



Airline



AI TourGuide



NOTE:

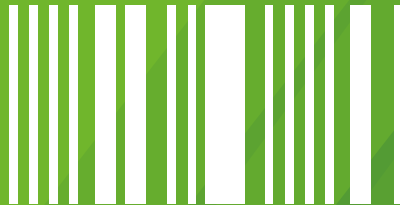
"Discover the World with AI: Your Personal Tour Guide at Your Fingertips!"

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|01

ABOUT US



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AI TourGuide Mobile
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1.a OUR TEAM



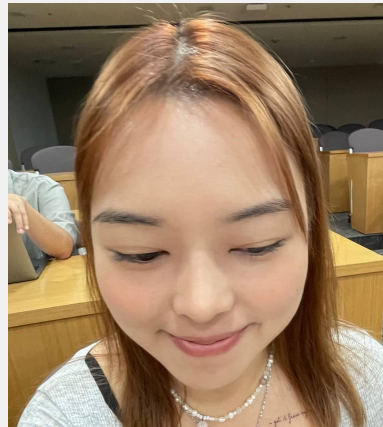
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1.b & 5.b OUR DOMAIN



AI TourGuide

5.a our team chose the name AI TourGuide to convey the application's use of artificial intelligence technology to provide comprehensive and guided support to travelers

| AI-powered mobile application for
personalised travel assistance

*"Discover the World with AI: Your
Personal Tour Guide at Your
Fingertips!"*



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02

NEEDFINDING



IMPORTANT Write here

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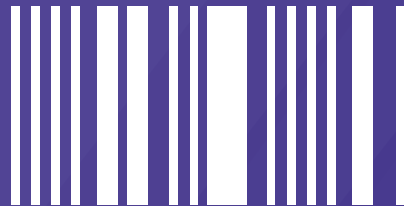
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2.a INTERVIEWEES



| **JACK**

20 yos, male, single,
university student,
no foreign language
knowledges



| **JIAHUI**

67 yos, female,
retired, no foreign
language knowledges



| **KIMBERLY**

38 yos, female,
single, working,
expert linguistic
skills



| **WANG**

48 yos, male, own a
chain of hotels,
expert linguistic
skills



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2.b INTERVIEW FINDINGS



| **JACK**

Has difficulty
communicating with
local



| **JIAHUI**

Has difficulty
understanding
new technologies



| **KIMBERLY**

Lacks
understanding of
local customs



| **WANG**

Unable to attend to
every customer's
needs due to packed
schedule



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3.a & 3.b DEEP USER NEEDS



| LANGUAGE BARRIERS

Tourists require a way to overcome language barriers so they can access information in foreign destinations.



| RECOMMENDATIONS

Tourists needs recommendations on the best high-rated products and services.



| GUIDANCE

Tourists needs guidance in navigation, transportation, and understanding local customs.



| USER-FRIENDLY

Tourists, especially the non-tech-savvy generation need user-friendly features.



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|03

SOLUTIONS



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4.a & 4.b SOLUTIONS

4.c we have selected the best solution that caters to respective needs most effectively via voting



| LANGUAGE BARRIERS

Develop a feature that generates representations corresponding to spoken words or pictures



| RECOMMENDATIONS

Enable integration with review platforms (Naver, Yelp) to provide comprehensive and trustworthy recommendations



| GUIDANCE

Utilize image recognition technology to identify streets, landmarks, and places



| USER-FRIENDLY

Allow customization options such as font size, language settings, and color themes



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THANKS!

Do you have any questions?

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