Value Proposition, Problem and Solution Overview

Value Proposition: Personalized Adventure On-Demand

Problem: When traveling, people have difficulty finding specific activities based on their interests, while maintaining itineraries that enable spontaneity

Solution: Hyperlocal, personalized, real-time recommendations to guide people through open-ended travel situations.

yourway

Tasks

Simple

Determine activity options near me

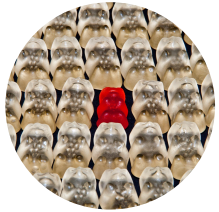
Jack has just arrived in Madrid for a business trip and is hungry and tired from a long day of traveling. He wants to figure out what to do next and what to eat, but he's unfamiliar with the area and not sure where to begin.

Moderate

Learn and use what others have done before

Daniel is in Zurich for the first time. He knows acquaintances and friends who have been there before, and wants to leverage their prior itineraries and experiences for recommendations.

Complex

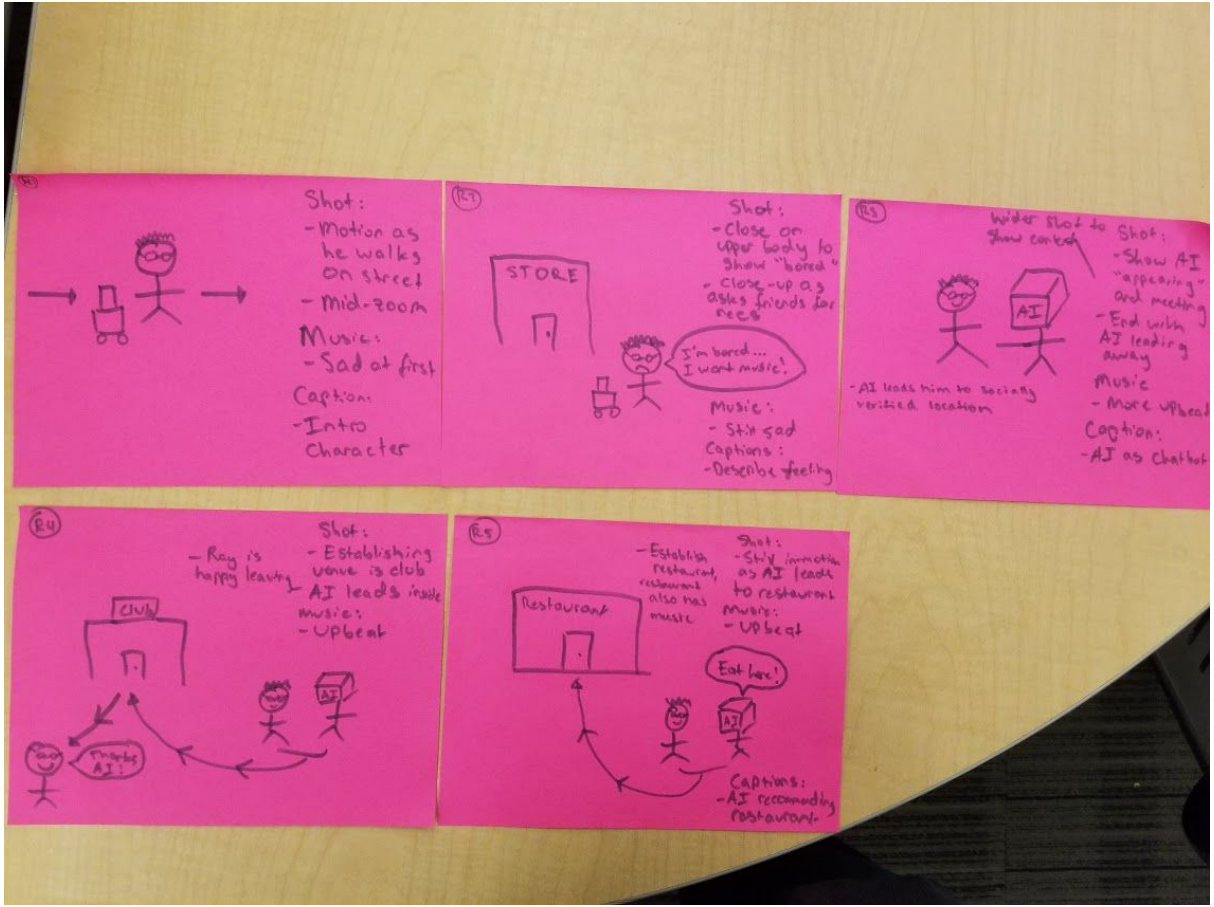


Customize and personalize my travel experience

Nancy is visiting Stanford and knows a bit about the campus, but has struggled to finalize her plans. She wants to determine which of her options would be most worthwhile for her based on her specific interests and limited time.

yourway

Storyboard Scene #1

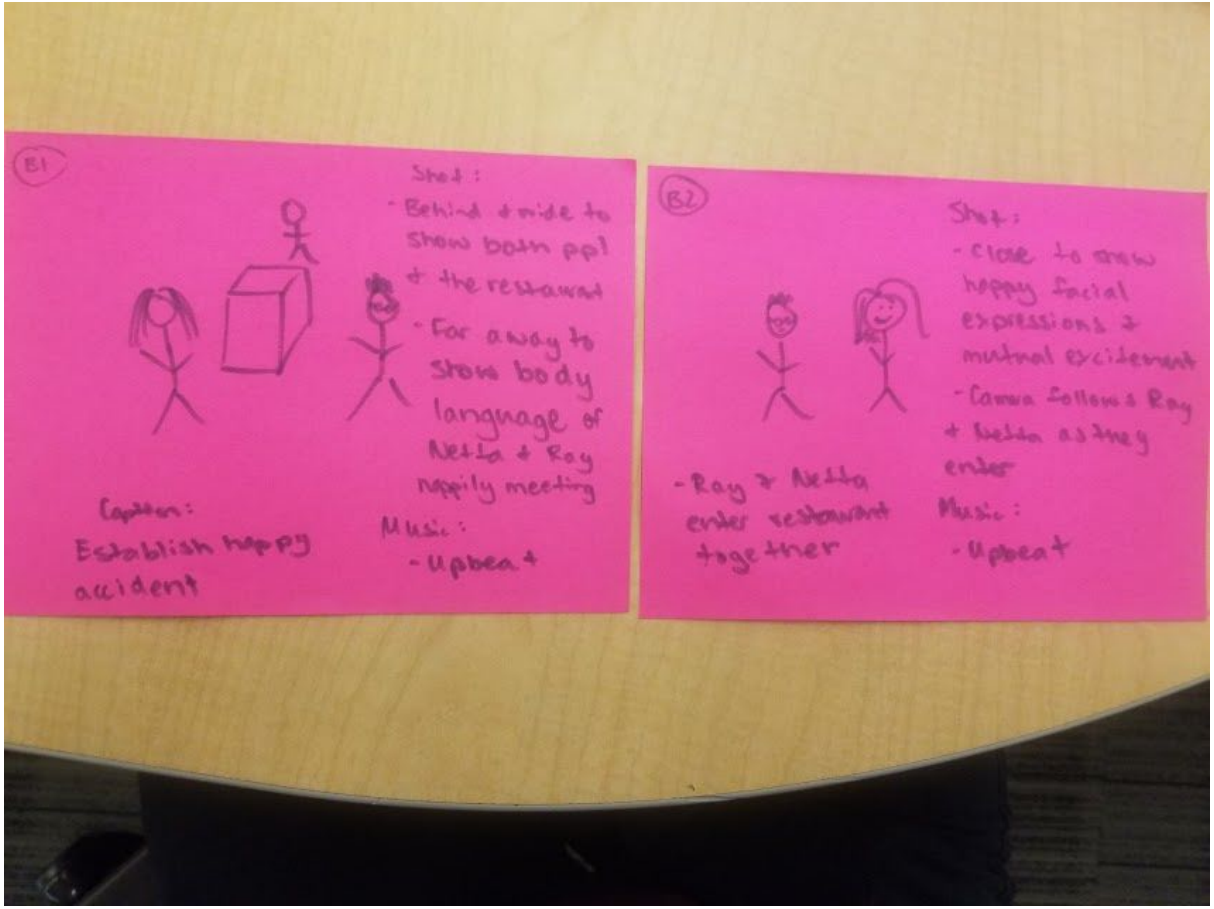


yourway

Storyboard Scene #2

yourway

Storyboard Scene #3



yourway