

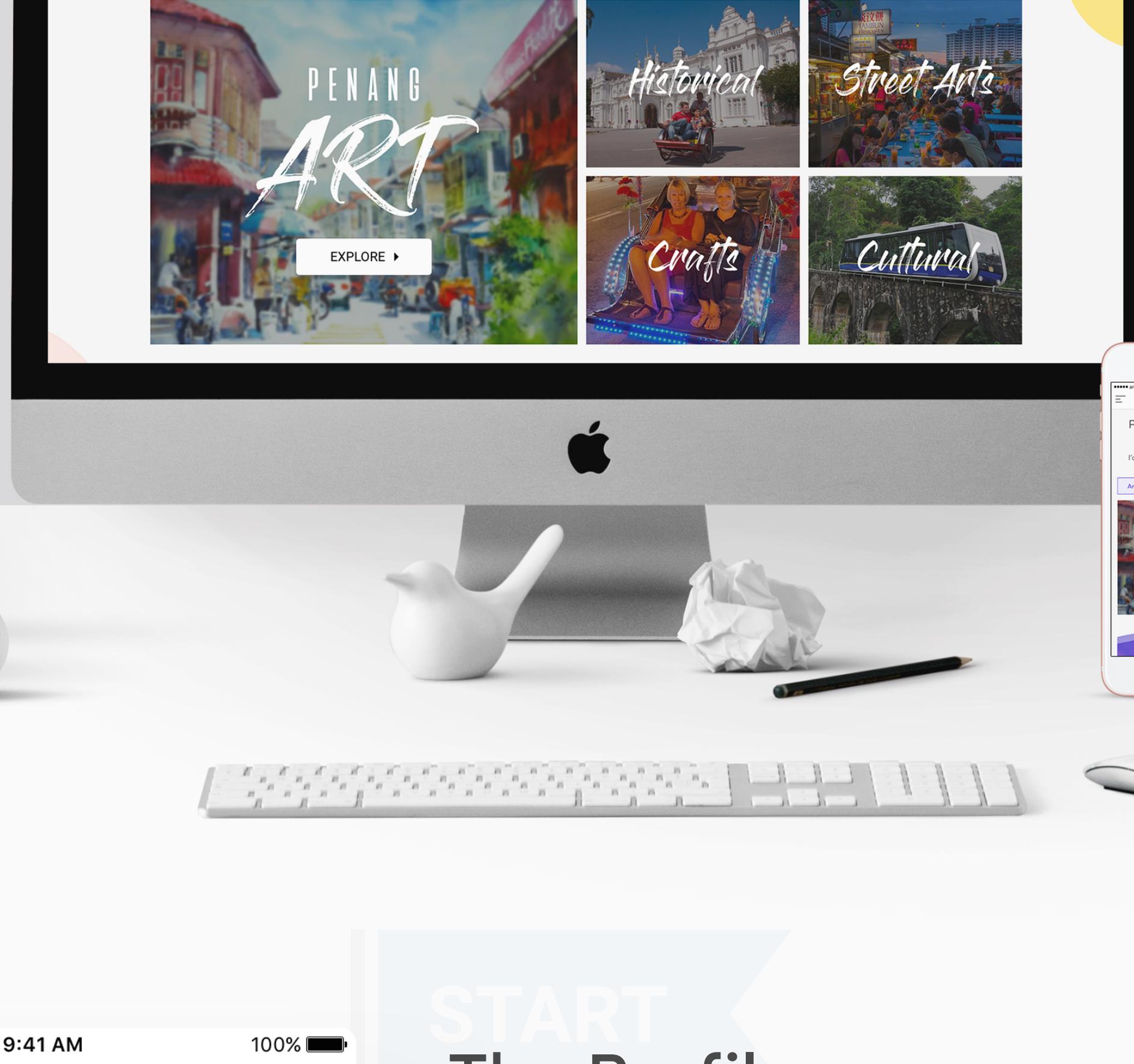
# artiGo

A discovery of art destinations – personally curated by like-minded locals.

**The Idea:** We wanted to create unique experiences for people to discover art – in a personally meaningful way. The classic tourist sites in a city are easily discoverable, but the quirky and hidden spots that give it its character?

Only locals would know about them. How do we help users uncover them?

Having a like-minded friend to show us around would allow us to see the more authentic parts of the city.



••••• artiGo WiFi 9:41 AM 100% EXPLORE

Hazel + 239

I'm a cultural explorer and blogger and have lived in Penang for many years. I have written for several magazines and blogs about the hidden gems in this city. I love sharing knowledge about Penang history and culture, so this is a list of spots that I think you should visit.

INSIGHTS  
3.2 km Distance  
2.5 hrs Recommended Time

MRT Preferred Transport

EXPLORE JOURNEY >

## START The Profile

We are more likely to enjoy recommendations from people who have the same tastes and interests as we do.

Users are given the chance to scroll through **local experts** of the city to first get to know them.

With photos and personal profile write-ups, they can connect with someone living in the city who shares similar interests.

Summary of the **expert's itinerary** help users decide whether to find out more about it.

The map helps users visualize where the **suggested spots** are located.

Explore Georgetown through Art

Ernest Zacharevic x E&O

Lore ipsum is simply dummy text of the printing and typesetting industry. Lore ipsum has been

Users can **swipe up to reveal more information** about the destination spots.

The swipe up to reveal more micro-interaction creates a delightful user-experience

9:41 AM 100% HAZEL

PEPPER ESTATE TANJUNG TOKONG SERI TANJUNG PINANG

Explore Georgetown through Art

Ernest Zacharevic x E&O

There are two entrances to this gallery, the first being on Lebuh Farquhar and the second inside the posh Eastern & Oriental Hotel. The gallery is a collaboration between the E&O and Penang's iconic street artist Ernest Zacharevic.

Nearby Recommendations

Badge

GET DIRECTIONS >

UBER Grab

## The Destinations

The adventures of real people are always more interesting than over-refined marketing babble.

When the destination spot card is revealed, users can scroll through each of them to learn more.

These are **written by the experts**, revealing why they chose these locations, making the discovery process a **personalized experience**.

Users can easily **navigate** to the location via **Google Maps, Uber or Grab**

## Conclusion

We want to elevate the experience of discovering the exciting and authentic places of a city by helping users discover them through people who are just like them.

