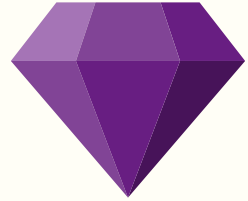


LOCAL GEM

the app to your next adventure

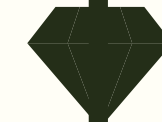




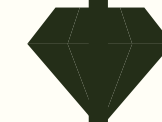
Product Overview



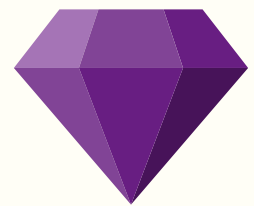
Product Introduction



**Understanding Consumer
Needs**



Product Validation



Product Introduction

A web app that delivers a few curated “hidden gem” recommendations provided by locals for those visiting the area.

Mission

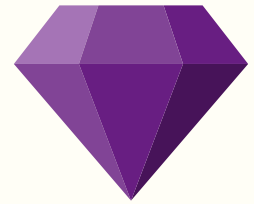
Local Gem aims to create a quick and easy experience with only a handful of suggestions (~ 10) per city, suitable for short term visits.

Core Features

- City selector
- Detail card
- “Submit a Gem” form
- “Rate a Gem” vote

Advantages

- Prevents decision fatigue, often caused by scrolling through lists on Yelp, Google Maps, TikTok, etc.
- Promotes authentic local discovery beyond mainstream review platforms.
- Provides a faster, more enjoyable alternative for spontaneous plans.



Understanding Consumer Needs

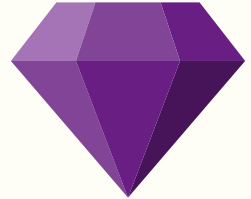
“Gen Z consumers now regularly use an average of 3.6 different apps to find and choose a single local business”

– Alex Roth, SOCi Consumer Behavior Index (15 May 2025)

“Decision fatigue, the deterioration of decision-making abilities after a prolonged period of making choices, posits that the more decisions one must make, the lower the quality of those decisions becomes.”

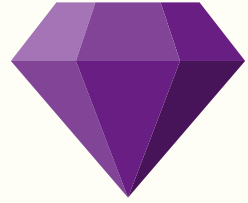
– Uriel Maslansky, Forbes (4 April 2025)

Conclusion: Consumers use many apps to find local businesses, which overall decreases the quality of the local business chosen due to worsened decision-making skills over time.

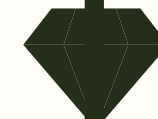


Product Validation

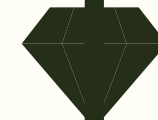
Product Specifications		Customer Needs	Customer Usability
City selector; allows users to set their location		Locate recommendations nearby	✓
Detail card; shows location name, short description, neighborhood, and link to Maps		Quick key information on a specific recommendation	✓
“Submit a Gem” form; allows users local to the area to submit a recommendation		Recommend locally adored spots to non-locals	✓
“Rate a Gem” vote; allows all users to rate locations after visiting to keep them ranked		Easily vote yes/no on a location after visiting	✓
User login/sign-in		Save information for future travels	✓



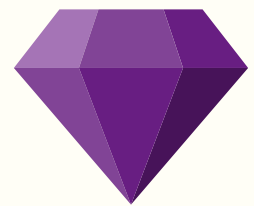
Competitive Landscape



Product Comparison



Competitor Analysis



Competitor Analysis

Target Apps

Yelp

- Consumer favorite for finding local businesses
- Favored rating and reviewing features
- Overwhelming amount of options
- Pushes the current most high traffic spots
- Requires login for full functionality

Google Maps

- Most accessible option for all consumers, no login required
- Businesses can pay for Google Ads for promotion
- Similar rating and reviewing features to Yelp

TikTok

- Most personable via video reviews
- Follower count often determines view count
- Rating and reviewing feature via Google Maps
- Requires login for full functionality

Smaller/Similar Apps

Like a Local

- Authentic non-touristy locations
- Limited cities and infrequent content updates

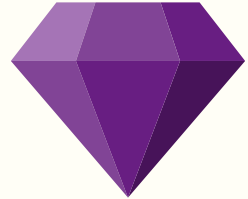
Spotted by Locals

- Authentic content hand picked by locals
- Requires users to pay for services

Hidden Places

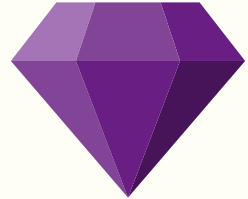
- Promotes lesser known locations
- Lacks features and inconsistent location accuracy

Conclusion: Local Gem should reduce choice overload and offer free, unbiased recommendations, while maintaining the accessibility and fresh content missing from smaller niche apps.



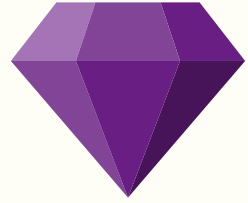
Product Comparison 1/2

Local Restaurant Locators	Local Gem	Yelp	Google Maps	TikTok
Detail card with quick facts	X	X	X	
<=10 recommendations per city	X			
Recommend locally adored spots to non-locals	X	X	X	X
Easily vote yes/no on a location after visiting	X			
Regularly updates locations based on rank	X	X	X	

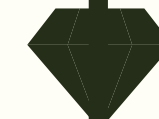


Product Comparison 2/2

	Local Restaurant Locators	Local Gem	Like a Local	Spotted by Locals	Hidden Places
	Detail card with quick facts	X	X	X	X
	<=10 recommendations per city	X			X
	Recommend locally adored spots to non-locals	X	X	X	X
	Easily vote yes/no on a location after visiting	X			
	Regularly updates locations based on rank	X		X	



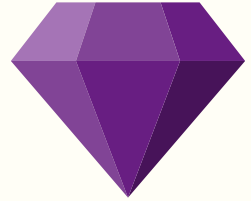
Marketing Planning



Market Plan



Go-To-Market Strategy



Market Plan

Awareness & Positioning

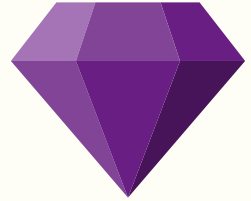
- Establish clear tagline “the app to your next adventure”.
- Create visual launch assets; demo clip, screenshots, etc.
- Highlight the simplicity in decision-making and authenticity over competitors.

Early User Seeding

- Share app link on local Reddit threads and community Facebook groups.
- Partner with local micro-influencers and foodies.

Engagement & Feedback

- Drive continuous engagement through a feedback form.
- Track engagement to measure interest and pain points.
- Use the insights to refine recommendations and UI for future iterations.



Go-To-Market Strategy

Target Market

- Gen Z consumers seeking local experiences.
- Focus on high-engagement social media users and word-of-mouth.

Launch Strategy

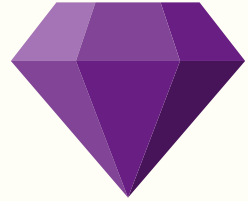
- Launch in 2 pilot cities to test engagement before expansion.
- Incentivize users with form of recognition for top submissions.

Channels and Partners

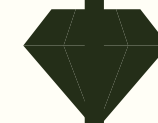
- Community groups and influencer collaborations.
- Local cafe bulletins, art spaces, or micro-events.

Launch Execution

- Press style posts and short, digestible demo clips.
- Refine messaging and scale to new cities after proving retention metrics.



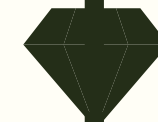
Product Outline



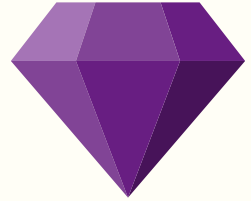
Login/Sign-up Screen



Dashboard




Location Cards



Login/Sign-up Screen

A dark-themed login and sign-up screen for the 'LOCAL GEM' app. The screen features a central card with the app's logo (a purple diamond) and name 'LOCAL GEM'. Below the logo is the tagline 'the app to your next adventure'. There are two input fields: 'Email' and 'Password'. At the bottom of the card are two buttons: 'Log in' (highlighted in purple) and 'Sign up'. A small note at the very bottom states 'Demo only: buttons continue to the app.'


LOCAL GEM

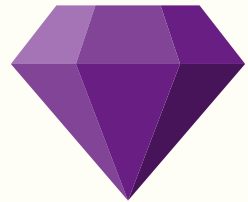
the app to your next adventure

Email

Password

Log in Sign up

Demo only: buttons continue to the app.



Dashboard



Local Gem

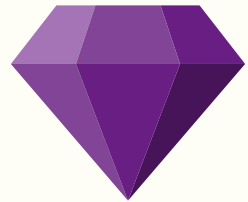
Log out

Enter your city


e.g., Austin

Find gems

Demo uses placeholder cards only.



Location Cards

 Local Gem

Log out

Enter your city

e.g., Austin

Find gems

Demo uses placeholder cards only.

Placeholder Spot #1

Neighborhood 1

Open in Google Maps →

Placeholder Spot #2

Have you visited? Give a rating:

👍

👎

Open in Google Maps →

Placeholder Spot #3

Neighborhood 3

Open in Google Maps →

Placeholder Spot #4

Neighborhood 4

Open in Google Maps →

Placeholder Spot #5

Neighborhood 5

Open in Google Maps →

Placeholder Spot #6

Neighborhood 1

Open in Google Maps →

Placeholder Spot #7

Neighborhood 2

Placeholder Spot #8

Neighborhood 3

Placeholder Spot #9

Neighborhood 4

Cards flip when hovered over