

THINK AND FEEL?

Bored
staying in
one place

Hotels
are too
expensive

What if it
is not
safe?

I want to
see real life
and ger real
experience

I want to
connect
with locals

NEW
INTERESTING
PEOPLE

NEW
SOURCE OF
INCOME

GROWING
COMMUNITY
OF HOSTS

TRIES TO
ATTRACT
TENANTS

Post my
photos

Compares
prices

Builds
itinerary on
Google Maps

Checks
weather

SAY AND DO?

HEAR?

Stories about
travelling from
friends

Travelling is
easy

Enjoy your
youth

SEE?

Instagram
posts

Hotel and
flight ads

Travel TV
shows

PAIN

What if it is scam?

Who can help me if
anything?

What happens if support
won't help me?

GUEST DAMAGE

GAIN

New experience

Independence

ADDITIONAL REVENUE

COMMUNITY