



MAGNIFY

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NEEDFINDING



INTERVIEWS

QUESTIONS FOR TOURISTS

While on vacation,
what kind of places do
you like visiting?

Are you happy with
the suggestions you
get from your
sources?

What is the source
of your information?

Apart from tourist
destinations, do you
enjoy exploring in and
around the place?



TOURIST RESPONSE

During most of my business trips I either use travel brochures or Google to find out about the place. I often tend to miss out on the unique places as the information I get is very inconsistent

Neil Patel
Businessman

During most of my trips, Language has almost always been a barrier and a lot gets lost in translation

Riya S
Traveller

I love exploring local places, trying different cuisines and going shopping when I visit a new place. I blog about these and my readers enjoy the minute details I include in my travel blogs

Shruti R
Blogger

QUESTIONS FOR LOCALITES

How often do
tourists ask you
about places they
can visit?

What kind of places
are tourists generally
looking for?

What are the types of
places you would
prefer to recommend?

Do you get questions
on local culture,
history, cuisine, etc?



LOCALITES RESPONSE

A lot of tourists ask me about the places that highlight the culture and heritage of Bangalore and often have questions about its history

Arya S
College student

As a native and resident of Bangalore, I know of a lot of places that people can visit. I usually get asked about places to visit that are unique to Bangalore along with local eateries and shopping destination.

Atul H
Neighbour

As someone with a tight schedule, I am almost always in a hurry and when tourists stop to ask me questions it gets a little frustrating

Kishen D
Engineers



The background is a solid dark blue. In the top right corner, there is a decorative pattern of triangles in various shades of blue, including a lighter blue and a darker blue, creating a geometric, abstract design.

EMPATHY MAP





A decorative graphic in the top right corner consisting of several triangles of different shades of blue (dark blue, medium blue, and light blue) arranged in a geometric pattern.

INSIGHTS

INSIGHTS

- Tourists don't get all the information they are looking for in 1 place
- Most times the localites and tourists find it hard to converse because of the difference in language.
- Localites want to spread awareness about their culture and heritage.
- Some people don't like being stopped when they are in a hurry
- Localites often suggest about the local vendors to tourists and when more tourists visit these places,the local vendors can make profits.

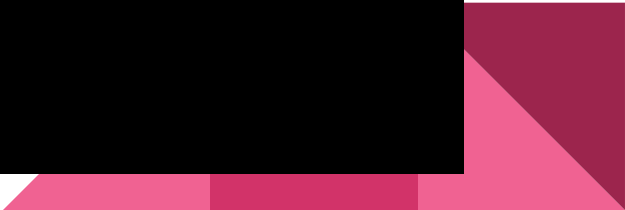
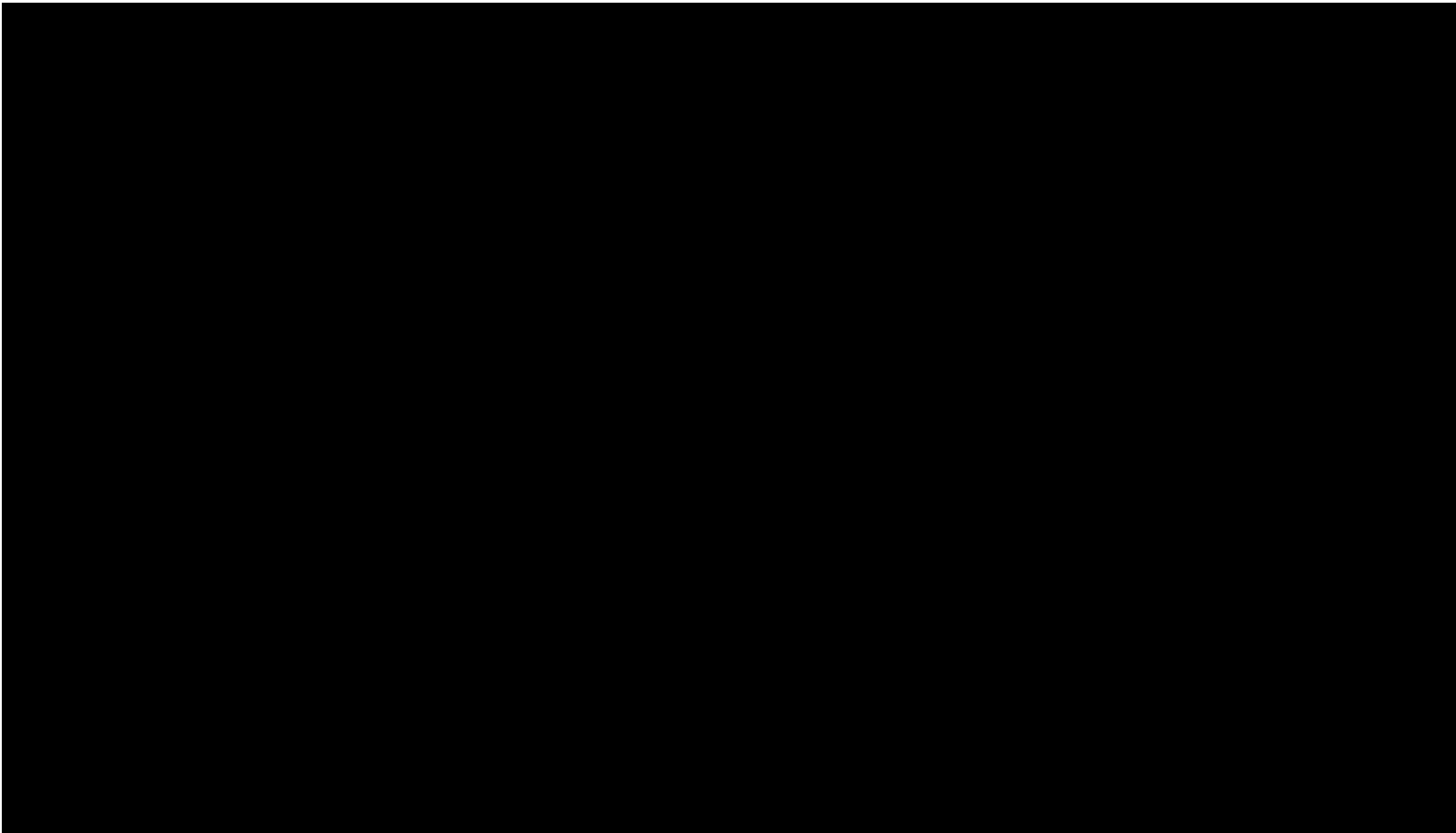


NEED

A mobile app with a simple user interface that provides one with relevant details (about history, culture, heritage), ratings and reviews of both the tourist destinations and the local areas of any given city. Localites can provide information and the tourists get information using this app.



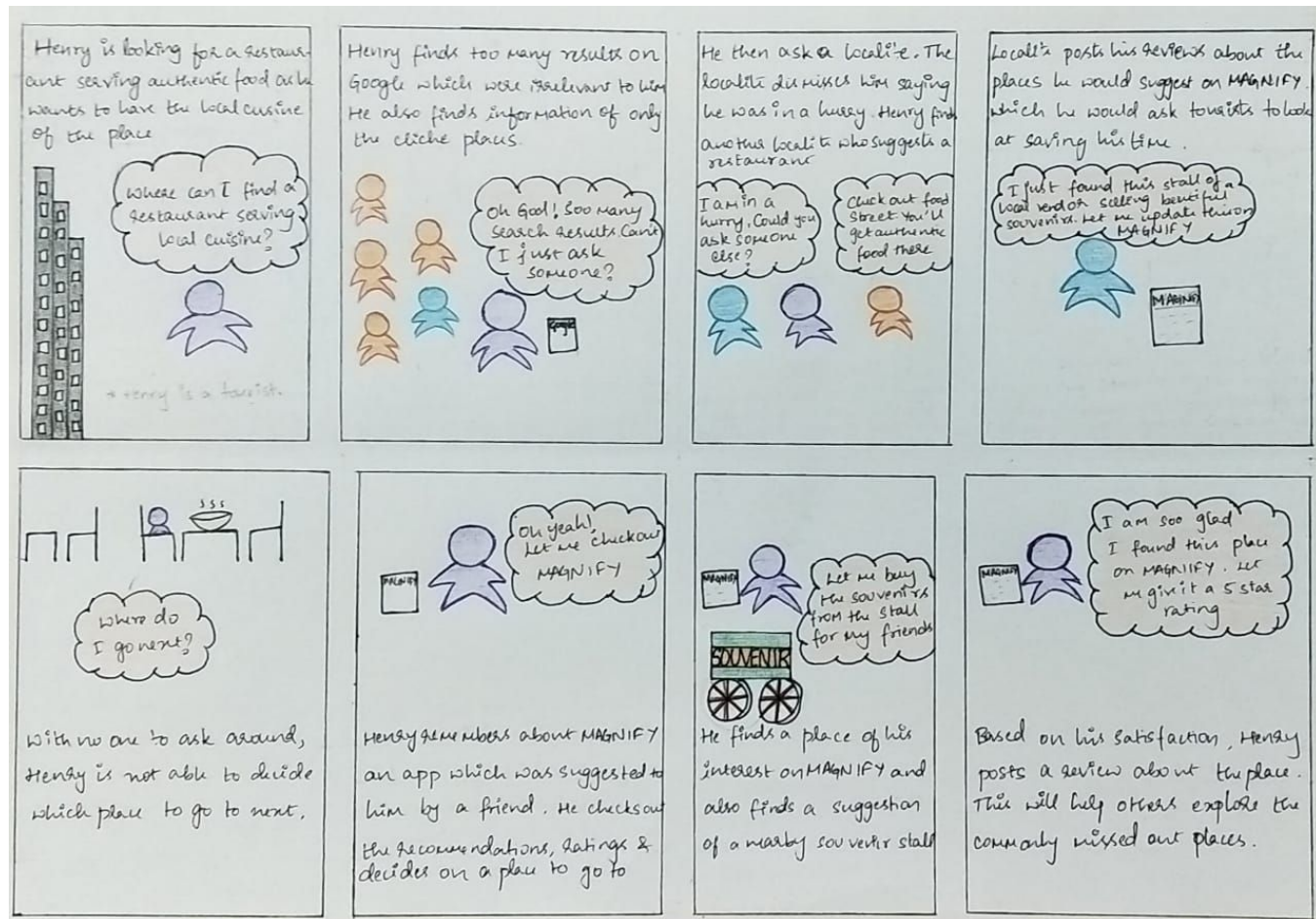
CONCEPT VIDEO





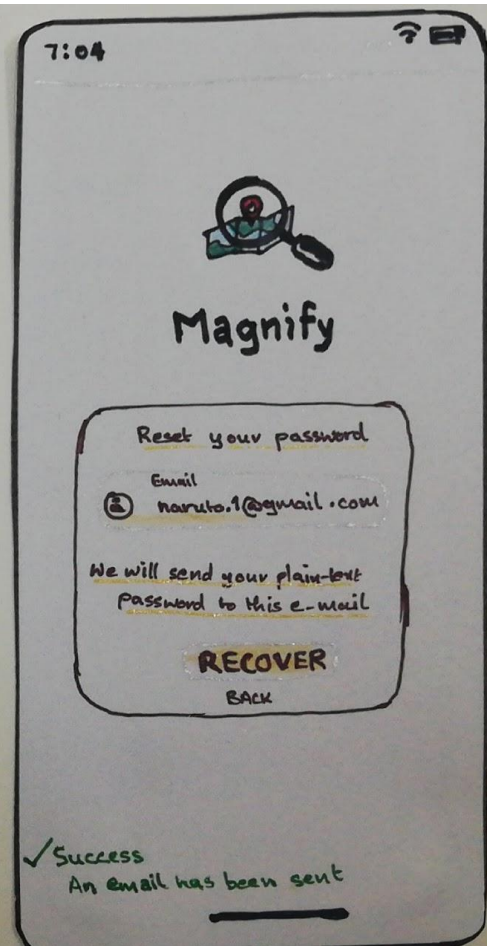
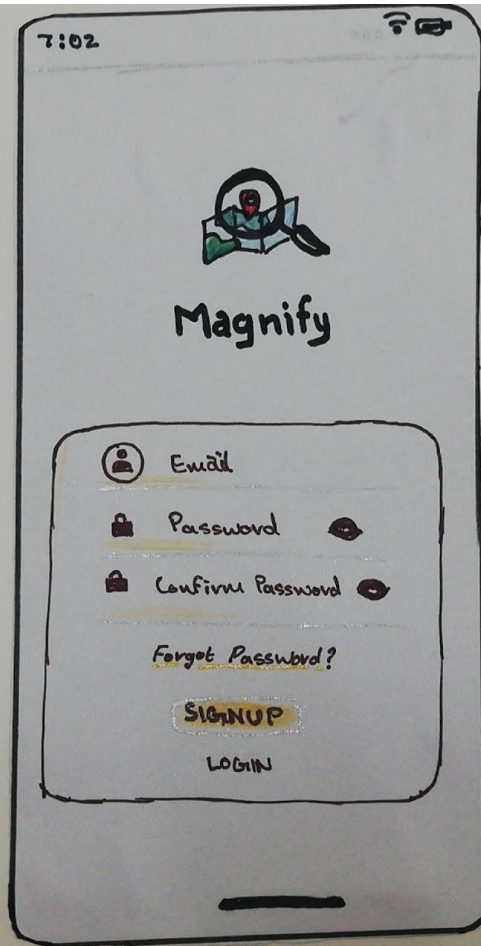
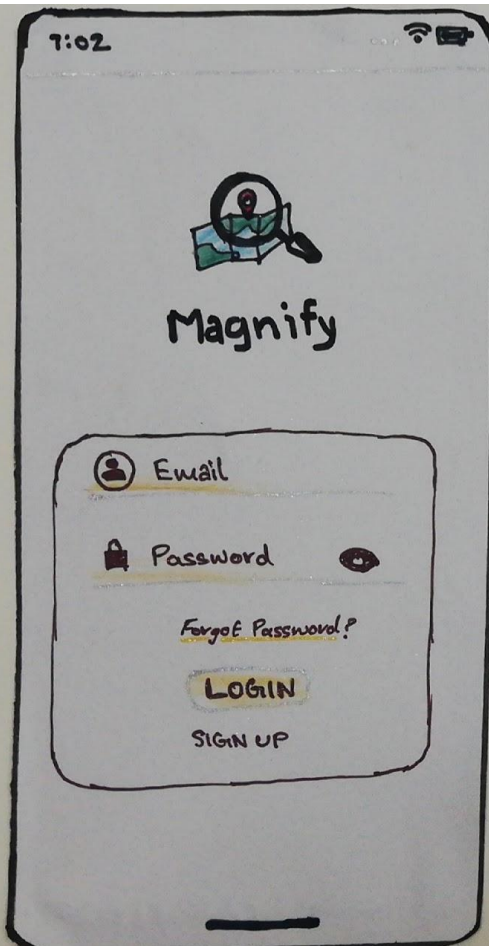
LOW FIDELITY PROTOTYPE

Storyboard



PAPER PROTOTYPE





3:56



Magnify

choose a city explore



New Delhi



Bengaluru



Mumbai



Lucknow



Jaipur



Kolkata



Chennai



Pune



Hyderabad



Explore



Contribute



Profile

4:06



Nehru Park

Vashi

★★★★☆

Details

Ample green space with walking/jogging paths, playground, equipt & lawns for picnic & yoga.

It is an area of natural, semi-natural or planted space for human enjoyment & recreation.

...

3:57



Mumbai

Mumbai (formerly called Bombay) is densely populated city on

Found 6 places in Mumbai



Nehru Park

★★★★☆



Juhu Beach

★★★★☆



Happy Sea

★★★★☆



Dadar Beach

★★★★



Tincidunt Pool

★★★★☆

3:59

< Review Place

Vada Pav Master

Mumbai

Who will most likely enjoy?

Kids

College Students

Families

Senior Citizens


Best Vada Pavs in Mumbai!


+ Upload photos (optional)


SUBMIT

3:57

your reviews

 Nehru Park
Vashi
★★★★☆

 Juhu Beach
Juhu
★★★★☆

 Happy Spa
Vashi
★★★★☆

Explore Contribute Profile

3:59



Johnny Applesed
Traveler, Explorer

 August 2020
Joined Magnify

 4
Cities Visited

 12
Places Visited

 3
Contributions

Explore Contribute Profile

HEURISTIC EVALUATION



HIGH FIDELITY PROTOTYPE

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THANK YOU