1. Target Audience : 20+ (20-35)
2. + (3)

Problem we’re addressing: What unfamiliar travelers can expect in cuisine found locally before their trip. Upon arrival, continuing their culinary journey but also offering tastes of home whilst away.

Simpliying the menu to feed what’s needed

1. Person who’s traveling
   1. Frequent traveler, low decision threshold (on the go, being told what to know)
   2. First time traveler, big time foodie
   3. First time traveler. Period