



SHOW ME

SHOWME is a project developed to solve a problem affecting most of the apps on the market, saturated with events, often conventional.

Analyzing the main competitors who offer similar services, it has emerged that there is too much variety of events, some present only in large cities, or that certain proposals are designed purely for a tourist target. Some app also allow users to propose events in total freedom, without filtering requests.

Our solution is a platform that collects little-known events: a tourist app for non-tourists. It is organized to let users interact directly, trying to create a real community, and it gathers events concerning art, architecture, photography and entertainment. From the main download stores (Google Play, Apple store) it is possible to download the app and then to register via the main social or email.

Notifications and localization can be activated in order to enable people to be always informed about events and facilitate their search; further service is the newsletter subscription, which updates the user on specific categories of events, previously selected as favorite by him.

In the home page, the event's research can be conducted through two alternative options: by events or by place. In the first case, it is possible to find the event present in the different cities, while in the second one all the events present in the area will be represented on a map. With the platform, the user has the opportunity to share the event of interest with his friends and acquaintances on social media. Furthermore, a recommendation or a review may be left through a bulletin board dedicated to the event.

All this is designed to involve the user and enhance as much as possible the interaction with the application, thus obtaining the possibility to enlarge the database. In the future, it is planned to give bonuses to those interacting actively with the community.

The identified costs have been divided into two macro categories: development costs and maintenance costs. Among the first ones, there are those necessary to collect events, while in the second one, there are those mainly related with the management (creation and maintenance of the site, staff, costs of stay on the store). Initially, the revenues come from third-party advertising and from the shares of users who have decided to buy the premium mode, which consists in not having advertising and the possibility of providing benefits, such as discounts and skip the line tickets.

For what concerns the collection of events, two modes can be adopted: email marketing campaigns and digital PR. The first one is very important, especially at the launch of the application and at each new release. In the second mode, an article may be written in order to send it to the main online newspapers, industry blogs or influencers, as regards the world of social, attaching a descriptive text, images of the app and the direct download link. Then, they send personalized emails to bloggers who, depending on their possibilities, their ideas, and their communication skills, will spread and advertise the app and its events.

SHOWME: a tourist app for non-tourists

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