



hello
Roamy

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INTRODUCTION

The modern traveler embraces the concept of the global citizen and requires to feel integrated within the urban culture. This creates the necessity for a real-time, communication-based tool that designs a fully immersive experience creating a balance between comfort and adventure.

Inspired by the new generation of travelers who embrace the concept of the global citizen, and who seek local authenticity and instantaneous integration, helloRoamy was created to solve the experiential opportunity in the current market that is yet to be addressed by travel agencies or digital platforms. helloRoamy is designed as a one-of-a-kind digital solution to the cookie-cutter experience presented to prospective travelers of foreign cities. helloRoamy takes into account the user's interests, time and budget to design custom routes that accomplish a wholesome experience away from tourist traps and corporate chains.

The tourism industry is rapidly changing. Platforms like AirBnB, Uber and Lyft are contemporary, forward-looking brands that understand the needs of the global citizen and keep up with the constantly evolving new lifestyle of the contemporary person. While apps like TripAdvisor and Yelp give recommendations and general information about a location, they are not solving the challenges of integration and personalization. Experience design is a new field that has a lot of potential to solve social and cultural challenges that emerge from the rapidly evolving tourism industry. Experience design can be used as a strategic tool for seamless integration into the city's ecosystem and a way to ensure comfortable but also transformational, and exciting new experiences for the traveler.

Certainly, there is room for innovation and improvement when it comes to designing a truly curated and personalized experience for the new traveler. This concept has not been directly addressed but it is an integral part in creating a memorable, comfortable and exciting experience for people away from home.

Apps like AirBnB, Uber and Lyft have addressed aspects of traveling like getting from point A to B and finding

accommodations in new and innovative ways that fit with the lifestyle of the new traveler. There is potential for improvement in the overall experience of traveling by creating a personalized experience and embracing the concept of the global citizen through experience design. This is a niche in the industry that allows for growth, innovation and exploration.

The goal of helloRoamy is to help the new traveler navigate seamlessly through an unfamiliar urban environment and be able to confidently explore the surroundings while feeling immersed and integrated into the city's ecosystem and while getting the full local experience. The project also encourages locals to see their hometown from a new perspective, explore new territories and stay curious.

CULTURE

TOURIST V2.0

The tourism industry is changing rapidly to accommodate the needs of a new type of traveler. This new era of tourism is characterized by personalization, flexibility, authenticity and choice. There is a shift from passive experience and observation to active learning and participation. “Millennials are a generation that is completely redefining what adventure means and are looking at the world through a more global perspective.”

Tourism is not perceived as luxury anymore; it is a necessity. Traveling is a top priority for millennials who demand a more authentic and local experience that is personalized to their needs and interests. “Moreover, millennial tourists are highly motivated in taking trips because it helps to improve their intelligence, socialization, competencies, and it’s one way for them to escape from hectic schedules. Millennial tourists agreed that travel is all about discovery and adventure. They see that travelling is an opportunity to explore and learn local cultural practices and to experience new things.”

These new travelers are more experienced and, therefore, harder to please. They do not want to stay at a five-star hotel; they would rather choose an AirBnB. They do not want to take a cab; they would rather call an Uber. Being a part of an organized tourist group is not a “thing” among new travelers

because there is no authenticity in that experience. “While baby boomers tend to seek the safety and convenience of an overcrowded touristy restaurant near a major attraction, Millennials are taking a step outside their comfort zone to experience that sought-after authentic meal.” In fact, the new traveler does not want to be referred to as a ‘tourist’ at all.

Tourism, as people have known it, is rapidly becoming obsolete. Sightseeing is becoming obsolete. “An Acronym that is relevant to describe the ‘new’ tourist is REAL, which stands for: Rewarding Enriching Adventuresome Learning Experience.” The new trav-

eler wants a REAL experience. “In fact, 78 percent want to learn something new while they travel and about half of Millennials said they would pick a destination because they want to experience the culture.”

An insight of the millennial mindset is an integral part in ensuring the flourishing of the tourism industry because “Millennial tourists generate more than \$180 billion in annual tourism revenue, an increase of nearly 30 percent since 2007.”

This new era of tourism is characterized by personalization, flexibility, authenticity and choice.

FLEXIBILITY. CUSTOMIZATION. ADVENTURE. IN CHARGE.

The perception that travel is a luxury is changing. Millennials consider traveling an integral part of their personal growth. Millennials are not about collecting things; they would rather “collect” experiences.

Experience is becoming the new marker of affluence. “[Millennials] are tech-savvy, innovative thinkers and influential buyers.

They are the most lucrative segment for businesses in the travel and tourism market.” Changing tendencies in tourism demand curated and personalized experiences that allow the traveler to be independent and feel localized and integrated into the

ecosystem of the city. “Guests using home sharing sites like Airbnb feel far more “at home” than they do staying in hotels or vacation rentals because they’re with real hosts in real neighborhoods meeting real locals. The key is to make people feel like insiders. Make it feel natural. Help people understand “how the locals do it.” This creates the necessity for a tool that creates frictionless integration into the city’s ecosystem which is harnessed in a way so as to allow the traveler to become an authentic part of the location and truly embrace the concept of the global citizen.

“Millennials are digital nomads, and technology profoundly influences them.” The new digital tool should go beyond the established “tap tap”-based approach of a conventional app—it is based on real life communication that creates a fully immersive experience ensuring the comfort of the traveler while keeping the element of adventure and curiosity. All of these three factors are key to understanding the needs and the demands of “Traveler v2.0.”

The new traveler needs an app that understands him; an app that can be trained by the user to ensure that it is providing him with a more wholesome experience that creates an environment with the quality of a home-away-from-home.

The key is to make people feel like insiders. Make it feel natural. Help people understand “how the locals do it.”

Millennial travelers use their phones throughout every aspect and stage of their trip from planning to experiencing and sharing. “EY’s Global Real Estate Center (2014) found that almost all millennials document their life experiences through social media, focusing on primarily funny, unique, inspiring or artistic content that can stir a response from their friends and followers and lead to influence others to try and experience the activity.” This behavior

creates a rich database for an app to quickly learn about the user based on his social ‘travel journals’ and create a curated experience. With this approach, an app would know exactly what to serve the user without compromising the element of surprise, adventure and curiosity.

CONSUMER

EDUCATED LOYALTY

Generation X is the bridge between Boomers and Millennials. Gen X is also the first generation to grow up using personal computers which makes it the transitional generation from analog to digital technology. Contrary to popular belief, this Gen X is very tech-savvy and utilizes multiple channels to gather information and do research especially when it comes to purchase-related activities. Even though this generation is relatively smaller compared to Boomers and Millennials, Gen Xers hold an exceptional influence over the market because they are at the peak of their earning years, often supporting financially their Boomer parents, and Millennial and Gen Z kids. “Gen Xer’s connection toward generations before and after [...], as well as their technological savviness and brand loyalty make them an exceptionally unique consumer base.”

Gen Xers’ relationship with technology is very similar to that of Millennials. Recently, “Gen X are now more likely to be getting online via a smartphone than a PC/laptop.” They are devoted social media users usually maintaining more than two or three social media accounts on various platforms. They stream videos and movies and love shopping online. “They methodically research and evaluate products prior to purchase and place great value on the opinions of their friends and family.” However, that this age group’s time is very precious and limited and Gen Xers rarely engage in casual browsing activities. “Their online activities are [...] driven by purpose and intent.” One of the main online activities for Gen Xers is reading and writing reviews. This generation visits review-based websites more than any other generation and often times “won’t even buy a product until they’ve thoroughly researched it, whether through online reviews or opinions on social media sites.”

Generation X remembers a time before technology was such a significant part of the daily life. For this reason, the best way to engage this audience is through multi-channel advertising that involves both digital and analog elements. This generation

responds equally well to social media advertising as well as billboards and magazine ads. “Gen Xers are generally skeptical of marketing hype and traditional advertising tactics. They appreciate authenticity and relevant messages.” This generation is more loyal to a brand than any other generation before and after it; however, winning this generation as a customer is not easy. Gen Xers want clear, simple, straightforward, “authentic, relevant messaging” . They do not want cookie-cutter advertising; they value sincerity, authenticity, and independence, quality and value proposition rather than trends. “They approve of companies that acknowledge that every consumer is different and they do not respond well to a generic marketing approach. In fact, Gen Xers want retailers to provide a personalized brand experience.” Gen Xers also greatly value safety and security. The brand needs to exude reliability without a sense of authority. As mentioned before, Gen Xers share and read positive and negative reviews before

they commit to a purchase. For this reason, it is important that a brand gives opportunity for engagement with its clientele through feedback.

To win Gen X as a loyal client, a brand needs to provide as much information about its product or service as possible and “doing so in a straightforward, credible manner is vital.” Brands must constantly engage in authentic interaction with consumers and provide as

many opportunities for feedback as possible. Unnecessarily complicated language, mystery and lack of personalization are sure ways to drive this target audience away. A brand that is open and honest about what it has to offer, states clearly its benefits and acknowledges that each person is different is prime if one is trying to win the hearts and, most importantly, the loyalty of this key demographic.

Brands must constantly engage in authentic interaction with consumers and provide as many opportunities for feedback as possible.

VERIFIED AUTHENTICITY

Millennials are considered the generation of constant change, adaptation and individualism. They are the most well-educated generation so far “with expertise in technological use that distinguishes them significantly from the generations that preceded them”. Millennials are open-minded, social, innovative, ambitious and experience-hungry. Staying connected is at the center of their priorities. Technology as well as brands and products are the main forms of self-expression. Millennials are also the least loyal consumers partially due to the seemingly endless choices that are presented to them. But this by no means suggests that they do not place importance on brands. Millennials “look for products and brands that match their personality, lifestyle, social and community values. They use brands to create images, to represent their personality and communicate their values”. Millennials are highly driven by emotions and brands that can tap into positive ones set themselves up for success.

It is important to mention the obsession that Millennials have with travel and experience. Due to the connectedness of social media which became the facilitator of the concept of the global citizen, “Millennials have a strong desire to enrich their lives through travel and, in turn, they will do so in a host of colorful new ways with challenging new attitudes.” This challenges the travel industry to completely rethink its marketing strategy and tools to accommodate for new types of travel needs. “The next big thing in travel will be the better use of information to make travel more personal and predictive, and Millennials will be the driving force demanding that the travel industry deliver on this promise.” Authentic experience is the driving force for Millennials but this statement should be observed through the social media lens. They demand shareable experiences that entice a social media response. “Millennials are all too-ready to take the reins of control into their own hands and shoulder all aspects of their holidays from inspiration to booking as personal projects – even if it means more time and effort spent.” But what really is considered an authentic experience according to Millennials? “Authenticity is ultimately whatever

Technology as well as brands and products are the main forms of self-expression.

which supports their perceptions of value: cultural appreciation and “living like a local”; independence and finding those hidden gems; originality and balancing the iconic with those experiences that are more off the beaten track.” The concept of “instant concierging” strongly resonates with Millennials because they expect to feel that their needs are tended at all times and especially while traveling. This allows them to feel not only safer but also that they are getting the most out of their experience. Therefore, Millennials want control and convenience and, above all else, verified authenticity. This is the reason why they are most likely to consult “Industry Experts – such as travel providers, travel agents, or websites with “expert opinion” rather than peers and family.” A key factor that is transforming the traveling scene is the phenomenon called “bleisure” travel. “Millennial customers crave the joy of adventures and discoveries, whether epic or every day. Millennials often view commerce and even obligatory business travel as opportunities rather than burdens, due to the adventures that can be had along the way.”

Millennials understand the power of data and technology and expect companies to utilize these tools to understand consumers better and provide for their needs. “They want nothing less than precision-level relevance, and accuracy that exceeds their own capabilities. [Millennials] will be the first to demand perfect personalization, challenging brands to know them better than they know themselves.” Millennials despise when they are treated like a target audience. They do not like emerging ads and surprisingly, still respond well to analog advertising such as billboards. They want to actively interact with the brand and feel like they are the driving force of change and growth for each company. Millennials want to feel like a “part of their [company’s] product development team”. Millennials would purchase a product that is relevant, aligns with their values, supports causes that matter to them and aligns with their vision of aesthetics and lifestyle. Millennials are being served hundreds and thousands of ads and content each day and in order for a product or service to be compatible in this market the message of the brand needs to be delivered in the fastest, most direct and honest way in order to reach this audience.

RADICAL INCLUSIVITY

Generation Z will form “40% of the consumers by 2020”. Gen Z are the true digital natives that do not remember a world without technology and for this reason they live equal parts of their lives in the physical and digital worlds, and have no problem switching between the two. “Hungry for digital experience and interaction, they also feel overwhelmed and in need of a tech-free sanctuary.” Gen Z is also the most ethnically diverse generation which lays the foundation for “radical inclusivity”, cultural agility, and living effortlessly between polar opposites. “And although two polar-opposite segments exist in this generation – the competitive, follower-focused and style-driven Gen Me, and the collaborative, feelings-focused and belief-driven Gen We – its open, fluid nature means that this cohort can move between Me and We effortlessly, sometimes unconsciously, and often contradictorily.” Gen Z feel comfortable with contradiction and do not feel like they necessarily have to pick a side. This is how this generation opposes “moral tribalism” and conventions; this is how they redefine not only gender norms but lifestyle in general. “For them, it’s not either. It can be both. They refuse to be pinned down, to be put in a binary world.” They see the world as a global village and are “significantly more interested in other cultures and countries, reflecting their openness and curiosity toward others.” Gen Z has a need for acceptance and belonging to a group by embracing each and every one’s uniqueness and individuality. The members of this generation hold strong ethical and moral values, and are very sustainability-, environmentally- and health-conscious.

Self-awareness and concern for ethics and the environment are key factors when it comes to purchases. A purchase is a lifestyle choice and a form of self-expression compared to following a trend. Because of Gen Zers’ desire for acceptance and respect by their peers, the opinion of family and friends is very important when it comes to the decision to purchase a product or a service. “Around 2 in 5 say they are easily influenced by other people’s opinions — they’re 17% more likely than the global average to say this. Additionally, 73% say it’s important to feel respected by their

peers. The need for social currency and a sense of community are absolutely crucial for Gen Zs.” This notion creates an environment in which authenticity and transparency are valued most. Gen Zers expect this not only from their friends but also from the brands that they choose. The ample choices that they are presented with often times cause choice fatigue. For this reason, Gen Zers expect not only that brands would understand them and their individuality, but would also push them, break the status quo, “challenge their critical thinking and show them fresh perspectives.” Gen Zers feel comfortable experiencing the world through a mobile device and most of their daily tasks happen on a digital platform. “Social app’s dominance and near-constant presence in

Gen Z has a need for acceptance and belonging to a group by embracing each and every one’s uniqueness and individuality.

the lives of these young consumers has become an undeniable observation — by 2018, 92% of Gen Zs reported using social apps in the past month, an 11% increase in only the last two years. Music, shopping, travel, and map-based apps have similarly seen significant growth amongst this cohort — indicating that, for Gen Z, apps have come to cater to nearly all of their lifestyle needs.” Gen Zers spend more than nine hours on average in

front of a screen with the most used mobile-only activity being maps or directions. Traveling is becoming an integral part of Gen Zers’ personality similar to that of Millennials. “Among 14 to 18-year olds, 42 percent say they need to travel in order to feel that life is complete. And for 77 percent of those Gen Z teens, traveling alone without their parents is a major marker of adulthood.” This generation is globally connected but expects to feel local anywhere they go. Brands that adopt the “glocal” (“Think globally, act locally”) attitude are particularly popular among this demographic.

Gen Zers embrace novelty, uniqueness and change. They exist comfortably within contradiction and have strong radars for deceit. Gen Zers believe that new experience and traveling are integral to their personal growth. “They also want their phone to serve as a

CONCLUSION

tour guide, and want more than the usual sights and tourist traps: they expect it to find more authentic, local experiences.” To get to this demographic a brand needs to have a simple and clear message, constantly communicate with its consumers and truly address their needs. A brand that challenges the norms, creates value through caring and being distinctive would be a brand of choice for Gen Zers.

Regardless of the differences between Gen X, Millennials and Gen Z, there is one ultimate truth—people want honesty. A brand needs to be straightforward and clear about the product or service that it offers and the benefits that come with it. A brand needs to communicate clearly in a straightforward and credible manner. Consumers want to be engaged in an active and authentic interaction and be given opportunities to contribute to the culture of the brand. People want brands that acknowledge the uniqueness and individuality of each human being and do not treat people like a target audience. Modern brands must constantly utilize the plethora of data and technology to better understand the consumer and account for his/her needs. A successful brand delivers its message fast in a simple, direct and clear way in order to engage an audience that is being served hundreds of ads each day. Finally, a brand should not be afraid to challenge the status quo and create value for its customers by embracing change and novelty. Strive to get to know your customer. Do not just be a provider, be a friend. Be an instigator of change.

A purchase is a lifestyle choice and a form of self-expression compared to following a trend.

PRECEDENT ONE: AIRBNB EXPERIENCE

AirBnb Experience is a recently introduced feature of the internationally recognized accommodation and traveling platform. In true AirBnb fashion, the experience feature provides the opportunity for travelers to mix with the locals and explore the city under the guidance of the people who claim to know it best. The options and tour themes provided by the platform are practically endless from “cook with local hosts” to “luxury urban travel photoshoot” experience to even exploring local thrift shops with a guide. The scope, time and price range depending on the topic, scope and length of the tour.

AirBnb is undoubtedly local.

The prices vary from \$30 to \$300+ per person. AirBnb Experience has a great advantage over an upstart app due to the popularity of the overarching brand. AirBnb is the ultimate leader when it comes to contemporary traveling but one inevitably has to ask: has the platform truly addressed the needs of the independent global citizen and is there something that is still missing from the ultimate traveling experience?

AirBnb is undoubtedly local. Much like the accommodation aspect of the platform, the experience feature is curated, appeals to a younger audience and practically screams authenticity. The fresh approach to branding that AirBnb takes by mixing together minimalistic modular design with hand-crafted logo and friendly bright colors appeals to a wide range of audiences and is unsurprisingly user-friendly. The home page of the app, while similar to that of Trip Advisor in terms of quantity of information, is easier to digest and navigate without overwhelming the user. It is important to consider the comparison with Trip Advisor app because both platforms provide similar content in quite similar fashion but it is essential to distinguish which is the one that users are more likely to prefer.

The local tours and activities bring travelers a step closer to experiencing the local culture with people who are an integral part of it.

While AirBnb is undoubtedly the leader when it comes to accommodation in the world of modern traveling, AirBnb Experience is one of the less popular features of the platform. Fewer people know about this feature even if they are frequent users of the service. AirBnb is putting greater effort into developing the accommodation aspect of their brand which is also the core function of their app. AirBnb Experience is a nice perk in addition to the rest of the functionality of the platform.

Airbnb Experience is undoubtedly a major step in the right direction when it comes to shaping the new era of traveling. The local tours and activities bring travelers a step closer to experiencing the local culture with people who are an integral part of it. For travelers looking to make new connections and make friends, the organized group trips are a great choice. What is yet to be addressed is the ever-growing audience of solo travelers who want to remain solo throughout their trip. People are shying away from organized excursions so that they can maintain their independence throughout their trip. Some are anxious to meet strangers who would take them on a tour without knowing their background. This is something that helloRoamy is working actively to address. The application has a locals' routes feature without making the traveler meet anyone or having to become a part of a tourist group. Not having to employ a local person as a tour guide also saves the traveler a lot of money since the only thing that a helloRoamy app user pays for is whatever he spends while on his route with no tour fees and additional hidden costs. For the budget-conscious solo traveler, helloRoamy definitely has the more appealing options.

PRECEDENT TWO: TRIP ADVISOR

TripAdvisor claims to be “the ultimate travel companion” that helps one explore and plan one’s trip beforehand or on the go while assisting with booking and price comparisons. One can save desired hotels, attractions, restaurants, and tours and easily access them later. TripAdvisor is not limited only to helping once the traveler arrives at the desired destination or during the ideation stage of trip planning. The app also helps with booking flights. Travelers can explore millions of reviews, photographs, articles, blogs and suggestions from all over the world.

TripAdvisor makes rating- and review-based suggestions for local attractions and places. Generally, this is a good option for travelers; however, the suggestions may not often reflect the true local flavor of each location for several reasons.

While TripAdvisor claims to use local experts to review locations, the majority of reviews come from travelers. Since the app is rating-based the locations with the highest rating show up first. However, this oftentimes does not reflect what is truly authentic to a location. A lot of the ‘hidden gems’ remain hidden because fewer people know about them; therefore, fewer people would review them. Even if these smaller locations have high ratings, they cannot compare to the larger amount of ratings that more famous commercial chains get due to popularity. There are also ample options for paid organized tours but if a traveler wants to explore on his own, the planning, figuring out and research stages are left in his own hands. In terms of user interface and overall experience, TripAdvisor is completely overwhelming. The home page of the app is practically endless and overflowing with information. Ample information is great but it has to be delivered to the user in a digestible way. There should be a more efficient way to advertise the amount of information one’s platform has without overwhelming the user or scaring him away.

TripAdvisor has clean and consistent branding across all platforms. The application design is based on a clean modular grid which makes navigating and getting through a lot of information easy. If the amount of information on the home page is moder-

ated, the interaction between the application and the user would be frictionless.

The application solves many problems that travelers encounter while planning their trips. The fact that TripAdvisor combines flight, transportation and accommodation recommendations along with experience referrals in addition to being accessible and free turns the platform into a one-stop shop for travelers across the world. The review-based system does not solve for the demand for authentic and local experience. A restaurant like Buffalo Wild Wings will ultimately receive better ratings and in larger quantities due to its overall popularity; however, this does not make it local or authentic. TripAdvisor does not work towards eliminating the cookie-cutter

tourist experience. In fact, it encourages it. The plethora of available organized tourist trips may resonate with an older audience but does not address the needs of the modern, younger traveler.

Ample information is great but it has to be delivered to the user in a digestible way.

PRECEDENT THREE: MTRIP

mTrip is an offline travel tour guide with restaurants, attractions, hotels, bars, shops and other traveling suggestions. Each location includes traveler reviews, pictures, opening hours, and a description of the place. The main feature of mTrip is creating customized trip itineraries that take into consideration the traveler's interests, accommodation, time limitations, pace preference, and opening hours of attractions. The application also uses augmented reality technology to preview potential locations before a person makes a decision whether he wants to add them to his trip. mTrip claims that their offline feature is unique for this category and is what sets the mobile application apart. The app has a very broad scope of features including currency converter, subway maps, creating trip journals with pictures, notes and comments as well as the ability to easily share pictures or post cards by email or Facebook. The app is currently available for twenty-seven countries most of which are based in Europe. The American market is covered only in large cities such as Chicago, San Francisco, Washington DC and New York. The guide for each city costs \$4.99 and exists as an individual application.

The application bridges the gap between the user and the platform by immediately taking the user to the home page instead of forcing him to commit by creating an account. mTrip is easy to navigate without additional instructions. The customized itinerary function is available only after purchasing the premium guide. For those who do not want to make the investment, the app allows manual itinerary creation after browsing through available locations.

The user interface exhibits obvious consideration for functionality. However, there is an immediately recognizable lack of consideration for aesthetics or user engagement. The platform looks

The app is currently available for 27 countries most of which are based in Europe.

outdated and plain. While there is consistent typographic treatment, color scheme and logo placement, there is no evidence of a brand identity. The application is functional but unexciting. It does not create a relationship with the user aside from relying on function and reliability. It might become the app of choice for the tech-savvy Boomers and perhaps a number of Generation X audiences, but it will face a challenge engaging younger audiences. The offline aspect of the app is great in theory; however, this should exist only as an option because it inhibits user flow by slowing down the app's function tremendously. One might want to preview a city without necessarily wanting to download the entire guide. Because of the download process, the waiting time from the point of clicking on the image of the city to actually getting to the guide is at least 30 seconds. This causes immediate irritation especially for someone who is casually browsing and exploring. The augmented reality function appears to be unavailable unless one is located at the place one is trying to view. This makes the function redundant.

While it is true that the app takes into consideration one's travel dates, pace, location and interests, in reality these parameters are a lot more limited than advertised. There are sliders that determine how much you want to see out of the four categories available (Sightseeing, Religious, Museums, Parks&Nature) as well as the pace of the trip itinerary but there is no quantity involved; it is an estimate. The four categories that the application provides are limited and tourism-targeted. There is no attempt to integrate of the traveler into the city because all of the available attractions are, frankly, "touristy."

On the surface, mTrip appears to be helloRoamy's most threat-

The application is functional but unexciting. It does not create a relationship with the user.

PRECEDENT THREE: MTRIP

ening competitor. Based on the description of the app, mTrip appears to cover the majority of functions that helloRoamy has and even exceeds them. Downloading the app and interacting with it gives evidence that there is a clear attempt for customization and ensuring the independence of the traveler along with encouraging the seeking of experience that is tailored to one's interests. All of these points exist but in very limited capacity. The lack of evidence of a brand and active interaction with the user become apparent immediately and it quickly becomes a challenge to remain engaged with the platform. The offline function, currency converter and subway maps are valuable features and undoubtedly help the platform stand out from the rest. However, one should not forget that for today's user, the delivery is just as important as what is being delivered. These deficiencies are most likely what have gotten in the way of mTrip becoming one of the leaders in the market. mTrip is a step in the right direction towards addressing the changing trends in tourism and traveling but there are integral problems with the brand and the overall functionality of the app that would undoubtedly give the advantage to helloRoamy.

COMPANY

MARKET INSIGHTS

What are the opportunities to better meet customer needs?

Uber/Lyft address transportation, AirBnb addresses accommodation. But what about experience? HelloRoamy is designed to solve for this opportunity in the market.

What is the business environment and trends?

Transition towards personalization, targeting the individual instead of an audience, providing real solutions to real customer's needs.

- Headout

- Detour

- Culture Trip

GENERAL

- TripAdvisor

- Roadtrippers

- Rick Stevens Audio Europe

AUTHENTIC/LOCAL

- **helloRoamy**

- AirBnb Experience

- mTrip

PERSONALIZED

- Michelin Travel Guide

TOURISTY

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• customization based on interests, budget, time• providing additional information about the city through the Easter Egg approach• travelers stay independent• cheaper than using a concierge or paying for an AirBnb experience tour	<ul style="list-style-type: none">• new company, needs an effective way to spread the word
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• contribute to the improvement of local business• advertising opportunities from locals	<ul style="list-style-type: none">• AirBnb Experience: it has the advantage of being an extension of an already established brand

THREE CIRCLE ANALYSIS

BRAND STRENGTHS

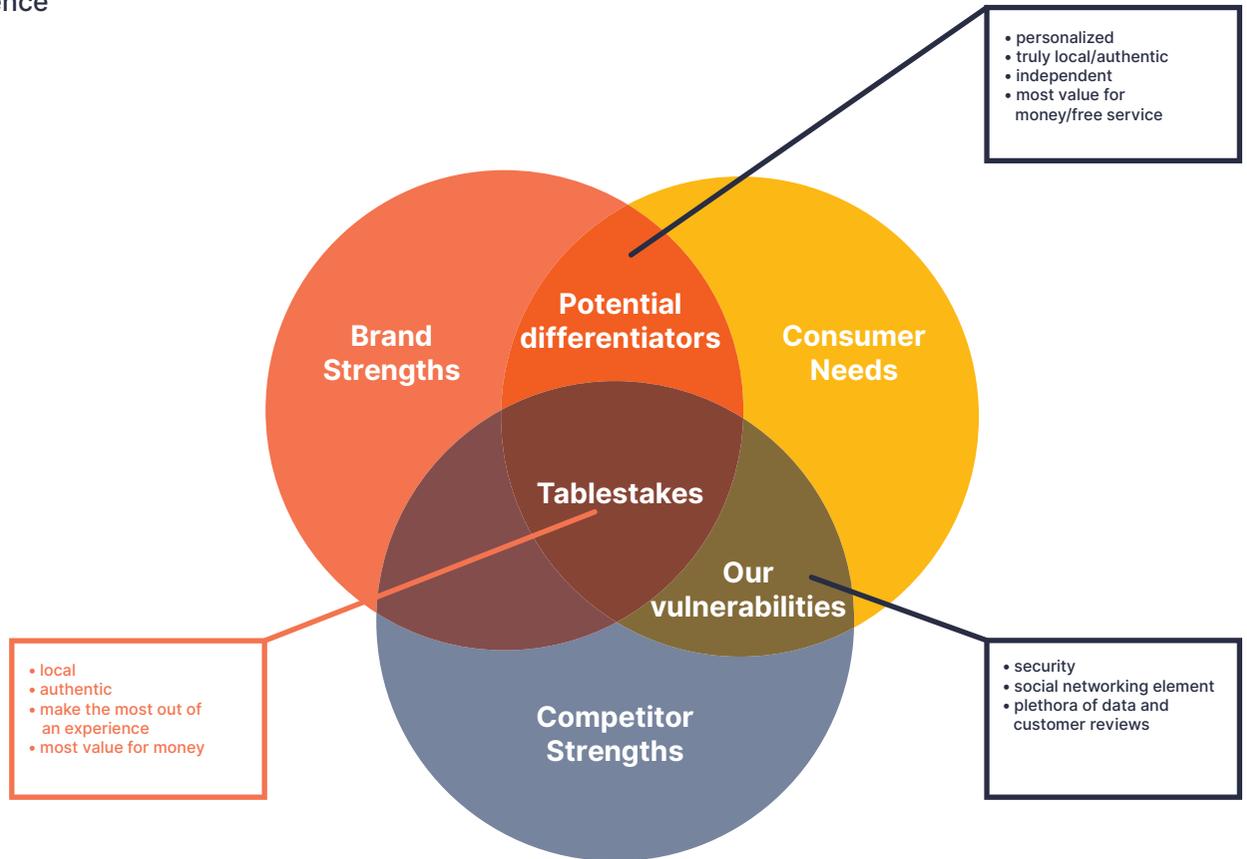
- personalized
- authentic
- local
- assures customer independence

CUSTOMER NEEDS

- authentic
- localized
- independent
- personalized
- social
- security
- value for money
- truth
- experience

COMPETITOR STRENGTHS

- established
- social networking element
- trendy



BRAND STRATEGY PALETTE

ADAPTIVE

Core Idea: *Be fast*

Positioning Goal: Assure customers we can anticipate their needs and respond fastest to emerging trends

How Differentiation is Achieved: Understanding of changing customer needs; ability to respond quickly

VISIONARY

Core Idea: *Be first*

Positioning Goal: Introduce customers to a new category that addresses an unmet need

How Differentiation is Achieved: creation of a whole new frame of reference—a “category of one”; understanding the unmet needs of the customers



CUSTOMER PROFILES

Skyler Smith

Generation Z

Age: 20

Occupation: Software Engineer

Hobbies: skincare, traveling, healthy food, blogging, fitness, watching Netflix with the cats

Social media platforms: Instagram, Snapchat, Tiktok, VSCO, Twitter

Time spent in front of a screen: 9 hours on average

Advertising pet peeves: generic ads, random pop-up ads, advertising with insincere message, deceptive ads, ads that do not show 'real' people, 'exclusive' offers and branding

"Brands need to work more to retain their customers (since our choices have really gotten pretty limitless)—I would like it if they increased their offerings and make it easier to find things that you're looking for."

"The experiences I have had, they define me in a way—not so that I can show off about them, but what they have taught me is really valuable."

"Ethics and message are most important to me...you cannot expect people to buy your products if your ethics are trash."

Travel Goals

Discover new experiences in an authentic, adventurous and exciting way. Being able to share these experiences as well as newly acquired truth and knowledge with family, friends and followers, and having an impact on them. There is an expectation that a traveling experience has the power to positively change one's life but also the local community. It is a constant cultural exchange.

Travel Fears

Feeling like one has not made the most out of a trip. Having a sense of missing out on an experience or opportunity to live like a local.

Michael Jones

Millennial

Age: 31

Occupation: Freelance photographer

Hobbies: traveling, vlogging, hiking, video games, writing short stories

Social media platforms: Instagram, Twitter, Facebook, LinkedIn

Time spent in front of a screen: at least 3 hours on the phone, 2-3 hours streaming and the rest depends on the workload. On average more than 6 hours

Advertising pet peeves: generic ads, feeling like a target audience, pop-up ads, exclusivity, not understanding the culture

"I'm more of a 'take in the culture and live like a local' traveler. I really like to experience a culture through dining, their art and, some sightseeing - the big things... I try to keep it low key and just enjoy myself."

"I like untested destinations, but to a certain degree. I want it to be somewhere at least one or two people that I know have been and can at least give me a few suggestions, or tell me what to avoid."

"I would like technologies that can stand by 24 hours and be ready to answer to my requests as I go. They could be mobile apps on smartphones or other portable devices. I don't own an Apple Watch, but I guess a portable device like that would come in handy to navigate places and give me recommendations throughout my trip."

Travel Goals

Be inspired in addition to enriching his cultural knowledge and context which will make him more insightful and will lead to improved and more creative approach to his work.

Travel Fears

Being presented with cookie-cutter tourist experience; not feeling integrated and not receiving the local experience.

CUSTOMER PROFILES

Jessica Davis

Generation X

Age: 42

Occupation: Mortgage banker

Hobbies: cooking, going to the movies with the kids, online shopping

Social media platforms: Facebook, Pinterest, LinkedIn

Time spent in front of a screen: 5 hours on average

Advertising pet peeves: ads that do not have a clear message

"I think the best gift I could give to my children is experience. Traveling with my loved ones is like home in motion. For me most important is to spend quality time with my husband, children and friends."

"I don't have much time to spend browsing and 'surfing' around... I would always go for something that speaks to me quickly and clearly."

"I am willing to spend time reading reviews and researching my options to ensure I am getting the best for the money I spent."

Travel Goals

Take time away from the office to recharge and unwind while also spending quality time with her family and creating memories.

Travel Fears

Discrepancies between what is being advertised and reality. Sketchy hotels, places, destinations.

TARGET MARKET STATEMENT

Our target market is 20- to 35-year-old (no gender preference) travelers living in the United States, who seek authenticity and like to travel a lot and plan less. Our target group has a fear of missing out, and an insatiable appetite for discovering new territories and learning new things or expanding their knowledge of their current interests in a socially- and environmentally-conscious ways.

PURCHASE ATTITUDES

USAGE OCCASIONS

- while on a trip in a foreign city
- during leisure time in one's own city
- when looking for new experiences to spice up the daily life
- creating local's routes

Frequency: weekly or monthly

PURCHASE OCCASIONS

- before or during a trip,
- when one wants to discover more about their hometown

PURCHASE ATTITUDES:

Desired experience: local, authentic, people want to feel integrated, localized

Buying process: App Store, Google Store: fast, instantaneous

BRAND DRIVERS:

Choice drivers: personalized, understanding individual interests and needs

User experience: accessible, instantaneous

Conversion, retention: meeting customer's expectations, living up to the expectation of delivering a local experience, presenting the information in a clean, fast, straightforward manner

CUSTOMER SEGMENTATION

	Segment 1 (GenZ)	Segment 2 (Millenials)	Segment 3 (GenX)
Characteristic 1	Inclusive	Value for money	Clarity
Characteristic 2	Truth-seeking	Authenticity-seeking	Security
Characteristic 3	Discovery	Connected	Quality over quantity

TOP CHARACTERISTICS FOR HELLOROAMY:

Inclusive; provide truthful and authentic experience, and best value for money.

INTERNAL VALUES

What will we never compromise?

Authenticity, personalization, inclusivity, individualistic

COMMUNITY

What do we have in common with our customers?

Insatiable appetite for curiosity, wanting to feel integrated; share mutual passion for traveling and experience

NOBLE PURPOSE

How do we make customers lives better?

Integrate, discover, learn; After interacting with the app the customers feel Comfortable, localized, confident

SELF-REFLECTION:

Intelligent, independent, curious, wanting to learn grow and improve through meaningful and true experience

BRAND MISSION, VISION AND POSITIONING

BRAND MISSION:

Our mission is to give travelers the confidence of locals.

BRAND VISION:

We will never compromise authenticity, flexibility, individuality, inclusivity and curiosity. Our noble purpose is to transform the world into a global community where people are welcome and accepted, confident and comfortable anywhere they go.

BRAND POSITIONING:

HelloRoamy is designed for you, the independent, curious explorer who wants to live like a local at any city. The app helps you stay independent and makes sure you feel integrated anywhere you go by designing a custom experience based on where you are and the things you like (and avoiding the things you don't). HelloRoamy makes getting around seamless and connecting with the most authentic places in a city ridiculously easy.

NOBLE PURPOSE:

helloRoamy is a reliable brand that builds relationships with its customers based on communication and trust. helloRoamy helps its users feel at home anywhere they go, giving them a sense of comfort and security at any new location while also feeding and further encouraging their curiosity and desire for newness. helloRoamy is the best in class, providing its customers with fully customized and personalized authentic local experience through active but seamless interaction between the user and technology. Transform the world into a global community where people are welcome and accepted, confident and comfortable anywhere they go.

What does this all add up to? *Living like a local.*

BRAND NARRATIVE FRAMEWORK

We are visionaries who challenge cookie-cutter experience and create curated, personalized, authentic experience so that customers can make the most out of their trips and feel integrated anywhere they go.

BRAND STORY

HelloRoamy is a start-up dedicated to designing curated and authentic traveling experience. Our service is a one of a kind solution to the cookie-cutter experience presented to travelers in foreign cities and countries by providing the opportunity for complete personalization that takes into account not only one's interests but also time and budget. We believe that everyone deserves to live like a local in any foreign environment.

HelloRoamy was inspired by the new generation of travelers who embrace the concept of the global citizen and want to feel integrated into the city's ecosystem instantaneously not matter where they go. Our founder, Gergana Gocheva, who is curious traveler with insatiable appetite for city culture and new urban experiences, created the mobile app to help everyone who is not satisfied by the tourist traps and restaurant chains but want to experience the local atmosphere and savor an authentic taste.

HelloRoamy takes into account the user's interests, time and budget to design custom routes to accomplish a wholesome experience away from the tourist traps and corporate chains. Here is why it's so brilliant. HelloRoamy creates a custom route for each user serving him/her the things he/she likes. But this is not all! Furthermore, while the traveler is roaming around between locations, if he/she happens to pass a significant urban landmark, helloRoamy will make sure to let him/her know thus, always keeping the element of surprise and exploration and feeding the insatiable curiosity of the contemporary traveler.

Listening and truly understanding the traveling needs of our customers is the secret to our effectiveness. No other mobile application or tour-guide service provides this level of personalization instantaneously and at no cost.

One does not need to travel to a foreign city to use helloRoamy. The app is just as effective and relevant to locals who want to experience their home town from a different perspective, learn something new or simply want to spice up their typical leisurely activities on a Sunday. HelloRoamy is for everyone.

BRAND BENEFITS HIERARCHY

It has: personalization based on interests, time, distance and budget as well as locals' routes

It does: contribute to a wholesome, truly personalized and authentic traveling experience

I feel: like a local. I feel like I have made the most out of my trip

I am: curious, adventurous, improved through learning, integrated

BRAND POSITIONING FRAMEWORK

In order to take traveling experience to the next level for our customers, helloRoamy is the service which understands that each traveler has unique expectations and interests, and wants to feel integrated, local and safe anywhere he/she goes. That level of personalization and experience design has never come at a such high speed and low cost. HelloRoamy is here to change the game for everyone because it is the only brand in this category that ensures the traveler's complete independence and authentic experience instantaneously at any time at the tip of one's fingers at no cost!

MESSAGING ARCHITECTURE

PERSONALITY AND STYLE

What is our voice?

Friendly, approachable, conversational and confident.

American brand personality dimensions: *Thrilled*

Daring: trendy, exciting

Spirited: cool, young

Imaginative: untraditional, unique

Contemporary: up-to-date, independent

INTRODUCTION PARAGRAPHS:

1.

Meet helloRoamy.

HelloRoamy is a twenty-first century tour guide that sits in your pocket ready to take you on an adventure at any given moment. We understand that for the modern traveler cookie-cutter experience and tourist traps will not suffice. We know that you don't want to miss out on that small local coffee shop while trying to catch up to your organized tourist group. In fact, we know you don't want to be called a tourist! We are here to design the right local experience for you, right now.

Yours,
helloRoamy
Be curious.

2.

Meet helloRoamy.

HelloRoamy is designed for you, the independent, curious explorer who wants to live like a local at any city. HelloRoamy helps you stay independent and makes sure you feel integrated, welcomed and at home anywhere you go by designing a custom experience based on where you are and the things you like (and avoiding the things you don't). Roamy makes getting around seamless and connecting with what matters most to you ridiculously easy. With Roamy, your dream trip starts now.

Yours,
helloRoamy
Everywhere is home.

MESSAGING ARCHITECTURE

QUESTIONS:

What if you could have a personal concierge at any point of the day?

What if that one friend who's always suggesting new restaurants was always available?

What if the concierge came with you?

What if your guide gave tips instead of tours?

What if you could have an authentic trip away from tourist traps and cookie-cutter experiences?

Ever wonder where all the locals are?

Wanna (Want to) be in on the city's best-kept secrets?

What if there was an app that plans your Valentine's date for you?

How special would it be if V-day wasn't so stressful?

What if Valentine's Day was already planned?

What if date-night was pre-planned?

Roses are red, violets are blue, what if Valentine's Day was planned out for you?

What if you didn't have to spend weeks planning your trip?

Wouldn't it be nice to travel more? And plan less.

Imagine getting on the plane, and not having to plan.

What if you could feel like a local anywhere you go?

Experience a new place where everyone knows your name.

What if you were a local, everywhere you went?

STATEMENTS:

This one is for you, the curious traveler with an insatiable appetite for city culture and new urban experiences.

Meet your new friend, that one who always knows where the party's at.

For the curious, and the clueless.

Immerse yourself in the culture, not the map.

The true taste of authentic local experience is here.

Experience cities the way the locals do.

Welcome to the neighborhood.

Everywhere is home.

Be the man about town in a foreign city.

When they ask where you're from...nevermind, they won't.

Your dream trip starts now.

Now boarding the explorers.

Open up your vacation.

STUDIO PRACTICE

EVOLUTION OF UI DESIGN

Examining the evolution of digital application design throughout the years provides solid evidence of the shift of people's mind-sets in regards to technology in the past decade. It is significant to understand the psychology behind app design and how people's interaction with the medium has evolved in order to create intuitive UX that does not stand in the way between the user and the digital platform and overall experience. The purpose of most digital apps found on the market is to make the user's life easier. This task would be impossible if the UX does not facilitate frictionless interaction. However, frictionless interactions have meant different things over the course of the past ten years that are indicative of the level of immersion of the user in the digital space between the dawn of mobile applications and present day.

When the first iPhone came out in 2007 it was a revolutionary technology that marked a pivotal shift in people's lifestyles. The first iPhone was a piece of innovation that no other product has managed to outshine in the past decade. The first iPhone also introduced to the world what later would become an integral part of people's lives—the mobile application. Those who got the original iPhone may recall that the apps that were available to the users looked nothing like the apps people use in present day and there is a good reason for that. The first mobile applications were designed with a focus on skeuomorphism. "Skeuomorphism is a design concept which represents items as their real-life counterparts." The notes section was depicted like an actual notebook with lines and 'leather binding'; the news section looked like a news stand with shelves; buttons were extruded and three-dimensional to emulate the action of physically pushing a button in real life. All of the elements were designed to have volume, look three-dimensional and represent reality as close as possible. Just like with everything surrounding UI and UX design, emulating environment was not simply a design or aesthetic choice, and in many cases, as some

“Skeuomorphism is a design concept which represents items as their real-life counterparts.”

may recall, these apps were not aesthetic at all. The reason UI/UX designers focused on skeuomorphism was to ensure a smoother transition to digital over the analog world.

As people became more and more accustomed to using their mobile devices, skeuomorphism became rather problematic. Skeuomorphism was not functional because it was distracting. It was excessively designed and distracting from the real functions of the app. The approach started to impede with people's interaction with the application. While it served as a stepping ground that created a friendly and approachable aura around the new technology, it was time to move on and give way to optimized functionality and quicker and easier access to information. In 2010, skeuomorphism changed into flat design. Flat design was introduced by Microsoft. "The Microsoft Design Language emphasizes clean typography (including the highly readable Segoe typeface), flat planes and bright colors, and contrasts the digital approximation of real-world textures that were en vogue at the time." In comparison to realistic three-dimensional skeuomorphism, flat design was minimalistic and two-dimensional. The focus of applications shifted on user experience and design was only a tool to help create a frictionless interaction. Design moved from being the center of attention to striving to become invisible. Invisible design in no way means bad design. Depth is achieved through live blur, simple shadows and difference in colors and saturation instead of trying to create volume in the traditional way. This way the user could navigate more quickly through the app without being distracted by unnecessary elements that do not serve a function. With the trend of constantly decreasing attention span, people require instant access to information and anything that gets in the way between the user and his end goal jeopardizes the opportunity for future interaction between the user and the application.

With the introduction of the iPad in 2010, the era of responsive design came into being. UI designers had to account for a much larger variety of screens creating designs that needed to be equally engaging and functional on desktop, iPad, mobile and iPod as well. Responsive design becomes increasingly important with the recent and rapid introduction of wearable technology.

EVOLUTION OF UI DESIGN

After Apple's introduction of skeuomorphism and Microsoft's flat design, in 2014 Google came up with the game-changing "material design", which combines the best of both previous trends. Apple's skeuomorphism achieved depth through shadows, whereas Microsoft's flat design achieved depth through color contrast. Skeuomorphism was distracting, but flat design was problematic for applications that did not have bright colors. "Instead of approximating real-world materials, as with skeuomorphic mobile app design, Material Design presents a coherent language of digital materials — in other words, elements truly native to the

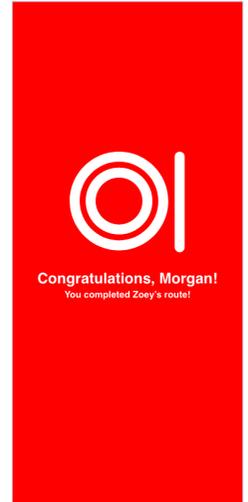
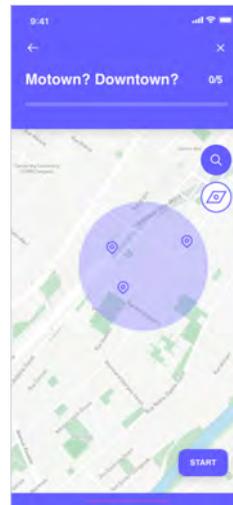
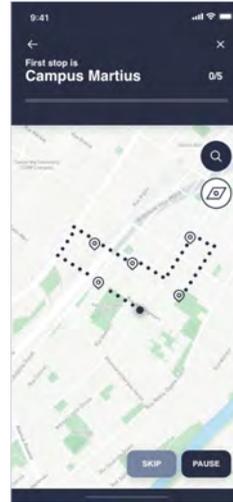
Design moved from being the center of attention to striving to become invisible.

world of mobile app design." While skeuomorphism and flat design were created with dimension in mind, material design was created based on physics and motion to achieve depth and

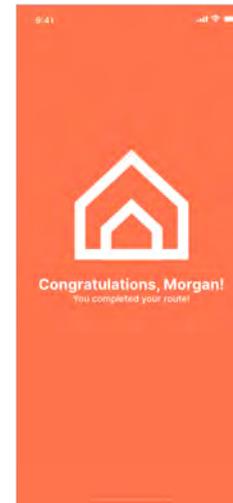
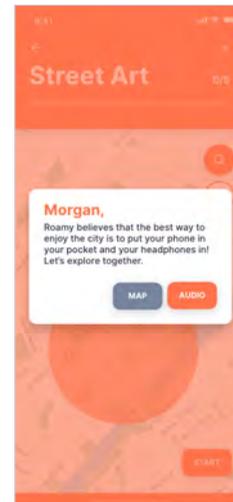
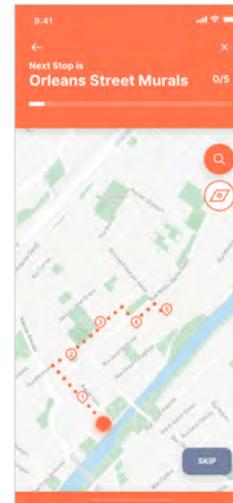
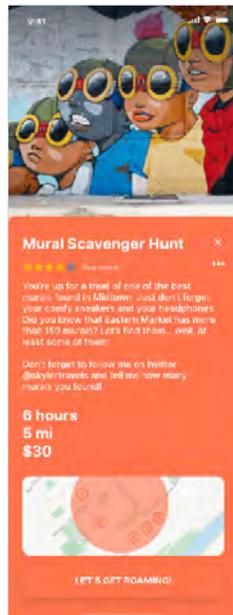
contrast. For example, an element that is swiped gathers momentum as it moves away; an object that is clicked and held moves closer, etc. The design responds to the interaction with the user creating a dynamic exchange between the device and the person which leads to a more natural and intuitive experience.

App design is going to keep evolving as new technology emerges and UI designers must ensure that they are in tune with the trends in order to ensure that their app will be compatible with the rest of the market. However, following the strict rules of flat design or material design does not mean that there is no room for creativity and experimentation as long as the focus remains on function. Function is the most important factor when it comes to UI design because an exquisite element does not mean much to the user if it does not facilitate a frictionless interaction.

HELLOROAMY INITIAL UI

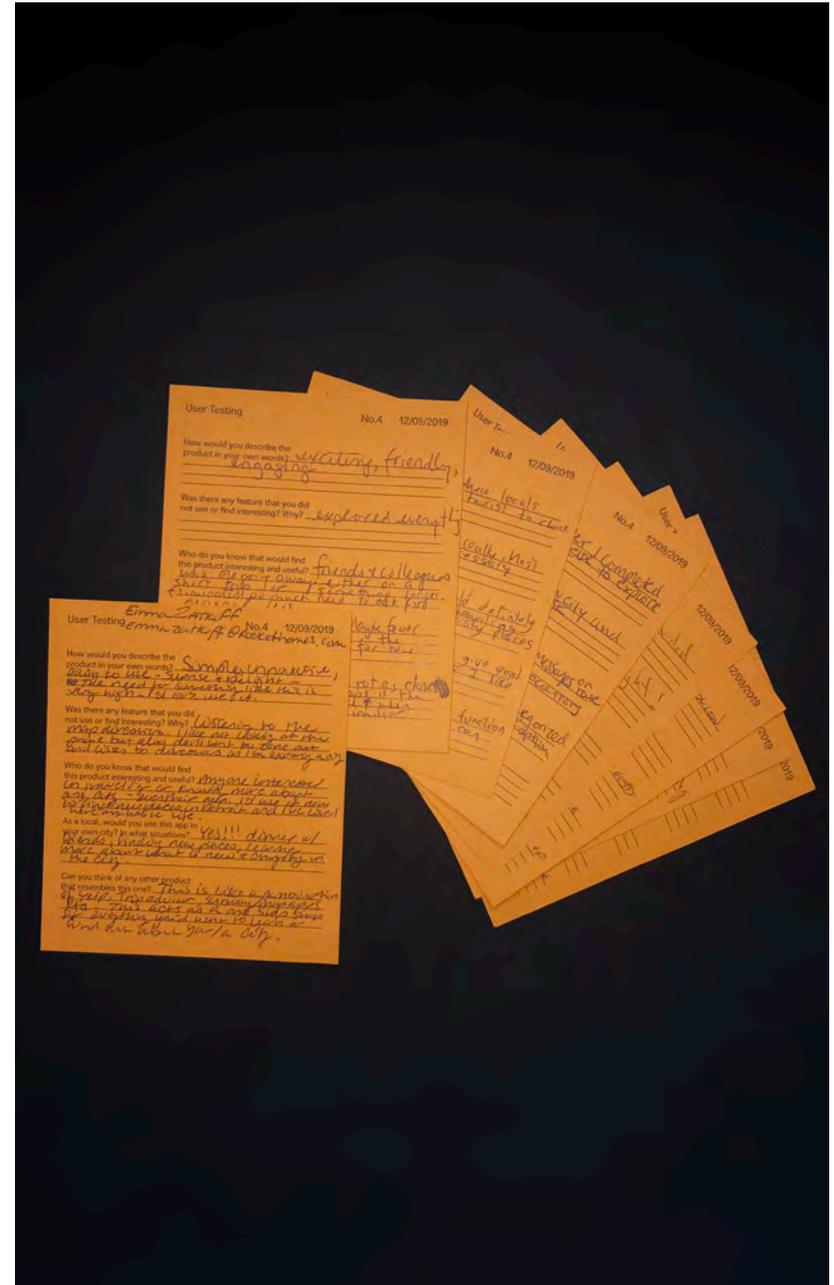


HELLOROAMY FINAL UI



USER TESTING

Throughout the process, user testing has been my main method of research and the one that has provided the most significant feedback resulting in drastic improvement of the overall product and brand. I have discovered that people are able to critique a project more objectively and in greater detail, and are more inclined to give suggestion for improvement when they are presented with a more refined prototype. During my first user testing when I did not have the entire wireframe and user flow prepared for my group of testers, I received only positive feedback and no points of improvement. However, during the second user testing when I had a drastically more refined and complex prototype, this was when people felt comfortable pointing out usability problems and expressing preference towards certain features. I did not encounter any major usability problems when I first introduced helloRomy to an external audience but the small details of information that people gave me really helped me take the user interface to the next level. All of the conversations I had with the people who participated in the user testing gave me numerous insights not only in terms of user flow and expectations but also cues on how to advertise the product itself and potential implementations for the application that I had not considered.



SURVEYS

I used consumer surveys as a way to discover missed opportunities in the market and potential niches that helloRoamy has not addressed. My goal when creating the surveys was to discover if there is a major category besides the six ones that helloRoamy is supposed to address (Museums, Cuisine, Street Art, Architecture, Experience, Parks) that I have not accounted for. While the surveys did not lead me to any insights, they were extremely helpful as a backbone to all of the theoretical research I have conducted so far. The surveys not only validated my argument for the need for a product like helloRoamy but also proved that I have done appropriate marketing and strategic research and have selected the correct travel categories for the application. Another way in which I used consumer surveys was to arrange my current six travel categories based on popularity and demand. This information is helpful when determining marketing strategy and social media content. So far, the most popular category is Experience, followed closely by Cuisine and Museums. The least popular one is, surprisingly, Street Art.

I initially attempted to approach the project from an advertising and marketing standpoint beginning with the development of the app's branding. During my first critique, I discovered that people were unable to properly critique the brand without it being tied to a product. I was trying to develop a look, style, attitude and voice for a piece that did not exist yet. It was challenging and unfruitful attempting to solve design problems before they even existed. This revelation encouraged me to revisit my approach to the entire project and focus on developing the wireframe first.

This drastic change in the structure of the project also prompted me to revisit the overall approach to what I was looking to receive from my critiques throughout the semester. The emphasis was placed mostly on user-testing and surveys with potential customers and users. Some of the main features of helloRoamy are a result of feedback that I have received during user-testing. Throughout my development process, I focused most of my efforts and structured my workflow and critique-time to accommodate enough opportunities for me to converse with and truly understand potential users of the application. I found this to be extremely helpful in regards to improving user flow and the over-

all experience from interacting with the application. Most importantly, the second core feature of helloRoamy was a result of an early user-testing. One of the people who tested the prototype suggested that it would add credibility and authenticity to the product if people could "put a face to a route," or in other words, if in addition to the app-generated routes, there was an opportunity for local people to create their own routes as well. Thus, people who did not trust or feel comfortable with a completely artificially-generated route, would have the opportunity to go on predetermined route that is created by a local and addresses the concern of going completely digital because the human factor is still evidently present in the platform.

Overall, throughout the entirety of the process I have received almost exclusively positive feedback and validation for why helloRoamy is a good product and one that is needed on the market. Within these positive comments however, there were small details of feedback that once implemented took the entire product to the next level. Finally, during the first larger-scale critique of the brand and the prototype, I was pleased to discover great interest in the project from people from different backgrounds and a few substantial opportunities to contact people who would be interested in providing seed funding.

My biggest takeaway from the critiques was the revelation that when one is designing a product that provides a certain type of service to people, one has to be constantly engaged with potential users and truly listen to every small bit of feedback that they provide throughout every step of the process.

PREDICTIONS

PREDICTIONS

The future of design is bright and colorful but also data and research-driven, multi-faceted and more complex than ever before. For the graphic designer of the future and of the present it is not enough to be exceptionally talented in one aspect of design. The new graphic designer specializes in and becomes an expert at everything but most importantly, technology and humanity. Technology is an indispensable part of everyone's life and finds its way into every aspect of it. Human-centered design is not just a buzz-term; it illustrates the changing tendency from passive-consumer to an active one. The new consumer requires a radically transformed approach to design and advertising; one that is multi-channeled, multi-faceted and immersive, and, most importantly, authentic and tailored to the individual. As the AIGA Designer 2025 report points out, "People are no longer passive consumers of information in this complex social and technological landscape, but active participants in generating the content and quality of experiences." This cultural change alongside constant innovations in technology create a new kind of environment for design, one that is more demanding than ever before and one that relies not only on aesthetics but constant research and deep cultural and contextual understanding.

Technology and humanity have never been so close and interdependent on one another as they are today. This bond is only going to become stronger as new innovations emerge and technology continues to leave the screens and begins to fill up the entire environment. All of these technological innovations however, instead of isolating people, have brought designers closer to consumers and have provided endless opportunities to understand one's audience thoroughly and completely. People are embracing technology. Instead of being afraid of it, they are constantly finding creative ways to introduce it into yet another aspect of their lives. "The research process is now not just something undertaken at the start of a project, but something that must continue through "ongoing feedback and evaluation of the consequences of design action" across the lifespan of messages, products, environments, and

services that have been designed." Designers should not forget that at the core of design is humanity. Technology is just a vessel.

Technology allows people to generate their own content and contribute to a brand or a product. It is not a two-way transaction anymore consisting of sending out a message to an audience and collecting the money after a purchase. Consumers are active collaborators who want to be equal participants in building brands because they understand the importance of products and services

and the influence they have over culture. For modern brands it is crucial to have a deep understanding of context and culture and to strive to understand the consumer as an individual. This creates a form of interaction that requires complex design and messaging systems that can account for these dynamic new relationships between products and consumers. "Design problems are 'increasingly situated within larger systems,' characterized by interdependent physical,

psychological, social, cultural, technological, and economic relationships. This means that interdisciplinary teams are becoming more necessary, and that design problems increasingly hinge on collaboration."

Even though technology is so prevalent in people's lives, a great part of the interaction among consumers, brands and products still happens in real life. The emphasis may be placed on technology but this does not mean that analog is not just as important. It is crucial for designers to not overlook the analog aspects of a brand and create a consistent customer experience and messaging throughout all platforms and means. But most importantly, one should not forget that one is talking to a real human being and not a money-making machine. People now, more than ever require authenticity, honesty and truth. They want

Designers should not forget that at the core of design is humanity. Technology is just a vessel.

People now, more than ever require authenticity, honesty and truth.

PREDICTIONS

to engage with brands that start conversations and disrupt the norms without being destructive along the way. People want to engage with brands that reflect their philosophies on life and collectively work towards the betterment of the future and the environment.

The days of authoritative and inaccessible design and isolation between brands and consumers are over, giving way to a new type of dynamic and impactful interaction between people and brands in which everyone is equally considered and equally important. Advertising and design have always had a significant cultural impact but now more than ever designers need to develop accountability towards consumers. Nowadays, aesthetics are accessible and, therefore, they are expected from every brand and product. This is non-negotiable. What truly matters is being helpful and providing meaning to people's lives while simultaneously contributing to a better society.

The helloRoamy project strives to prove all of the above-mentioned statements about the current and future scene of design and advertising. Exploring the new type of tourist was the perfect opportunity to dive deep into understanding the new type of consumer as a whole because changing trends in traveling behavior are a result of a drastic change in overall mentality and expectations of quality of life. At the core of helloRoamy's brand and product has always been the individual and this is something that the company is not willing to compromise. helloRoamy is a brand that gives real answers to real questions asked by real people. Technology and data-driven design are the vessels that ensure the delivery of the promise of personalized and truly authentic experience. helloRoamy has been a human-centered technology-driven project since its inception and the goal is to continue to build on this strong foundation within the context of global culture.

The biggest takeaway from this journey so far has been an understanding of the importance of each individual and learning how to create a flexible, adaptive and inclusive brand that can be equally

relevant to people from all backgrounds. As a creative, I have always recognized the importance of the consumer but not to the extent that this project has taught me. It has been a transformative experience that has provided me with numerous insights on the direction that design and advertising are headed. A direction that leads back to what is truly most important—the individual as a living, breathing, feeling, thinking human. People do not want to be manipulated into conforming to a standard or buying a product. They want to see what a brand has to offer and how it can actually help improve not only their lives but the world they live in.

The days of authoritative and inaccessible design and isolation between brands and consumers are over.

I have never been more fascinated with data-driven design than I am after working on helloRoamy. It has shown me the endless possibilities that technology provides in assisting creatives to better understand context, culture and individuals. My North Star now and for the rest of my career is to never stop learning about people and humanity because they are the driving force behind every piece of

work that I produce. I aspire to take helloRoamy to the next level and turn it into a real, progressive and transformative brand of the present and the future at the heart of which is and always will be the individual. I am driven by the desire to create a unique and transformative 21st century customer experience that proves that data-driven design and consumer insights can together build a long-lasting bond between the brand and the individual based on a dynamic and interdependent relationship fueled by constant dialog, exchange of feedback and information.

APPENDIX

APPENDIX

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APPENDIX

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