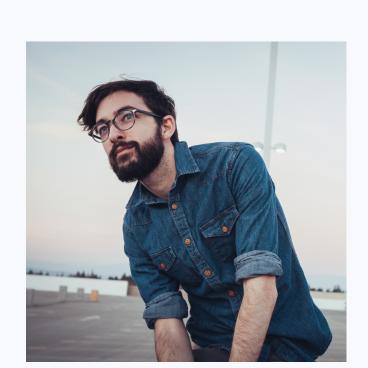
WALKING TOUR GUIDE

We are proposing to design a walking tour mobile application that targeted at both travellers and local residents of Vancouver. The aim of the app is trying to help users to plan their trip and make their trip more convinient, meaningful and enjoyable.



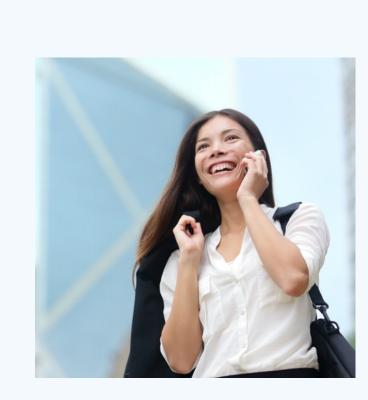
Brian
Resident of Vancouver

Age: 26

Job: Interior designer

Brian just moved into the city for his new job after finishing his master degree.

Although work keeps him busy, he wants to relax and learn the city more in the weekend. He wants to learn the living environment more, at the same time, discover interesting things in the city. He also wants to meet some new people and build relationships with others, so he is not lonely when he is free.



EmilyFirst-time Traveller

Age: 39

Job: Office Worker

Emily is a woman who loves to travel the world with her husband. She is always curious about the culture and histories of another country. She also loves to walk around in a city and need some exercise since she is always sitting in the office. Travelling also keep her away from the stress created by work. By walking in the city, she can connect and communicate with the people who lives there

STAGES	RESEARCH	PLAN	BEFORE DEPARTURE	DURING THE TRIP	AFTER THE TRIP
MOTIVATION	Relax and have a memorable trip. Find all the interesting places. Learn and explore more about the city. Guide other visitors.	Arrange time wisely. Choose the most convenient/cheap/efficient route. Find a place that is easy for transport. Find a route which able to take a walk at the same time seeing interesting stuff.	Avoid getting lost. Prepare everything well. Know what I should wear.	Know the best spots for taking pictures. Share the places I've been before to my friends. Now how it looks like in other seasons/festivals.	Are there any other interesting places nearby? Want to organize the photos and keep them as great memories. Will I suggest to my friends or families? Visit here again in another time. The route is not good, I regret I choose here.
ACTION	Resident Read travel magazines or guides Internet Searching Ask friends or family Look for travel agencies	Check schedule and prices Invite friends or family Discuss the trip with friends or family Install travel related apps Do intial research of the routes Purchase tickets for the trip Create a checklist	Weather check Discover things to do at the desitination Prepare camera and belongings Confirm the route Double check the tickets and passes	Discover and look around the street Take pictures and post on social media Learn the history and culture Listen or read the tour guide Communicate with other people Buy souveniors for friends or family	Share photos with family and friends Plan transportation to home or hotel Find restaurants to rest and relax Adjust the schedule if needed Plan the next trip or destination
	Pelight points Curious	All the information is organized Different routes provided	All the stuff is prepared very well Good weather Show me how to get there	Enjoy the scenery Take many good photos and share with friends Buy valuable souveniors Meet new people Learn more about the city	Review the photos Share my tour to friends
Baseline — — — — —	The information is inaccurate or outdated Hard to collect all the information Time-consuming	Indecisive Hard to plan a perfect route Have to switch between maps and resources	Forget to take important things Don't know how to get to destination Transportaion delay	Tired Inconvenient to carry the paper guide all the way Don't know where is the best place to take photos Get lost The attraction is not worth the time	Can't remember all the details Can't find the way back to hotel
OPPORTUNITIES	Create theme tours based on different interests or topics. Keep the information organized and updated.	Provide the basic information of the attractions and their location at the same time. Provide multiple routes based on their need(money saving, least time consuming, etc.).	Provide the detailed information of the route.	Provide good photographs examples and best photographing spot. Provide guide in both text format and audio format. AR function to show the streets in old time or in other seasons or festivals. Photo-sharing function.	Generate an album that organizes all the photos during the tour. Collect feedbacks from users.