**Problem: finding check-in locations**

As the social media platforms become popular among youngsters, there has been a surge in finding tourist attractions or check-in locations to get “likes” and “followers”. “打卡”is what Hongkongers call it.I also keep up with the trend and take photos at the top tourist attractions to post on social media. However, I spent extra time and effort to find what are the spots that cater to my needs.The scattered information online has led to inconvenience. People may have diverse purposes such as finding the spots where movies or mv are taken, or where they can pretend to be hipsters. It is also hard to compare different options simultaneously when there is no website that displays all of the available options at a glance.

Therefore, I want to build a website that aggregates different tourist attractions with photos,routes and related tips into an organized data. The main purpose of this website is to help people save their time from finding the spots that serve their diverse needs.

**Interview questions:**

1. How often would you look for places online before you go out?
2. How do you search for the tourist attractions you want?
3. What are the websites you use the most to find information about tourist attractions?
4. I’ll give you 1 minute. Can you show me how you would go through this website to find the right attractions?

3.1 What terms do you typically search for?

3.2 Are the search results what you would expect?

3.3 Is the information provided clear enough?

3.4 How do you think the content should be filtered and categorized?

3.5 What challenges do you face when you are finding the attractions online? How does this make you feel?

1. Is there any way in which you feel these challenges could be resolved?
2. How do you think a website that organizes everything is going to help you?
3. What is your ideal website for tourist attractions planning? What are the functions?

**Interview1: Mavis**

**Persona Type: An artistic girl who makes decisions based on the pictures**

**Interview2: Jenny**

**Persona Type: A trendy and outdoorsy girl who loves to take pictures to post on social media**

**Interview3: Chris**

**Persona Type: A careful planner who also takes weather and route into account**

**Interview4: Jonathon**

**Persona Type: A photographer who loves to take pictures of landscape**

**Interview5: Jessica**

**Persona Type: A girl who likes to use social media to search for anything**

**Problem Statement:**

How might we make a trendy and outdoorsy girl address the problem of efficiently finding the right check-in place to go and taking beautiful photos to achieve the goal of making good use of her time to keep herself happy?