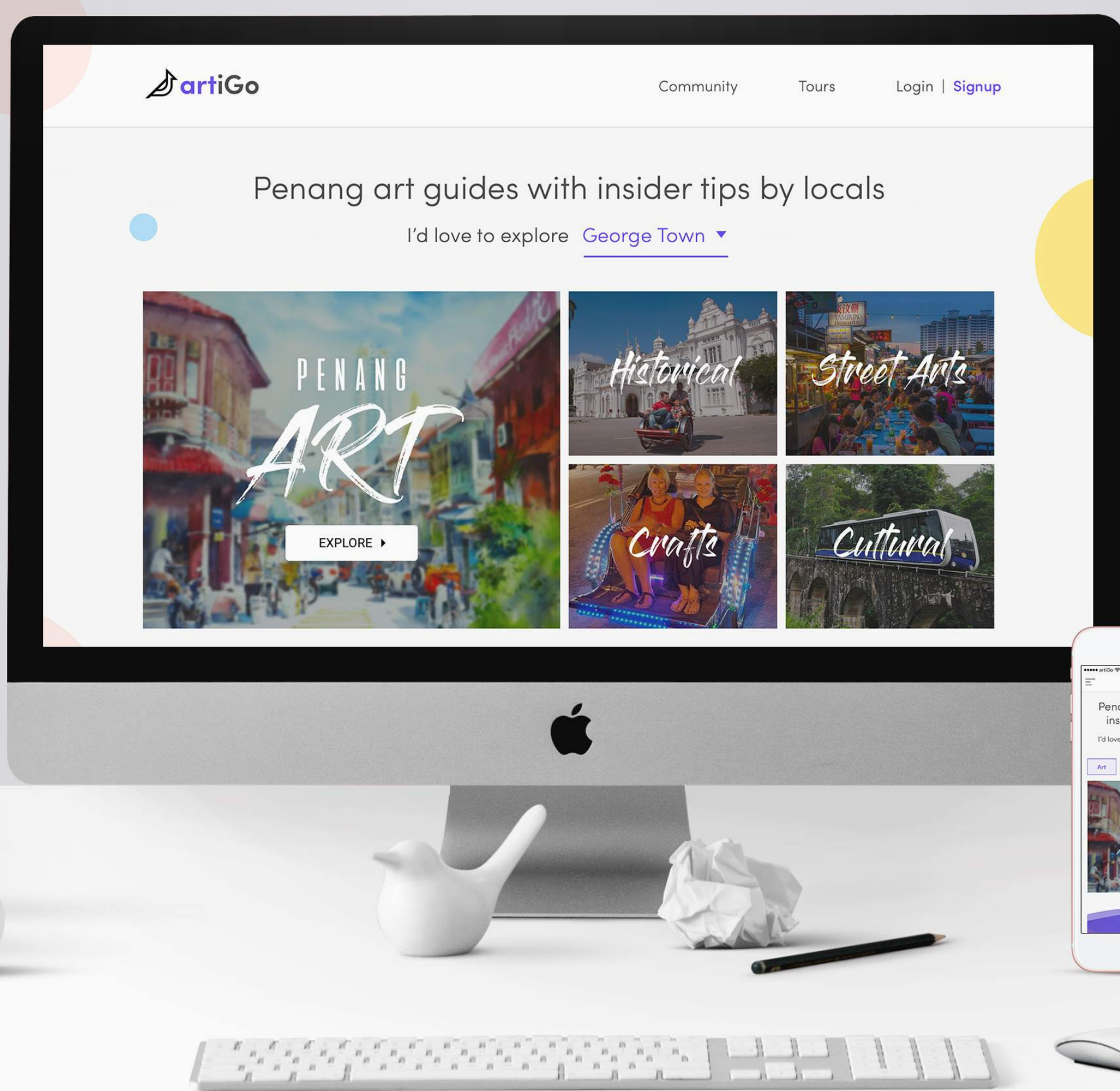


A discovery of art destinations – personally curated by like-minded locals.

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.



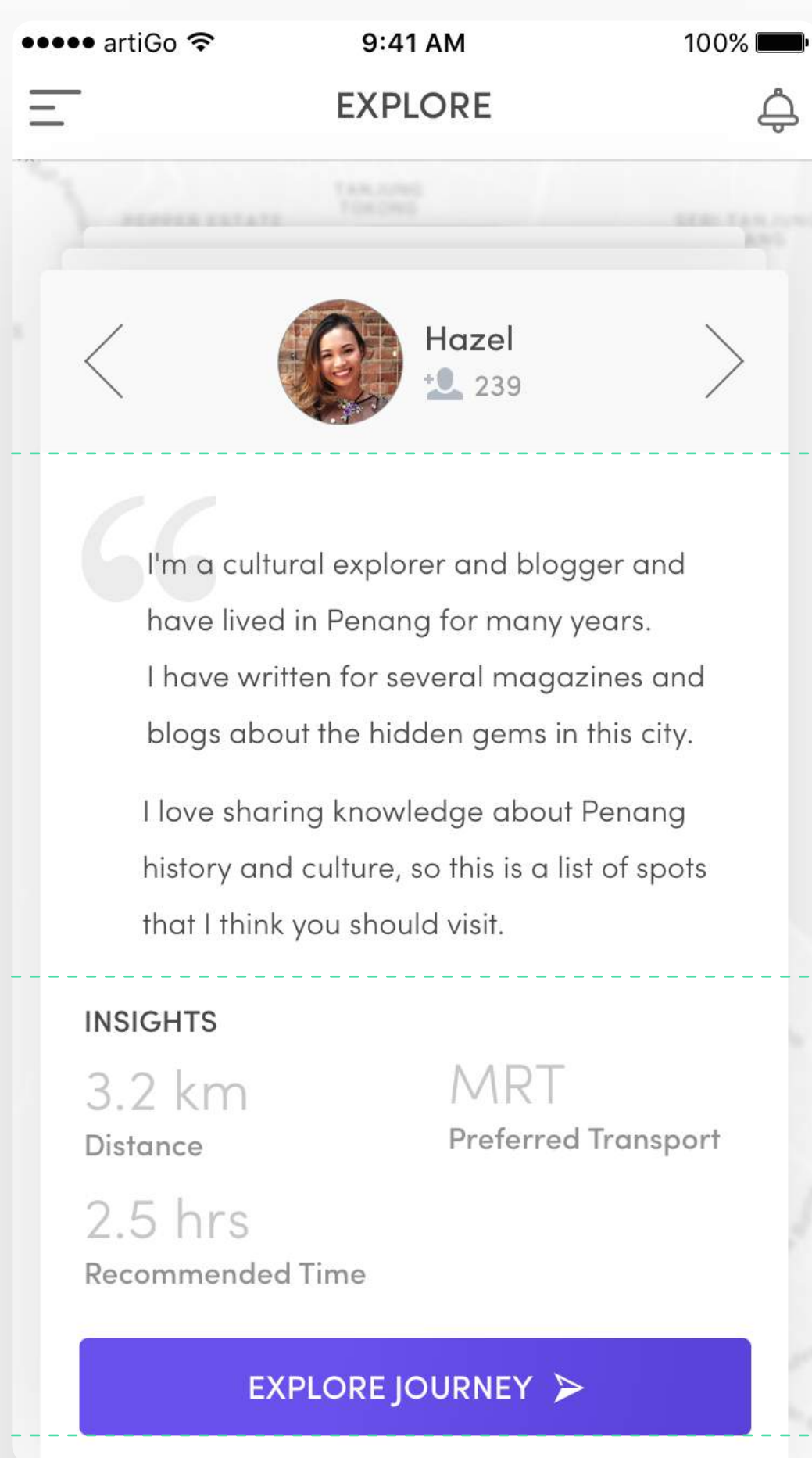
START The Profile

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.



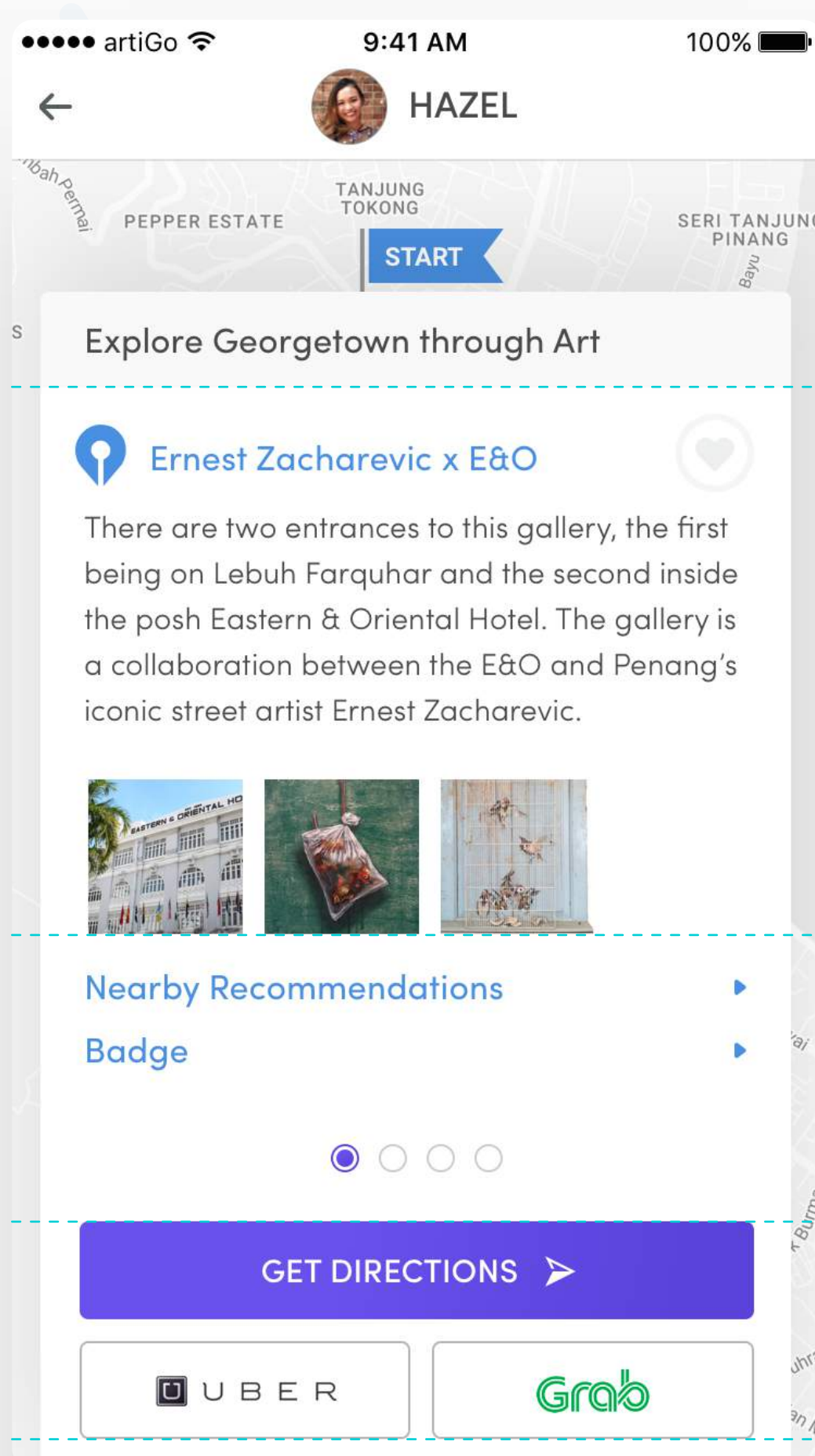
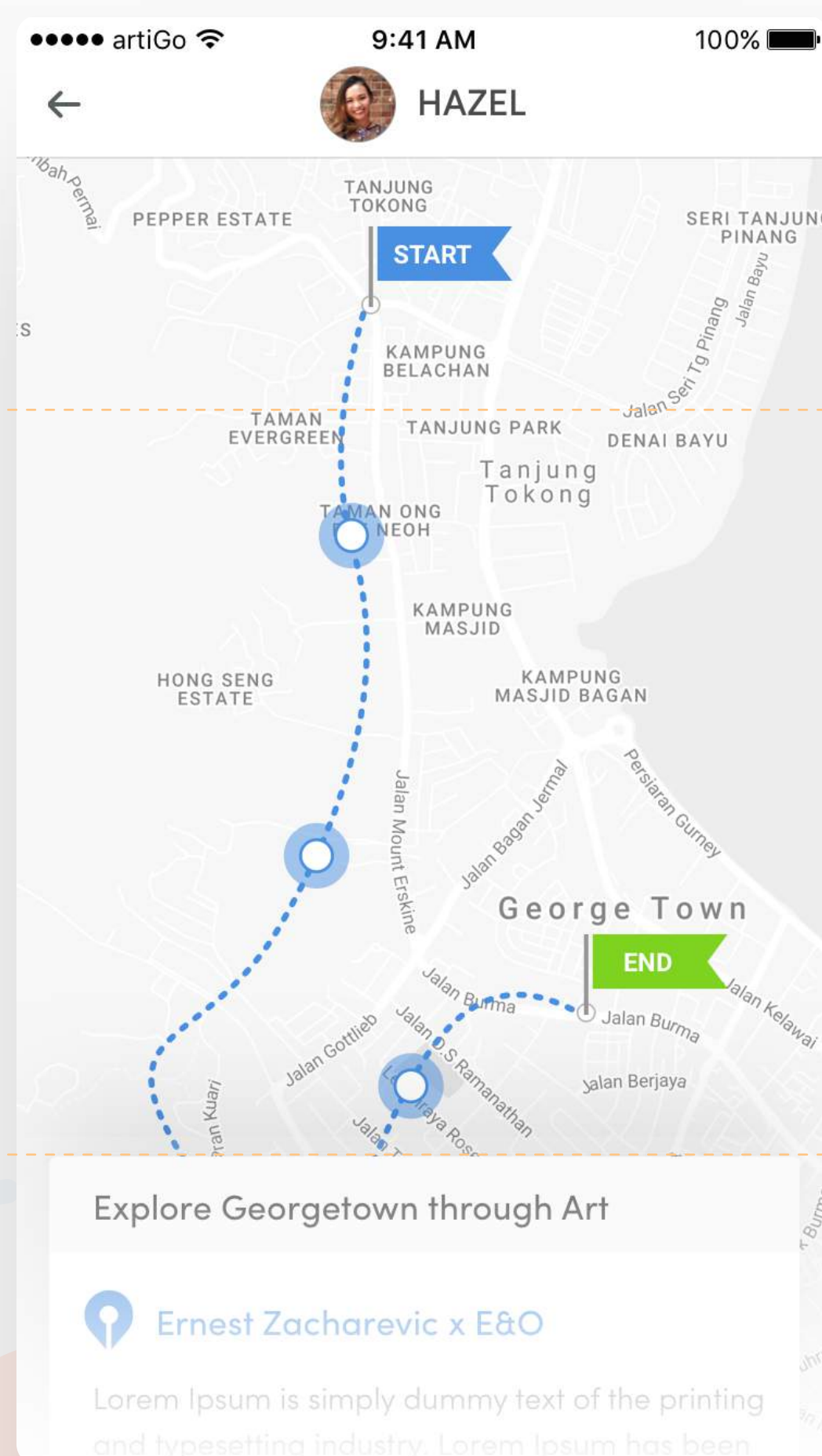
The Itinerary

Tapping on the expert reveals their itinerary of recommendations. These spots are personal recommendations instead of those that tourists find in a typical guidebook.

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

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



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.

