

Research

Insight from Interviews

“Once a tour **guide was late** for a half hour, it ruined the whole tour because we had to hurry and put me in a bad mood.”

“All the companies that offer tours **are expensive**, or really bad if it’s cheap, I would rather just walk around myself with a map, even if it **takes me twice the time.**”

“Poor organisation for tours is always **frustrating.**”

Positioning Matrix



Information Architecture

