

Whisper | Discovery Document

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Purpose: Outline the strategy and idea behind

Status: WIP

1 | Intro

2 | Customer Needs

The target customers are independent, culturally curious visitors to Cádiz who explore the city on foot during short stays. They deliberately avoid large group tours and rigid itineraries, preferring to wander freely and experience the city at their own pace. As they move through Cádiz's narrow streets and historic neighborhoods, they repeatedly encounter places that feel meaningful but lack the context to understand why they matter. This creates a quiet frustration: they sense the city's depth, yet much of its history and culture remains inaccessible in the moment.

Functionally, these visitors struggle with orientation and decision-making in a dense, unfamiliar environment. Existing tools prioritize efficiency or logistics, forcing them to stop, search, and read, breaking the natural flow of **exploration**. Emotionally, they want to feel confident, present, and temporarily local—discovering the city through moments of insight rather than being instructed or rushed. They value experiences that reduce cognitive load while deepening understanding.

Ultimately, these travelers are not looking for more places to visit; they want reassurance that their wandering has meaning. They seek subtle guidance that helps them understand where they are, as they are there—transforming an unstructured walk into a connected, memorable experience without sacrificing freedom or authenticity.

3 | Problem Statement

Independent visitors to **Cádiz** explore the city on foot but lack real-time context for what they are seeing. They avoid guided group tours, yet existing digital tools focus on navigation or lists, not meaning, forcing them to constantly stop, search, and interpret. As a result, they walk through historically and culturally significant places without understanding their importance, turning rich surroundings into background scenery. The core problem is this **disconnect between physical presence and understanding**: visitors want to move freely while feeling oriented and informed, but **today they must choose between autonomy and depth—and end up with neither**.

Independent visitors to **Cádiz** walk freely through a historically rich city but lack real-time context, forcing them to choose between autonomy and understanding—and leaving much of the city’s meaning unseen.

4 | Market Characteristics

Tourism in **Cádiz** is shaped by a high volume of short-stay visitors attracted by the city’s dense history, coastal setting, and strong sense of everyday local culture. The historic center is compact and highly walkable, encouraging tourists to explore on foot through narrow streets and small plazas where historical and cultural significance is woven into the urban fabric rather than clearly signposted. Many visitors favor independent, spontaneous exploration over pre-planned itineraries, seeking authenticity, immersion, and the freedom to wander at their own pace. In this context, the value of the visit is determined less by the number of landmarks seen and more by the ability to understand and connect with what is encountered along the way.

Existing tourism solutions in Cádiz are **poorly aligned** with this behavior. Traditional guided tours and **tourist buses** offer structured narratives but **require fixed routes, schedules, and group participation**, limiting autonomy and spontaneity. At the other extreme, **generic digital tools**—such as maps, blogs, and review platforms—prioritize navigation, rankings, or logistics, forcing **visitors to actively search for information** and interrupting the natural flow of exploration. While information is abundant, it is rarely delivered in a way that is timely, place-specific, or integrated into the act of walking. This creates a clear market gap between how tourists actually experience Cádiz and how existing solutions support that experience.

5 | High-Level Solution Concept

The solution is a **self-guided, audio-first walking companion** for visitors exploring **Cádiz** on foot, designed around the principle of confident wandering. It does not tell visitors where to go or how to plan their time. Instead, it follows their movement through the city and provides short, meaningful context exactly when they encounter places that matter.

As visitors walk naturally—turning down streets out of curiosity, following light, sound, or people—the product works quietly in the background. When they pass a historically or culturally significant location, it offers a brief audio story explaining why this place matters, transforming ordinary-looking streets into moments of understanding. If nothing is triggered, the experience remains uninterrupted, reinforcing the idea that wandering itself is valid and rewarding.

The product may offer light orientation at the start—such as suggesting a general area to begin walking—but avoids routes, turn-by-turn directions, or rigid sequences. There is no setup, no profiling, and no planning required. The visitor remains fully in control of pace and direction, while the guide ensures they are not missing meaning in the places they naturally explore.

The end experience feels less like a tour and more like a **local voice accompanying the visitor**, quietly revealing Cádiz as it unfolds. The value lies in reducing uncertainty and cognitive effort while increasing depth, confidence, and emotional connection—allowing visitors to experience the city freely, yet with understanding.

6 | Product MVP

The MVP is a mobile-first web product that provides an audio-based, location-aware walking experience for visitors exploring **Cádiz**. It consists of a simple web interface that, once started, uses the visitor's location to trigger short audio stories tied to specific streets, corners, and landmarks as they walk naturally through the city. The product does not offer routes, turn-by-turn navigation, or planning tools; instead, it works in the background, activating only when the visitor reaches a meaningful place. The experience is intentionally minimal: one entry point, audio playback, and a small set of geo-triggered moments within a defined area, designed to be used hands-free while wandering.

Non-negotiable product traits:

(1) **Mobile-first web experience**

Designed to be used on a smartphone while walking, without requiring app installation or account creation.

(2) **Audio-first interaction**

Short, high-quality audio stories are the primary medium; visual elements are minimal and secondary.

(3) **Location-aware, not route-based**

Audio triggers are tied to proximity to specific places, without predefined paths, turn-by-turn directions, or required sequences.

(4) **Built for wandering**

Users decide where to walk; the product follows their movement and provides context only when it is relevant.

(5) **Minimal setup, zero planning**

One-tap start with no profiles, questionnaires, or configuration required.

(6) **Small, contained geographic scope**

Limited to a single area of **Cádiz** with a curated set of moments, not full city coverage.

(7) **Short, meaningful moments**

Each audio story is concise (under ~90 seconds) and focused on a single insight that explains why a place matters.

(8) **Non-intrusive by design**

Silence is intentional; if no story is triggered, the experience continues without interruption.

(9) **Solo- and small-group friendly**

Designed primarily for individual listeners or couples, not large groups.

(10) **Ephemeral experience**

No progress tracking, achievements, or forced completion—usage begins and ends naturally.

7 | MVP Customer Journey

Step 1: Discovery

Primary message: Let Cádiz tell you its story As you explore the city on foot, short audio stories play when you reach streets and corners with history and meaning. Example: You turn into a quiet alley — a one-minute story explains why it matters.

Step 2: Experience Preview

A short looping video (10–15 seconds) shows a visitor walking through Cádiz, arriving at an unassuming spot, and hearing audio play naturally. Supporting line: As you wander around Cádiz, you'll hear what makes the city special.

Step 3: Permission & Start

After tapping 'Start walking', the visitor is told that location access is required to play stories at the right moment. Reassurance is provided that location is only used to trigger nearby stories and is not stored or tracked.

Step 4: First Audio Moment

While walking naturally, the visitor reaches a meaningful place and hears a short (45–90s), calm, story-driven audio moment. Audio plays gently, without instruction or interruption.

Step 5: Flow, Hints & Map

Additional audio moments trigger naturally as the visitor continues walking. Occasional ignorable hints may appear when something meaningful is nearby. A minimal map is available on-demand only, showing the user's position and up to three nearby meaningful spots.

Step 6: Exit & Closure

The experience ends naturally when the visitor leaves the area, stops walking, or closes the browser. Closing message: Hope Cádiz revealed something new to you. Future hook: You can come back anytime and keep wandering. Placeholder: End-of-experience feedback (TBD).

8 | Product Requirement Tech Brief

Document available [here](#)