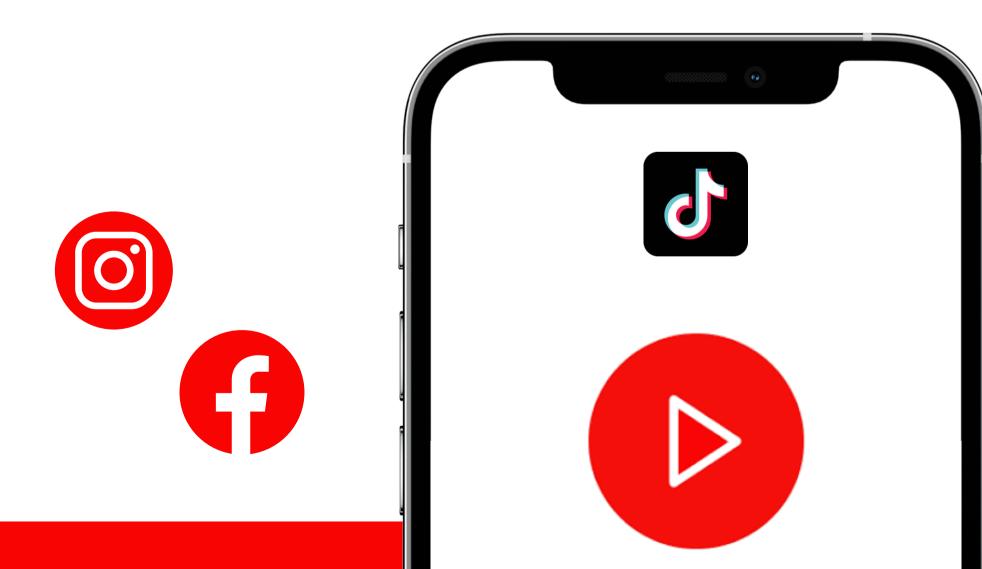TravelTube

User Experience Strategy

A High-Level User Experience Strategy

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

TravelTube

User Experience Strategy Steps

Step 1 - Identify Target Audience and their Needs.

Step 2 - Select Channels of Communication.

Step 3 - Create a Social Media Content Calendar.

Step 4 - Create Compelling Content.

Step 5 - Track performance with appropriate KPIs and adjust social media strategy accordingly.

»

TravelTube

<u>Id</u>entify Target Audience and 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.

In the previous presentation, we identified the **TravelTube Explorer** as our Ideal Customer. We also identified some of the activities they might take part in to help us know what features/content will be **valuable** to them.

In order to build a strong relationship with our customers, all our interactions need to be **consistent, meaningful and** guided by the same **principles.**

Based on the TravelTube Explorer's needs, we identified our experience principles as :

- **Adventurous**
- **Communal**
- **Hospitable**
- **Local**

》》

TravelTube

Identify Target Audience and their Needs

⟫⟫ What Features should TravelTube Include across its Social Media Platforms?

TravelTube Explorer

	DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews	Assess Cost	Explore Destination	Review Experience
Interactions	Guides and Blog posts put together by Locals	Provide authentic reviews and vetted Tour Guides	Provide Links for Customers to book flights on other sites	Advertise Local activities held at Popular local locations	Review and Rating Options - Text or Media

*(leftmost label column reads top to bottom: **Stages**)*

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

⟫

TravelTube

What Channels of Communication Should we Use?

TravelTube

Social Media Channels

Based on the Content/Features the TravelTube Explorer may find valuable, we may decide to write out a mission statement for each network. Clearly defined objectives for each platform will ensure we are meeting all our Ideal Customers' needs. Examples:

》》》 "For **Guides and Blog Posts**, we will use our app (guides) and our website (blog posts)."

》》》 "To find **trustworthy Tour Guides**, we will use LinkedIn for promoting and sharing our company culture to help with recruitment and employee advocacy."

》》》 "We will use Instagram and our app to **share quality photos and videos**, whilst also repost quality content from influencers."

》》

TravelTube

Creating a Social Media Content Calendar

Social Media Content Calendar

80/20 Rule
- 80% of our posts should inform, educate, or entertain our audience
- 20% can directly promote the TravelTube brand - mission, vision and values.

»

TravelTube

Social Media Content Calendar

FREQUENCY

According to Hootsuite, a trusted Social Media Marketing and Management, these are the recommended posting frequencies for a successful Social Media Strategy. By following these guidelines, we can increase the chances of maximizing our User Experience Strategy.

Platform	Frequency
Instagram	3-7 times / week
Facebook	1-2 times / day
Twitter	1-5 tweets / day
LinkedIn	1-5 times / day

»

How Can we Create Compelling Content?

Create Compelling Content

>>> Great Content is **Findable**.

>>> Great Content is **Shareable**.

>>> Great Content is **Usable**.

>>> Great Content is **Memorable**.

>>> Great Content is **Quotable**.

>>> Great Content is **Actionable**.

>>> Great Content is **Readable**.

>>> Great Content is **Measurable**.

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Measuring Performance

Measuring Performance

Once we have executed on our strategy, the following KPIs may be used to measure our performance.

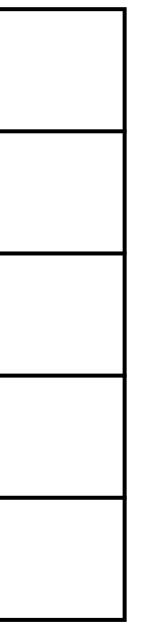| Channel	Net Followers Gain/Loss	# of Posts	Engagement Rate	Click-throughs	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						

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Measuring Performance

TravelTube

What should we continue doing?

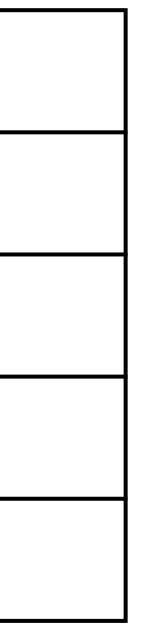| Instagram	Facebook
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:

》》

Measuring Performance

TravelTube

What should we STOP doing?

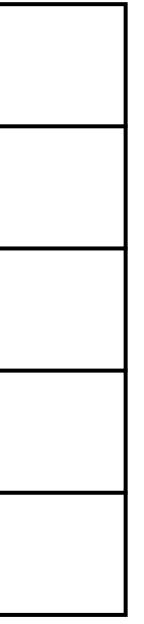| LinkedIn	Twitter
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:

»

TravelTube

<u>M</u>easuring Performance

What should we START doing?

TikTok	Website
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:

»

Thank You