

local



pass

App and concept developed by
Laura Flórez and Julien Auguy.



Winner proposal

This innovative proposal and project has been winner of the contest "Le Wagon UX/UI projects" at the Mobile World Congress [27 feb — 2 mar, 2023] in Barcelona, in the 4FYN startups 8.1 stage.



local—pass

+80%

local culture

is ~~not published,~~
then ~~not booked.~~

local—pass

Cities are rich in local culture
and creativity.

Why not having a place
to book it?

01-problem

02-solution

03-competitors and differentiators

04-next steps



Léa, a 30 years old UX designer, travels from Paris to Barcelona.

Her aim is to **meet local culture** with affordable budget.

The Google logo, consisting of the word "Google" in its multi-colored font.

Local tourism in Barcelona



Google Search

I'm Feeling Lucky

Google offered in: [Español](#) [català](#) [galego](#) [euskara](#)

01-problem

02-solution

03-case study

04-next steps

Top sights

Based on traveller visits and local insights

About these results ⓘ



La Sagrada Família

4.7 ★★★★★ (201,383)

Gaudí-designed landmark church



Casa Batlló

4.6 ★★★★★ (106,808)

Fantastical Gaudí-designed apartments



La Pedrera-Casa Milà

4.6 ★★★★★ (75,577)

Gaudí masterpiece housing arts venue



Park Güell

4.4 ★★★★★ (163,661)

Park with Gaudí's sculptural buildings



Palau de la Música Catalana

4.7 ★★★★★ (36,945)

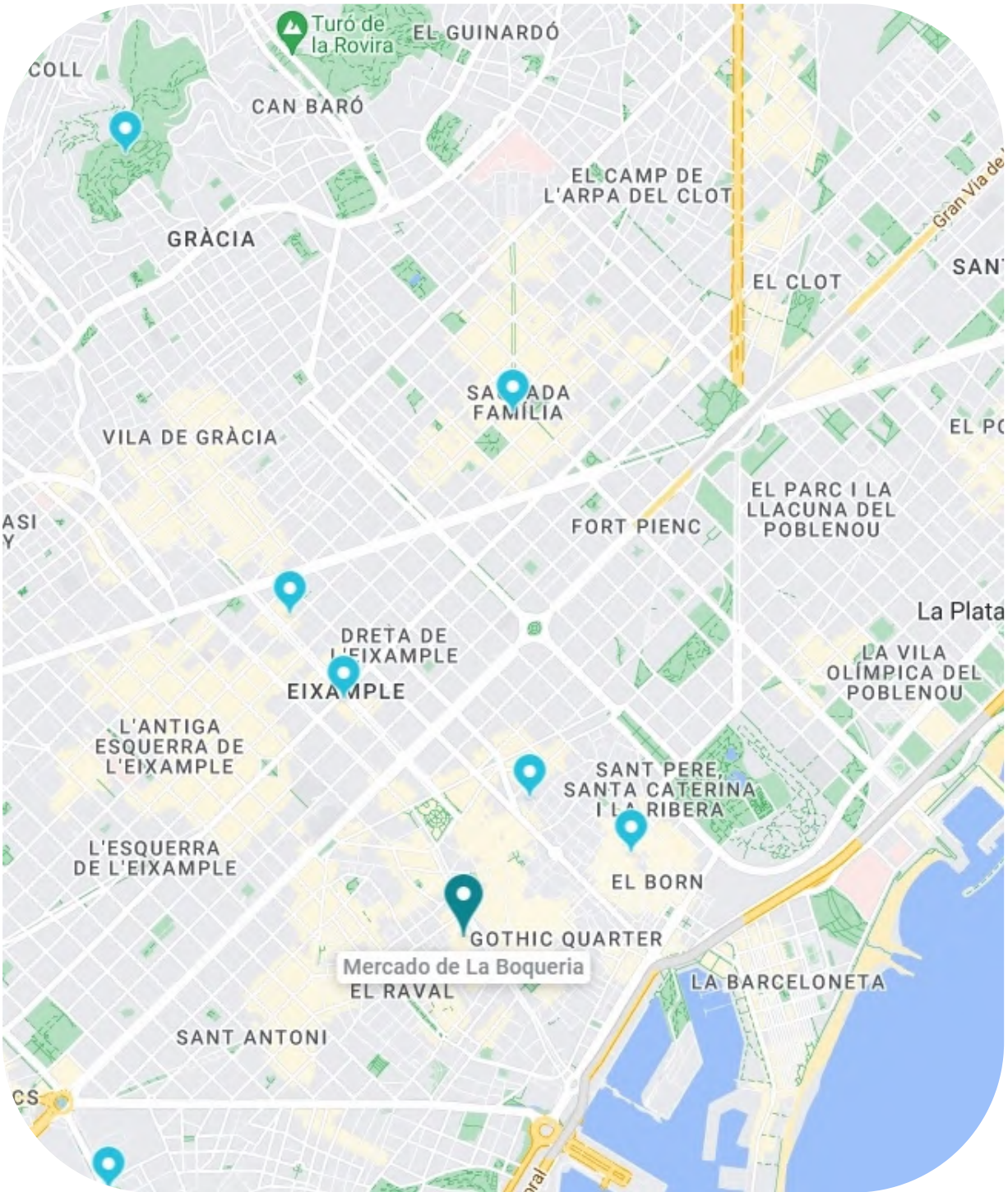
Music recitals in bold art nouveau hall

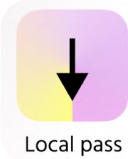


Mercado de La Boqueria

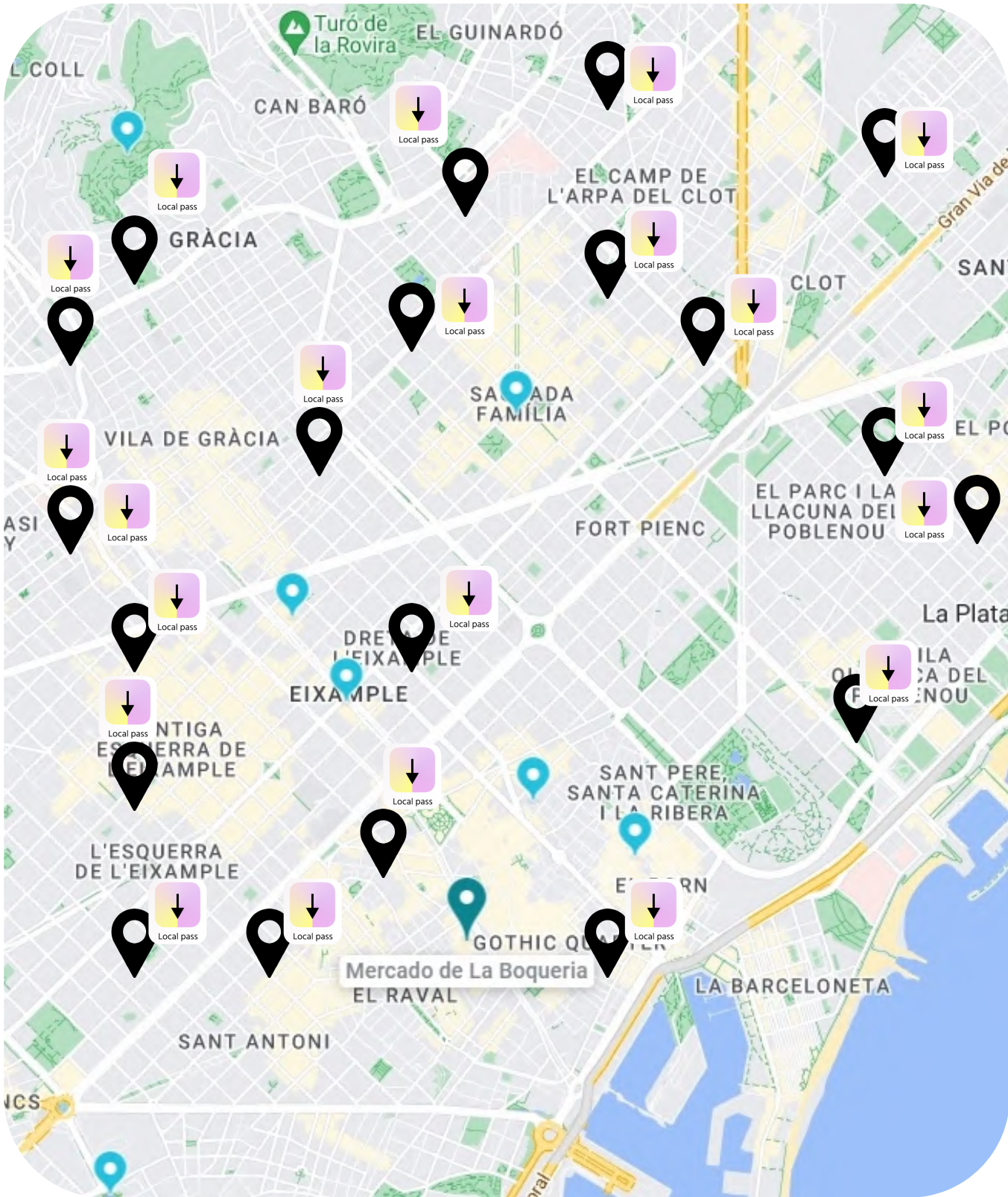
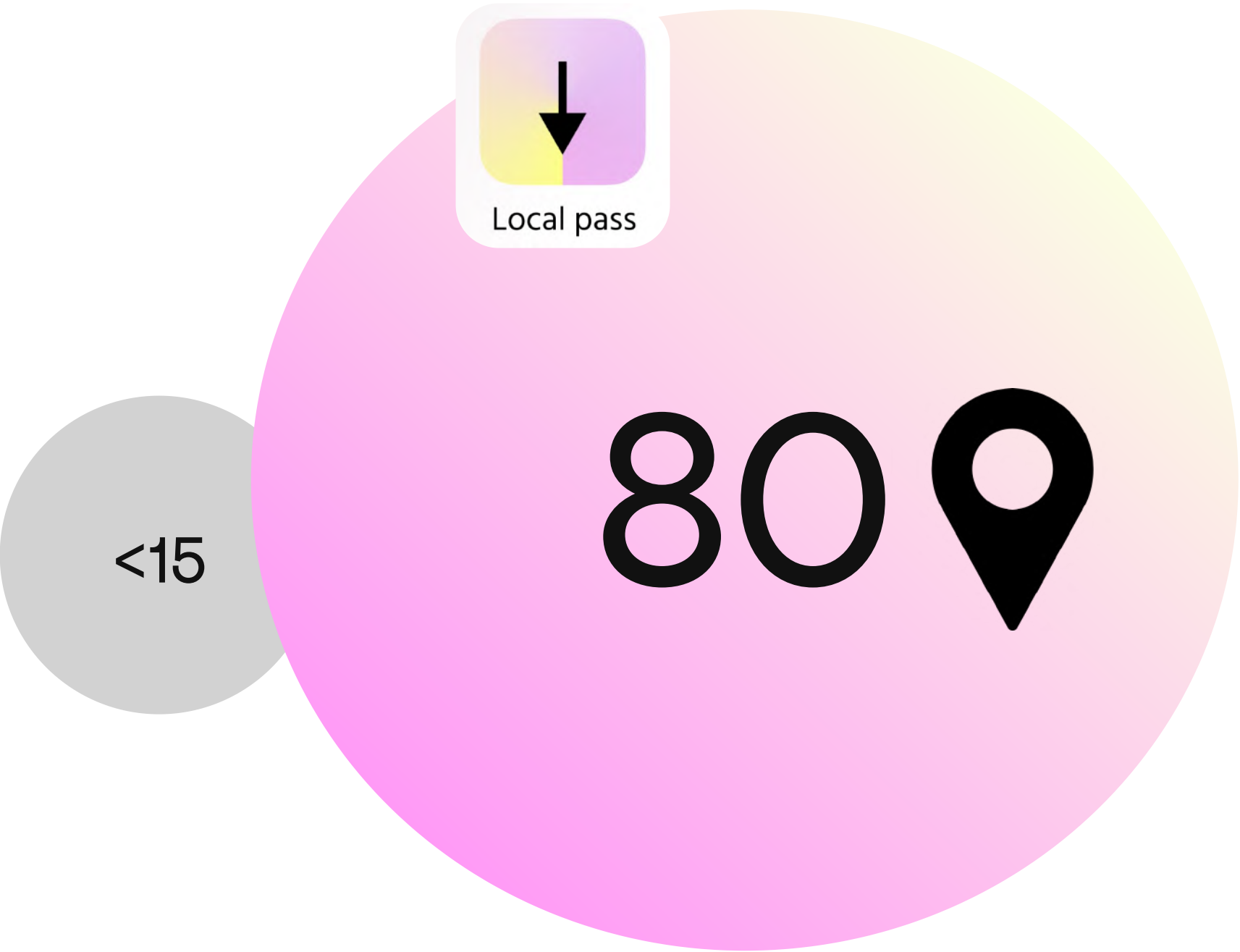
4.5 ★★★★★ (141,803)

Vibrant public market with diverse foods



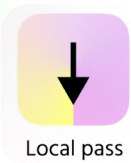


Léa downloads localpass.



01-problem

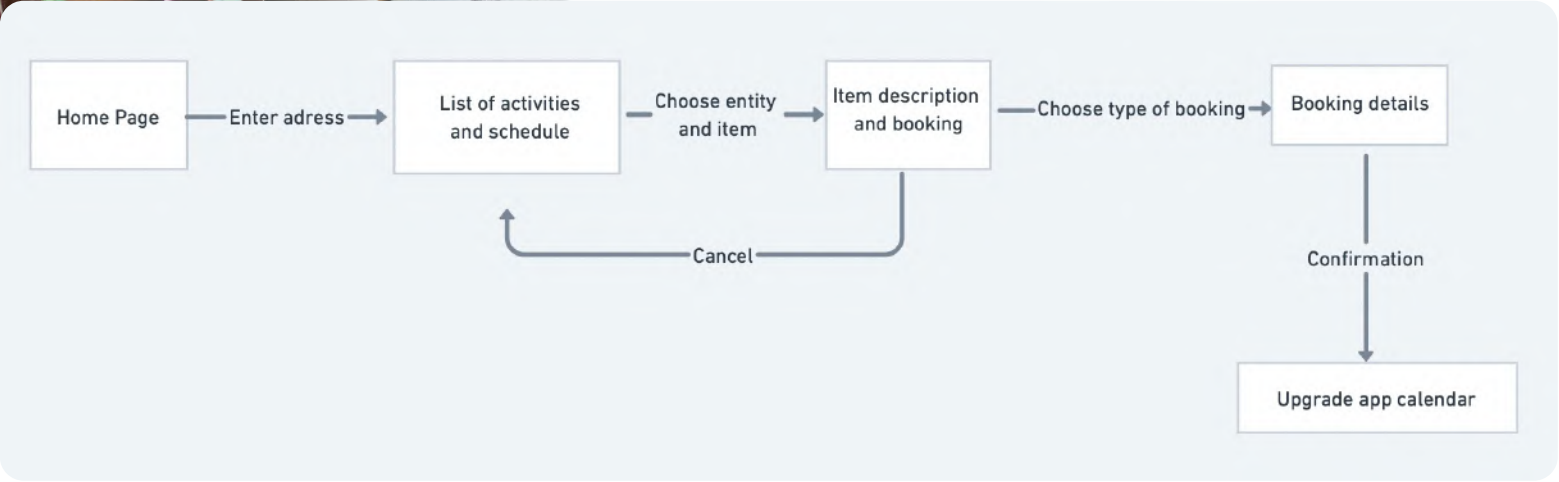
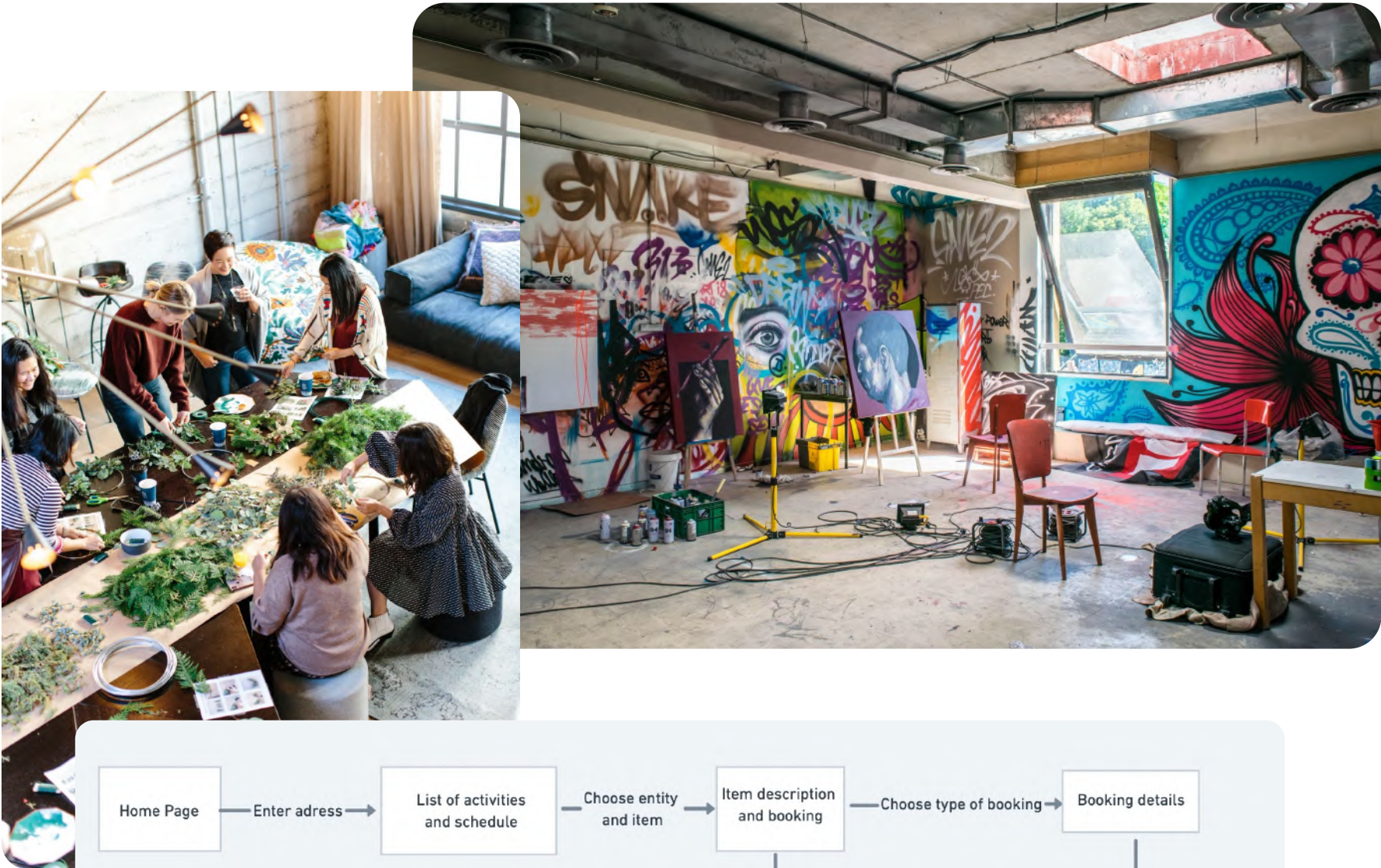
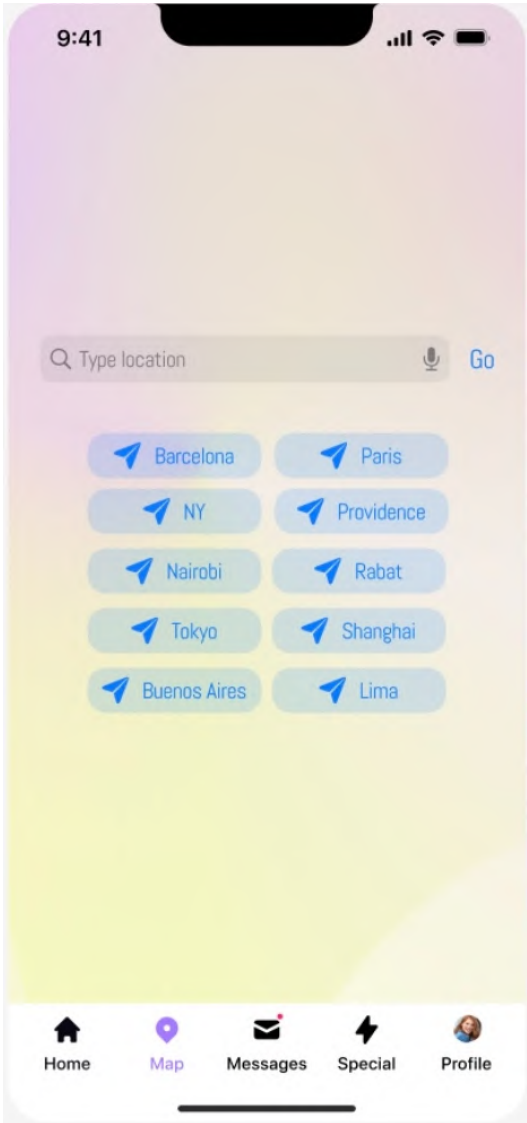
02-solution



03-competitors and differentiators

04-next steps

UI



UX

Pricing

Monthly payment

1 user
3 plans (budget, economy and premium)
Features per credits
Monthly access

12 credits 15€/mo
30 credits 30€/mo
60 credits 45€/mo

Add credits [+]

1 user
5 packs of credits
All features
% per volume

2 credits 5€ (2,5€/credit)
25 credits 45€ (1,8€/credit)

Potential users, partners and clients



Value to user

	Local — pass	Tripadvisor	Timeout	Visitbarcelona	Free tour	Barcelona secreta
Access to local culture						
Booking						
Ease of use						
Relations						

Product differentiators

**Booking local activities
in less than 3 clicks.**

Differentiator #1

Differentiator #2

Local based
tourism scheme.

Differentiator #3

It benefits city with new
touristic experience, who
put local spirit first.

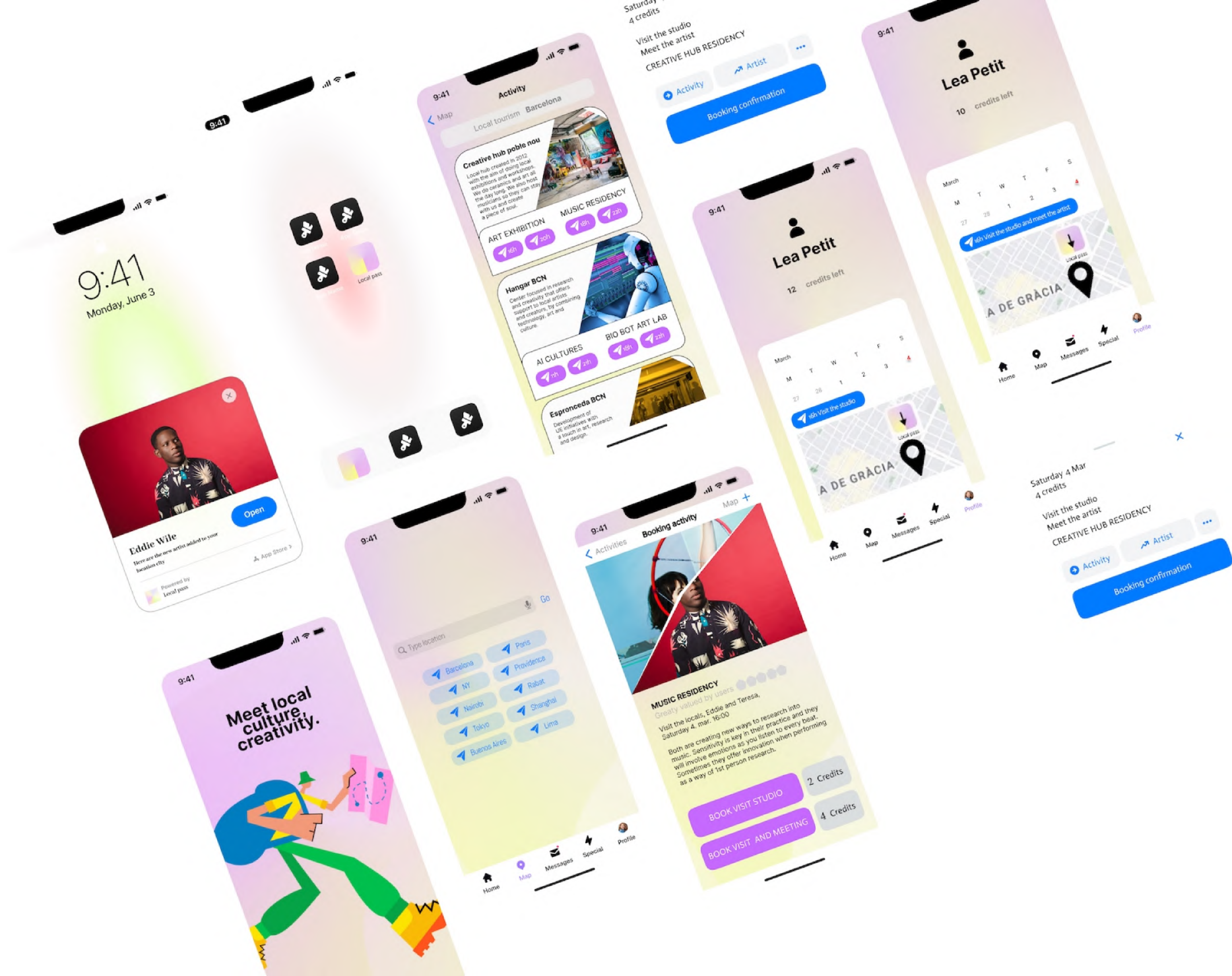
Discover cities' rich local culture and creativity.

Figma
prototype

click



here



Ready to get started?

Let us your business card.

We get in touch with you ASAP.

This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.



Laura Flórez



Julien Auguy

itslauraflorez@gmail.com
auguy.j@gmail.com

+34 663 48 39 79
+33 626 49 43 73

local—pass

thank—————you