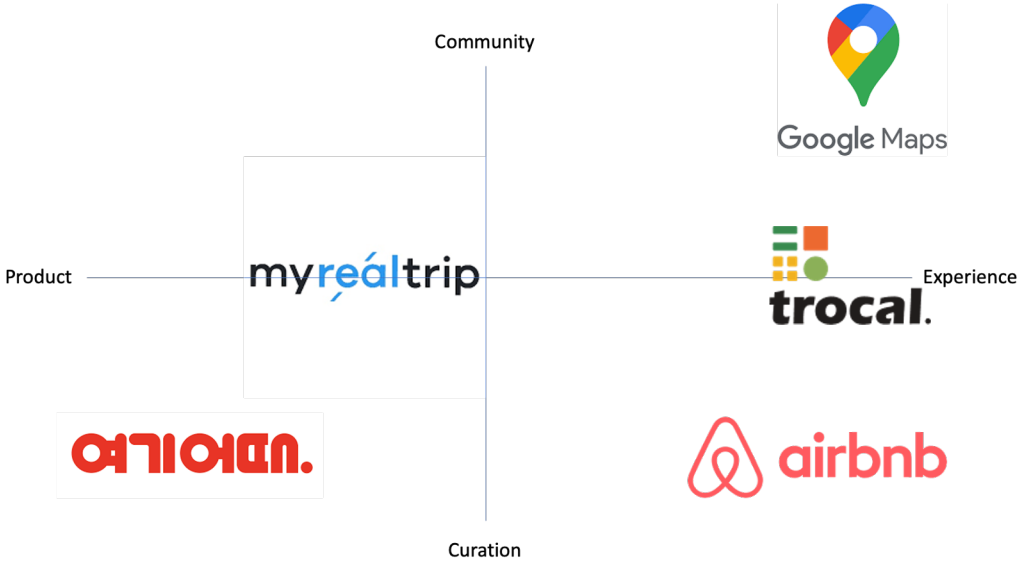
Business Model
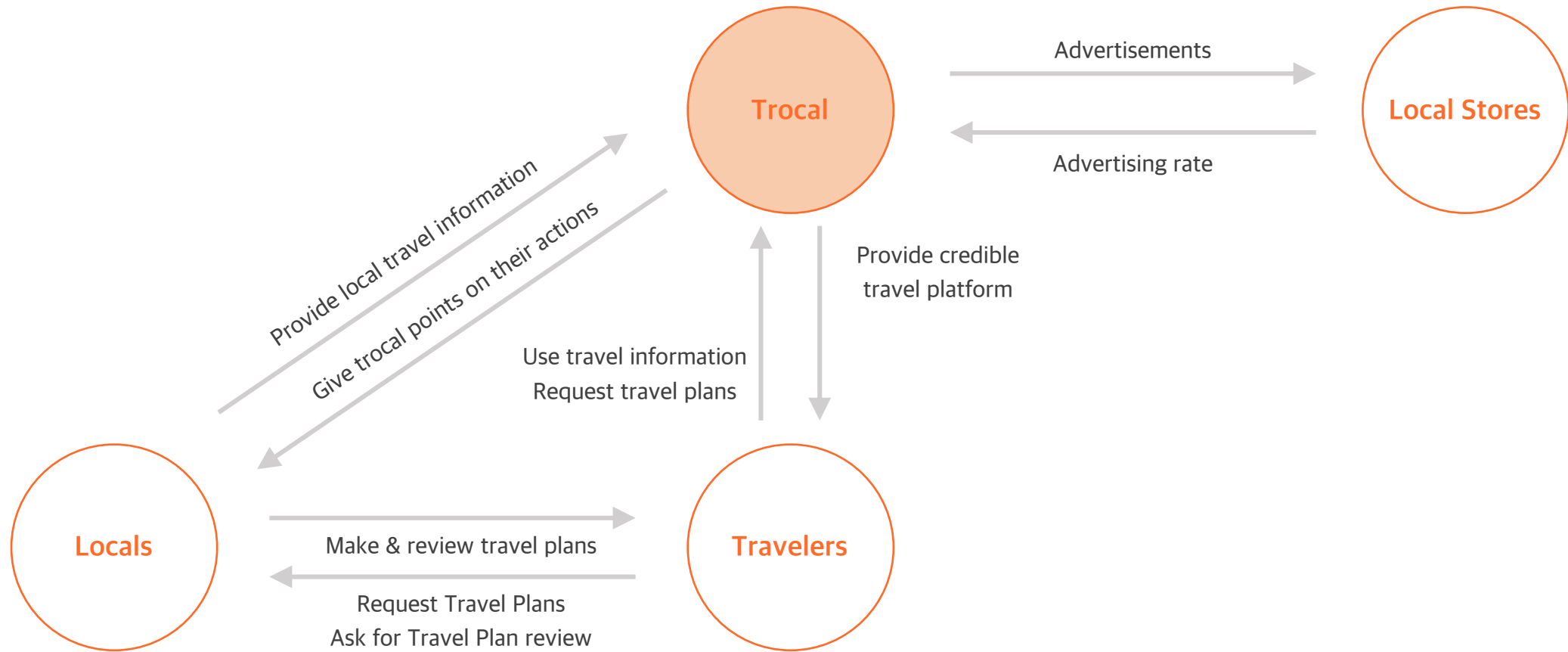
Marketing, Sales, Distribution Strategy

AWARENESS

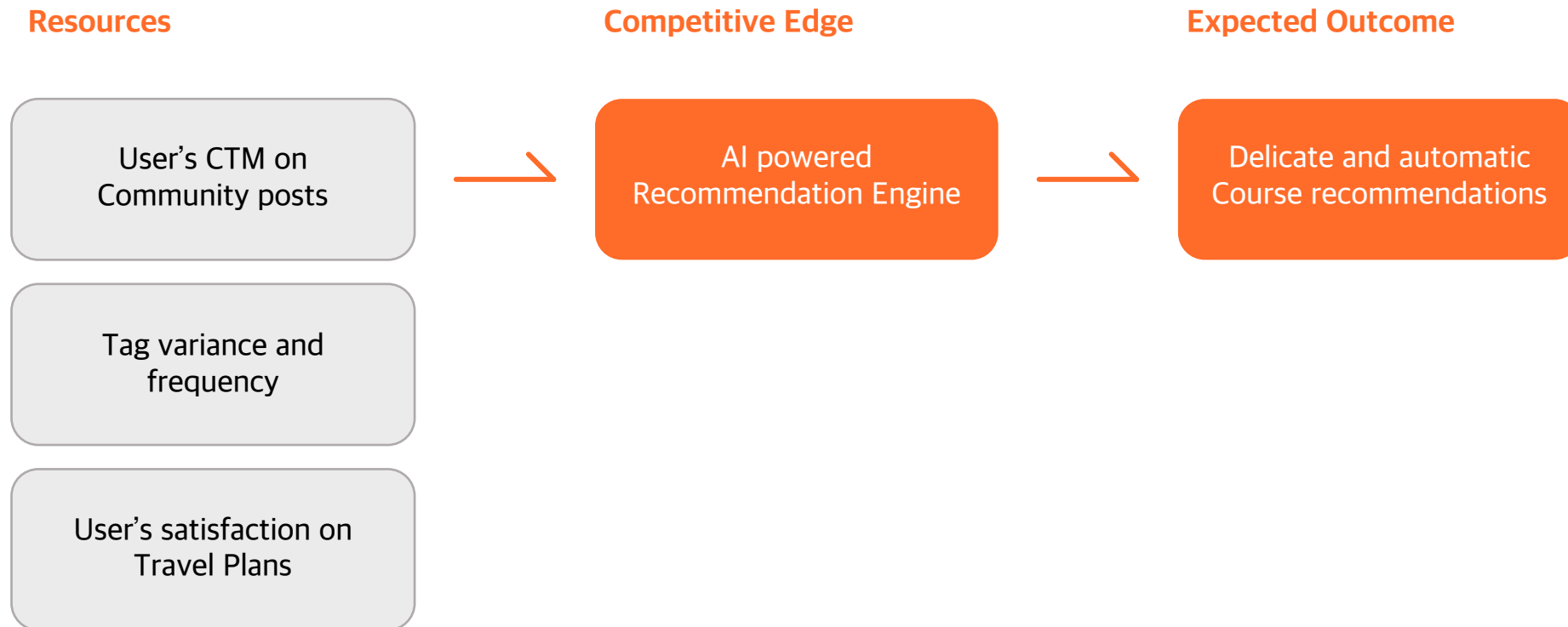| ASO (App Store Optimization) |
| --- |

App Install Campaigns (ACi)

CONVERSION

Onboarding process

CUSTOMER RELATIONSHIP

In-app messages

Push notifications

Competitive Edge

Resources

Competitive Edge

Expected Outcome

User's CTM on Community posts

AI powered Recommendation Engine

Delicate and automatic Course recommendations

Tag variance and frequency

User's satisfaction on Travel Plans

Vision

To help every traveler travel like a local

EOD

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