





Amrita



Emilia



Paola



Erin





Local experiences in
new places



Initial POV

We met Maria, a woman from Mexico who travels for both work and leisure and finds the English language barrier very difficult when it comes to traveling.

We were amazed to find that although the language barrier is the most frustrating part of travel for her, she doesn't use any external resources to help her overcome it.

It would be game-changing to help travelers feel more comfortable and less isolated when visiting somewhere they don't speak the language.







Sigalit



Sigalit

- travel blogger
- likes spontaneous travel
- dislikes planning process
- enjoys scenic places and taking pictures for Instagram



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POV #1

We met Sigalit, a 25-year-old female who enjoys using Instagram and blogging, especially about her travel experiences.

We were amazed to find that she enjoys the spontaneity of travel and not knowing exactly what she is going to find, but also sometimes feels let down when her experiences don't meet the expectations that she has formed based off of social media.

It would be game-changing to help Sigalit have a mix of spontaneous and planned experiences that match her expectations.



How might we...

empower people to
achieve their **travel**
goals without having
to do all the
planning?



Kaushik

- enjoys being active on trips
- travels mostly to first world countries



Kaushik

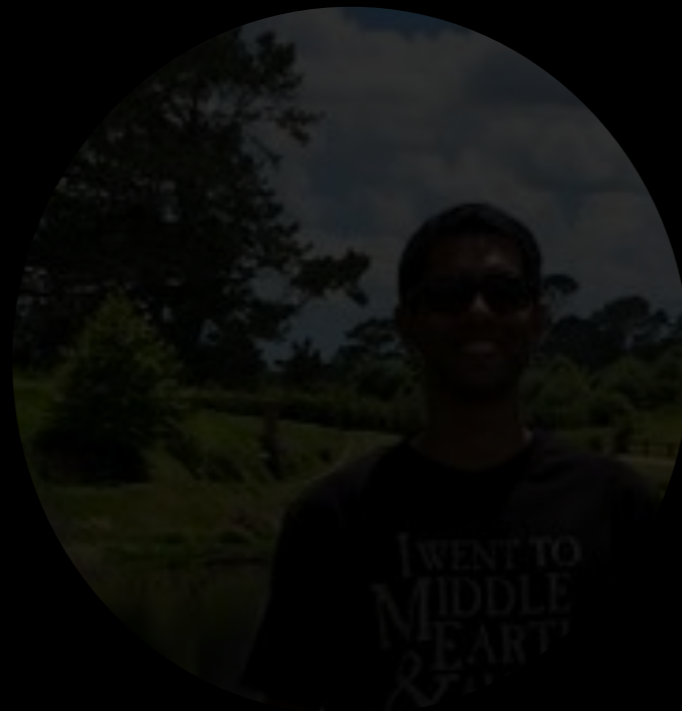
- finds it difficult to get travel suggestions from friends

- enjoys being active on trips
- travels mostly to first world countries



Kaushik

- finds it difficult to get travel suggestions from friends



Noah

- travels for leisure and pleasure
- learning language drastically changed experience in Turkey
- enjoys engaging with locals over soccer



Noah

- travels for leisure and pleasure
- learning language drastically changed experience in Turkey
- enjoys engaging with locals over soccer



Noah

POV #2

We met Noah, a Stanford student who travels for both leisure/exploration and business purposes.

We were amazed to find that even when he didn't have any previously established connections in a foreign place, he was able to make connections with local people by bonding over shared interests and hobbies, which helped him to have more of a "local" experience.

It would be game-changing to help people find ways to meet others with common interests and shared passions in foreign places who can help give them more of a local experience.



How might we...

create meaningful
experiences based
on **mutual interests**
between travelers
and locals?



POV #3

We met Claudia, a mother of three that enjoys family travel.

We were amazed to find that although she does physically travel, she doesn't truly believe it is "travel" because she thinks of travel as luxurious and far away.

It would be game-changing to provide Claudia with a way to travel affordably that lives up to her definition of travel as being something luxurious.



How might we...

make **inexpensive**
travel opportunities
feel more like a
luxurious getaway
retreat?

empower people to achieve
their travel goals without
having to do all the planning?

create meaningful experiences
based on mutual interests
between travelers and locals

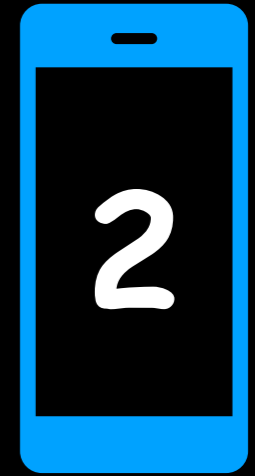
make inexpensive travel
opportunities feel more like a
luxurious getaway retreat?

empower people to achieve
their travel goals without
having to do all the planning?

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based on mutual interests
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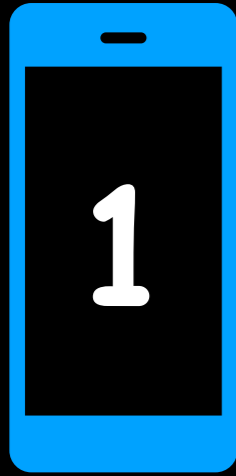
~~make inexpensive travel
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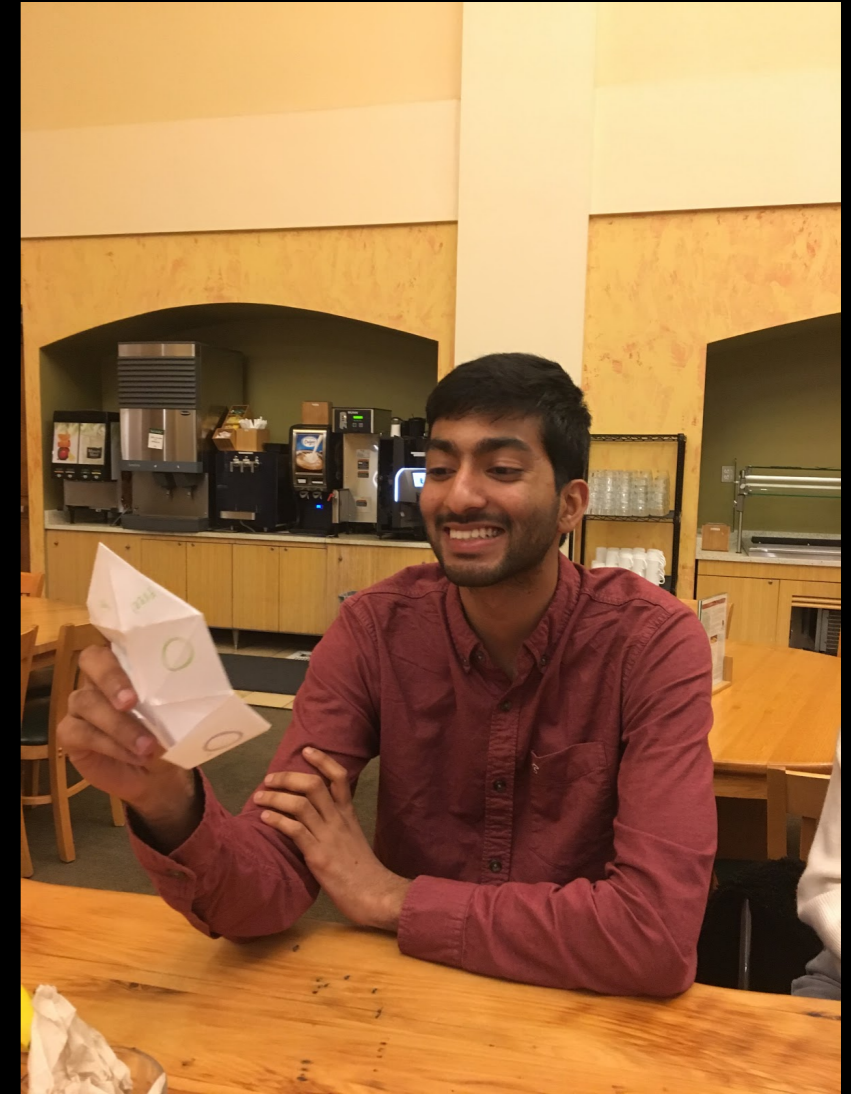
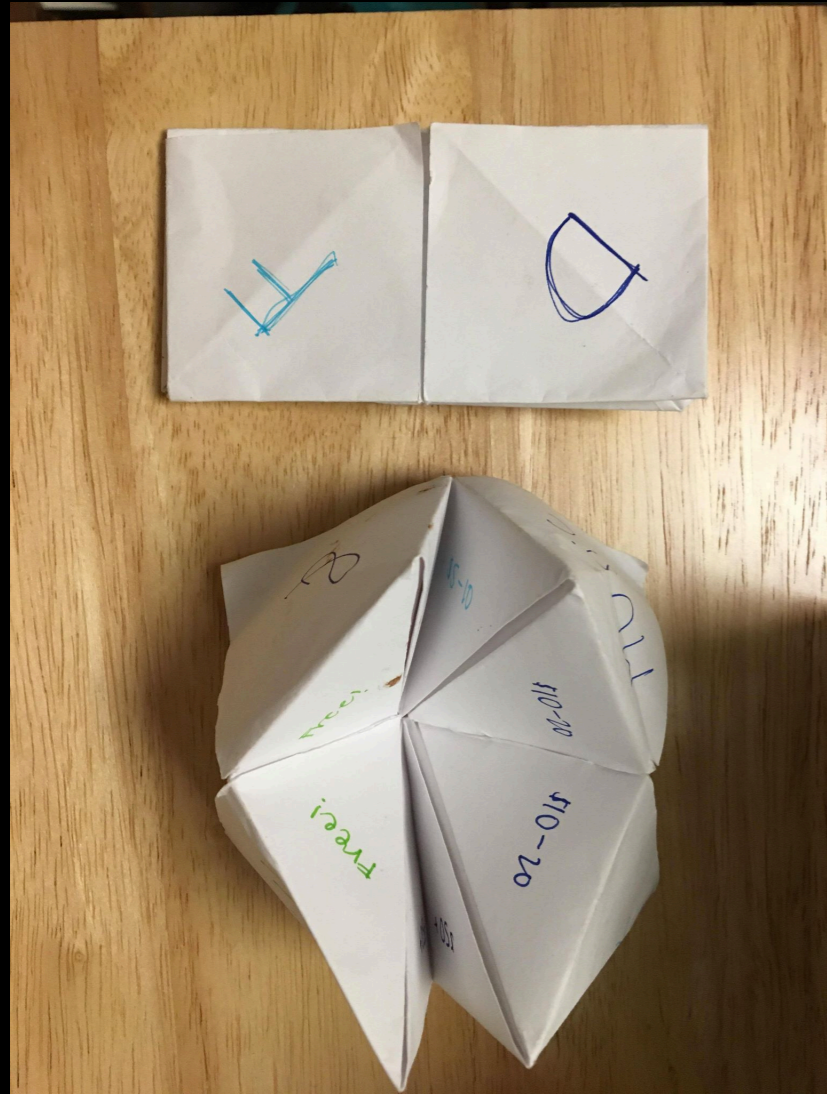




Travel Pursuit



Generates travel recommendations based on user's goals and interests. User can constrain by budget, time, etc.





budget feature enticing for young/student travelers



limited options



user wondered if price would change if he traveled with friends (group discounts)



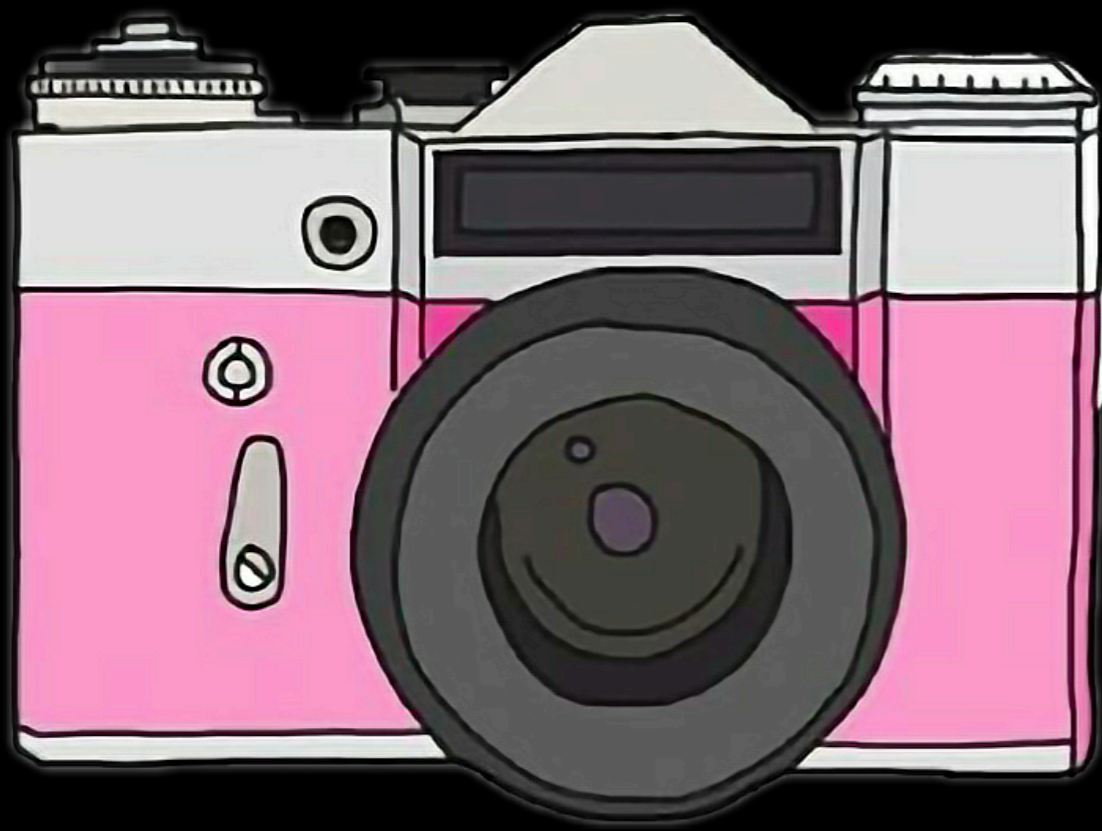
money is a big factor on trips

Confirmed:

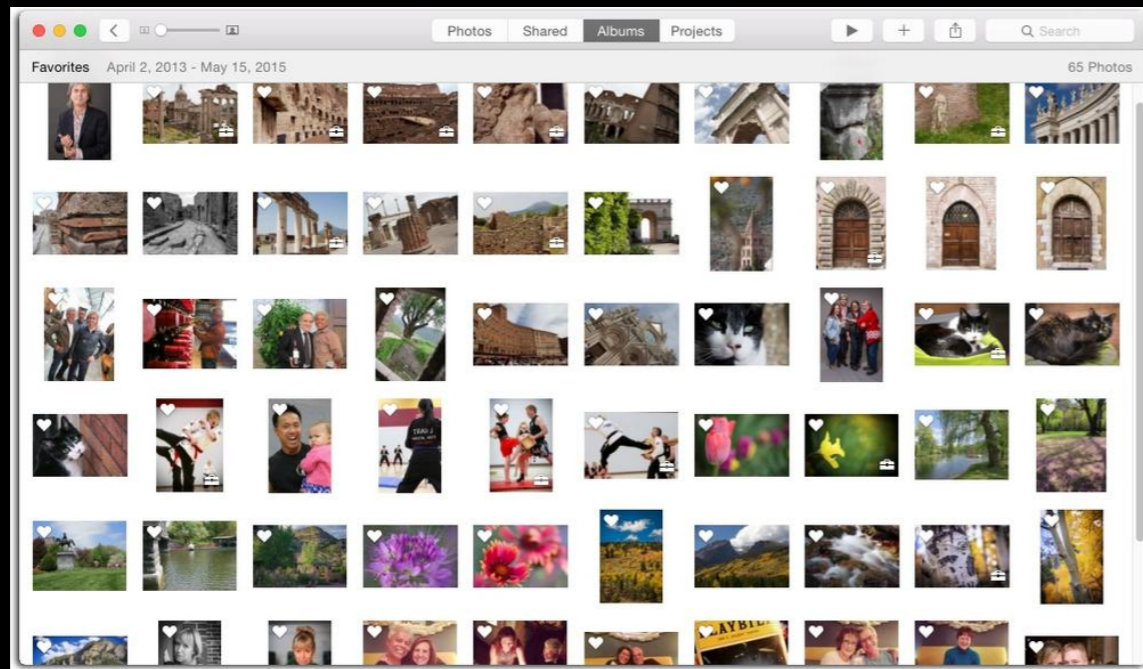
People like learning about events or experiences tailored to their interests

2

Deja-venture



AI that looks through user's travel photos and generates new trip/vacation recommendations based on the photos





large library of travel photos,
convenient, excited by new
travel opportunities



additional context for the
photos needed to be provided



Tester wanted to go on trips
that were different from
previous trips

Busted:

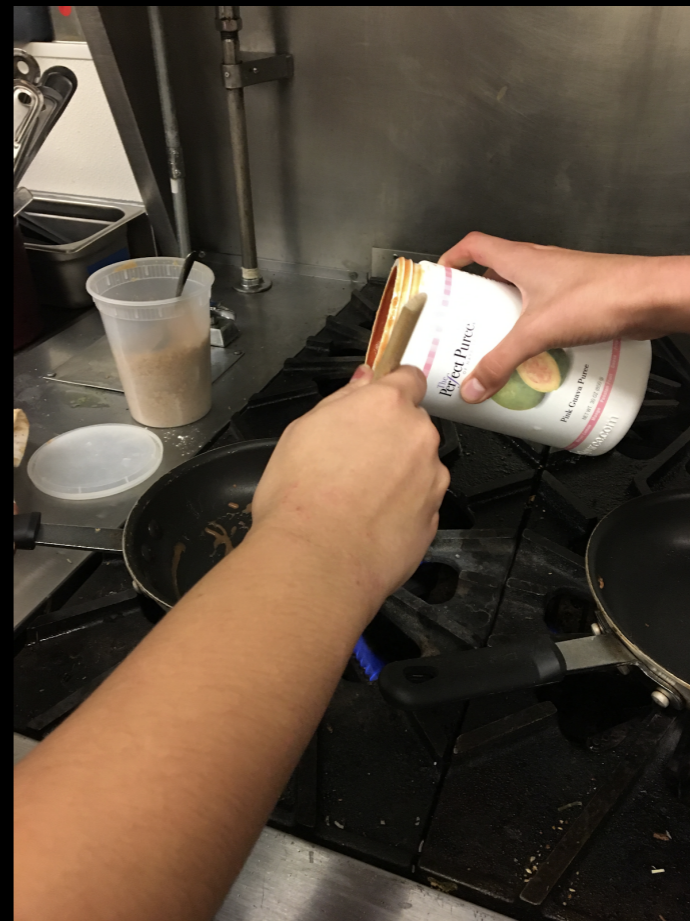
People seek familiar activities in new destinations, based on previous trips.

3

Kulture Kitchen



Tourists and locals share meals from their respective cultures for an authentic experience





tester was very excited to share a dish from her hometown



right ingredients not always available



when eating her own food, the tester said she was reminded of home



users might have to rely heavily on non-verbal communication

Confirmed:

People enjoy sharing their culture
through food

Summary



- Additional interviews were crucial
- group discussions to narrow down HMW/ solutions

- Excited about Kulture Kitchen!

