| Segment | Description | Main Motivation | Unmet Need |
|---|---|---|---|
| **Tourists & Visitors** | People visiting Porto for a few days who want to experience the city beyond sightseeing. | To feel connected to the local culture and contribute positively. | There's no simple way to volunteer for just a few hours while traveling. |
| **Digital Nomads** | Remote workers staying weeks or months. | To integrate socially and find purpose in their stay. | They want to give back but don't know how to access local NGOs or initiatives. |
| **Local NGOs** | Community projects and associations with limited resources. | To receive reliable, flexible help and visibility. | They lack channels to reach short-term volunteers or international supporters. |

**Interviews & informal conversations:**

With tourists at hotels, hostels, cafés, and volunteer events.

- **Online surveys:**
  Sent through accommodation partners (Airbnb hosts, hostels, coworking spaces).

- **Observation:**
  Visiting NGOs to understand their daily challenges.

- **Pilot feedback loop:**
  Every participant rates their experience and suggests improvements.

- **Data collection:**
  Number of interested participants, types of activities chosen, willingness to pay, and preferred timing.

"Flexibility" is crucial - visitors want short (2–3h) experiences, not full days.

- "Visibility and trust" are missing — tourists need assurance that the initiative is real and safe.

- "Emotional value" is high — people remember the human connection more than the task itself.

  With this understanding we design, market, and price Kind Visit experiences.