



# Prints

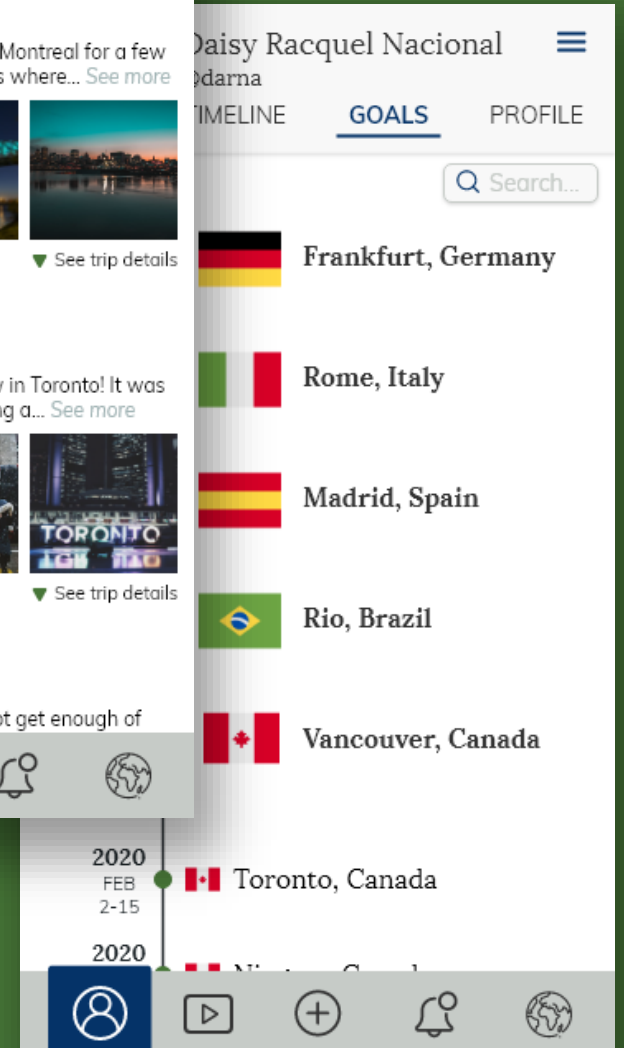
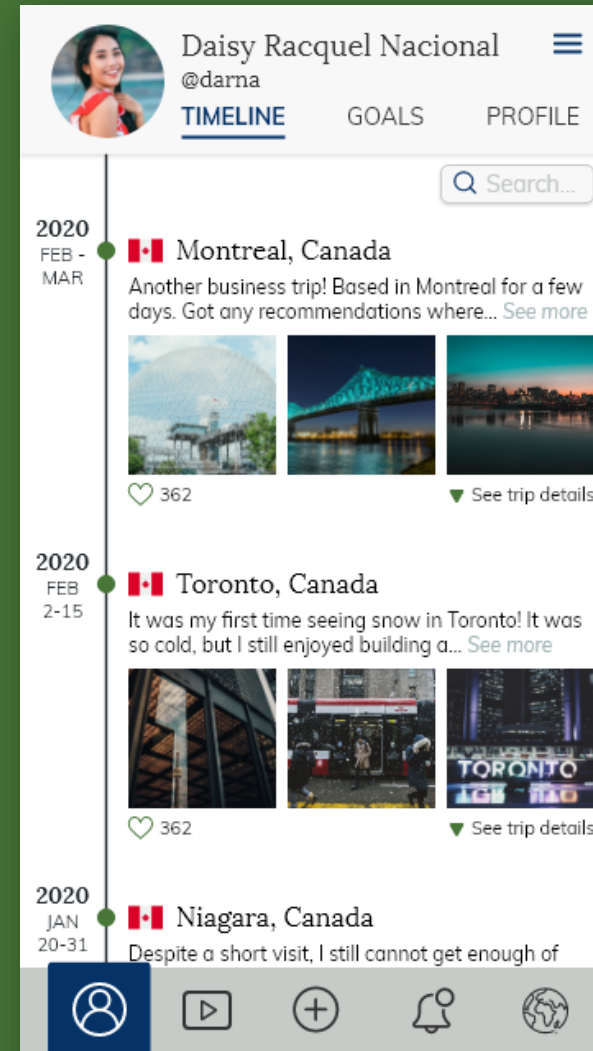
An IMMT Project

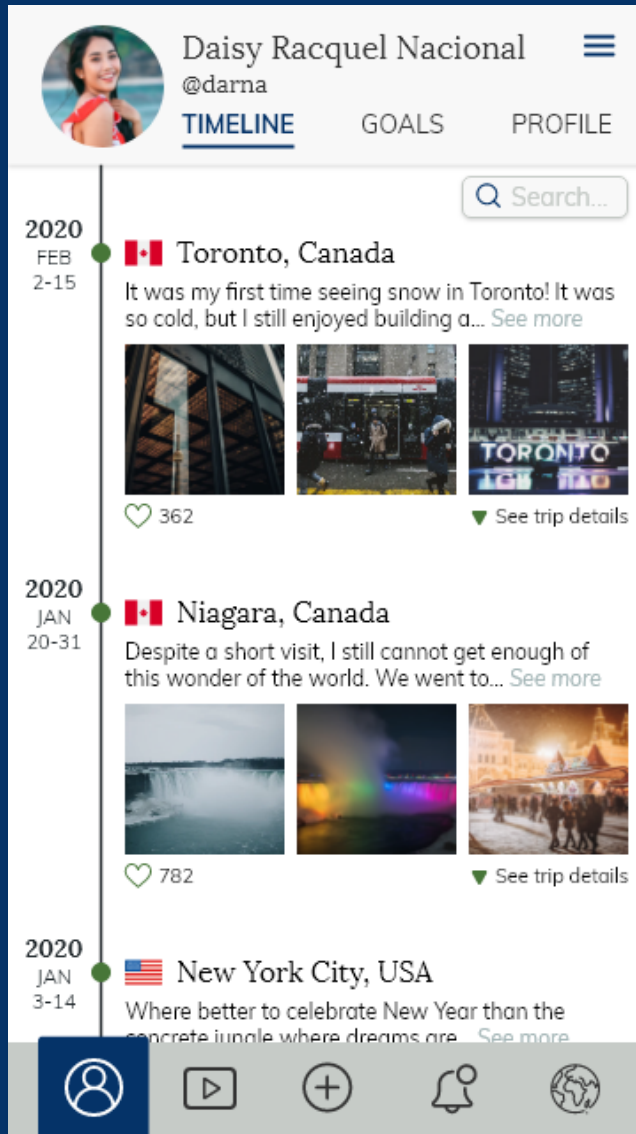
Project Management & Analytics Document - April 14, 2020

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## Overview

# Project Description & Target Users

**Prints** is a social media travel app designed to allow users to create profiles and to streamline documenting travel memories and planned future trips through the collection of flags, photos, durations, locations, basic trip details, and necessary travel documents in an organized manner. The app's target users are travelers around 21-45 years old.

These include (but are not limited to) vacationers, tourists, business travelers, backpackers, documentarists, travel journalists, resort, hotel or restaurant hoppers, travel or landscape photographers or travel influencers.

What does it do exactly?



## Overview

# User journey

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1

### Travel

Being a “traveler” is not limited to how a person gets from point A to point B. Users can travel by land, air or even seas. As long as they reach a new or different destination, Prints can help them document their experience.



2

### Open Prints

Once a user opens the app, they will land on their Timeline where it will show all their travels in a timeline format. From here, they can choose to add a new travel log or simply reminisce on memories. Users can also add past trips if they wish to.



3

### Add new Travel Log

A travel log is an entry wherein users will document and record travel details. This is basically a form that collects details about the trip such as the location, start and end dates, photos or videos, who they were with, budget they spent, and so on. *See Overview: C. Functions and Features to view full list of the Travel Log form.*



4

### Save & Share

Once a user finished entering the details in the travel log entry, s/he can save and choose to share with her friends. The user also has the choice to make their Timeline private or public so it can automatically be viewed by friends.



5

### Keep the memory

Users can revisit their profiles and see the progress of their travels. The app even has a Slideshow feature wherein it can generate short videos based on the user’s travels. *See Overview: C. Functions and Features for more details.*

## Overview

# Functions & Features

The main function of the app is **to collect and record travel details per trip** directly from a user. These details include:

1. Location\*
2. Start date\* & End date
3. Description of the trip
4. Photos
5. Tagged friends
6. Business/Leisure trip
7. Tags
8. Budget spent
9. Notes

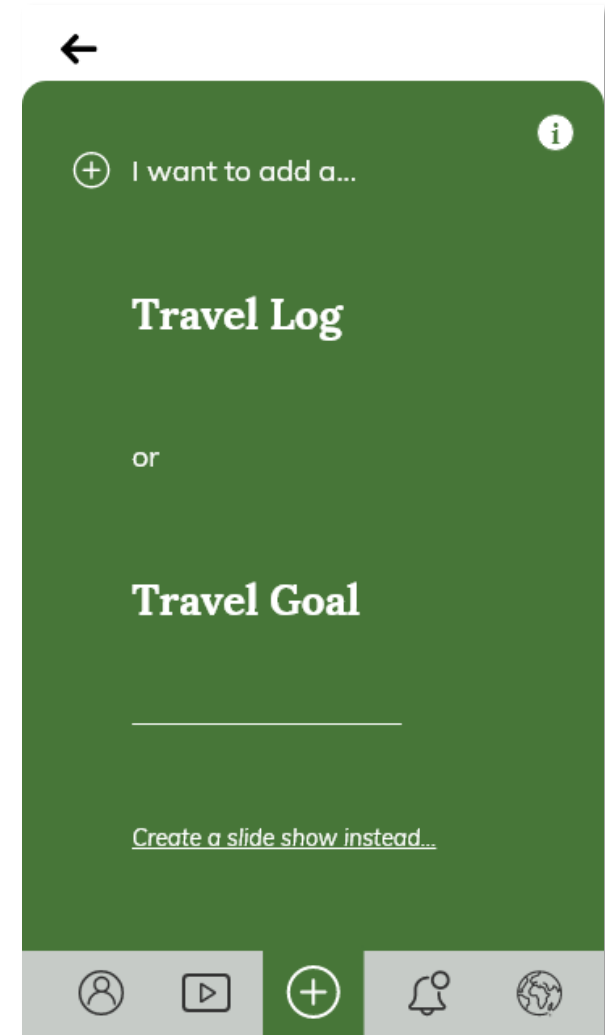
There are **multiple features** in Prints, as well. The highlighted features include the Location Data & Insights form, the Slideshow Gallery, the Explore menu and the Travel Documents.

a. **Location Data & Insights.** Users have the option to enter helpful insights and observations about the location of the travel log they are adding. These are insights regarding weather conditions, age-friendliness, LGBTQ+ openness, and ramp and tactile pavement availability—insights that can help other travelers.

b. **Slideshow Gallery.** Here, users can view and create videos about their trips. The videos are app-generated by using templates. The app will randomly grab photos and videos from their travel history (timeline) depending on how the user filters the duration period; the trips they list down; and the tags they include.

d. **Explore.** Since it is a social media app, the app can also connect one user to another. Explore is a News Feed feature wherein they can view updates of other users and tags that they follow. This feature also allows them to Search for people, tags or places e.g. “Maldives” to learn more about it.

e. **Travel Documents.** Users can also enter their travel document details such as the country of passport, the issuing and expiration dates, visas and their visa expiration dates. S/he can also input the passport number (though this is not mandatory). Having the dates entered can help because the app can set reminders for them every time these important documents are about to expire.



## Charter & Premise

# Defining the Problem

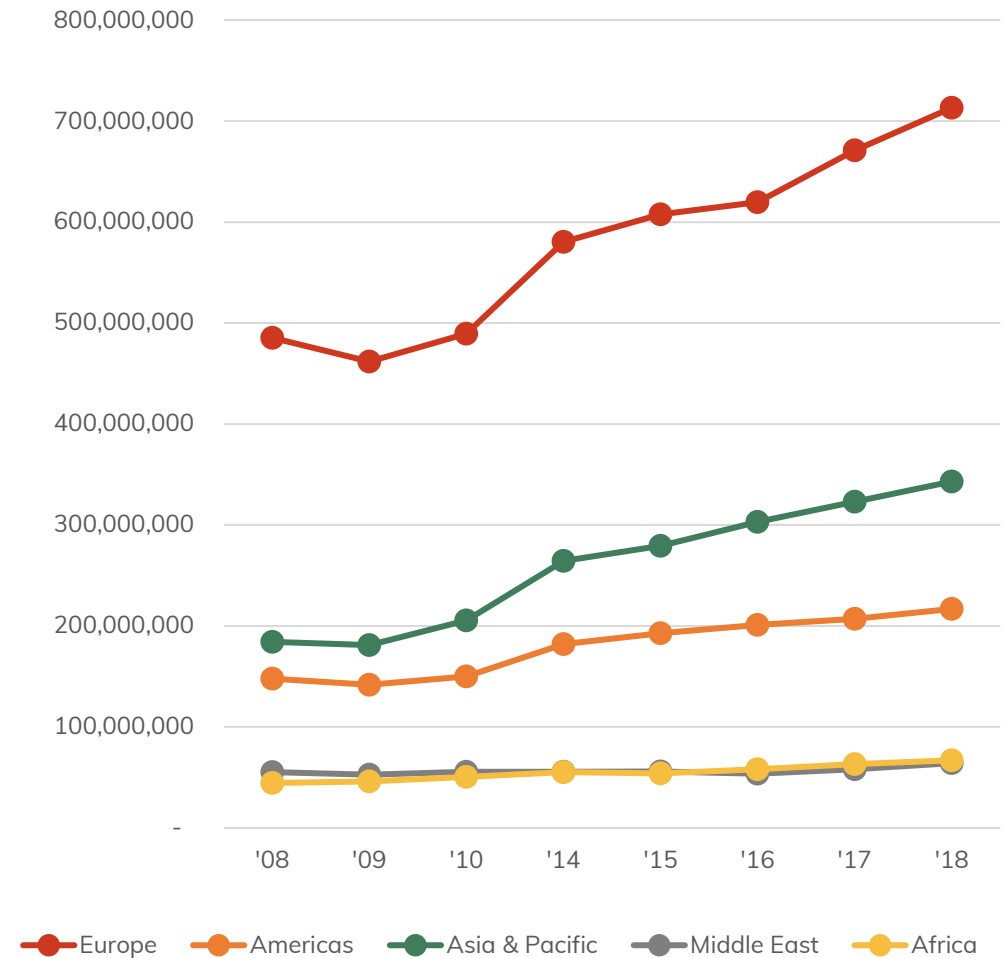
The business of travelling grows more and more each year in every continent of the world. In 2018, there were an estimate of 1.4 billion flight arrivals around the world and arrival numbers per continent have been consistently growing [3]. These are only air trips—imagine the growth of this number combined with land and sea travels.

Nowadays, planning trips is as easy as opening an app on a mobile device. According to The Telegraph [1], an average Canadian makes 4.2 trips per year. Multiplied by Expedia's recent study [2] showing that a person travels the most at the age of 21 to 37 years old (15 years) – that's an estimate of at least 63 trips per lifetime. **But how many people can actually remember all their travels in one lifetime?**

Finding simple details of trips is getting harder by the day. Because of the ever-busy lifestyles, it is becoming apparent that people are falling short on recalling, or even appreciating, travels.

The problem is people have a hard time recalling all their travels in their lifetime.

Arrivals per continent



[1] <https://www.telegraph.co.uk/travel/galleries/Which-countries-travel-the-most/canada/>

[2] [https://3rxg9qea18zhtl6s2u8jammft-wpengine.netdna-ssl.com/wp-content/uploads/2017/09/FINAL\\_American\\_Multi-Gen\\_Travel\\_Trends\\_Gen-Visuals.pdf](https://3rxg9qea18zhtl6s2u8jammft-wpengine.netdna-ssl.com/wp-content/uploads/2017/09/FINAL_American_Multi-Gen_Travel_Trends_Gen-Visuals.pdf)

[3] <https://ourworldindata.org/tourism>



# Charter & Premise

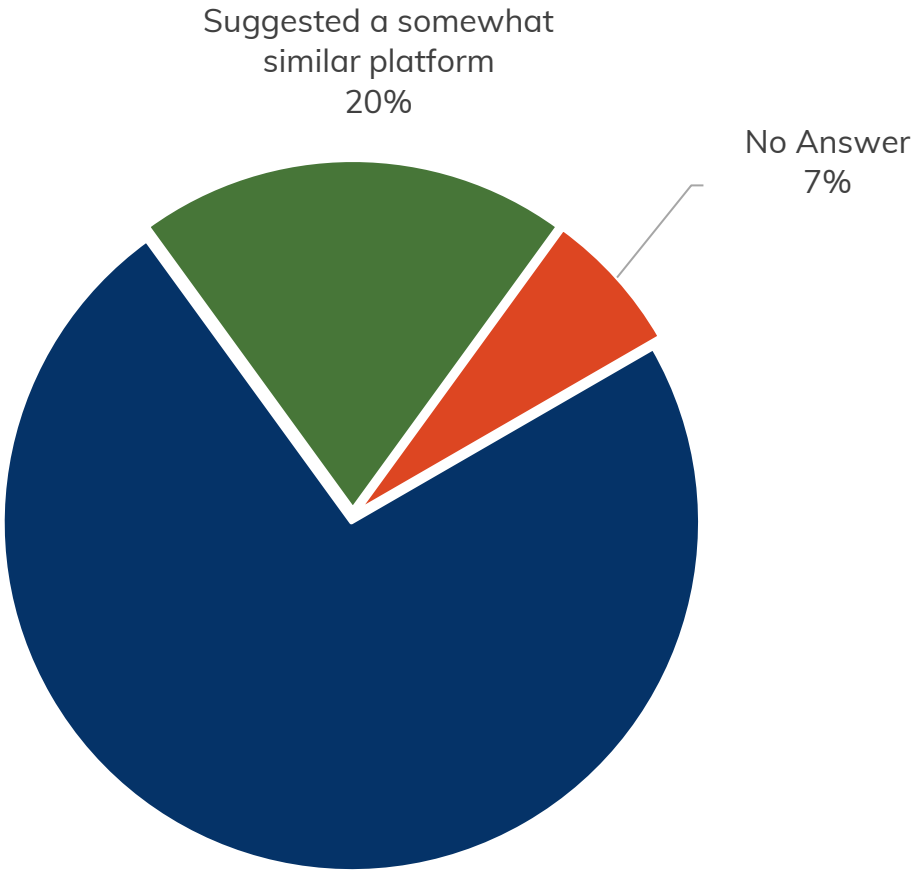
## User Insights

What do potential users have to say?

A survey was conducted for the project. Respondents composed of 15 randomly selected individuals from Centennial College (School of Communications, Media, Arts and Design).

Question asked:  
Is there something else out there that you know of that is similar to what is being proposed?

Have never heard of  
a platform alike  
73%



Charter & Premise

User Insights

What do potential users have to say?

Question asked:  
Describe the experience you  
want to have with this  
product.

These results are based on the  
certain repetitions of a specific  
word/concept mentioned by the  
respondents.





Charter & Premise

SWOT Analysis & the Solution

<div>Strengths</div> <ul style="list-style-type: none"><li>• Travelling is an ever-growing business, making the platform timely</li><li>• It can generate data about travelling and interpret patterns helpful to the industry</li><li>• Travelers can have a centralized hub</li><li>• Users can easily document their trips and travels in an organized manner</li></ul>	<div>Weaknesses</div> <ul style="list-style-type: none"><li>• Lack of resources to develop and launch the product</li><li>• Not new—there are existing alternative products that can offer the same core function like a simple phone gallery or Instagram</li><li>• First of its kind to have a freemium revenue model</li></ul>
<div>Opportunities</div> <ul style="list-style-type: none"><li>• Competitors have not fully penetrated the market—lack of word of mouth and recent promotions</li><li>• Better user experience—most of reviews of competitors point to poor usability</li><li>• If launched after global pandemic (COVID-19), timing will be perfect for eager travelers</li></ul>	<div>Threats</div> <ul style="list-style-type: none"><li>• Growing reputation of competitors—top competitors <a href="#">Travelibro</a>, <a href="#">PolarSteps</a>, and <a href="#">Blog and Diary by Journi</a> consist of more than a million downloads combined</li><li>• Global pandemic (COVID-19) can also discourage some people to travel</li></ul>

Prints aims to solve how people are falling short on recalling trips due to lack of records, reminders, or even photo albums. Based on the SWOT analysis, this solution includes (but are not limited to):

- Identifying what details are important to remember in trips/travelling
- Identifying what details are worth remembering in trips/travelling
- Giving users the ability to easily look back on all their trips
- Giving users the ability to find details that they would like to remember about a certain trip
- Ensure the best user experience in adding and recalling trips

## Launch Goals, Key Indicators & Metrics

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The launch goals were derived from three major factors: competition, statistics of travelers around the world, and building a key connection.

**Competition.** One of the major competitors, Polarsteps, launched in 2015. Today, they have more than 1 million downloads in Google Play. In a span of 5 years (60 months), that's an estimate of almost 19,000 downloads per month—that's 21,000 if you deduct the first six months after initial launch. This gave us a basis of how our numbers should reflect within the next five years.

**Statistics of Travelers.** According to World Atlas [4], the top 10 countries which citizens travel most are Finland, United States, Sweden, Denmark, Norway, Hongkong, New Zealand, Canada, Australia and France. This gives us an approach of which markets we want to penetrate first.

**Building a key connection.** One of the key promotions that helped Polarsteps gain their audiences is their appearances on credible and big networks such as De Telegraaf (Netherlands) and National Geographic.

What do we want to achieve? →

# Launch Goals, Key Indicators & Metrics



The launch goals are...

**Successfully launch** by hitting 15,000 downloads per month in the next 2 years after initial launch.

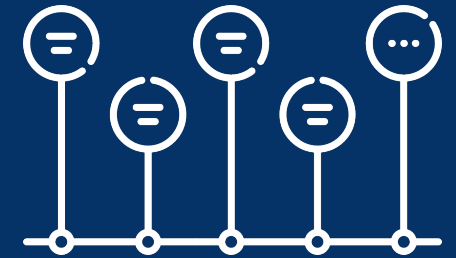
**Grow globally** and have at least 80% of the total users by the end of 2021 from Finland, United States, Sweden, Denmark, Norway, Hongkong, New Zealand, Canada, Australia or France [combined], 18 months after launch.

**Connect** and secure a partnership with National Geographic (Travel and Adventure) within 24 months after launch.

Which will be measured by...	1	2	3
Key Performance Indicators	Customer growth	Customer awareness and engagement	Social media engagement
Metrics	<ul style="list-style-type: none"><li>Number of downloads and active users per month</li><li>Number of new accounts created per month</li><li>Customer ratings and referrals, reviewed bi-monthly (good reviews can be used for marketing)</li></ul>	<ul style="list-style-type: none"><li>Number of check-ins (locations) through the app bi-monthly</li><li>% growth of product adoption and customer retention rates per month</li><li>Direct web traffic (sources, entrances, landing page, new sessions, new users, acquisition, social) bi monthly</li><li>Search data</li><li>Web traffic sources</li></ul>	<ul style="list-style-type: none"><li>Social listening</li><li>Audience mentions</li><li>Number of likes, shares and followers per week</li></ul>

## Timeline, Phases, Milestones, Team & Deliverables

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The projected launch date of Version 1.0 is December 4, 2020.  
To make this happen, the ideal team consists of:

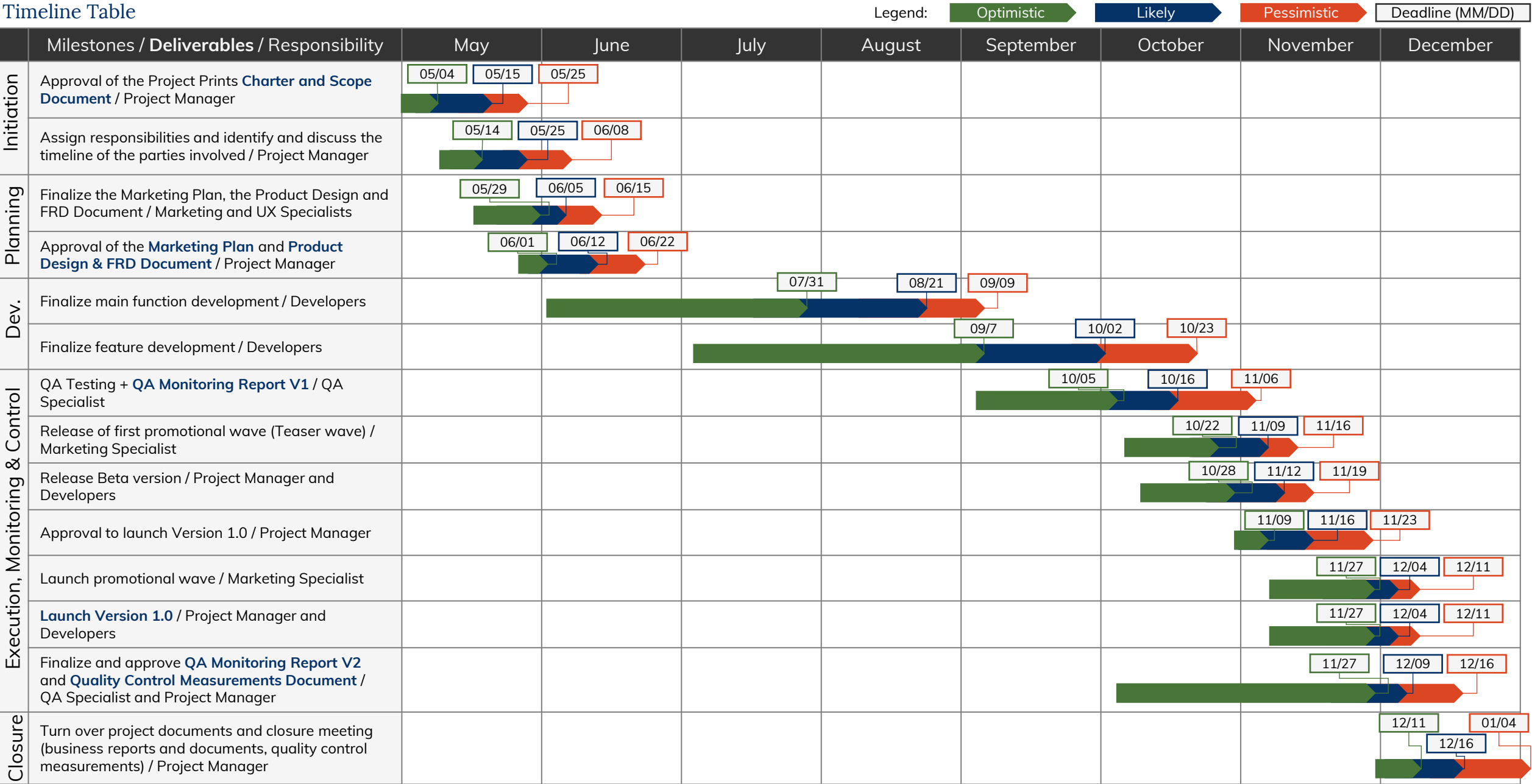
- the Project Manager
- one (1) User Experience (UX) Specialist
- two (2) Mobile Developers
- one(1) Java Developer
- one (1) Quality Assurance (QA) Specialist and
- one (1) Marketing Specialist

The major deliverables within the project are:

- Charter and Scope Document
- Marketing Plan
- Product Design & Functional Requirements (FRD) Document
- Launching of Version 1.0
- Quality Assurance Testing & Monitoring Reports (Version 1 & 2)
- Quality Control Measurements Document
- Product Management and Development Report

*What do we need to do to make this happen?* →

Timeline Table



## Risk Assessment Matrix

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After seeing the Timeline of the project, it's important to assess all the possible outcomes for each phase. In this section, we'll discuss the major risks the project can encounter in the span of 7 months.



*What risks can we run into?*



Phase & Risk		Mitigate, Avoid, Accept?	Consequence(s)	Likelihood (L, M, H)	Impact (L, M, H)	Action trigger	Owner	Response Plan
1	<b>Planning.</b> Unanticipated legal processing and actions.	Mitigate	Delays in schedule and additional expenses	M	H	Legal consultant raised significant concern.	Project Manager	Raise risk to investors and use contingency funds as necessary. Adjust schedule, if needed.
2	<b>Planning.</b> Estimating or scheduling errors.	Avoid	Delays in schedule	M	H	Team member(s) have estimated a significantly different completion rate and duration.	Project Manager	Raise risk to investors and change the timeline, respectively. Use contingency funds, as necessary.
3	<b>Development.</b> Lack of communication, causing lack of clarity and confusion in development.	Avoid	Technical or Development Difficulty	M	H	Development team is falling behind schedule and/or has not produced clear reports.	UX Specialist and Developers	Raise risk and correct misunderstanding immediately. Clarify areas that need to be discussed and corrected. Project manager to mitigate.
4	<b>Execution.</b> Marketing plan did not deliver expected numbers.	Mitigate	Additional expenses	M	H	Numbers have not reached at least 30percent of the projected number by the first three months after launch.	Marketing Specialist	Check which parts of the marketing plan are failing and prepare and execute a contingency promotions launch.
5	<b>Monitoring.</b> Inadequate user testing leading to unmet UX expectations.	Mitigate	Compromised Customer Experience and additional expenses	H	H	Receipt of a complaint that is repeated for more than 10 times.	QA Specialist & UX Specialist	Raise risk and check clear testing inadequacy. Extend testing and bring in more testers to verify.



# Business Strategy

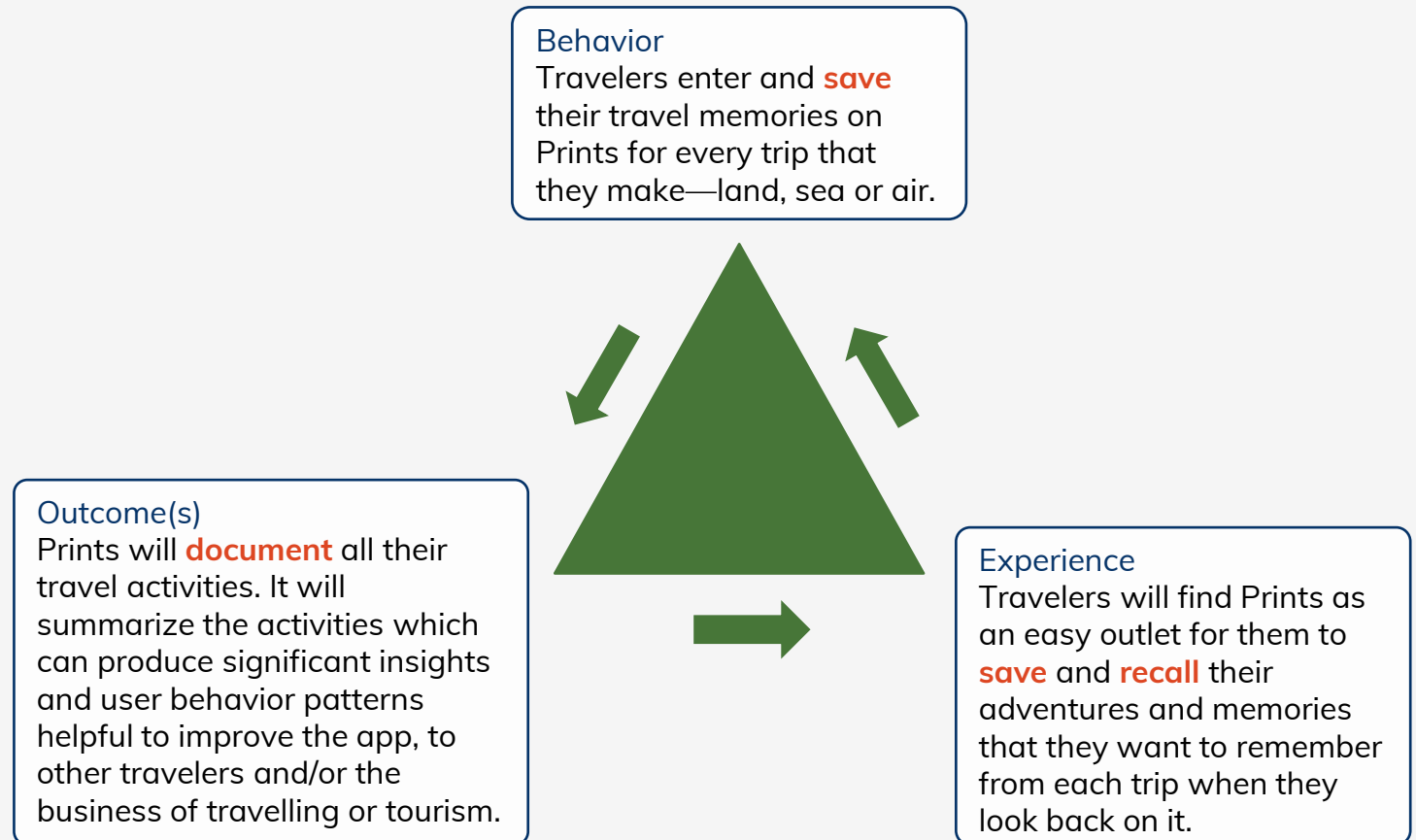
## Trinity Strategy

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*So, looking at the bigger picture...*

In section *Charter & Premise: User Insights* of this document, we can see that the four major experiences users want to go through are to be **reminded**, to **organize**, to **save** and to **document**. These four criteria produces actionable insights that creates the core behavioral cycle of target and potential users of *Prints*.

This strategy guides the design, the promotions plan and the quality standards of our business to meet our goals.



Business Strategy

Promotions Plan

How are we promoting this?

1 of 3. Online & Digital

1	Search Engine Optimization thru the Promotional Website	<p>Despite the platform being an app, it is still ideal to be in the market of Search Engines; hence, to create a promotional website that could redirect them to downloading the platform.</p> <p>Content format includes the use of search engine optimization, forms, images, infographics, videos, notifications, email marketing, polls, checklists and feedback quotes; and the type of content that they will receive on their feeds will depend on which topics/tags they choose to view or follow e.g. beaches, travel journal, religious temples, etc. See following slide on <i>Analytics Dashboard: Key Words and Phrases</i>.</p> <p>KPIs: Customer Growth and Engagement</p>
1.a.	Search Engine Marketing (SEM)	<p>The next step after a good content strategy on a promotional website is to get paid Search Engine results. For this, we'll need good key words and phrases to invest on. See following slide on <i>Analytics Dashboard: Key Words and Phrases</i>.</p> <p>KPIs: Customer Growth and Engagement</p>

The **link building strategy** relies on two types of content: (1) data generated by users e.g. insights about a certain trip that would relate and could connect travelers with other travelers; and (2) content that could invite and promote the services the app can offer e.g. records personal memories, capture opinions, offer insights.

Some steps to this strategy include (but are not limited to) building relationships with already established travel online sources (like abovementioned accommodation providers), offering said companies data generated by our platform that can support content for users, writing guest posts, testimonials or articles for news or travel outlets, and the use of electronic direct mailings (both addressed from the app and from the partner companies).

We want users to at least land on the website through this link building strategy; and at most, download the platform, create an account and stay on the platform.

Business Strategy

Promotions Plan

How are we promoting this?

2 of 3. Online & Digital

2	Instagram and Facebook Business Accounts (Social Media channels)	<p>Hard selling is not fit for this product, because we think telling users to download an app is simply not enough for any travel platform. Instead, we want to show how travelling has impacted lives. We want to use and feature user-generated photos and stories. We want to tell stories. Instagram and Facebook are good platforms to do this, as well as to connect with our target audiences.</p> <p>KPI: Social Media Engagement</p>
2.a.	Social Media (Instagram and Facebook) Marketing	<p>Context: Similar to SEM, it is ideal to get paid advertising once you've established yourself on Instagram—which is a future direction we are aiming for.</p> <p>KPIs: Customer Growth &amp; Engagement</p>

A survey shows that almost 40% of travelers use Instagram to plan visits, and almost 30% use it during trips to make decisions on which buildings or monuments to visit; on the other hand, Facebook is used to plan food or dining decisions by 50% of the survey testers; and is used by 40% during trips to make decisions on which buildings or monuments to visit (Source: Fat Tire Tours). Setting up accounts on both is ideal given that they have big chunks of the target market.

Business Strategy

Promotions Plan

How are we promoting this?

3 of 3. Offline & Traditional

3	Outreach to Accommodation Providers	<p>This tactic was reached through answering the questions, “Where do travelers all commonly go? What is that one location that all of them inevitably go to?” Hence the conclusion, all travelers will need to have a place to sleep in.</p> <p>Hotels and hostels are good places to reach; however, can be considered a big step for starter companies like us. We can start out with the smaller, yet significant, providers—Airbnb. As the first step to this, we want to reach out directly with Airbnb accommodation providers and create business to business partnerships.</p> <p>KPIs: Customer Growth &amp; Awareness</p>
3.a.	Partnership with Travel Booking platforms	<p>Similar to the concept of reaching out to accommodation providers, the next step we can take in terms of out-of-home events is to</p> <p>KPI: Customer Growth &amp; Awareness</p>

Airbnb’s lists more than six million rooms, flats and houses in more than 81,000 cities across the globe. It is said that half a billion people are on Airbnb property each night since 2008 (source: The Guardian). We need to reach out to the hosts and hopefully be able to establish physical presence through flyers or posters on their properties—on the fridge, on countertops, and if feasible, even hang artistic-but-promotional posters in the common areas.

# Analytics Dashboard

## Keywords & Phrases

What words will guide the promotions?

With the help of our Trinity Strategy, we were able to produce the top keywords and phrases for our app to leverage user demands in search engines and promotions. Remember, that the four major experiences users want are to be **reminded**, to **organize**, to **save** and to **document**.



	Keywords	Key Phrases	Rationale
1	Travel	Travel the world / Travel Asia / Travel Europe	This keyword and phrases can help us get the ranks compete within search engine rankings. It can also help us with ranking through Google Play Store.
2	Travel app	Best travel app / Expedia / TripAdvisor / Airbnb	There is a big market that uses travel apps when travelling. A global study by Travelport Digital showed that 58% of travelers prefer apps to search for flights and 53% preferred apps to find accommodation [5]. We can get into this pool by using this key word.
3	Travel journal	Online travel journal / digital travel journal / travel journal app	We have to be where the competition is. Our direct competitors don't appear directly when using the first two abovementioned keywords because of the broad availability of travel apps and articles in the web. However, "travel journal" is where they first appear.
4	Trip Organizer	Best travel planning apps / Travel organizer app / trip organizer / trip planner	Because of our Travel logs and Travel goals feature, we also cater to the market that looks for travel organizers online.
5	How to travel	How to travel the world / How to travel for free / how to get paid to travel	How-to searches and articles are very relevant today; and we want to adapt to the curiosity of users. With the right referral strategies, we can redirect them to the platform.

[4] <https://blog-digital.travelport.com/travelport-digital-research-reveals-role-of-mobile-in-travel-0>



## Analytics Dashboard

# Data Dashboard

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The **Data Dashboard** will help us keep track of our KPIs (customer growth, engagement, awareness and social media engagement), our keywords and our key phrases.

Each section of the dashboard tells us the progress of our business and if our goals and KPIs are being met.

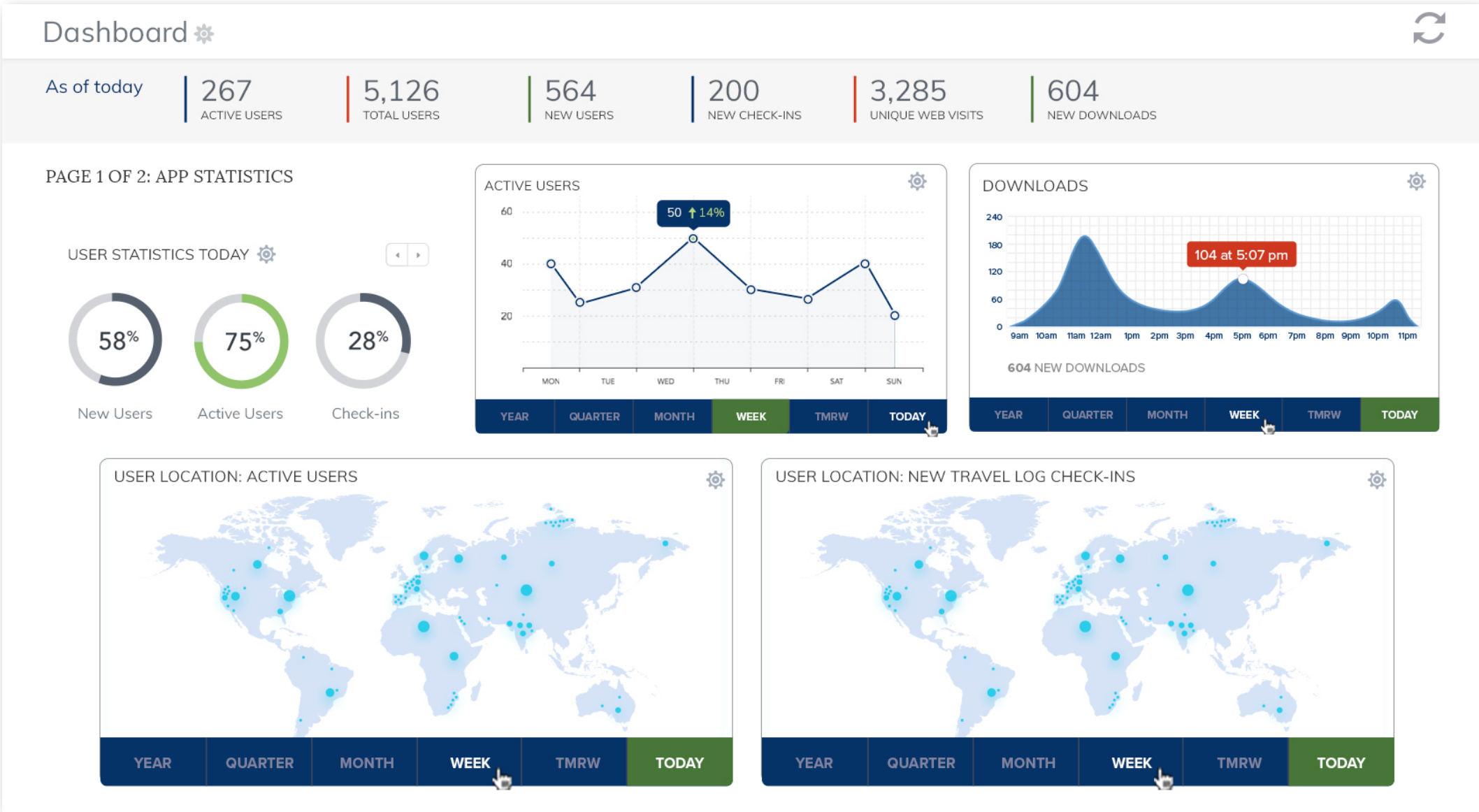
*How will all this data look like at a glance?*



A Photoshop (PSD) file of this image is available upon request.

The first page of our dashboard will help us track the metrics of Customer Growth, Engagement and Awareness through the user of the **Active Users**, **Downloads**, and **User Location** dashboard sections.

Each section on the dashboard gives a daily, weekly, monthly, quarterly and yearly view. It is important to include these intervals to determine if we are hitting our numbers at the right or enough speed/momentum.

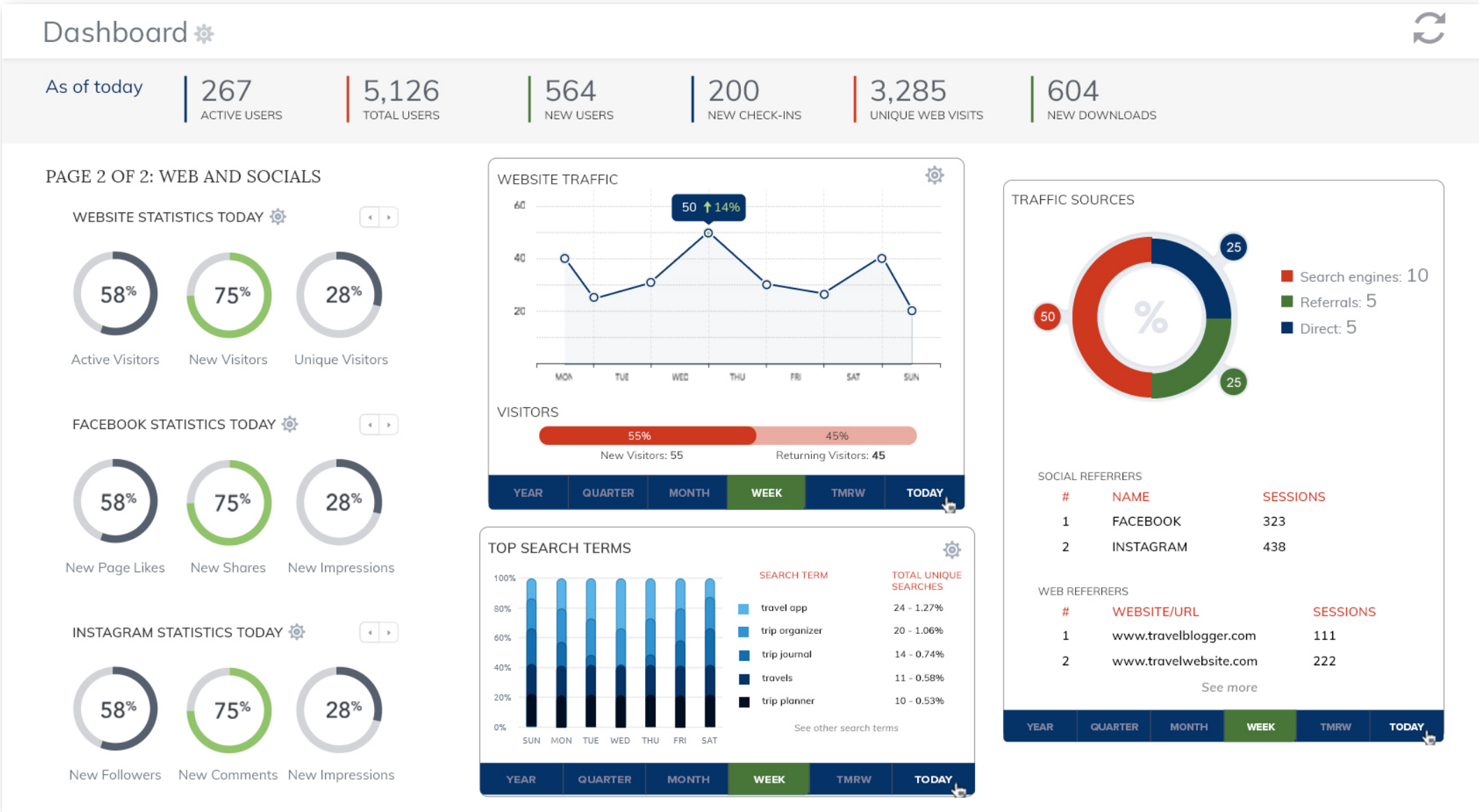




A Photoshop (PSD) file of this image is available upon request.

The second page of our dashboard will help us track the metrics of Customer Engagement, Social Media Engagement and of our key words/phrases through the **Website Traffic, Top Search Terms** and **Traffic Sources** dashboard sections.

Here, we can also see the progress rates of shares, impressions, web visitors, and social media following; and we can also see the referrers if a users comes from a different source.





## Quality Assurance Brief

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The Quality Assurance Brief anticipates major risks when conducting the Quality Assurance test. In this section, we'll discuss the plans around these risks and how we can mitigate them once the Monitoring and Control phases of the project have arrived. This risks will be part of the tests to ensure company and user experience standards are met.

*How do we ensure that this meets quality standards?* →

QA Element & Risk		Mitigate, Avoid, Accept?	Likelihood (L, M, H)	Impact (L, M, H)	Action trigger	Associated Management	Assurances and Control Plans
1	<b>Functionality.</b> User's Timeline (Travel Logs) does not load in a reasonable time.	Mitigate	M	H	QA determines this from the front-end— that loading time is slow for more than 10 tries.	QA Specialist to Developers	Report bug and recheck/reassure by creating more than 50 test accounts and ensure that at least 90% meets loading time standard.
2	<b>Design.</b> Design does not meet the standards of the UX Specialist.	Mitigate	M	H	UX Specialist raises this concern during testing phase.	QA Specialist / UX Specialist to Developers	Reports bugs and list all components that need improvement. Handover to Developers for correction. Repeat till UX standards are met.
3	<b>Security.</b> Passport details in Travel Document feature can be easily hacked.	Avoid	M	H	QA determines this from the front-end— seeing a path that can hack into the system.	QA Specialist and Project Manager to Developers	Raise to project manager because Security is a priority concern. Report bug and correct. Reassure by repeating testing until clear.
4	<b>Performance &amp; Load Testing.</b> Uploading a travel log is slow because of the data load of media being uploaded by users.	Mitigate	M	H	QA tests to upload very heavy loads of media files into a Timeline and uploading shows to perform poorly.	QA Specialist to Developers	Report bug and recheck/reassure by creating more than 50 test accounts and upload heavy loads of media per timeline and ensure that at least 90% meets uploading time standard.
5	<b>Usability.</b> Inadequate user testing leading to unmet UX expectations.	Mitigate	H	H	Receipt of a complaint that is repeated for more than 10 times from different testers.	QA Specialist / UX Specialist to Developers	Report bug and recheck/reassure by extending testing and bring in more testers to verify.

# Projected Budget

Finally, how much are all these going to cost?



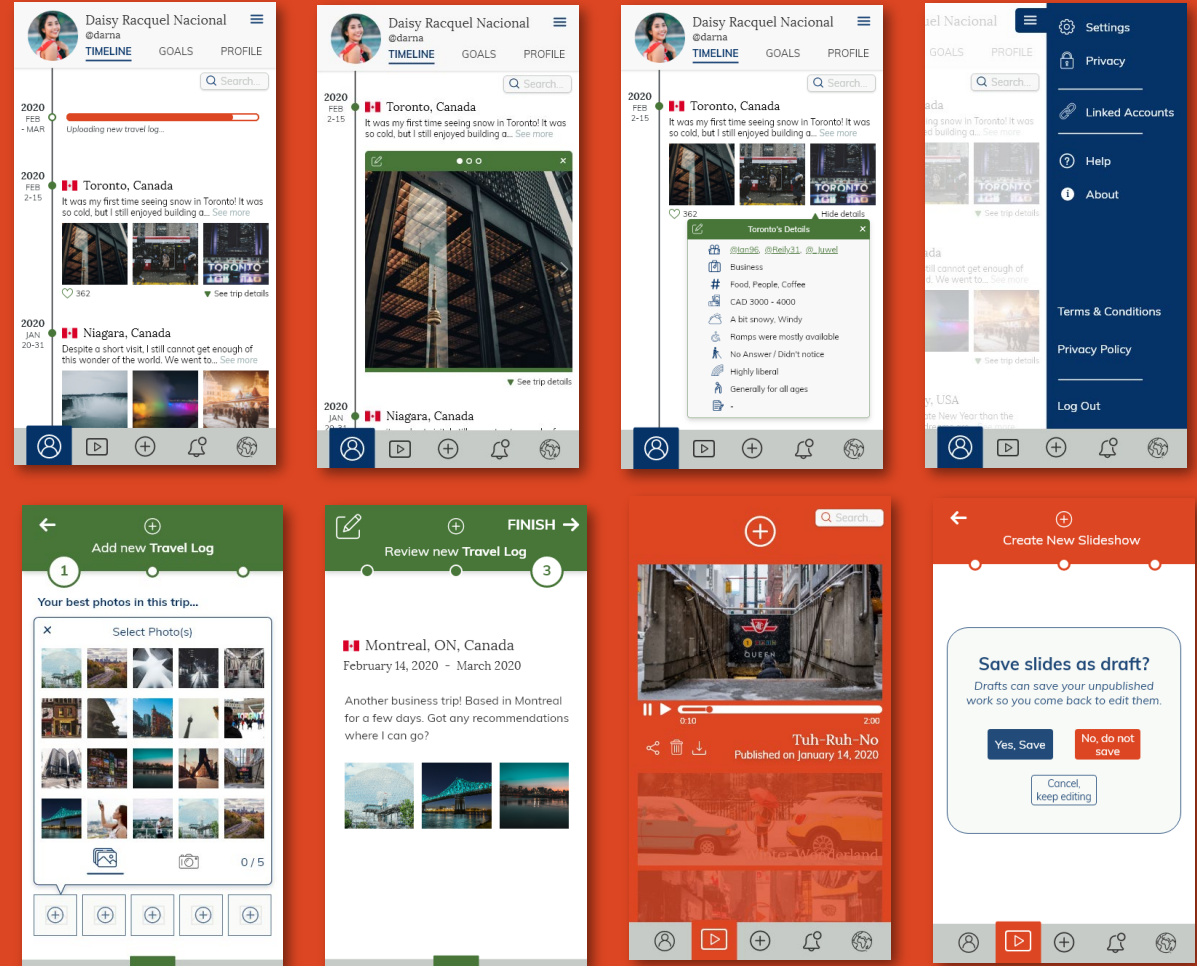
	Estimated cost for Total Project (CAD)	TOTAL per category (CAD)
Staff *		288,320.00
Project Manager	76,800.00	
UX Specialist	24,000.00	
Mobile developer	51,840.00	
Mobile developer	51,840.00	
Java developer	51,840.00	
QA Specialist	12,800.00	
Marketing Specialist	19,200.00	
Innovation Expenses		17,000.00
Strategy and Research	10,000.00	
New Product Development (Prototyping and Testing)	2,000.00	
Licensing & Permits	5,000.00	
Marketing Expenses		70,000.00
Campaign Build	20,000.00	
Advertising Spend (Launch)	50,000.00	
		375,320.00
Contingency Funds (at 10%)		37,532.00
TOTAL		412,852.00

Blended rate of staff    CAD 58.00

People travel to experience and to make memories. These experiences remain a personal sentiment that stimulates any traveler intellectually, emotionally and even physically, resulting from what they experience in new and different environment.

It is important that we store these memories because of the emotions that are associated with each trip; emotions that can be rekindled when looked back on. This is what Prints is for.

**View Prototype →**





*End.*

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“Take nothing but pictures, leave nothing but **footprints** and kill nothing but time.”

— John Muir (1838-1914), Mountaineer / Aliyyah Eniath, Author (The Yard, 2016)