

Understanding Product–Market Fit

For *Kind Visit*, product–market fit means achieving alignment between:

1. **What travelers want** → meaningful, short, authentic ways to help while traveling.
2. **What NGOs need** → flexible, reliable, short-term volunteers.
3. **What the tourism ecosystem values** → experiences that enhance destination reputation.

Validation Indicators

Element	Customer Insight	Kind Visit Response
Pain Point	“I want to give back but don’t have time for week-long volunteering.”	2–4 hour curated micro-volunteering experiences.
Gain	“I’d love to meet locals and do something good.”	Social, inclusive activities hosted by trusted NGOs.
Job to be Done	“Make it easy, safe, and meaningful.”	Seamless booking, verified partners, storytelling and impact reports.

Feedback Loops

Continuous user surveys after each activity.

- NGO partner evaluations after each collaboration.
- Hospitality partner feedback on guest satisfaction.

Goal: adapt the offer until both sides (visitors + hosts) independently promote the experience.