

GashaTrip - Left or Right?

National Chengchi University

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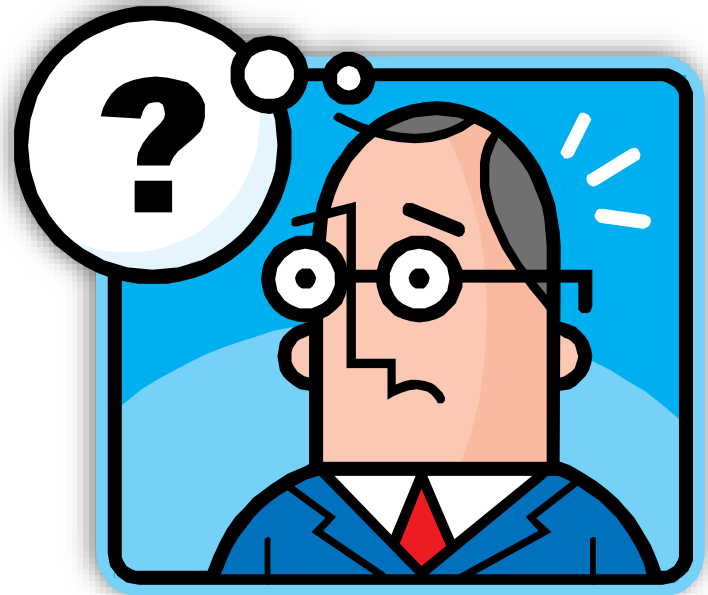
Bo-Chun, Shen(沈柏均)

Yu-Wen, Chang(張幼文)

I-Shu Wen(溫奕書)

Have you ever....

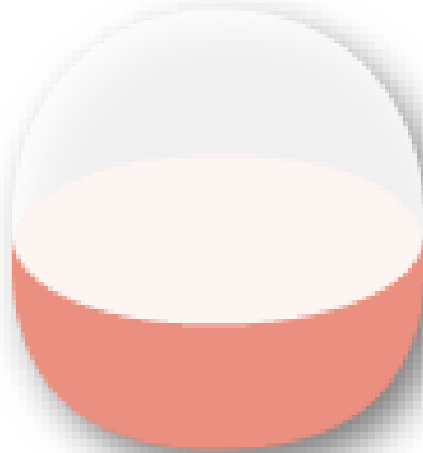
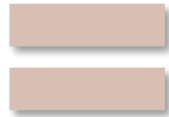
- Unfamiliar place...
- After a movie with friends...
- How to decide?



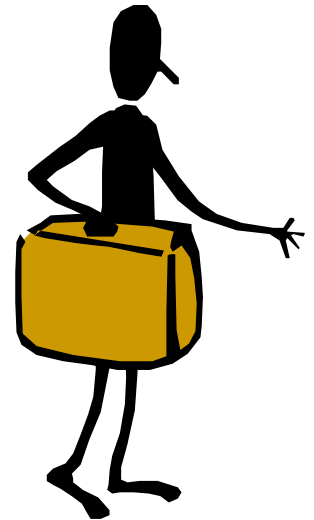
What is GashaTrip?



GashaTrip



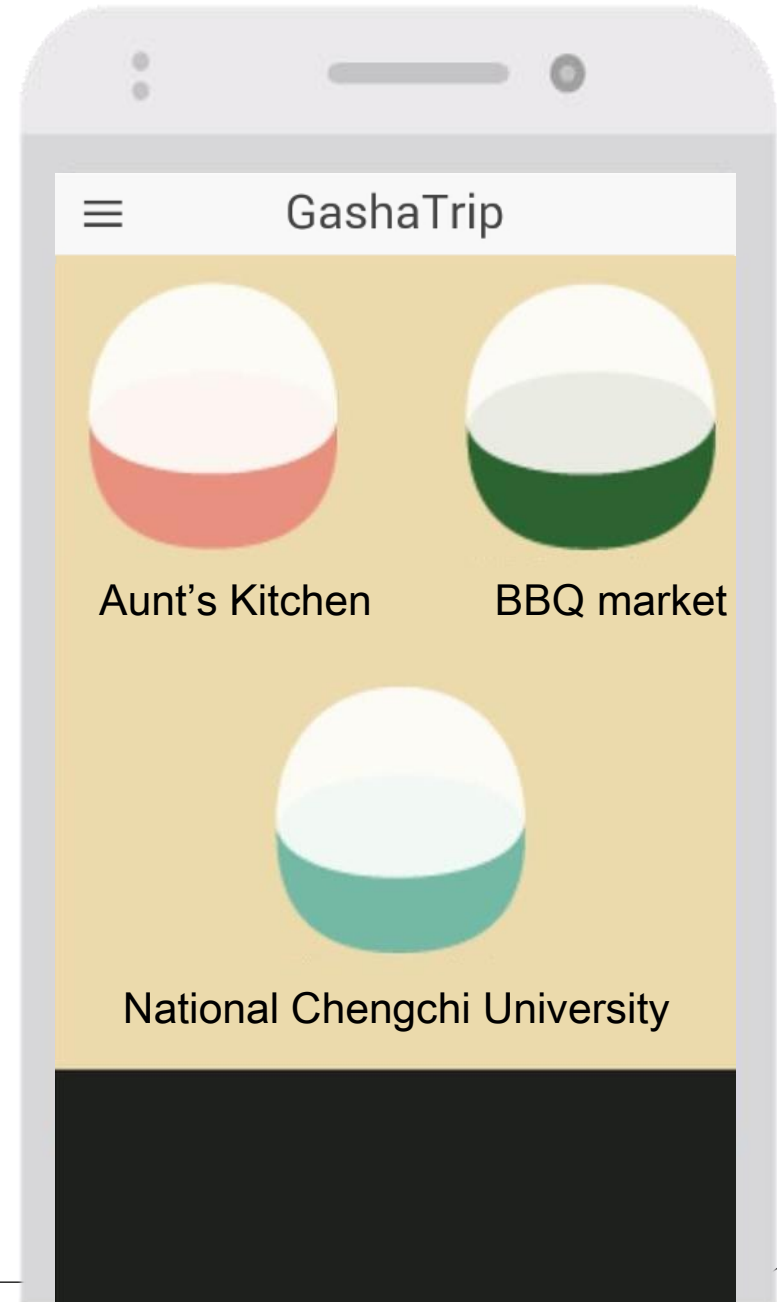
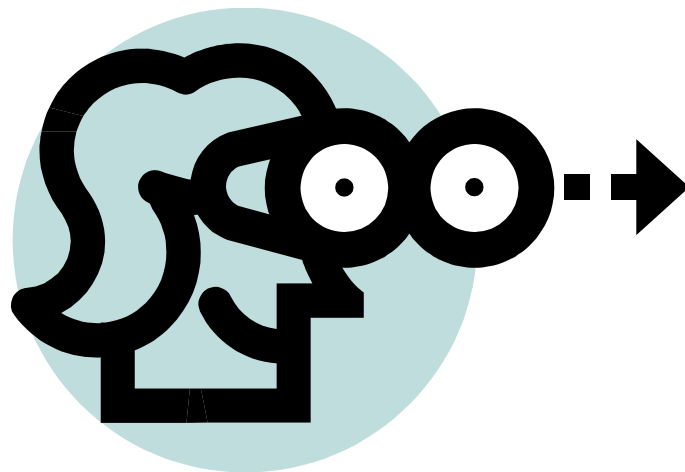
Gashapon



Trip



What is GashaTrip?



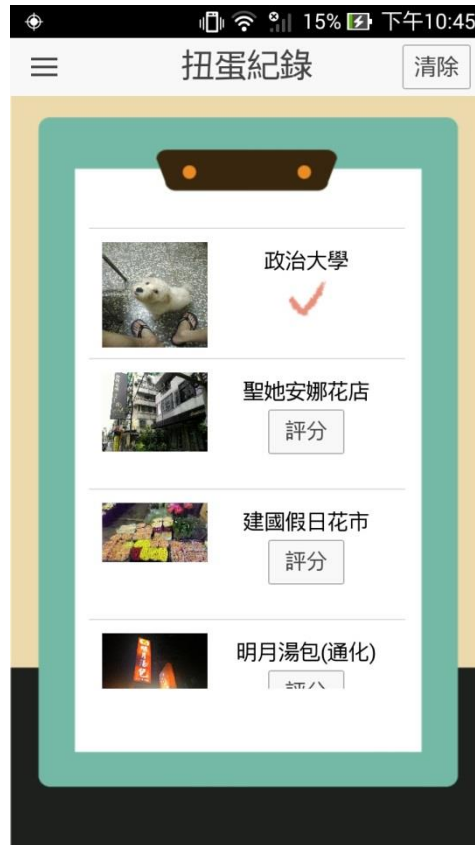
What is GashaTrip?

- Information-Maps, photos, comments
- Searching & Sharing
- Reporting
- Reminding



What is GashaTrip?

- Records
- Most popular of the week



What is GashaTrip?

- Upload places
 - From Google map + **Crowdsourcing**



Release

2014/09/15

On Google play store



Promotion

Micro Films on Youtube , website and Facebook Fan page



GashaTrip: 扭蛋機與微旅行 App【無聊篇】

由Gasha Trip建立 • 1 個月前 • 觀看次數: 187

來自政大資管系的一群大四學生-----製作一個結合扭蛋機和旅行APP的概念當你對於現在處在的地方:毫無想法、不知道要去哪裡, ...

HD



GashaTrip: 扭蛋機與微旅行 App【要去哪?】

由Gasha Trip建立 • 1 個月前 • 觀看次數: 81

來自政大資管系的一群大四學生-----製作一個結合扭蛋機和微旅行APP的概念當你對於現在處在的地方:毫無想法、不知道要去哪裡, ...

HD



GashaTrip: 扭蛋機與微旅行 App【宣傳介紹】

由Gasha Trip建立 • 1 個月前 • 觀看次數: 47

來自政大資管系的一群大四學生-----製作一個結合扭蛋機和微旅行APP的概念當你對於現在處在的地方:毫無想法、不知道要去哪裡, ...

HD



GashaTrip: 扭蛋機與微旅行 App【我從此改變了】

由Gasha Trip建立 • 1 個月前 • 觀看次數: 57

來自政大資管系的一群大四學生-----「曾經,我是一個常常不知道去哪裡的人...」一個結合扭蛋機和微旅行APP的概念當你對於現在...

HD



GashaTrip: 扭蛋機與微旅行 App【路不熟篇】

由Gasha Trip建立 • 1 個月前 • 觀看次數: 31

來自政大資管系的一群大四學生-----製作一個結合扭蛋機和微旅行APP的概念當你對於現在處在的地方:毫無想法、不知道要去哪裡, ...

HD

YouTube TW

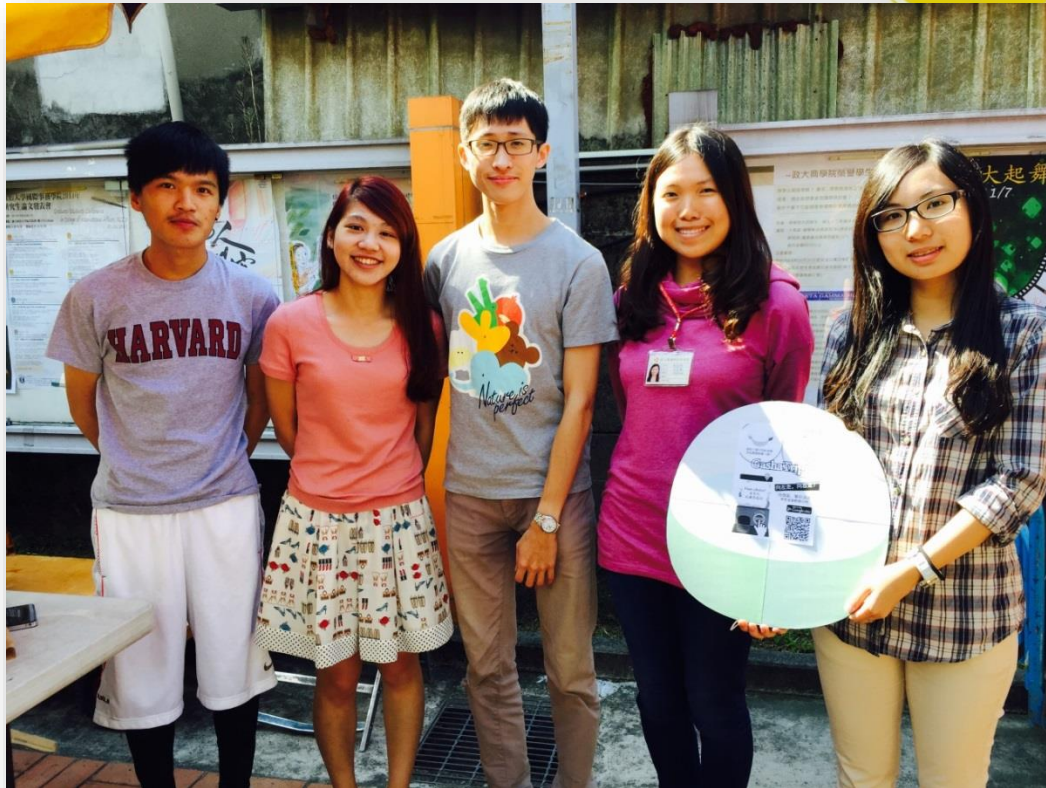




Holding Activities in NCCU



Interview and broadcast by the Radio & QR code in MRT stations

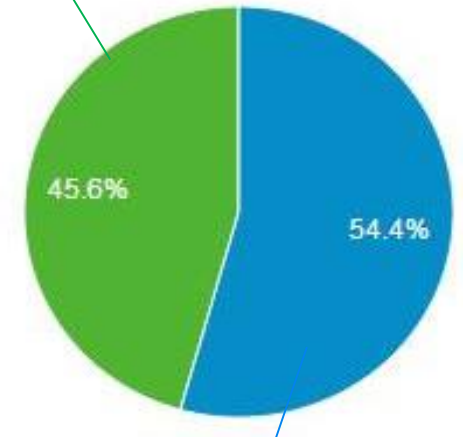


After a month...

- Downloads of 220 people(until 10/15),
- Accumulated 57,000 places all around Taiwan
(小吃店、夜市、餐廳、電影院、學校、博物館、百貨公司、公園、咖啡廳、下午茶、BBQ....)
- The average using time is 4 min/per person

GashaTrip is on the way up!

New users



Returning Visitors

Chart B

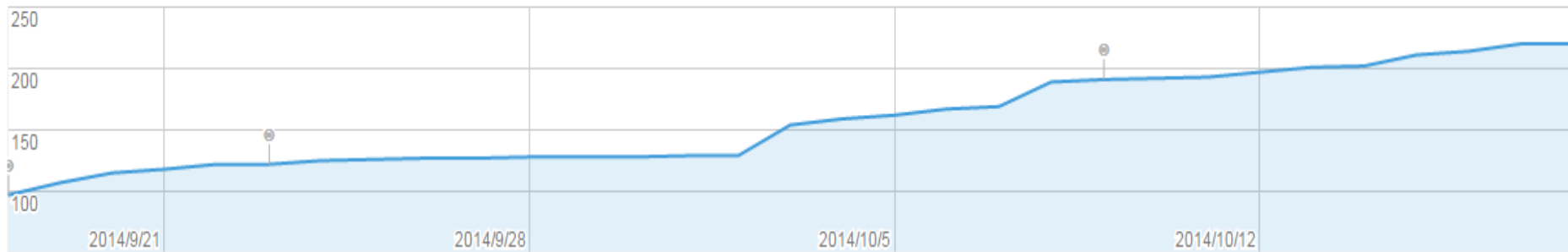


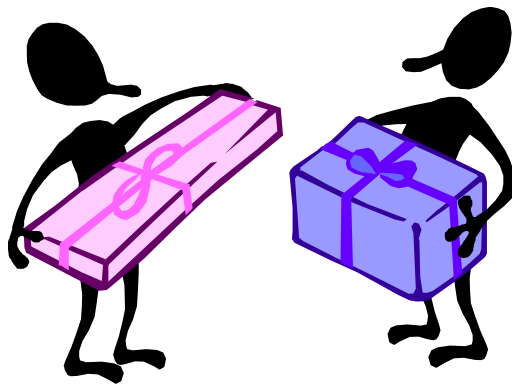
Chart A : The number of users who downloads GashaTrip

In the Future - GashaLife

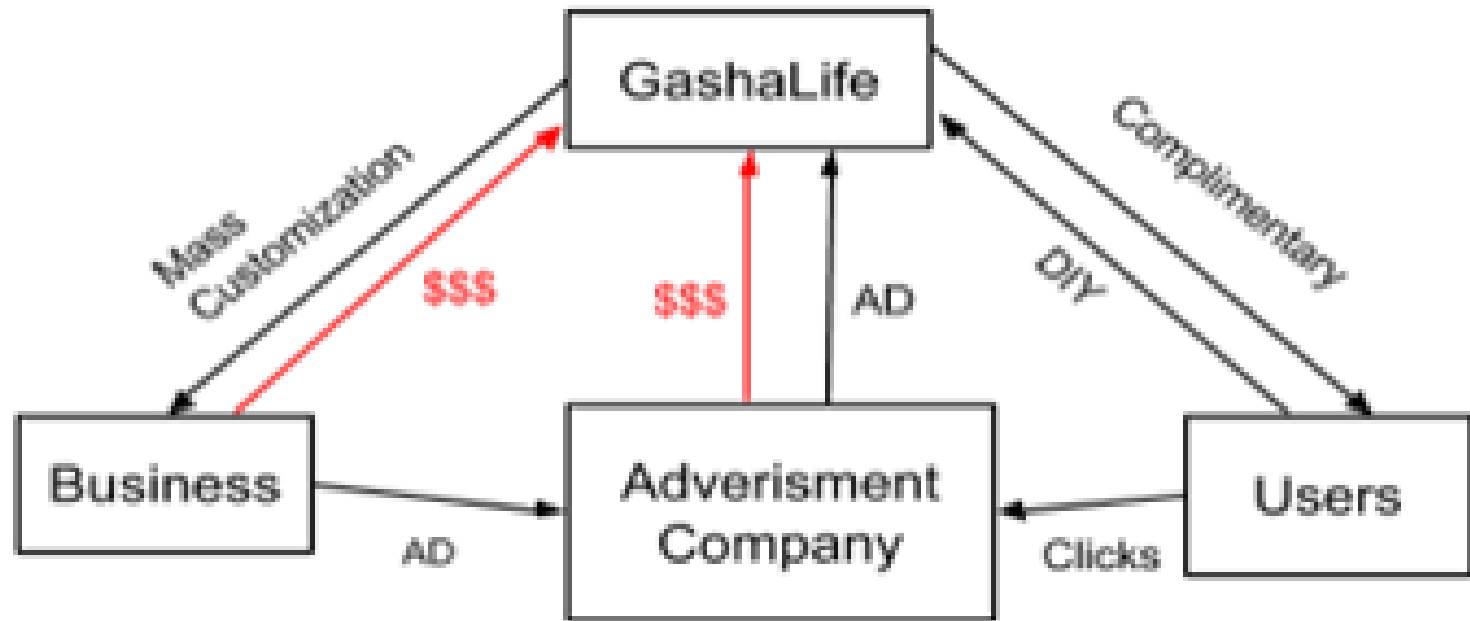
- Modularize
- Customize
- GashaCafe
- GashaGift



- Gasha-(store, brand..)

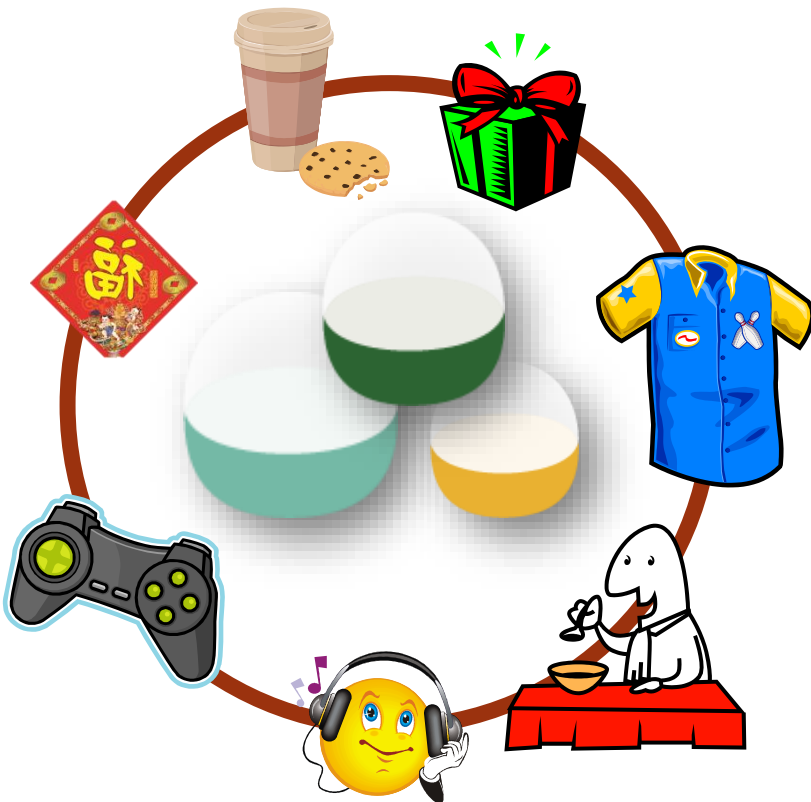


Business model



Conclusion

- Amazement and amusement
- Gamification + Crowdsourcing



GashaLife

