



Brainstorming feedback analysis

Positive things

- ✓ Increase tourism
- ✓ Guided tours are necessary
- ✓ Nice money making strategy
- ✓ Easy to scale
- ✓ Interesting idea for people used to travel a lot for holidays
- ✓ Sharing knowledge for money is good
- ✓ Of a good value for tourists
- ✓ Fun for local people
- ✓ People would probably use it both as content developer and tourist
- ✓ Huge real market opportunity
- ✓ Personalized and supported guide
- ✓ Easy to explore more the city
- ✓ GPS navigation is a great feature
- ✓ Easy way to make money for locals: “Just create a tour and get revenue”
- ✓ Very versatile
- ✓ People need this service
- ✓ Good alternative to old-school sightseeing
- ✓ Different local people show different things
- ✓ Helps to organize travels
- ✓ Make tourist feel safer during the trip
- ✓ People don't like to organize a guide to go sightseeing. Occasional tourism rules.
- ✓ Nice target – tourism.
- ✓ Money also for young people
- ✓ Locals will create more emotional guides, which might be interesting
- ✓ Better way to know different places
- ✓ Benefits for all involved
- ✓ Good business plan



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Negative things (with replies)

- ✓ **Bad content will kill the service, needs focus on quality**
- ✓ **Is it reliable? People will flood the system with fakes**
 - Simple pre-publishing bullshit-check + self-regulating mechanism of rating and comments system in a store
 - This is why we restrict creating guides to GPS-tracking method, not the online editing.
- ✓ **How to motivate content developers**
 - Offer better conditions for early-adopters, involve guide associations, involve erasmus, use viral technologies to obtain clients, turn tourist into authors
- ✓ **Idea that sat in table for 2 years? Still good enough? There are already competitors!**
 - Idea is good, there are 2-3 potential direct competitors. Just that we know better how to do it. Competitors lack: (i) functionality (ii) usability (iii) groovy design (iv) smart marketing strategy
- ✓ **You should consider the possibility to make it a free service**
 - This is already in an implementation roadmap – sponsored free tours, which will contain geolocated ads to pay the royalty to the author and guidesavvy
- ✓ **Bad content will kill the service, needs focus on quality**
 - Simple pre-publishing bullshit-check + self-regulating mechanism of rating and comments system in a store
- ✓ **Great available alternatives, eventhough the work a bit differently, e.g. TripAdvisor**
 - In a market “a bit” may really make the killing difference
- ✓ **Complicated development**
- ✓ **Any fund-raised money to use?**
 - This is why we are seeking to get first a seed funding, and then the big one.
- ✓ **I have never used guides and most likely will never do**
 - Ok, then we are working for another 200 million european tourists
- ✓ **How to select one of tens similar routes created by different people? Lack of trust for such guides – are they good enough?**
 - That’s why we need a rating and commenting system – to let people assess the quality of a tour they like.
- ✓ **Does it have a preview of a route?**
 - Up to a certain extent – yes. Most probably it will even contain 30 sec sample audio, for you to check whether you like the voice.
- ✓ **Inexperienced young people don’t know much about the city**
 - Ok, they don’t know much about history, but they know things that might be interesting for other young people.
- ✓ **No interaction between people and guides**

- I don't think it is necessary, if people need they refer to traditional guides. But we will consider placing a button "Contact author"
- ✓ **Many tourists are old – no smartphone**
 - That's why we are targeting other 250 million people (and it's growing)
- ✓ **Traditional city guides will not be happy – potential legal/whatever attack**
 - We are going to convince traditional guides that we are not stealing their clients – we give THEM, the guides, the opportunity to get more.
- ✓ **What are smartphone minimal requirements? What about battery life?**
 - Nice point – we will try to minimize the GPS usage not to drain the battery.
- ✓ **Getting lost? Nobody cares, they don't need GPS navigation**
 - I would argue on that, people not even need it, they have already got used to it
- ✓ **System should be user-friendly, focus on usability! It needs to be well done to succeed. My mom should be able to use it.**
 - Ok :)
- ✓ **What if someone is unhappy with a purchase? Any refund?**
 - We provide information to make a well-considered decision – a rating of a tour, all its details and sights, preview, even 30sec audio sample, which will make unhappy purchase unlikely. In this unlikely situation we will adopt policy of App Store on refunds, via claims.