

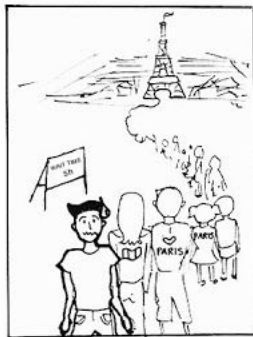
# Improving the international travel experience

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## Here's the problem we decided to focus on:

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.



Mark is tired of crowded tourist spots...



His friend suggests an app to experience authentic culture.

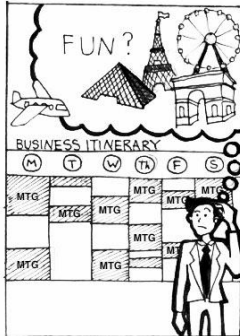


A family that owns a farm welcome Mark for a day and show him their way of life.

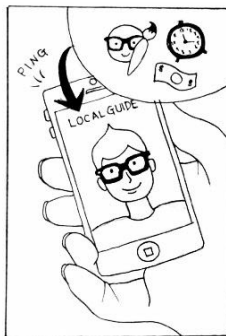


They learn about each other's lives and even teach Mark how to make cheese!

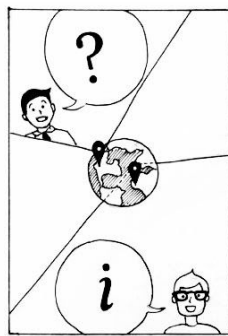
## Idea 2: Mark wants to make the most of his business trip.



Mark is on a business trip and wants to explore Paris in his spare time.



His coworker recommends an app that matches him with a guide based on personality, time, and budget.



Before he leaves, Mark chats with his guide Dave and asks for tips.

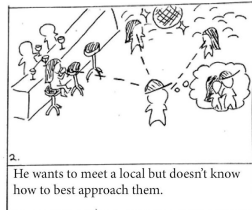


Once he gets to Paris, he meets up with Dave and grabs a drink with his new friend!

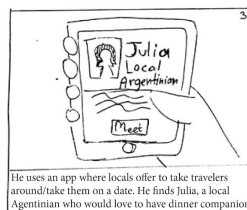
## Idea 3: Going out for a date at your travel destination.



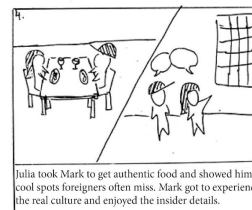
Mark is making a solo trip to Argentina. He has just arrived at the airport.



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.