

Website theme

「暢遊珍古蹟，認識舊香港」

Problem statement

- How can we help Hongkongers and Chinese tourists who have interest on Hong Kong cultures and history [persona] to explore local declared monuments [objectives] so that their desire of travelling or learning can be satisfied [needs]?

Pain points

- Hard to find customized itinerary for Hong Kong declared monuments
- Take time to screen relevant information (e.g. location, background) of Hong Kong declared monuments