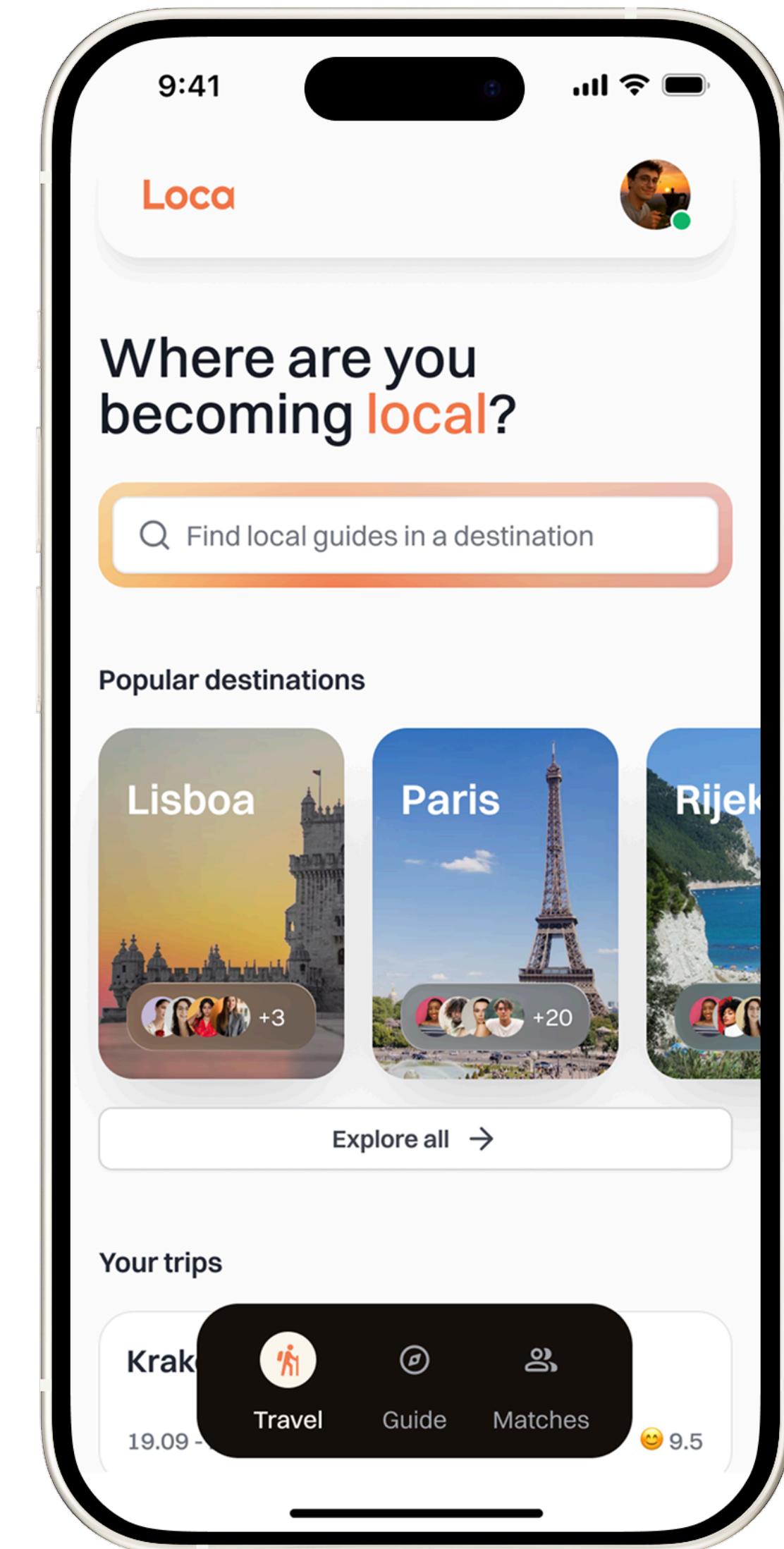


Loca

- become local
with a swipe

Connecting to people worldwide with a swipe.
International cultural exchange easier than ever.

HackYeah 2025 · Travel · aleHeca



The challenge

Gen-z travel a lot compared to older generations and have multiple destinations. Adventure and self-discovery are main driving forces. What is more, they are looking for a local perspective. We want to provide app that is engaging, fun, and actually makes immersing in the local life easier.

Those goals can be met by connecting with locals with a touch of a hand, simply by swiping.

Core solution

- You either look for activity or provide one.
- Separate profile for each city you visit – different trips, different goals and roles.
- Swap-based interface to make dull searching exciting.
- You need mutual acceptance for match to happen.
- Rating system so you know who to trust
- Tag system so you can specify precisely what you look for or provide.
- Automatic itinerary of things you decided on.
- Build-in communicator to get in touch easy.

Competitor analysis

In order to find area for innovation in the area, we first conducted competitor analysis.

Summary

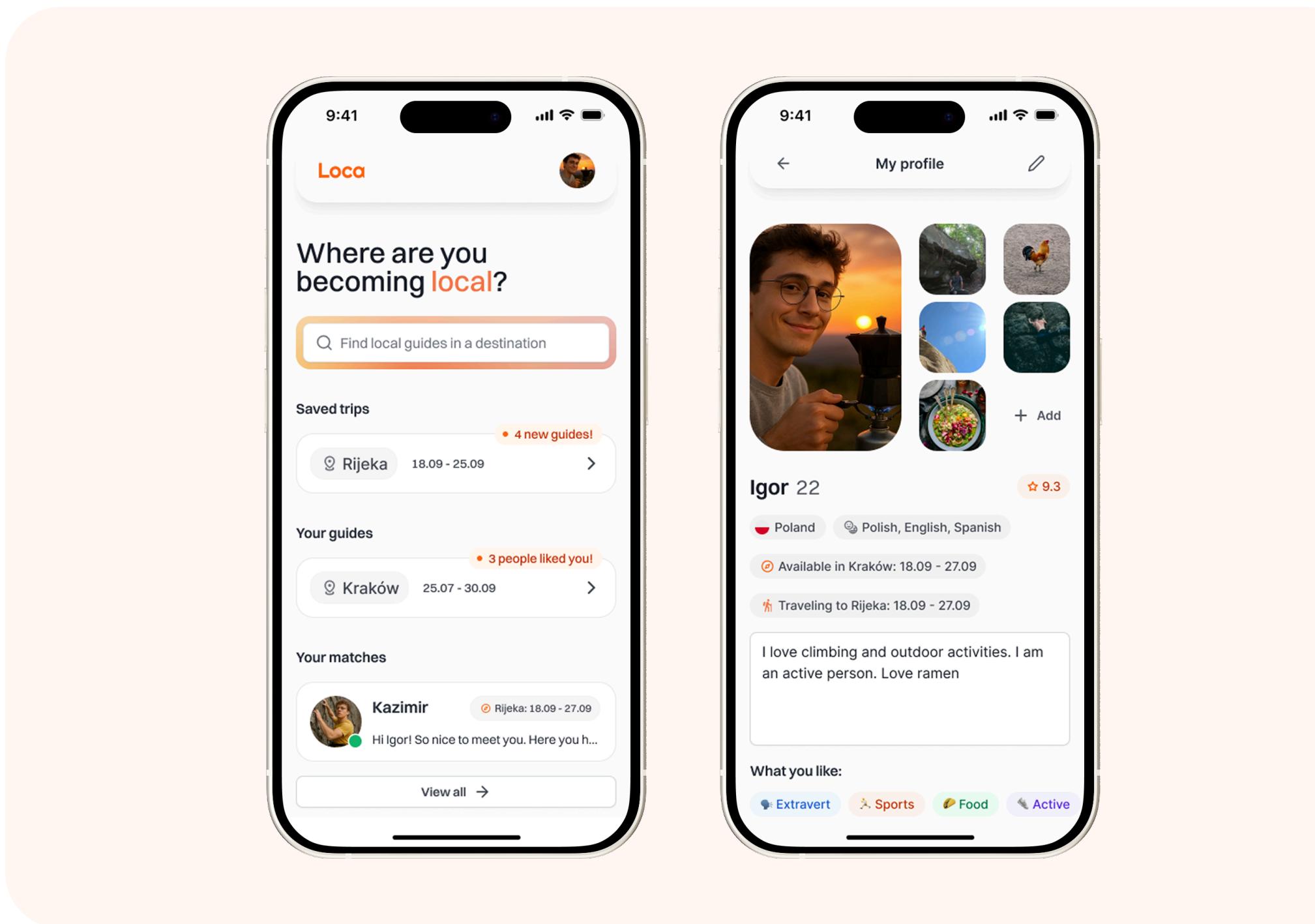
Competitors either provide the functionality of connecting with locals, but without fun and seamless interactions (with old-fashioned UI) or within newer apps – provide different type of connections (traveling buddies).

Conclusion

Our app provides the ability of connection and experiencing traveling from a local perspective, but with interface and interactions adopted to modern times and Gen-Z cognitive patterns.

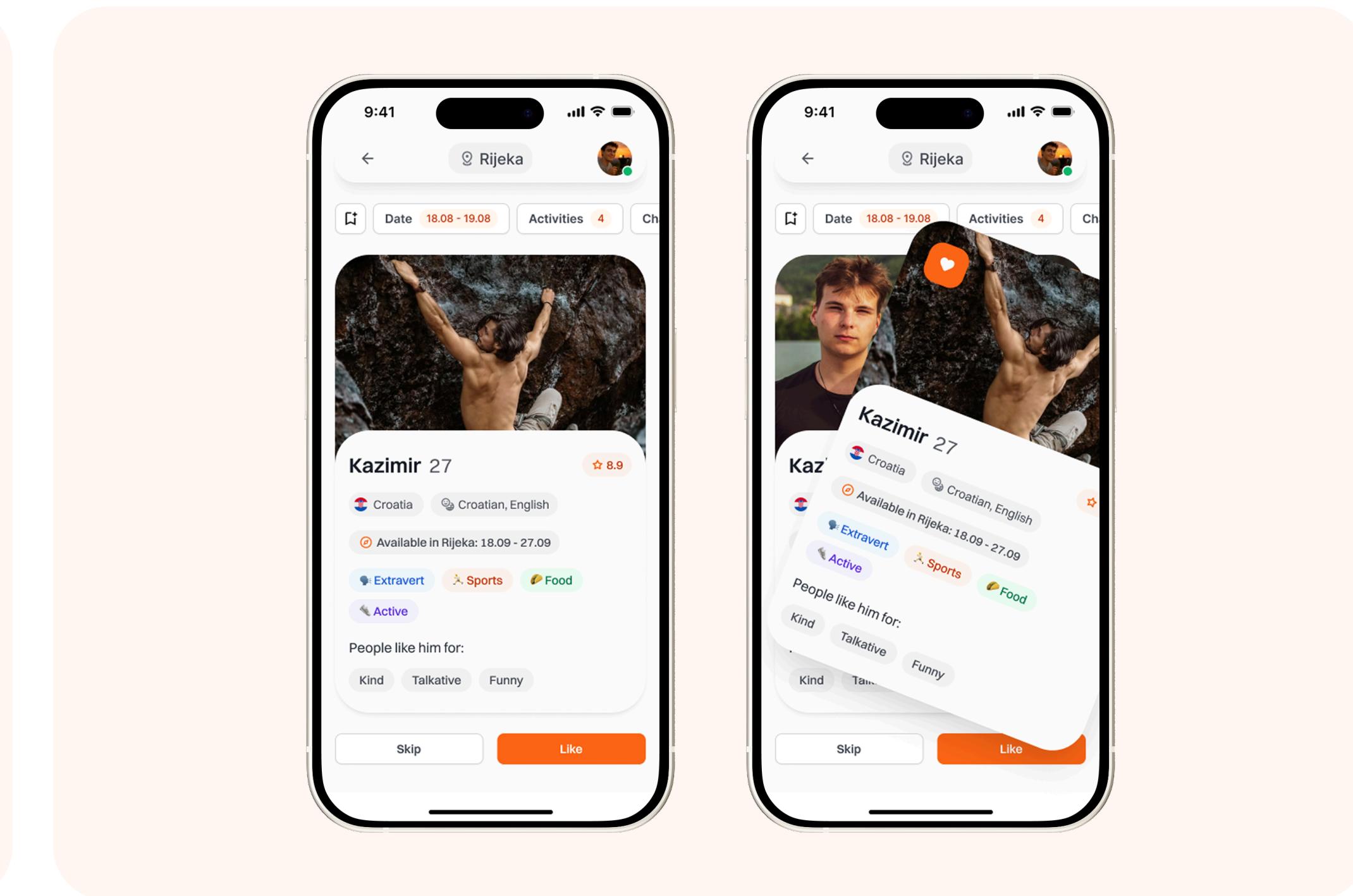
	Meet local guides	Find local tours	Find people to travel with	Free interactions	Guide/traveler characteristics and interests	Rating/verification	Instant, swap-based connection	Pain points	App Store rating
TripBFF	No Jan	No Jan	Yes Jan	Paid Jan	Yes Jan	Some verification Jan	Yes Jan	Expensive subscription for basic features, technical bugs (lag, crashes, inaccurate dates, non-native tech); confusing business and matching logic; limited filtering features Jan	4.7/5
Fairyntrail	Yes Jan	Yes Jan	Yes Jan	Some paid some free Jan	Yes (archetypes) Jan	Strong verification Jan	Yes Jan	Bugs in messaging, lack of info in profiles, clunky UI, push notifications on repeated actions, confusing payment structure, lack of gender inclusivity, frequent micro-payments Jan	4.3/5
couchsurfing	Yes Jan	Yes (via hangouts/groups) Jan	Yes Jan	Some paid some free Jan	Yes Jan	Community ratings Jan	No Jan	Account verification process unclear (\$80 charge), poor customer service, negative charges post-pandemic, new payout delays, concerns over safety and inappropriate host behavior Jan	4.5/5
withlocals	Yes Jan	Yes Jan	No Jan	Paid Jan	Yes (host skills/interests) Jan	Host reviews Jan	No Jan	Non-intuitive interface, can't view all host feedback, app disappears or loses bookings, expensive and confusing payment structure, poor cancellation/refund policy Jan	4.1/5
Going Solo	No Jan	No Jan	Yes Jan	Free Jan	Yes Jan	Basic verification Jan	Yes Jan	No substantial reviews found yet, but some users note difficulty finding enough active travellers, possible group organization issues Jan	n/a
backpackr	No Jan	No Jan	Yes Jan	Free Jan	Yes Jan	Basic verification Jan	Yes Jan	Low engagement once people arrive at destinations (drop-off problem), difficult to meet matches, non-intuitive social feature logic, too reliant on untagged-related features Jan	n/a

Design choices



Strict roles for a trip – interface more concise, exactly what you need and no distractions. The app made to be a tool for precise use case.

Multiple trip bookmarks – because you may want to adjust your travelling/guiding preferences.



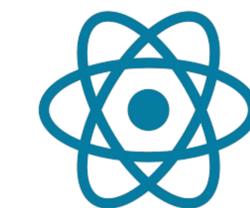
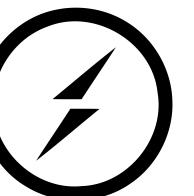
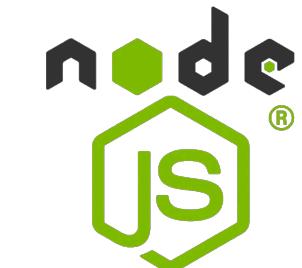
Feedback rating system – besides fun there is always some risk involved while meeting strangers, we want to eliminate undesired behaviours.

Swapping – turns hours of research on random facebook groups into fun game.

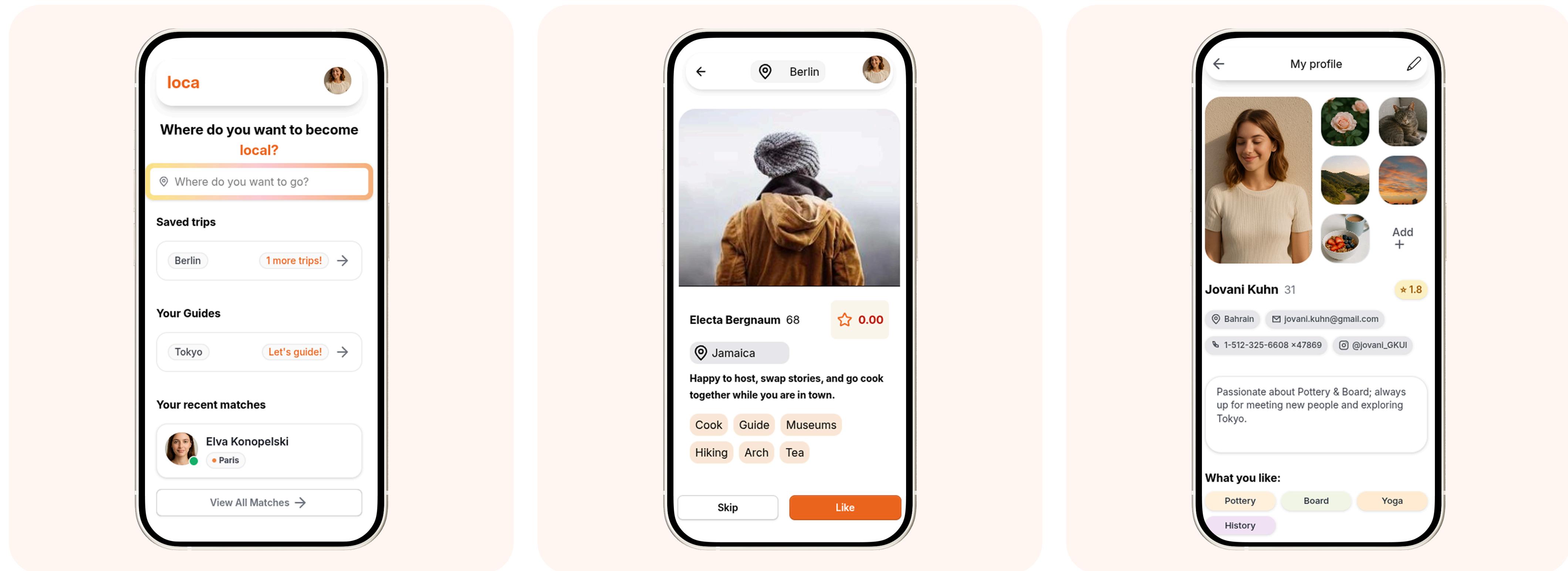
Implementation

Foundation Web API built with Node.js, SQLite, Socket.io.

Brought to life with React, Untitled UI and custom style guide.



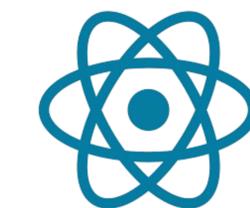
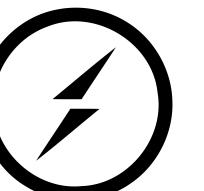
Untitled UI



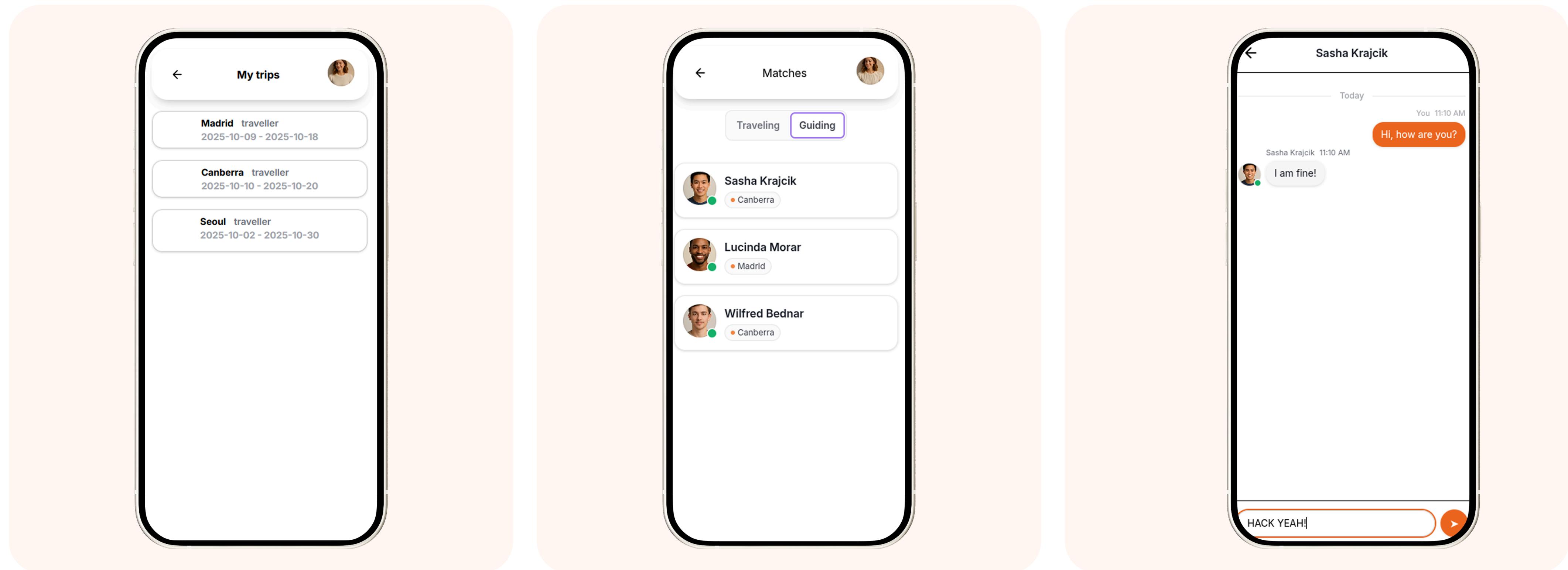
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Untitled UI



Plans for the future

1 Gamification

Turning the application experience into a strong bond with the user through gamification engagement.

2 Swipe-based places discovery

A response to the strong need of young people to explore new places and experience adventures

3 Integrated export to Google Maps

Integration of trip-planning functionalities as a part of coherent traveling super-app experience.



🙌 Thank you for your attention!



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