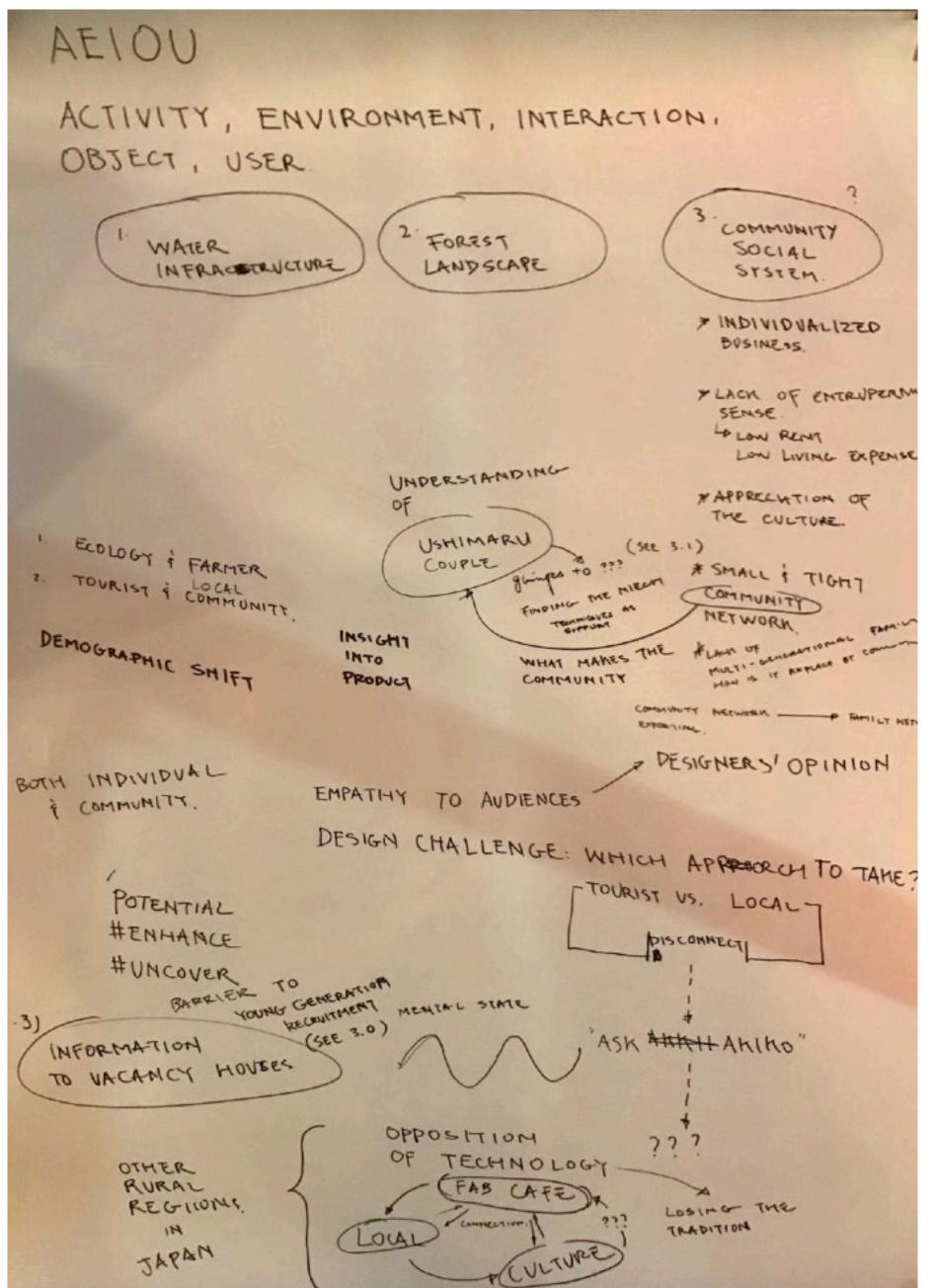
- POSITIVE NEG(OPP. AREA) NEUTRAL OPINIONS, OVERALL CONSEPS. HARRETWET NOV 600'7 5013-CAMEMITER EIDI65 SPACE REPLECT TOURISTS MUST PERSONAL HOW DO BUSINESS NAU MITEREST BUSINESSES WLIVE INHERITED STAY OPEN? SIGHTED. LU. PLESONALTHO RENT. PLANTHION YROPHETY # HIDA RESGRENEO OWNERSHIP 185 LETS TALK +GUMNT OF FORESTRY LICUSTYLE LOW NO CONCEPT LIVING # KIMOMS OF PRESER-# WHERETHE EXPENSES VATCOL émbépben a KIDSAT I PHONE STAFF AIPECE SYPATEGY STRATEGY VERT HEALTH NO CONCEPT (60.0, 40E 6515, OF RECREATHOWAL GLENGENTT GLE CENERA -TION MATEL AIR) BLUE OF SUNGLANTS AT RISH BEING LOST JAPAN CULTURE (KIMOMO) GYCLOTED NOS SORESTRY ROTREAT QUESTION MICH CITY GOVERNOUM PEOPLE'S WATER MENTAL? TO SHIMM LE REPLACE ? OPPOSITION COMBINATION OPINIONS TOWARD TELMNOLUSS.



Brainstorming



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

