

# LONELY PLANET PRESENTATION







WHO WE ARE?

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CREATIVE



# THE TEAM



**Kate Styer**

Just returned last night from a week long trip to Sedona, AZ, the Grand Canyon, and Monument Valley.



**Krystel Harb**

I'm mistaken as a resident of any country I travel to.



**Stefan Skripak**

My favorite place in the whole world is the country of New Zealand, because being there really is like traveling to Middle Earth.

AND WE ARE...

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CREATIVE  
SOLUTIONS



# THE TASK



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# THE TASK

## THE BRIEF

Lonely Planet is looking for a digital companion piece to their guidebooks, website and apps that can be used pre, during and post travel. This digital companion piece has to help travelers find accommodation, restaurants, local sites etc., as well as allow them to share their experiences with friends and fellow travelers.

# THE CONCEPT

## **NORTH STAR**

North Star is a mobile app that introduces social networking to Lonely Planet, enabling like-minded travelers to connect and share honest, first-hand travel information with each other.

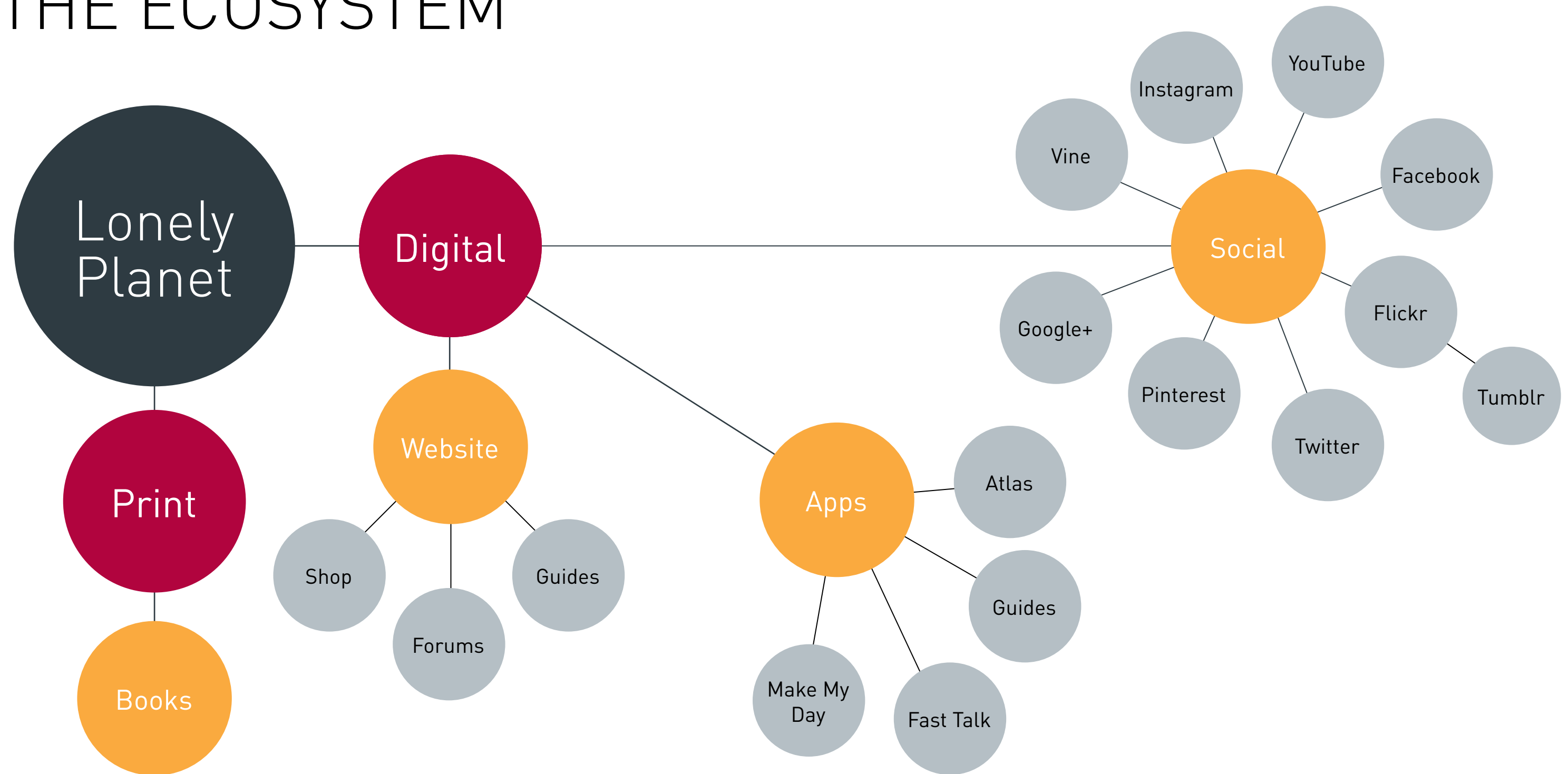




# THE ECOSYSTEM

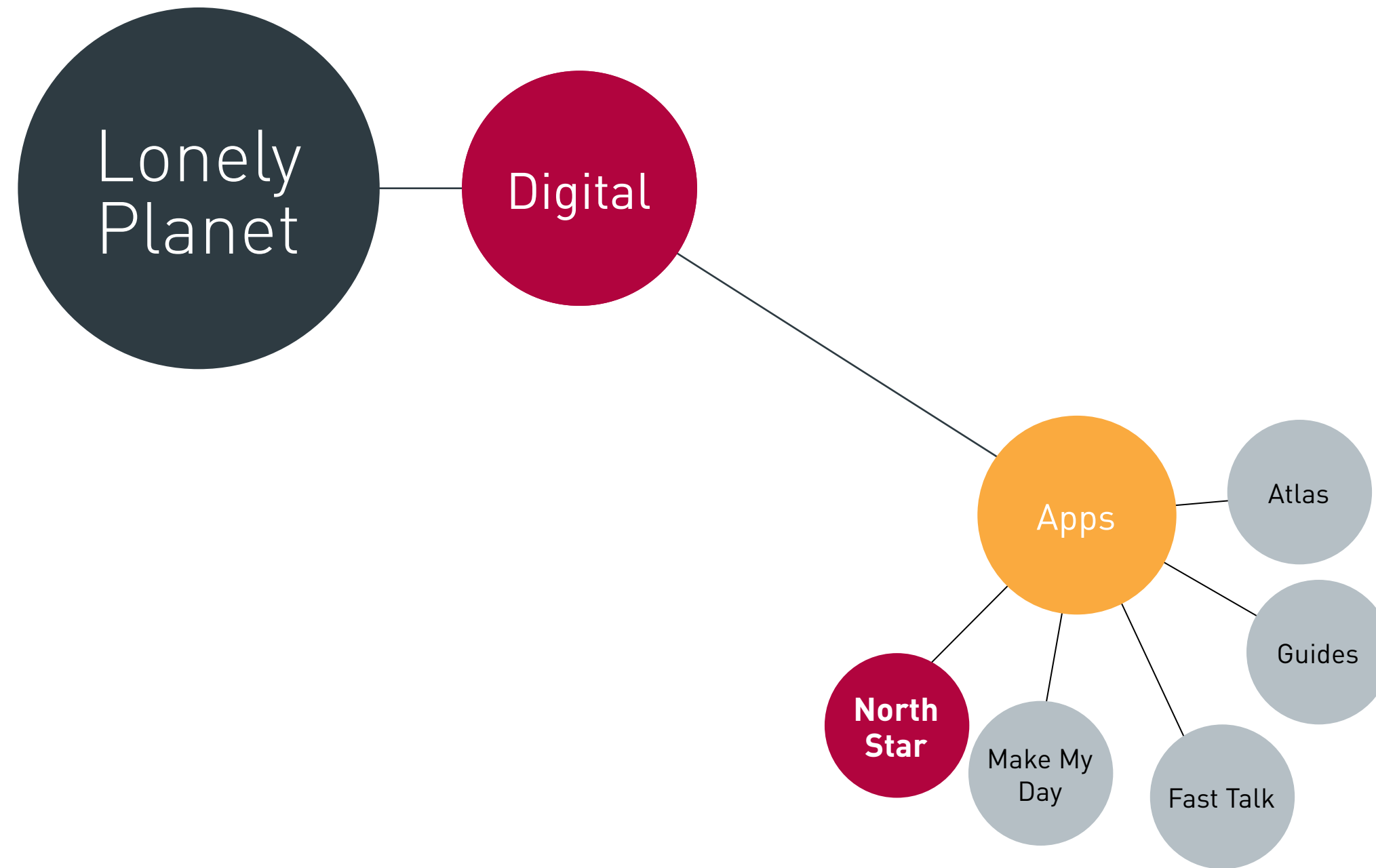


# THE ECOSYSTEM





# THE ECOSYSTEM



## NORTH STAR: WHERE IT FITS

- **North Star joins the Lonely Planet ecosystem as a mobile application**, meeting Lonely Planet travelers where they already are: on their mobile devices, using interactive applications to expand their social networks.
- North Star acts as a **portal through which travelers can connect with each other and share their experiences**, building on the Lonely Planet legacy of providing honest, tell-it-like-is travel advice.



# COMPETITIVE ANALYSIS



# COMPETITIVE ANALYSIS

For the purposes of this analysis, we have focused on the following key competitors:





# COMPETITIVE ANALYSIS



- Every time the user crosses paths with another HAPPN user in real life, **their profile shows up on their timeline!**
- HAPPN was designed on the basis of **mutual opt-in**: you'll never receive any messages from people you haven't added.
- The HAPPN **users locations is always invisible** to other members
- The user can click and see people's profile. **Profile shows details like age, profession, distance from user and HAPPN activity status.** It also shows **mutual interests** and where the user crossed path.



- Meetup app helps the user see what's happening with **groups of people near them that share the same interests.**
- Meetup lets the users **search for groups with the same interests** and for events around them. It also has a calendar feature that organizes the events but most recent dates.
- Meetup has an **in-app messaging service** that allows communication amongst members of the group.



- Foursquare is an ultimate city guide in hand reach. **Users can find the best places to eat, drink, shop, or visit — in any city in the world.** Users also can access short reviews from local experts.
- **Every search is tailored to their tastes,** their past ratings, and picks from friends and experts they trust.
- **Foursquare helps users planning trips,** sharing their favorite places, and start a bucket list.



# THE PERSONAS

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# PERSONA 01



## ALEC

**Age:** 23 years old

**Gender:** Male

**Nationality:** Australian

**Status:** University Graduate

Alec is a recent college graduate who is leaving soon for a backpacking trip through South-East Asia, having also spent 6 months traveling and living in Argentina before starting college.

He does very little organizing before leaving, and prefers to travel spontaneously, believing the reward to outweigh the risk of finding himself unprepared. His main goal while traveling is to discover the activity most unique to each location. While he does occasionally read about destinations in a guide book or on a travel website, he much prefers talking to locals and other backpackers for info on the best attractions.

His open-minded approach allows him to travel alternately alone and with a group; the former allowing for true flexibility and the latter providing companionship and the pleasure of shared experiences.

His only electronic device is his smartphone, and he relies heavily on it for travel necessities. However, he prefers to use it as little as possible while out seeing the sights.

## Electronics Use During Travel

(In Order of Significance)

### Smart Phone

1. Accessing Personal Info (Tickets, Bank, Health)
2. Communication (Family, Other Travelers)
3. Taking and/or Posting Photos
4. Navigation (Maps)
5. Viewing Destination Images Online (Google)
6. Reading Travel Websites (Hostel World, Triposo, TripAdvisor, Lonely Planet App)
7. Local Travel Info (Customs, Translator etc.)

### Lonely Planet Loyalty

Never Use  Only Use

### Mobile Tech Comfort Level

Zero Exp  Power User



# PERSONA 02



## CELINE

**Age:** 28 years old

**Gender:** Female

**Nationality:** Australian

**Status:** Software Analyst

Celine is a Software Analyst who is leaving soon for a two week road trip through Northern Italy. She has also traveled to a selection of other countries, including a backpacking trip through South-East Asia as a twenty year-old.

When preparing for a trip, Celine prefers to plan her activities fairly strictly, and enjoys the process of organizing her itinerary and packing list. She primarily uses word-of-mouth recommendations to decide her travel plans, only turning to online travel sites for supplemental information. She looks for exceptional food first and foremost while traveling, but also enjoys visiting beautiful natural locations. And while she understands the value of unexpected activities, she doesn't seek them out.

Celine brings a laptop and a smartphone with her while traveling. Her company pays for her to use her smart phone's mobile internet, and on her recent trip she was surprised but how much access there was to WiFi.

## Electronics Use During Travel

(In Order of Significance)

### Smart Phone

1. Navigation (Maps)
2. Communication (Family, Other Travelers)
3. Local Travel Info (Customs, Translator etc.)
4. Taking Photos

### Laptop/ iPad

1. Accessing Personal Info (Tickets, Bank, Health)
2. Reading Travel Websites (TripAdvisor, Yelp)
3. Reading for Leisure
4. Work

### Lonely Planet Loyalty

Never Use  Only Use

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Zero Exp  Power User

# CARD SORTING



# CARD SORTING EXCERCISE



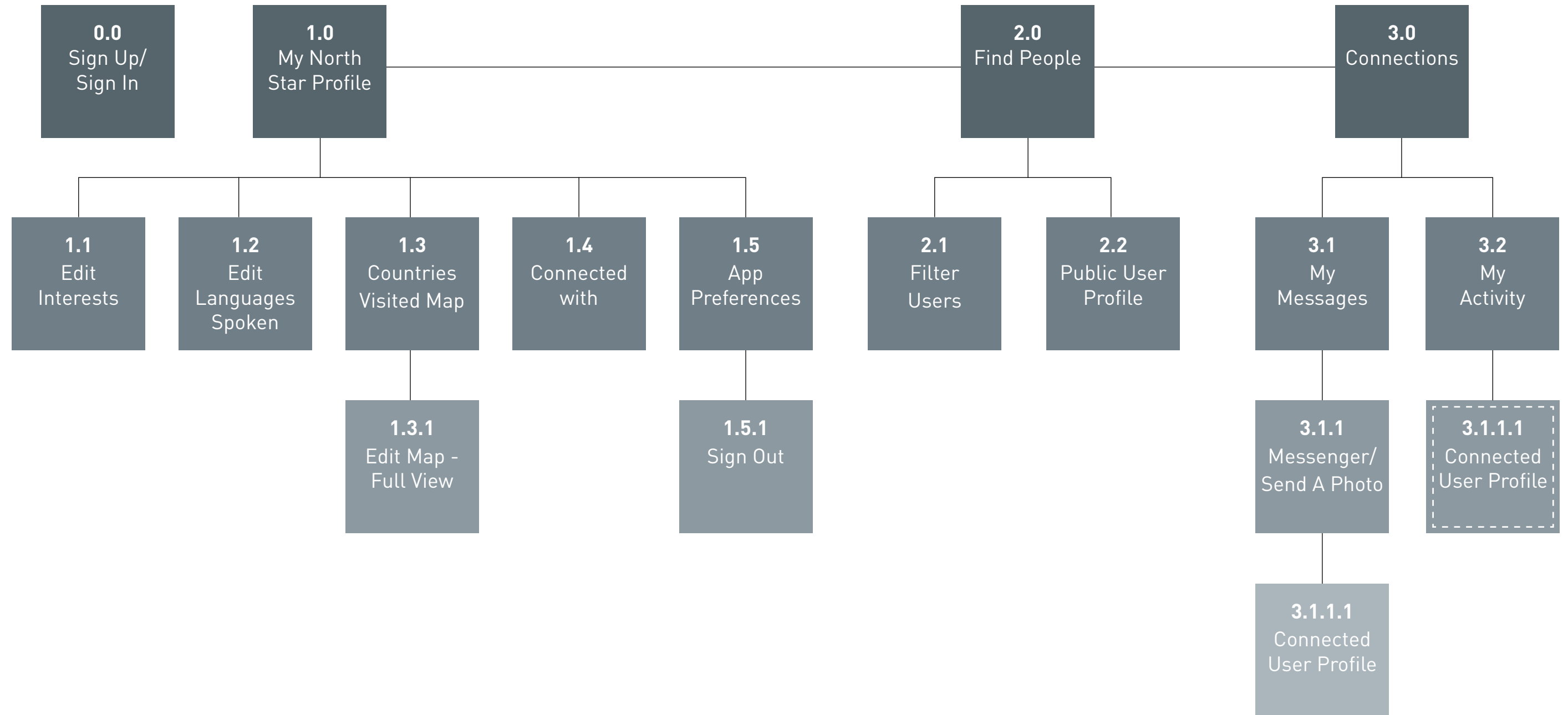


# APP MAP





# APP MAP



# THE APP

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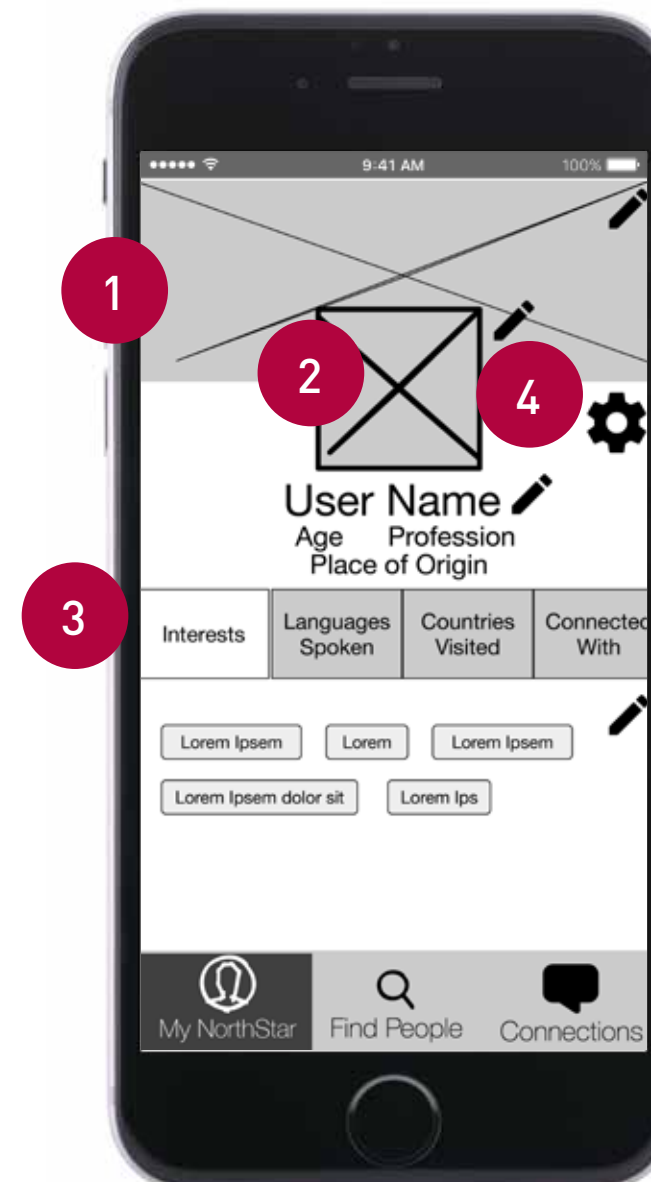
# WIREFRAMES

## 0.0 SIGN IN/SIGN UP



This view is what a new user will see the first time they open the app. Once they are signed in they will not longer see it.

## 1.0 USER PROFILE

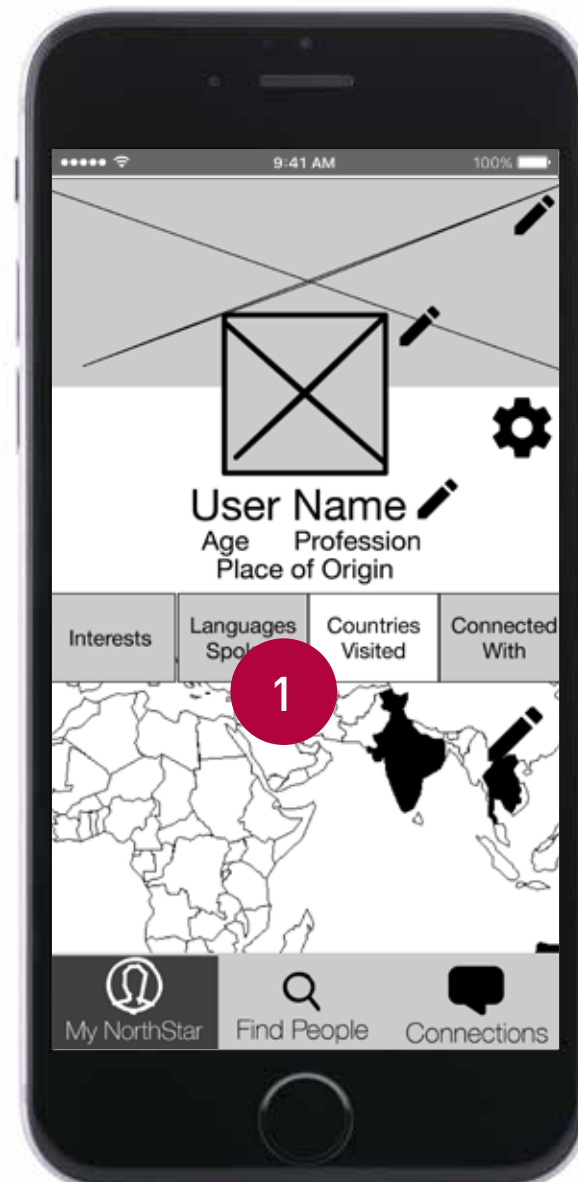


This is the default view of the app user's own profile. It is very similar to the public profile of every user, with the addition of the ability to edit the information provided.

- 1 This background photo provides the user the opportunity to put a photo in their profile that is not a picture of themselves.
- 2 This is the profile photo, which will appear next to a user's name throughout the app.
- 3 This tab bar cycles through the four main areas of information in the User Profile: Interests, Languages Spoken, Countries Visited (in the form of an editable map), and Connected With.
- 4 The settings icon takes the app user to the App Preferences.

# WIREFRAMES

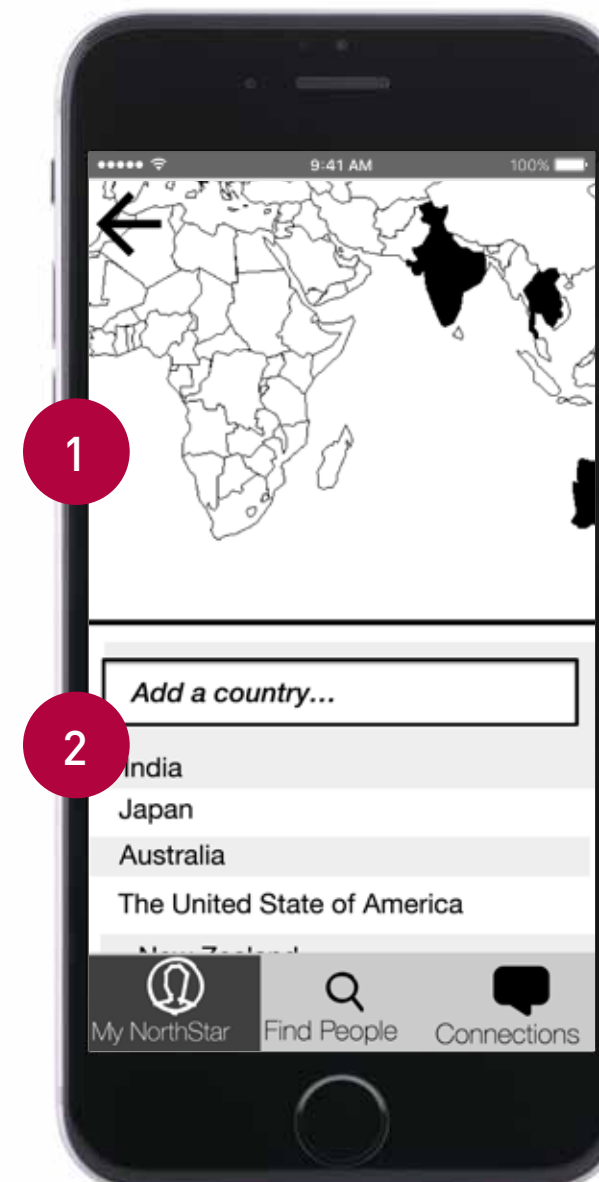
## 1.3 COUNTRIES VISITED



This is the same view of the app user's profile, with the Countries Visited tab selected.

- 1 This tab provides an overview of the places the app user has visited in the world. Touching on the map opens the full screen Map Edit view.

## 1.3.1 EDIT MAP/FULL VIEW



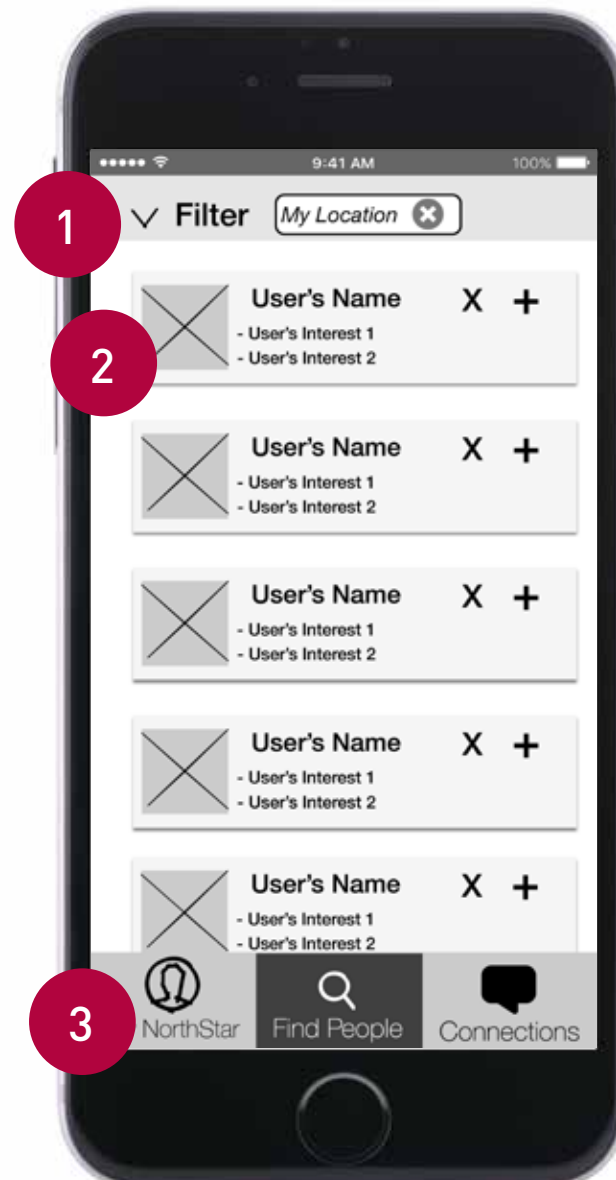
This view is an interactive map showing the countries the app user has visited.

- 1 This map is scroll and zoomable. Touching on a country will fill it in, to indicate that the app user has visited it.
- 2 The app user can also type in the name of a country to add it to the map. All the visited countries are also listed at the bottom of the view.



# WIREFRAMES

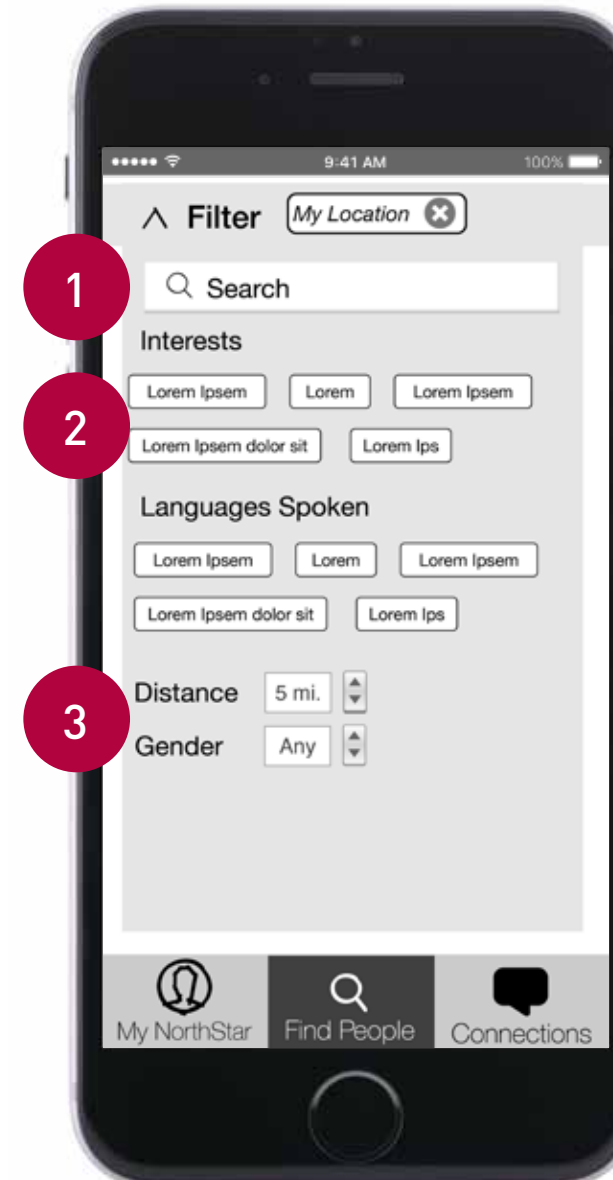
## 2.0 FIND PEOPLE



This is the first page you see when you open the app after having already logged in. It is where you can browse possible connections near your GPS location.

- 1 This is the tool you would use to search and filter users based on interests, language spoken etc. Currently the location is set to show users near the location of the app user, however this can be changed in the Filter page to any location on the globe.
- 2 This is a sample user card. It contains their name, photo and a small sample of info about their interests and travel history. You can connect or remove them from this menu, or tap the card to see their user profile.
- 3 This is the tab bar for the entire app. Use this to navigate through the entire app. This page is in the middle tab, the "Find Users" tab.

## 2.1 FILTER USERS



This is the view that slides open when the app user taps on the Filter button in the "Find People" tab.

- 1 The app user can search for specific users by name or by interest.
- 2 She can also touch the filter tags to apply them to all results, or to search results.
- 3 Drop down menus allow her to choose a distance range and male or female gender.



# WIREFRAMES

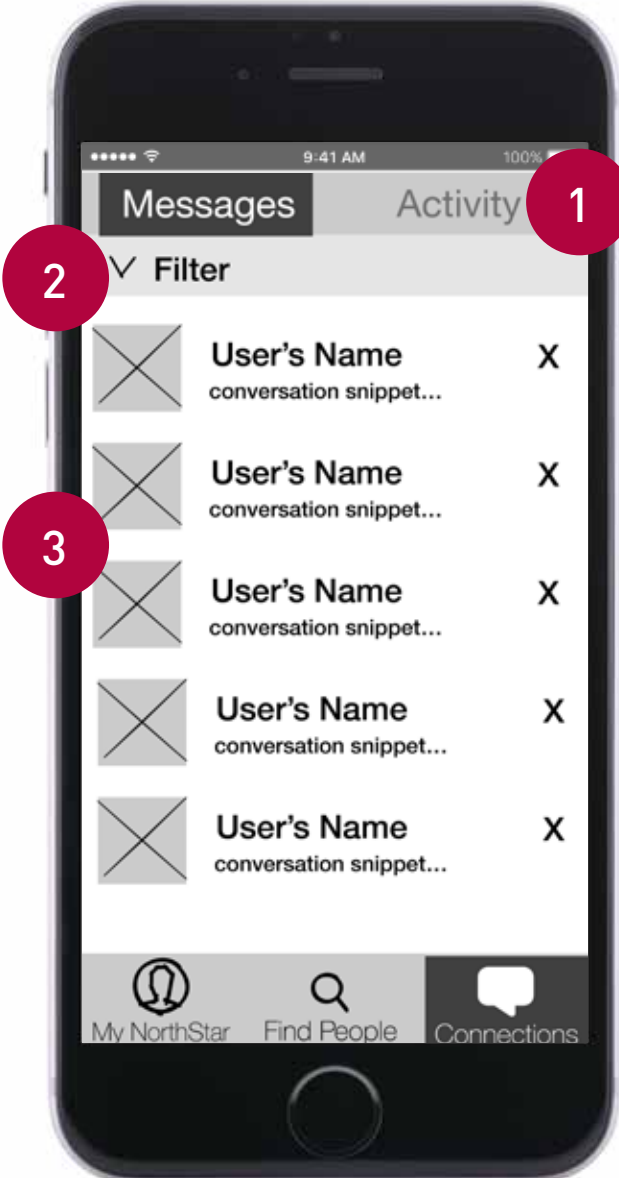
## 2.2 PUBLIC USER PROFILE



This is the Profile view that the app user will see when touching on the profile link of another user for the first time. The main difference with this version of the User Profile is there are the options to:

- 1 Remove this profile from the list of users.
- 2 Add them to your connection requests.

## 3.1 MY MESSAGES



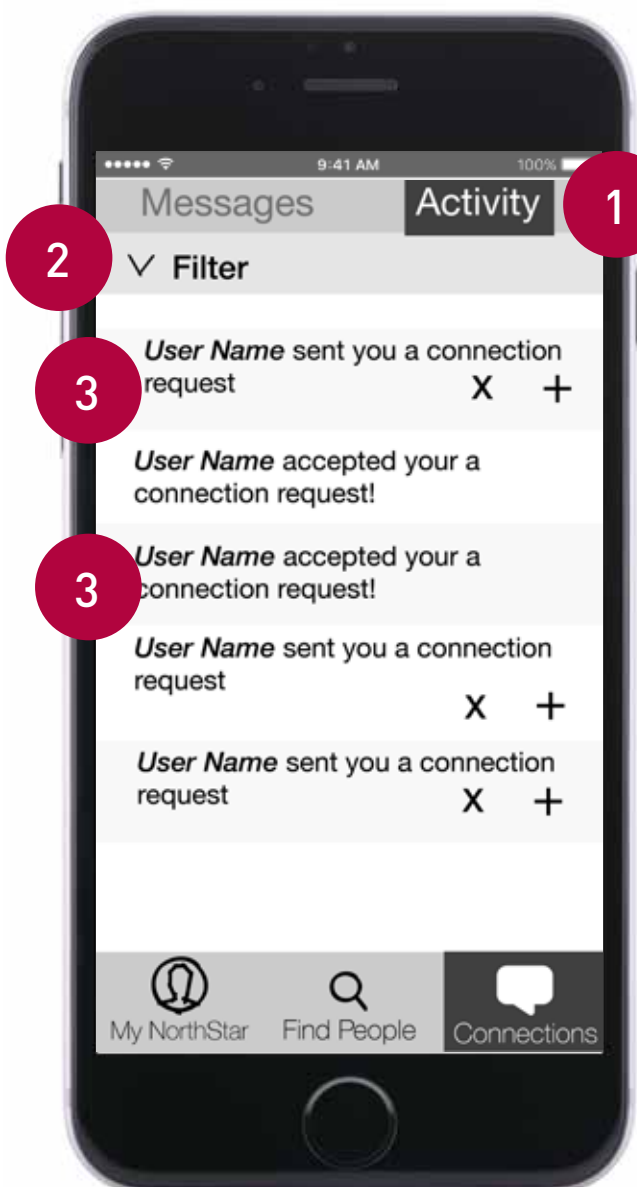
This page displays the messages with people the app user has connected with.

- 1 This tab bar allows the app user to switch between the "Messages" and "Activity" tabs.
- 2 This is the tool you would use to filter the conversations based on the user. It functions similarly to the filter in the "Find People" tab.
- 3 This is a sample conversation, showing the user, a snippet from the conversation, and a button to remove the conversation from the list.



# WIREFRAMES

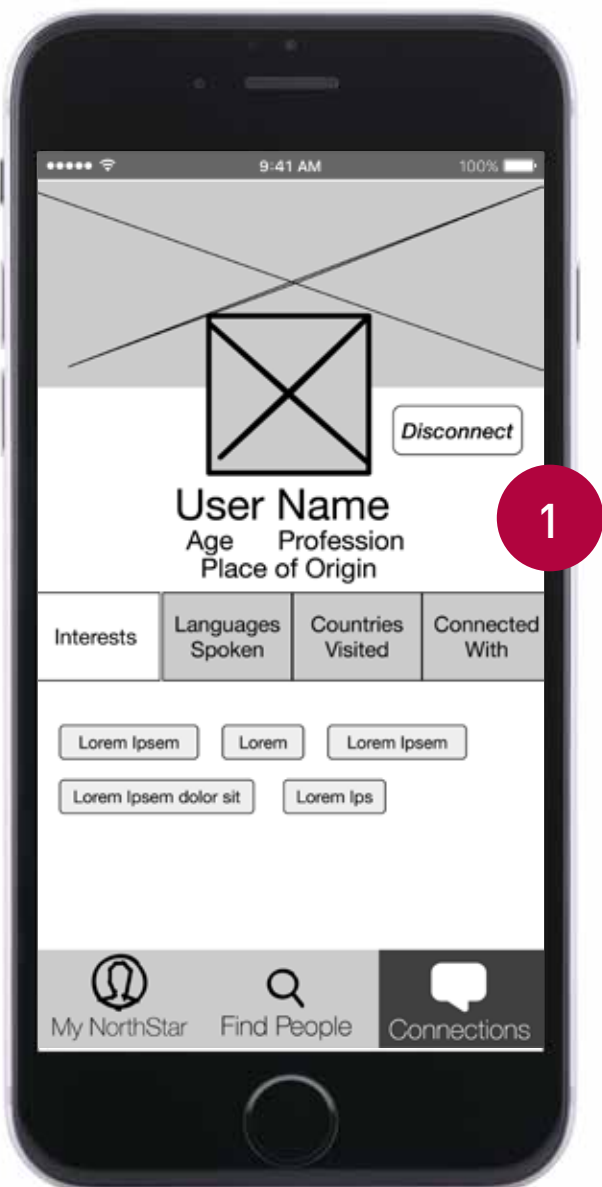
## 3.2 MY ACTIVITIES



This page displays the details of the interactions with other users.

- 1 This tab bar allows the app user to switch between the "Messages" and "Activity" tabs
- 2 This is the tool you would use to filter the activity based on the user. It functions similarly to the filter in the "Find People" tab.
- 3 When another user requests a connection with the app user, that request appears in this tab.
- 4 When another user accepts your request, that information appears here as well.

## 3.1.1.1 CONNECTED USER PROFILE



This is the Profile view that the app user will see once she has connected with the other user.

- 1 The Add and Remove buttons have disappeared , and are replaced with a small Disconnect button if the app user would like to end the connection.

# FEATURES

1. BUSINESS VALUE	H/M/L	Possibly Unecessary	Somewhat Relevant	Crucial for App
2. USER VALUE	H/M/L	L/LL/M	L/HM/M	L/LL/M

My NorthStar	Your Profile Photo	Profile Info	Personal Map - places visited	User App Preferences	Sign in	Sign up	Sign out
	M/M	H/H	H/H	L/H	H/H	H/H	L/M

Find Users	Browse users near you	Browse users by searched location	Search for a User by name or interests	Filter users by interest	Request a connection	Remove from user list	View other user's profile
	H/M	H/H	M/M	H/H	H/H	L/M	H/H

Connections	Accept a connection	List of your connections	List of activity history	Messaging	Send a photo
	H/M	H/H	M/M	H/H	M/M



WHAT'S NEXT

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# WHAT'S NEXT

- **Migrate Thorn Tree web forums** to North Star and enable Thorn Tree users to login to and begin using North Star with their Thorn Tree account information
- **Determine logistics** for enabling group messaging
- **Determine privacy and safety policies** and how to enforce them
- **Obtain Lonely Planet branding guidelines** to begin North Star visual design



THANK YOU!

