

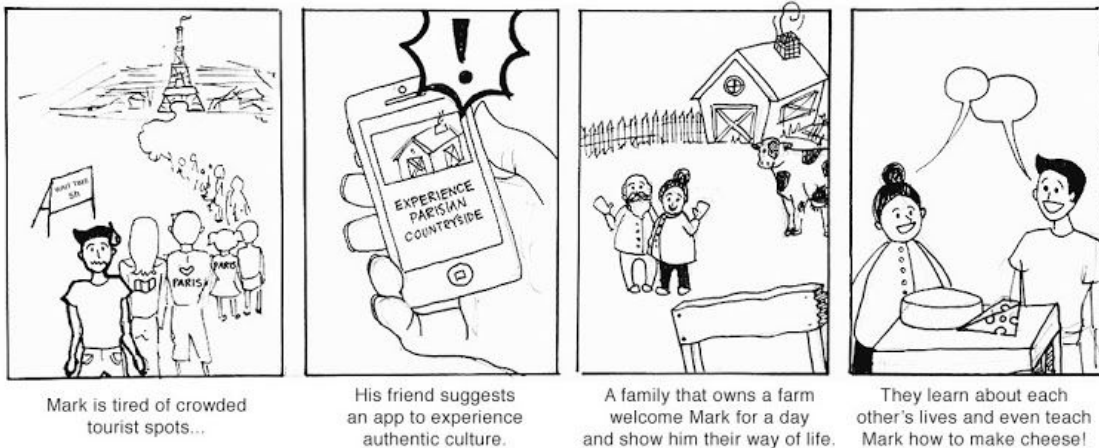
Improving the international travel experience

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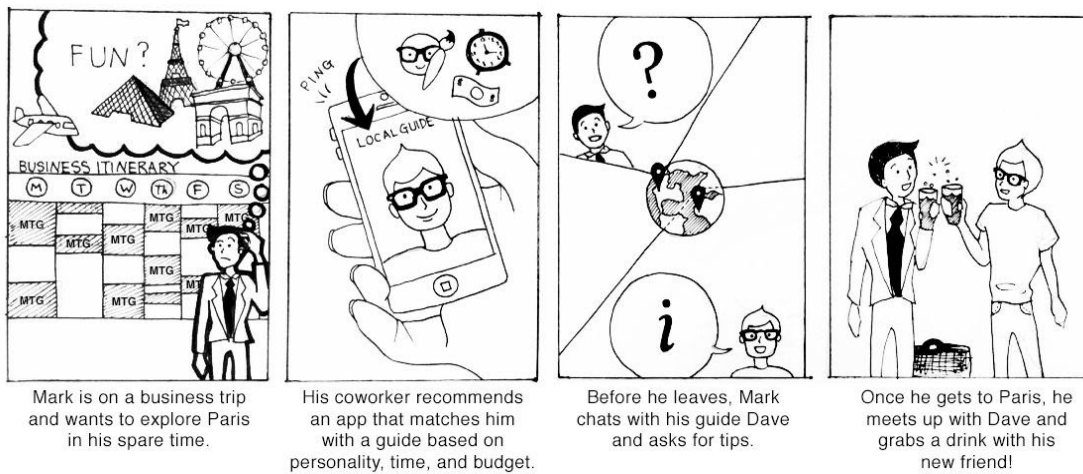
Introduction:

Through our team's observation and interview, we found that travelers are faced with several problems and challenges in their travel experience. When traveling, people want to have an enjoyable and relaxing experience that is tailored to their interests. However, people have time and budget constraints. Here are a few of our ideas about how to improve the international travel experience.

Idea 1: Mark is tired of touristy sites and wants an authentic experience.



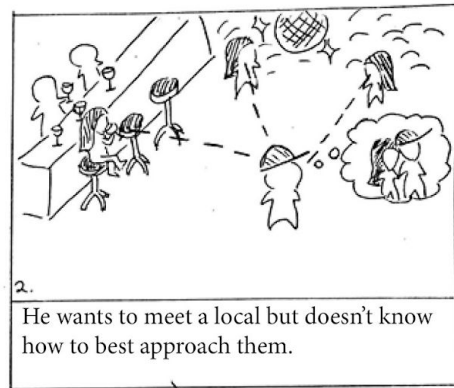
Idea 2: Mark wants to make the most of his business trip.



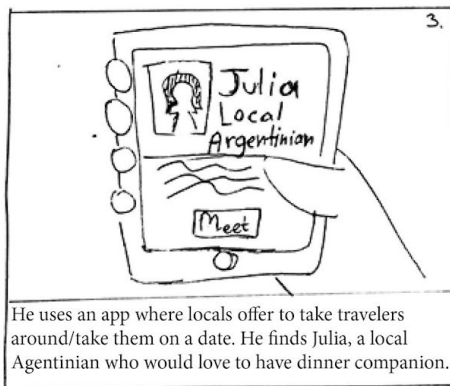
Idea 3: Going out for a date at your travel destination.



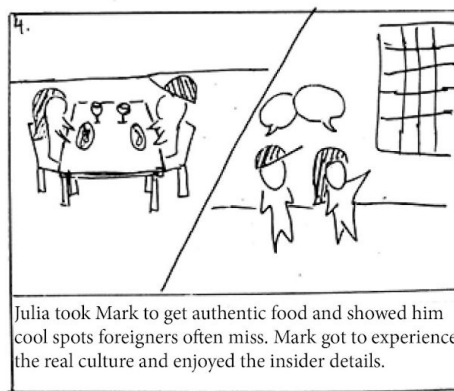
Mark is making a solo trip to Argentina. He has just arrived at the airport.



He wants to meet a local but doesn't know how to best approach them.



He uses an app where locals offer to take travelers around/take them on a date. He finds Julia, a local Argentinian who would love to have dinner companion.



Julia took Mark to get authentic food and showed him cool spots foreigners often miss. Mark got to experience the real culture and enjoyed the insider details.