

VIVA

LIFESTYLE & TRAVEL

A DIGITAL MAGAZINE FOR MILLENNIALS WHO SEEK TOP
EXPERIENCES IN TRAVEL, FASHION, FOOD AND CULTURE



Client Background

Print magazines have low traction with the **younger generation** who **turn to apps for content**.

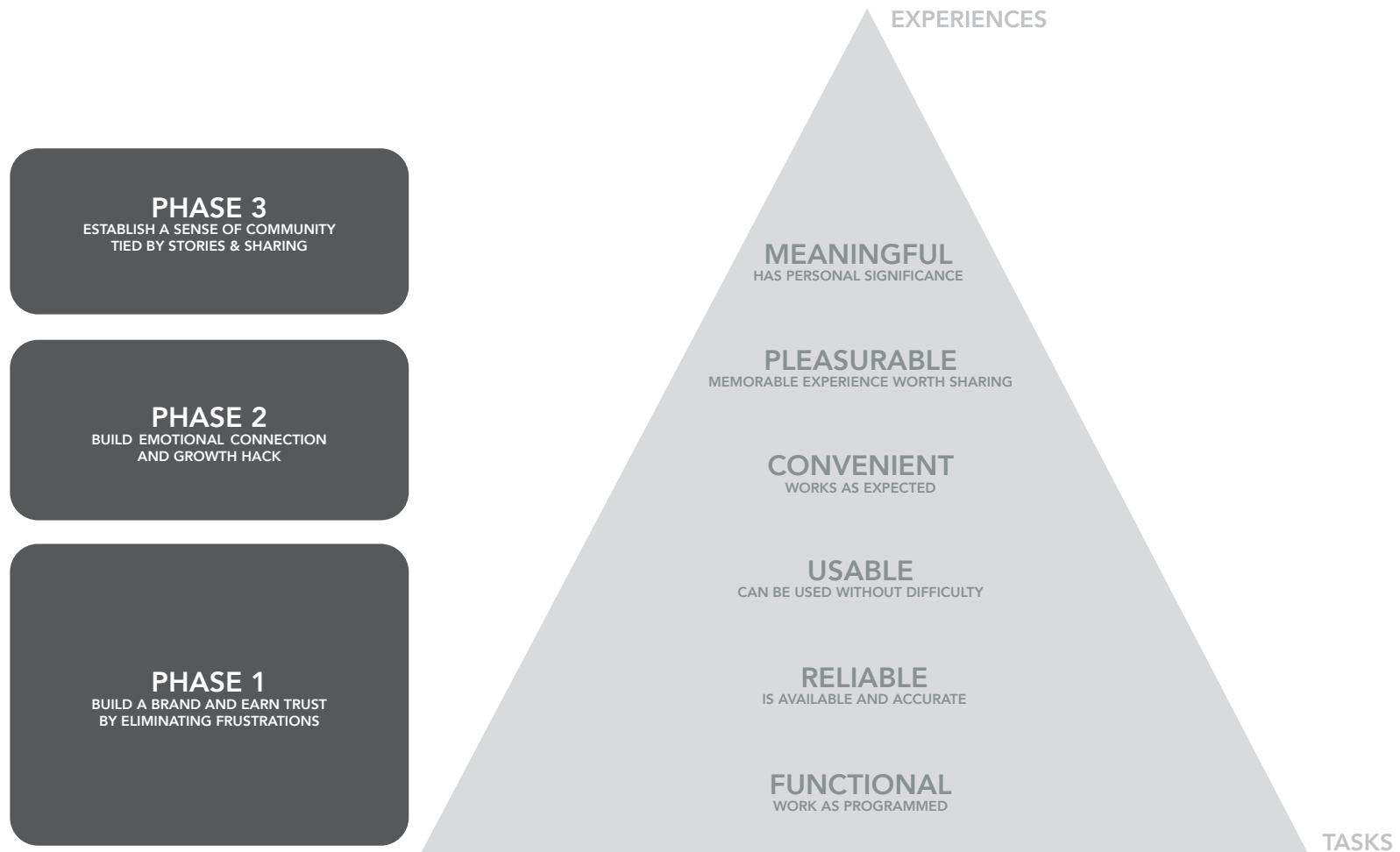
There are **1.3 billion millennials globally** of which **72% planned to have traveled in 2017**.

That's approx. **\$1.4 billion dollars spent on travel** by this age group of 25-34 year olds.



OBJECTIVE

Develop a brand and amass 1 Million Unique Users



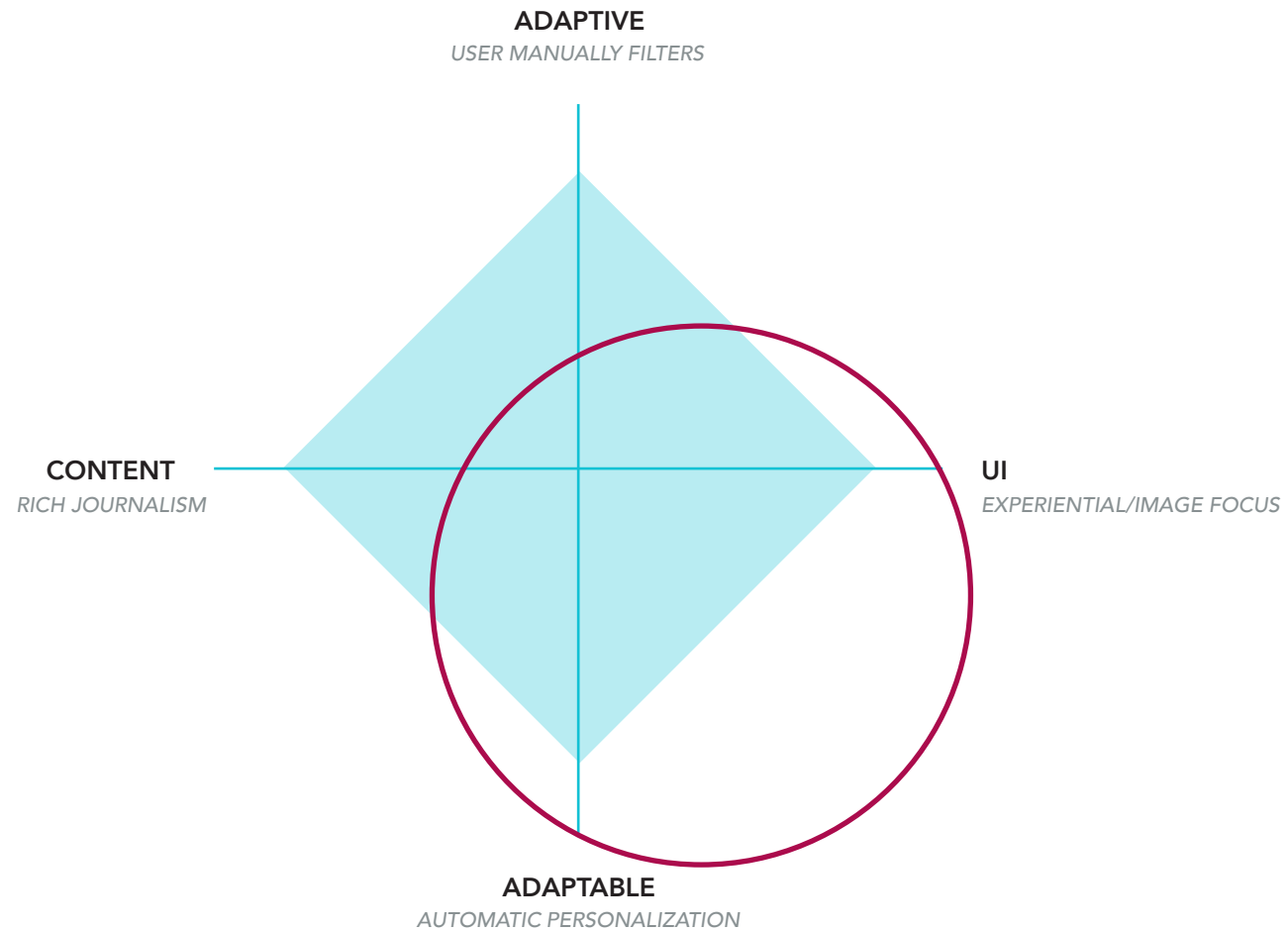
USER RESEARCH

Competitive Analysis



USER RESEARCH

Persona Development



USER RESEARCH

Brand Development



BE ON THE PULSE



BE SIMPLE BUT FOCUSED



HAVE CONVICTION



BE WITTY & SARCASTIC



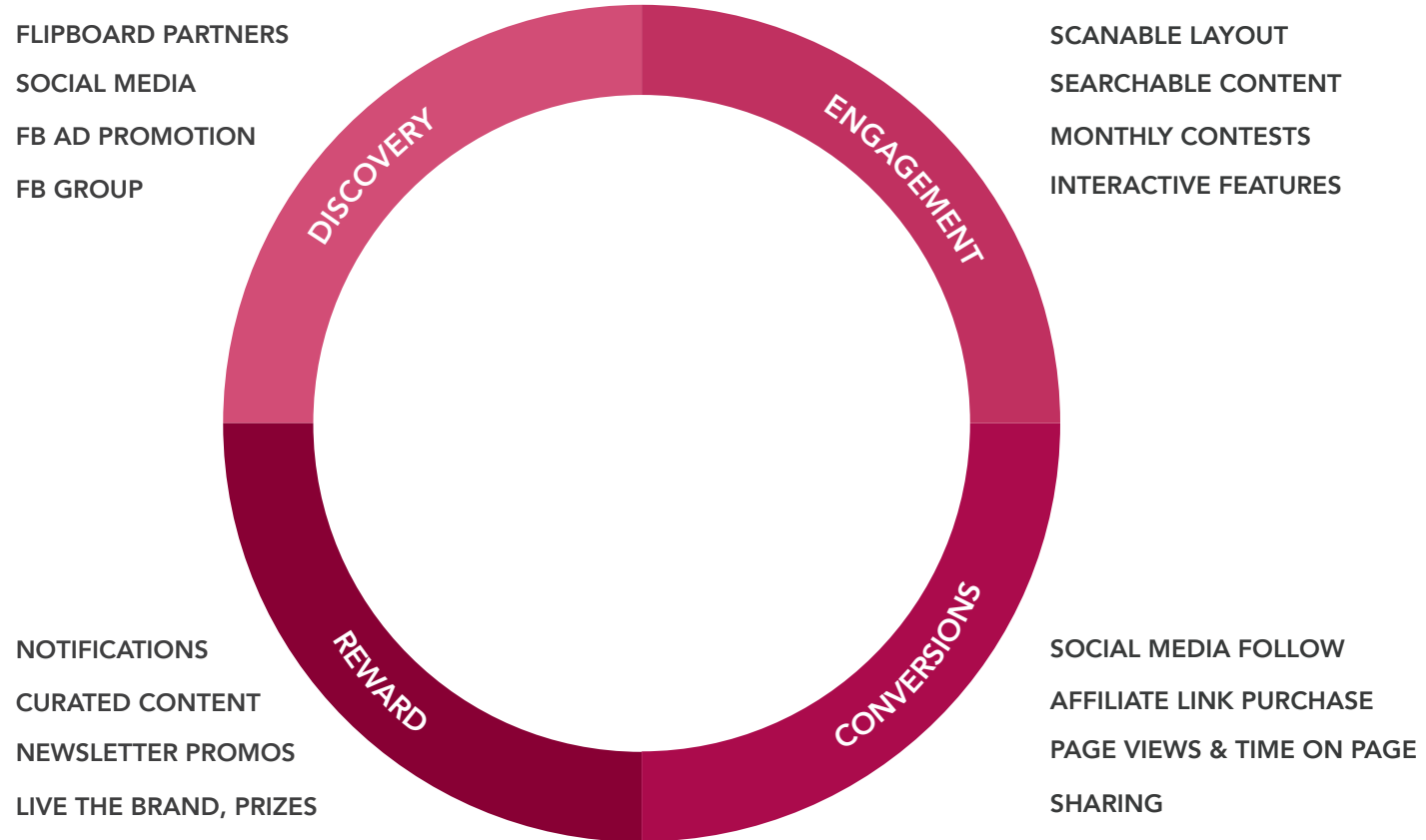
CREATE A SENSE OF
ADVENTURE & A TASTE
FOR THE
UNCONVENTIONAL



BE CONVENIENT

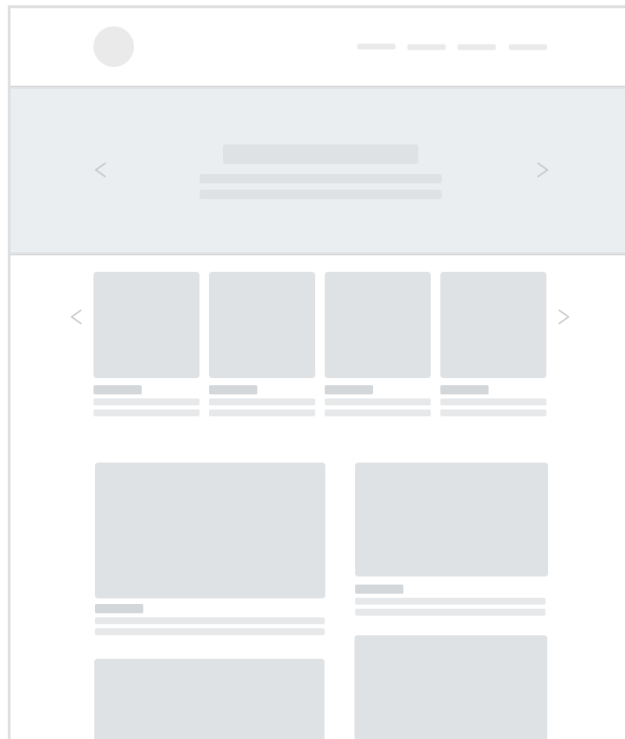
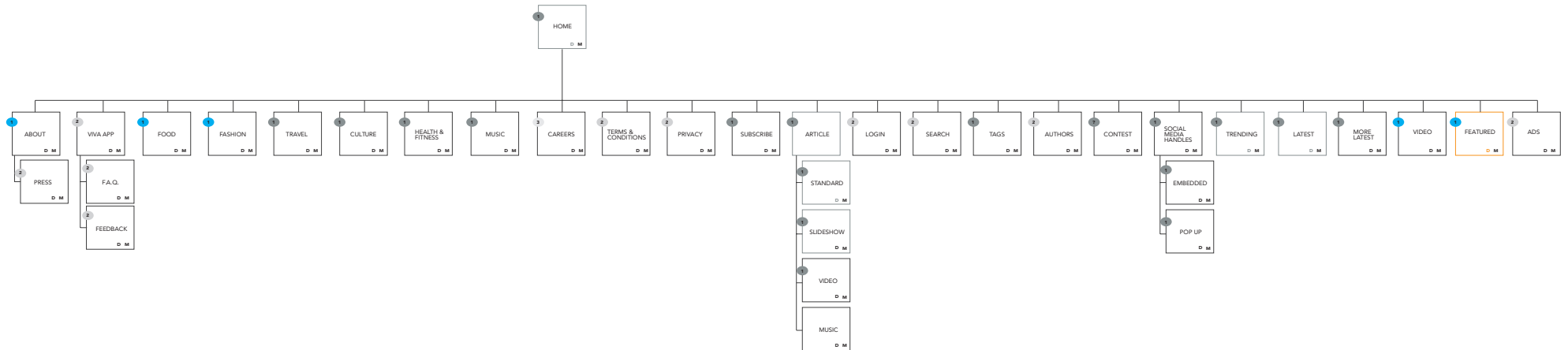
USER RESEARCH

Customer Journey



USER FLOW AND WIREFRAMES

Website & CMS

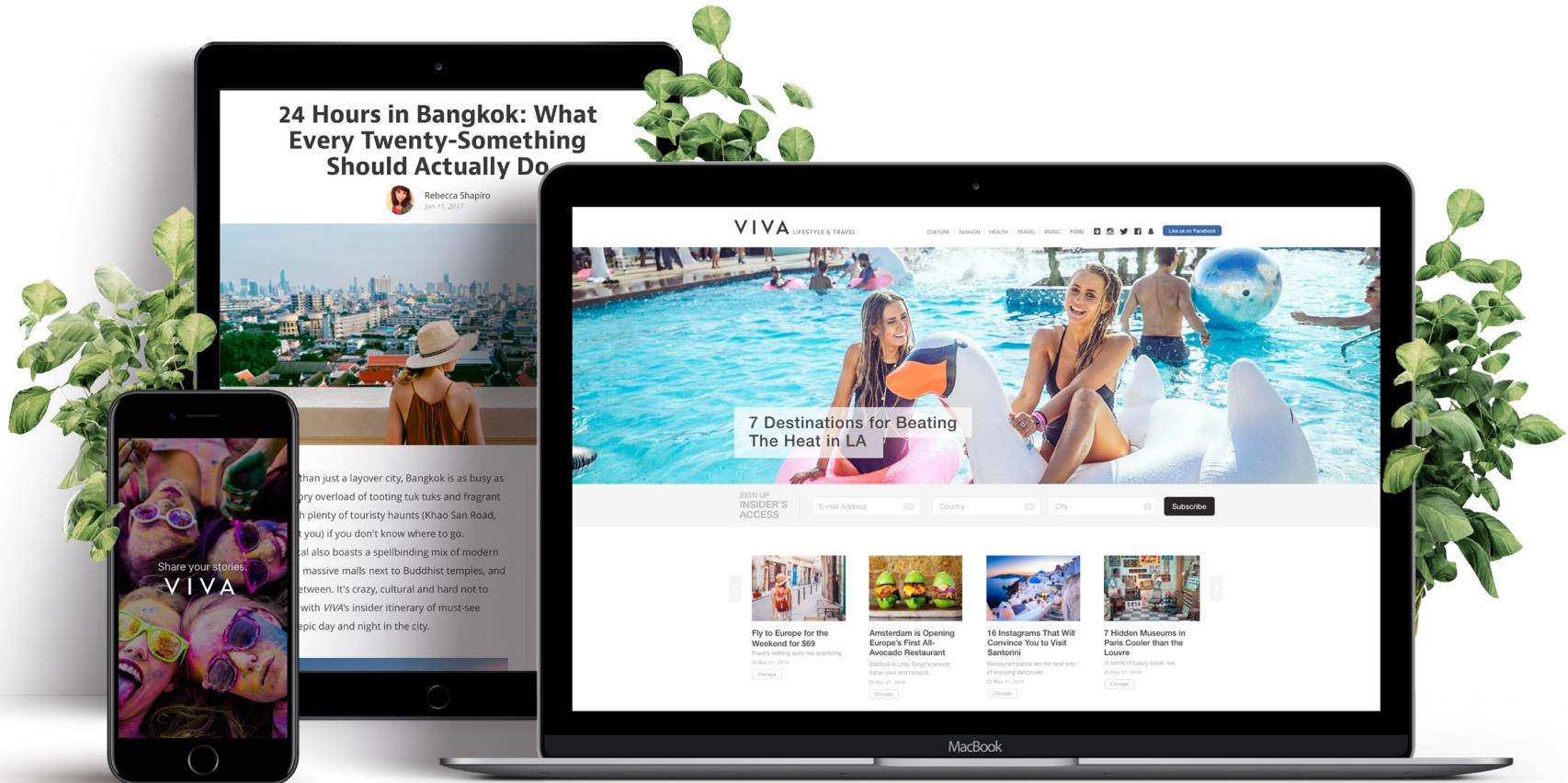


USER TESTING Key Findings

AD Revenue

Page Views

Related Articles



USER TESTING

Machine Learning

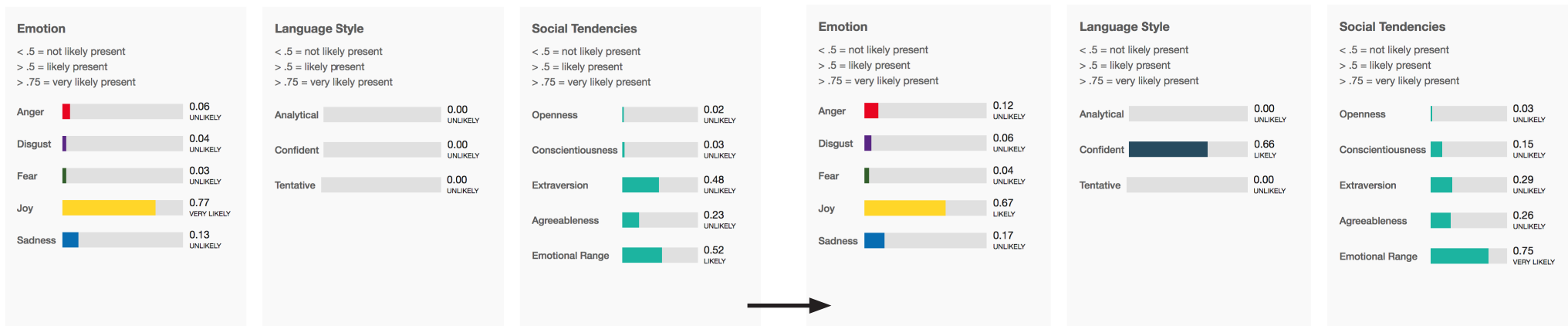


Tone Analyzer & Rapid Eye Movement Studies

“It’s pretty much every twenty-something’s dream to quit their day job and make the travel blogging side hustle a full-time gig.”



“Every twenty-something wants to quit their day job and make the travel blogging side hustle a full-time gig.”



USER TESTING Machine Learning



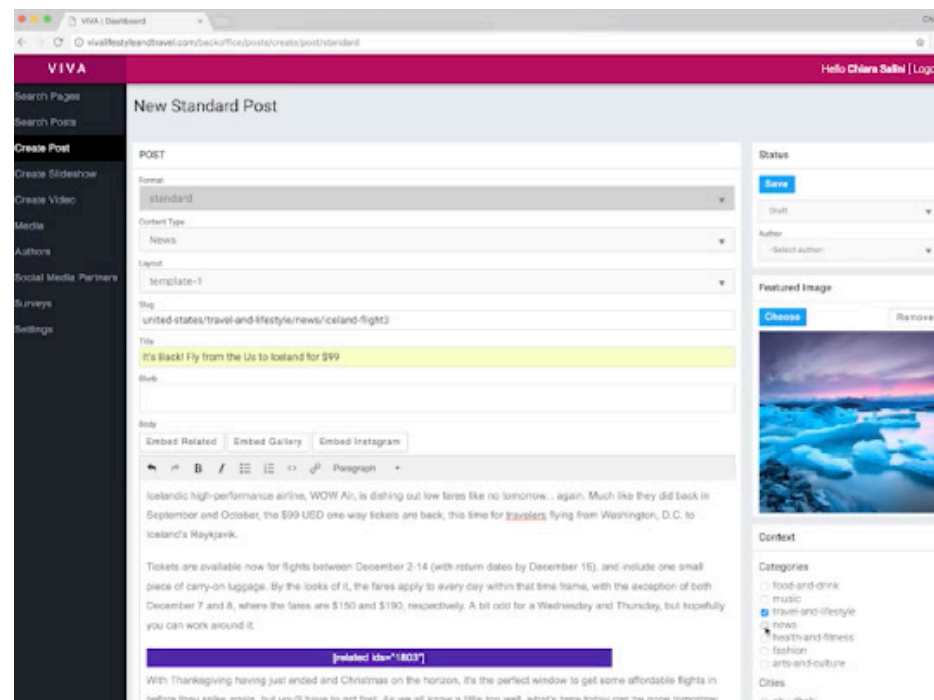
Taxonomy



Fly From the US to Scandinavia From \$146
Spring in Oslo? Why not.
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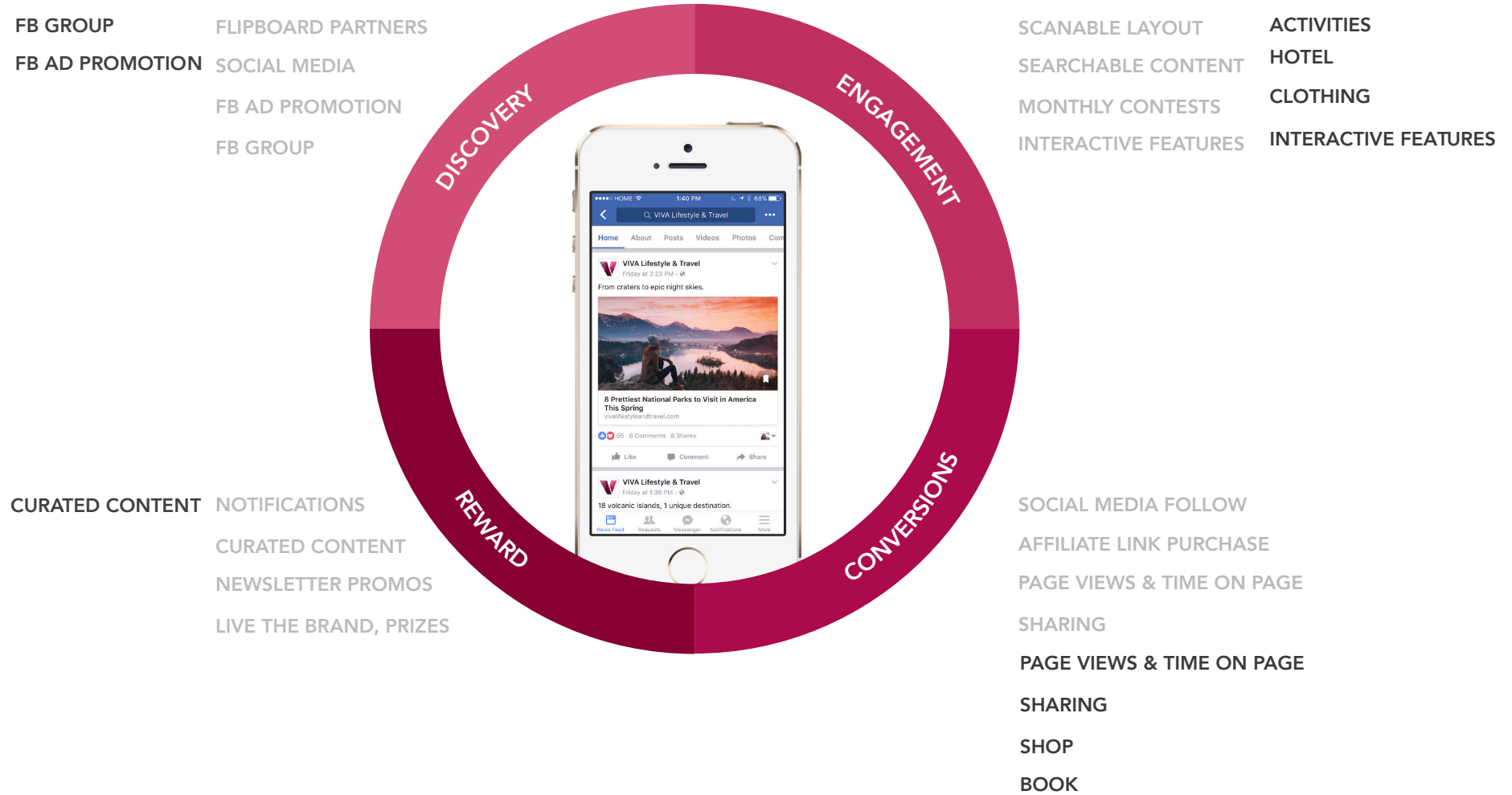


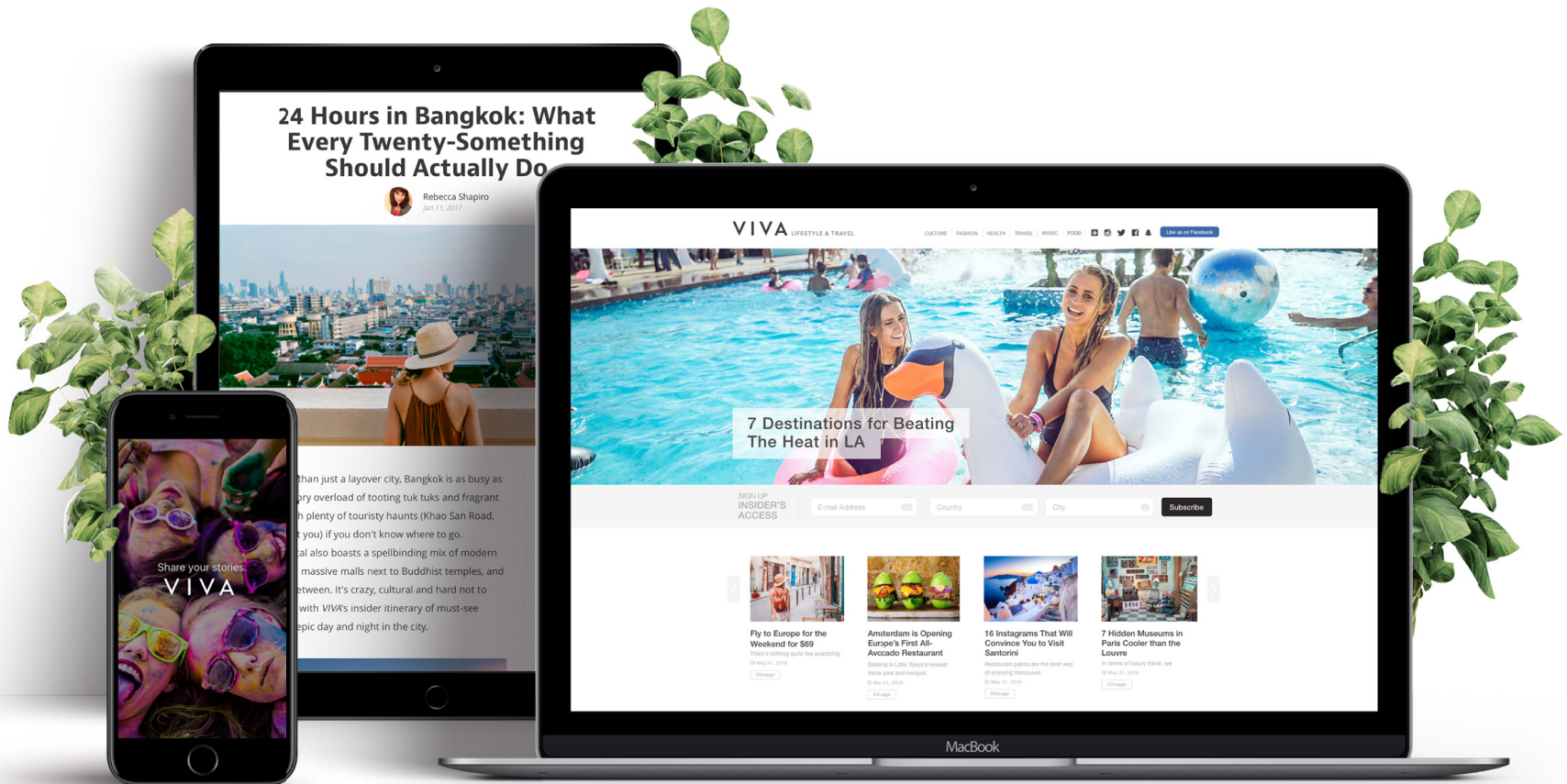
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USER TESTING

Updated Customer Journey





24 Hours in Bangkok: What Every Twenty-Something Should Actually Do



Rebecca Shapiro
Jan 11, 2017



than just a layover city, Bangkok is as busy as
any overload of tooting tuk tuks and fragrant
plenty of touristy haunts (Khao San Road,
you) if you don't know where to go.
al also boasts a spellbinding mix of modern
massive malls next to Buddhist temples, and
between. It's crazy, cultural and hard not to
with VIVA's insider itinerary of must-see
epic day and night in the city.

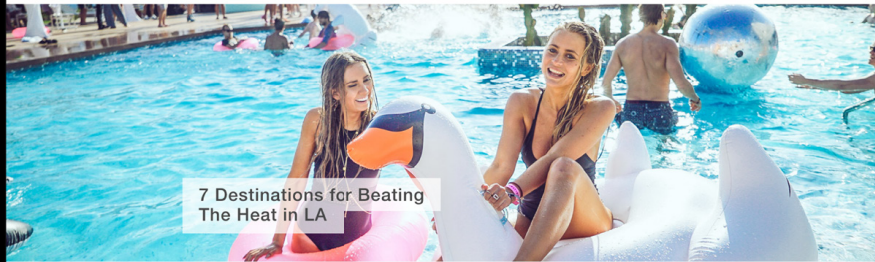
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VIVA

VIVA LIFESTYLE & TRAVEL

CULTURE FASHION HEALTH TRAVEL MUSIC FOOD



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7 Destinations for Beating The Heat in LA

SIGN UP
INSIDER'S
ACCESS

E-mail Address

Country

City

Subscribe



Fly to Europe for the Weekend for \$69
These morning low fares are just what you need
May 21, 2016
Change



Amsterdam is Opening Europe's First All-Avocado Restaurant
Baskin is Little Tokyo's newest
May 19, 2016
Change



16 Instagrams That Will Convince You to Visit Santorini
Restaurant patios are the best way
of enjoying Santorini
May 19, 2016
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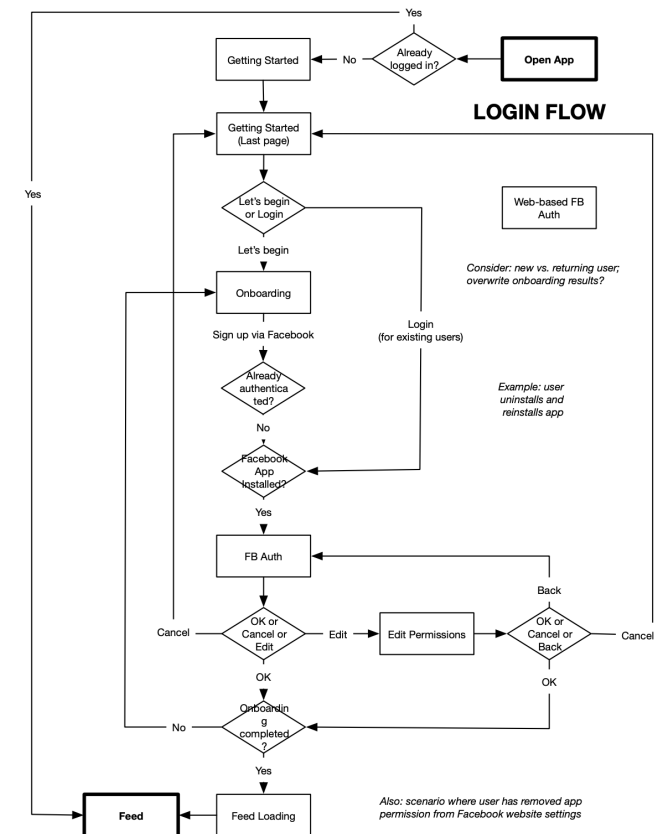


7 Hidden Museums in Paris Cooler than the Louvre
In terms of luxury travel, we
May 21, 2016
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MacBook

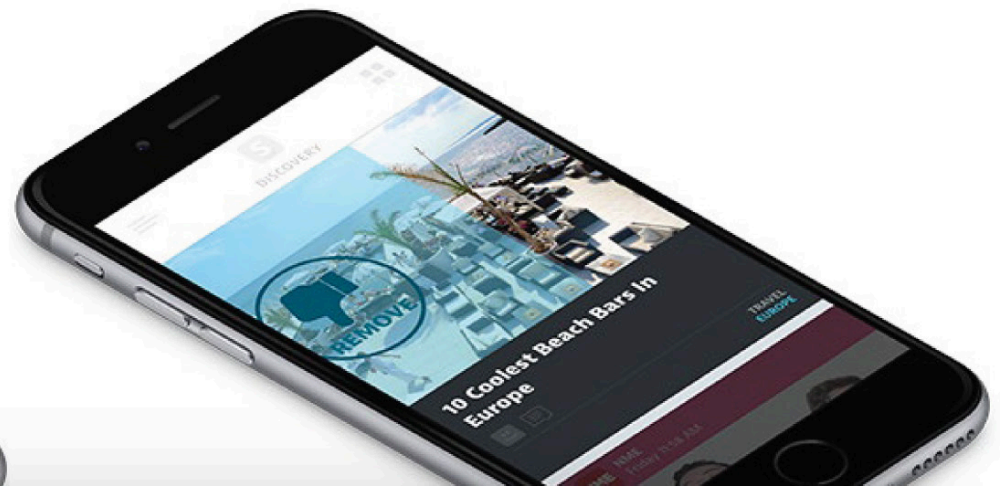
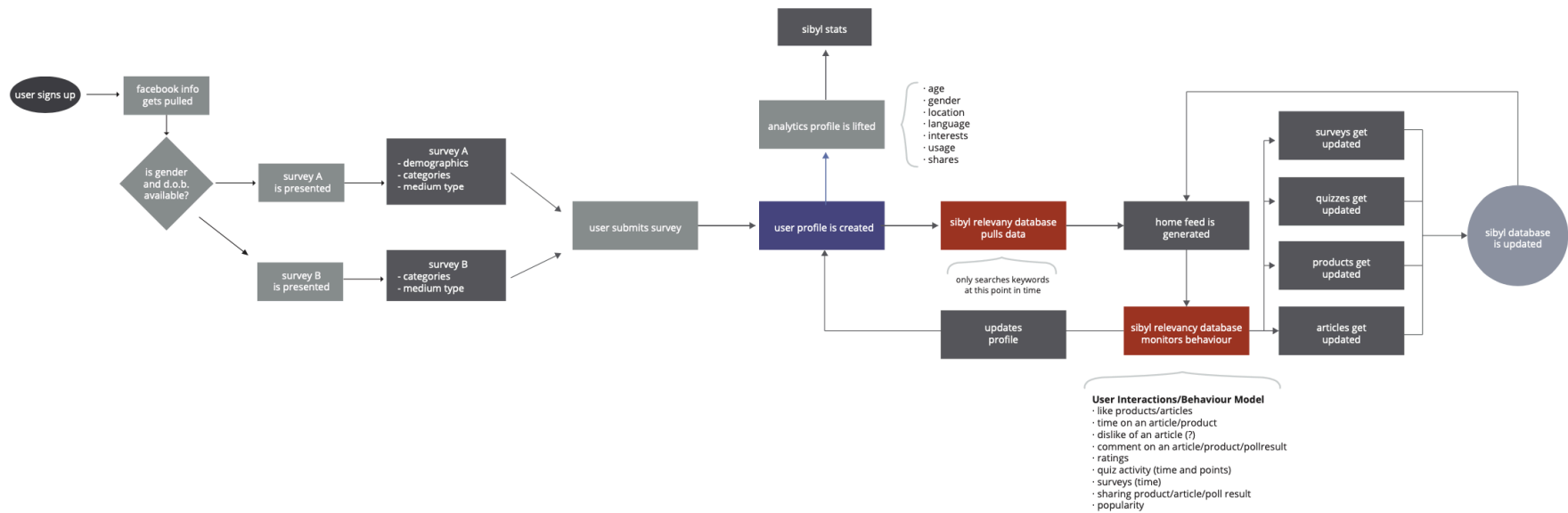
NEXT STEPS

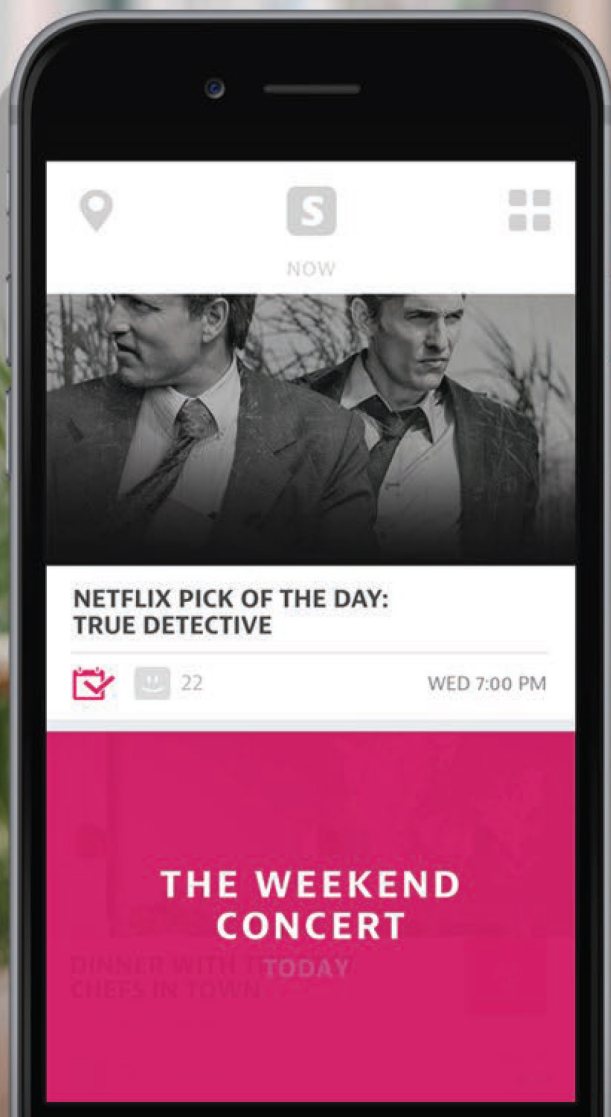
iOS App Experience



NEXT STEPS

iOS App Experience





Josh Munn

Wednesday, 5:15 PM

Current City: San Francisco

Weather: Cloudy, 72°

Likes: Foodie, Techie, Action

Movies, Drama TV Shows,

Steaks, Salads, Craft Beer,

Hockey, Baseball, Plays

Soccer, Sports Cars, Indie

Bands, Electronic Music...

Heart Rate: 80 bpm