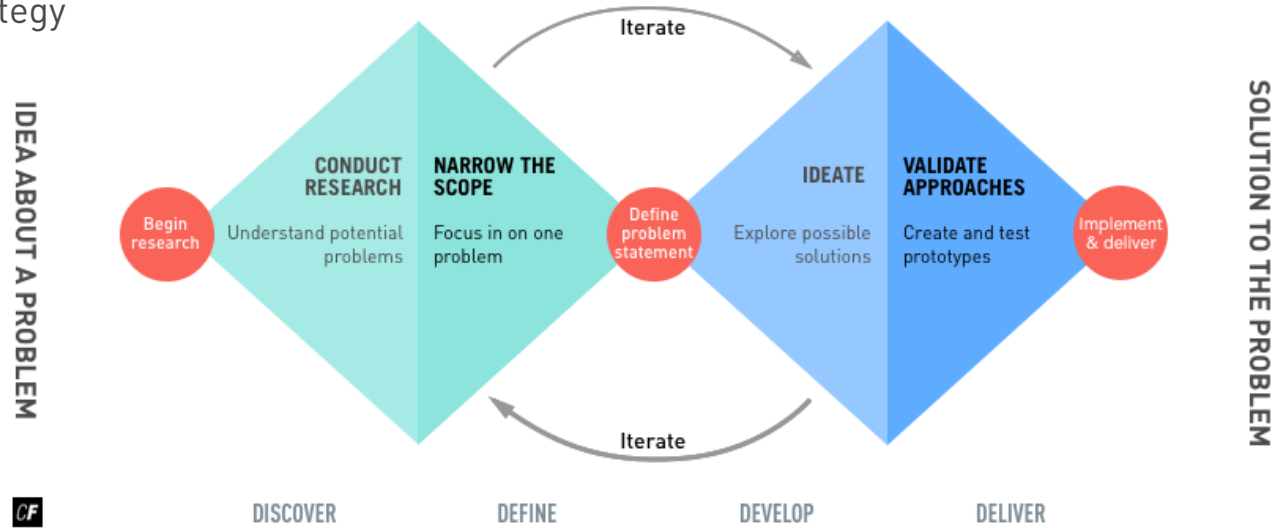


The Double Diamond Strategy



List of possible problems

- Restaurant/attraction suggestions that are overhyped and not actually visited or valued by locals
- Lack of Wi-Fi while in transit makes accessing guides difficult and unreliable
- A confusing user interface containing too much information or counterintuitive navigation

Craft your problem statement

Our travel guide users need a way to [find off-the-beaten-path, local places to visit while traveling] because [they wish to have a more authentic experience and want to experience the city like a local].

We will know this to be true when we see [how many travelers are using our app to find local spots every time they travel (i.e., user retention)].

Description of potential solutions

“An app that allows locals to create city guides, uncovering the best local spots and attractions. These guides are priced affordably, maybe even free, and can be downloaded and used without Wi-Fi. The interface will be simple and hyper-focused on guides from locals, removing all other distractions and offerings.”