Method

At their home environment **Goals/Needs/Wants Environment** Looking for companionship The entire arena where activities take place. Meet young visitors What describes the atmosphere Izakaya and function of the context, Public including individual and shared spaces? gathering Foreign suburban town space Going through daily Events Authentic travel experience routine with partners or Meet with local people neighbors Interactions are between a person · They tends to interact with and someone or something else, the same people within the Finding attractions cks of activities. community What is the nature of routine and special interactions between people, between people and objects in their environment, **Activities** and across distances? Goal-directed sets of actions. What are the pathways that people take Local Elderly vs. - Tourists toward the things they want to accomplish **Pains** including specific actions and processes? Cafe with How long do they spend doing something? Objects Who are they doing it with? The **YOUNG** blocks of the environment, No young generation in town key **people**sometimes put to complex Language barrier Online research, discover the Community unintended uses. town based on Google Map events have in their environments. How do these relate Social network Tour guides Travel reference Lack of platform Language barrier **Users** The people whose behaviors, preferences, and needs are being observed. Who is present? • 55 -100 years old 20-40 years old What are their roles and relationships? Elderly What are their values and prejudices? Tourists visiting Hida Local residences Looking for adventure



User Research

Yamaguchi



Local Farmer Age: 89 Location: Hida, Gifu

"My wife and I spent most of our days on the farm, our children left home to Osaka for jobs. They visit once a year during New Year"

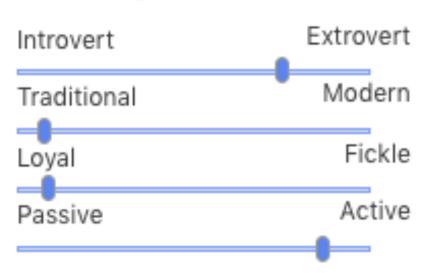
About Yamaguchi

1.Wish to talk to young people 2.Spend his life in the town

Pain Points

1.Has limited friends and no children 2.Not much companionship

Personality



Jonathan



Foreign Tourist Age: 21 Location: New York, US

"I traveled to Hida from New York with few of my friends. We heard great things about the town and we want to experience the countryside lifestyle in Japan"

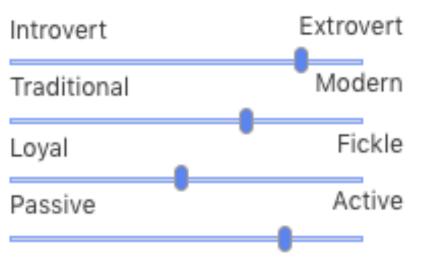
About Jonathan

1.Excited by new opportunities 2.Interest in meeting new people

Pain Points

1.Has no local friends 2.Not familiar with the town 3.Doesn't know where to start

Personality



Local

