

Travel Taiwan | TT

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Reflection from the feedbacks:

There are 14 post-it notes with 31 feedbacks included.

Here, we would like to divide the reflection from the feedbacks into two parts: compliments & suggestions, and enumerate several critical keywords from the feedbacks in each part.

Compliments:

1. Great job & good work:

The audience said the idea we provided to tourists is indeed useful and saves their time when they searched for the tour information.

2. Great presentation:

Most of the audience said they were attracted by the way we presented (the investment fair with CEO, ambassador, etc. to introduce the product)

3. Wide consideration to various stakeholder:

One of the audience mentioned that he/she is glad to see that our products showed the values to different stakeholder like investors, government officials and visitors.

Suggestions:

1. Needed to add more tourist spots:

The utilization of TT Taiwan is limited to the number of tourist spots we provided. To expand our service, we should expand our accessible area.

2. Low attraction to images from Instagram:

Images attached from Instagram were not attractive since they just accompanied with the texts. The way we display the photos is needed to be re-designed.