Apps Name: Exovisit

Description: A tour guide app for adventurous people who like to visit exotic natural features on earth.

A good example would be Erta Ale, molten lava lake in north-eastern Ethiopia. Some pictures
http://www.tboeckel.de/EFSF/efsf_wv/erta_ale_11/Erta%20Ale%202011%20e.htm

The app for example in these case, would provide information on:
- •Pre-caution and preparation

    - •Brief documentation of the site
    - •Medical Alert for people who might not easily adjust to the environment

- •Security and legal matters

    - •Law Enforcement issues (police,military…..)
    - •Duty and responsibilities
    - •Access to telephone and other services

- •Transportation and Travel guidance

    - •Travel guide to Ethiopia
    - •Possible routes to ertale

- •Hotel and travel agencies guide

    - •Hotel and facility
    - •Route schedule

- •Forex and financial guide

    - •Bank info and location
    - •Exchange

- •Ratings and reviews of earlier users

- •Destination customs and basic phrases

The app also suggests next visit places based on various factors like your likes on facebook, your friends' visited places in addition to being a tour guide during your stay in the destination.

Functionality:

tour places:
- • preview of the visit sites in videos and 3d panorama
- • emergency
- • transportation
- • offline maps
- • budget scheduler
- • rough idea about the place
- • transport expense
- • connection to service providers like hotels and travel agents
- • recommendations from earlier users
- • possibilities to make friends before, during and after the trip

Persona:

Kari

Geologist
Male 29 years old lives
with his partner.
loves to visit uncommon places
has a hobby of photography

Needs:
app that will help him navigate places with less known
information on the net

Likes:
direct and easy to use interface
planning beforehand getting organized and keeping checklist

Dislikes:
ads

what would be in a bag of our assumed persona?
Maps....*need offline map ?*
passport
cash money... *forex links?*
camera(s)
phones
note taking book
panadol..... *emergency health service?*

taken from: www.leicaplace.com

taken from: efyra.wordpress.com

Touchpoint mapping:

customer life cycle

awareness: it makes the tourists aware of the attraction sites and tour company
consideration: the tourist considers the tour company to go to that site
purchase: if the tourist likes the site they are directed to the tour company
after sales: share wonderful experience to friends.

Discover	Compare	Consider	Commit	Retain
-relevant name branding -blogs -social media	-unique features to stand out from similar -include detailed services -price is free	-Social media -in app chat feature to tours agent	-links to the travel agent -easy to register forms	-Individualized connection -support -updates

Awareness:

- Create awareness to different target groups such like

    - Tourists for their next attraction sites

    - Scientific journalist for their landscape expedition and research option

Consideration:

- All travellers will consider means of transportation such as

- Airliners

- Travel and tour agencies

-A place to stay and entertainment options

    - Hotels and Guest houses

    - Recreational places like club and restaurants

Decision:

- After making the decision and planning to travel

    - Choose an Airline and purchase the ticket

    - Choose travel agency and plan your trip

    - Arrange your stay and facilitate you trip

Finalize:

- Up on finishing your journey

- Share the experience

- Rate and review the service and your stay

- Warn and recommend your friends.

Target group:

- Adventurers, Geologists

- Tourists

- Journalists

Age:

- 18-60

Gender:

- All

Strong and healthy

Short Scenario

Tuula is a Finnish lady, who likes to visit unique places. Found the exovisit app from a social media link. After playing with the app found out the interesting features bundled with the like gallery of special places interesting to visit with an offline map and all necessary information. She tried to compare it with other similar apps but liked the details. Got discounts from the travel company offering the app for using some bonus tricks. The individualized check in and continuous updates keep make here like the app and the company for reconsideration.
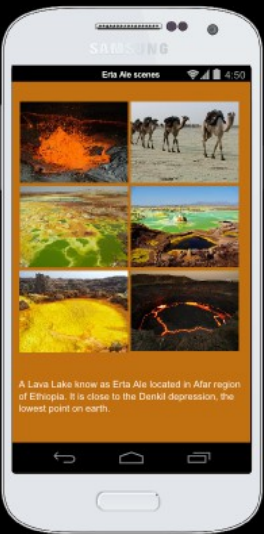
The Ankelba Tour travel company will be providing the app for free and color themes and logo of the travel agent used in the app.

Screen-shots:

Landing Page with menu of exotic places

Details of One site after selection

Maps and other specs

panoramic views of places