

Discover unusual beauty
from the tiniest bits of the globe.



Pack & Go

A Lifhacker project.

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Business Plan

Description of our products

Pack & Go is an APP made of two main parts, and it is especially designed for travelers. The first part is called 'cities in citizens' eyes'. For example, if you come from New York, and you want to visit Las Vegas, you can simply click 'cities in citizens' eyes'. Then you will see some recommendations about interesting places posted by people live in Las Vegas. This function makes you see Las Vegas through it's citizens, and their advice usually being consisted of some unique places, such as a Café that you can spent all day reading books. Another part is called 'cities in travelers' eyes', which means you can see post from the entire world except those who live in Las Vegas. Compare with the first function, on the contrast, this part makes you see Las Vegas through its travelers, so that their advice is mainly about famous landmarks. People use it for outdoor use, because only you leave your bed, and go out of your door, then you can travel.

a. How did your team come up with this idea?

First, we released a questionnaire on several online public platforms, which asked about the needs and thoughts of people towards the application software we have right now. The process made us realize the drawbacks of the current applications, and motivated us to come up with solutions for them. It was crucial for us to decide whether should we go for a product or a kind of service.

The interface of our questionnaire:

你的最想要(☆☆)

此次问卷调查是想知道家长们对当下App的需求与想法，并在最终数据里分析，以创造合适的产品去优化现状。

1. 性别*

男

女

2. 您时常需要/使用哪个范畴的app呢? *请选择1-5项

健康与健美

医疗

艺术

旅游

生活

社交

音乐

财务

饮食

摄影与录像

效率 (如Word和PPT)

3. 回答形式: 软件名+如今该软件没有但想要的个性化功能*

4. 除了现有的app发挥作用, 您还希望当下生活中有什么能够提高生活质量的产品或服务? (短短几句话就好, 不用太费脑筋啦!)*

提交

The questionnaire received 109 valid, complete submissions from adults and high school students in the end. The statistics showed that most people had their focus on the categories of 'life' and 'travel' in terms of application software. So finally we decided to provide a service (in the form of app) considering these two aspects.



Another questionnaire is also released to find out the percentage of people who might use app as a media to achieve their goals of traveling. 71.11% of the people have shown the tendency to use app to decide their destination. Add up on this, the majority of the people, 82.22%, will use app to help them get more information about the trip when the destination is already decided.

b. Describe the current problem or opportunity

Current problems:

1. Tourism is always insufficiently funded, and tourism facilities are in need of upgrade and improvement
2. Lack of satisfying service and good sanitary condition at tourists attractions
3. The field of tourism is very competitive
4. Hard to achieve satisfaction because sites are too crowded

Opportunities:

1. The popularization of private cars will lead to more self-drive travel rather than grouped travel (So it can satisfy our target customer--people high availability).
2. Research predicts that China may become the TOP1 destination for traveling by 2020.
3. The difficulty of special distance for a tourist destination starts to diminish due to the development and increasing use of the Internet.

c. Solution:

Focus on discovering the spots that have less publicity but with higher experience quality expected. In these years, more and more people prefer the place with less density of crowd. Many of them have already felt tired about the endless crowd and noisy sounds. In the meantime, we discovered that the number of people could be little in some high-quality feature spots.

Consequently, we decided to put out an application that discovers high quality and low population density space in major city in China. Moreover, in order to attract more people to download our APP and recommend it to the publicity, we add some functions that can give benefits to the people. For instance, our APP counts the days when people have signed in. As the days reached the limit, our company will mail the special gift to customers. As a result, people will be more likely to use the APP and represent it to publicity.

d. Who?

The application towards people whom like to travel around and prefer to the high-quality experience. They feel tired about the crowd and they want to explore more specific places, which provide them a better travel experience.

e. Compare and Contrast

Similarities: As a product of traveling, our product has same goals with other traveling products. That is, provide convenience to users by providing specific information about places, for example, sight spots.

Differences:

Most traveling products are for-profit products, and they tend to build a cooperative relationship with operators. Using general knowledge or short

introduction provided by operators, they succeed to attract their users visiting those places. On the contrast, our product is a non-profit product, which makes our product the specialist among them. We provide our users information, as well as choose for them, which fits them most. We let our users decide what is a good place for traveling, appointments, or simple for spending time reading on their own. That's why our product is near to everyone's lives.

Also, our unique pattern used to collect information increase the reliability of the information. Moreover, we focus on different things. We tend to help people find the undiscovered amazing things, instead of helping people find famous places that can be found at anywhere. At last, we introduce the concept of social contact. In recent years, tremendous people are willing to share their moments and record their lives in APP such as WeChat or QQ. Based on that, we introduce the concept of social contacting that makes people more willing to share the amazing places and information we provide, which is a kind of advertisement for our products.

Promotion activities:

Primary phase:

1. Distributing leaflets to customers

The primary phase will limit the range of this activity. We will hire data operation analysts to create a model, which will tell the appropriate time, place, and the frequency to carry out the activity.

2. Sending out T-shirts

It can be our logo or cool images or design that express the idea of our service on the T-shirt. It not only helps out to promote our product but also helps people (our target customers) who wear our T-shirt to embrace their individuality.

3. Business cards

When we attend some of the meetings concerning our type of business, we would give out our well-designed, individualized business cards. We will spend money on the professionals to perfect the details of our business cards.

Secondary phase:

1. Distributing leaflets to customers

After the primary phase, we start to use the model to expand our business sensibly. While expanding, we constantly optimize and adjust the parameters and the model. The reason why we do this is not just to send out fliers, but also to get the information, an intuitive perception on the potential profit gained per customer, the break-even point of a single user, and etc. Only a model created based on enough accurate data can we expand our company faster than any other company.

2. Participating activities

We will participate some intercommunion, which are likely to be broadcasting (live) on television and on some Internet platform. By doing this, we can raise

the awareness of our product and also express our intention to people who might potentially become our supporters.

Tertiary phase:

1. Advertising

A strong, competent team is needed in this phase, because it requires large amount of money and a strong internal organization of a company.

Sub-point: Put our logo on daily products

Stores that are not part of chain stores are likely to switch between different packages because they don't have a standardized one. If we offer them packaging materials or plastic bags for free or very low price and they take it, it could be a win-win situation for the owner and the promotion of our own product.

--It could be on television, in a subway or bus station. However, the money will be completely on a different level and a research/model in this field is going to be required.