

An aerial photograph of a city, likely Mumbai, India, showing a large, ornate cathedral with a prominent dome and spire. The cathedral is surrounded by a mix of older and newer buildings. A wide road with a roundabout is visible in the foreground, and a few vehicles are seen on the road. The overall scene is captured in a slightly desaturated, muted color palette.

Alt

Tourism

Theme: **Are we ready for the next wave?**

<23/07/2021, INDIA>

 MUMBAI LIVE

Team



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Design



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Research



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Mechanical Engineer
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Associate Director UX, SOLV

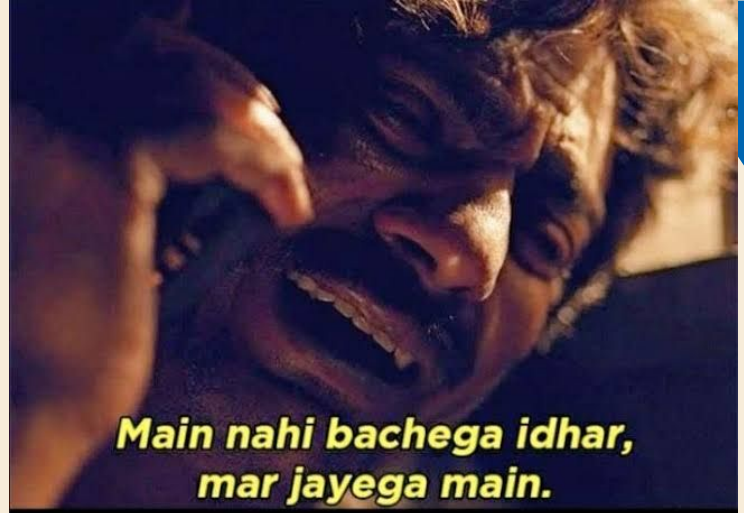
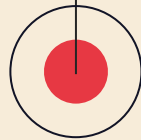
Problem Identified

OVERCROWDING AT TOURIST PLACES



Problem Description

Overcrowding at tourist places caused by lockdown fatigue is matter of serious concern for the spread of third wave, which may lead to higher stress on our healthcare system and a higher mortality rate.



Urgency/Importance

WHY IS IT AN URGENT PROBLEM?

One of the main contributors to the second wave was overcrowding at places. People were exhausted by the lockdown and wanted to get out of homes.

Similarly, the sudden increase in travel after second wave could result in a more devastating load on our healthcare system and may lead to higher mortality rate.



Manali after 1st Wave



Manali after 2nd Wave



Anusha Sahni

Job Title: **Finance**

Gender: **Female**

Family and Social Setting: **Recently married**

Income: **24 LPA**

Education: **MBA**

Bio

Anusha works for a big fintech startup. She enjoys travelling with her friends and occasionally volunteers for social causes.



GOALS & VALUES

Goals: Travel around the country to explore local culture.

Values: Independence, Compassion, Adventurous, Altruism, Authenticity.

Motivations: Adventure, Community involvement

PAIN POINTS

Fears: Disconnection with friends, family and society.

Frustrations: Staying home, Hard to find safe places to travel.

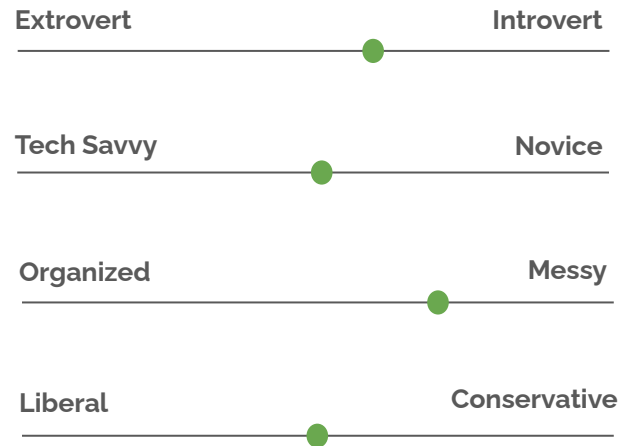


Aniruddha Parekh

Job Title: **Homemaker**
Gender: **Male**
Family and Social Setting: **Married with 2 kids**
Income: -
Education: **B.Tech**

Bio

Aniruddha is a stay-at-home father. He likes to take recreational trips with his family. He usually documents his travel experiences and shares them on his blogs.



GOALS & VALUES

Goals: Have a travel blog to document itineraries, and feel super happy if it helps other.

Values: Kindness, Compassion, Spontaneity, Virtuous

Motivations: Family time, Authentic experience.

PAIN POINTS

Fears: Afraid to travel to famous tourist spots, since they are majorly overcrowded.

Frustrations: Always exceed budget when making trip plans.



Rajesh Shetty

Job Title: **Advocate/Lawyer**

Gender: **Male**

Family and Social Setting: **Divorcee**

Income: **40 LPA**

Education: **Juris Doctor (J.D.)**

Extrovert Introvert



Tech Savvy Novice



Organized Messy



Liberal Conservative



Bio

Rajesh is an ex Civil servant who quit his job in Feb 2020 to become an entrepreneur. He want to wait till the pandemic is over, to start his business. He loves to drive and often goes on solo road trips. He has been wanting to travel safely for a while now.

GOALS & VALUES

Goals: Wants to start his own startup in future

Values: Friendly, Punctual, Health, Peaceful.

Motivations: Solo travel, Bird watching, Travel safety.

PAIN POINTS

Fears: Future investments, Health issues

Frustrations: lack of safe and serene travel spots. Hates spending too much time on bookings.

AVOIDING CROWD

Tourists are avoiding crowded spots and visiting more isolated places

TRAVELLERS TRUST

Tourists often need a reliable guide when visiting new places. Creating itineraries is a task, especially when safety is a concern.

LOCAL FOOD & CULTURE

Nearby places and short travel along with importance to local food are some of the new trends emerging in the sector

LIVE MONITORING

Sharing live information about crowd levels or line-monitoring apps can help facilitate time-based dispersion at tourist hotspots, providing a win-win for both travelers and destinations

SUSTAINABLE TOURISM

Sustainability may become more prominent in tourism choices, due to greater awareness of climate change and adverse impacts of tourism.

CLEAR & TRANSPARENT INFORMATION

People are scared to travel since there is little to no information stating safety of travelling to certain locations





Solution

Alt

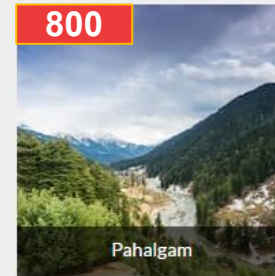
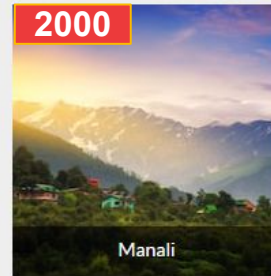
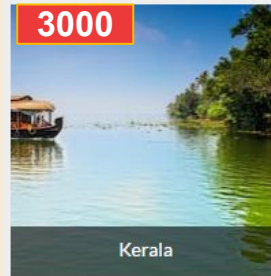
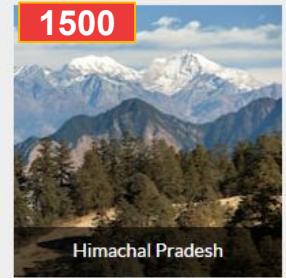
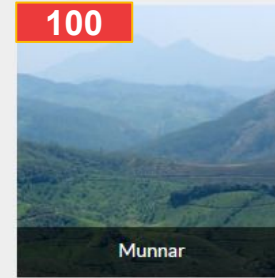
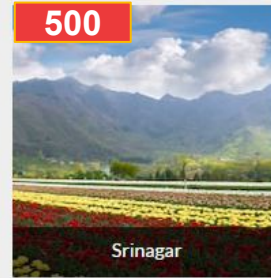
Tourism

Our proposed solution is a service plan with operational guidelines for both - tourists and hospitality providers, to make the travel experience safe, and fun!



Feature 1

The customer will have access to select places according to the crowd present in that place; giving the customer an idea about the situation in advance and divert them to more Unexplored and safe tourist spots



Feature 2

Platform provides hassle free experience through pre-booking of tourist places and by providing time-stamps to avoid overcrowding

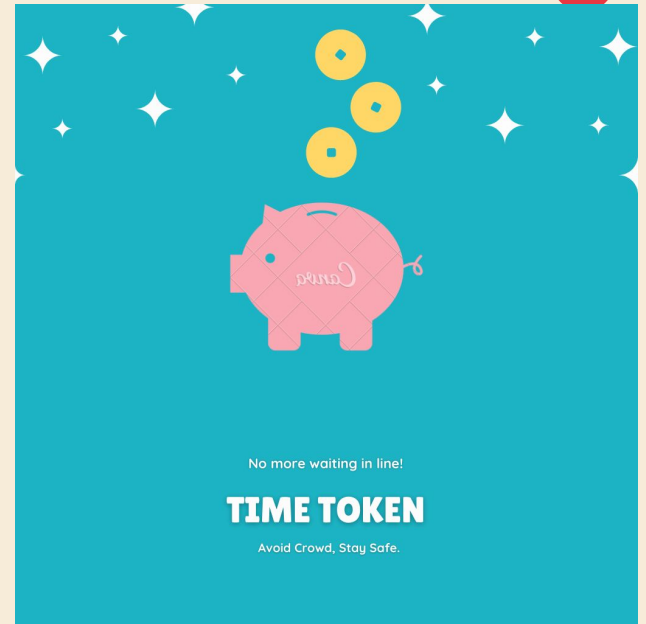
TICKET NO.0123

RS.150.00

ADMIT ONE

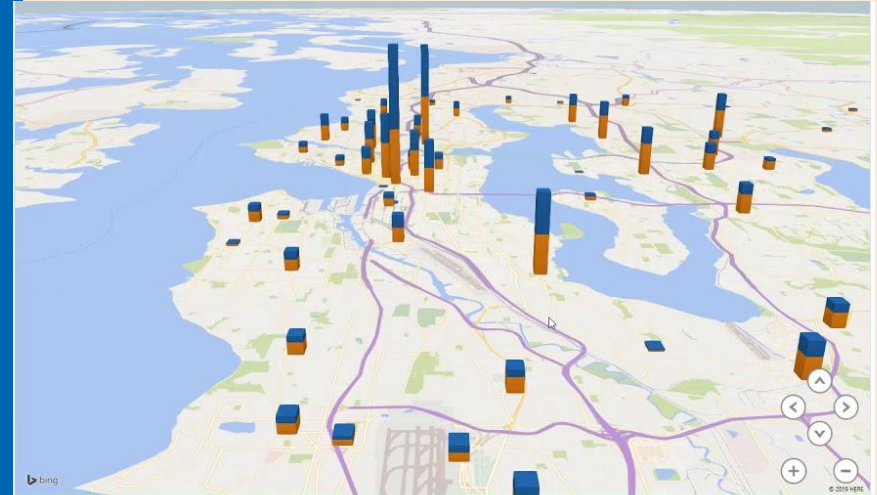
TERMS AND CONDITIONS

- This ticket admits one person only.
- Be present at the allotted time.
- This ticket is non-refundable.
- Call 123-45-67 for inquiries.



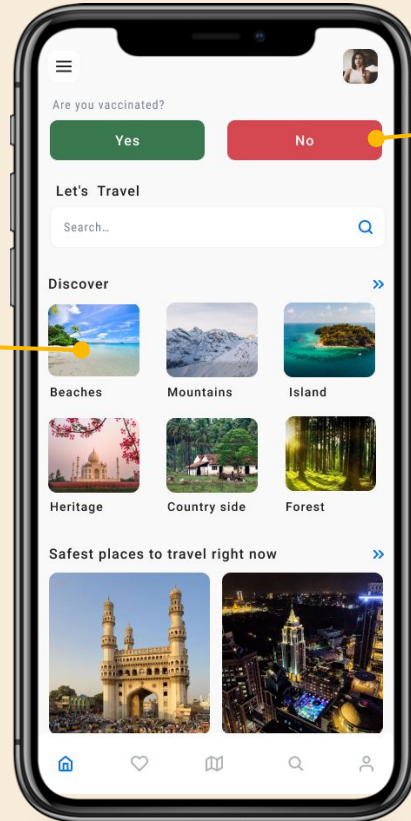
Feature 3

The Platform would be giving crowd notifications and suggest places according to crowd and interest of the traveler



User Experience

Categorized destinations for easy search



Suggestions based on whether users are vaccinated or not. Non-vaccinated users will be given an option to be redirected to cowin website to book a vaccination slot, then make a booking.



User Experience

Options indicating risk (crowded places are higher risk and color coded red) to help users make better choices.

Safe

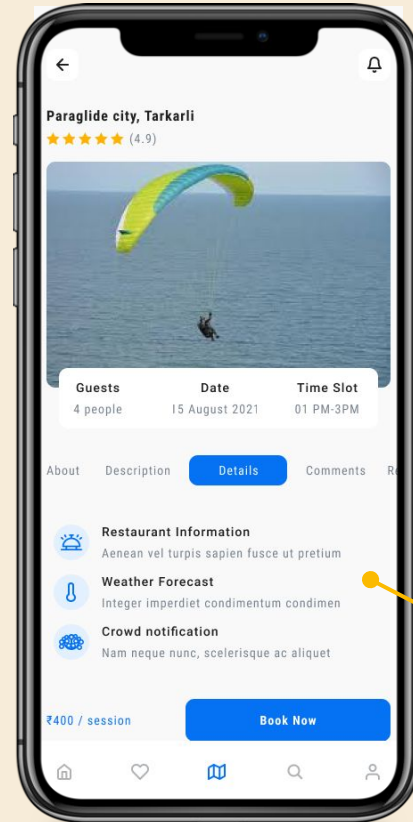
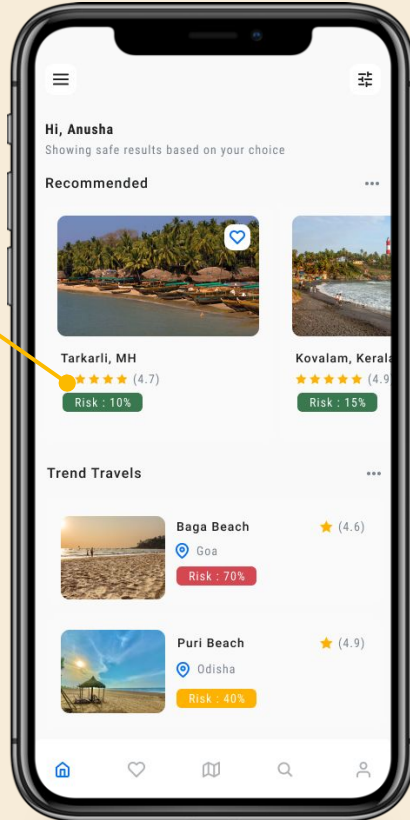
Risk : 10%

Moderately safe

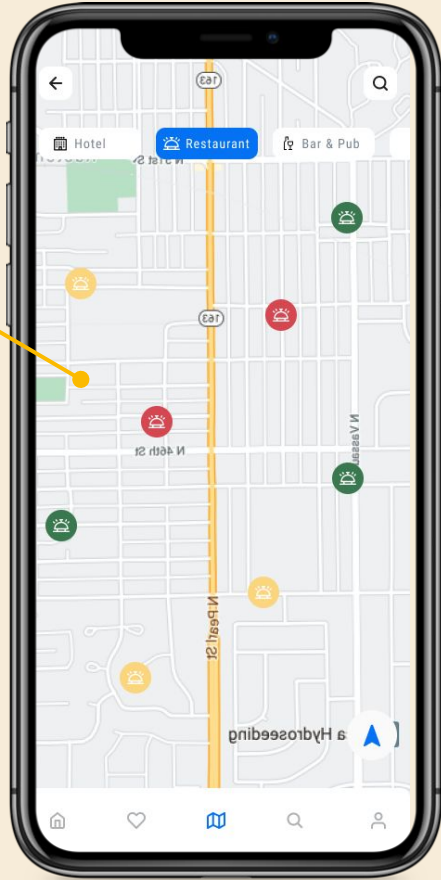
Risk : 40%

High risk, user will be shown safer alternatives

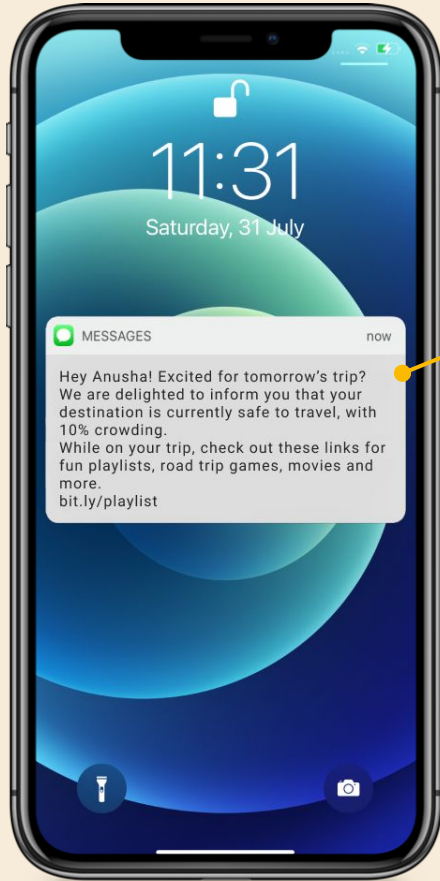
Risk : 70%



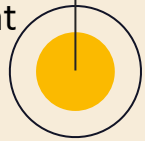
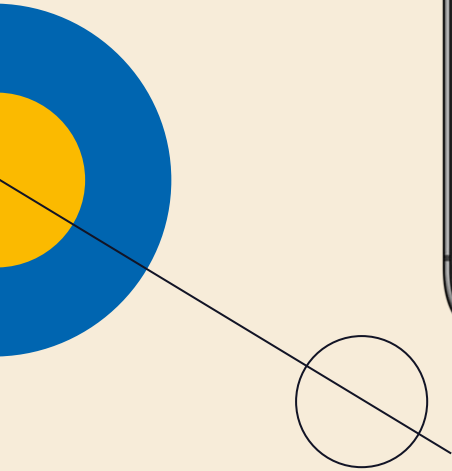
Users can pre book activities so safe crowd density can be maintained.



Real time crowding data showing users which restaurants are safe at that time



Affirmative notifications prior to users' journey, with curated content to keep them entertained during their travel.



Design Process Followed



DISCOVERY

Discovery included news reporting, research papers, articles and personal experiences from people around travel.



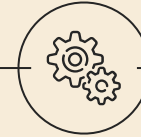
ANALYSIS

Using tools like mind maps, personas, user journey maps, we recognised the user's aspirations, challenges & pain points



IDEATE

Some serious brainstorming was done, and some really funky ideas came out. On diverging down our results, we had our solution in place.



DESIGN

Solution designed is on system level, with protocols such as pre booking time slots for activities through an app.

Impact on the Society



Cultural -

Unexplored and isolated places are being explored by the customer, hence exchanging culture values

Social - Due to unbearable quarantine fatigue, many people have become frustrated and anti-social, thus giving them a chance to travel safely we are providing them with a chance to socialize again



Impact on the Society



Economic - Since our platform offers safe travel, many business have open back and are ready to run and recover from the losses incurred due to covid

Technology - Everyday there is a breakthrough in tech world and in the coming years our platform can provide Immersive AR/VR experience to the customers



SUSTAINABILITY

With the increase in domestic travel and increase in travels to isolated places, we could draw attention to local businesses and lesser explored tourisms such as agritourism and regenerative tourism which are badly affected by lockdown

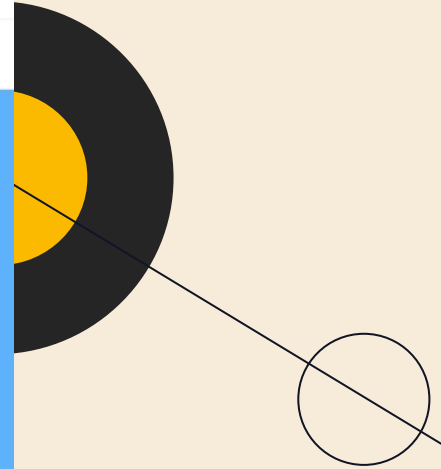


As people explore lesser known alternatives, we give them a chance to connect with nature, which means more people get involved in preservation and are more likely to adopt sustainable lifestyles.



EXECUTION & BUSINESS VIABILITY

Primary	Secondary	Tertiary
1) The Platform will act as a tourism website for bookings	1) To build partnership with local business	1) Give people AR/VR experience to give an idea of unexplored places
2) Aarogyaa setu will provide crowd notification	2) Divert customers to unexplored spots to support local economy	2) Develop Games related to traveling and give a holistic support
3) The Place suggestions will be based on the combination of Interest + crowd	3) Develop trust and build traveler's confidence	3) Expand beyond nation's border



THANK YOU!

