

## Product Description

A digital, modernized travel journal that streamlines **documenting** and **summarizing** users' travel memories and future trips through flag, photos, duration and geography collection. It can also **record** their passport details and **inform** them of its competitiveness and global ranking (telling whether they need to apply for a visa for a certain country or not).

## Comparative Analysis

Section	Comparison 1	Comparison 2	Comparison 3	Comparison 4
1. A. Product Name	<p><b>Polarsteps - Travel Tracker</b>            Website: <a href="http://www.polarsteps.com">www.polarsteps.com</a>            Google Play: <a href="http://bit.ly/2TsPYe2">http://bit.ly/2TsPYe2</a></p>	<p><b>Lambus</b>            Website: <a href="http://www.lambus.io">www.lambus.io</a>            Google Play: <a href="http://bit.ly/2uW33m5">http://bit.ly/2uW33m5</a></p>	<p><b>Instagram</b>            Website: <a href="http://www.instagram.com">www.instagram.com</a>            Google Play: <a href="http://bit.ly/2QZplvF">http://bit.ly/2QZplvF</a></p>	<p><b>Passport Index</b>            Website: <a href="http://www.passportindex.org">www.passportindex.org</a></p>
B. Description (Problem definition and goals)	A travel journal that allows users to track and share journeys. You can also have your "travel book" ordered and printed out.	A travel planner that manages waypoints, expenses, travel documents and photos in one platform.	A social media app that allows users to share photos and videos from their lives, add captions, edit filters, tweak settings, engage with others, and explore.	An online interactive tool, which collects, displays and ranks the passports of the world. It is a real-time global ranking of the world's passports.
C. Target Users	Travelers from ages 20 – 40 years old	Travelers from ages 20 – 40 years old	Teenagers and young adults from ages 16 to 34 <small>(Source: <a href="https://blog.hootsuite.com/instagram-demographics/">https://blog.hootsuite.com/instagram-demographics/</a>)</small>	Any passport holder that can legally travel alone (estimate age range of 20-65 years old)
D. Voice and tone	Casual and upbeat but not informal	Instructive and fresh but not pushy and not inexperienced	Fun, young and relaxed but still professional	Professional and formal but not intimidating
E. Source of revenue	<ul style="list-style-type: none"> <li>They print "Travel Books" (a summary of a user's travel journal) that can be ordered online and delivered.</li> <li>Owned by LatLong B.V. (Source: <a href="https://bloom.bg/2RrFpp3">https://bloom.bg/2RrFpp3</a>)</li> </ul>	<ul style="list-style-type: none"> <li>Promoted by the EXIST Programme by the Federal Ministry of Economics and Energy and the European Social Fund (see links below)</li> </ul>	<ul style="list-style-type: none"> <li>Powered by Facebook</li> <li>Paid advertising</li> </ul>	<ul style="list-style-type: none"> <li>Powered by a global financial advisory firm, Arton Capital, that specialized in investor programs.</li> </ul>
2. Legal links	<ul style="list-style-type: none"> <li><a href="http://www.polarsteps.com/terms-of-use">www.polarsteps.com/terms-of-use</a></li> <li><a href="http://www.polarsteps.com/privacy">www.polarsteps.com/privacy</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="http://www.lambus.io/meta/terms">www.lambus.io/meta/terms</a></li> <li><a href="http://www.lambus.io/meta/privacy">www.lambus.io/meta/privacy</a></li> <li><a href="http://www.lambus.io/meta/imprint">www.lambus.io/meta/imprint</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="http://help.instagram.com/581066165581870">help.instagram.com/581066165581870</a></li> <li><a href="http://help.instagram.com/519522125107875">help.instagram.com/519522125107875</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="http://www.passportindex.org/about.php">www.passportindex.org/about.php</a> (under "Legal Notes")</li> </ul>

3. Internationalization	<ul style="list-style-type: none"> <li>Language(s): English</li> <li>Head Office: Netherlands</li> </ul>	<ul style="list-style-type: none"> <li>Language(s): English</li> <li>Head office: Germany</li> </ul>	<ul style="list-style-type: none"> <li>Available in 42 languages including English, Chinese, Spanish, Japanese and so on.</li> <li>Head office: USA</li> </ul>	<ul style="list-style-type: none"> <li>Language(s): English and Chinese</li> <li>Available globally through internet browser access</li> </ul>
4. Promotions	<ul style="list-style-type: none"> <li>Available social media channels: Twitter, Facebook, Instagram</li> <li>Uses press releases: <a href="http://press.polarsteps.com/">http://press.polarsteps.com/</a></li> <li>Featured as an Editor's Choice on Google Play</li> </ul>	<ul style="list-style-type: none"> <li>Available social media channels: Facebook, Instagram and Pinterest</li> <li>Google search and article referrals</li> </ul>	<ul style="list-style-type: none"> <li>Available social media channels: Facebook and Instagram</li> <li>Used by high-profile individuals and companies (source: <a href="http://bit.ly/38lw8r">http://bit.ly/38lw8r</a>)</li> <li>Featured in Apple Store and Google Play</li> </ul>	<ul style="list-style-type: none"> <li>Available social media channels: Twitter, Facebook, Instagram, YouTube and Pinterest</li> <li>Search Engine Optimization (organic search on Google)</li> </ul>
5. Opportunities	<ul style="list-style-type: none"> <li>It has the flag-collection feature.</li> <li>It records and summarizes travels as per distance, trips, steps, countries and percentage of the world.</li> <li>It has a Search function that allows users to discover other users and locations.</li> <li>It does not inform users of passport's "competitiveness".</li> <li>It does not keep track of passport details and does not record any photos from your trips.</li> <li>It does not have a Timeline view that can allow users to reminisce and dig out memories.</li> <li>Rather than printing out the "travel book", an online, universal template can be generated instead.</li> </ul>	<ul style="list-style-type: none"> <li>It does a good job with managing future trips but doesn't function as a travel journal.</li> <li>It focuses as a planner rather than a documenting users' trips.</li> <li>The discover function leads to country choices, which then leads to "waypoint" and names of certain locations, but raises questions like: What if I don't know where "Yuanyang, China" is? And what I can do there?</li> <li>Its "waypoints" only record location names and tourist-location titles, not photos or descriptions (not very informative or inspiring).</li> <li>This app inspired me to also include an "estimated budget for a vacation" function that would average the money spent by users on a specific location or country.</li> </ul>	<ul style="list-style-type: none"> <li>The platform is not specific to travelling.</li> <li>It records memories via posting of photos and videos.</li> <li>Users who travel usually post "flag emoticons" of countries they've been in to—an inspiration why I want to use the flag collection feature.</li> </ul>	<ul style="list-style-type: none"> <li>Its primary function is to be a source of information about a passport competitiveness and world ranking.</li> <li>The platform has a "Travel Visa Checker" which can be very useful for travelers.</li> <li>It does not function as a social media platform and does not collect any user information.</li> </ul>

Karen Yao

Senior Project - Comparative Analysis  
IMMT 727 - Business Strategy

## Summary

My project description included four main actions that I want my platform to do and work around in terms of travelling—documenting, summarizing, recording and informing. These four words played a major role in searching for platforms I could compare my project to; hence, Polarsteps, Lambus, Instagram, and Passport Index.

Each platform has unique characteristics and all function differently from one another. The main gaps they had that opened unique selling points for my project include:

1. Combing all four of them into one platform: a travel journal, planner, sharing and passport-information platform
2. User profile features such as flag collection, visited locations, planned trips and summary of trips through world
3. Ability to share my travel progress in other major social media platforms
4. Giving more users room to move around the platform and keep them entertained— room such as:
  - a. Build a more robust “Discover” or “Explore” function to be able to open a common ground for travelers to share their photos and locations;
  - b. Create a social media platform for users to see trips of those they follow;
  - c. Include a “passport” view for their passport details and visa credentials;
  - d. Inform them of which countries they can visit without having to apply for a visa;
  - e. Allow them to look for trips according to their chosen budget; and
  - f. Generate summaries of their travels by pulling out a collection of their travel memories and creating videos and/or slideshows through ready-to-use templates which they can pull out anytime or can be shown to them annually.