



HACK FOR INCLUSION 2020: SOLUTION DOCUMENTATION

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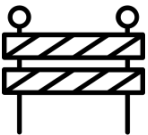
What challenge does your solution address?

While travel seems like an ideal way to enable people to understand different cultural perspectives, a vast proportion of tourists never truly step outside their cultural comfort zone to better understand the culture of their destination.



Who is your target user / customer and how would you describe them?

Travelers who aim to broaden their cultural horizons, but don't have the local resources necessary to find the ideal experiences to accomplish this goal.



What unique challenges or roadblocks does your end user face?

People travel to expand their cultural horizons, but they often fail to accomplish this goal by failing to plan a culturally-inclusive itinerary. The most popular attractions are also the first that people find. Designing an itinerary that balances multiple aspects of cultural understanding (such as history, local life, arts, and interaction with locals) is difficult.



What is your proposed solution? Describe how the solution works and what user needs it addresses.

We are building an app that helps travelers build an itinerary in a way that pushes them outside their comfort zone while balancing aspects of growth such as history, local life, arts, and interaction. It will understand the user by pulling profile information from Google, and learn their level of comfort for different activities as they accept and reject proposed activities. The app will be biased towards pushing users into their stretch zone.

Once a user has selected activities, a selection of multimedia learning materials will be provided so that the user can better understand the culture of their destination -- including cultural norms, language, and expectations. This will help the traveler make the most of their visit as well as ensure smooth interactions with the local population.



How do you envision this solutions being implemented? Who would implement, what resources and timelines are required, etc.?

Our solution will be developed as an iOS & Android app, potentially with a web interface in a future version. This will require a team of 1-3 software developers for a timeframe of 1 month for the initial version, and 3 months for a widespread production release.



What are potential challenges or unanswered questions to implementing this solution? How might they be addressed?

Utilizing AI to understand the user will be the most technically difficult part of the application. Curation of quality activities and learning content may also be challenging. By hiring a small team of human curators, we can augment the automated AI process to further improve quality.