

Problem

Currently if a traveler wants to plan their vacation the top search results are always the most popular and touristy destinations. These locations are often overcrowded and overpriced. Thus, travelers often seek out more authentic experiences to discover unique parts of a city. They try to travel just as a local would. However, finding these authentic experiences is almost impossible without the help of the local population.

Solution

Our solution aims to connect travelers with those who know best about a city - the locals. Our web application allows travelers to connect with people from their destination based on mutual interests. Travelers can sign up and search for guides and enter their interests for a particular destination. This will filter guides from that city and who have similar experiences or interests. Then, the traveler can match with as many guides as they want and start a casual conversation to plan an authentic and personalized trip. In return, guides will collect points for cooperating and assisting travelers, which can be used to redeem rewards.

Target Market

Our initial target market is young, working people in their 20s who reside in the US. This age group is not only looking for more authentic experiences when they travel, with 86% of them focusing on new experiences over tourist ones, but they are also more open to using new tech to help plan their vacations.

Our total addressable market (TAM) for our primary market is around 45 million people according to the Statista Research department.

Results

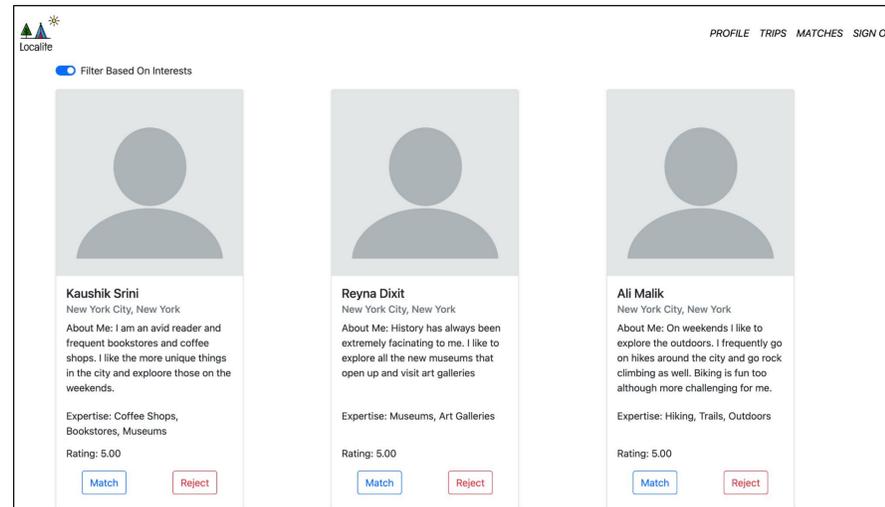
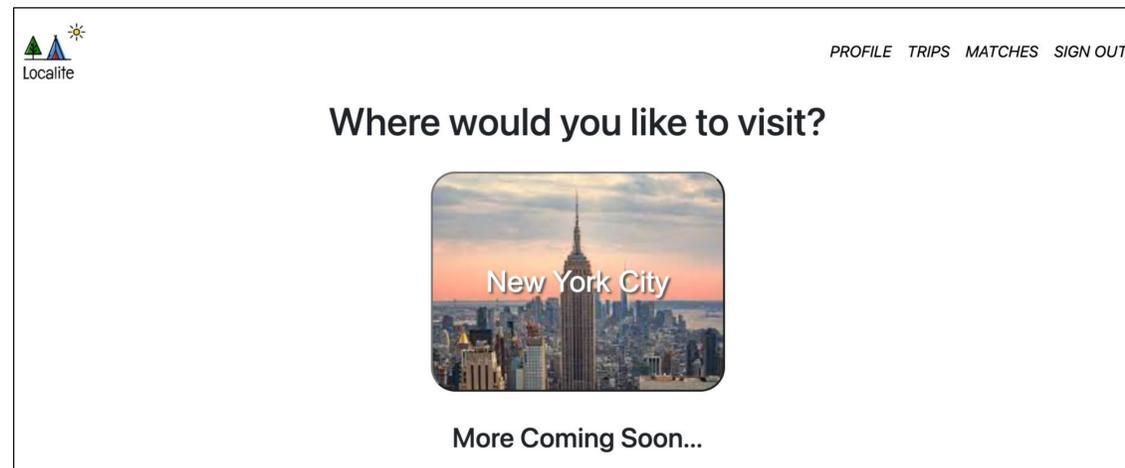


Figure 1—Trips Page

A traveler can choose a place to travel, creating a trip on their profile.

Figure 2—Match Screen

Travelers can match with guides. When filtering is on, guides with similar interests will be boosted.

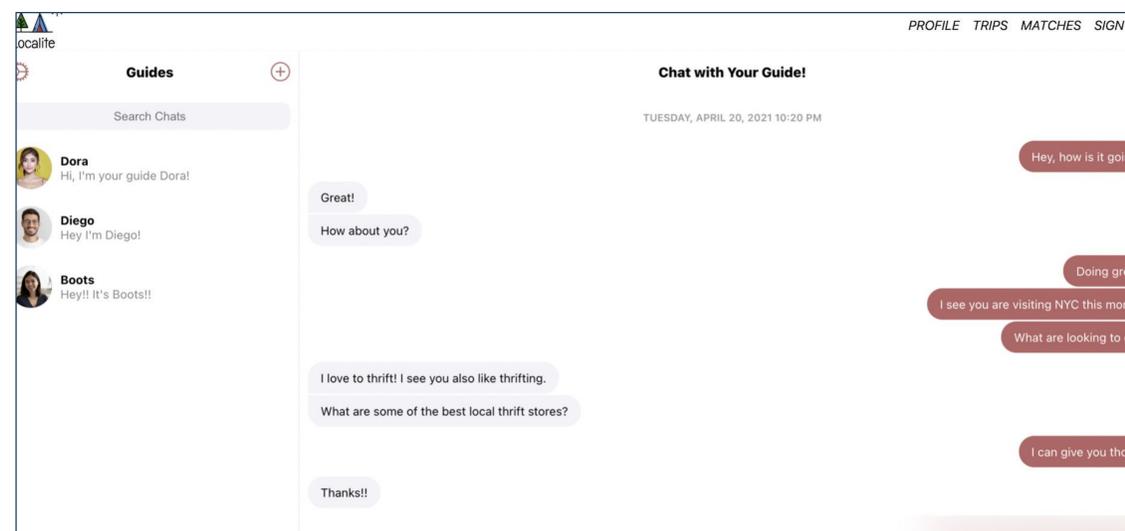


Figure 3—Chat Screen

Here, guides and travelers can connect and exchange recommendations

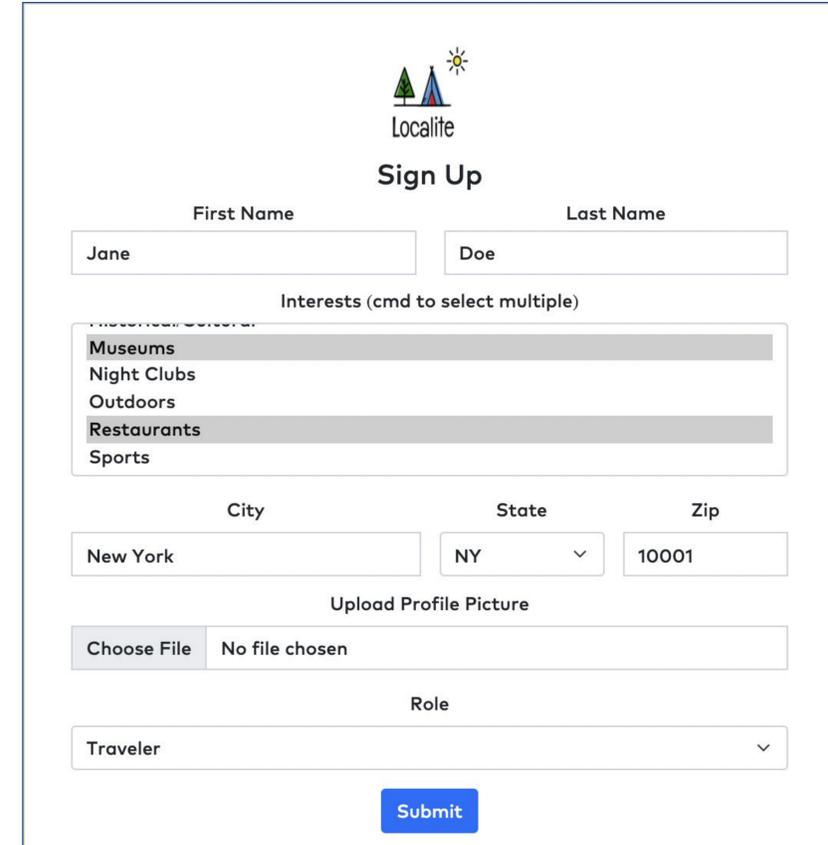


Figure 4—Sign Up Page

Travelers and Guides can make a profile with their interests.

Validation

Our validation has been through surveys using Google Forms and follow-up informational interviews. We consistently iterated over our target market and business model while conducting user interviews. Through them, we found what are the necessary characteristics to have for the Minimum Viable Product (MVP). We identified that our guides and travelers value security while online. We also found that most of the travelers travel with their family.

Tech Stack

Backend: Django, PostgreSQL
Frontend: HTML, CSS, React