

14 October 2015
UX WORKSHOP - NOTES

Method: We used the one-idea per post-it method to encourage collaborative knowledge sharing. This was a controlled exercise (approx 15 minutes of thinking/idea generating time), after which we combined efforts to sort the post it's into related themes. The aim of the exercise was to identify the main issues faced within the company, internally (business needs) as well as externally (user needs) and to identify and prioritise the action points for the upcoming three months.

Planning and approach structure/steps:

1. Strategy
2. Scope (ongoing)
3. Structure - Content Strategy
4. Skeleton - IA/Research application (wire framing and tech development)
5. Surface - design and final development

We are currently in the Strategy (research and knowledge gathering) part of the website project.



Actions in order of priority:

SET NUMBER	DETAILS	TIMINGS
5.1	Plot all dates on calendar	Tour dates plotted. Strategy timings plotted. Google Docs onboarding to happen by end of the week (Felix) - once this is done, we can all integrate dates onto the shared calendar. w/c 20th Oct
1.3	Holly checking "FAQ's" from emails received.	Feedback on info when done (Holly - in progress)
1.1 1.2 3.3 4.2 7.3 8.2	<p>Persona Interviews</p> <ul style="list-style-type: none"> – Write up interview email – Write up interview questions – Ola to contact interviewees. – Set up interviews. – Do interviews and collate all info <p>Interview info to incorporate data from Stats & Set 1.3</p> <ul style="list-style-type: none"> – Parents (feed into parent persona) – Clients (feed into relevant personas) – Outside stakeholders (PR/Media and TourRadar interviews) 	<p>w/c 20th Oct</p> <p>Ola - in progress</p> <p>Emails to interviewees - to be sent - 21 Oct</p>
1.4 Content from Set 6.2	Infographic design and production (tech)	21 Oct - Joe, Holly and Ola - brainstorm
1.4	Statistical analysis and quarterly review guidelines	Ola - in progress (with input from Holly and Joe) w/c 20th Oct
3.1 and Set 3.7	Hosting/Server/Domain/Email IT advice Migration to Google etc. and password strandardisation	Felix - to complete Fri 24 Oct Proposal approved re. Hosting and Google. To implement (in progress)
3.4	Tour CMS feedback from Felix	Before development starts – Felix and Ola to investigate from user perspective – When development starts (tech stuff)
3.5	MailChimp onboarding and integration Deciding what it would be best used for, how it works etc.	TruTravels already using MailChimp. Felix/Holly (onboarding) 21 Oct To discuss further steps w/c 27 Oct
4.1	Content audit and review of site.	w/c 20th Oct (end of week)
4.1	Combination of info from user interviews to be done once all data is collected into content audit deliverables	w/c 03 Nov
2.3	New agent gathering Meeting with Mark and Joe to discuss what is needed (existing collateral/what new stuff is needed)	w/c 27 Oct
2.4	Tailor-made tours	Mark meeting with STA end Oct. To feedback findings to Joe (+ rest of TruCrew)
7.1	SOS Support line	Currently in place but under utilised. Mark/Joe to discuss further this week – feedback to TruCrew etc.
7.2 and 8.2	<p>Video content and creation of dynamic media</p> <ul style="list-style-type: none"> – Deciding on software to use (freeware) – Onboarding and integration of software – Brainstorming of ideas – Biog page on site (will feed into site map - research and content creation - what works/what doesn't etc) 	<p>Deliverables:</p> <ul style="list-style-type: none"> – TruTravels 'media channels universe' for Workshop (Ola) – Research biogs online (Felix)
4.3	<p>Guideline creation:</p> <ul style="list-style-type: none"> – Tour leader 'guidelines' pack/documentation – Social media guidelines – Web copywriting guidelines – Brand and Tone of Voice guidelines - feed into business plan 	Dates tbc on each (listed in order of importance)
6.1	<p>Glossary of names of people working at various places</p> <ul style="list-style-type: none"> – Info collected from each tour member – Ola to design (input from TruCrew) 	Info from tour guides by w/c 27 Guidelines designed date tbc
5.2 5.3 8.1	<ul style="list-style-type: none"> – ASANA training/integration and admin documents for general office use (Mark and Holly) – Review and upgrade/production of assets for Holly) 	Dates tbc
6.2	TourGuides brainstorm as to what other supporting stuff they may need	Date tbc
7.3	Actioned only when Joe/Mark feel it's necessary (dates in diary)	TBC if necessary
NEXT STEPS	Content writing for online	w/c 03 Nov
NEXT STEPS	User testing (Camtasia live testing on 2/3 users)	w/c 03 Nov
NEXT STEPS	Development and design begins on website	w/c 10 Nov

WORKSHOPS				
ONE	TWO	THREE	FOUR	FIVE
SET 5.1 BALANCE ON TOURS Marketing ideas and creative concepts with information from interviews to key demographics (including TruBallers etc) combine with SET 7.1 PEOPLE ON TOUR COMPLETED Feedback to be integrated into persona work - see page 14	SET 8.2 BUILD THE BRAND (PRE/POST TOUR) This will feed in and underpin all the other work. This will require a bit of prep work (Ola/Mark/Joe/Holly) too. – Meeting 1 with Mark/ Joe/Ola/Holly – Meeting 2 with Tru Peeps (including feedback from Meeting 1)	SET 3.6 MULTI CHANNEL/ DIGITAL MARKETING - Owned media/paid media/ earned media and SEO workshop/knowledge share, including part of workshop about how each channel already in use, can be used more effectively (see SET 5.4) and guidelines on comms channels (SET 5.4) (Ola and Felix) – Prep work: TruTravels 'media channels universe' for Workshop will feed into this section (Ola) combine with SET 8.2 (Merchandising)	SET 3.2 TECH MEETING Futureproofing and budget allocation Tech only, will feed into FUTURE PLANNING WORKSHOP	SET 7.4 SUSTAINABILITY Recommended sooner rather than later, not a top priority but will underpin and feed through onto the other items. Recommend workshopping this before development begins on the website.
		SET 3.6 - B Once platform is built, this will be re-visited and PPC will be looked at	SET 2.1/2.2 FUTURE PLANNING Focusing on future proofing (TRU with Mark)	
DATE: 20 October	DATE:	DATE:	DATE:	DATE:

WORKSHOP 1 (SET 5.1 - BALANCE ON TOURS & SET 7.1 - PEOPLE ON TOUR)

Conversation with Jack, Ryan, Joe, Holly, Luke

Findings:

- Luke has adapted his own version of the "Checklist" - have copied this and will use as a base for the design version of a 'pocket' guidebook for guides (current content of TeamLeader Checklist in adapted format/design)
To action: need a list of names/contact deets of ALL stakeholders and people on site that tour leaders will need to remember (of all the bars/locations/hostels etc. visited on tour in each area). Ola to send out a list for each team leader to fill out. Revert back w/c 27 Oct.
- Note important dates including Thai Mid Terms (both international and local schools).
 Actions: Holly/Tania to find out approx. timings and plot these in calendar on Google Docs once ready
- Ideas for more 'local/authentic Thai' experiences: Local nights-out, activities on rainy days (Food market, Indoor Poi lessons).
- Top issues identified for female travellers: Bugs, Toilets, Accommodation. Need to ensure information on these is included in Content creation (w/c 03 Nov). When asked about top complaints from men - they seem to be specific to individuals - no commonality was noted. One individual specifically noted that he was not 'enjoying' travelling alone. Theme of being alone/lonely on tour came up (for eg: female traveler who's father booked her on the tour as she wasn't enjoying being by herself, people missing loved ones etc.). **Insight:** Travellers are not always 'at home' when booking tours, sometimes they have already been travelling for months prior to booking. One additional traveler (Zarna) has been added to the list of people to contact as a result. **To action:** One traveller-user journey to be developed (Ola).
- Idea to contact pre-tour group travellers via survey/interviews (people who are about to go on tour, as to their perceptions/what they are expecting/what they think etc) to gauge their preconceptions (and compare to post-tour thoughts etc) - SurveyMonkey/Interviews. **To action:** Ola to review Top Tasks/Goals with Joe online - to set up interview questions for user testing.
- Most frequently asked questions (Holly in progress writing up) "Am I too old for this tour" etc.
- Parents need (reassurance, is it safe for my child, no drugs!) vs Travelers needs (party, drugs, fun and not boring) Communicating to both (conflicting viewpoints) **To action:** will feed into design work on website (Ola/Felix - personas + user journey)

- Marketing brainstorm ideas:

A. TruTravels "things to do" map - handout on arrival. For 'open days' (as often travellers are at a loss when left to their own devices due to unfamiliarity etc. Concept of 'treasure/discovery' as they visit certain locations/places (eg: hidden treasures with promo codes/next steps/rewards/free drinks?). "I seek the TRUth" - codewords/order special drink which isn't on the menu etc. **To action:** design and concept (Joe/TruCrew/Ola etc. - date TBC)

B. Event-focused: Song Krang (15th April), Loi Kratong (07 November - Chiang Mai), Valentine's day special for couples, St Paddy's day special, Halloween special. To plot dates on calendar **To action:** (w/c 27 Oct, begin planning social media strategy once dates are decided/agreed on and booking of tour members begins)

- For media-purposes: do a "models (male and female models) + photographer tour" - to get the great shots with great looking people but in actual surroundings. (**To action:** park for future-planning workshop)

SET NUMBER	DETAILS	TIMINGS
Workshop 1	A list of names/contact deets of ALL stakeholders and people on site that tour leaders will need to remember (of all the bars/locations/hostels etc. visited on tour in each area). Ola to send out a list for each team leader to fill out.	Ola to send list 22 Oct Revert back w/c 27 Oct
Workshop 1 1.1 1.2 3.3 4.2 7.3 8.2	Interview with Zarna (persona interviews) Parents need (reassurance, is it safe for my child, no drugs!) vs Travelers needs (party, drugs, fun and not boring) Communicating to both (conflicting viewpoints)	w/c 20th Oct Ola - in progress Emails to interviewees - to be sent - 21 Oct Additional - one traveller-user journey to be developed (Ola). Will feed into design work on website (Ola/Felix - personas + user journey)
Workshop 1	Ola to review Top Tasks/Goals with Joe online - to set up interview questions for user testing.	22 Oct
Workshop 1	Map design and concept (Joe/TruCrew/Ola etc. - date TBC)	Date tbc (late Oct)
Workshop 1	Begin planning social media strategy once dates are decided/agreed on and booking of tour members begins	w/c 27 Oct

Previous Workshop Findings

DOCUMENT KEY:

- BLACK: List of post it notes (gathered from workshop) and text
- RED - Insights: what does this mean/issues identified
- BLUE - Actions: what we can do, ideas, solutions proposed
- GREEN - Dates/times to be prioritised and decided/set

Set 1 (BALANCE OF/ON TOURS):

- Reassure parents (emails to Holly from parents)
- More men! (good quality)
- Specials (teachers/guys)
- Eye candy
- Sibling tour promotion
- Attract the right people
- 420 promo

Insights (What does it mean - the issue identified)

1. Parents often book tours (not the perceived demographic - not always the students. Possible opportunity to target parents as well as students. Worthwhile doing one persona of a parent who has booked a tour for their kids?)
2. More reassurance information for the parents (what questions do they ask?)
3. Need identified for 'specialist' groups (eg: teachers, stag-do's, lad's week, ladies week, siblings etc.)
4. Groups are often imbalanced (too many ladies, too many guys, what is the %?)

Actions (What we may do/ideas/solutions)

1. Process of contacting travellers (past) to agree to do a 30 minute Skype interview with Ola for Personas needs to be decided on and begun.
Responsibility: Need to identify user with Tour guides (Luke/Tania), Holly/Joe to contact and request interview,
2. Identify and do one persona (interview with client) of a parent who has booked a tour for their kids.
Responsibility: Ola
Set date of Persona Interview 1
3. Go through the email chats/questions most asked from parents - combine into the persona (FAQ?)
Responsibility: Ola and Holly
4. Quantify data from past tours - work out the percentage of ladies to guys. Decide how to use this statistic in workshop (below)
Responsibility: Holly to tally up the stats (with help from Felix if needed)
5. Workshop the possible specialist groups - identify key groups, and brainstorm marketing ideas + creative concepts - this includes the 420 promo idea Creative? Merch etc. - what kind of people do you want to attract - identify in workshop their key demographic, their likes/dislikes etc - pick 'ideal/favourite' past travellers and approach for Persona development (Ola)
Responsibility: Workshop 1 - TruCrew
Workshop date to be decided

Set 2 (FUTURE):

- International trademark
- FM package/hostel/accommodation
- Asia Loop (Thailand/Laos/Cambodia/Vietnam)
- Travel shop (merch, mark-up, get people in etc)
- Tru 'Ballers' (5 star luxury for peeps with cash)
- Tru 'Ghetto' (cheap 'extreme' tour)
- Tru Unis/International schools
- Online globe pinpointing (different nationalities who have been on tour)
- Agents (getting new people in - current ongoing)

Insights (What does it mean - the issue identified)

1. Many "future" items and plans have been identified/are currently on the go (in process of being planned). This needs to be put down on paper, to plan, prioritise, schedule - to grow the company at a steady pace without overloading/losing 'vibe' etc., keeping up with supply/demand.
2. Further 'focus' target market groups identified in this section (eg: Tru Ballers and Tru Ghetto)
3. Getting new agents in is a time-consuming process, that's quite complex. It requires additional time/resource that takes away from other business tasks. Any way of streamlining the process requires brainstorming and actioning.

Actions (What we may do/ideas/solutions)

1. Need to prioritise "future" items and break them down into now/medium/long term plans. Project-planning technique/suggestions to help strategise.
Responsibility: Mark/Joe/Ola to workshop and discuss future business strategy and how this could be supported by the tech (future needs for design/website robustness/social media planning etc)
Workshop date to be decided
2. Additional target travellers identified in this group should be added to the Workshop 1 agenda
Responsibility: Workshop 1 - TruCrew
Workshop date to be decided
3. A meeting to decide what is needed and prioritise (30 mins/1 hour max) how best to utilise existing collateral and what new collateral would help Mark (Skype call) in future
Responsibility: Mark/Joe/Ola skype call/meeting - solutions to come out of meeting/further planning
1h Skype call - Date/time needs to be decided
4. Tailor-made tours:
TruTravels have signed a tailor made agreement with STA now which will help us sell all tours but the best thing is that we can now create anything we want with their tailor made team. Mark has a meeting next month with them to discuss what we can do for them. We are looking at big mark ups for private tailor made tours for groups/families and schools. Would be good to discuss how we can add this as a service with operations in Thailand and hopefully it is something we can offer on our website by the end of the year as it is becoming more and more popular throughout the package holidays industry.
Responsibility: Mark (meeting with STA end of Oct)
Call with Joe - solutions to come out of meeting/further planning (TruCrew) as and when necessary

Set 3 (TECH):

- Big Wet Fish :(X X
- Hosting (bad - reliability, account with old contacts etc)
- Trutravels.in (India)
- Ways of getting users to use site in (drive continuous use)
- Video blog (cool things to do/what to eat/what to see)
- Responsive site (mobile first)
- Email spam, google apps, mailchimp etc
- More media info
- On TruTravels website make social media sites more in your face
- All email accounts standardised (name@tru travels etc)
- TOUR CMS (settings, emails)
- Accounts (CMS)
- Channels (Regions/Currencies - trust)
- Regional incentives (on booking, on returning)
- Email sync (google apps?)
- More promo videos (from past tours?)
- PPC - Google ads, Display ads, Remarketing (FnE, XGap, BT, LBW)
- GoPro for each tourguide (shared?) Sponsorship?
- Sort out/organise/change Tour CMS

Insights (What does it mean - the issue identified)

1. Hosting is an issue - Big Wet Fish is not reliable, account has old contracts in.
2. Futureproofing in general is an issue. The company is growing and the more prepped/future-proofed Tru are the more secure/robust the tech solution will be. Domain name needs to be looked at (competitors, what can be done to protect the TruTravels IP - now and in future) - what about other possible tech issues regarding futureproofing may come up? Responsive/adaptive design feeds into this. Budget allocation needs to be done and discussed with the tech team.
3. We need to get the Personas sorted so we know our users inside/out > then the mobile-first UX planning can begin and we can work in an agile way to develop the site to be responsive.
4. Tour CMS needs to be investigated in-depth - we need to understand how this system works from a tech perspective and how this will be integrated into the new version of the website
5. Email template(s) for admin/office use and possible future marketing is needed
6. PPC opportunities need identifying. Data gathering is recommended - this will aid (for eg) regional incentives, defining high/low periods in terms of business opps, and will be useful for future marketing collateral.
7. Scalability issue (company is growing - how to adapt tech to this)

Actions (What we may do/ideas/solutions)

1. Alternative suggestions to be reviewed for hosting, compared and a decision to be made (BUDGETS vs ROI NB)
Responsibility: Felix/Joe/Mark
2. Futureproofing tech meeting - side meeting to be held before the Workshop 2
(as results of this will feed into the workshop and affect solutions brainstormed in workshop)
Responsibility: Felix/Joe/Ola/Mark (1h Skype call - Date needs to be decided)
3. Persona archetypes need to be identified, decided and interviews need to be arranged (see Set 2)
Responsibility: Ola with support from TruCrew
4. Capabilities of TOUR CMS platform (and TourRadar widget/hyperlink etc?) to be scoped out for room for improvement/possibilities etc.
Responsibility: Felix (feed back to TruTeam - Joe/Mark/Ola etc)
Date for feedback meeting TBC
5. MailChimp integration (introduction to using MailChimp, how to use - training for Holly/Joe/Mark etc)
Responsibility: Felix (feed back to TruTeam - Joe/Mark/Holly)
6. Multi Channel Marketing - PPC etc. will need to be looked at once the new platform is built (from tech perspective). Business needs for data gathering need to be identified and workshopped (budgets, need, etc).
Responsibility: Felix to lead Workshop 3 with Ola (on Owned Media/Earned Media/Paid Media)
After this workshop, the findings can be applied to new platform once built (Felix)
Workshop date to be decided
7. Switching to Google platform (Using Google Docs instead of Word etc, sharing together via Google's document platform - and sorting out emails etc), standardisation of passwords etc.
Responsibility: Felix (support as needed from TruCrew)

Set 4 (CONTENT):

- Blogging (Luke/Holly)
- Moar content!
- Topics: Food, Animals, Music, Parties, Thai 'fashion style'
- Choice - What do YOU want to do? (ask people on tour)
- Word count (Content guidelines for bloggers)
- Word "Backpacking" - Alternatives/Taxonomy/SEO - brainstorm around it

Insights (What does it mean - the issue identified)

1. There are two aspects to this which can be improved.

Content is currently not web-optimised. The writings is editorial, which is great for print, but doesn't hold online viewer attention (style of writing). We do different tasks when reading online (dip in and out of content), so writing is less linear - and users skim and scan, so attention spans are much shorter.

The content also needs to build authority and credibility (content themes). Your content needs to demonstrate your expertise, compared with a website that claims expertise. This is a crucial distinction, because it truly levels the playing field and allows you to build authority that outpaces already recognized and credentialed experts in the travel and leisure industry online. It's due to the one essential truth about how both people and Google perceive authority: What other people say about you is more important than what you say about yourself.

2. The appetite and skills are available for great content creation (across all media channels, including blogs and social media). Ideas are needed (for themes/topics), and user-input will help here greatly (as we will know what the customers want to read about and what their concerns were before/during/after the tour. This will allow us to create user-centric, targeted content.
3. Futureproofing - a guide for writing "Tru" style would be helpful for future members who may join and also want to blog (knowledge-sharing and brand guardianship)

Actions (What we may do/ideas/solutions)

1. A mini content audit and review. We need to go through the site, write up new info etc, decide on what's needed and what isn't, adapt copy to user needs based on Personas.
Responsibilities: Ola/Joe
2. User-interviews are necessary as soon as possible - Holly and Joe are already writing up a list of all the people to contact for the user interviews and Ola to arrange with Holly asap. Once this is done, we will have user insight as to what customers would like - then we can brainstorm topic themes/ideas - these will be written up and a topic list and then topics will be assigned monthly to individual team members
Responsibilities: Interviews: Joe/Holly/Ola
Writing: Luke/Holly/Ola
3. Brand and tone of voice guidelines plus web-copy guidelines would be helpful
Responsibilities: Ola/Joe with input from Tania/Luke/Jack/Ryan

Set 5 (ORGANISATION)

- Leaders/travellers
- Holidays? Events of note? (Tru "Calendar" for year ahead)
- New mailing list template (emailer that looks good - Mailchimp NB with Felix)
- Dropbox storage (sorting out folders etc. + organising)
- Workshop Admin things needed for running office/admin efficiently
- Asana (get everyone onboarded/training)
- Ops Management (Google apps? Look into free alternatives)

Insights (What does it mean - the issue identified)

1. By October, prospective clients are already asking for tour information as far ahead as June/July of the next year.
2. There is some uncertainty about the tech involved in running the office admin side of things (Asana. Outlook etc).
3. Streamlining the office admin process will free up valuable time for everyone which can be used more effectively, for other (possibly more interesting!) activities (eg: social media).
4. Communication channels are used often, however often doesn't always mean more effective. For eg: The facebook group chat is often spammed with random information. Identifying the various channels used, and what they should be used for (some basic guidelines) may help team members communicate more effectively (for eg: when on Tour, tour guides can't always be online and miss certain details/information).

Actions (What we may do/ideas/solutions)

1. TruCrew to sit down and plot all the dates for the upcoming year ahead on calendar.
Responsibilities: Joe and Holly are writing the dates, then to come together and plot them on calendar once set dates have been decided. Then brainstorming session about any other dates we need to flag up (check against stats from Holly, Google Analytics etc).
- 2./3. Help integrate team members onto Asana. Come up with streamlined documents/admin sheets for Holly for keeping track of office admin (office docs/Google Docs/templates etc).
Responsibilities: Holly and Ola
4. Quick group chat about the various comms channels, and guidelines as to how each of the channels can be used most effectively (when to use which comms channel etc).
This can be worked into Workshop 3 (Digital workshop).
Responsibilities: TruCrew
Workshop date to be decided

Set 6 (LANGUAGE):

- What do we call the tourers/tour guides etc
- Names are hard to remember/pronounce (to non-Thai)
- Thai Glossary (eg: common Thai phrases/questions etc)
- Corkboard and polaroids (Show and tell in-shop)
- Remembering names of people who work at the various places (for guides)

Insights (What does it mean - the issue identified)

1. Difficulty due to language (Thai and English) - names of people at various locations are hard to remember (as there are so many people to deal with from a tour guide perspective).
2. After chatting to some of the people on the tour, and spending some time with the TruCrew it's come up that a lot of the time the people on tour feel very foreign - however the guides/TruCrew are local/familiar. Often the travellers can't remember names of places, they don't know where places are etc, so they appear 'needy'. (Psychologically, once people are booked on holiday, they 'relinquish' responsibility to the tour guides in a way, so it may seem that they are acting without common sense, because they are unfamiliar and also form a dependency on the tour guides (something they might not do if they were travelling on their own). We will look at possible solutions that the tour guides could implement to help prevent this 'effect'.

Actions (What we may do/ideas/solutions)

1. A Thai Glossary (eg: common Thai phrases/questions etc) is one possible solution to this issue. The corkboard and polaroids in-office will help travellers who 'walk-in' to get their bearings and build brand.
Responsibility: Joe/Luke/Tania/Ryan/Holly to individually write down all of the people's names that they come into contact with at the various places. Ola to combine into one 'guidebook/pocket guide' or something similar that can be used on tour.
- 2 Generally, visual guides/infographics can be utilised to help the people coming on tour (pre and post) - with language as well as details of the trips etc. Personas/client interviews will also help identify any issues here - and this can be fed through into a brainstorm session to see what other solutions we can come up with to help the tour guides.
Responsibility: Ola to do persona interviews, TruCrew brainstorm with information to decide on possible solutions. This can be part of Workshop 4 (PEOPLE ON TOUR).

Set 7 (PEOPLE)

A. ON TOUR

- Visas (How can we help travellers/advise on how to sort it out?)
- Weather issues
- Unpredictable weather, affecting activities
- Regular, recommended tattoo artist for TruTravellers
- Too good to be #TRU (need to build trust, people don't think the reviews are for real)
- We look too good
- Options for rainy days
- Girls and toilets (TOILETS! She pees?)
- Different types of people like different things (eg: group split on decisions as to what to do)
- Tour members fighting (eg: don't want to share rooms)
- Super-needy tourers
- Timing (when low/when high bookings, schedule of year)
- Airport (pick ups, meeting point, logistics, price)
- Too much choice (everyone too polite to choose, if too many options are given etc.)
- Agents (getting new people in - current ongoing)
- Little 'princesses'/'wanker' on tour
- "Emma" syndrome (doesn't involve themselves with anyone)
- Mini manuals with calendars + contact checklist
- Elephants and sustainability issues

B. GUIDES

- Videos (people who are running tours)
- Introduce the team leaders (who are Tru)
- Meet the team vids, biogs
- Online live chat?

Insights (What does it mean - the issue identified)

1. Travellers don't know what to expect/aren't always used to the "Thai" way (even general knowledge). Need to be mindful of it (plan B's for crappy weather etc) - too much choice breeds indecision (after chatting to Joe and Felix this was agreed from both the tour guide side and the traveler side) - but some choice is necessary (especially when people have 'free time' - they don't know what to do with themselves). This feeds through on the following post-it notes:
 - Visas (How can we help travellers/advise on how to sort it out?)
 - Weather issues
 - Unpredictable weather, affecting activities
 - Options for rainy days
 - Girls and toilets (TOILETS! She pees?)
 - Different types of people like different things (eg: group split on decisions as to what to do)
 - Airport (pick ups, meeting point, logistics, price)
 - Too much choice (everyone too polite to choose, if too many options are given etc.)
 - Regular, recommended tattoo artist for TruTravellers
2. Trust building/authenticity
According to a few of the post-its and general conversation, the headline "It's too good to be #TRU" has come up. The aim is to ensure that future travellers experiences are authentic and they won't feel unhappy. This will mitigate the 'needy' tourers (if we give them what they want/need, they won't be as 'needy' - obviously this isn't a guarantee but the aim is to help all users).
3. Dealing with certain 'types' of people - this is unavoidable and will always be circumstantial. The fact is, the tour-guides are hired with this in mind, so that they are 'people people' and are also responsible and able to think on their feet etc (part of the TruTravels business model).
 - Super-needy tourers
 - "Emma" syndrome (doesn't involve themselves with anyone)
 - Little 'princesses'/'wanker' on tour
4. Responsible travel is becoming more and more popular and users are wanting to know the details about the aspects of certain tours (eg: Elephants etc). This will also help build trust/authenticity (if affiliated with other organisations etc). Generally being a sustainability-first company echoes TruTravels values so it's recommended that this is investigated further.

Actions (What we may do/ideas/solutions)

1. I would recommend a brainstorm with the TruCrew around these issues further, to come up with solutions with the group, and then narrow them down to a few things that are 'easy wins' (eg: some of this information can be easily integrated into content on the website, whereas some of the solutions may be 'on tour' solutions - eg: tour guides may need to do a run through of 'what can be done if it rains' even if it doesn't rain - to pre-empt the possibility it can happen etc. (a brainstorm to share the knowledge between tour guides will be ideal for this).

This feeds into the online work - in low season - how do we adapt the online channels to keep info relevant and interesting? Vice versa when busy - strategy to consider low and high periods (so when it's busy season, different types of content/frequency will be posted and possibly kept aside for low seasons). This includes damage mitigation - political/environmental issues (eg: coups, tsunamis) - how are these to be communicated online and in social media etc. Guidance documents/materials to be discussed/written (workshop).

One possible solution already proposed in the first workshop which would help the tour guides:

- Mini manuals with calendars + contact checklist
- Guidebooks for guides

Currently in progress

- SOS Line:

Support before/after tour - we already do this but I think more emphasis could be put on this i.e. separate phone line/number where we encourage people to call rather than just the current outlets such as facebook etc. We could use this as one of our main USP's in marketing campaigns and selling tools. So far the reaction has been brilliant from agents and customers alike and think we would benefit from making it more official. Again would need to discuss with Thai Ops how this could be done but I think a roster could be set up to take it in turns of being responsible for this line and to deal with enquiries. (Mark/Joe to discuss - feed back to TruCrew)

Responsibilities: Luke/Tania/Joe/Jack/Ryan (brainstorm) - thereafter, solution-dependent responsibilities assigned

Workshop done - 20 Oct 2014 (See page 14)

2. This will come naturally as we address the following aspects:
 - Brand (offline branding/graphics etc. will place TruTravels on par with (aiming for beyond!) competitors, plus online as below
 - Website will be optimised for online (copy, user experience, mobile first, better design and layout etc)
 - Copywriting/content (writing better copy, creating better social media content on a timely basis etc)

Post it note solutions as per above (items we will incorporate into the solution):

- Videos (people who are running tours)
- Introduce the team leaders (who are Tru)
- Meet the team vids, biogs
- Competitor analysis (TI, FnE, BT, LBW, GAd, BTT)

Responsibilities: Joe/Ola/Mark to carry out a competitor audit

3. One possible suggestion (for when Tru grows, as currently this happens organically due to proximity of working together etc.) - it may be worth getting the tour guides into a meeting together seasonally, to talk about their experiences focused specifically on 'problem/solution' format. This would be (for example) facilitated by Joe. This would serve two purposes: Team morale (everyone is getting listened to/getting things off their chest but in a focused, solution-based format) and also to knowledge-share with the other (newer/less experienced) tour guides. Responsibilities: This won't be actioned at this stage unless Joe/Mark feel the need for it.

A more relevant activity at this stage will be to develop some 'problem clients' as Persona's (eg: Emma) to ensure their online needs are met (as these clients will be most likely to want to complain, they will provide quite good insight into what can be improved online).

Responsibility: Ola (currently in progress)

4. Responsible travel - to be researched/brainstormed/workshopped. Look into sustainable business practice and certification. Not a top priority but can be done alongside other work etc. - will eventually feed this information into the business plan and values documentation.

Responsibility: Joe/Holly/Ola/Mark

Possible workshop date to be decided

Set 8 (BUILD THE BRAND - PRE/POST TOUR)

A. OFFICE (initiatives for/by TruCrew)

- UK Ops (Systems, procedures)
- TEFL work in Oz (two way business relationship)
- Discounts to local businesses (eg: wristband idea of going to specific areas - two way business relationship)
- Discount books/wristbands/coupons
- Our own app
- Wifi Passwords/Passwords in General
- New TruTravels Video/Youtube as main promo
- YouTube videos
- Blogs > Links > Relationships/Affiliates
- Getting pics from tour members after the tour is over
- Infographics
- Vlogging (interviews, culture, music etc)
- Fucking meet others app!!!
- After the tour help/service
- Different tech levels (training for Asana, guidelines for social media etc - must be useful for EVERYONE)
- Vines (use!)
- Pinterest
- Webisodes
- Twitter Content

Insights (What does it mean - the issue identified)

1. Some work on systems and procedures in-office (admin etc) would eliminate unnecessary duplication of effort and time wastage. This point was already flagged up in SET 5 (ORGANISATION) as this is obviously interlinked with building the brand. I've highlighted these in light blue above.
2. There are a lot of ideas in how to grow the brand in terms of marketing. What's needed is an audit of all the ideas, according to cost (from most cost effective to least) and viability plus ROI. It's worth noting that to be authentic, you don't need to be everywhere to succeed, as it's better to avoid the 'shiny object' factor and innovate instead of following competitors.

Actions (What we may do/ideas/solutions)

1. A review of office documentation will be done and new templates designed when necessary.
Responsibility: Joe/Ola/Holly
2. The next steps recommended:
 - identify the channel opportunities and plot them against business goals (cost/viability/need)
 - prioritise the ideas already identified and add any new ideas that have not been considered. It would be worthwhile workshopping this further as the entire TruCrew have valid points of view as well as great ideas (with an aim to find topics, and applying this to the timeline - when it's best to do which vids/blogs etcResponsibility: Initial - Ola, thereafter workshop.

Responsibilities - business specific, growing the business/networking etc. (Mark/Joe)

Then feedback decisions to tourguides for additional info/sense checking etc.

- TEFL work in Oz (two way business relationship)
- Discounts to local businesses (eg: wristband idea of going to specific areas - two way business relationship)
- Discount books/wristbands/coupons
- **Our own app (to discuss in Workshop)**

Responsibilities - brand awareness/merchandising (TruCrew)

- Infographics
- YouTube videos
- Blogs > Links > Relationships/Affiliates
- Getting pics from tour members after the tour is over
- Vlogging (interviews, culture, music etc)
- Meet others app
- Pinterest
- Webisodes
- Twitter Content
- Getting pics from tour members after the tour is over

Workshop done - 20 Oct 2014 (See page 14)

Set 8 (BUILD THE BRAND - PRE/POST TOUR)

B. Travellers (initiatives for travellers)

- TruTravels questionnaire/quiz (What is the best tour for you?) - Buzzfeed ideas
- Flights, insurance, Bok Om Ree
- Build/make your own trip
- Show accommodation photos
- An upgraded version = nicer accommodation for people who complain
- Survival pack (pre-purchase: sim card, mozzie spray, sunscreen)
- Phones/Sims available to rent
- Lighters for advertisements
- TRU merchandise
- Meeting point at airport (recognition of places peeps don't know)
- Clearer meeting instructions
- TruTravels recommends (Activities, Foods, Shops)
- Boost reviews
- People don't want to write the reviews (how to get them to?)

Insights (What does it mean - the issue identified)

1. Some of the items above feed back to the brand awareness items on the previous page, and will be included in the workshop. I have marked these in light blue above. Some of the others feed back to the business specs (also marked, in pink).
2. All of the items above bring to light the idea the fact that there are questions that the travellers bring up again and again, which will be gathered and investigated further in the Interviews. I will base the interview questions around some of the items above, but also leave space for interviewees to add their own opinions (no leading questions etc.).

Actions (What we may do/ideas/solutions)

1. As above
 2. The insights and post-it recommendations above will feed into the persona work/interviews
- Responsibility: Ola