

# AN ONLINE COMMUNITY OF ANDALUSIA LAB



## Competitive

### STRATEGIES & SOLUTION

TEAM 2 GROUP 1:

XUE BAO; SHIJIA CHENG; YUJIA HUANG; KUNYUAN CHENG



INTERNATIONAL COWORKER PROVIDES SERVICES IN VIRTUAL TEAMS

# SOLUTION DESIGN



--Build an online community focus on coworkers

## 1. Key users and aims

KEY PERSONA

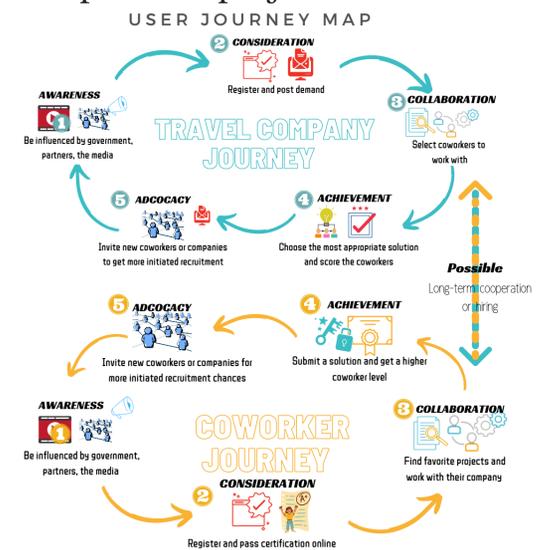
Online coworker: Li Li

<b>Personality</b>	<b>Motivations</b>	<b>Personality</b>
Introvert: 10% Extrovert: 90%	Fear: 10% Power: 90%	Analytical: 10% Creative: 90%
Loyal: 10% Fickle: 90%	Social: 10% Passive: 90%	Active: 10% Passive: 90%
<b>Goals</b>	<b>Frustrations</b>	<b>Preferred Channels</b>
<ul style="list-style-type: none"> <li>Enhance reputation in the industry</li> <li>Expand social resources</li> <li>Learn about the Spanish tourism industry (to help with her original job)</li> </ul>	<ul style="list-style-type: none"> <li>Part-time jobs are very limited</li> <li>Can't go abroad because of the epidemic</li> <li>Because of the main work, the time is uncertain</li> </ul>	Social Media: 10% Mobile: 10% Email: 10% Traditional Ads: 10%
<b>Bio</b>		<b>Tags</b>
Li Li works for Ctrip, one of China's largest internet travel companies. She is a technical engineer. Li Li taught herself Spanish after traveling to Andalusia. She wants to work as a coworker in the Andalusian lab to help tour companies in the region. By the way, she also hopes to make more friends.		Ctrip 携程, Instagram, Weibo

- Offer coworkers alternative cooperation programs
- Help coworkers make the experience worthwhile
- Provide coworkers with a flexible online platform in Andalusia lab

## 2. Two types of users and their links

According to different platform users, we created two linked user journey maps: Travel companies and coworkers, which can clearly illustrate the interaction of the two types of users in the online community. The intersection of these two user journeys lies in the collaboration to complete the project.



## BACKGROUND

The Andalusian tourism with rich resources. As a pillar industry in this region, tourism brought in a large amount of fiscal revenue every year and increase the local employment rate.

As a result of the coronavirus pandemic (SARS-CoV-2), the Andalusian tourism sector was expected to experience a loss of more than 2 billion euros in 2020.

TOURISM IMPACT IN ANDALUSIA 2020



WWW.STATISTA.COM

PESTEL ANALYSIS



### The Andalusia Lab

is a non-profit organization whose purpose is to provide tourism companies with reasonable and valuable consulting services.

"However, during the current pandemic, the number of coworkers has been reduced abruptly and therefore, it is necessary to increase the number of coworkers and the geographic coverage in which they operate."

--Brief

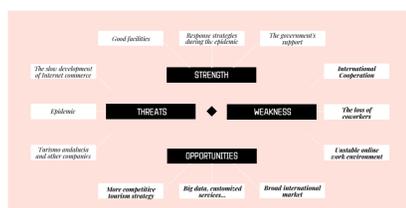
### BUSINESS MODEL



## INNOVATION STRATEGIES

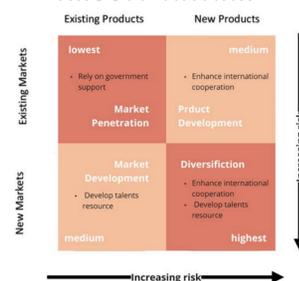
**1** Torsion (WO) strategy: make use of advantages and overcome disadvantages. The torsion strategy can help the Andalusia lab to change the disadvantage as soon as possible, so as to effectively utilize the policy and market opportunities.

SWOT ANALYSIS



**2** Diversification strategy that can confront fierce competition in the market and products but have the highest risk.

ANSOFF MATRIX



Torsion

Diversification

