

GOAL

Individuals should feel welcome and include on the Ignite website.

Goal: Verbs to Ignite website feel welcome & know where to go for more info.

Identifying the content + messaging for users w/ both corporate & individual customers in mind.

USER

People who go on company trips will want to do individual trips.

How will this trip be different than company trip?

Opportunity to share your experience w/ family & friends.

Brings you closer together.

I get to go w/ people I like / know better.

Opportunity to have more of an impact / local connection.

Chance to go to places recommended by local community you not on corp trip.

More of a "vacation" away from work less stress.

Been on one of our corporate trips before?

Come w/ your family!

Corporate Marketing

How does my company enter?

Who takes part?

Get to meet out of your employees.

Make your employees happier.

Chance to meet in your people and connect.

Connect your employees to your company purpose / vision.

Call out to them for the HR. Brand... look no further for a way to...

Individuals, all companies, I want a company trip.

Missing a call to action + Tools to do act effectively.

How can my company trip part?

How are these trips different from a "logic case"?

Be the hero.

Take initiative w/ colleagues.

Enough of the type course, make the best impact at your company.

Unique experience w/ colleagues.

#Karatwank.

Volunteers that do good, impact of your company.

Companion to corporate course.

Example.

Spark community.

People from the spark community that are directed to Ignite.

Messaging: Impact, Non-profit align w/ Spark.

What is the financial/social impact to Spark partners?

Follow the #Sparkimpact of your Spark.

Unique int'l. travel experience local immersion opportunities.

Experiences you can't get anywhere else.

Not your typical service trip.

Volunteer.

me, myself, and I.

How are these trips/experiences different? [from other travel trips?]

Will I meet cool people? (will I fit in?)

Analogous

Airbnb.

Fit-Bit.

Pixar For You.

United (other airlines).

Consumer Good Product.

Interns look for these projects.