

TAD Capstone Project

# #1 MID Presentation

TEAM 3

2022.03.30

2015198015	조형준
2018190127	정동은
2018195016	문가일
2018195165	소현서
2019195135	조민서

---

## Problem

---

Compared to the importance and value of travel, *information resources are not sufficient* to complete the experience.

## Need

---

*Reliable and accessible* channel to obtain quality information

## Pain

---

People have difficulty finding information that is credible, accessible, and abundant.

Little chance to fully understand the traveled region with existing information.

## Want

---

No more over flooding advertisements

Information tailored to personal needs

Easy to use

## Foreign and Domestic Market Trend

Tourism industry is one of the worst affected by the COVID-19 pandemic.

However, 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.

While international tourism is ready to bounce back, domestic tourism is trying to invigorate the industry.

## Current Market Players

Airbnb

Couchsurfing

Google Maps

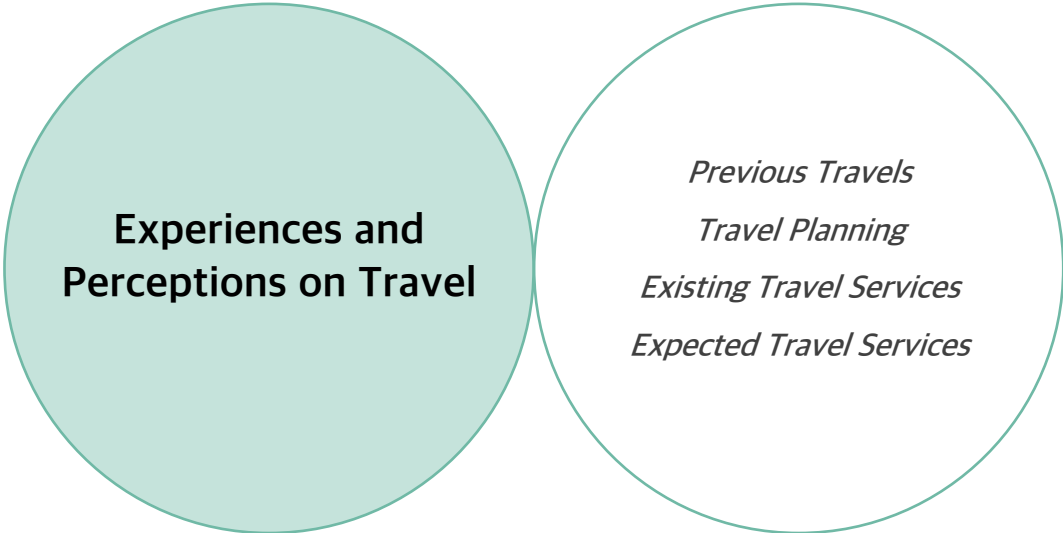
Naver Map

Triple

Myrealtrip

# Interview

29 interviewees,  
mostly in their 20s



**Experiences and  
Perceptions on Travel**

*Previous Travels*  
*Travel Planning*  
*Existing Travel Services*  
*Expected Travel Services*

Travel Style	Travel Activities	Preferred Travel Spots	Experienced Pain-points (Planning)	Experienced Services
Prioritize flexibility 18	Eating 16	Unusual experience 17	Little understanding of the region 5	Difficult to find the very information 9
Organize travel by one's taste 5	Sighting 12	Discover new spots 3	Diverse travel needs 5	Convenient to use 7
Use guide occasionally 4	Visiting attractions 10	Time saving to set plan 3	Complex route setting 4	Exposed to advertisements 7
Seek relaxation 3	Relaxing 7	Ensured satisfaction 3	Too many and messy information 4	Can hear actual experiences 7
Enjoy unusual experience 2	Physical Activities 7	Safe area 1	Time consuming procedure 1	Can learn good travel routes 6
Refuse to travel w/ others 1	Understanding the region 3		Nervous to miss out 1	Unsorted information 4
Prefer group tour 1	Shopping 2		Lack of desired information 1	Plentiful information4
	Touring exhibitions 2			

Q1.

Which type of travel style do you prefer?

Travel Style
Prioritize flexibility 18
Organize travel by one's taste 5
Use guide occasionally 4
Seek relaxation 3

>>

People prefer free travel rather than following the schedule set by the guide.  
In other words, they only need travel information and use it themselves.

Q2.

Which type of travel spot do you prefer?

Travel Spots
Unfamiliar and new spots 21
Familiar and comfortable spots 3

Q3.

How did you benefit from local's information?

Local's information
Unique spots 12
Restaurant Recommendation 5
Trustable information 2
High quality1

>>

People's desire to explore new and unfamiliar travel destinations can be generally relieved from the information provided by locals

Q4.

What problems did you have with planning your trips?

Experienced Pain-points (Planning)
Little understanding of the region 5
Diverse travel needs 5
Complex route setting 4
Too many and messy information 4
Time consuming procedure 1

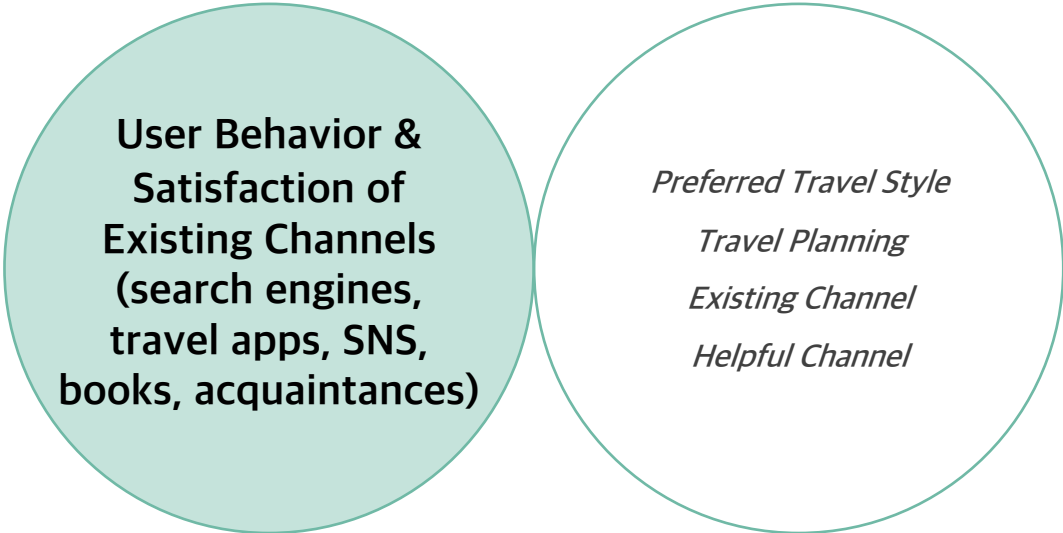
>>

Interviewees continuously insisted the major problem to be the lack of understanding of travel regions.



# Survey

60 responses,  
mostly in their 20s



**User Behavior &  
Satisfaction of  
Existing Channels  
(search engines,  
travel apps, SNS,  
books, acquaintances)**

*Preferred Travel Style*

*Travel Planning*

*Existing Channel*

*Helpful Channel*

Reason of Satisfaction



Reason of Dissatisfaction



→ People have difficulty finding information that is *credible*, *accessible*, and *abundant* in amount.

**Q. Please rank the following five channels of information in the order you think would help you plan your travel .**

	1 (most helpful)	2	3	4	5 (least helpful)	Average	Rank
Travel Agencies	8	11	6	20	10	3.24	4
Travel SNS (Instagram, Blog Posts, etc)	11	13	17	9	5	2.71	3
Local Residents	14	15	10	11	5	2.6	2
Travel Apps	12	14	19	7	3	2.55	1
Travel Books	5	9	6	14	21	3.67	5

→ People perceive *SNS*, *local residents*, and *travel apps* to be helpful when planning for travel.

	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 Spots	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

### Credible travel information

Provide travel contents from local  
Confirm locals with GPS technology

### Appropriate reward system

Point system for locals' participation

### Less irrelevant advertisements

Auto tag systems on advertisements  
Censorship against inappropriate postings



## *Community Based Mobile Application for Travelers*

### Ensured abundant information

Build open Q&A(board) feature  
Allow users share their experience

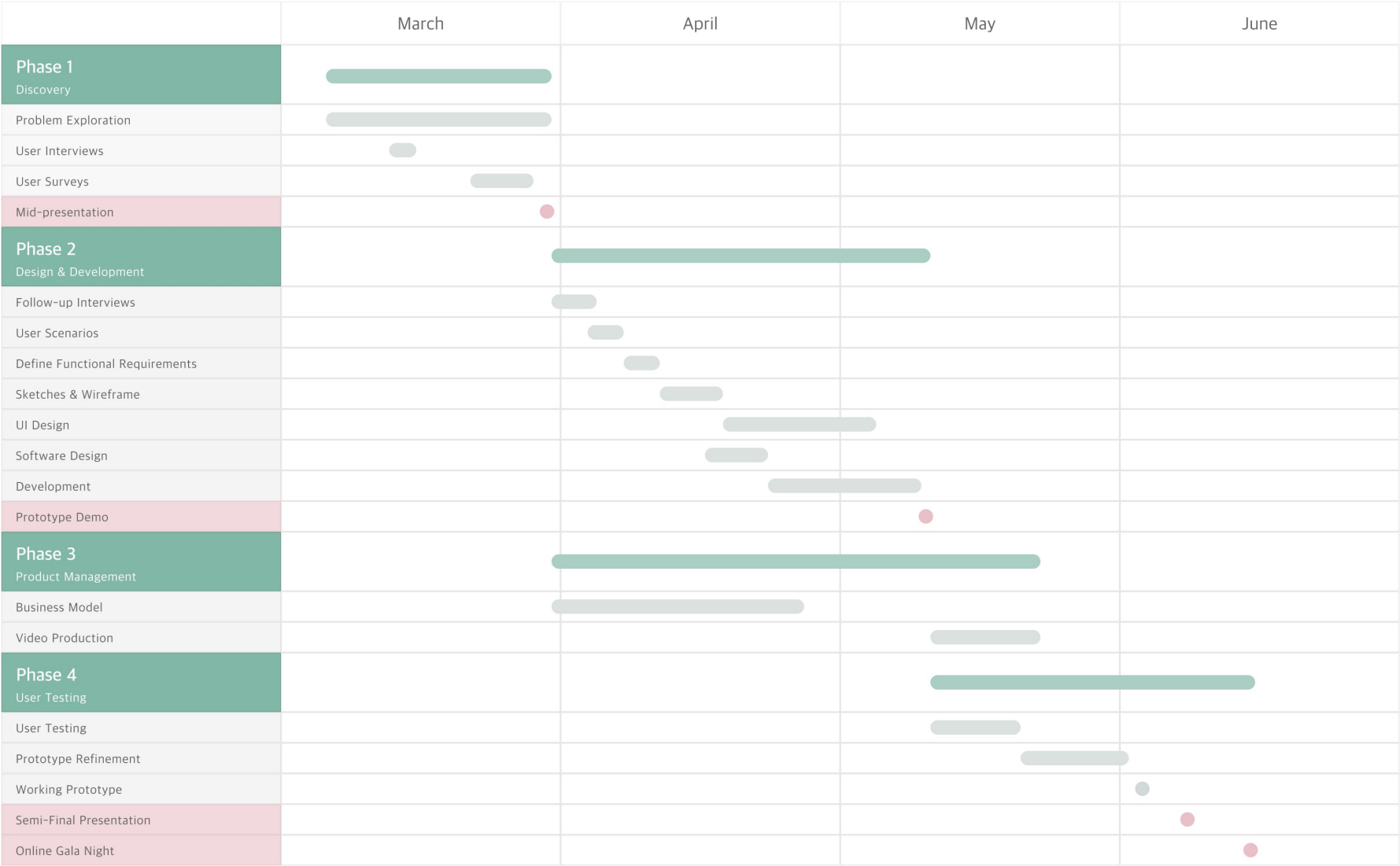
### Reduced burden of planning

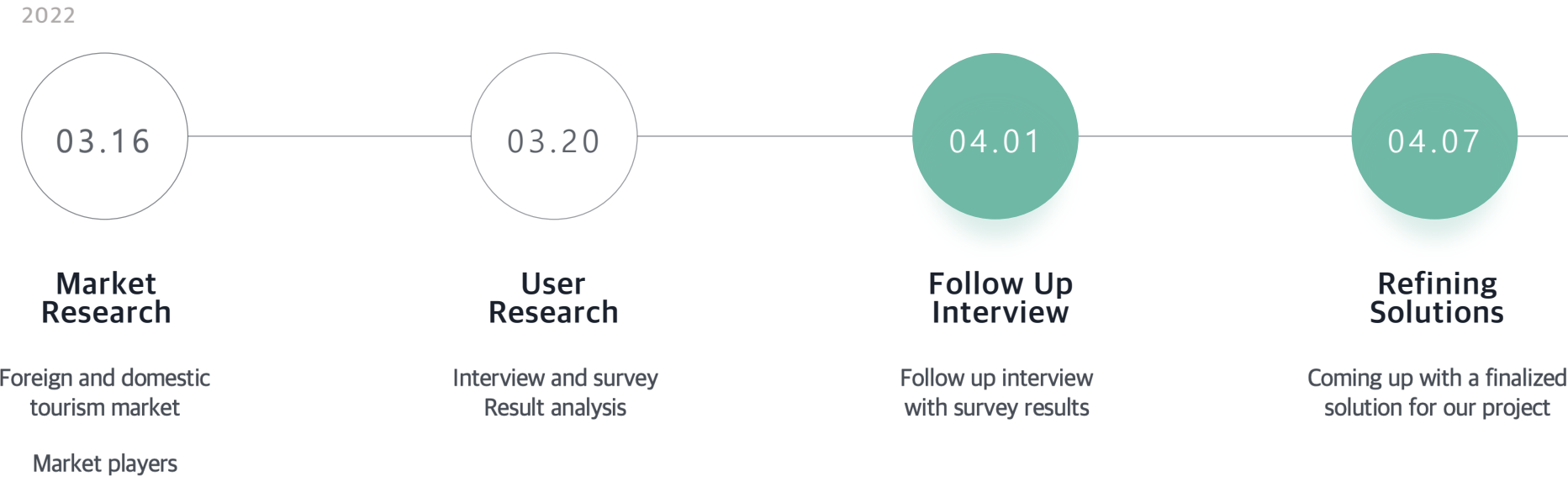
Auto travel route planning service  
Spot or activity recommendation algorithm

### High accessibility of information

Anyone can skim through the travel contents

<b>Key Partners</b> <ul style="list-style-type: none"><li>Travelers</li><li>Locals</li><li>Local stores</li><li>Korea Tourism Organization</li><li>Specialized technology providers(Maps API, GPS)</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>Found and manage a platform</li><li>Allow users openly share their information</li><li>Automatically set travel plan</li><li>Monitor the community</li><li>Verify the locals</li></ul>	<b>Value Propositions</b> <ul style="list-style-type: none"><li>Provide up-to-date and trust worthy information</li><li>Stack abundant information</li><li>Lessen the planning burden</li><li>Connect locals and travelers</li><li>Ensure easy access to travel information</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>Provide 1:1 personalized recommendation at every log-in</li><li>Social media</li><li>Ask to review the service regularly</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>Travelers</li><li>Locals</li><li>Mobile application users</li></ul>
	<b>Key Resources</b> <ul style="list-style-type: none"><li>Platform</li><li>Service management team</li><li>Technology engineers</li><li>Marketers</li><li>Designers</li><li>Platform developers</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>Mobile application (communication)</li><li>Social media and Advertisement (marketing)</li><li>Play store / app store (distribution)</li></ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"><li>Marketing and sales</li><li>Research and development</li><li>General and administrative fees</li><li>Server development</li><li>Community monitoring</li></ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"><li>In-app purchase of points</li><li>Local tourism data</li><li>GPS-based local advertisements</li></ul>	







**EOD**

TEAM 3

2022.03.30

TAD Capstone Project

