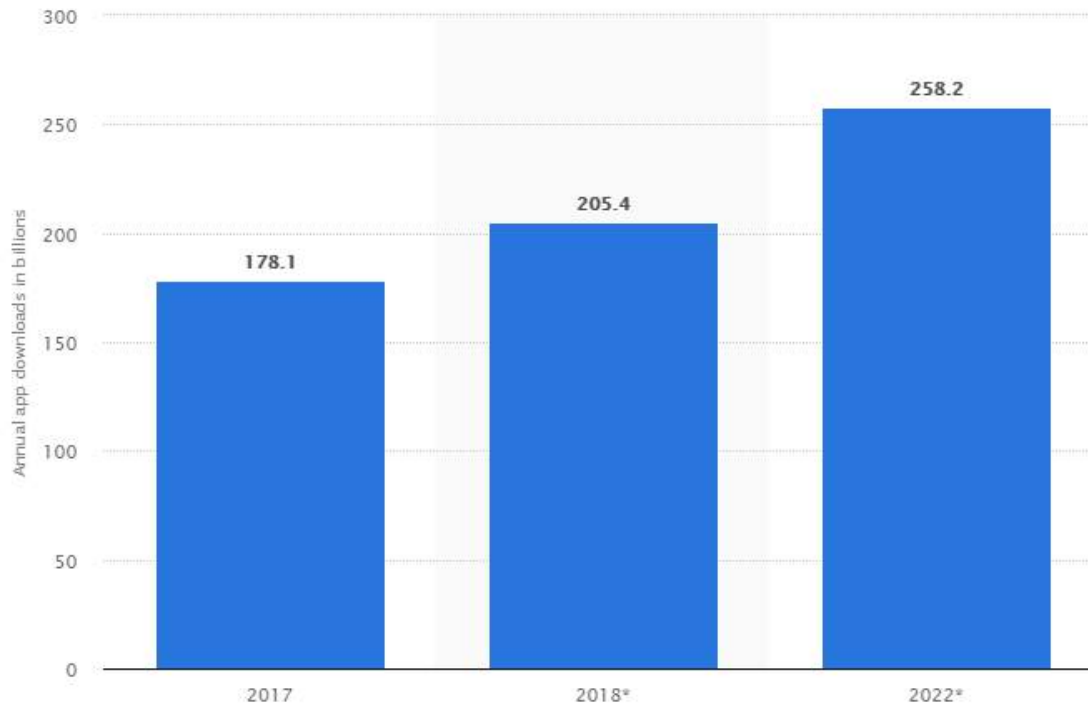


TimeOut

Key Trends



Mobile App Usage



- Global mobile app usage is increasing and is predicted to continue growing
- In 2016, the average US mobile phone user had 89 apps installed and used 8 apps on a daily basis

STATISTA (2018) Mobile App Usage – Statistics & Facts [Online]
Available from: <https://www.statista.com/topics/1002/mobile-app-usage/>

STATISTA (2018) Number of mobile app downloads worldwide in 2017, 2018 and 2022 (in billions) [Online] Available from: <https://www.statista.com/statistics/271644/worldwide-free-and-paid-mobile-app-store-downloads/>



Social media influence on leisure choices

- Social media plays an important role in all stages of tourists' decision-making: from planning leisure trips to sharing their experiences online
- Professional content about destinations is considered important by tourists
- South Korean and German tourists prefer social media in their own language



The Experience Economy

- People are choosing to spend their money on having 'experiences' rather than buying 'things'
- Consumers want to experience new multi-sensory forms and combinations of leisure and entertainment
- Products and services that enable consumers to connect with these experiences will be in high demand

NEWMAN, D. (2015) What is the experience economy and should your business care? Forbes [Online] 24 November.
Available from: <https://www.forbes.com/sites/danielnewman/2015/11/24/what-is-the-experience-economy-should-your-business-care/#2e82df3a1d0c>



The Experience Economy



LAZARUS, Z. (2017) The experience economy: key trends for 2017. Campaign [Online] 25 April. Available from: <https://www.campaignlive.co.uk/article/experience-economy-key-trends-2017/1431150>

USBORNE, S. (2017) Just do it: the experience economy and how we turned our backs on 'stuff'. The Guardian [Online] 13 May. Available from: <https://www.theguardian.com/business/2017/may/13/just-do-it-the-experience-economy-and-how-we-turned-our-backs-on-stuff>

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The Problem



The problem with the existing product

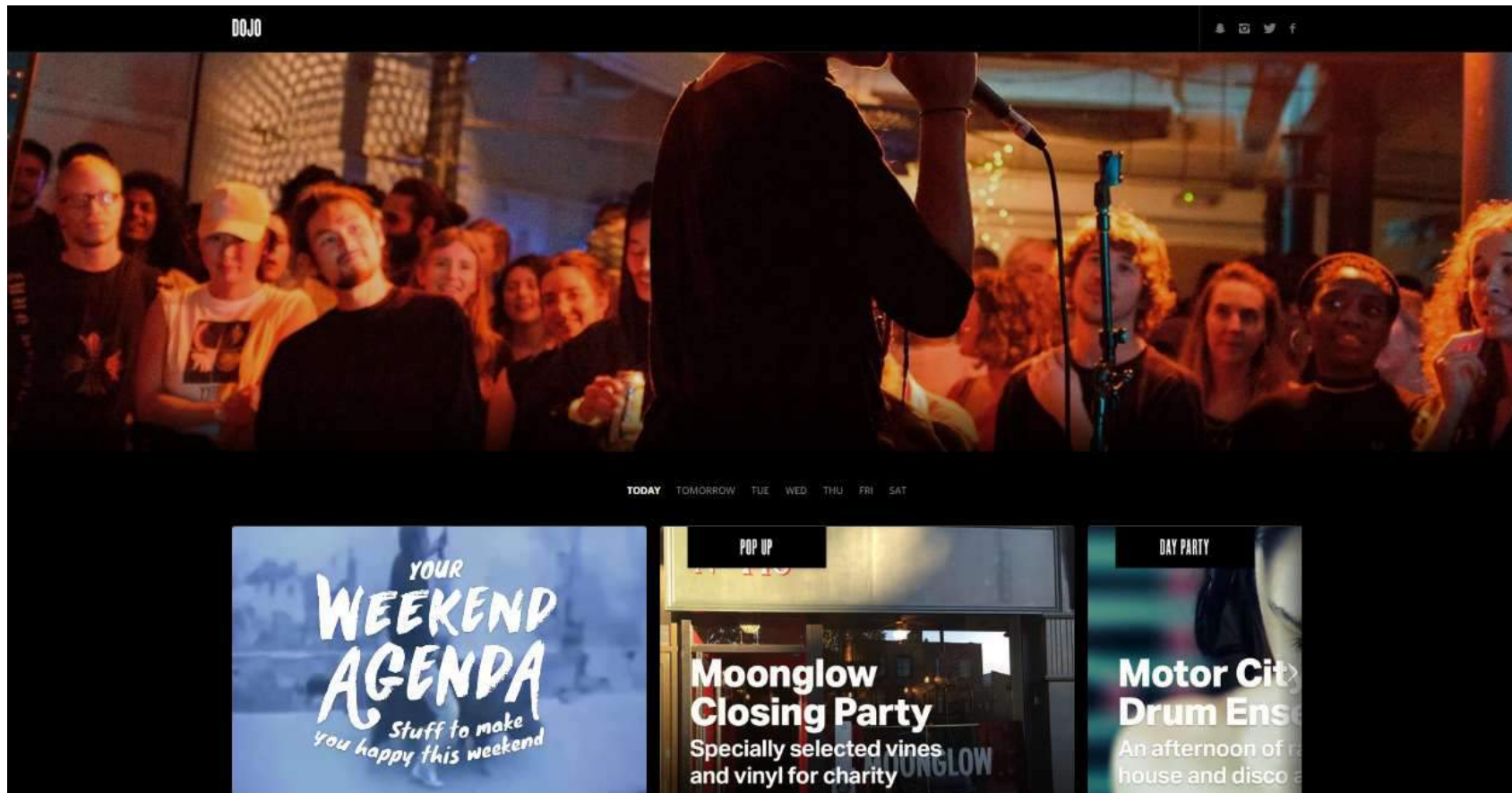
- The existing Time Out App has limited options to view information in alternative languages; information about London is only available in English
- Non-English speakers are unable to access information and make bookings; this leads to poor customer experience and reduced income generation

TimeOut

Competitors



DOJO App



- London only
- Quality content
- Easy to navigate
- No booking facility
- English language only



Visit London App

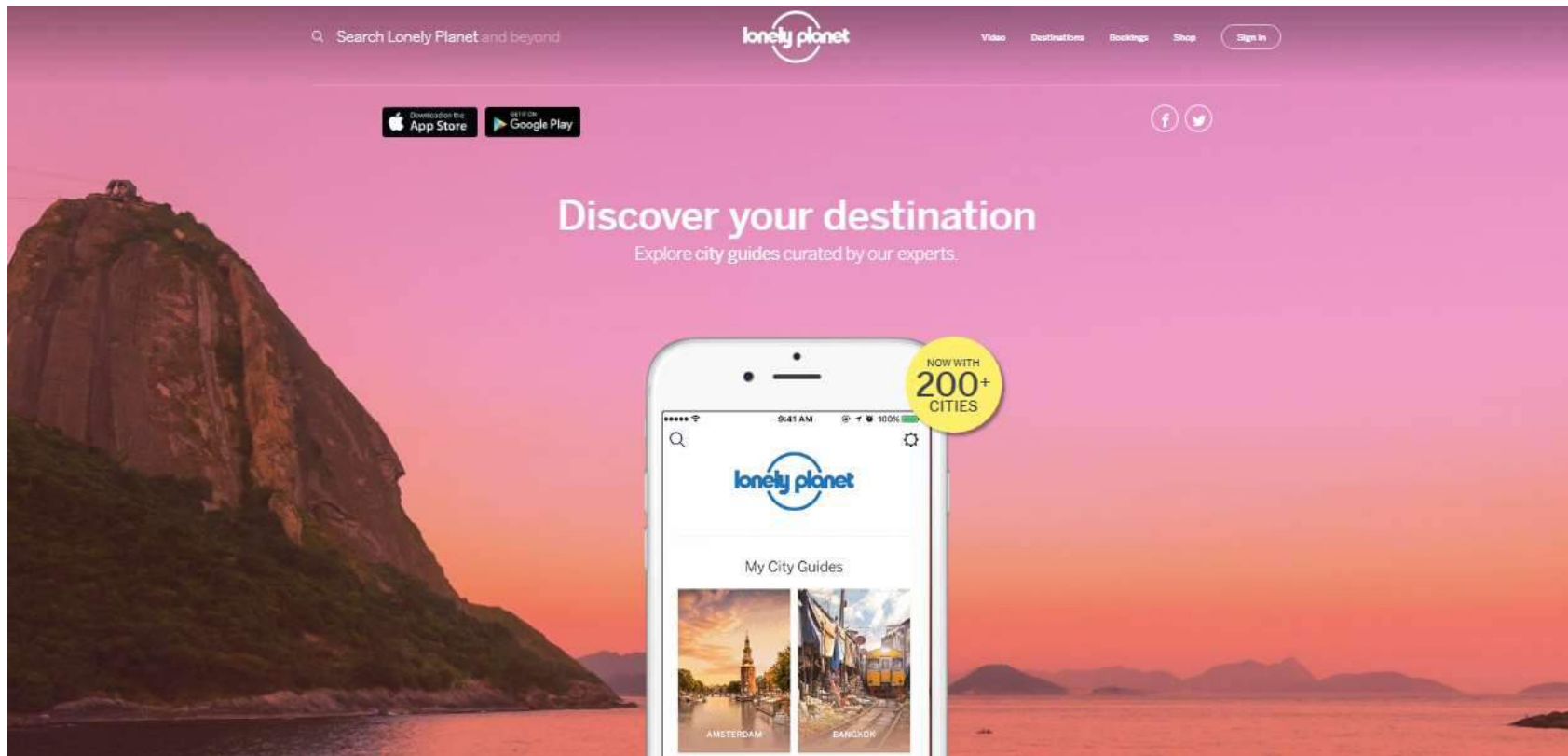
VISIT LONDON



- London only
- Easy to navigate
- Online booking available
- English language only



Lonely Planet App



- Covers over 200 cities globally
- Quality content
- Easy to navigate
- Available in 8 other languages at additional cost

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The Solution



The proposed solution

- A new version of the existing Time Out App with the added functionality of being able to view listings in the languages of the overseas visitors who visit London most frequently:
 - French
 - German
 - Spanish
 - Italian
 - Dutch
- There will be no charge for this additional functionality



Benefits of proposed solution

- People want to be able to access information about their immediate environment in their own language; this product meets that need
- None of the competing products offer multiple language options for free
- Mobile app usage is growing. By improving the existing App's accessibility, the product has the potential to attract more readers from overseas
- The potential market for this product is very large given London's growing population, the increasing number of international visitors each year and the rise of the experience economy



Benefits of proposed solution

- The technology needed to create the product already exists, therefore, development costs should be relatively low
- Production and distribution costs will be much lower than printed publications
- The digital format makes it easy to adapt to meet changing customer needs
- If the additional languages option on the Time Out London App proves popular, the feature can be extended to other cities and languages