



# DreamSpot

Your journeys, truly always with you

## Report Annex





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# 1. Additional potential influencers

Regarding the customer segment, in order to expand the business and localize it in specific region, additional potential collaborators can be identifiable in:

Username	Platforms	Description
Humansafari	 <a href="#">YouTube</a>  <a href="#">Instagram</a>	HumanSafari, also known as Nicolò Balini, is a popular Italian travel influencer with over a million subscribers on YouTube, where he shared his experience in both well-known countries and less attractive ones, like the Democratic People’s Republic of Korea.
Abroad in Japan	 <a href="#">YouTube</a>  <a href="#">Instagram</a>	Abroad in Japan is a popular YouTube channel created by the British Chris Broad. He’s one of the most important foreign content creators in Japan

## 2. Interview outcomes and key points

Here will be reported a link to each one of the interviews for the reader's convenience, along with a summary of the key points of each interview.

Interview	Target and outcome	Key Points
<a href="#">Interview 1</a>	Young adults, Positive	Long time to organize, Difficult to keep track of documents
<a href="#">Interview 2</a>	Young adults, Positive	Information research difficult, Like to personalize travels, Search for cheapest option, Difficult to keep track of documents
<a href="#">Interview 3</a>	Young adults, Negative	Not difficult to search for information, Finding information does not require lot of time, Easy to keep track of documents
<a href="#">Interview 4</a>	Young adults, Negative	Not difficult to search for information even for cheap accommodations, Finding information does not require lot of time, Easy to manage documents
<a href="#">Interview 5</a>	Young adults, Negative	Not difficult to search for information, Finding information does not require lot of time, Easy to keep track of documents
<a href="#">Interview 6</a>	Young adults, Positive	Difficult to find information, Searched for cheapest option, Finding information could be difficult, Difficult to keep track of documents
<a href="#">Interview 7</a>	Young adults, Negative	Not interested into making itineraries: prefers to delegate, Finding information not difficult, Cheapest option is not a requirement, Nowadays keeping track of documents it is easy
<a href="#">Interview 8</a>	Adults, Positive	Love to personalize itineraries but research process takes time, searching the cheapest option is difficult, No difficulties in keeping track of documents
<a href="#">Interview 9</a>	Adults, Positive	Difficult to find information, Difficult to find promotions, Lot of time required, Difficult to keep track of documents
<a href="#">Interview 10</a>	Adults, Positive	Search for cheapest option, Difficult to search information, Could require time to organize trip, Easy to keep track of documents
<a href="#">Interview 11</a>	Adults, Negative	Not difficult to search for information even for cheap accommodations, Not much time required, Easy to keep track of information

Interview	Target and outcome	Key Points
<a href="#">Interview 12</a>	Adults, Positive	Not difficult to find information but activity requires lot of time, Could be difficult to keep track of documents for long travels.
<a href="#">Interview 13</a>	Adults, Positive	Finding information is boring and could not show all possibilities, Costs are a problem, Can require some time due to boring process, Document organization could be difficult
<a href="#">Interview 14</a>	Adults, Positive	Organizing information could be difficult and time used could be optimize, Document organization could be time-consuming (not efficient)
<a href="#">Interview 15</a>	Adults, Positive	Information research process is boring and difficult if not done properly trip could became a loss of money, No difficulties in organizing documents
<a href="#">Interview 16</a>	Adults, Positive	Searching information and organization processes require time, Difficult to organize documents
<a href="#">Interview 17</a>	Adults, Positive	Searching information could be more efficient: can require some time, Not difficult to organize documents.

### 3. Additional potential competitors

During their research, the DreamSpot team found other potential competitors whose usage data are not directly available:

Name or Type	Advantages	Disadvantages
<a href="#">Canva Planner</a>	A functionality of Canvas that helps with trip planning. Offer collaboration functionalities	Limited on the personalization and does not guide the user into the organization. Limited to a maximum of 50 organizations. No document organization functionality
<a href="#">Aiplanner</a>	Web service that offer ai-powered trip organization services	No document organization functionality. Usage is token-limited; therefore, personalization could be limited for free users
<a href="#">Wonderplan</a>	Free app for organizing trips using the help of AI	As described by the developers themselves, the app could become partially or entirely premium at some point. Offline availability of trip data is possible via downloadable pdf only. No document organization functionality is available

## 4. Sources

The following external online resources have been used in the document:

- <https://www.youtube.com/@safariumano>
- <https://www.instagram.com/humansafari/>
- <https://www.youtube.com/abroadinjapan>
- <https://www.instagram.com/abroadinjapan/>
- <https://www.canva.com/trip-planner-ai/>
- <https://www.aiplanner.ai/about>
- <https://wonderplan.ai/>