

Topic: Domestic Tourism Platform (Puerto Rico)

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1. Problem Background

- Small businesses are having a difficult time thus they are closing their doors.
- The economy keeps going down, especially in small remote towns.
- People are running out of options to visit and explore.

2. Target

- Provide a platform to share and find hidden gems.
- Improve the economy in rarely visited communities and cities.
- Motivate people to explore Puerto Rico more in depth.

3. Causes

- Most people just visit widely known common places.
- There's a lack of tourism in some of Puerto Rico's areas.
- Coordinates given in other platforms get you lost.
- Puerto Rico doesn't have a platform dedicated to sharing and finding hidden gems in Puerto Rico.

4. Countermeasures

- Let users share exact locations and instructions on how to get there.
- Users can review the destinations.
- Frequently send recommendations of locations near your current location.

5. Check/Evaluate

- Work with Puerto Rico's Tourism Company.
- Use sales statistics in order to compare the before and after the platform became available to the public.
- Surveys asking about their experience using the app.

6. Act/Standardize

- Continue to expand and make it a global app and not just Puerto Rico.
- Improve safety, such as giving warnings and verifying the shared locations.
- Apply this idea to other domains, such as products made in Puerto Rico.