

**Challenge:**

Expedia is associated with the worst part of holidays - organising and admin.

So, how can we be involved in the exciting part of travelling?

Insight:

People plan entire years of their lives around their holidays and can often find that they "didn't take in enough" when they finally go on holiday.

Idea:

A personalised tour guide application, wherever you go.



Magstræde
Street



Søren Kierkegaard
Statue



H.C. Andersen
Statue



UnGuided Tour

You Guide the Tour

UnGuided Tour uses Google Maps API and GPS to find your location.

Once it knows where you are, throw on your headphones and hit play as an automatically generated tour is made by ChatGPT4 and recited to you using a realistic Murf.ai voice.

This tour will explain the history of the area you're in, including landmarks, notable people who lived there, and more.

As you walk, the application tracks your journey and leaves markers for each topic mentioned along the way.

Whenever you want, head into the app and select the markers with the topics you're passionate about so UnGuided Tour can tell you more about what you want to know.



Transamerica
Pyramid



Yoda Fountain