

BY 3 LADIES.IO

HUMANS BY LONELY PLANET

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- ▶ Humans by Lonely Planet is a mobile app that allows you to see your travel destination through the eyes of a local

COMPETITIVE ANALYSIS

	Credibility	Peresonalization	Relevancy
Instagram		x	x
Airbnb	x	x	x
Yelp			x
Hostel World			x
Trip Advisor	x		

STRATEGIES FOR PEOPLE TO USE THE APP

- ▶ Pre Travel: Use in-app search function to get the list of local guides and book one.
- ▶ During Travel: Enable geo-location service to find who's near and connect right away.
- ▶ Post Travel: Add reviews, ratings to help other people finding their perfect local guide.

STRATEGIES FOR FITTING INTO LONELY PLANET ECO-SYSTEM

- ▶ Humans by Lonely Planet takes the control out of the hands of Lonely Planet and place it into face to face human interaction.
- ▶ It facilitates Lonely Planet as an established brand, however the content is no longer dictated by the editors.

PERSONA

Sami

USER PERSONA

AGE 19
TRAVEL FREQUENCY 3~5/ yr
OCCUPATION Student



Bio
Sami is a college student who travels 3 to 5 times a year with her friends while they are all studying abroad. She’s trying to experience as much as she can in terms of culture and adventures. Her biggest concerns is language barrier, meanwhile she wants to make new friends. She loves to find travel ideas on Instagram.

FRUSTRATIONS
Language
Meeting new people

INTERNET USE
All the time

PERSONA

Dave

USER PERSONA

AGE 25
TRAVEL FREQUENCY >5 / yr
OCCUPATION Consultant



Bio
Dave is a newly graduated digital marketing consultant working in the city. He travels more than 5 times a year by himself for business. In his own time, he just want to be as less stressful as possible by getting a fine diner and a bottle of good wine. He also expect things to be punctual and convenient in terms of transpotation. Money isn't of his concerns since it's on the company expenses. He checks Expedia and TripAdvisor a little bit.

FRUSTRATIONS
Getting around
Finding fancy food

INTERNET USE
All the time

PERSONA

Steve

USER PERSONA

AGE 34
TRAVEL FREQUENCY 1~2 / yr
OCCUPATION Tech CEO



Bio
Steve travels alone 1 or 2 times a year around the world for self-discovery and revelation. He is eagering to fully immerse himself into a foreign culture and eventually achieve some self-revelation. Meanwhile he’s looking for new globe oppotunities to expand his business. He’s concerned about food allergies and doesn’t want to check his phone often.

FRUSTRATIONS
Food preferences
Connecting with locals

INTERNET USE
Not so often

PERSONA

Laura

USER PERSONA

AGE 30
TRAVEL FREQUENCY 3~5 / yr
OCCUPATION Lawyer

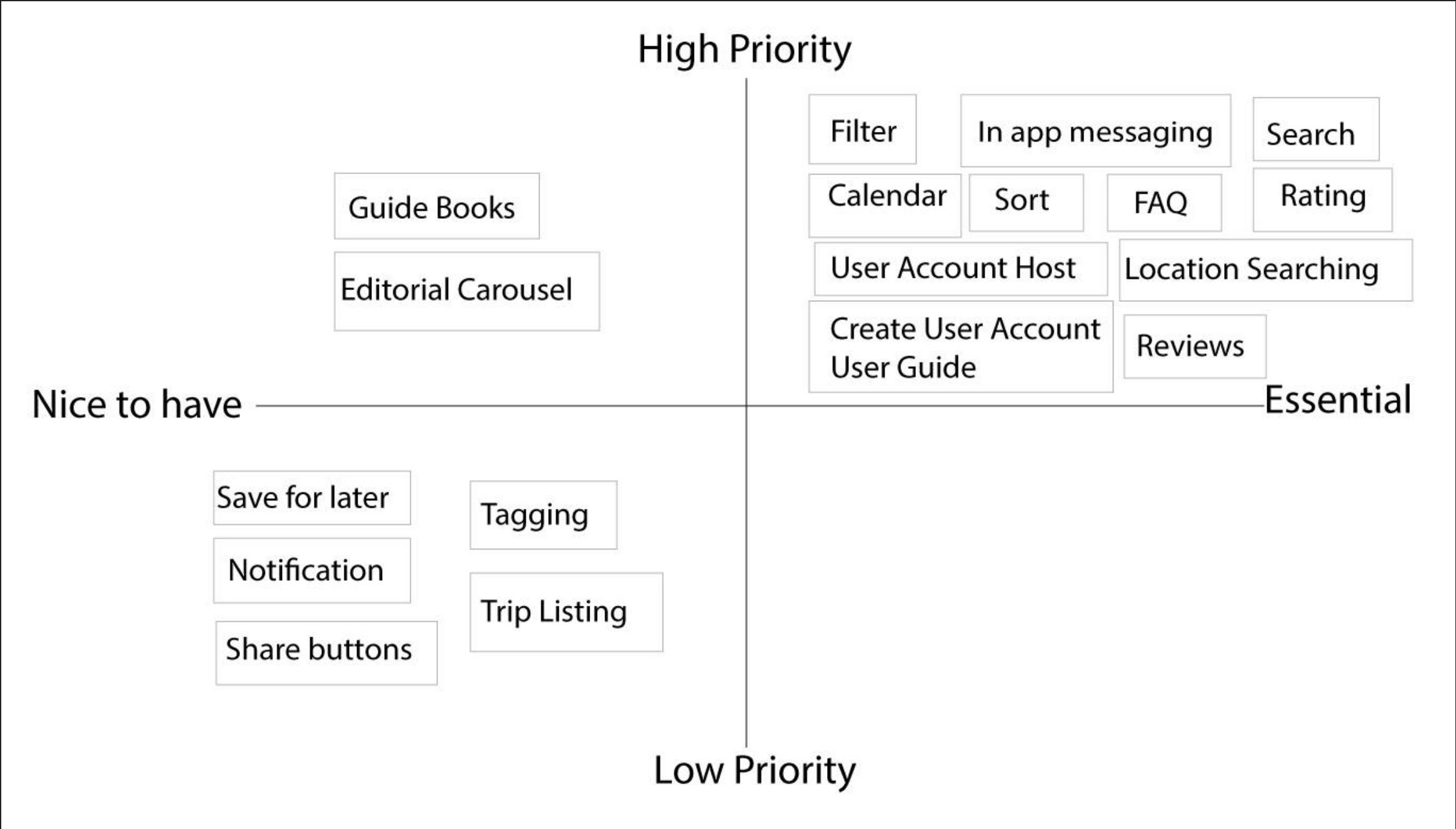


Bio
Laura is a newly-wed who travels with her partner 3 to 5 times a year. They want to make memories through sight-seeing and explore things they have never seen before. They have used Lonely Planet and TripAdvisor and care about safety a lot. Usually, they'll spend \$50 to \$150 per day.

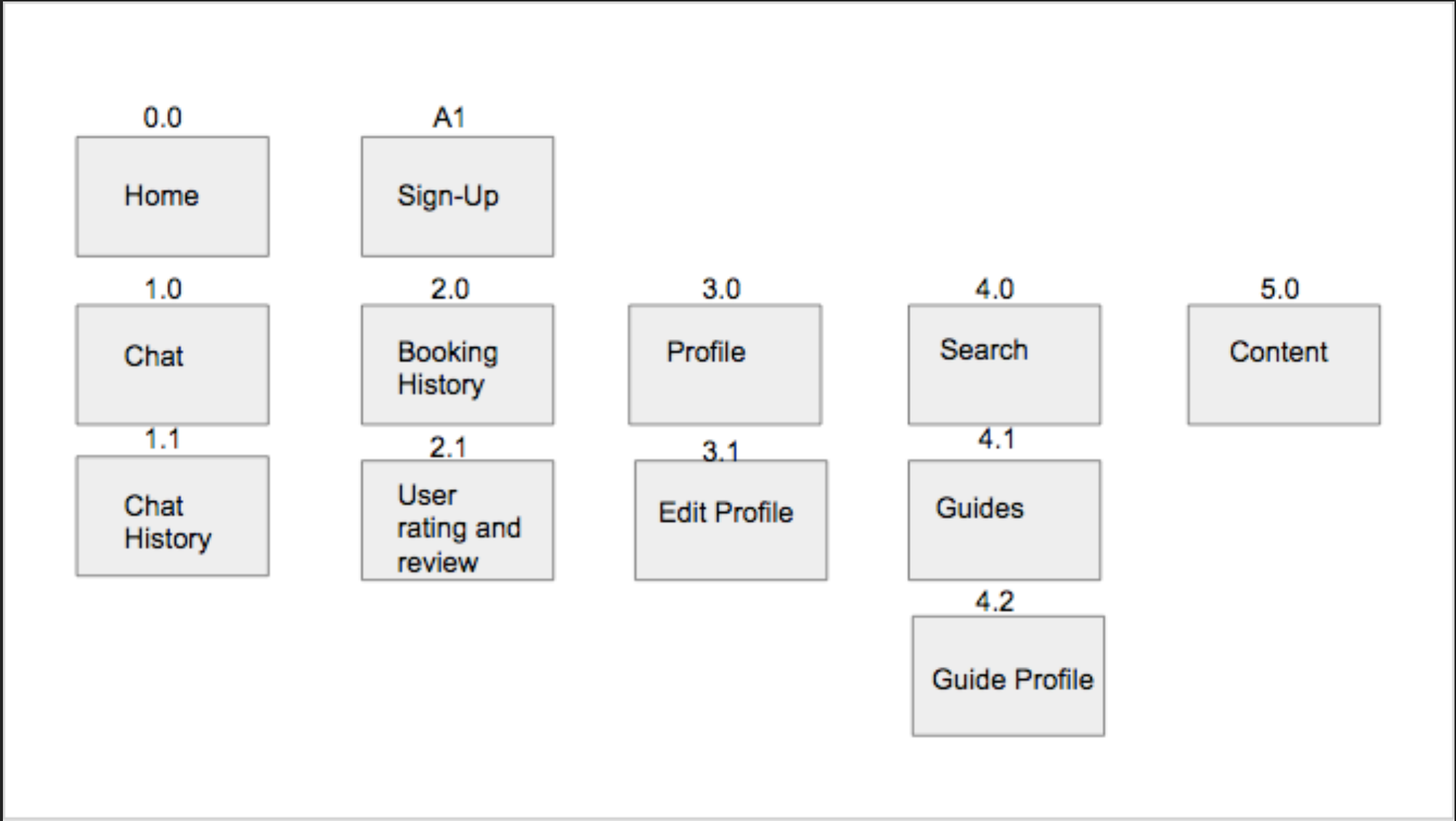
FRUSTRATIONS
Safety
Finding interest spots

INTERNET USE
Sometimes,
not so often

FEATURE MATRIX



CARD-SORTING & SITEMAP



WIREFRAMES

Sign Up

sign up with

Google Plus

Facebook

Twitter

Login

First Name

Last Name

Age

Street Address

Zip

Telephone Number

I'd like to also sign up as a Host

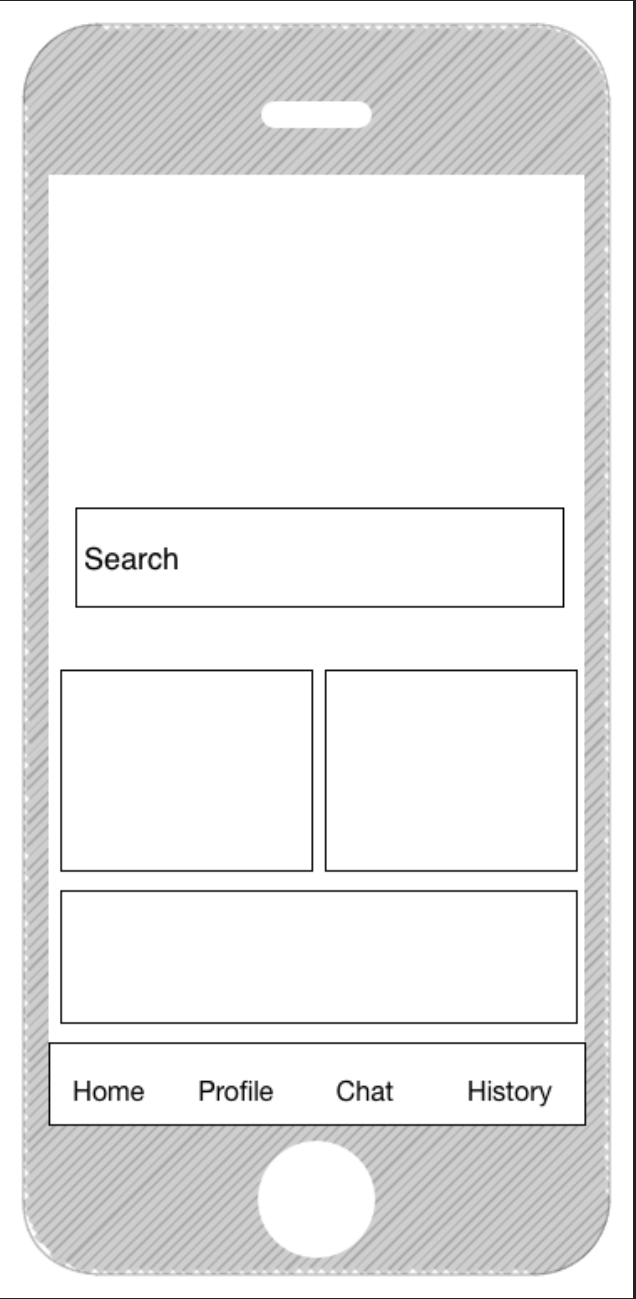
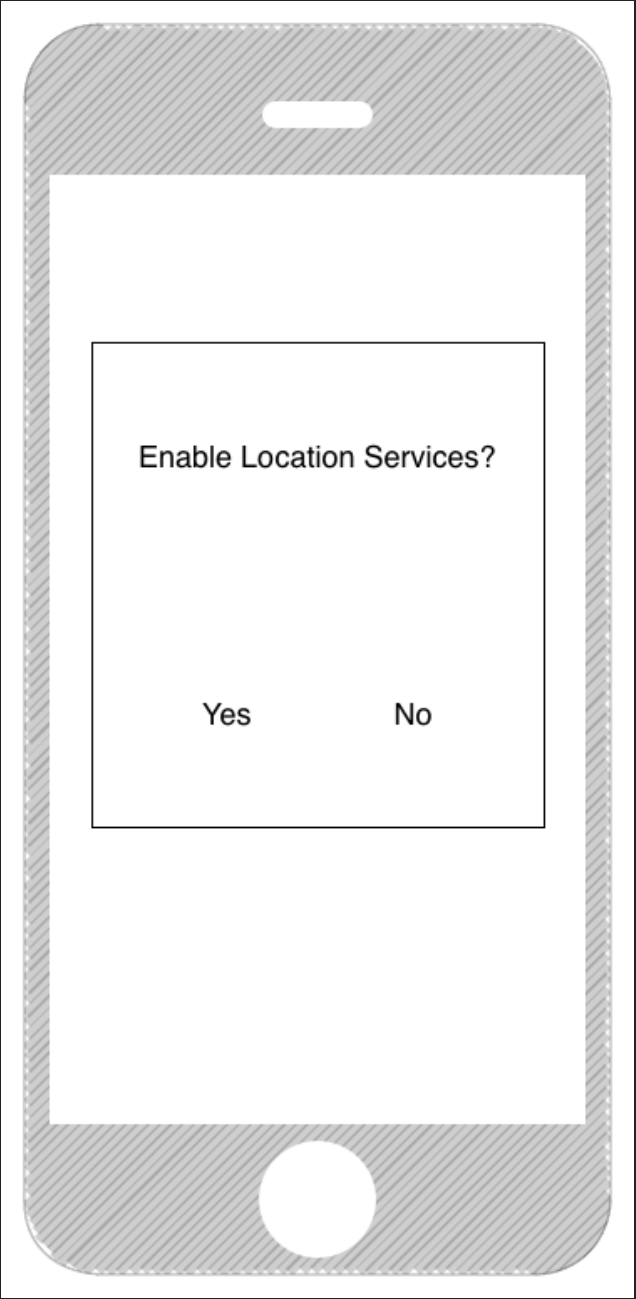
Sign Up

Upload Image

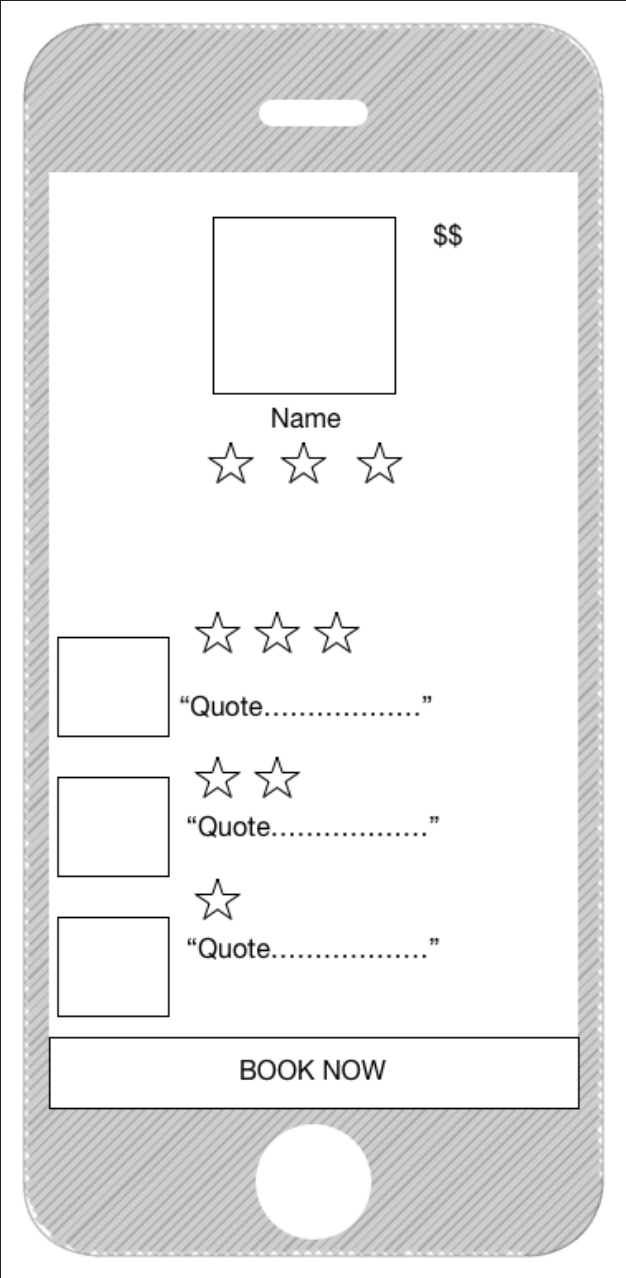
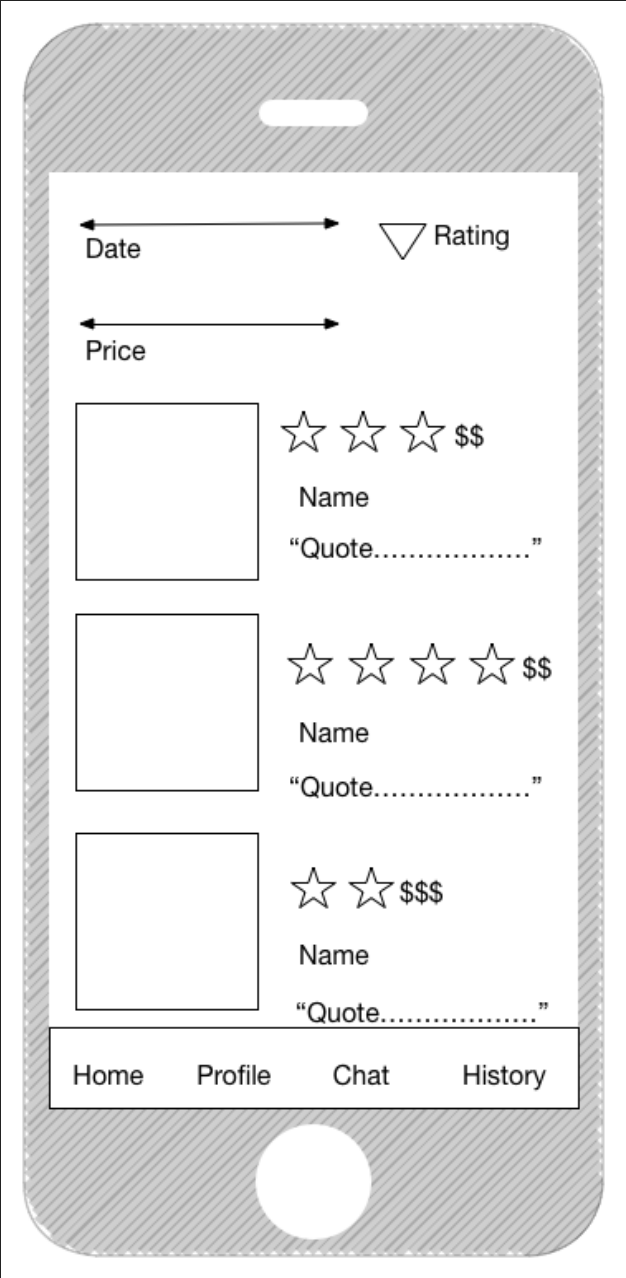
Enter Bio

Sign Up

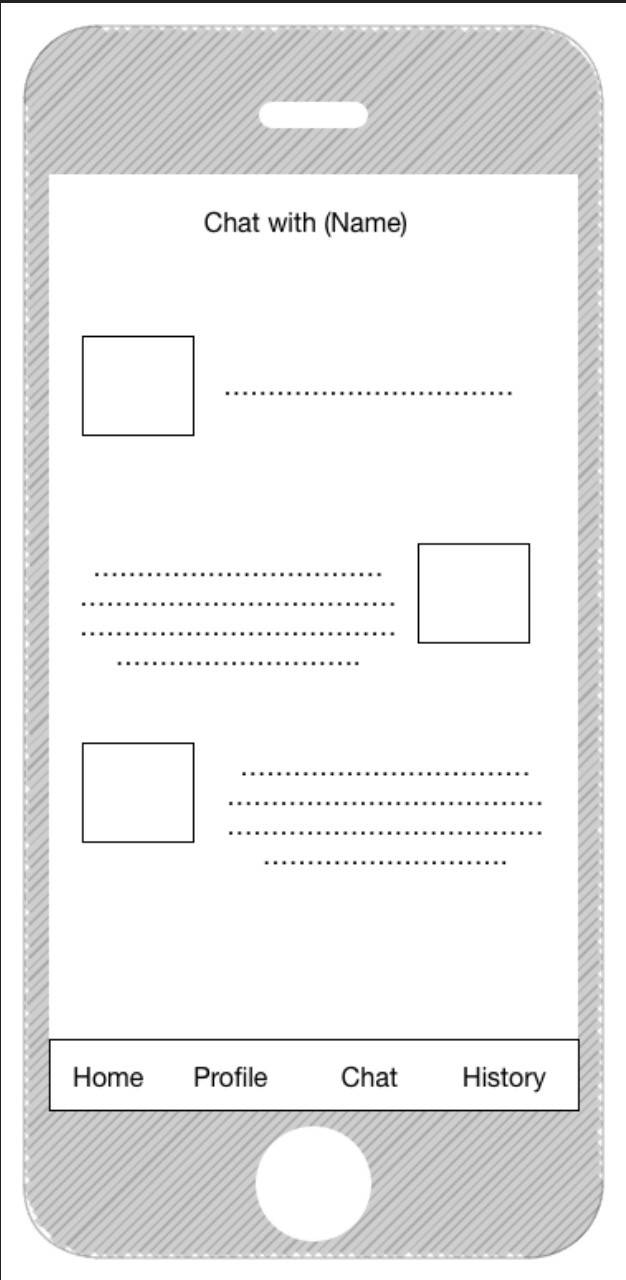
WIREFRAMES



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