

# EXPERIENCE KENYA'S BEST TOURS

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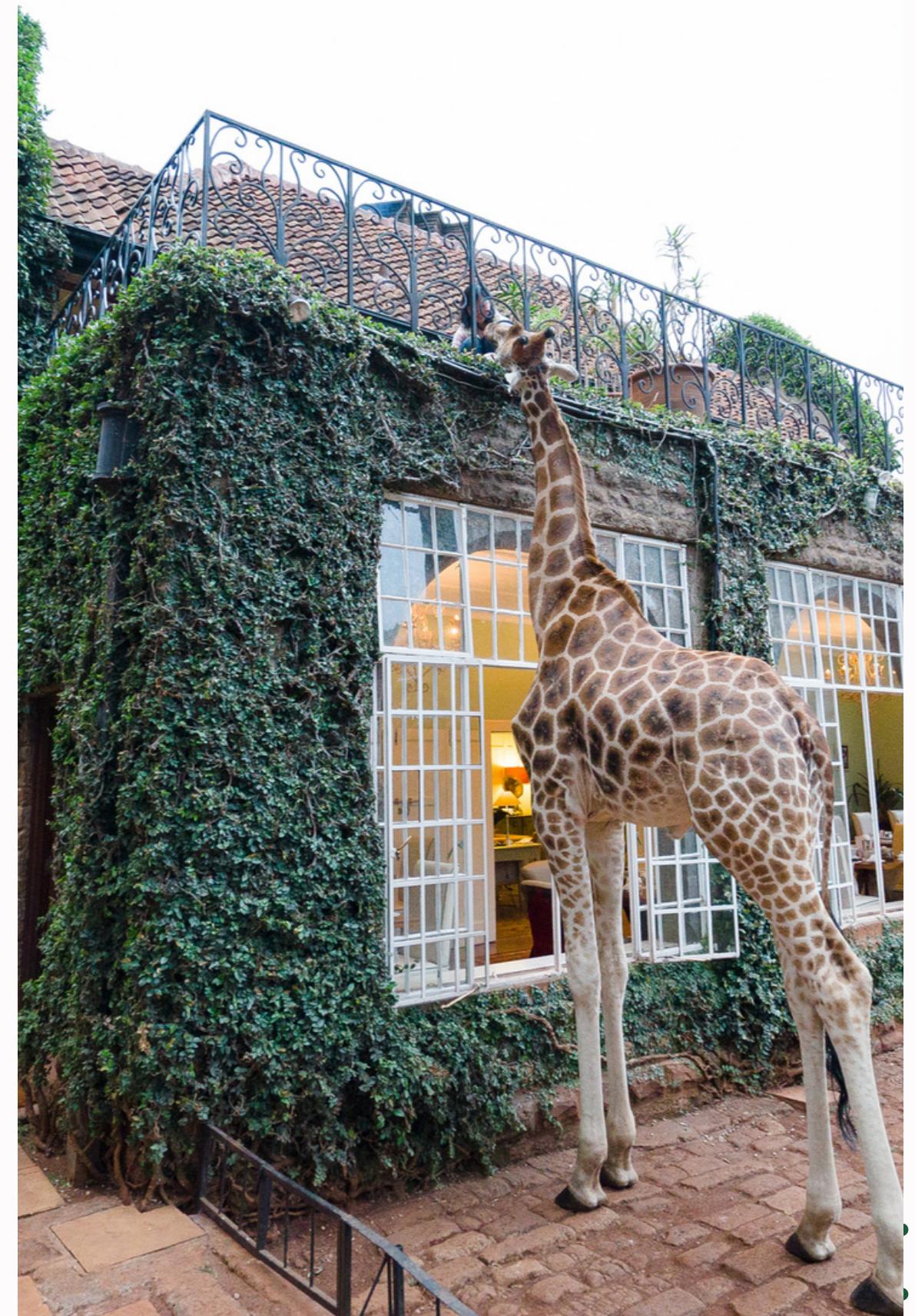
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Better the best  
Presentation 2023



# GLOBAL OPPORTUNITY: TOURISM

01



## THE PROBLEM

The lack of curated and accessible information on tourism packages targeted at the local and African market has left the tourism industry highly reliant on the international market which is less resilient, unpredictable and unsustainable.

02

This problem is related to the global opportunity, tourism (GCGO)

03



Tourism is a significant contributor to Kenya's economy. It generates revenue, creates jobs, and stimulates economic growth.

# GROUPS AND INDIVIDUALS AFFECTED

01

Local Communities

02

Tourists

03

Businesses and Employees

04

Governments and Tourism Organizations

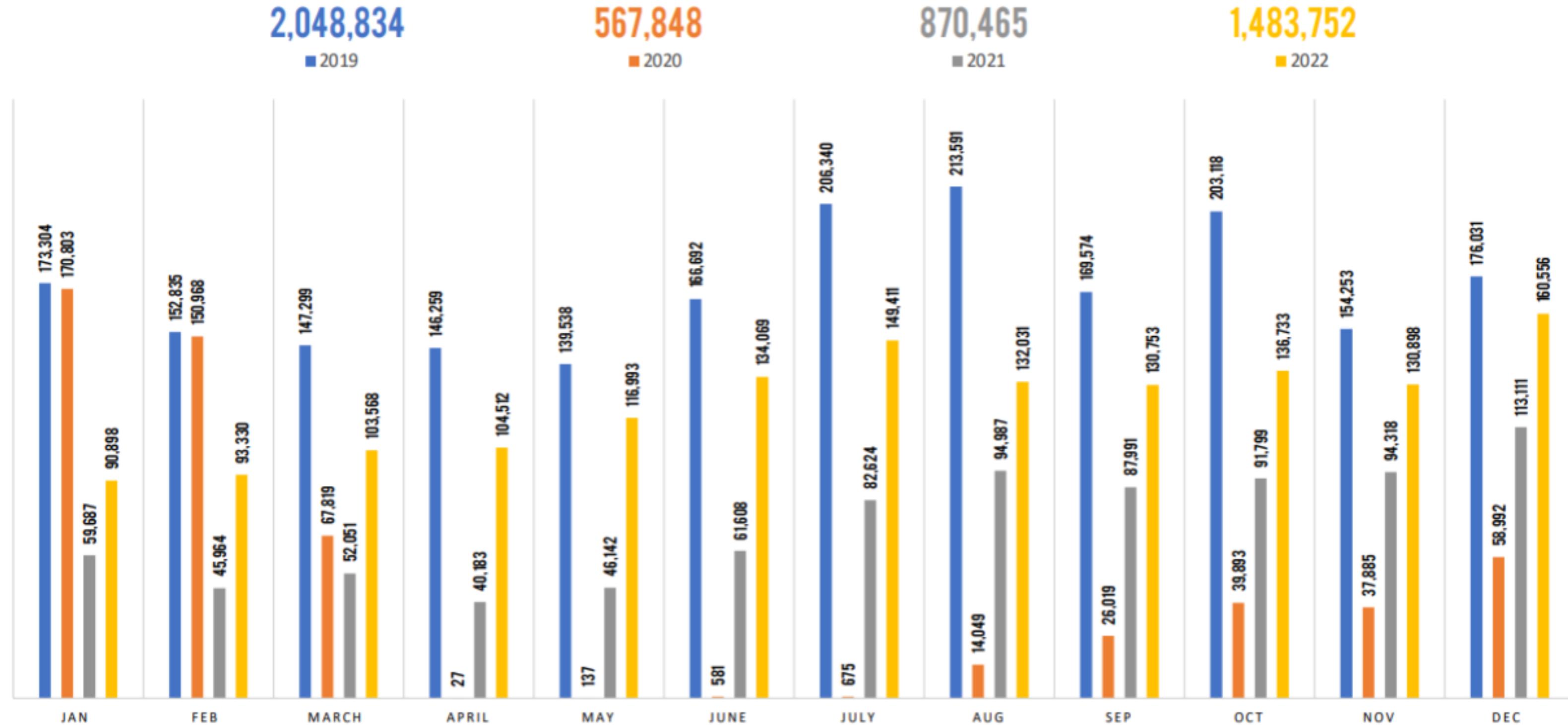
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Environment and Cultural Heritage



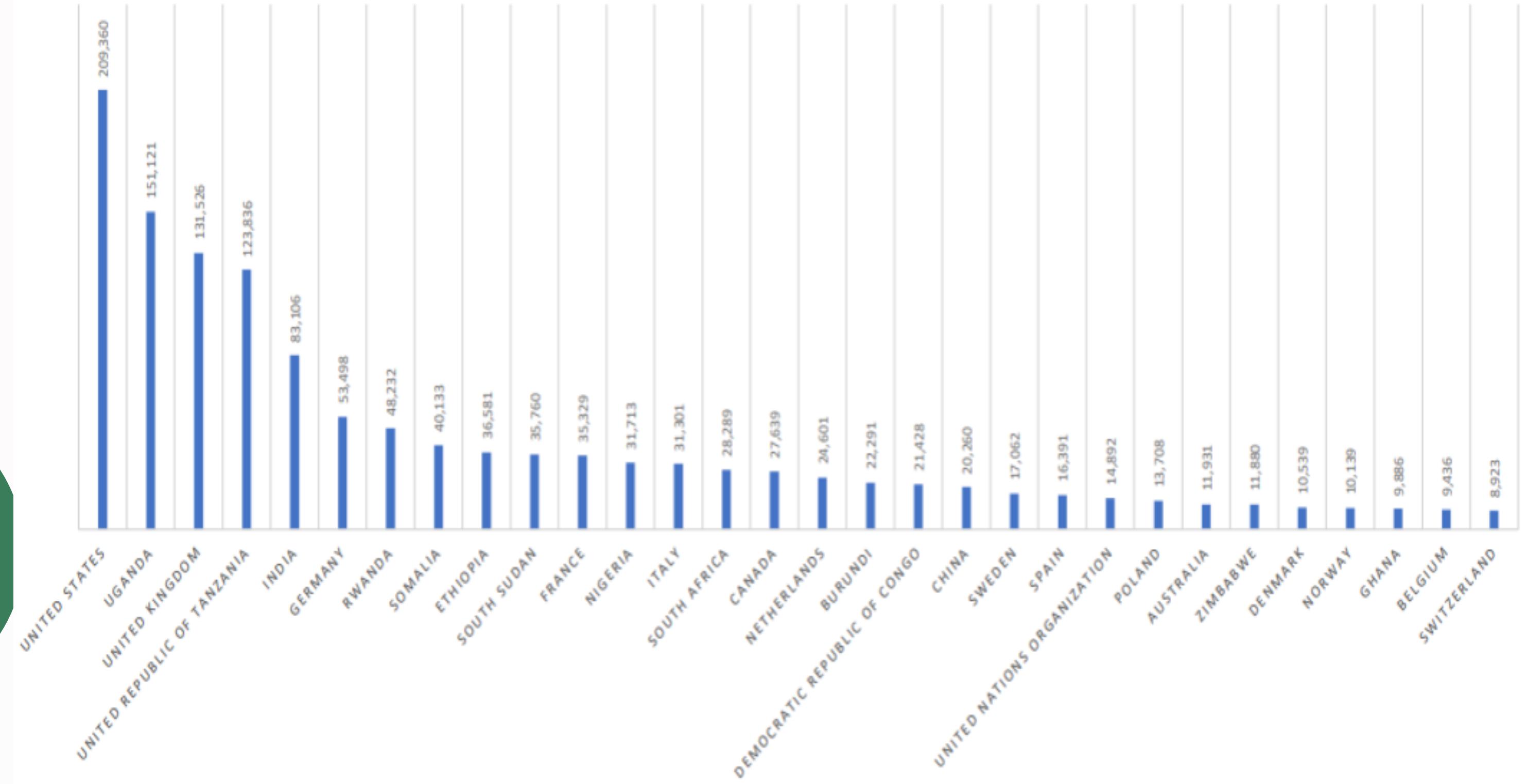
# Statistics

*International Arrivals over 2019, 2020, 2021 and 2022 (Source: Immigration 2022)*



# Statistics

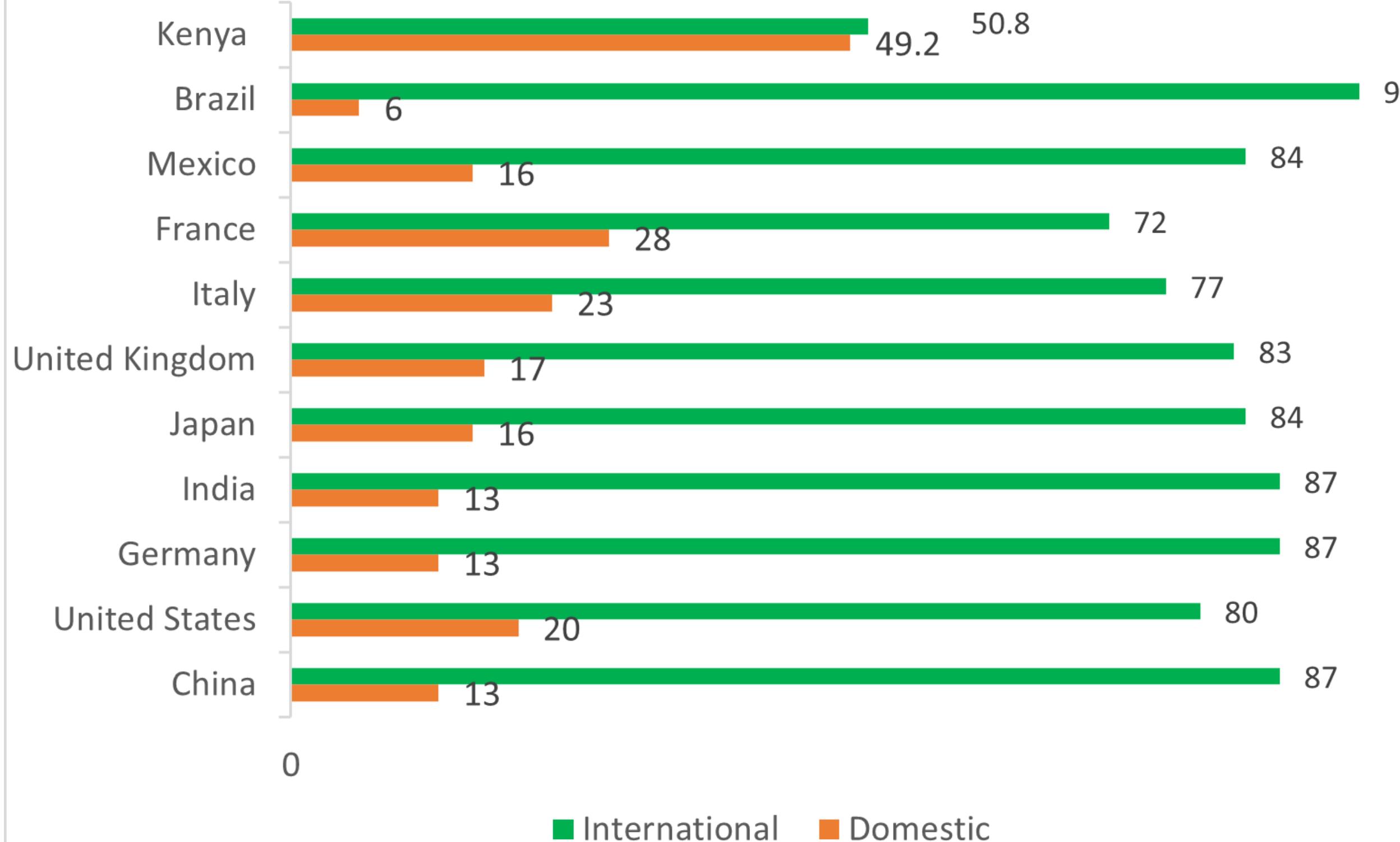
*Kenyan Tourism Performance by Source Markets - Top 30 Source Countries 2022*  
*(Source: ANNUAL TOURISM SECTOR PERFORMANCE REPORT 2022)*



# Statistics

## DOMESTIC TOURISM RECOVERY STRATEGIES REPORT, MINISTRY OF TOURISM AND WILDLIFE, 2020

Domestic -International Tourism Share



# GLOBAL OPPORTUNITY: TOURISM

01



## THE SOLUTION

A web-based application detailed with tourist destinations information and the ability to filter depending on one's needs e.g. county of choice, budget, accommodation, activities available...

02

## WHY THE SOLUTION WAS CHOSEN.

The web app will provide users with a user-friendly and intuitive interface to search for information related to their travel needs. By allowing users to filter information based on criteria like the county of choice, budget, accommodation preferences, or specific dishes, it offers a tailored and personalized experience.

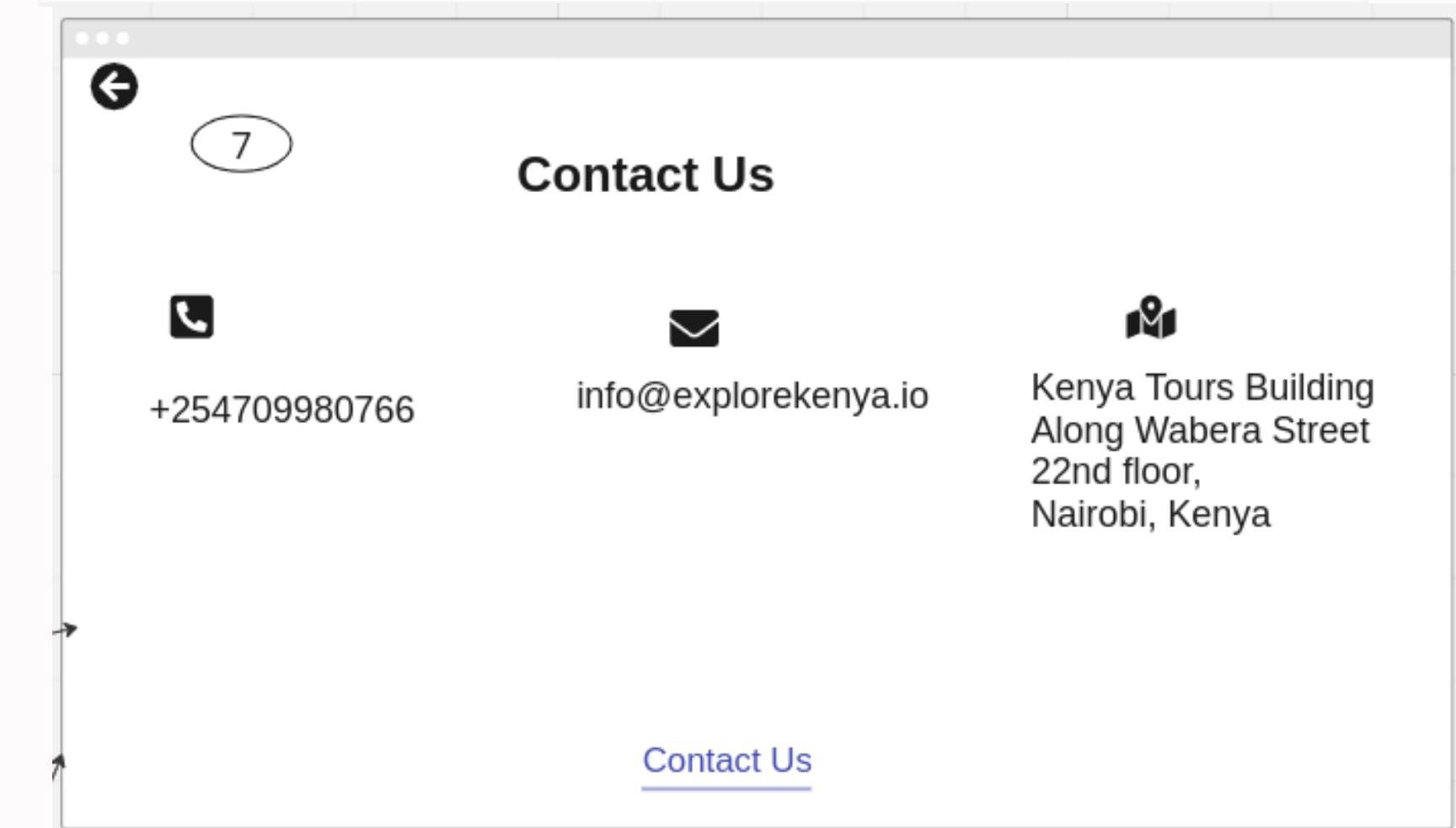
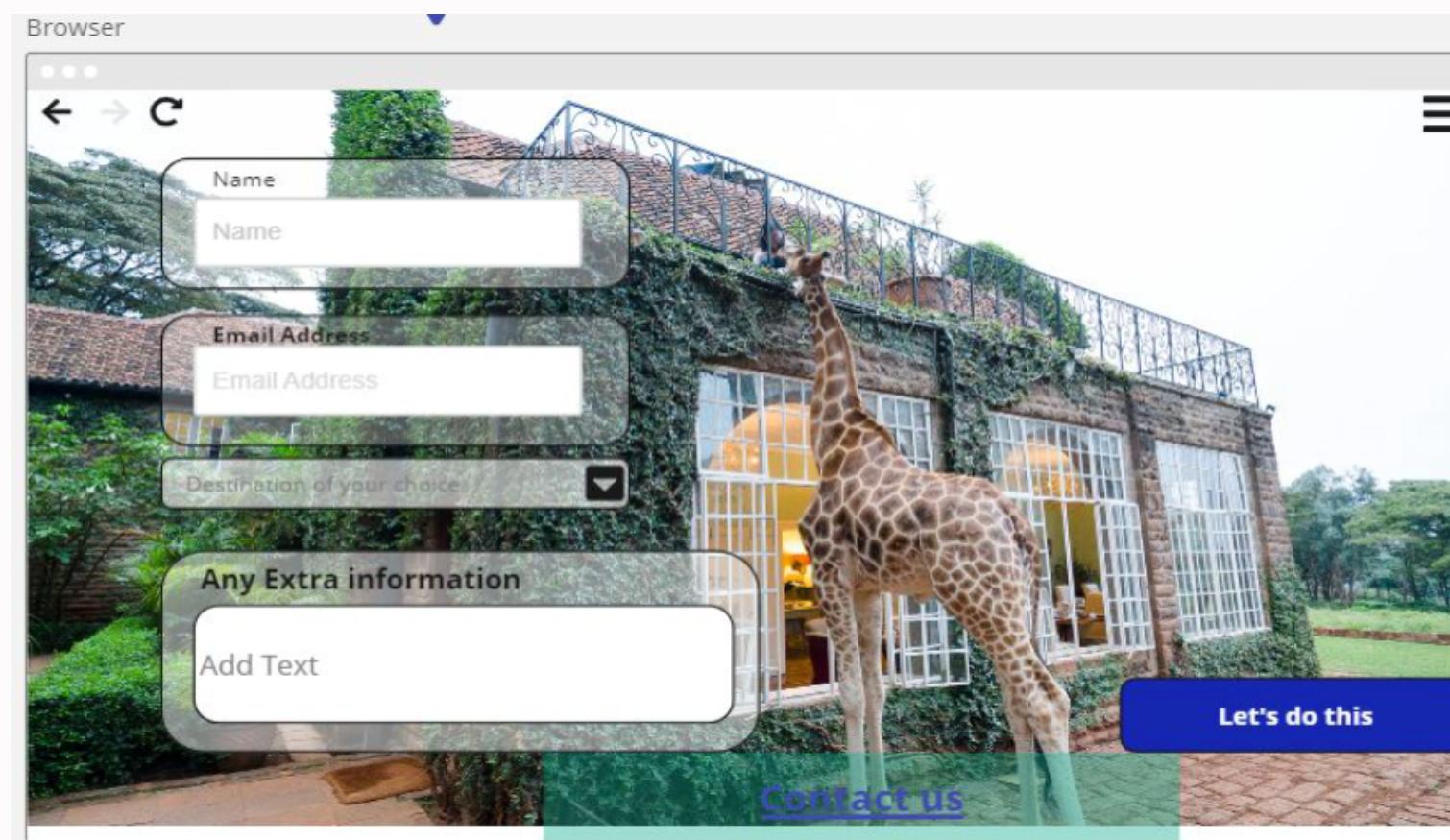
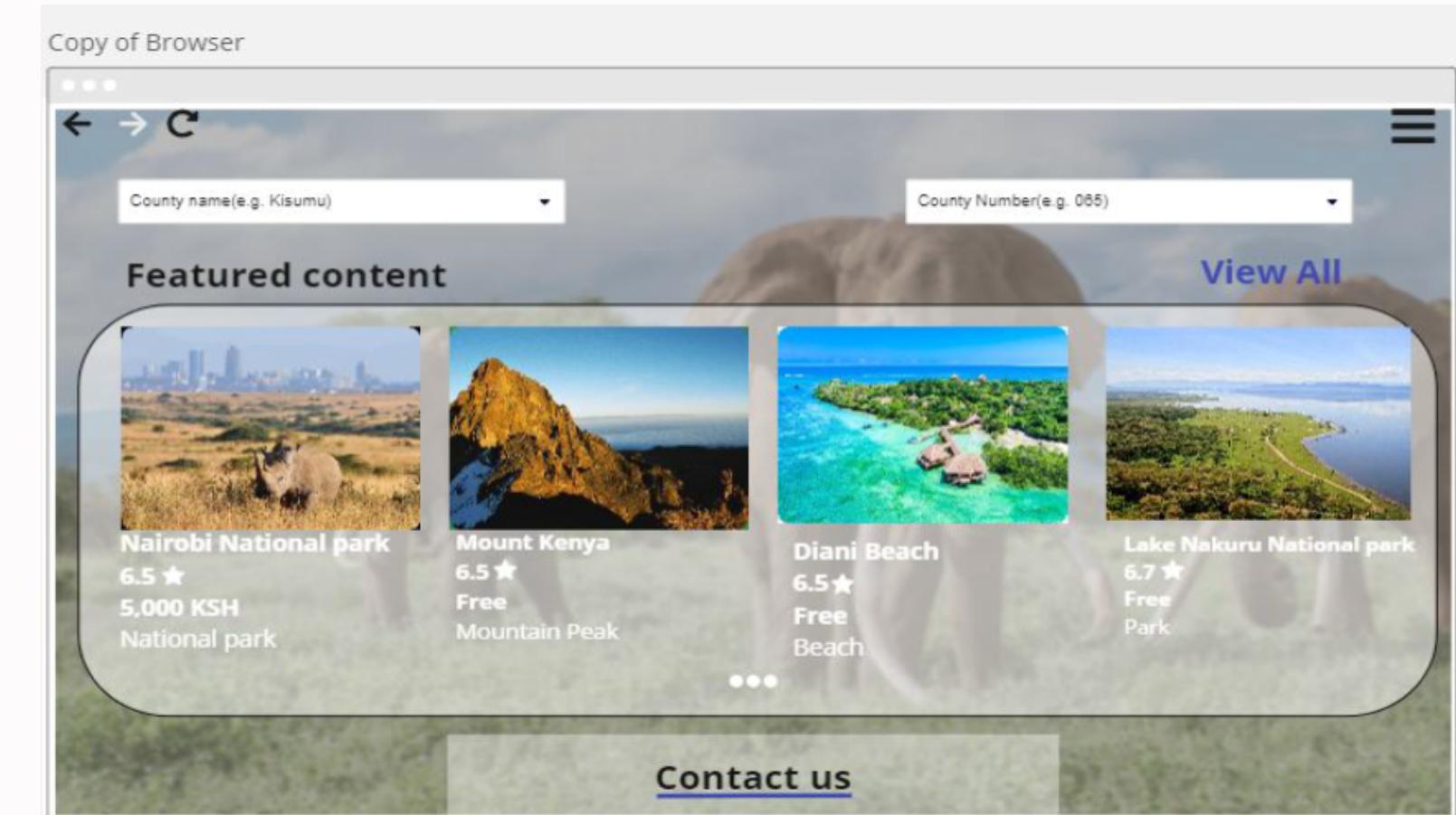
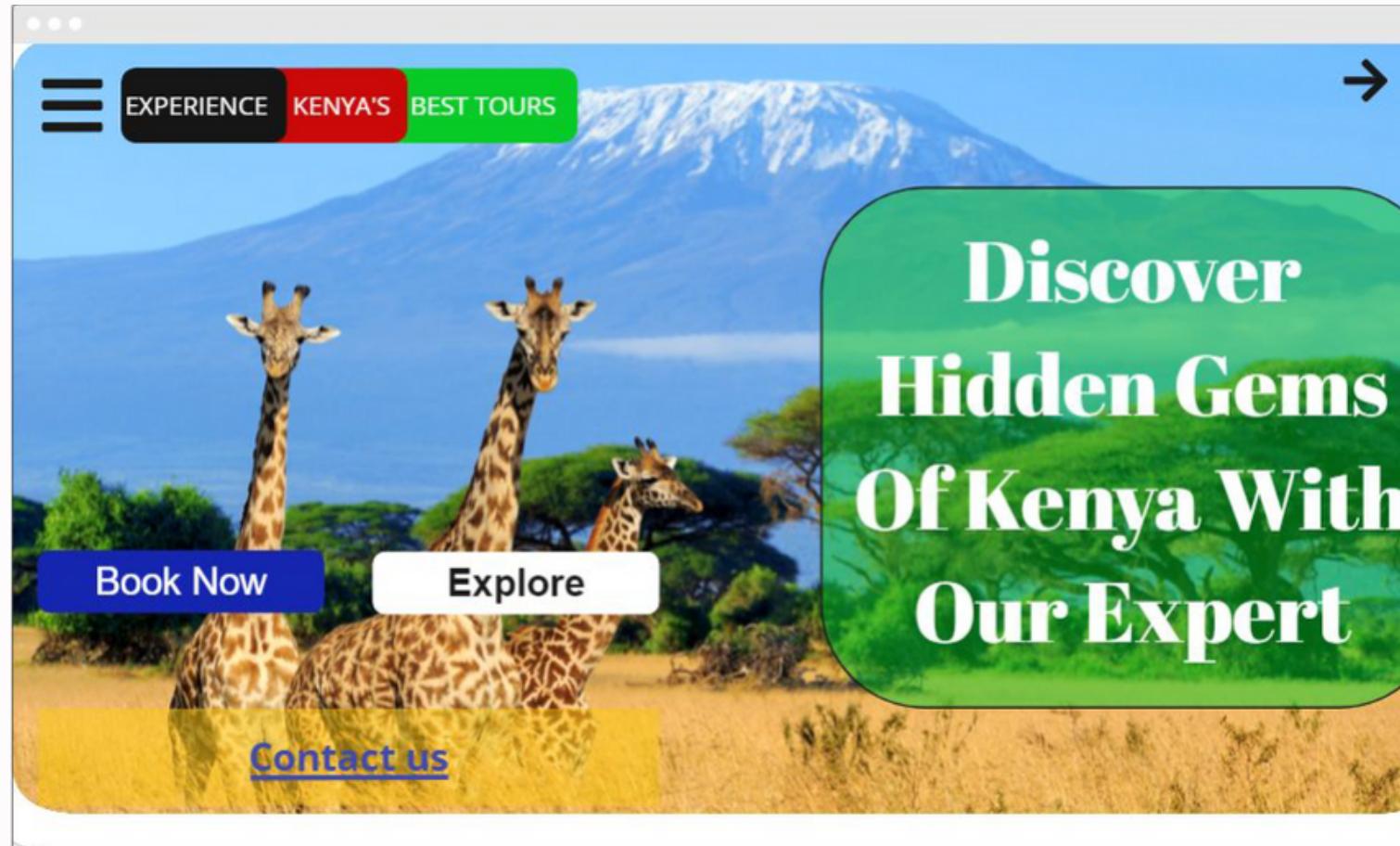
03



## WHY THE SOLUTION WILL BE EFFECTIVE.

By allowing users to filter information based on their specific needs and preferences, the solution offers a high level of customization and personalization. This empowers users to find options that align with their unique requirements, resulting in a more satisfying and tailored travel experience.

# WIREFRAME OF THE WEBSITE



# PAIN POINTS

01

My user is frustrated with the lack of a well curated digital catalog of tourism destinations across all 47 counties in Kenya to easily help them find a destination of choice.

02

My user finds it tedious to have to manually search and compare travel packages across the different travel agencies in Kenya to find the best suited to their needs.

03

My user is a free spirit interested in random destination suggestions of hidden gems which are not easily found online because a random search results in the more traditional famous/common destinations as recommendations.



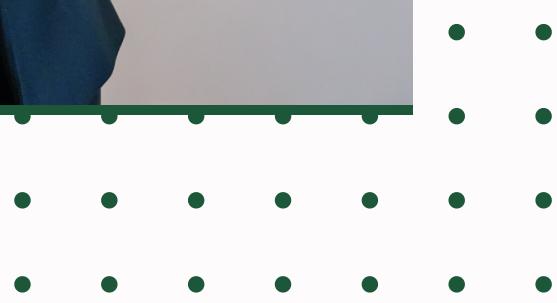
# RECOMMENDATION

01

Add credibility triggers across the website such as certification, memberships, reviews, testimonials to establish trust with the clients

02

Collect feedback / surveys from users using creative questions to help improve product.



# IF GIVEN FUNDING

01

Visit every county to help build a comprehensive catalog of tourist destinations. We will also invest in robust tech infrastructure to help build our solution.

02

To increase awareness and user adoption, a portion of the funding will be allocated to marketing and outreach efforts. This includes digital marketing campaigns, social media promotions, and partnerships with influencers or travel bloggers to reach a wider audience and attract more users to the solution.



# WHY THE SOLUTION WOULD MAKE A DIFFERENCE

The solution focuses on improving the user experience by providing users with a personalized and tailored approach to travel planning. By allowing users to filter information based on their specific needs, preferences, and constraints, it streamlines the search process and ensures that users find options that align with their requirements. This level of customization and personalization sets the solution apart and significantly enhances the user experience compared to generic or one-size-fits-all approaches.

