

Abstract

There is an increasing set of retail consumer that make multivariantly informed decisions regarding purchases in terms of retail shopping and experience and location based entertainment. For this reason travel and retail are overlapping in attributes that didn't exist before Millennial generation.

Target user

Millennials are setting travel and retail trends due to their proclivity towards social media in which they base their consumer decisions. These trends are followed by comparable market cohorts such that consumer habits are driven by social media influencers and platform discovery systems.

Product description

User archetypes

- store owner (posts updated inventory items, menu items for customer reengagement)
- curator / influencer (super user)
- casual user (traveler, one and done needs)
- event organizer (posts updated events for popular local venues)

Features:

1. Local interest feed:

- map view of limited list of posts, filtered by search input.
- every search input is based on either google maps place id or OSM place ids.
- This is used as a basis to organize posts and search results.
- Users can switch to comprehensive list view from map view which contains limited search results.

2. Post :

- list of user curated locations, with description and optional hashtags

3. Content engagement :

- user follows, user likes posts
- user comments (hashtag not possible, replies possible)

4. Email re-engagement :

- user is emailed a list of popular posts

5. Social accounts :

- user verified using social media account, from where they also volunteer their email for further outreach

6. Message list

- user uploads their contact list for inviting users to the platform and encouraging content creation & engagement

Product inspiration, gaps in competitors

- yelp : (pros: local services, search results) (cons: 5-star rating system doesn't differentiate quality of customer service, price per value, reviews are either testimonials, complaints) (gap: quantifiable review system with ad-hoc criteria/category similar to hashtags)
- google maps : (pros: comprehensive place search used as basis for local discovery mechanism, placeid) (con: not practical for focused deep use cases) (gap: retail owners use it for marketing purposes, similar to yelp; placeid are too tightly coupled on property addresses, when properties contain multiple businesses//placeids this system is not practical)
- tripadvisor : (pros: ad-hoc discussion forum) (cons: infinite sub-thread pyramids) (gap: post engagement, upvote/downvote comments/replies encourages social agreement to discussion points)
- coolcousin : (pros:)
- craigslist : (pros:)
- airbnb : (pros:)

Go to market launch

- app store optimization
- influencer outreach : criteria : travel, retail, small business homeservices, autoshops, laptop repair shops

Post launch marketing

- targeted customer cohort