

YELLO MEDIA GROUP — STRATEGIC CONCEPT

FindYello Quest

Powered by Yello Recommends

A suggestive discovery layer concept for the FindYello ecosystem

Built as an early prototype to support discussion — not to replace the current IYD / OSS development roadmap.



STRATEGIC CONTEXT

This Is Not a Replacement

FindYello Quest is a guide to explore how future discovery experiences could overlap with what's already being built.

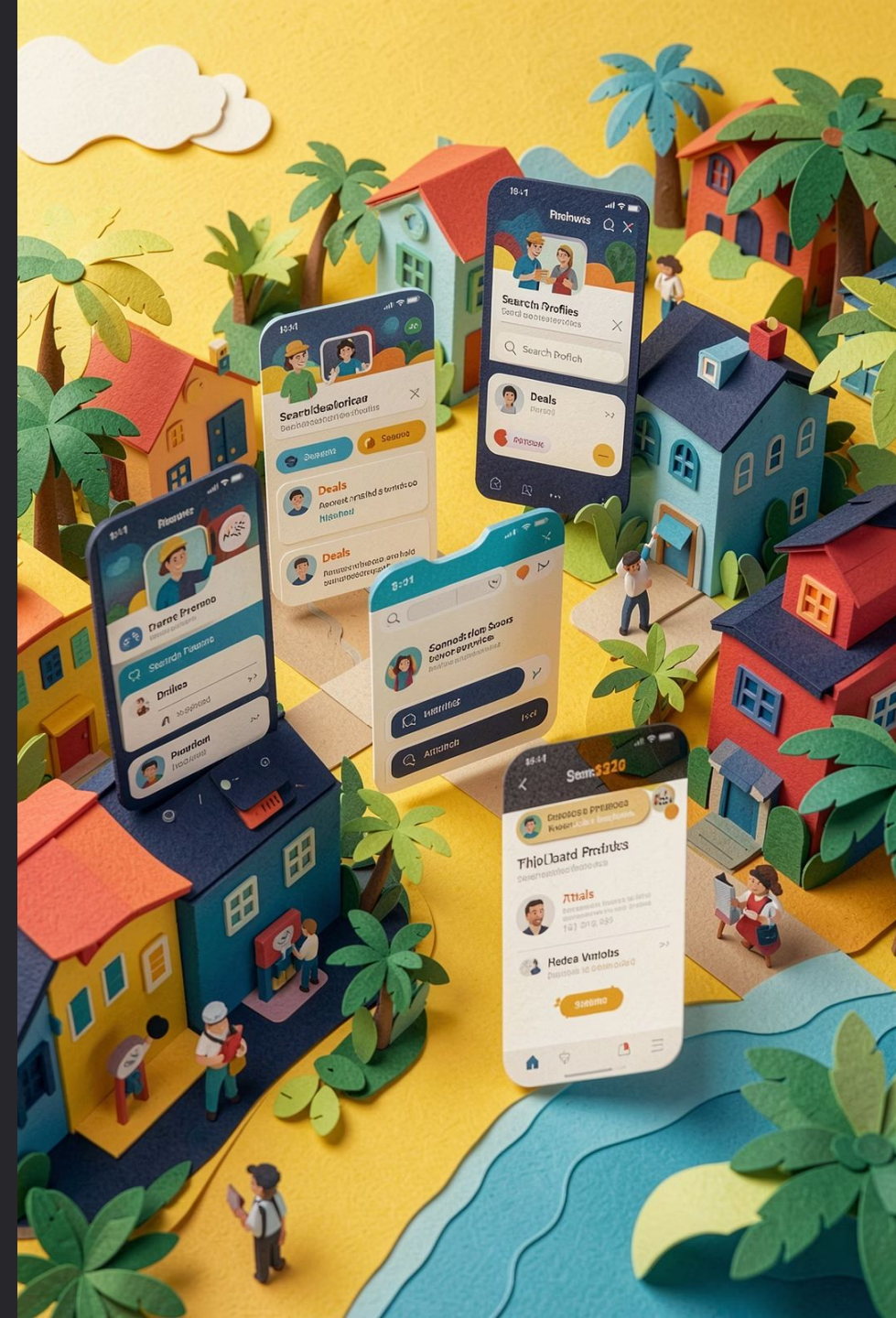
What Already Exists

- FindYello Search
- Business Profiles
- Yello Deals
- Articles & Content
- Commercial Placements
- Profile Claims

What This Explores

- New discovery journeys
- Community recommendations
- Gamified engagement
- Perks and return behaviour
- New monetisation overlays
- User engagement features

The goal is not to rebuild the engine. The goal is to make the engine feel more discoverable, curated and community-led.



THE OPPORTUNITY

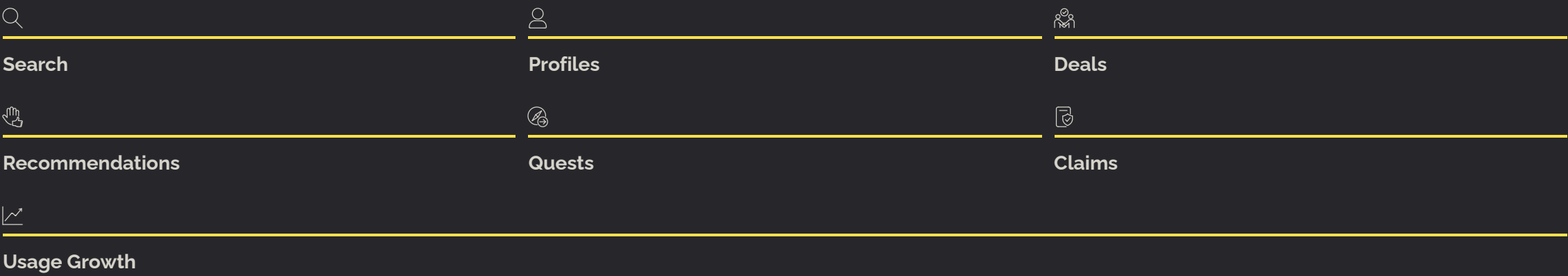
From Search Results to Guided Discovery

FindYello already helps users search. The next opportunity is to help users **decide**. People often don't know who to choose. They want trusted, affordable, nearby options — with clear reasons to act and social proof from locals they know.

What Users Want

-  Trusted Local Options
-  Affordable Providers
-  Nearby Recommendations
-  Clear Reasons to Act
-  Social Proof from Locals

The FindYello Ecosystem Flow



THE BIG IDEA

Everyday Needs. Simple Interactive Missions.

FindYello Quest creates a more guided path from search to action — turning common needs into structured discovery journeys within the FindYello ecosystem.



Find a Plumber

Trusted, nearby, reviewed



Plan Date Night

Hidden gems, local picks



Discover Food Spots

Local favourites, off the map



Find Home Help

Reliable, community-backed



Support Local

Give small businesses a voice



Unlock a Local Deal

Perks tied to real discovery

Yello Recommends

YELLO RECOMMENDS

Surface the Providers Locals Already Trust

Users can recommend skilled people and local businesses they know — helping providers who may not be easy to find today get discovered through community trust.

Recommendations can lead to profile claims, stronger listings, verified badges and future paid visibility opportunities.

Who Gets Discovered



Plumbers



Housekeepers



Mechanics



Tutors



Caterers



Beauty Pros



Home
Services



Local
Businesses

ENGAGEMENT LAYER

Perks, Points and Return Behaviour

Gamification should support real community value — not feel childish or gimmicky. The goal is **meaningful recognition** for helping your community discover who to trust.



Yello Points

Earn for completing quests and leaving reviews



Discovery Stamps

Awarded for saving and sharing local providers



Badges

Recognise top recommenders and reviewers



Weekly Drops

Rotating rewards to encourage return visits



Partner Rewards

Connected to local businesses and sponsors



Yello Deals

Perks redeemable through the existing Deals platform

Perks and rewards should be explored as a possible engagement layer connected to Yello Deals — not as a final membership model.



STRATEGIC VALUE

Why It Matters

This concept could help FindYello feel less like a one-time search tool and more like a weekly local utility — curated, community-powered and commercially valuable.



More Platform Usage

Deeper, repeat engagement



More Profile Claims

Providers motivated to register



More Local Discovery

Surface providers faster



More Social Sharing

Organic buzz and word of mouth



More Return Visits

Weekly reasons to come back



More Community Trust

Backed by real recommendations



More Advertiser Value

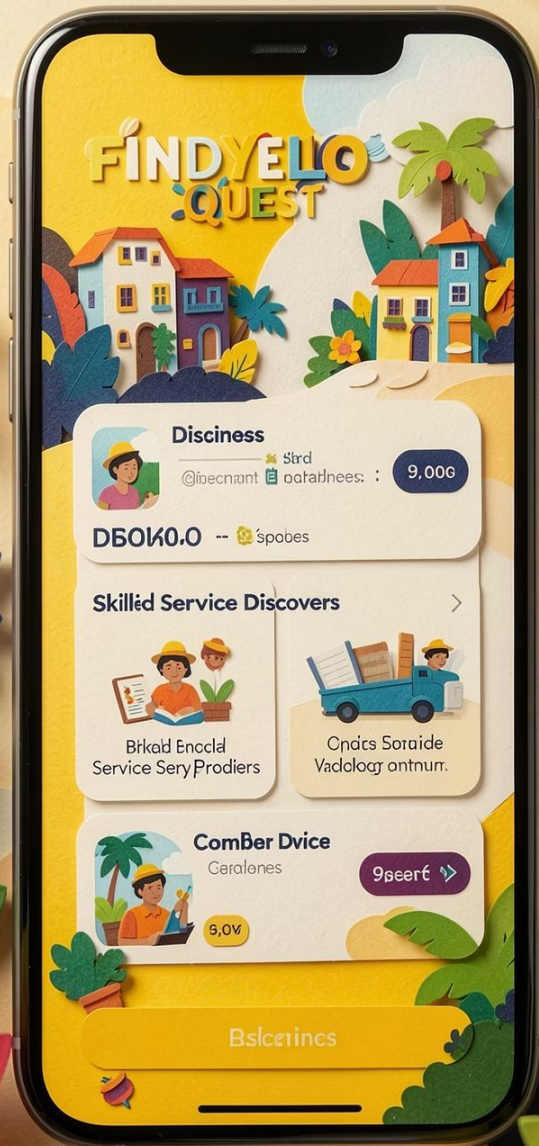
Greater commercial relevance



Better Ecosystem Alignment

Content, deals, profiles and search working together

"Curated discovery can help FindYello feel less like a one-time search tool and more like a weekly local utility."



PROTOTYPE PREVIEW

See What This Could Become

This is an early interactive concept — built to help the team visualise what FindYello Quest could look like in practice.

It is not a final product. It is a starting point for discussion.

Explore the Interactive Prototype

"A smarter, more human way to help people discover who locals trust — using the FindYello ecosystem already being built."

This prototype is a suggestive concept only. It does not represent a committed product roadmap or approved development plan.