

The Traveler



Travel to new places and experience the location in its totality

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**Job To Be Done**

Get travel information

**Use Cases**

Traveling solo

Traveling to a new place

Taking an unplanned trip

Outcomes

ARRIVAL	RESEARCH	FIND THE PLACE	HIRE THE GUIDE	VISIT THE PLACE	END OF JTBD
Increase happiness	Maximize productivity Minimize misinformation	Decrease transportation time Decrease cost	Increase quality of experience	Maximize awareness	Maximize productivity Increase satisfaction Minimize misinformation Decrease cost

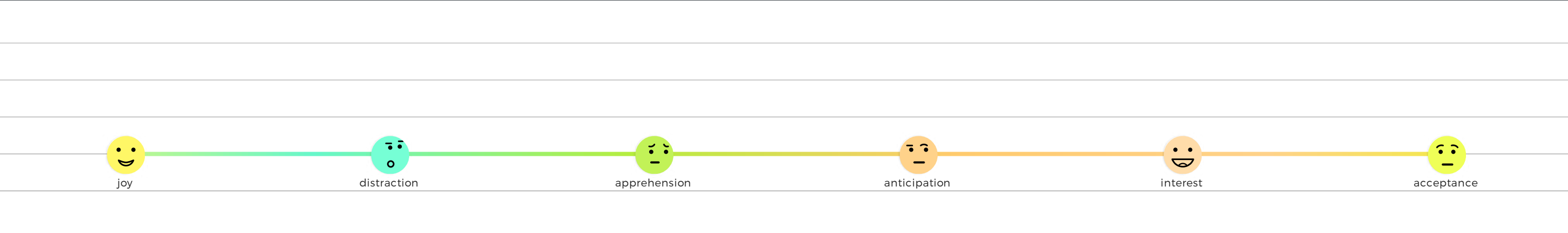
Tasks

Trigger: Decision to explore a new city	Look up reviews on TripAdvisor Glance through Guidebooks like Lonely Planet Check city relevant mobile applications Create a MUST SEE/MUST DO list on the go Ask locals for their input Check travel blogs	Find the current location Use a mobile application or a physical path to determine the route Ask locals Find a mode of transport Pay for the transport Arrive at the destination site	Check availability of guides with local authorities Check if any reviews available for guided tours Scout for guides Pay the guide	Pay for the entry ticket Listen to the guide Refer to guidebooks Refer to mobile travel applications	
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Touchpoints

	Travel Mobile Applications Guidebooks Travel Blogs/ Websites Locals Phone	Google Maps Locals Phone Physical Maps Mode of transport Mode of payment	Local Authorities Phone Travel Blog/Websites Guide Mode of payment	Mode of payment Guide Guidebooks Phone Travel Applications	
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Experience



Problems

	1.Lack of real time consolidated data	2. Too many points of interaction 3. Language Barrier	4.Unreliable information from guides	5. Lack of immersive experience	
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