



# App Assessment and Recommendations



A High-level Assessment of and Recommendations for TravelTube's Current App



## Assessment and Recommendations Steps

### **Step 1: SWOT Analysis of TravelTube App**

Before we decide what we need to fix or where we want to go, we fully need to analyze and understand where we are.

### **Step 2: Improving App Functionality (Features)**

Understanding who our customers are and what they may want/need will help us decide what features we need to keep and include.

### **Step 2: Improving App Design (User Interface)**

How can we deliver these features in the most efficient way possible?

How can we make the user experience as seamless as possible?



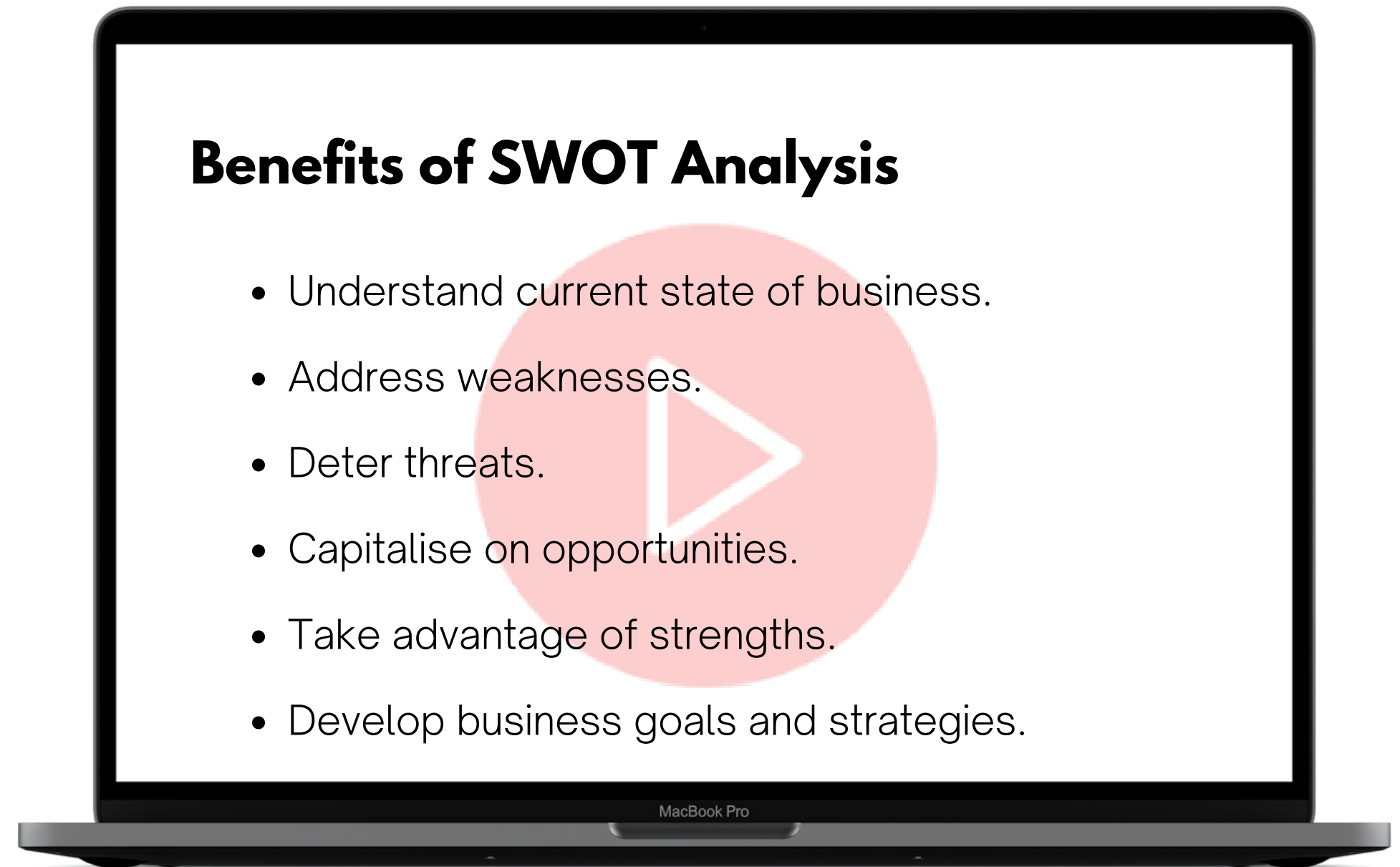
SWOT analysis (or SWOT matrix) is a strategic planning and strategic management technique used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning.

# STEP 1

# SWOT Analysis

## Benefits of SWOT Analysis

- Understand current state of business.
- Address weaknesses.
- Deter threats.
- Capitalise on opportunities.
- Take advantage of strengths.
- Develop business goals and strategies.



# Strengths

- **Strong Visual Brand Identity** - Consistent use of red can capture attention and is associated with excitement, passion, danger, energy, and action. Similarities to the Youtube colour immediately associates it with videos.
- **Unique and Innovative Purpose** - A one-stop centre for travellers, both within and outside the continent, wanting to explore Africa.
- **Promotes Content Sharing** - Can potentially motivate users to spend more time on the app.



# Weaknesses

- **Poor Landing Page Content** - Landing page content is determined by user-generated content - the majority of the videos are poor quality and do not state time/date of posting. This content may not completely be aligned to TravelTube's vision/mission and reflects badly on the brand if the content is low quality.
- **Faulty Audio Performance** - Audio from a video will continue to play after you click out of the video - tends to stop if you leave the app.
- **Limited Travel Services** - As much as you can find Tour guides on the app, there is no guidance on flight and accommodation costs or links to where potential travellers can book flights outside the app - having this information readily available can directly increase tourism within the continent.



# Threats

- **Potential Negative Social Perception** - The aims of highlighting the beauty of the continent may be lost due to launching an underdeveloped/poorly designed app with low quality content.
- **Fast Growing/Well-Established Competition** - highly-financed with aggressive marketing and strong brands taking a huge chunk of the market share.
- **Poor brand fit to international markets** - May not make an impact on International markets due to poor execution.



# Opportunities

- **Develop and Communicate a Clearer Value Proposition** - to help retain and attract new customers. This can help increase market share and app use.
- **Improve Manufacturing Expertise** - Many opportunities to improve app features and design to
- **Improve the Overall Customer Experience/Journey** - to build stronger relationships with new and current customers.



## STEP 2

# Improving App Functionality (Features)

---

### **Use Data from SWOT Analysis**

Based on the data we've gathered, we need to try eliminate weaknesses, minimize threats, maximize strengths and capitalize on opportunities.

### **Develop an Effective User Experience Strategy**

To clarify who our potential customers are and what they may want/need as a feature on our app. .



**The key to a successful User Experience for our app (and all our digital effort) lies in our ability to be Customer-centric and focus on how we can build a relationship with our customers - both old and new.**

## User Experience Strategy to Improve App Features

- Who is our Ideal Customer?
- What Activities is our Ideal Customer Likely to be Involved in?
- At What Stage Might we Interact With our Ideal Customer?
- How do Principles Help us Keep our Communications Consistent?

## User Experience Strategy to Improve App Features

### ➤ Who is our Ideal Customer?

If we want to build a relationship with our customer, we need to know who they are. In order to identify our ideal customer, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



TravelTube Explorer

These adventurous individuals are proud Africans, are interested in Africa or are of African decent. They love exploring Africa and the opportunity to live like a local. They value authenticity and tend to avoid big brands or tourist traps.



## User Experience Strategy to Improve App Features

### ➤➤ What does is the TravelTube Explorer Need?



TravelTube Explorer

**They need** a secure way to explore the hidden gems of Africa...  
so that they can have the freedom to discover something new.

**They need** options to connect with locals and locations...  
so that they can have cultural experiences that expand their horizons.

**They need** a way to share their experiences of Africa...  
so that they can share memories of where they travel to an online community.

**They need** the insight scoop from people they know...  
so that they don't get caught in tourist traps.



## User Experience Strategy to Improve App Features

### ➤➤ What Activities is the TravelTube Explorer Likely to be Involved in?

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding the TravelTube Explorer's potential activities will ensure the TravelTube app has engaging **features** for our target customer.



# User Experience Strategy to Improve App Features

➤➤ What Activities is the TravelTube Explorer Likely to be Involved in?



TravelTube Explorer

Stages  
Activities

DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
Get Inspired	Read Reviews	Assess Cost	Explore Destination	Review Experience



## User Experience Strategy to Improve App Features

### When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?

Interactions are any moment a brand engages with a customer.

In order to build a strong relationship with our customers, all our interactions need to be **consistent** and **meaningful**, with the TravelTube app at the heart of our User Experience strategy.

In order to remain consistent and meaningful through our app and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that customers will find meaningful.



# User Experience Strategy to Improve App Features

## Developing Clear Principles Based on Our Customers' Needs



**TravelTube Explorer**

Because the TravelTube Explorer...	The experience must be...
Wants to explore the hidden gems of Africa	Adventurous
Needs to connect with locals and locations	Communal
Wants to share their experiences of Africa	Hospitable
Wants the inside scoop from people they know	Local



# User Experience Strategy to Improve App Features

## »» What Features should TravelTube Include on the App?



TravelTube Explorer

Stages					
	DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
	Get Inspired	Read Reviews	Assess Cost	Explore Destination	Review Experience
Interactions	Guides put together by Locals	Vetted Tour Guides	Provide a Link for Customers to book flights outside the app	Local Activities held at Popular local locations	Reviews - Written and current 'Moments'

Experience Principles: **Adventurous, Communal, Hospitable, Local**



## STEP 3

# Improve App Design (User Interface)

---



### **Include Missing Features to Improve App's User Experience**

TravelTube can include locally-authored Guides, advertise upcoming activities customers can attend, include a link to a booking site and allow customers to leave written reviews/rate different locations or experiences.



## STEP 3

# Improve App Design (User Interface)

---



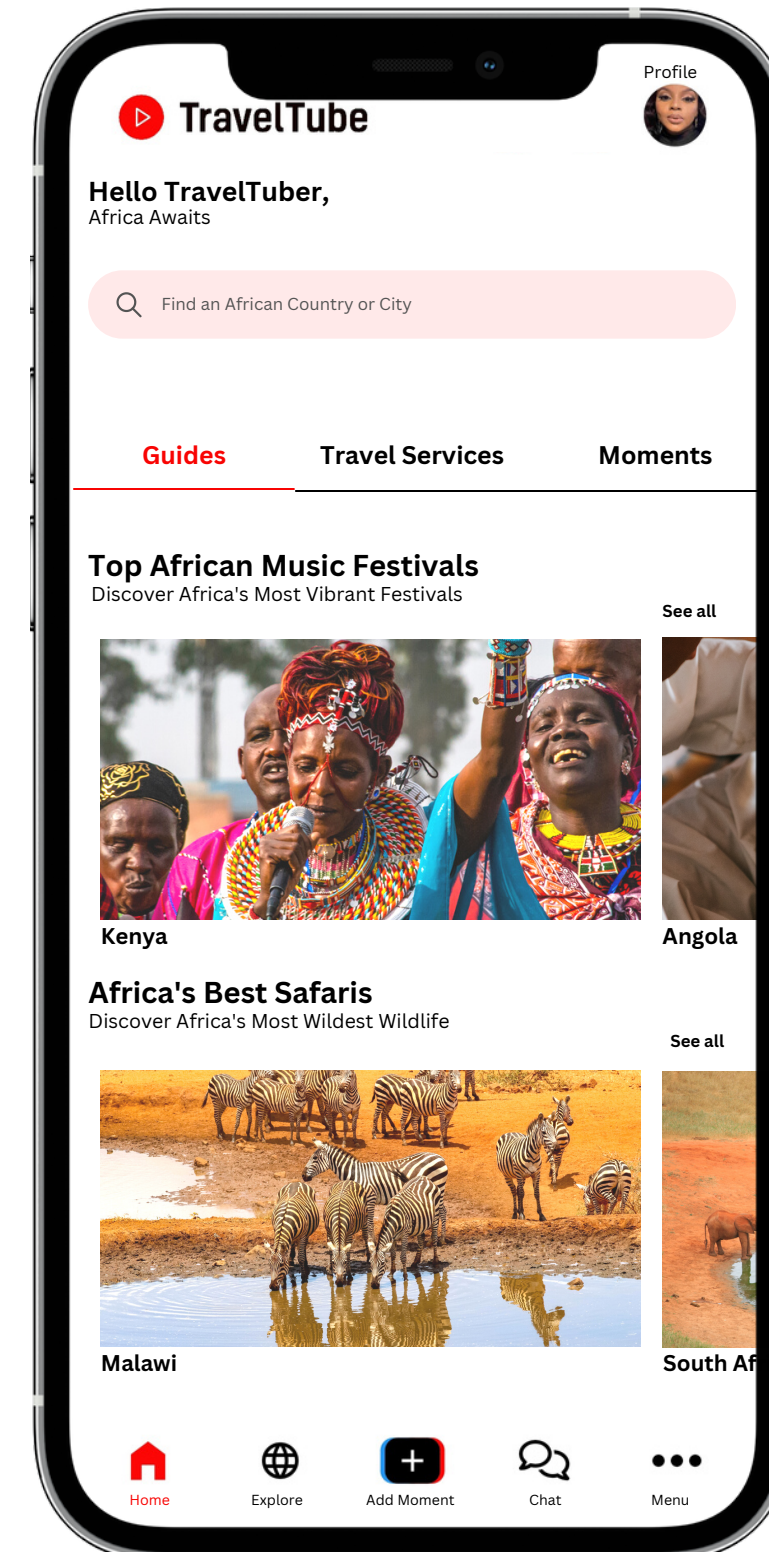
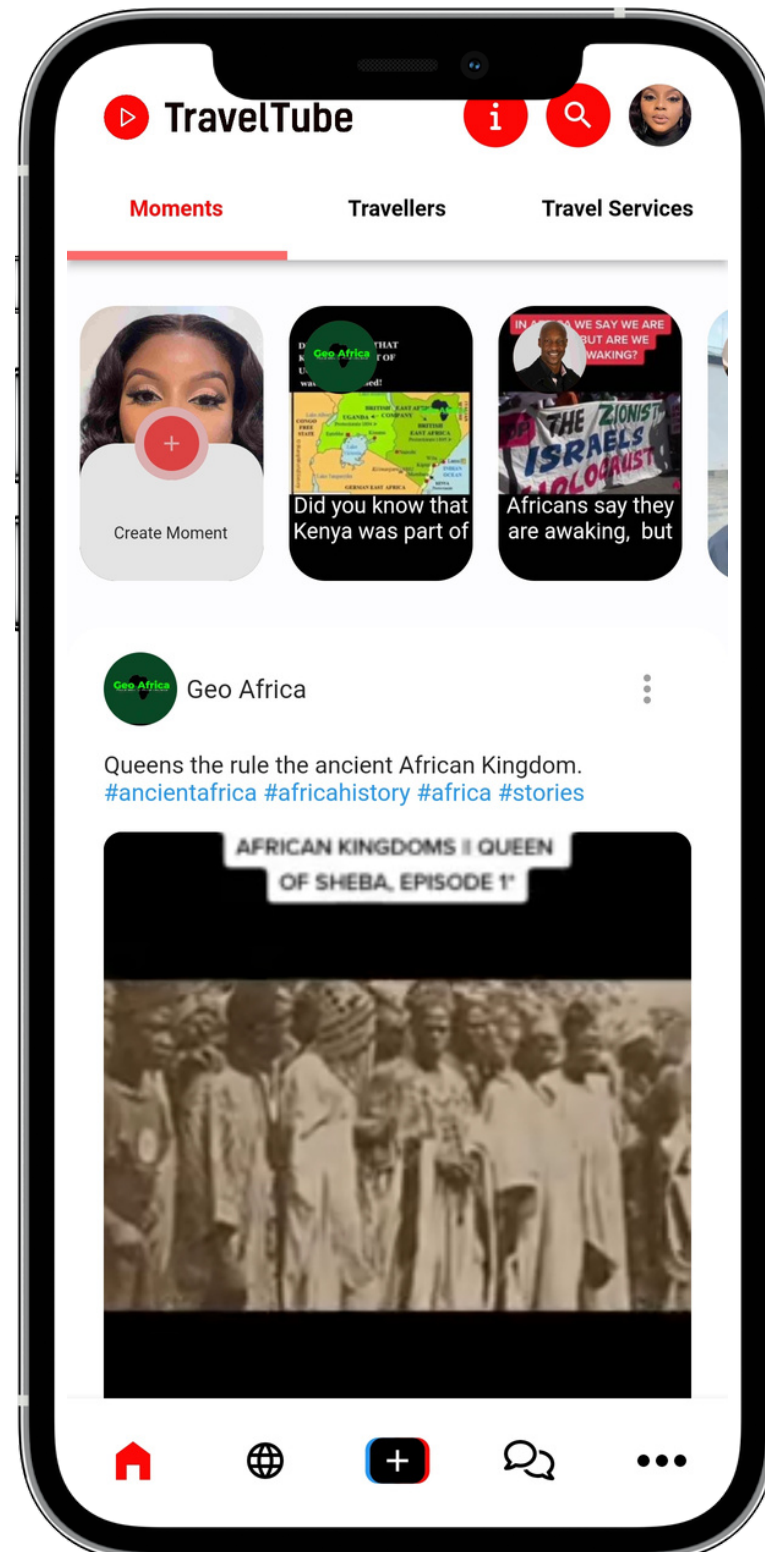
## Improve the Layout and Quality of Content

Take Control of the Landing page by ensuring only **high quality** and **meaningful** Photos/information **is** uploaded, label icons to make the menu options clearer, include date and time stamp on videos to highlight relevance and remove repeated information.



Before

After



- Labelled icons for quicker navigation
- Guides to inform users on activities in different locations
- Visible Search bar
- High quality images on landing page
- Clear focus on Africa





**Thank You**  
—