Preliminary Document

Team 3

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I. Summary

Our team decided to tackle the issues that a traveler could encounter when planning to travel unfamiliar areas. Market research helped us understand the status quo of the tourism industry, especially after the pandemic, and identify the comparative advantage of current market players. In an attempt to explore this problem further, we conducted one-on-one interviews to investigate major travel trends and behavioral patterns of travel planning. We understood that problems of reliability and accessibility were the utmost issue of the existing travel services. Subsequently, a survey was conducted to specify and find out in detail about the satisfaction and dissatisfaction of existing information channels. Our analysis of the survey data identified the biggest pain point as the difficulty in finding travel information that is credible, accessible, and abundant in amount in one single platform.

Through user research, we could establish the basic framework needed to cluster user characteristics and construct a customer profile reflecting the specific needs and pain points of each group of users. After ideation, we came to a final decision that a platform that connects travelers with locals would be the best solution to the customer problem. We validated our idea with the value proposition canvas and ensured that our service is positioned around customer values and needs. We plan to develop a travel platform with a mission "to make every traveler travel like the locals."

II. The Value Proposition

Our service is a travel application that provides reliable and quality travel information by encouraging free and active online communication between locals and travelers. Our service enables customers to lessen the planning burden. Our goal is to make planning travels a joy, using technology to turn expectations into a realization in the simplest and most pleasing way possible. Running through point system, it allows travelers to help to be helped, generating healthy contribution to the community. Planning travels is just as simple to have a small talk with locals. Confirmed locals by GPS technology would provide detailed and customized information about the region based on travelers' preference. While several platforms provide travel information, our service differentiates itself by offering a smooth customer experience for everyone with automated tag systems on advertisements and censorship against inappropriate postings. Travel plan recommended by locals often have more character than guided-tours' plan. We aim to make it possible for travelers to obtain trustworthy, up-to-date, and abundant local information through convenient and accessible modes.

III. Market knowledge and future market research

A. Tourism Industry Analysis

The tourism industry is one of the worst affected by the COVID-19 pandemic. The World Tourism Organization (UNWTO) reported that the international tourism level of 2020 decreased by 72 percent compared to that of 2019, and it remains due to severe limitations to travel unchanged. In comparison to pre-pandemic levels, this translates to more than 1 billion fewer overseas arrivals, maintaining the industry at levels in the late 1980s.Before the COVID-19 outbreak, the tourism industry displayed a steady growth across all countries. The number of overseas arrivals has increased dramatically since 1990, from over 400 million to approximately 1.5 billion in 2019. The SARS epidemic and the financial crisis were small blips on the radar compared to the COVID-19 situation.

Most analysts believe that a complete recovery will not occur until 2024, but a partial recovery by 2023. The good news is that the UNWTO projects international arrivals might increase by 30 to 78 percent in 2022 compared to 2021. Based on the UNWTO Tourism Recovery Tracker, the increased international arrivals in January 2022 already exceeded the total increase for 2021. Preparing for recovery, an increasing number of destinations are gradually lifting the travel restrictions. All international travel restrictions in the UK were removed from March 18th.

While international tourism is ready to bounce back, domestic tourism is trying to invigorate the industry. According to the research conducted by the Ministry of Culture, Sports, and Tourism of Korea, the number of domestic travel experiences rose from 22.8 percent in May 2020 to 58.1 percent in November 2020. In addition, 90.4 percent of the respondents said they would travel within Korea afterwards. According to the analysis of YouTube search terms in 2021 compared to 2019, the number of keywords related to online travel increased by 21 percent and the average number of likes for related videos increased by 57 percent. The number of keywords related to the introduction of domestic tourist attractions also rose 6 percent. Despite the COVID-19 situation, people continued to feel a thirst for travel, and as a result, they began to find an alternative way in the process of choosing a travel destination. The criteria for choosing a travel destination have changed. Travel destinations that were popular in 2019 were Everland, Suncheon-man Bay, and Lotte World. On the other hand, from 2020, demand for quiet natural environment areas such as Ganggu Port and Seonyudo Island increased. There has also been a change in the perception of accommodation. The number of days staying in accommodation decreased from an average of 3.59 days in 2019 to an average of 1.94 in 2020. People's preferences regarding travel agency products largely changed from preferring the entire package to preferring partial packages. Consumers are making reasonable choices in the process of planning their travel. The category of travel that has not been negatively affected by the pandemic is one-day travel. The proportion of one-day trips increased from 47.4 percent in 2018 to 52.7 percent in 2019 and 60 percent in 2020. The total amount of one-day travel expenditure also increased from 24.77 percent in 2018 to 34.97percent in 2020. A market for small-scale travel is opening. The number of travel partners decreased from 4.5 in 2018 to 3.2 in 2020. The Korea Culture and Tourism Institute predicts that the trend of small-scale travel activities will remain even after the COVID-19 pandemic.

B. Case Study

Before finalizing our future solution, we conducted a case study for some companies in the tourism industry to specify and deep dive into our solution. We selected companies based on three criteria: accommodation, information curation, travel planning. Airbnb and Couchsurfing are providing accommodation services to global travelers, Google Maps and Naver map are used when people seek various travel information including location, restaurant, direction, etc. Triple and Myrealtrip is mobile applications providing overall travel information and functions for travelers.

1. Airbnb: Since Airbnb was established in 2008, it has flourished as an alternative to hotels. There are 2.9million hosts on Airbnb and 14,000 new hosts are joining the service every month according to 2022 data. Also, 100,000 cities in more than 220 countries are in the active listings on the platform. Airbnb has price competitiveness in that users can reserve a place with a relatively lower price than a hotel.

2. Couchsurfing: Couchsurfing provides global community services that connect travelers around the world. Users can utilize Couchsurfing to find a place to stay or share their homes. It began in 2004, and now it has 12 million members in 200,000 cities, providing 550,000 events. Couchsurfing has been provided free accommodation service for two decades, however, it is not free any longer. It switched the business model to receive subscription fees monthly or yearly due to the Covid-19 impact.

3. Google Maps: Google Maps has 154.4 million monthly users with 23 million downloads in 2020. Users played a significant role to make the application updated and accurate. Google Local Guides can write reviews, share photos, leave and answer questions, add or replace any information on Google Maps. Reviewing, providing, photographing, adding or editing information earns people points towards which can be used for accessing new and unlocked information.

4. Naver Map: The most used [map, navigation, public transportation application] in Korea is Naver Map, which is used by 13.92 million people. Naver map is linked with Naver pay, so users can also make a reservation through this application. It will be the biggest motivation for domestic travelers who mainly travel to the local place in that they can search travel information without installing an additional travel platform.

5. Triple: Triple is a mobile-based travel platform that began in 2017. Triple has the competitive advantage in that based on big data and AI, user preferences were analyzed, and abundant travel contents and products were provided according to traveler's location and situation.

6. Myrealtrip: Myrealtrip launched an "Oversea Travel Scanner" service that allows users to check the entry requirements for each travel destination and currently available travel destination. Despite the limited overseas travel in 2020 and 2021 due to Covid-19, it led to the growth of traffic and transactions of business by focusing on domestic travel, which succeeded in attracting 43.2 billion investments in 2020, proving market expectations and reliability.

IV. User understanding and future user research

A. Interview

Our team conducted a one-on-one interview to find out the major travel trends and behavioral patterns of travel planning. The purpose was to establish the basic framework needed to further narrow down user research domain and to ensure that there are any notable pain points regarding traveling. Before conducting the interview, we defined travel which is planned and managed by oneself as 'free travel'. The term 'free' here indicates both 'autonomy before traveling' and 'autonomy while traveling' without any external restrictions. For the type of travel at its opposite point, we defined as 'guide trip' in the sense that it was constructed under the help of others. The reason for defining classification of travel is to represent and categorize user's travel style.

Interview questions were set beforehand but additional questions were provided depending on the real time answers. 4 question categories were the followings: Previous Travels, Travel Planning, Existing Travel Services, Expected Travel Services. A total of 29 interviews were answered, and the age groups were mostly in their 20s. In the case of travel styles, general classification was conducted according to interviewee's preferred travel style and frequency of travel. Every response was recorded, and the results were analyzed under the method of inductive coding, based on the written transcript.

Our team decided on 5 categories of codes as following: Preferred Travel Style, Preferred Travel Activities, Preferred Travel Spots, Experienced Pain-points, Experienced Travel Services. 'Preferred travel style' category covered interviewee's personal experience and also the general preference towards components of a trip. Activities mainly done on a trip and reason for doing them were examples of 'preferred travel activities'. 'Preferred travel spots' code was set to figure out how interviewees viewed traveling and places to visit in accordance with their values. Code of 'experienced pain-points' had sub-lists like diversity of companions' needs, difficulty planning travel routes and poor-quality information. For the 'experienced travel services' codes, experience of using travel related services, reasons for using them or not using them, advantages and pain points of the services were included.

In terms of travel style, most of the 29 interviewees answered that they prefer free travel to guide travel. Even those who chose guided travel mode responded that they use guide occasionally, in situations where they are concerned about 'safety issues for traveled regions' such as foreign countries. And according to the code analysis, majority of the interviewees prioritized flexibility in both planning and conducting phase, keeping options like time, place, and transportation open. Some were simply annoyed by making plans, but in general, interviewees answered that traveling is for relaxation, and therefore fitting it to rigid timetable is not appropriate. Among the reasons for preferring free travel, it was also cited that free travel can reflect one's taste. If setting up a plan flexible is close to reducing a sense of obligation, it can be seen that organizing trip to one's taste shows one's willingness to spend the moment as enjoyable as possible.

Moving on to codes of 'preferred travel activities, regardless of the travel style, visiting delicious and famous café or restaurants were a common response to everybody. There were cases like visiting places popular on the Internet or SNS and eating out at the restaurants recommended by the local people. Except for this commonality, two main tendencies were found. One was to walk around steadily and show an extroverted attitude. The other was in the form of resting or spending time in a static manner. For the external activities, some interviewees answered to have experienced water sports such as surfing or riding banana boats. Appreciating works at local museums or art galleries and visiting tourist attractions were also reported. On the other hand, there were cases of enjoying travel indoors or without particular physical activities. In this case, most of the interviewees did sighting, sparing their time watching the natural scenery. Other than that, resting in the hotel was also mentioned.

'Preferred travel spots' codes showed how interviewees chose places to visit according to their personal value regarding the act of travel. Most reported criteria of choosing the travel spot were whether the place can provide special experience or not. Therefore, most interviewees preferred to travel to unfamiliar and novel places where they can enjoy unusual moments. The characteristics of the places they set as comparative groups are familiar and comfortable places. Examples of unusual experience included visiting unknown but delicious restaurants, discovering new natural scenery, and experiencing things that only locals do. As travel is an act of spending a rather large amount of money, time and effort, the desire to fill it with meaningful moments was greatly emphasized. An interviewee said that he never goes back to the places once traveled to. In contrast, there were cases where familiar and comfortable places were preferred due to safety issues. The reason is that reckless challenges can be best reduced only if place is well-known. With confirmed options for a satisfactory experience, interviewees chose to travel to familiar regions.

There were several pain points while setting up travel plans, such as too many and messy information, unreliable information, diversity of travel needs, complex route setting, time consuming procedure and little understanding of the region. Interviewees continuously insisted major problem to be the lack of understanding of travel places. In other words, they often had difficulty making travel plans because they did not know anything about the destined area. This can be interpreted in connection with the previous code analysis results; while preferring to travel to unfamiliar areas, insufficient information about it remains a gap to fill. Our team tagged each code into two groups, focusing on how the answer relates to the information. For example, if too much information is given but not organized or if obtaining desired information is difficult, it is a problem with access to information. And if considering the needs of people traveling together or planning a travel route cannot be done clearly, it is a problem caused by the use of information.

When suggested with 'experienced travel services', interviewees mentioned some pain points on their use of travel aiding products and expected developments. Mostly, interviewees wanted the search engines to efficiently sort the results to show relevant information and exclude commercial or wrong ones. Some interviewees worried to keep using search engine because compared to the large amount of data, most of them were not available due to lacking quality. To make matters worse, interviewees didn't know where to get better information. YouTube and SNS postings are mostly created on the personal experience, but recently even they started turning into advertisements and commercial uses. To elaborate, problems of reliability and accessibility are the utmost issue of the existing travel services. From these insights, our group understood the importance of providing reliable travel information from verified sources, through accessible platform. Since the information channel used was not distinguished here, our team plans to specify and find out in detail about each satisfaction and dissatisfaction through a survey.

B. Survey

A survey was conducted on 60 adults from March 21 to March 27 asking questions on their travel preferences and travel planning behavior. The survey was conducted through Google Forms. Non-probability sampling was used, the respondents including but not limited to Yonsei students. To promote more user participation, Starbucks coffee coupons were offered through random selection. Our analysis of the survey data identifies key points about public travel preferences, travel styles, and most importantly, their travel planning behavior and satisfaction of existing channels of information for planning travel. The following are important findings from our surveys.

People prefer independent travel to guided tours. 97% of all participants answered that they prefer independent travel to guided tours. The most common reasons for not preferring guided tours were 'Low degree of freedom (93.1%)', 'Expensive cost (34.5%)', and 'Dislike contact with people (34.5%).'

People go more for popular tourist attractions. 70% of participants answered that going to popular tourist attractions makes up more of their travels, while 30% responded that they spend more time finding remote places. The result is different from that of the in-depth interviews, where respondents answered that they prefer unfamiliar destinations to familiar destinations. This shows that there might be a gap between what people prefer and what people actually do on their travels.

People use various sources for planning travel with search engines, information from acquaintances, and SNS used the most. We found the highest usage in search engines with only one out of 55 participants answering that they do not use search engines. The second most used source of information was that from acquaintances, with 91% of use. It was followed by SNS (84%), travel apps (67%), and books (29%). We also gained the insight that people do not use just one source for planning their travel, as 90.9% of participant reported to use more than two sources of information.

The purpose of use varies for each channel of information. Search engines were used for various purposes with similar weight, while travel apps showed the highest usage in reservation (31%), followed by price comparison (20%) and checking reviews (20%). SNS was mostly used for checking reviews (47%) and basic information search (36%). Data for books showed an extreme tendency towards basic information search (68%). Checking reviews (55%) was the most common reason for getting information from acquaintances. From this question, we could gain the insight that people consult various channels of information with different purposes.

People have difficulty finding information that is credible, accessible, and abundant in amount. In the survey, we asked ten separate questions asking the reason of satisfaction and dissatisfaction for each channel of information, allowing multiple answers. However, there were different number of answers for each question because there was a difference in the usage rate of each channel. In our analysis, we weighed the importance of each item in customer satisfaction/dissatisfaction for the convenience of comparison, and the numbers should not be taken as absolute values. People were mostly satisfied with search engines in that it has accessible information (28%), a large amount of information (23%), and was easy to use (21%). Satisfaction for travel apps could be attributed to ease of use (25%), customized information (19%) and UI (18%). Recency of information (28%) and accessibility (24%) were the highest factors behind the satisfaction of SNS. However, in all three channels of information, credibility and promotional information scored the highest as reasons of dissatisfaction. On the contrary, books and acquaintances were both thought to be providing credible information, taking 50% and 40% respectively. However, people were mostly dissatisfied about the amount of information (43%) for information provided by acquaintances and recency of information (26%) for books. The survey results suggest that people have difficulty in finding travel information that is accessible, abundant in amount, and credible at the same time.

People perceive SNS, local residents, and travel apps to be helpful when planning for travel. We asked participants to rank five channels of information (travel agencies, SNS, local residents, travel apps, and travel books) in the order they think would help them plan their travel. After weighted calculation, travel app was found to be ranked first, followed by local residents, travel SNS, travel agencies, and travel books. The option that was ranked first with the highest absolute value was local residents, with 14 votes.

C. User Characteristics

	Adept Traveler	Travel Beginner
Age / Occupation	Age 20 ~ 29 / Student	
Travel Frequency	Every two months	Once or twice a year
Plan Involvement	High	Low
Preferred Activities	Sighting, Understanding the region	Physical activity, Visiting tourist attractions
Preferred Spot	Both (Familiar and Unfamiliar)	Unfamiliar and novel area
Reason of Preference	Want to discover new aspects of the familiar space. Want to broaden my point of view by visiting new area	Want to have unusual experience and impressive memories
Pain-points	Have difficulty getting reliable, unique travel information	Have no idea how to plan a trip and set a reasonable travel route

Based on the interview and survey results, our team clustered user characteristics as follows. The major determinant of the sub-standards such as travel style, preferred activities, and destinations was 'travel proficiency'. Interviewees who travel once or twice a year described themselves as not knowing much about travel. On the other hand, in the case of going on a trip every season or once every two months, the self-assessment to be proficient was noticeable. Hence, we arranged user characteristics based on the frequency of travel. And the diversity of our product portfolio was constructed with specific needs and pain points of each group: adept traveler and travel beginner.

V. Planned market/user research

A. Market Research

- i. Market identification
  - a. Identified market needs and customer problems
  - b. Document the customer journey
  - c. Evaluate new markets
- ii. Product scope
  - a. Define and test new product concepts
  - b. Confirm pricing
  - c. Prioritize features and releases
- iii. Marketing strategy investigation
  - a. Create and test messaging
  - b. Measure marketing program results
- iv. Business success analysis
  - a. Estimate customer satisfaction
  - b. Understand about the competition

B. User Research

- i. Conducted interview for problem identification (Qualitative research)
- ii. Conducted Google survey (Quantitative research)
- iii. Planning for follow-up interviews: Based on the result and analysis regarding the interview and survey, we are going to conduct follow-up interviews to identify users' perspectives more specifically.
- iv. Target interviewee
  - a. People who don't use travel applications but think it might be useful when they are planning their travel.
  - b. People who are seeking travel information from acquaintances only for specific reasons: checking review
    - 0. What if they can get more abundant, qualified, accurate information from acquaintances?

VI. Members and roles

Dongeun Cheong is the CDO (Chief Design Officer), mainly focuses on designing essential assets like UI, layout, logo, etc. Hyunseo So is the CTO (Chief Technology Officer), and performs Front-end development and workflow design. Gail Moon is the CFO (Chief Financial Officer), organizing the finance and business model of the project. Hyungjun Cho, the CCO (Chief Creative Officer), is in charge of creative contents like video production and presentation. Minseo Cho is the CXO (Creative eXperience Officer) and is in charge of researching and designing user experience.

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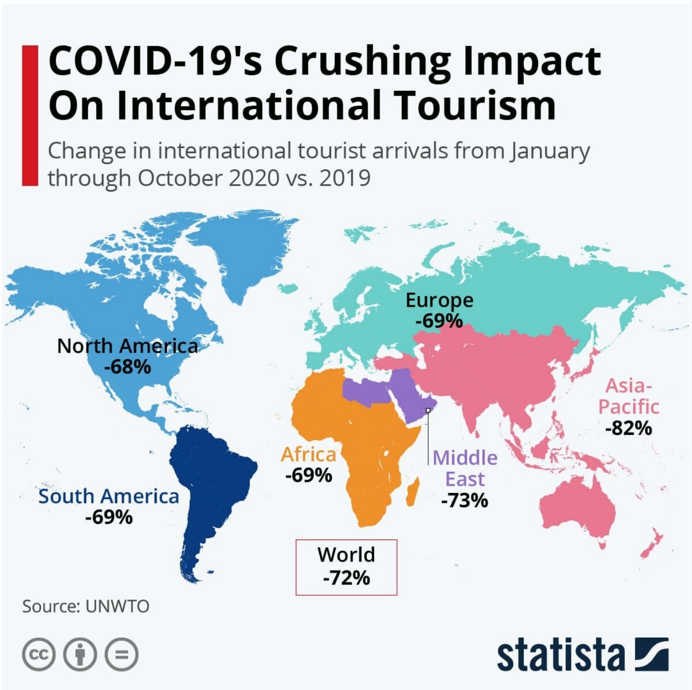
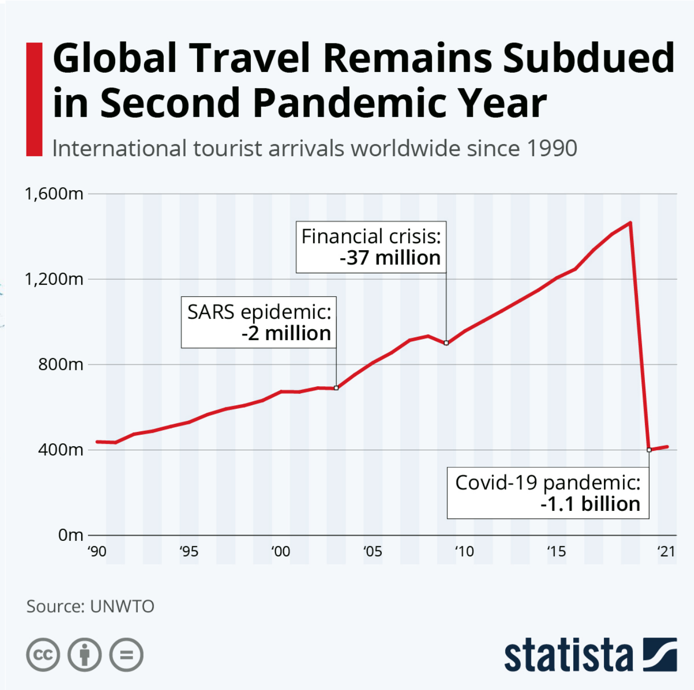
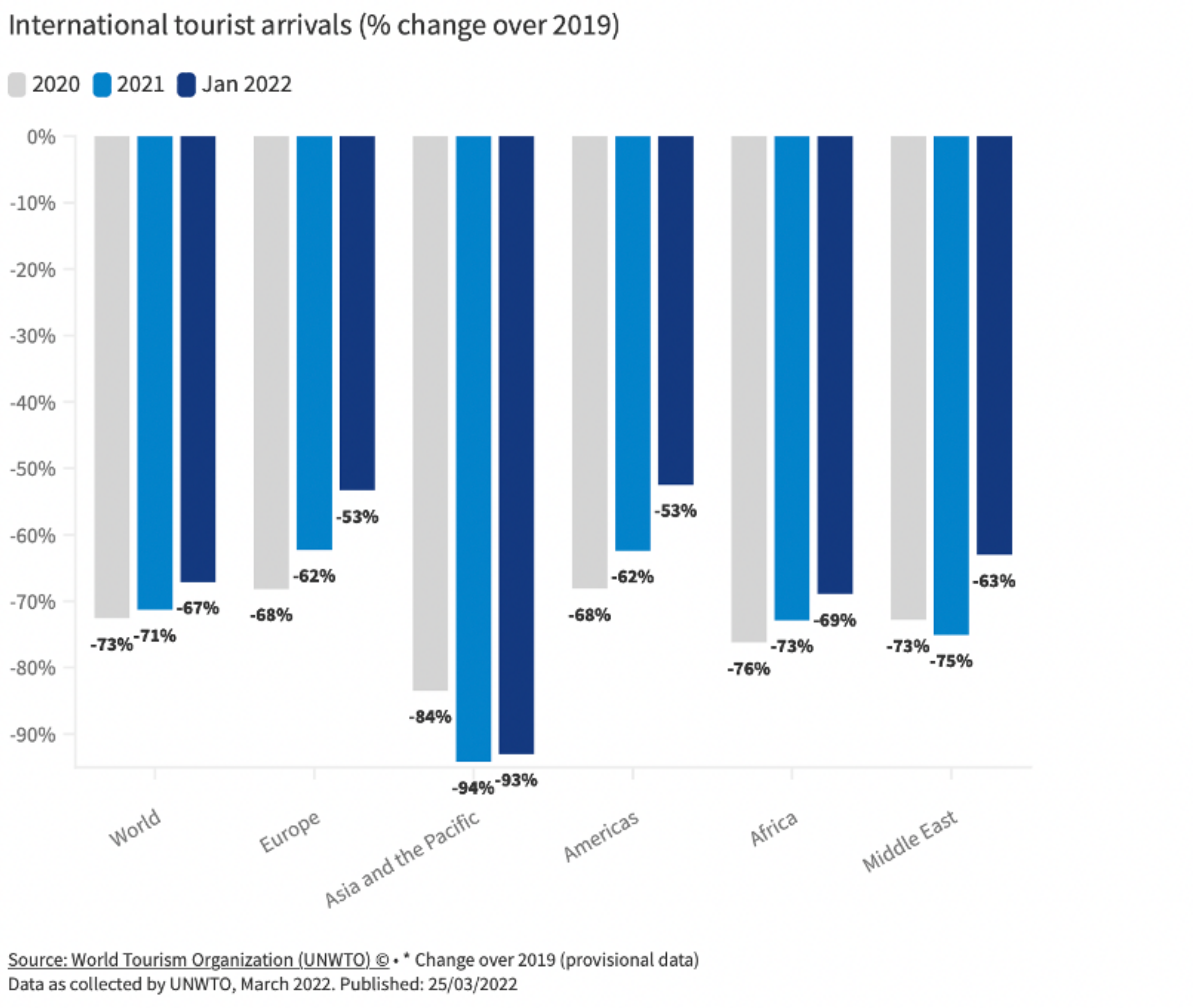
Appendix A. Tourism Industry Analysis

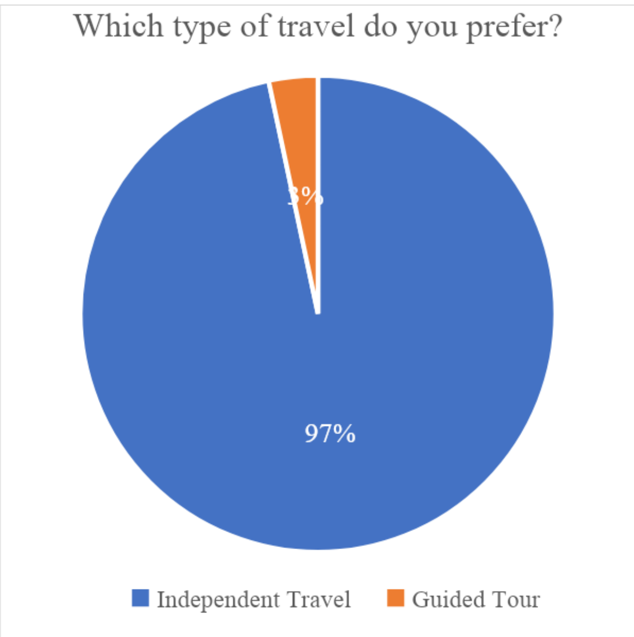


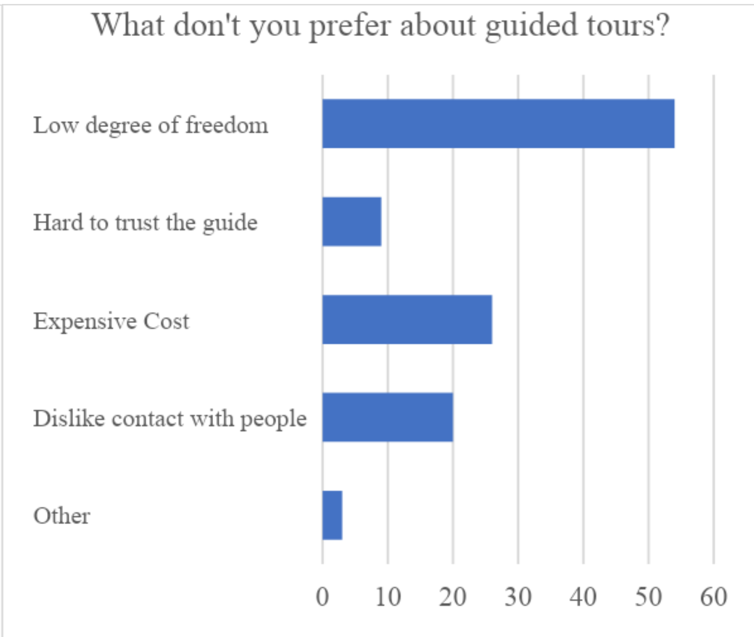


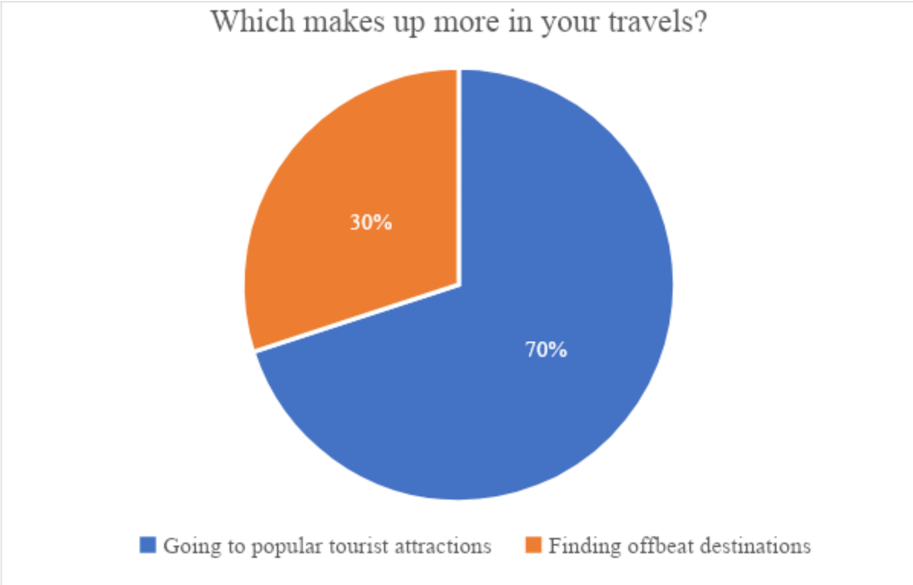


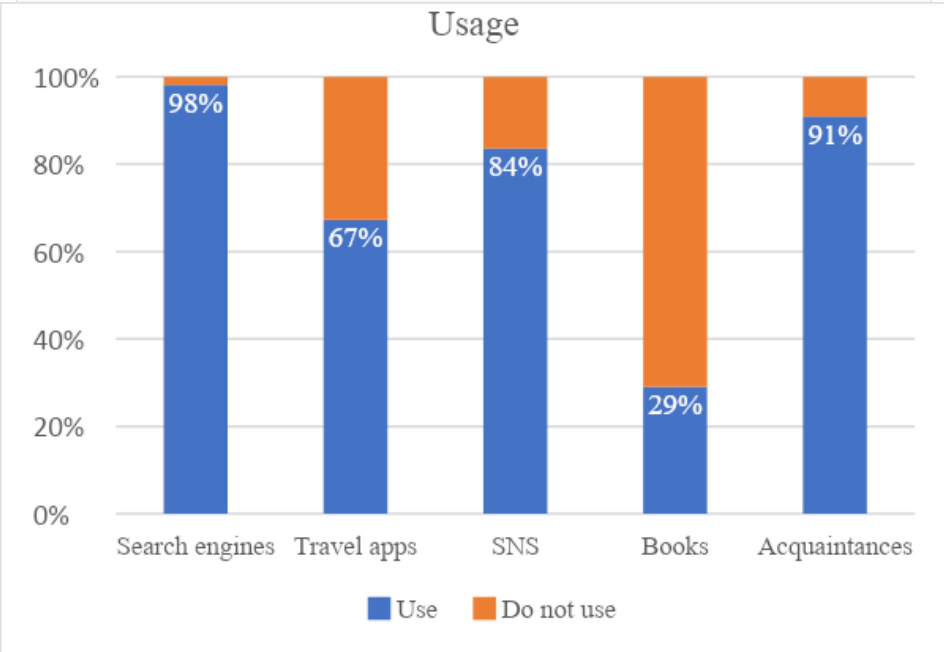
Appendix B. Survey Demographics and Survey Results

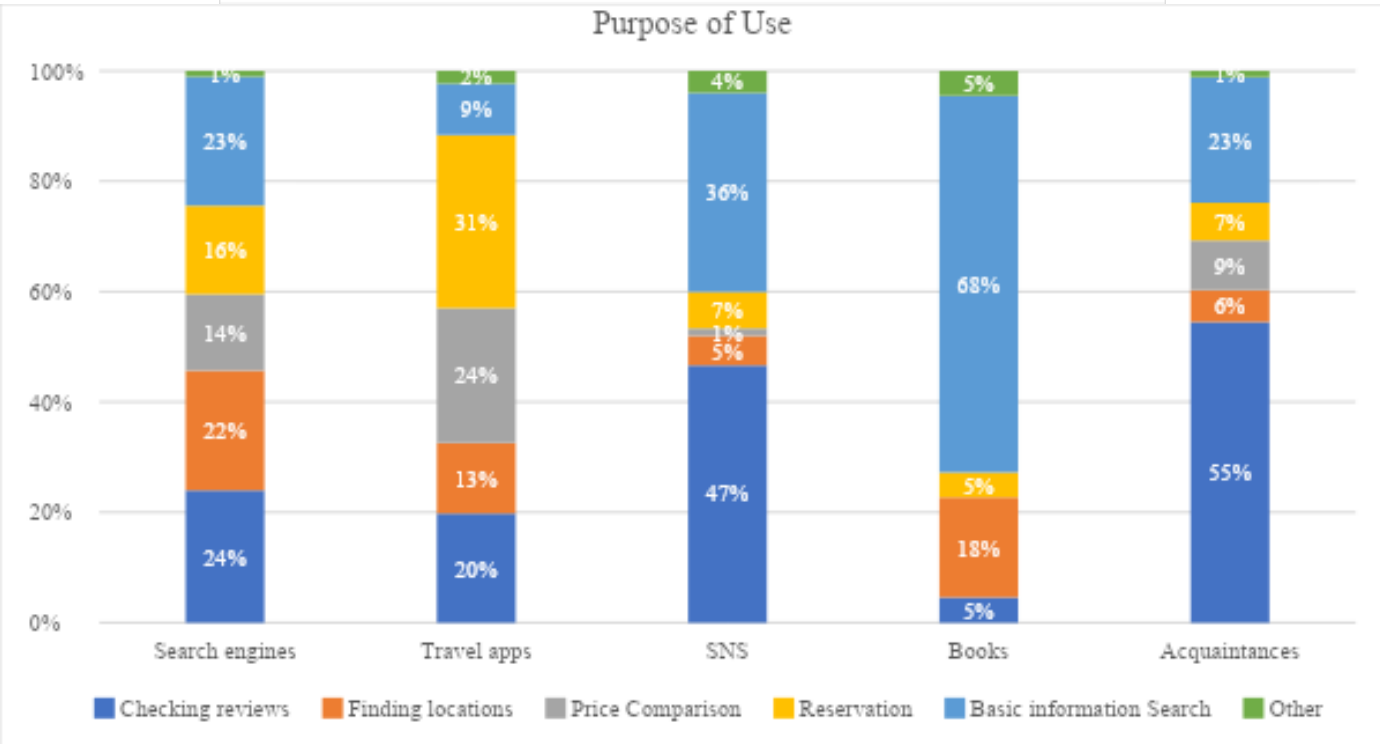
Gender	
Male	18 (30%)
Female	41 (68.3%)
Age	
Early 20s	12 (20%)
Mid 20s	34 (56.7%)
Late 20s	12 (20%)
30s	2 (3.3%)
Job	
Student	41 (68.3%)
Office Worker	15 (25%)
Freelancer	2 (3.3%)
Unemployed	2 (3.3%)






Which makes up more in your travels?
30%
70%
Going to popular tourist attractions
Finding offbeat destinations


Usage
100%
80%
60%
40%
20%
0%
98%
67%
84%
29%
91%
Search engines
Travel apps
SNS
Books
Acquaintances
Use
Do not use


Purpose of Use
100%
80%
60%
40%
20%
0%
1%
23%
16%
14%
22%
24%
2%
9%
31%
24%
13%
20%
4%
36%
7%
1%
5%
47%
5%
68%
5%
18%
5%
1%
23%
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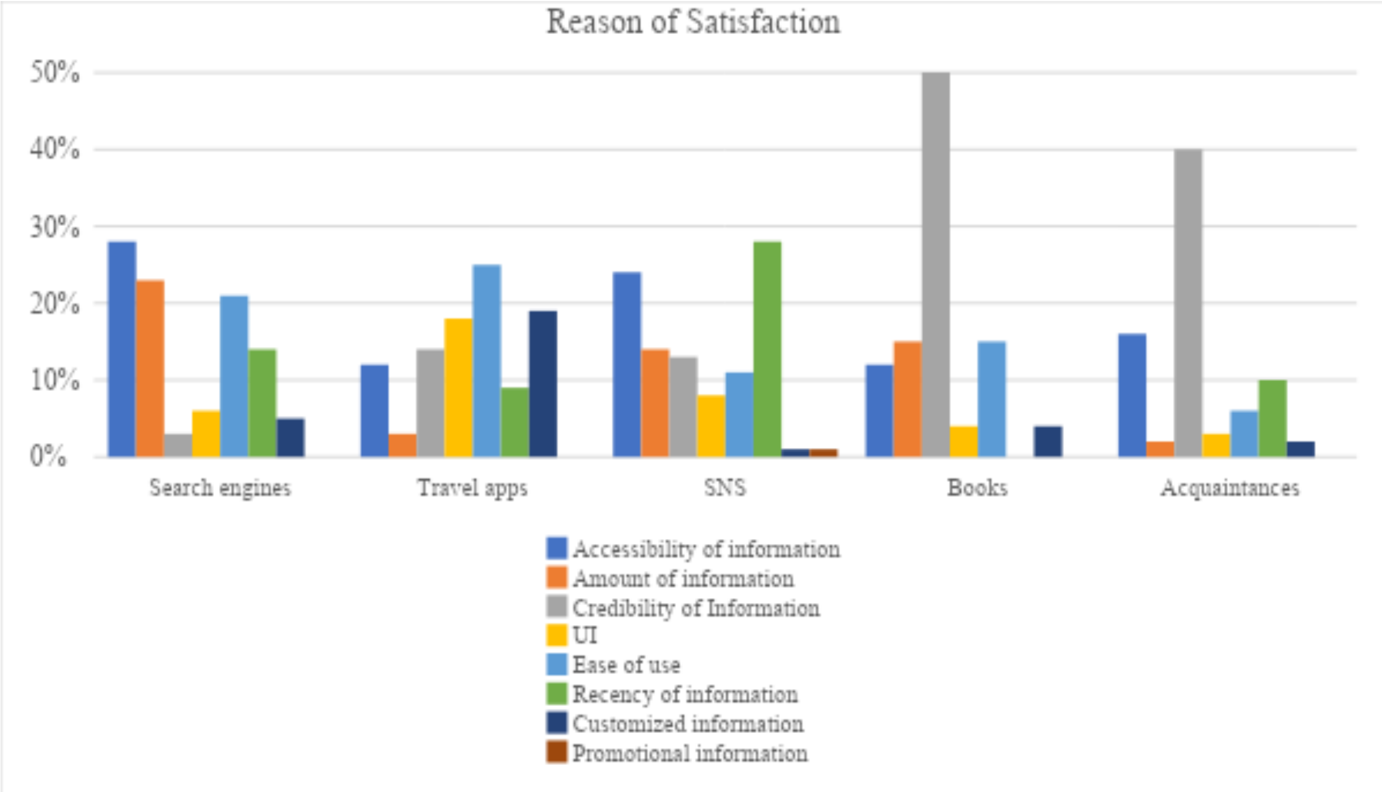
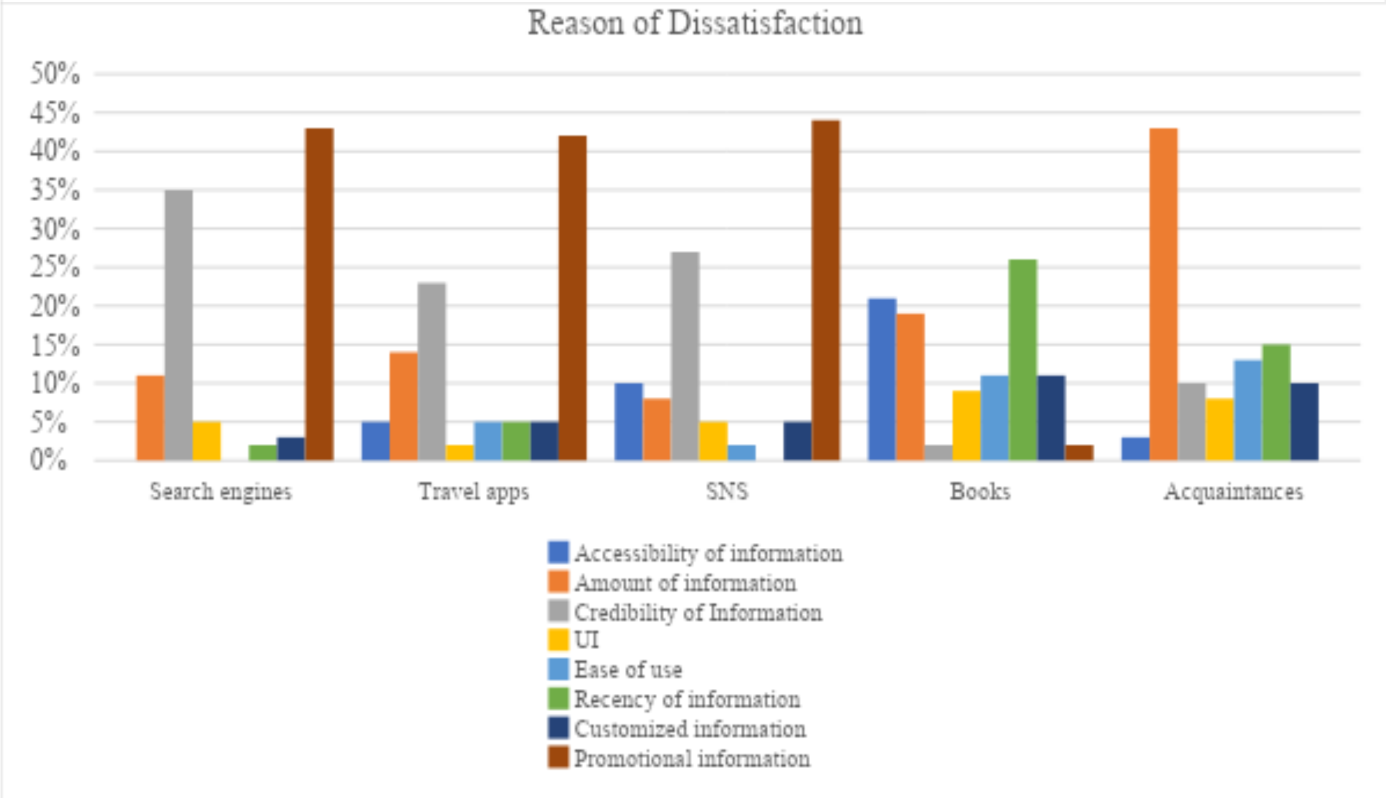
Travel apps
SNS
Books
Acquaintances
Checking reviews
Finding locations
Price Comparison
Reservation
Basic information Search
Other


Reason of Satisfaction
50%
40%
30%
20%
10%
0%
Search engines
Travel apps
SNS
Books
Acquaintances
Accessibility of information
Amount of information
Credibility of Information
UI
Ease of use
Recency of information
Customized information
Promotional information


Reason of Dissatisfaction
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Search engines
Travel apps
SNS
Books
Acquaintances
Accessibility of information
Amount of information
Credibility of Information
UI
Ease of use
Recency of information
Customized information
Promotional information

Appendix C. Interview Demographics and User Characteristics

No.	Age	Gender	Travel Type (Frequency, Style)	Profession
1	27	Male	Once a year, Free travel	Student
2	23	Female	Once a year, Free travel	Student
3	24	Female	One to two times a year, Free travel	Student
4	24	Female	Once in three months, Free travel	Student
5	25	Female	Four times a year, Free travel	Student
6	25	Male	Five times a year, Free travel	Student
7	21	Male	Five times a year, Free travel	Student
8	28	Male	Twice a year, Free travel	Student
9	25	Female	One to two times a year, Free travel	Student
10	29	Female	Twice a year, Free travel	Office Worker
11	24	Male	Four times a year, Free travel	Student
12	22	Male	Twice a year, Free travel	Student
13	24	Female	Every vacation, Free travel	Student
14	25	Female	Two to three times a year, Free travel	Student
15	26	Male	Three to four times a year, guided travel	Student
16	24	Female	Once in a month, Free travel	Office Worker
17	24	Female	One to two times a semester, Free travel	Student
18	25	Female	Four to five times a year, Free travel	Student
19	26	Male	Six times a year, Free travel	Student
20	25	Female	Every vacation, Free travel	Student
21	24	Female	One to two times a year, Free travel	Office Worker
22	34	Female	More than five times a year, Free travel	None
23	27	Female	Once in a month, Free travel	Student
24	24	Female	Once in a month, Free travel	Student
25	25	Female	Twice a year, Free travel	Student
26	25	Female	Two to three times a year, Free travel	Student
27	24	Female	Twice a year, Free travel	Student
28	24	Female	Twice a year, Free travel	Student
29	29	Male	One to two times a year, Free travel	Office Worker