

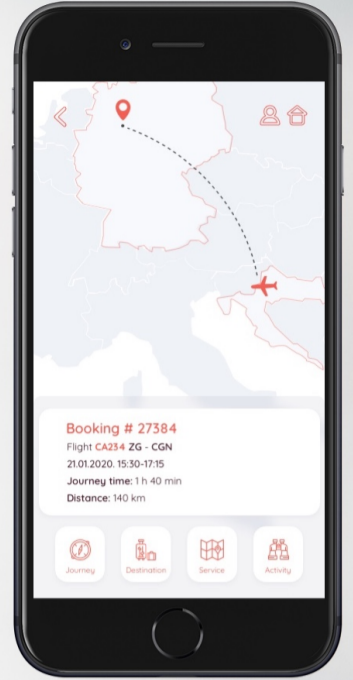
1. project idea

1

Application is a complete journey companion. It follows user from entering trip ticket details until reaching the desired destination.

2

Application covers practical necessities of the trip, often overlooked or hidden as a secondary function within similar services. It offers “umbrella function” in order to cover practical needs of a traveller.



2. competitor analysis

Google Maps SWOT

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> - excellent search optimisation - free service - versatility - high traffic amount - great support for web and native - user-friendly design with local integration - privacy protection 	<ul style="list-style-type: none"> - business information updates rely on user input and can be unreliable - coverage not same for all countries - specialised search service secondary to primary global mapping goal - public transportation information sometimes incorrect or does not provide best options compared to local transportation apps 	<ul style="list-style-type: none"> - offer more extensive specialised search results and distinguish them better from global service - better coverage for certain areas 	<ul style="list-style-type: none"> - in some areas (China) local applications completely replace Google services - similar mapping service like macOS Maps offer native support for specific OS system

Nanny Bag SWOT

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> - clean layout that is easy to navigate - specialised service - graphic explanation of service - straightforward UX process - native and web version - 24/7 customer support in 7 countries - chat support with extensive online presence 	<ul style="list-style-type: none"> - bad SEO optimisation - mediocre rating in Google Play, no rating in iOS - lacking support for mobile solutions - limited to main tourist areas 	<ul style="list-style-type: none"> - better SEO optimisation - improvement of mobile application support and function - expand city network - expand localised customer support 	<ul style="list-style-type: none"> - many similar services with better SEO come up above in ranked search results (BagBNB, Stasher) - big players such as Google Maps that offer better overall support

Design Principles

Hick's Law	Rewards & Punishment	Dark Patterns	Trust
User is only confronted with important choices, no unnecessary actions required.	User keeps being rewarded with additional explanations and informations when scrolling through the website. Key message is strongly reinforced.	<p>None detected.</p> <p>Conditioning & Addiction</p> <p>Simple and clean layout, attractive colour palette, well- presented illustrations serve to purpose to encourage the user. This also includes funny marketing video that explains the service goal in a friendly manner.</p>	Trust is built throughout the user by offering other users review at the bottom of the website. There is a clear list of all brands involved with the service, as well as feedback and support pop-up windows that enable instant communication. Only downside is that the necessity for providing phone number should be more clearly explain in the booking process.