

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 ”

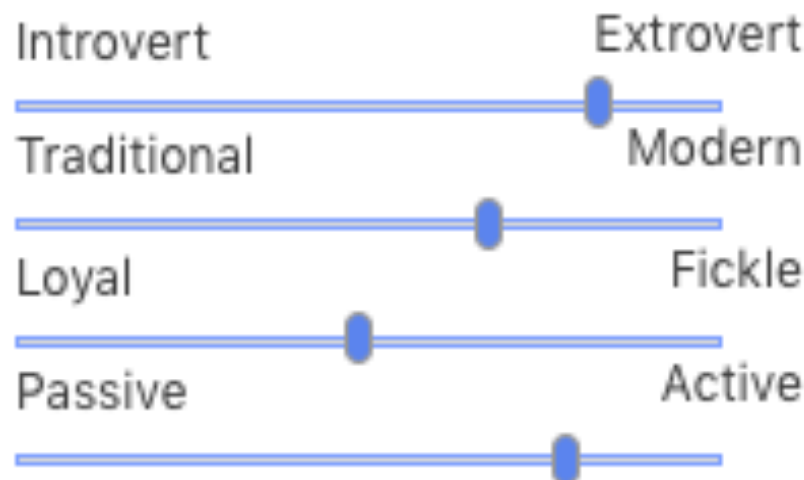
About Jonathan

- 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



Tourist - Digital App



1a. Tourist wants to experience local life but doesn't know where to start



2a. Open the app



3a. Use the app to navigate to the selected local home



4. Tourist finds the local home



5. They greet each other



6. Connect with each other

Local - Hozuki Lantern



1b. Elderly local harvests vegetables from her farm



2b. Local wants to meet new friends and share the food



3b. She hangs the hozuki lantern on her porch