

LOST ON PURPOSE IN BUDAPEST

IBM Data Science Capstone Project

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TODAY'S TECHNOLOGY ENABLES US TO
GATHER LOADS OF INFORMATION ABOUT
PLACES BEFORE WE EVEN GET THERE

- Descriptions
- Reviews, ratings
- Menu
- Ambience, etc.

THIS IS FANTASTIC BUT WHAT ABOUT...

MAKING IT A BIT MORE EXCITING

OPTING FOR

- SPONTANEITY
- AUTHENTICITY
- LOCAL LIFESTYLE
- SPENDING TIME IN REAL PHYSICAL PLACES ON FOOT

VS.

- PRE-PLANNED
- TAILORED FOR A CROWD-PROFILE
 - CROWDED TOURISTY PLACES
- BEING IN THE COMPANY OF SMART DEVICES

INSTEAD OF TARGETING A SPECIFIC CAFE,
DISCOVER A NEIGHBORHOOD WHERE YOU
WILL SURELY BUMP INTO A CAFE, EVEN IF IT
IS OUTSIDE THE MAIN TOURISTY PLACES

