

What is it about?

-We want to help travelers connect with locals to improve their experiences abroad. Although our target initially will be public bases activities like shopping or museum going more could be added based on user preferences.

- Who are the user groups?

The user groups are travelers going abroad. This can be to and from any country. The primary demographic will be adult aged individuals.

- Why is it important?

Many people travel to experience something new or take a break from the day to day. Often times when people travel internationally they do not know many people or what are the best things to do while abroad. By connecting people via an online platform we can make the traveling experience more dynamic and enriching as a person will not only have a better experience while shopping or museum going but will also build international friendships.

- What are the competitors?

Directly the primary competitors will be services like Highlight, CitySocializer, Trip Advisor, Lonely Planet and Facebook. Each competitor has a different value proposition to the traveler but they all can be a tool to connect people or provide insight on what to do while abroad.

- Why is your idea better?

This idea is better because it will connect travelers to outgoing people while during their travels who can enrich their experience abroad. The people connection is still important and this would be a great way to improve use technology to connect people

