



Design Thinking Lab

Developed by the Digital Tourism Think Tank

31st March - 1st April 2022

Barcelona

Post-Workshop Report



The Design Thinking Lab

The Design Thinking Lab was developed by the Digital Tourism Think tank and brought together sixty-nine participants from seven different countries to learn about Design Thinking, in the context of sustainable business innovation.

The participant countries included:

- Croatia
- Denmark
- Estonia
- Germany
- Hungary
- Netherlands
- Spain

The process took the following form:

- Pre-workshop audit to establish:
 - Experience of Design Thinking
 - Expectations and needs
 - Key challenge faced by each business
- Half-day introduction to design thinking
 - Why human centred design is important
 - The fundamentals of Design Thinking
 - A focus on what's good for your users
 - Introducing the concept of 'restless reinvention'
 - Why diverse and empowered teams matter
 - Exercises to stretch creativity
- Half-day workshop putting design thinking into practice:
 - 10 Teams battle out to identify solutions
 - Hands-on working with all five stages of design thinking
 - More than 50 challenges explored
 - More than 500 ideas and insights generated
 - 10 solutions written-up and presented
 - Prototype concepts presented and voted

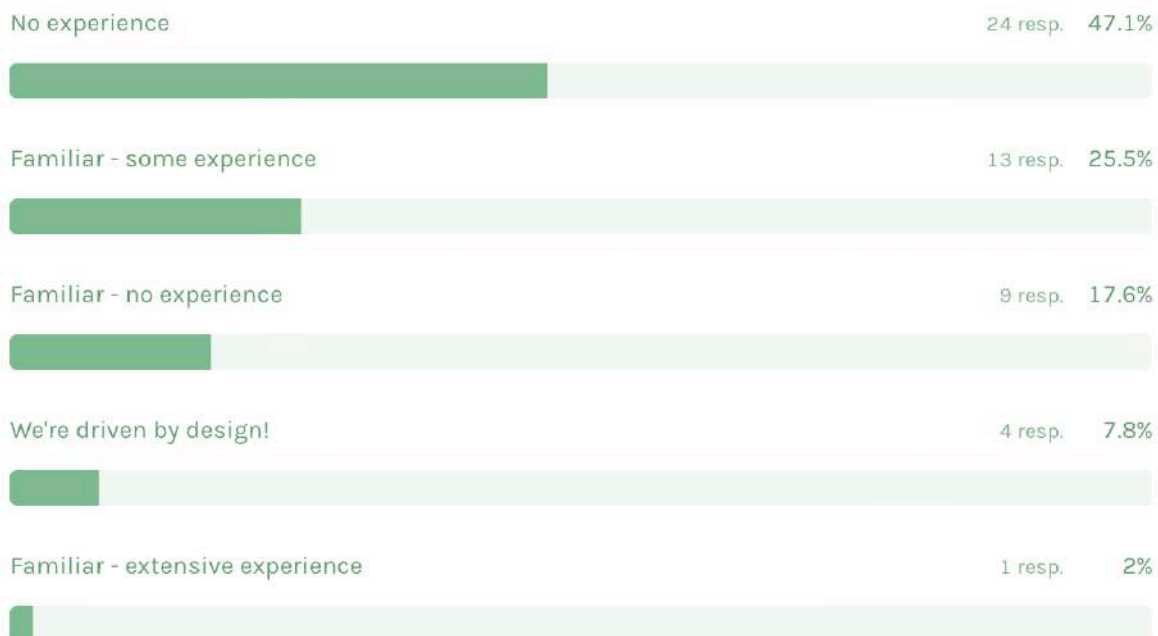
The following pages provide a complete report on the results and outcomes achieved.



Experience level with Design Thinking

Prior to participating in the Design Thinking Lab, participants were asked to share their level of experience. More than half had no experience at all, whilst a quarter of respondents were familiar and had some sort of experience.

The Design Thinking lab was therefore designed to be accessible and inspirational for all, regardless of their knowledge or experience of Design Thinking. It sought to re-familiarise those who had some experience of Design Thinking through simple, engaging exercises, whilst presenting, exploring and experimenting with small exercises to help illustrate the key principles of Design Thinking for those with no experience.



Furthermore, the second day workshop was designed in a way where those with experience could come forward as 'Design Thinking Champions' within their teams, contributing additional value for others whilst not taking away the overall value gained from such a participatory process - regardless of experience.



What participants sought in the Design Thinking Lab?

We wanted to understand what businesses expect from the opportunity to meet and explore new methods in person.

The responses received show a very clear focus on the value of in-person networking and the opportunity to make meaningful connections with others sharing similar needs, ideas and values from across Europe. Many also sought new ideas, inspiration and potential solutions, whilst unsurprisingly there was also widespread interest in the opportunity to learn and apply new design thinking methods which could offer value within their respective businesses.

Here's a summary of some of the responses received:

“Grow our network. Find inspiration and new partners for future collaboration. Learn more about Design Thinking method, so we can apply them in our own practice and pass the knowledge on to our network partners”

“We are hoping to better our process of thinking and developing new ideas/ products related to our business.”

“Exchange and gaining of ideas in a European context.”

“Networking”

“I'd like to hear how other consultants are approaching their clients. In addition, I would like to learn how companies are facing and addressing this issue.”

“Get ideas, how to go to the right direction. Get to know people who have experience in this field”

“Learn about other ways of working and how to deal with the same problems.”

“I hope I will get ideas, good practices to achieve our goal.

“New ideas because of different perspectives”

“I hope to meet other people for who the topic of sustainability is also very important.”

“Understanding of co-design, concrete ideas and new perspectives to apply to the design of our social tour model.”

“I hope to get a lot of ideas on how to improve our product and help others the same way”

“New ideas and their point of view about how useful can be the product for their business.”

“Networking, sharing ideas and experiences and finding

new solutions/innovations together in longterm.”

“To explore new ideas and find solutions to our project challenges.”

“We hope to get new business partners and fresh ideas, how to develop our business.”

“Inspiration, putting theory into practice, new perhaps meaningful connections.”

“Ideas and new methodologies to practice with our companies.”

“New ideas, learnings, solutions.... networking, new connections.”

“Inspiration to design our methodology.”

“Inspirations, new ideas and points of view, networking contacts

“Inspiration and meet interesting other companies”

“Connections and ideas.



“Meeting new colleagues and exchanging experiences and learning more about sustainability.”

“I hope to get know knowledge, how to map ideas, how to pick relevant and important (significant and creating value) ideas and implement them successfully.”

“Practical ideas. How to gather ideas, "sort" them and implement them. New ideas on ideation and communication of design.”

“We'd like to find new ways and inspiration to solve our business challenges and broaden our network.”

“Sharing experiences and think the best solution with others, that leads to different approaches from our own, thinking out of box.”

“Getting new ideas of feasible actions for our SME in a European context. Share knowledge and Experiences with others participants.”

“Getting a new methodology to develop ideas and projects.”

“Learn, exchange ideas, make contacts.”

“To discover new interesting projects, to generate synergies with other participants, to explore innovative ideas for my project, and to learn new working methods and resources.”

“Hands on and approach on how to get creative solutions to challenges i'm facing as a business owner.”

“We hope to get better knowledge and understanding on how to use design thinking in solving our problems.”

“Some practical knowledge to use in everyday work.”

“Fresh ideas, exchange experiences and make new connections with other participants. Worky and friendly atmosphere :-)”

“Ideas to implement in our save the water strategy.”

“Meet like-minded people, exchange ideas, build networks, start cooperation - coopetition.”

“Hope to gain new perspectives.”

“Knowledge, Experience, Ideas, Techniques.”

“Ideas and examples.”

“Hear ideas how to succeed in my own project, and get to know more people who has similar businesses.”

“Learning best practices and getting new ideas.”

“Learning how to apply design thinking principles on practical daily operations.”

“Being able to define the right actions to contact our clients.”

“New knowledge how to be more sustainable, creative and visible on a tourist market that constantly changes while discussing the tourism challenges with other tourism professionals from EU.”

“Ideas and inspiration from peers.”



Challenges

We asked participants to share their challenges ahead of joining the Design Thinking Lab, from which a series of teams were created according to clusters with common challenges in common. The first stage of the Design Thinking Lab led participants to vote and then frame a ‘problem statement’ which everyone can align around.

Internal / Operational Challenges

<p>How to more efficiently plan staff in hotels - during covid, guests book rooms in the last minute.</p>	<p>Staff engagement, internal communication, multilingual team members with different attitudes.</p>
<p>Garbage recycling - increased quantities of garbage with guests ordering food online (cartons etc.)</p>	<p>How to train and engage employees and customers in successfully applying for a Green Key certificate.</p>
<p>Measurement of food waste and the implementation of a process which involves the employees in the daily routine of compliance and improvement.</p>	

Targeting Challenges

<p>To reach people showing our value proposition, to attract them and turn them into users of our product.</p>	<p>Challenge for us is dispersion of tourists/ visitors from the Old Town of Dubrovnik to the other interesting locations of the city such as Port Gruž where museum is located.</p>
<p>To inspire local organisations to take part in a project related to tourism, since it is a sector that is constantly facing complex challenges and is often seen as a threat to local stability.</p>	<p>Our challenge is to become financially sustainable and develop a solid business model/foundation</p>
<p>How to attract and reach USA market and customers with a very limited budget</p>	



Partnership Challenges

As a company focused on the cultural heritage, how can we make strong synergies and add value to other travel companies?

Integrated all the actors involved in the world of wine in a experiential and tourism

The dependency on our partners in relation to the content of our experience & finding the balance between sustainability, sales and guest satisfaction. (Implementing theory).

How to build "Online Guerrilla" - a network of people passionate about sustainable travel? To promote and EARN from promoting destinations endangered by mass tourism and global OTA platforms?

how to establish a process (based on technology, scalable by definition) to provide experiences based on authentic local culture. (not scalable by definition)

Strategy Challenges

How to proceed? Tourism in Tallinn has decreased drastically + war (no season ahead). Covid has left us without finances. How to survive? What we have: house+garden+terrace+ 3 plots (around Estonia).

If the guests would be willing to pay extra for a sustainable accommodation? How can we reach the audience for this market?

To define a suitable set of clear and measurable sustainable criteria for our featured partners.

The challenge is to inspire and raise awareness of circular economy among our customers. Short-term economic goals block the view of sustainable operations.

How can I commit my freelance tour guides more to my company with a view to short-term stability, medium-term change and long-term growth?

Sustainable trip planning during covid



Sustainability (General) Challenges

To move towards a regenerative system, allowing both the local community and tourism to flourish. How can we support and visualize this model, while also using it to measure our impact.

Our Challenge is mainly to be able to market the right customers and make sure they know our added value, taking Sustainable actions and caring about a Responsible Tourism. Win-win situation.

Save water

Sustainability Strategy Challenges

We rent wireless tour guide system devices. Our goal is to turn our operation green as much as possible. Over all of these, because we meet many tourists in Budapest we would like to collect and give

How to apply sustainable principles when organising tours

Biggest challenge is to break down and integrate the idea of sustainability in the daily routine and to motivate the SANDteam to transfer it actively.

To implement sustainable changes in a big city apartment with the given circumstances

Growing a garden.

How to make tours and experiences more sustainable, from a social, economic and environmental point of view

Communicating Sustainability Challenges

inspiration for the most sustainable accommodations, off grid, that we can build on our new nature island (1.5 hectares) that we realized in the IJmeer

We are a sustainable TTOO with a certificate, our main client are travel agencies, B2B, we have the challenge to communicate and make visible our certifications and commitment for sustainability

How to communicate to our customers the environmental impact generated by cigarette litter to obtain their engagement and collaboration using the tool (portable ashtray with QR code) that we provide.

"It is a challenge for us to communicate the actions we carry out both internally and externally.



Our main challenge at the moment is how to use marketing to promote our business as a sustainable and what would be the best way to use that fact to attract more customers.

How can we convince guests to use energy resources consciously during their vacation - without setting rules or pointing fingers at them

Explosive rise in cruise ships means increased pollution but under-utilized potential, since most cruise tourists only pass through Copenhagen. Tourism SMEs suffer due to dominating booking portals. COVID.

Communication Challenges

How do we manage to convince other hotels that this towel is a real alternative to the usual hotel towel.

The visibility of our company and the visibility of the location where our main product is

Our service is different from other companies however at first it may look the same. How to communicate this to our target groups in the most efficient way?

Get sustainable tourism certification for Jet Travel and take real actions to aim this.

Communicating design in remote teams. The processes.

Digitalisation - Product Challenges

Developing H&S risk assessment for each tour, documented Safety Management System to provide details of how potential hazards are identified. Implementation of the Booking Engine Software.

Develop reporting system in a user friendly way for clients to reach online to different kind of reports (e.g. CO2, miles etc) by themselves.

I want to know how to create an audio tour content that delights mind and touches the heart instead of a dull, encyclopedic style tour since there is no real interaction with tourists.



Digitalisation Challenges

By additional investments in the operation mechanism of the castle complex, we would like to digitalize and optimize energy through the implementation of an energy management software.

Build an application where the visitors can be aware their carbon print during their visit

How to overcome new clients fear of new digital solutions using digital audioguide on their own instead of tourguide. How to make digital solutions pleasing for people to see and discover new places.

Green (electric) passenger transportation solutions fo couches ar too expensive



The Design Thinking Process

As the core focus of the workshop, participants were trained on Design Thinking so that they understand the basic principles and learn how to apply this in their day-to-day work, whatever challenges they face. This included:

The Principles:

- Focus on users
- Restless reinvention
- Diverse empowered teams

The Keys:

- Hills
- Playbacks
- Sponsored users

The second day offered an opportunity for participants to put these learnings into practice. Ten different teams worked on a cluster of challenges, narrowing down to one problem statement they were able to frame and state clearly. From there, they spend half a day, rapidly working through a process of applying empathy and understanding, alongside rapid ideation - eventually leading to prototype solutions.

This is how the five stages took form:

Start Point...	Frame that Challenge - Writing a Problem Statement
Stage 1	Empathising: Empathy Mapping Your Users
Stage 2	Defining: Drafting Hills Aligned with Goals
Stage 3	Ideation: Rapid and Absurd Ideation Rounds
Stage 4	Prototyping: The Experience Roadmap
Stage 5	Testing: Pitching Prototype Solutions

A summary of the presented solutions, as well as the background work that took place over a four-hour sprint amongst each team, can be found in the following pages.

Group 1 - Build an application where the visitors can be aware of their carbon footprint during their visit.

Solution

Eco-friendly bracelet or app that changes colours based on your eco-level in the facilities. It will monitor your carbon footprint, and eventually change colours of the bracelet or app, that will allow users to get discounts or charges based on their colour-status.

Users

Visitors and suppliers from the tourism sector.

What problem does it solve?

Raises awareness about the carbon footprint during their whole journey.

The big idea

The bracelet, app and system.

Expected failures

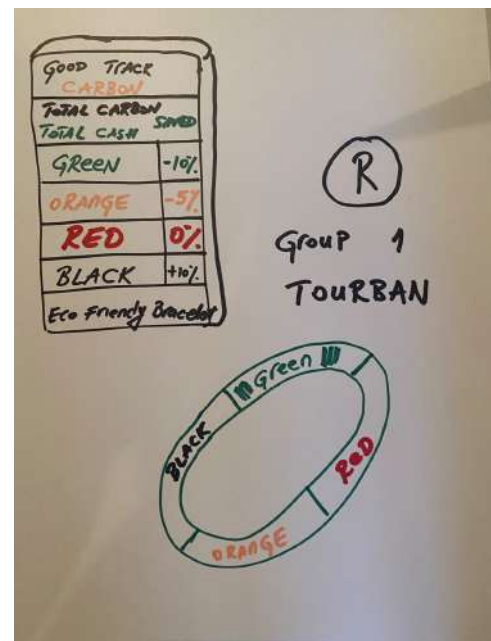
Convince the users about using the solution.

Needs to be prototyped

App, bracelet, users reaction and suppliers offer

Indicators

- Carbon emissions
- Downloads
- Number of suppliers
- Usage of bracelets





The 5 Why's - Frame the Challenge

20 minutes

Problem Statement

The visitors are not aware of their carbon footprint during their visit

WHY?

The lack of information education

WHY?

We cannot measure the print and some are not interested at all

WHY?

They don't care - Motivated
Need to explain to them what's in it for them
Make a world a better place together

WHY?

When do we tell them the info about footprint
Before, After or During???
But do it in a positive way

WHY?

Service providers not finding a way to display carbon print in some kind a number or symbol

Root Cause

Information

Update the Problem Statement

The visitors are not aware of their carbon footprint during their visit due to the lack of the system

2 - Defining

20 minutes

Tips and tricks

Use the spaces below to build sentences using your ideas under Who, What, Wow. Draft these quickly and begin to mix and match until you find a combination that clearly describes your intention for your user. Remember: your **Hills** will evolve based on your continued understanding of the problem and your users.

WHO
Who is your user or specific set of users?
Visitors
Suppliers

WHAT
What will your users be able to do that they couldn't before?
To choose better and eco-friendly options

WOW
What will your users be able to achieve?
They will measure carbon footprint and impact on it

Draft Hill n. 1 Draft Hill n. 2

By Providing information, suppliers can offer visitors choice of eco-friendly available solutions in order to inform them how they can reduce their own carbon footprint

1 - Empathising - Users and Needs Mapping

30 minutes

Think about the users of your challenge and put yourself in their shoes. Define who they are, what they do on a daily basis, what they struggle to do and what are their needs.

Tips and tricks

- Get in the shoes of your users.
- Write down as many ideas as you can individually before discussing.
- Once everyone is done, discuss, consolidate notes and identify common needs.

All People in general	Simple tourism consumer	- Tourists - Employees in tourism	- Visitors - Suppliers - Governments	People who work in tourism
Local Government	Users - Visitors of the spot Users - Service companies	All people working in tourism	All Tourists	

Who are the users involved?

Its not perfect but it could be if we all try a bit harder	They don't know about their eco footprint and don't care	Reluctant toward carbon footprint. Education, Collecting data.	- Check in time - During confirmation process	No time or motivation for acting (Government)	No Initiative or Inactiveness
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What do they do on a daily basis?

Hotel check-in desk

What do they struggle to do?

- Lack of environmental knowledge
- Not valuing the reward in the wellbeing built for them
- They want to reduce and hardly but don't know how to do it
- Lack of environmental information they don't use
- Companies not means to reduce waste
- To reduce money they need to find a product that use a responsibly
- Balance between price and resources
- Calculate carbon footprint
- They as much as possible. Provide and family photo
- They are doing something wrong
- They are doing
- Increase over all

What are their needs?

- Getting from point A to B without additional thinking of carbon print
- They need more, more
- Clear info on our carbon footprint
- Be rewarded??
- Incentives
- Accurate information
- Participatory approach for residents
- Carbon footprint and information
- Exchange of knowledge activities
- Active family building

Now move the stickies to frame the activity by writing the following phrase:
[our users] need a way to [address this need] so that they [benefit in this way].

Tourists need a way to [Reduce the high emissions that they are using in their transportation] so that they can get more from their carbon footprint



3 - Ideating

30 minutes



Ideation is intended to help you gather diverse ideas of how you could solve the challenge you have been given. Unleash your imagination and write down as many ideas as you can to solve your problem, regardless of how absurd or impossible they might seem!

Tips and tricks

Spending a few minutes writing down as many ideas as possible.

Discussing in your teams will allow you to define the ideas and turn them into actionable objectives.

Open Ideation

Incentive by local governments for both suppliers and visitors	Free download of application for CP Measuring	Stickers/QR codes for hotels/ restaurants/ museums for download	Multiple languages of App	I don't want to gain weight doing nothing staying in	Educate your children about eco-friendly solutions
watch can rate users eco-friendliness and vice versa. And data are collected in the app	Then gather bonus points by communicating eco-friendly service provider	"Sell" the idea of app to eco-friendly social groups	Save information before or during their trip Paper/Email/Speech	Different measurement systems (Apps, water consumption etc) Show data to app	Good rating users get rewards like special attention or even discount
International tourism association should share the idea and collect bonus points for using app	To include local governments to set regulations to help the idea	* Good Track* Carbon ○○○○ Water ○○○○ Hydro ○○○○ All around ○○○○	Try to have kinds friendly icons so kids can play games with parents	If you download our app you get discounts with our partners	Reward the visitors at their next tourban destinations

Absurd Ideation

To close the borders for tourists without the app	Eco-friendly chip under the skin	Pay visitors for use the app	People should have smart devices instead of brain to know everything about everything	Pre-install app in all new mobile phones	If you are not acting eco-friendly your not six your acting by doing socially useful work	Fine the suppliers that are not eco-friendly
Cancel ALL conventional vehicles and go electric	Shut down the lights and use only candles					



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4 - Prototyping

30 minutes



Experience Roadmap

Break down your long-term experience into the most essential, short-term outcomes for your user. Using the sticky notes, complete the sentence with user tasks related to your solution in the **short or long term**. Then, reposition them in relation to each other and define **Stage 1, Stage 2** and **Stage 3** of the actions that the user undertakes.

Our user can...

Check and compare their carbon footprint by using the good track app and bracelet

Short term

During their whole stay at the destination and get benefits (Reward points, discounts etc)

Long term

Which will lead to a Win-Win situation of all users (Visitors & Suppliers) and contribute to the overall sustainable development



Framing the challenge

Stick to the sheet the cards you filled in the previous activities.

More points you have gained, more bonuses for you



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Group 2

Solution

To create tours with a variety of options

Users

Different stakeholders (service providers, visitors etc.)

What problem does it solve?

Sustainability, hassle free, more freedom for visitors etc.

The big idea

To provide tours through different technological solutions that will involve all your senses

Expected failures

Financial investments, technical issues, local authorities etc.

Needs to be prototyped

Different tours to test which works best.



Indicators

- Number of persons visiting
- Income
- CO2 reduction



The 5 Why's - Frame the Challenge

20 minutes



Problem Statement

How to create an interesting SOA audio tour that will be attractive, interesting and challenging for different kind of users (By age, by preference, physical ability, time frame, Customers)

SOA - State of Apr
Audio tours vs real guided idea

WHY?

To be Cheaper

WHY?

More Language options

WHY?

Afraid of technology

WHY?

Free will (you have your own time...)

WHY?

Local community benefits

Root Cause

Finding a solution that will satisfy all kinds or different kind of users

Update the Problem Statement

Identify all stakeholders needs and find the solution that will be satisfying for all involve

2 - Defining

20 minutes

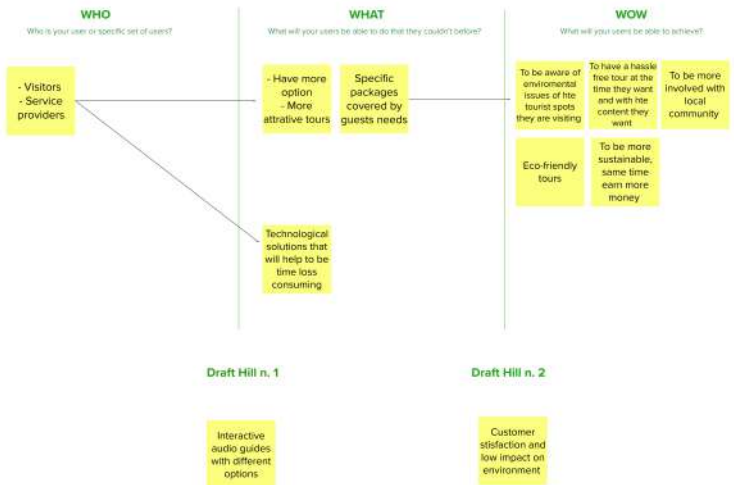


Hills turn the users' needs into project goals. They describe an action (WHAT) a specific user can do (WHO) to achieve a goal (WOW). This is a concrete action that can take place in the short term, a very small part of the big idea for the solution.

Use the spaces below to build sentences using your ideas under Who, What, Wow. Draft them quickly and begin to mix and match until you find a combination that clearly describes your intention for your user. Remember: your Hills will evolve based on your continued understanding of the problem and your users.

Tips and tricks

Be realistic about what you can achieve. It will take time to find the right solution.
Use the same combination of words as in the previous step to describe your solution.



1 - Empathising - Users and Needs Mapping

30 minutes



Think about the users of your challenge and put yourself in their shoes. Define who they are, what they do on a daily basis, what they struggle to do and what are their needs.

Tips and tricks

Get in the shoes of your users.

Write down as many ideas as you can individually before discussing.

Once everyone is done, discuss, consolidate notes and identify common needs.



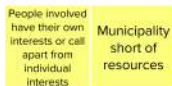
What do they struggle to do?



Who are the users involved?



What are their needs?



What do they do on a daily basis?

Now move the stickies to frame the activity by writing the following phrase:
[our users] need a way to [address this need] so that they [benefit in this way].

All Stakeholders need a way to Create an innovative packages so that they All can benefit from it



3 - Ideation

30 minutes

Ideation is intended to help you gather diverse ideas of how you could solve the challenge you have been given. Unleash your imagination and write down as many ideas as you can to solve your problem, regardless of how absurd or impossible they might seem!

Tips and tricks

Spending a few minutes writing down as many ideas as possible.

Discussing in your teams will allow you to define the ideas and turn them into actionable objectives.

Open Ideation

- Provide the visitors with ecological bags to pick up the rubbish
- Buying the best available digital technology - Lead mature: sharing
- Small boats, faster, individual transport
- Collection ideas local population
- Make short film about the object audio/visible
- Eat something that people in the past ate
- Include dispute managers for the stakeholder negotiations
- Treasure hunt
- To make free tour and the tourists will pay only as they wish depending on their satisfaction
- Think big solar ships, digitalisation of the whole proton involve finance fill finals
- QR code around the island
- Voice changer - who you wish to be your guide (Famous actors voice)

Absurd Ideation

- To ask Mr Zeljko Einstein to borrow his terriers to create a tour
- To buy the island and do the things your way
- Experience the monks life from the past
- Use solar ships to visit the island
- Creating a safari park
- To build the cable car to visit the island
- To ask tourists to pay for the tour without visiting
- Visiting an island only via virtual reality tour
- Visiting via zip line without stopping



4 - Prototyping

30 minutes

Experience Roadmap

Break down your long-term experience into the most essential, short-term outcomes for your user. Using the sticky notes, complete the sentence with user tasks related to your solution in the **short** or **long term**. Then, reposition them in relation to each other and define **Stage 1, Stage 2** and **Stage 3** of the actions that the user undertakes.

Our user can...

- Pick the tour that suits their interests
- Select best time to go
- Select Accompanied by ...

Short term

- Happy customers
- Recommendations

Long term

- Customer satisfaction, returning customers
- Lower impact on environment



Framing the challenge

Stick to the sheet the cards you filled in the previous activities.

- All stakeholders need a way to create an innovative packages so that they all can benefit from it
- Identify all stakeholders and find the solutions that will be satisfying for all involved
- Interactive audio guide with different options
- Customer satisfaction and low impact on environment
- Custom made tour through different technological solutions that will involve all your senses

Group 3 - Our users struggle to find our value and our differences due to our inefficient communication

Solution

Low budget travellers with special needs, need a way to feel secure, informed, involved so that they have an unforgettable experience.

Users

Low budget users with special needs.

What problem does it solve?

Differentiation : stand out of any other companies

Building a community with strong and unique communication

The company will solve any needs based on the user need - pre-arrival

The big idea

- A community driven game based on local “kidnapping” of users.
- Users will follow locals around the city and solve puzzles (AR+physical things) using virtual “handcuffs”
- The route and the tasks are new for the locals too every time so it is unpredictable
- The Puzzle and game will also allow social media videos and other SOME stories
- Big price here!: Meet the queen / prime minister / dictator and get a guided tour

Expected failures

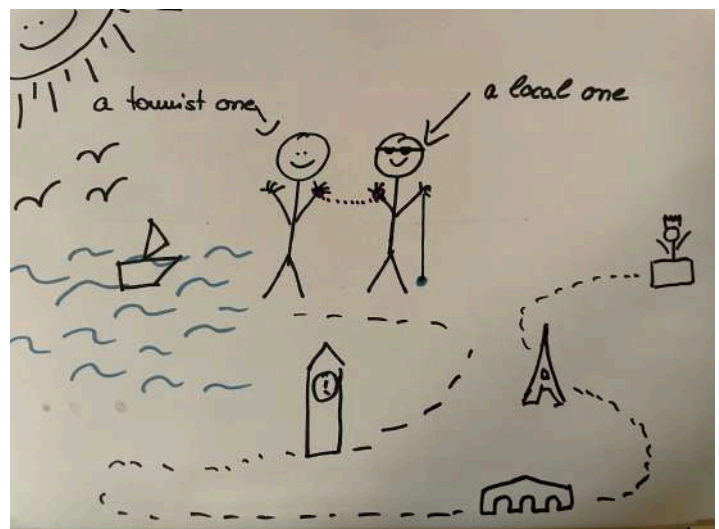
- Organising the Queen could be hard
- Legal Constraints (in some countries)
- Initial Shock from users :-)

Needs to be prototyped

- Software for the “handcuff” app
- We need locals / guide and some initial guests to test gamification

Indicators

- Feed back from users (satisfaction questionnaire)
- Local feedback
- Clicks on social media (engagements)





The 5 Why's - Frame the Challenge

30 minutes



Problem Statement

Our services different from other companies however a first look, its the same. We need to find a way, how to differentiate ourselves.

WHY?

We have to be different?
To be comparative, we need to attract the right users.

WHY?

Do we need a different type of communication?

WHY?

Do we look the same?

WHY?

We choose them as a target group?

WHY?

Is the actual communication efficient?

Root Cause

We don't know the needs of our users.
And how to communicate with them.

Update the Problem Statement

Our users struggle to find our value, our difficulties to our inefficient communication

2 - Defining

30 minutes



Here turn the users' needs into project goals. They describe an action (WHAT) a specific user can do (WHO) to achieve a goal (WOW). This is a concrete action that can take place in the short term, a very small part of the big idea for the solution.

Use the spaces below to build sentences using your ideas under Who, What, Wow. Draft them quickly and forget to me and match until you find a combination that clearly describes your intention for your user. Remember: your Mile will evolve based on your continued understanding of the problem and your users.

Tips and tricks

Be specific when defining your users. It will help you to find their solutions.

Think of alternatives. It helps to understand the problem and your users.

WHO	WHAT	WOW
<p>Who is your user or specific set of users?</p> <ul style="list-style-type: none"> - Low budget travellers with special needs - Easily understood overall structures and cultural differences - Smart and ecological ways to travel? <p>Low budget special needs</p>	<p>What will your users be able to do that they couldn't before?</p> <ul style="list-style-type: none"> - Improve the FAQs focusing specifics special needs - Make plans for organisation like a little map, or book. - What All info in one space personal assistant - Low budget travellers with special needs - Get information - Travel safety - Make decision - Safety & economically get around to points of interest. - Facilitate decision making Pre-travel - Improve the chances of information - Form a community/group - Platforms - websites - Social groups - Social media - Tourism points 	<p>What will your users be able to achieve?</p> <ul style="list-style-type: none"> - Wow Better experience more to see and learn - Clear info our service to the solution to what they are looking for - Give more choices - Have knowledge - Feel secure - special - Get involved
<p>Ask Expectations</p>	<p>Draft Hill n. 1</p> <p>Great two way communication: prior to the travel to create trust between user and company</p>	<p>Draft Hill n. 2</p> <p>- Transfer the opinions of locals info</p> <p>- Choices for your users</p>

1 - Empathising - Users and Needs Mapping

30 minutes



Think about the users of your challenge and put yourself in their shoes. Define who they are, what they do on a daily basis, what they struggle to do and what are their needs.

Tips and tricks

Get in the shoes of your users.

Write down as many ideas as you can individually before discussing.

Once everyone is done, discuss, consolidate notes and identify common needs



Special targets without communities	Creating a social network	Move in to your customer before the trip	- Phone call - Online questionnaires - Personal meeting	Unusual tips from locals: - Pretend doorstep in the destination	Invite a famous person with special needs who could behave as ambassador	Use the community as a kind of tinder
Have some kind of transportation lift to cross over obstacles	Minus points for bad answers to FAQs → Banned from parts of town	- Background investigation - PSII, friends and relatives	Make a video with my mom as a client	Part of government, to participate as local guide in your neighborhood	Communities (Formed group connected on any needs)	Central european - 20-30 years old - Many academics - Prefer city holiday
Business connections (Partners)	Personal connections	Want first class hospitality experience	Find right locals that have the right environment to help	Locals - People with disabilities (Special targets) without communities	- Alone travels - School classes	Companies
Low - Budget travellers	People with special needs	Families	- Family or friends - Small group - Spax	Partner companies	Customers	- Walking enthusiasts - Architects

Who are the users involved?

Going to school	Parties	Use the transportation	Sports	Medical services/special	Being social	Playing games
Forgettable experiences	Meet up with local for tours	Make local parties, to know each other	Connect peers travelling at the same time	Rating system for FAQs - how useful is the answer?	Unknowning the destiny	



What do they do on a daily basis?

What are their needs?

Special food needs	Infrastructure	Good experience	Unforgettable holidays	Clear information/ rules
Cultural understanding				

Now move the stickies to frame the activity by writing the following phrase:
[our users] need a way to [address this need] so that they [benefit in this way].

Low budget travellers with special needs need a way to **Feel secure, informed, involves** so that they **Have an unforgettable experience**



3 - Ideating

30 minutes

Ideation is intended to help you gather diverse ideas of how you could solve the challenge you have been given. Unleash your imagination and write down as many ideas as you can to solve your problem, regardless of how absurd or impossible they might seem!

Tips and tricks



Spend a few minutes writing down as many ideas as possible.



Discussing in your teams will allow you to define the ideas and turn them into actionable objectives.



Open Ideation

Turn the guest into the last choice list in a competition	Monthly competition for locals that is communicated via newsletter or app	App with content within tourism and medical professionals	Have one/two sympathetic person for stories in social media for a better communication	Group users by age in community (arriving at the same time)
Link to local influencers	More together with local government to get an idea about user's needs pre-travel	"WhatsApp Cell centre" funded by government	Reuse users own travels to gain trust Travel feedback blogs (Gamification)	Weekly Webinars to solve answers
24 hour concierge for gate travel and booking	Creating an information bank	Show location specific for users recommended specifically	Post videos of local style of life	

Absurd Ideation

Make the locals kidnap your customers	Scavenger hunt	Handcuff a local to a tourist for 5 days	Give more absurd tips not only where is the best restaurants? Another way is: What are the best kissing spots?
VR experience when arriving to the destination - greeting from queen special and to the use's name	Be welcomed and given a tour with prime/steak/and/queen	Pair up bored retired people with users - they can show them around	Make the homeless in local city show the city and earn money/ food
Shame list for misbehaving tourists in the community - with pictures			



Ask clients to give advices on what to do better in the local community

And then give this advice to discuss



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4 - Prototyping

30 minutes

Experience Roadmap

Break down your long-term experience into the most essential, short-term outcomes for your user. Using the sticky notes, complete the sentence with user tasks related to your solution in the **short or long term**. Then, reposition them in relation to each other and define **Stage 1, Stage 2** and **Stage 3** of the actions that the user undertakes.

Our user can...

Short term

- Immediate social media attention
- Seeing the city from a new point of view (Local's Perspective)
- Part of something new/special
- Escape reality while learning
 - Adrenaline
 - Involving locals

Long term

- Taking users to the limit of security
- Educating tourists
- Unforgettable Experience
- Possible life-long friendships
- Correction to the destination
- Differentiation

Framing the challenge

Stick to the sheet the cards you filled in the previous activities.

Our users struggle to find our value, our differences, due to our inefficient communication

Low-budget travellers with special needs need a way to feel secure, informal, involved so that they have an unforgettable experience

A great two way communication prior the travel to create trust between user and company

Create a game based on the locals kidnapping users (virtual packages) and make a social media video. The first price is a meeting with somebody famous.



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Group 4 - We struggle to identify the direct benefit to our clients

Solution

Create an interactive booking video to show mothers how her booking can contribute to a better world and make her a game-changer. By including the children with quizzes and games, the whole family will be happy.

Users

All the mothers in the world

What problem does it solve?

Mothers want to be stress free and solo time so they can make decision to make everybody happy



a

The big idea

Showcase the positive impact each individual can make by booking with us and how they are a game-changer



Expected failures

The mothers never get to see the video

Needs to be prototyped

- Create a video, include a quiz and the standard booking process to make it interactive - Do they make the booking? Do mothers include their children? Do they feel like change-maker?
- After testing and have the perfect storyline - we will ask Leonardo di Caprio to share the story

Indicators

- Number of videos watched
- Number of bookings made
- Happy mothers sharing their experiences



The 5 Why's - Frame the Challenge

30 minutes



Problem Statement

We struggle to identify the direct benefit to our clients
 How to communicate our sustainability to our customers.
 The team struggles to communicate sustainability today because customers do not recognize our value

WHY?

To promote awareness among customers

WHY?

We want to change the behaviour

WHY?

Because we care about sustainability

WHY?

Because they do not see the benefit

WHY?

Because we don't know our direct + indirect benefits (Short or longterm)

Root Cause

The lack of direct benefit for our customers

Update the Problem Statement

Our potential costumers do not identify the first benefits of sustainability

2 - Defining

30 minutes

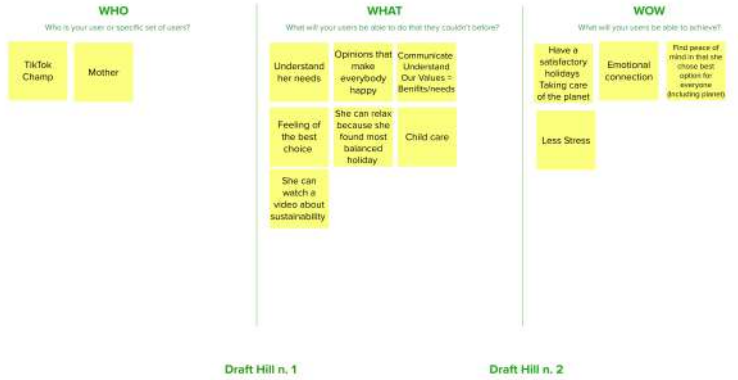


Here turn the users' needs into project goals. They describe an action (WHAT) a specific user can do (WHO) to achieve a goal (WOW). This is a concrete action that can take place in the short term, a very small part of the big idea for the solution.

Use the options below to build sentences using your ideas under Who, What, Wow. Draft them quickly and begin to mix and match until you find a combination that clearly describes your intention for your user. Remember: your Hill will evolve based on your continued understanding of the problem and your users.

Tips and tricks

- Be specific when defining your users - it will help you in the next sessions.
- Use as many ideas as you can generate. It will help you in the next sessions.



1 - Empathising - Users and Needs Mapping

30 minutes



Think about the users of your challenge and put yourself in their shoes. Define who they are, what they do on a daily basis, what they struggle to do and what are their needs.

Tips and tricks

- Get in the shoes of your users.
- Write down as many ideas as you can individually before discussing.
- Once everyone is done, discuss, consolidate notes and identify common needs.



What do they struggle to do?



Who are the users involved?



What do they do on a daily basis?

What are their needs?



Now move the stickies to frame the activity by writing the following phrase:
 [our users] need a way to [address this need] so that they [benefit in this way].

The mother need a way to Free her mind of information so that they She makes everybody happy including herself





3 - Ideating

30 minutes



Ideation is intended to help you gather diverse ideas of how you could solve the challenge you have been given. Unleash your imagination and write down as many ideas as you can to solve your problem, regardless of how absurd or impossible they might seem!

Tips and tricks

⌚ Spend a few minutes writing down as many ideas as possible.

🗣️ Discussing in your teams will allow you to define the ideas and turn them into actionable objectives.



Open Ideation

Family calendar integrated	Pay for a creative to make cool video	Screensaver on phone big update	Washing service included	Childcare included	Artificial intelligent computer	Some posters for schools with images of great holidays	Show fan that also leaders make things at but do things the better way they can
Compose a song/music for video that gives the emotion - M	Show how the company is sustainable (Thanks to Mom) → Benefits	Video from kids to mom (Thanks to Mom)	Facts + Innovation No Green Washing	Video from mother to mother	Create an online quiz to decide booking and include kids	Take a real family to explain their experience	Have kids telling the importance of healthy planet
Video story of future of the kids	Plant a tree and make a forest (Every booking)	Plant a tree for every booking they can plant it	Innovative real solutions	Cooperation with Thermomix	Make a game to send after booking	Kit	Interactive video to book

Absurd Ideation

Prepare different options so she can get inspired	story call to see her's family needs (Survey)	Social media Award Dates	Find an investor	A Thermomix as a gift for each happy mother	Video with female leaders - Jane Fonda	Make story on social media to show booking process	Post good action influences for video
Have the children playing in hollywood film about earth	Develop a new booking platform	Invent new programme for booking	Holiday for free if not satisfied	Escape room with the family to puzzle to decision	Path from school to computer to book	Pool on the door of supermarket to holiday reminder "book here"	VR - screen in kitchen
Leonardo comes to your home	Offer tree message	Video with a world whose leader is a female robot	Leonardo Di Caprio video participation	Send to her travel business that can get in charge of the house while she make the booking			



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4 - Prototyping

30 minutes



Experience Roadmap

Break down your long-term experience into the most essential, short-term outcomes for your user. Using the sticky notes, complete the sentence with user tasks related to your solution in the **short or long term**. Then, reposition them in relation to each other and define **Stage 1, Stage 2 and Stage 3** of the actions that the user undertakes.

Our user can...

Learn about sustainability	See/play with video	Have fun Eye-opening	Relax
----------------------------	---------------------	----------------------	-------

Short term

Book holidays	See that she can make a difference	Make her family happy	Share her positive experience
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Long term

Have a better planet for kids	Increase awareness and understanding of choices	Making sweet memories	Reduce pollution	Implement same actions at home	Save the mother earth
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Framing the challenge

Stick to the sheet the cards you filled in the previous activities.

We struggle to identify the direct benefits of our clients	The mother stress free solo time so she can take right decision to make everybody happy
1) One minute video to give her the feeling that she is the game-changer 2) Easy booking process to save time	- Interactive video to show her how her booking can contribute to a better world - By the end of the video the booking will be made, and she will understand how she can be a game-changer



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Group 5 - How to make tours and experiences more sustainable

Solution

Find a group of likeminded “SUSTAINABLE CRAZY MINDS”

Motto: Boycott NORMAL, choose SUSTAINABLE

Use all channels to find the right people, grow organically

Users

Local Service Providers:

- Local tour operators
- Restaurants
- Accommodation
- Transportation
- Tour guides/experiences

What problem does it solve?

Build a network of local partners with the same vision of sustainable experiences.

The big idea

Creating a platform

Start: Invite to several great events at natural locations
→ BBB - Brainstorming and Beer in the forest with bees, in the Vineyards,...

Start discuss about economic, social, ecologic aspects ...

... involve more stakeholders ...

... create great and sustainable products.

Expected failures

Different opinions, financial problems, big group of participants.





The 5 Why's - Frame the Challenge

20 minutes



Problem Statement

The tours and experiences are not sustainable from a social, economic and environmental point of view!

WHY?

The groups are too big and use old forms of transportation

WHY?

Working too much, no time for that

WHY?

No sustainable chain suppliers, local suppliers

WHY?

The customers do not demand it enough

WHY?

Sustainability is too expensive???

Root Cause

You are alone and having network with the same vision - to create sustainable tours

Update the Problem Statement

How to find and build a local network of partners with the same vision of sustainable experiences

2 - Defining

20 minutes

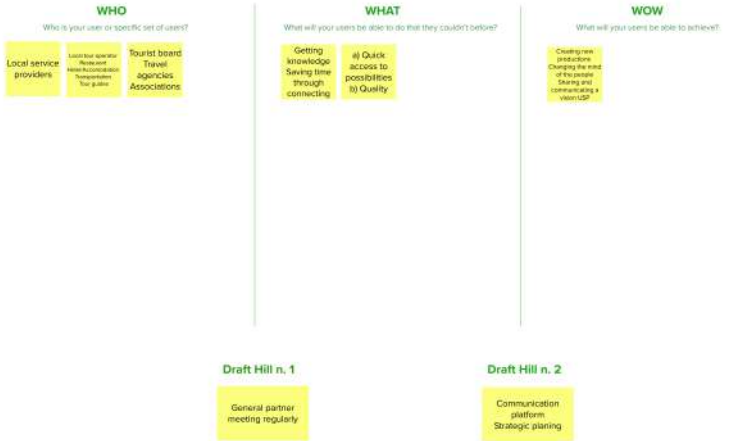


Hills turn the users' needs into project goals. They describe an action (WHAT) a specific user can do (WHO) to achieve a goal (HOW). This is a concrete action that can take place in the short term, a very small part of the big idea for the solution.

Use the spaces below to build sentences using your ideas under Who, What, How. Draft them quickly and begin to mix and match until you find a combination that clearly describes your intention for your user. Remember: your Hills will evolve based on your continued understanding of the problem and your users.

Tips and tricks

- Be specific when you describe a Hill and when you list your users.
- Hills are statements of intent or action, not a description of a problem.



1 - Empathising - Users and Needs Mapping

30 minutes



Think about the users of your challenge and put yourself in their shoes. Define who they are, what they do on a daily basis, what they struggle to do and what are their needs.

Tips and tricks

- Get in the shoes of your users.
- Write down as many ideas as you can individually before discussing.
- Once everyone is done, discuss, consolidate notes and identify common needs.

Other local companies	Customers	Local tourist boards	Tour operators (Not local)	Local residents	Companies gain in sustainable way - Hotels - Restaurants - Transfer companies - Tour guides	Supply chain: Restaurants Customers Employees Locals A.O.	Vision is not clear	Hard to find partnering company + not enough knowledge	Don't know exactly how to be sustainable with their level of opportunity Guests: Expectation of the experience? How convenient? That the groups who interested User-employees to take interest	Guest - thought - Budget - Not engagement information - Not interest for future - Take more of N.P	Living standard - economical - Production - Environmental - No Vision-partner - Lack of time - day to day living	Customers: Communication - Trusting - Prices - Labels? - Comfort - Time
Customers Employers Partners: Deliverer Seller	Guests Guides Staff	Tourist Partner Member Local Employee	Guest Hotel - Travelers - Blog writers - Blog readers - Ulog publisher - Journalists - Tour operators	- Politicians Staff of hotel Staff of travel agency Airlines	- CityFi Shows Restaurants Movements Public Transport	Users: Guests Employees in tourism Mobile Management Tour operators (Travel agents) Tourist shops Restaurants - local farmers	Employer: Daily routine Practical Communication No basic Have	To much information Difficult to find where good persons and (when toured)	Travel agent privileges: Lack of awareness Lack of supplies that are sustainable Lack of resources and time	To much information about possibilities	Lack of time Not interested	Partners: Prices Communication Looking old partners

What do they struggle to do?

Who are the users involved?

Retaking their business with scarced resources after covid	Economy problem Low interest	Lack of support	Learning and becoming more and more aware	To much work for strategy (Long term)	- Lack of communication - Lack of time - Lack of suppliers
--	---------------------------------	-----------------	---	---------------------------------------	--

What do they do on a daily basis?

What are their needs?

To earn decent money & enroll more people	Experience Holidays Experiment Has to be affordable Flexibility	Bring with more information More focus of the present Simple experience	Guest - show them it is worth it Employers - Educate them	Users: Needs - Guidance, Connect	Need to find common vision with partners
---	--	---	--	----------------------------------	--

Now move the stickies to frame the activity by writing the following phrase:
[our users] need a way to [address this need] so that they [benefit in this way].

_____ need a way to **Connect and share a vision** so that they **Offer great sustainable products**



3 - Ideating

30 minutes

Ideation is intended to help you gather diverse ideas of how you could solve the challenge you have been given. Unleash your imagination and write down as many ideas as you can to solve your problem, regardless of how absurd or impossible they might seem!

Tips and tricks



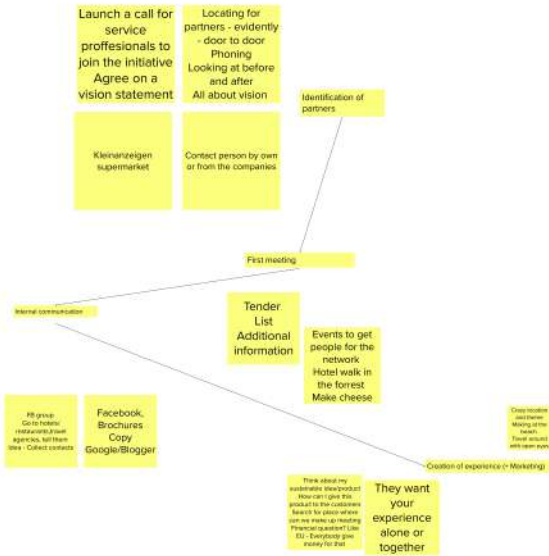
Spend a few minutes writing down as many ideas as possible.



Discussing in your teams will allow you to define the ideas and turn them into actionable objectives.



Open Ideation



Absurd Ideation

- Doing a tour where it is not sustainable and do like it could be
- Yearly agreement
- Give every owner for a promo

4 - Prototyping

30 minutes

Experience Roadmap

Break down your long-term experience into the most essential, short-term outcomes for your user. Using the sticky notes, complete the sentence with user tasks related to your solution in the **short or long term**. Then, reposition them in relation to each other and define **Stage 1, Stage 2** and **Stage 3** of the actions that the user undertakes.

Our user can...

- Establish a new community platform: Sustainable green reminder
- Boycott internal, choose sustainable
- Go for a beer together invite partners to your company/ experience

Short term

- Social platform + groups
- Ideas: Open calls for sustainability services, Matching - Connecting services → Package
- Bike/ Ad promoting the idea (around city)
- Asking person you meet doing something sustainable
- write kids from local school for inspiration

Long term

- Offering a label
- Political offers and rates
- Set specific goals for providers
- Awards in every category

Framing the challenge

Stick to the sheet the cards you filled in the previous activities.

A 4x2 grid of empty rectangular boxes for framing the challenge.

Group 6 - Eco-Go!

Solution

- Game with loyalty program
- Community of like minded people

What do you need to do to collect points?

- Visit sustainable restaurants, hotels, etc.
- Do good deeds
- Choose eco-transportation options

Users

The decision makers - Corporate

- Private

What problem does it solve?

Our users are not valuing sustainability as a main criteria in the decision making process

The big idea

Our decision makers become rewarded so they can become heroes and role models and influence other.

Expected failures

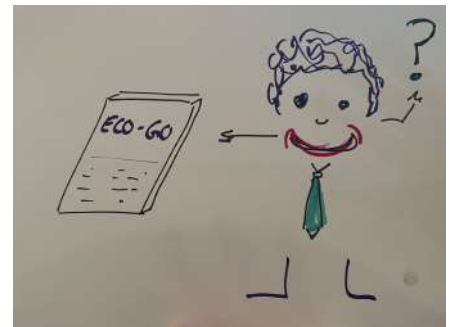
- Not enough users
- Selection failure (business are not sustainable)
- Poor game design
- Crashes
- Pokémon Go might sue us
-

Needs to be prototyped

- Functionality
- Storyline of the game
- Reward system
- Customer experience

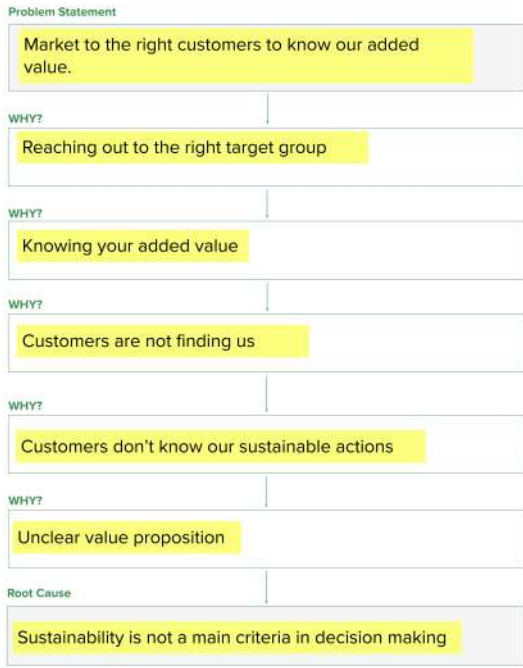
Indicators

- Amount of community members
- Variety of activity and experience
- High Engagement
- Five star reviews





The 5 Why's - Frame the Challenge 30 minutes



Update the Problem Statement

2 - Defining 30 minutes

Hills turn the users' needs into project goals. They describe an action (WHAT) a specific user can do (WHO) to achieve a goal (WOW). This is a concrete action that can take place in the short term, a very small part of the big idea for the solution.

Use the options below to build sentences using your ideas under Who, What, How. Draft them quickly and begin to mix and match until you find a combination that clearly describes your intention for your user. Remember: your Hills will evolve based on your continued understanding of the problem and your users.

WHO		WHAT				WOW			
Who is your user or specific set of users?		What will your users be able to do that they couldn't before?				What will your users be able to achieve?			
Person who buys the service	Person who use the service	Understand why does sustainability matter	Access to information to base decision on	Better Products Sustainable services will be developed later	Better value for money - ROI	Gain something be different community	Give back to the community	Be part of a community	See how much CO2/Water they saved
		Have sustainability as a deciding factor	Trendy and responsible	Enjoy feel cool	Book with a discount → to encourage	Currency gained through great choices	change their perspective - boring → cool	- Pride - Happiness - Informed - Rich	Have fun do good
		Make the process easy	Make a conscious decision	Match personal needs → sustainable	- Save water → Get engaged in sustainability	Loyalty program	Save points → encourage to continue conscious choices	Build a sustainable passport (stamps?)	Macro level Help save the planet
		Feel part of our values	See the sustainable level clearly	Share on social media		Local Help local economy grow	Personal: "Be a hero" role model	Talk and share experience	

Draft Hill n. 1

Our decision makers get rewarded so they become heroes and role models! they influence others.

Draft Hill n. 2

1 - Empathising - Users and Needs Mapping 30 minutes

Think about the users of your challenge and put yourself in their shoes. Define who they are, what they do on a daily basis, what they struggle to do and what are their needs.

Tips and tricks

- Get in the shoes of your users.
- Write down as many ideas as you can individually before discussing.
- Once everyone is done, discuss, consolidate notes and identify common needs.

Corporate companies who rent for employees	Local Community	User: The person who pays for the services	Anyone wanting to book something	- Group bookers - Event companies - Corporate	- Tour operators - OTAs
User: Agents who shall market the service	Families with kids	Travellers	- Travellers - Digital nomads	Highly Educated people	User: Vendors who provide the service
Schools	User: Accompanying travellers	User: End-user who use the service	Look for information	Sitting with agent to plan	

Sustainability is not key issue	Limitation	Internal rules	It is not cool to be "sustainable"	Money talks	Saving cost and time
- Budget - Time - Goals - Expectations - Managers - CEO	Don't know who to ask about sustainability	Not fully aware of our sustainable actions	Cost	Preference	Making Choices
Understanding sustainability	Don't know why to be sustainable				

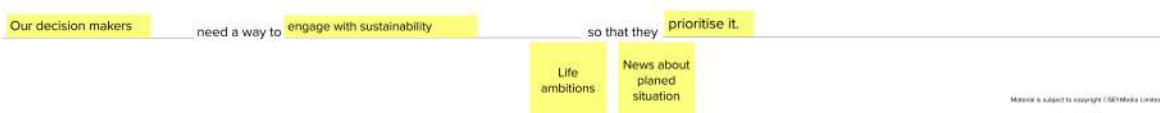
Who are the users involved?

TV programs about positive experiences	- Talking with friends - Family	- Instagram - OTAs - Media - Events - TikTok	Social Live	TV	Experience consequences of climate change
Recording travel blogs and inspiration	Travel Plannings	Vocation	Sports	Family	Culture
Education	Friends	Being in nature	Spending with family	Earn money → budget	Feel the need to do good

What are their needs?

Unique travel experience	Reviews on experience	Image
- Experience - Responsibility - Safety - Comfort - Efficiency	- Should be simple - Easy to understand	Fun
Balancing work-private life	Basic needs	

Now move the stickies to frame the activity by writing the following phrase: [our users] need a way to [address this need] so that they [benefit in this way].



3 - Ideating

30 minutes

Ideation is intended to help you gather diverse ideas of how you could solve the challenge you have been given. Unleash your imagination and write down as many ideas as you can to solve your problem, regardless of how absurd or impossible they might seem!

Tips and tricks

⌚ Spend a few minutes writing down as many ideas as possible.

🗨️ Discussing in your teams will allow you to define the ideas and turn them into actionable objectives.



Open Ideation

Lower prices on sustainable services	Only promote sustainable services	Make it difficult to book "non-sustainable" services	Receive a report with how much they saved (water CO2)	Green network (hotels, restaurants, tours, etc.)
- Create a community with activities - Participate Share	Give a price reward	Promotion videos and webinars	Make a content participate	Give information customised
Loyalty program				

Absurd Ideation

	Treasure hunt game for kids	Superheroes with green capes → to engage kids	Pay with a good deed	Quiz of what your personal values to sustainable values
"Some" sustainability score "Gamification"	Dream, let customer create strategy	DO-rism challenges	Happy tourist	Sustainability warrior program → welcome nark
ECOCOIN Collect "Sustainability" Points	Green passport	Game sustainable go!	QR codes at taxis	Competition with family friends who is the greener



4 - Prototyping

30 minutes

Experience Roadmap

Break down your long-term experience into the most essential, short-term outcomes for your user. Using the sticky notes, complete the sentence with user tasks related to your solution in the **short** or **long term**. Then, reposition them in relation to each other and define **Stage 1**, **Stage 2** and **Stage 3** of the actions that the user undertakes.

Our user can...

Short term

Make more sustainable decisions	Be rewarded with loyalty points
---------------------------------	---------------------------------

Be motivated to inspire others to join the eco-go! community

Long term

Become active/ engaged in a global community of proud sustainability heroes

Framing the challenge

Stick to the sheet the cards you filled in the previous activities.

Our customers are not valuing sustainability as a main decision factor

Our decision makers need a way to engage with sustainability so that they prioritise it

Our decision makers get rewarded so they become heroes and role models and influence others

ECO-GO! Gamification + loyalty program / collect points by making sustainable choices / Winner gets a better world!



Group 7 - Company owner needs a way to improve communication and inspire freelancers so that they feel like a part of a community and share the vision of the company.

Solution

Our solution is to co-create a tour together with the guides in order to build a sense of ownership and build a stronger connection between guides and the company.

In the long term, we aim to be the name on everyone's lips so that everyone wants to be a part of the brand.

Users

The owner of Inside Rotterdam and the team of tour guides.

What problem does it solve?

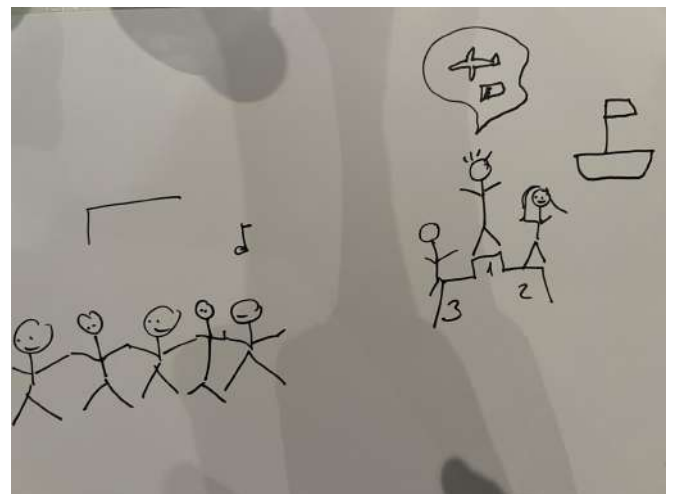
The company struggles to communicate and inspire tour guides due to lack of commitment and resources.

The big idea

By communicating our company's values and helping the team to internalise them, in so we create loyalty, a stronger community and better experiences.

Expected failures

- Lack of interest from guides
- Lack of time from both users
- Lack of finances from the company
- Lack of passion



Needs to be prototyped

Testing a new tour contributed by tour guides - based on the expertise of the guides with the goal of connecting them.

Indicators

- Number and quality of reviews
- Returning guests asking for specific guides
- Active participation from guests towards company
- Guest referrals



The 5 Why's - Frame the Challenge

30 minutes

Problem Statement

Company struggles to get tour guides to commit to long term strategy, because of flexibility of business / brand loyalty

WHY?

Not true part of company
Not part of community

WHY?

Not a contract
Uncertainty / not aligned with brand

WHY?

Giving enough to be able to ask more commitment
Not communicated well enough / inspired

WHY?

Not enough time / resources

WHY?

Lot of responsibility

Root Cause

Lack of trust, resources and commitment

Update the Problem Statement

Company struggles to communicate and inspire tour guides due to lack of focus and commitment and resources and time

2 - Defining

30 minutes

Hills turn the users' needs into project goals. They describe an action (WHAT) a specific user can do (WHO) to achieve a goal (WOW). This is a concrete action that can take place in the short term, a very small part of the big idea for the solution.

Use the spaces below to build sentences using your ideas under Who, What, Wow. Draft them quickly and begin to mix and match until you find a combination that clearly describes your intention for your user. Remember: your Hills will evolve based on your continued understanding of the problem and your users.

Who
Who is your user or specific set of users?

What
What will your users be able to do that they couldn't before?

Wow
What will your users be able to achieve?

Draft Hill n. 1
Owner can organise weekly/monthly meetings

Draft Hill n. 2
Owner can hold knowledge sessions / team building events

1 - Empathising - Users and Needs Mapping

30 minutes

Think about the users of your challenge and put yourself in their shoes. Define who they are, what they do on a daily basis, what they struggle to do and what are their needs.

Tips and tricks

- Get in the shoes of your users.
- Write down as many ideas as you can individually before discussing.
- Once everyone is done, discuss, consolidate notes and identify common needs.

Who are the users involved?

- Small company owners working with freelancers
- Tourists
- Freelancers
- Team leader with poorly committed coworkers

What do they struggle to do?

- Communicate Vision
- Inspire tour guides
- Getting enough money / not inspired
- (Users)
 - Lack of community
 - Lack of commitment
 - Lack of empathy
 - Lack of resources and commitment

What do they do on a daily basis?

- One on One contact (short contact)
- Correcting review (Quality check)
- Tour guides working in their own business
- Giving freedom in designing tours (and promoting)

What are their needs?

- They need:
 - Trust
 - Passion
 - Support
 - Motivation
- Commitment
- Share vision at company
- Long term stability

Now move the stickies to frame the activity by writing the following phrase:
[our users] need a way to [address this need] so that they [benefit in this way].

Company owner need a way to improve communication and inspire freelancers so that they feel like a part of community and share the vision of the company



3 - Ideating

30 minutes



Ideating is intended to help you gather diverse ideas of how you could solve the challenge you have been given. Unleash your imagination and write down as many ideas as you can to solve your problem, regardless of how absurd or impossible they might seem!



Tips and tricks

Spending a few minutes writing down as many ideas as possible.



Discussing in your teams will allow you to define the ideas and turn them into actionable objectives.



Open Ideation

Team building on new tours and brainstorming	Going on a weekend away	Creating a tour together	Going on a trip to join tours they inspire the owner or have dream guide lead	Compliments day - giving compliments - 20 per person
Personal interviews to get to know each other better	Active Listening, training	Visiting tours together in other cities	- 5-5 reviews - big ? - a year game with the most 5 star reviews	Skills improvement for guides best trends
Organise meetings online (WhatsApp, zoom)	Share Commission	Brainstorming online + Prize	Create a course that trains guides - gives them benefits	Communicate values and accumulate wins - learn from mistakes
Guidelines for guides	- Coffeeing - art gallery - tour guides office - to combine them	Yours or everyone's strengths - How can I serve better?	Paying chore (?) market value - Adding benefits	

Absurd Ideation

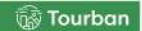
Survival camp	Song contest as activity to build team	Instruction video by tour guides	Circus act	Have a meeting outdoors (park, barbecue party, workout)
Organise games in existing towns (treasure hunting)	Vision → Can we define it together	What are the trends in tour guides industry / sector?	Tourguides in 10 years? Do we even have tour guides physically then?	



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4 - Prototyping

30 minutes



Experience Roadmap

Break down your long-term experience into the most essential, short-term outcomes for your user. Using the sticky notes, complete the sentence with user tasks related to your solution in the **short** or **long term**. Then, reposition them in relation to each other and define **Stage 1**, **Stage 2** and **Stage 3** of the actions that the user undertakes.

Our user can...

The user be confident that it has a ? and loyal team of freelancers

Short term

Better connection between the guides

Stronger team

Better customer experience

Long term

Popular employer / culture brand

Inside ? is the best tour company for the guides and the customers



Framing the challenge

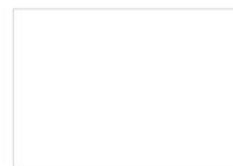
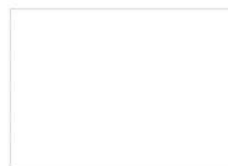
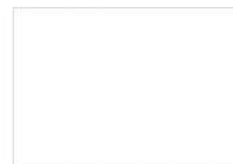
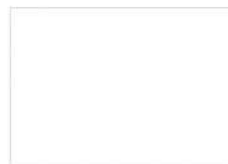
Stick to the sheet the cards you filled in the previous activities.

Company struggles to communicate and inspire tour guides due to lack of commitment and resources

Company owner needs a way to improve communication and inspire freelancers so that they feel like part of community and share the vision of the company

1) Owner can organise weekly / monthly meetings
2) Owner can hold knowledge sessions and team building events

Creating a new tour ? by tour guides - based on the experience of the guides with the goal of connecting them



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Group 8 - TOUR-Bnb - Glocal platform

Solution

Partnering up local tour-operators which guarantee a high quality local, authentic experience to users

Users

- Travellers interested in authentic experiences
- Small scale tour operators / providers of experiences

What problem does it solve?

- Reduce Negotiation power of big platforms.
- Visibility of small operators, local providers, local initiatives no global visibility
- Quality offerings for travellers from trusted providers
- Not authentic experiences

The big idea

Partnering up of the local SME over different local chapters, via a very qualified qualification process - be part of a cluster

Shared Platforms allows small operators use fancy tech services that they could not afford alone (AR / VR preview of experiences etc.) - Offer until May 2022: ECO-go free download on sign-up

Expected failures

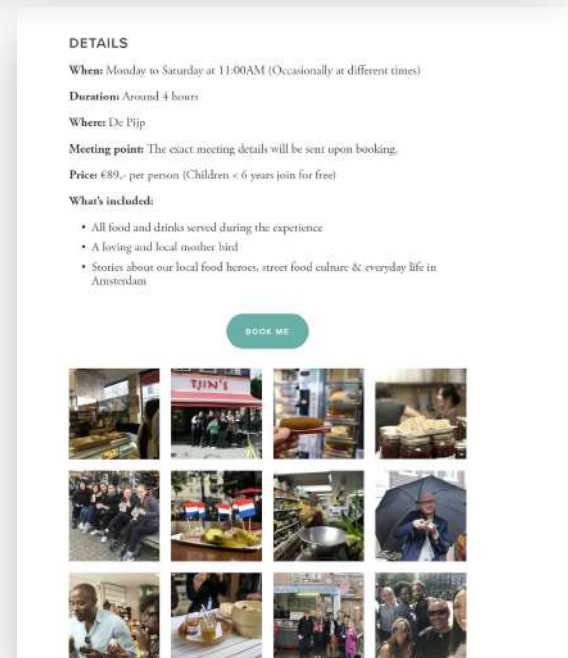
- Not gaining sufficient visibility
- Not user friendly
- Critical mass

Needs to be prototyped

- Starting with pilot areas within Tourban Area.
- Are users actually interested in those offerings,
- Is the platform sufficiently user friendly

Indicators

- Users
- Margin per operator





The 5 Why's - Frame the Challenge

20 minutes

Mass tourism → Authenticity
Technology

Problem Statement

How to establish a process (based on technology, scalable by definition) to provide experiences based on authentic local culture (not scalable by definition)

WHY?

To create an experience without losing your authenticity

WHY?

To preserve authentic local culture

WHY?

The tour companies struggle to find a process to provide authentic experiences

WHY?

The traveller struggle to find an authentic and sustainable experiences

WHY?

The locals struggle to live with tourism and fair distribution

Root Cause

How to align all different stakeholders' interest, creating a process, because there is a gap between mass tourism and authentic experiences

Update the Problem Statement

2 - Defining

30 minutes

Hills turn the users' needs into project goals. They describe an action (WHAT) a specific user can do (WHO) to achieve a goal (WOW). This is a concrete action that can take place in the short term, a very small part of the big idea for the solution.

Use the spaces below to build sentences using your ideas under Who, What, Wow. Draft them quickly and begin to mix and match until you find a combination that clearly describes your intention for your users. Remember: your Hills will evolve based on your continued understanding of the problem and your users.

Tips and tricks

- Remember when filling your cards, to not leave space for extra solutions.
- Use the drawing of hills to write as many different solutions.

WHO	WHAT	WOW
Who is your user or specific set of users?	What will your users be able to do that they couldn't before?	What will your users be able to achieve?
	<ul style="list-style-type: none"> Virtual reality Presentation of Experience "Reverse experience pitching" Find each other 	<ul style="list-style-type: none"> "Call a Swedish person" Random number of locals "Third party" judge community approve? Combine their skills / network Bring an authentic offer on the market Successful sustainable travel experiences in the region

Draft Hill n. 1 Draft Hill n. 2

1 - Empathising - Users and Needs Mapping

30 minutes

Think about the users of your challenge and put yourself in their shoes. Define who they are, what they do on a daily basis, what they struggle to do and what are their needs.

Tips and tricks

- Get in the shoes of your users.
- Write down as many ideas as you can individually before discussing.
- Once everyone is done, discuss, consolidate notes and identify common needs.

Locals	IT + Marketing	Travel Agents	Travel Companies	Local Politicians
Bookers	Local businesses / Partners	Huck Finn Active travellers visiting Croatia preferring small group responsible travel	Travellers seeking authentic experiences	Travellers

Who are the users involved?

Struggling to run their business and remain profitable	"Work hard play hard"	Slow start	Time to maintain system ?	Price matters Live with mass tourism
Too much information promoting big and mass tourism businesses	- Cookies - Big data - A.I. - Dynamic packaging - GDS	Comfortable option wins	Stick with most popular offer	

What do they do on a daily basis?

What do they struggle to do?

Finding a sustainable experience	Cost of marketing (system)	They don't find offer	Pandemic restrictions	How to offer (experiences)	Finding authentic experiences Motivation for international markets
Every day business (lack of staff)	Competition to other offers	Compete with big companies	They get tourist traps	Finding the right provider / operator	Coping with overtourism
Finding an authentic experience					

What are their needs?

- Travel offer - Private experiences	Looking for local culture	Having a "home" (mass tourism)	Income	Having an authentic, sustainable experience	Conserve true local culture
- Outdoor experiences - Nature - Rural - Countryside	Make unique trips	Gain visitors	Creating an economically strong region	Running a sustainable successful business	

Now move the stickies to frame the activity by writing the following phrase:
[our users] need a way to [address this need] so that they [benefit in this way].

_____ need a way to _____ so that they _____



3 - Ideating 30 minutes

Ideation is intended to help you gather diverse ideas of how you could solve the challenge you have been given. Unleash your imagination and write down as many ideas as you can to solve your problem, regardless of how absurd or impossible they might seem!

Tips and tricks


- ⌚ Spend a few minutes writing down as many ideas as possible.
- 🗨️ Discussing in your teams will allow you to define the ideas and turn them into actionable objectives.

Open Ideation

Content	- Local Producers - Video content	Local business / platform	Local producers community
Buy cookies from big platforms. To create ad hoc customised experiences	Tourban guerilla	Tourban Dubrovnik Regatta	Dronefly zone
SEO	Community	Living like a local	- Local Initiatives - Network of locals
Social Media (video transports emotion) TikTok? Instagram Reels?	Branding	Create video content	Get help from outside
Platform to reach users			

Absurd Ideation

Street events	They need a lot of stimulus	'Experience Tindo' (match making) simple profiles
Captain and Minister	Mother-in-law with S-I-L Kayak Race	Zagorje Lockdown



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4 - Prototyping 30 minutes

Experience Roadmap

Break down your long-term experience into the most essential, short-term outcomes for your user. Using the sticky notes, complete the sentence with user tasks related to your solution in the **short** or **long term**. Then, reposition them in relation to each other and define **Stage 1**, **Stage 2** and **Stage 3** of the actions that the user undertakes.

Our user can...

Find best fit / experience via our multi-discipline cluster "Tourban Community Local Chapter" → a group of (small scale) experts

Short term

3 pilot cities:


- 1. Amsterdam region
- 2. Barcelona region
- 3. Hamburg region

Long term

A trusted wide Airbnb platform that offers customised hyper-personalised experiences

Framing the challenge

Stick to the sheet the cards you filled in the previous activities.



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Group 9 - Local Buddy

Solution

Creating a system/platform/network to enable meaningful interactions between locals and visitors.

Users

- Second and third time solo travellers

What problem does it solve?

- Tourists visiting overcrowded places and not having meaningful experiences.



Expected failures

- Local residents not willing to receive tourists.
- Local residents not wanting to join the network.
- Tourists finding it difficult to use the platform.
- Security issues. Not trusting tourists.

Needs to be prototyped

- The final platform and the labels/marks

Indicators

- The platform engagement.
- Number of users.
- Users satisfaction / reviews.
- Number of people visiting non conventional places.



The 5 Why's - Frame the Challenge

20 minutes

Problem Statement

Our visitors end up in overcrowded places because they don't want to miss the main attractions.

WHY?

Main attractions are more known

WHY?

For historical reasons

WHY?

People who live in other parts of town don't want visitors to come to their neighborhood

WHY?

Lack of time / short city breaks

WHY?

Complexity to promote intangible attractions of lesser know places

Root Cause

It is our human nature to follow the crowd

Update the Problem Statement

Our visitors end up in overcrowded places because it is our human nature to follow the crowd

2 - Defining

30 minutes

Hill turn the users' needs into project goals. They describe an action (WHAT) a specific user can do (WHO) to achieve a goal (WOW). This is a concrete action that can take place in the short term, a very small part of the big idea for the solution.

Use the spaces below to build sentences using your ideas under Who, What, Wow. Draft them quickly and begin to see and match until you find a combination that clearly describe your intention for your user. Remember: your Hill will evolve based on your continued understanding of the problem and your users.

Who Who is your user in a specific set of users?

What What will your users be able to do that they couldn't before?

Wow What will your users be able to achieve?

Who:

- Water house - gardens / plant / flowers
- Local buddies: take a blind to concert or wheelchair user to museum
- Create neighbour label « We are open » visit us (drawing)
- Take to school the child of the person you know in the city
- Cook a bake with neighbours (drawing of an oven)
- Invite a local for lunch
- Create a network of local people able to help and send tips to visitors

Draft Hill n. 1

Draft Hill n. 2

1 - Empathising - Users and Needs Mapping

30 minutes

Think about the users of your challenge and put yourself in their shoes. Define who they are, what they do on a daily basis, what they struggle to do and what are their needs.

Who are the users involved?

People visiting a city	Men	Women	Group of friends	Conference	Families with teenagers	Teenagers who come with a class	Low income	Young party "tourists"
City 7 visitors	Retired people	Retired people with organized tour	Families	7 over 70 visitors?	High income	Kids	People coming with a cheap flight	high-level officials
Grown ups who have more money than time	Youngsters who have more money than time	Solo travelers, Business, backpackers	Digital Nomads	Backpackers	Local families	Couples	Diplomats	Army representatives

What do they do on a daily basis?

Business people experience their stay over the week	Work routine leaves little time to prepare	Bachelor parties	Routine	Stay in hotels in the city center	Compare prices online	Travel by plane	Finding compromise with travel modes
Take photos of additional places	Where to leave baggage?	To little time to enjoy	Limited time	Connect to internet	Walk/take public transport to visit places	To reach time at work	Some experiences at the time

What do they struggle to do?

Not meeting the appearance of the society	Discover the real identity of the destination	Easy access	Corporate interests	Miss needs manipulation	Resolving human nature	Fear of missing out	Lack of meeting out	Lack of time	Lack of money
Interact with locals	Time Money Information Routine	How to know where to go?	Life is to busy	Boring life					

What are their needs?

Know alternatives	To baking	To relax	Discover new places	Price-quality balance	Time Money Entertainment	To post cool pictures on Instagram	Eat local well food	Need to feel special	Time together with loved ones
Sleep well	Get out of daily routine	Time to unwind							

Now move the stickies to frame the activity by writing the following phrase:
[our users] need a way to [address this need] so that they [benefit in this way].

Cruise ship visitors (Big groups) need a way to To see as much as possible so that they Have fun
Solo travelers To meet local people Learn new things



3 - Ideating 30 minutes

Ideation is intended to help you gather diverse ideas of how you could solve the challenge you have been given. Unleash your imagination and write down as many ideas as you can to solve your problem, regardless of how absurd or impossible they might seem!

Open Ideation

- Pay with a good deed - get a free product in return for doing a good deed
- Blogs - Influencers - SEO - to talk about attraction sites
- Decreasing prices of public transport network to spread visitors outside
- Label on the building that is there to visit free to visit (draw square)
- Tourist + local exchange life for one day
- Social housing people allowed to rent to tourists
- Geo-Games: Finding Local PPL with passion
- Questionnaire for tourist if you want to book hotel you need to win of 80% right answers
- Mini festival in the outskirts
- "Fan club" for second visitors
- Developing an app where tourists can get in touch with locals at anytime to ask for tips / alternative options
- Developing workshops with local residents to show visitors local traditions, gastronomy, etc.

Absurd Ideation

- Citizen contacts for tourists
- Tourists give simple service (dishwashing, gardening) to locals
- local + tourist getting married for a day
- You get credits if you don't visit the main sights
- credits can be used in less-known sights
- Create a training session with the guests staying where you are
- Talk to a postman/postwoman
- Spend a night in a prison

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4 - Prototyping 30 minutes

Experience Roadmap

Break down your long-term experience into the most essential, short-term outcomes for your user. Using the sticky notes, complete the sentence with user tasks related to your solution in the **short or long term**. Then, reposition them in relation to each other and define **Stage 1, Stage 2** and **Stage 3** of the actions that the user undertakes.

Our user can...

- Engage with local people
- Experience local traditions
- Learn about local insights
- Establish personal relations
- Find alternative places to visit

Short term

- Find an accommodation to test the idea of tourist inviting locals for activities/meals
- Offering assistance/ specific services for locals (Music, elderly assistance)

Long term

- Creating a website/ platform/app to make meaningful interactions between locals and visitors

Framing the challenge

Stick to the sheet the cards you filled in the previous activities.

Our visitors end up in overcrowded places because it is our human nature to follow the crowd

User need statement: Solo travelers need a way to meet local people so they can learn new things and have fun

Hill: Second/third fine solo travelers are gaining more local interactions to reach the meaningful and memorable experience

Idea: Local buddies / network Network of local people able to help and send tips to visitors (invite a local for lunch...) Label local buddy or house

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Group 10 - Restaurant team & zero waste goals

Solution

To have a restaurant with the concept Menu - There is no Menu!

Users

Kitchen staff, guests

What problem does it solve?

- Food waste
- Decrease and re-using packaging
- Optimising resources
- Maximising profitability
- Unique selling point comes out clearly - great to market!

The big idea

Welcome to the restaurant -
There is No Menu!

The idea is to define The Menu Of Day! based on available ingredients. Leftovers to go (guests and staff) or compost(staff).

Expected failures

- Guests not open minded
- Staff is not motivated
- Kitchen team lacks of creativity

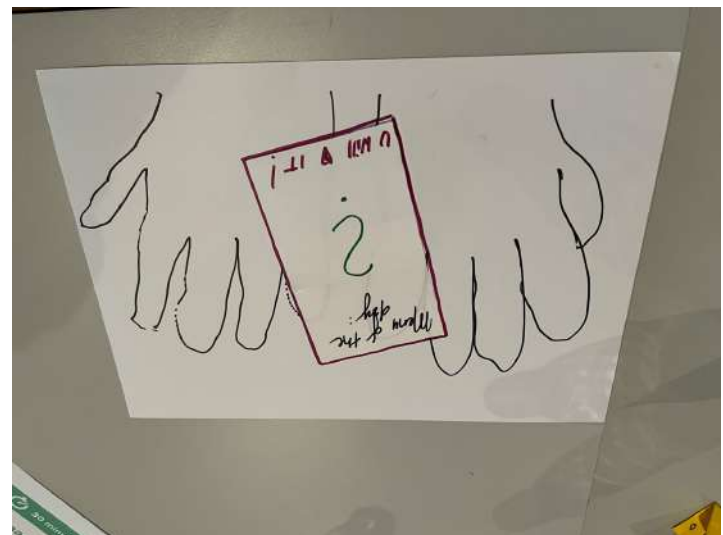
Needs to be prototyped

The reaction of test customers

The capability of kitchen chef to create menus from available ingredients - that they would be attractive

Indicators

- Waste cost
- Revenue generated from the restaurant guests
- Guests satisfaction
- Staff engagement and motivation (survey)





1 - Empathising - Users and Needs Mapping 30 minutes

Think about the users of your challenge and put yourself in their shoes. Define who they are, what they do on a daily basis, what they struggle to do and what are their needs.

Tips and tricks

- Get in the shoes of your users
- Write down as many ideas as you can individually before discussing
- Once everyone is done, discuss, consolidate notes and identify common needs

Who are the users involved?

Long stay guest	1 day guest	Technical staff	2 night guest	wellness clients	7 night guest	parents of staff -)	Hotel staff
Staff	Families	Guests	Management staff	Suppliers	Dishwasher staff	Looks staff	Food producers - Package producers
Reception staff							

Who are the users involved?

Drinking	Eating Food	Guests gag and order food to the hotel	Staff produces more food, not using what's left	Ordering deliveries with lots of packaging	Water running all day long	Illness
Friendly guests	"I don't care" guests	Thieves	"I don't care" staff (already gone)	Angry guests		

What do they struggle to do?

Ethical dilemmas	Time	1 day guest: - no moral commitment - short time	Higher staff: Lack of possibilities	Too busy - time management	Staff motivation	Long stay guest: bored
Lack of awareness	Language and communication problems	Lower staff: poor motivation	All is paid	Engagement	The staff doesn't know 'why'?	21 century consumption and package orientated society
Moral values in the society	Management: how to show the big picture?					

What are their needs?

€	Short stay guest - knowing he got what he has paid for	Guests - great experience	Lower staff - appreciation	Training	Guests - value for money
To be acknowledged/ Praise!	Long stay guest: - more variety	High staff: - being heard	Perfect holiday		

Now move the stickies to frame the activity by writing the following phrase:
 [our users] need a way to [address this need] so that they [benefit in this way].

_____ need a way to _____ so that they _____

2 - Defining 30 minutes

Hills turn the users' needs into project goals. They describe an action (WHAT) a specific user can do (WHO) to achieve a goal (WOW). This is a concrete action that can take place in the short term, a very small part of the big idea for the solution.

Use the spaces below to build sentences using your ideas under Who, What, Wow. Draft them quickly and begin to mix and match until you find a combination that clearly describes your intention for your user. Remember: **your Hills will evolve based on your continued understanding of the problem and your users.**

Tips and tricks

- Be concrete when drafting your goals - it will make you to feel better solutions
- Help use statements of intent written as meaning for user successes.

WHO
Who is your user or specific set of users?

Kitchen staff

WHAT
What will your users be able to do that they couldn't before?

Look: - Menu: What uses every Ingredient

Recycle and reuse

Inventory Lists

Standards for food processing

WOW
What will your users be able to achieve?

No plastic

No waste

Sustainability mindset

No overspending, no wastage on food

More space will help reduce waste and cost

Draft Hill n. 1

Kitchen team/cook creates menu what uses every ingredient to achieve no overspending & no wastage on food.

Draft Hill n. 2


Kitchen team recycles packaging to achieve no waste

3 - Ideating 30 minutes

Ideation is intended to help you gather diverse ideas of how you could solve the challenge you have been given. Unleash your imagination and write down as many ideas as you can to solve your problem, regardless of how absurd or impossible they might seem!

Open Ideation

Food supplies can be ordered by certain standards and by certain people only	No specific menu (menu of the day)	"Gone off" fruit and veg delivered to zoo
How to re-use "yesterday's buffet" - staff lunch / homeless people	Cook your own food (like cheese / yoghurts)	Grow your own food
- Only "eatable" items - "Rotten" (over bake) items → use as fertilisers	- "Doggy bag" - once a week a party fire with waste	Kitchen: Do your own sodas, juices, etc. not order plastic bottles and tetras



To have containers for different ingredients and have suppliers who sell without plastic packaging / Product arrive in reusable packaging and poured in containers

Absurd Ideation

Mood of the chef	MENU IS there is no menu	Leftovers → use as fertilisers at the "krähten" garden - compost (pile)
Feed the Fish + the Birds	Detox day / week	Our chairs made from plastic waste
(food waste) organic cement for buildings	Organic smoothies from selected food waste	Take your garbage with you and you'll get %

Tips and tricks

- Spent a few minutes writing down as many ideas as possible.
- Discussing in your teams will allow you to define the ideas and turn them into actionable objectives.

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4 - Prototyping 30 minutes

Experience Roadmap

Break down your long-term experience into the most essential, short-term outcomes for your user. Using the sticky notes, complete the sentence with user tasks related to your solution in the **short or long term**. Then, reposition them in relation to each other and define **Stage 1, Stage 2 and Stage 3** of the actions that the user undertakes.

Our user can...

- define the menu of the day based of available ingredients.
- Leftovers to go or compost

Short term

- saving cost and resources
- more interesting and creative food experience
- less waste → no waste
- stressfree staff (in the kitchen)

Long term

- saving cost
- smaller ecological footprint of the restaurant
- NO WASTE
- more ecoaware and happier guests
- better future for human kind

Framing the challenge

Stick to the sheet the cards you filled in the previous activities.

Guests and staff are not focused on zero-waste because of lack of standards related to food processing and packaging	Staff need a way to get better information and nutrition so that they can work on a daily basis according to zero-waste standards
1. Kitchen team creates menu that uses every ingredient to achieve no overspending and no wastage on food 2. Kitchen team recycles and reuses packaging to achieve NO WASTE	To have a hotel restaurant with the concept "MENU - there is no menu" (food cooked based on what's available) Also waste / leftover → is used as fertiliser at a "compost garden" → regrow
<div style="border: 1px solid black; height: 60px; width: 100%;"></div>	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>
<div style="border: 1px solid black; height: 60px; width: 100%;"></div>	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>

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What did the participants say?

The overwhelming response to the Design Thinking Lab was extremely positive, with participants reporting considerable appreciation for the process and the opportunity to participate.

Angela Bustillos · 1st
CMO & Co-founder en eXplorins
1w · 🌐

👏👏👏 last week eXplorins Cambra de Barcelona #Tourban

eXplorins
399 followers
1w · Edited · 🌐 [+ Follow](#)

Last week we assisted to our first #Tourban event: "Design Thinking Lab" drive it by [Cambra de Barcelona Digital Tourism Think Tank](#)

So happy to met all the amazing people and to be in the same room with the 60 SMEs participated for the Sustainable Urban Tourism Acceleration Programme.

Thank you so much for make this possible [Berta Perez Pey](#) [Leonie Hehn](#)

[#tourism](#) [#barcelona](#) [#EU](#) [#europeanunion](#) [#europeancomission](#)
[#program](#) [#cities](#) [#sdgs2030](#) [#future](#) [#sostenibilidad](#)
[#sustainabledevelopmentgoals](#)

Renáta Farkas-Faddi · 3rd+
Travel Agent at Jet Travel Kft.
2d · Edited · 🌐

Jet Travel has been selected as one of the SMEs to join the Tourban Acceleration Programme!

With Tourban, we can strengthen our solution, Step further for less and contribute to a more sustainable urban tourism industry.
You can follow our journey here on www.tourban.eu.

Thank you for the organizers in Barcelona :)

[#tourban](#) [#travel](#) [#europeanunion](#) [#sustainable](#) [#tourism](#)

Amitylux
137 followers
23h · 🌐 [+ Follow](#) [...](#)

2 Days of [Tourban](#) Design Thinking Lab in Barcelona! 💡 - Taking on sustainable challenges relating to everyday business life in the urbantourism sector.

The programme brought together over 70 SMEs from Amsterdam, Barcelona, Budapest, Copenhagen, Dubrovnik, Kieland Tallinn that are part of this ambitious project that focuses on addressing innovation and sustainability in tourism SMEs.

[#tourism](#) [#business](#) [#sustainability](#) [#designthinking](#) [#project](#)

Bernadett Torma · 2nd
Touristic Administrator at Hungarian Hospitality Employers' Associati...
6d · 🌐

I was fortunate enough to experience the view-point changing event that [Design Think Tank](#) has organised for all of the Tourban project participants in Barcelona last week. Amazing to see this many people share such an uplifting goal as making tourism more sustainable. 🌱🌍

[#tourism](#) [#sustainabilitymatters](#)

Joyce Zengerink · 1st
Lecturer E-tourism, digitalization and online marketing
1w · Edited · 🌐

Last week we had our first live [Tourban](#) meet up with the SME's from all seven partners! It was amazing to feel the positive energy and share ideas together in Barcelona.

Next to all the networking, the SME's joined the Design Thinking Challenge hosted by [Digital Tourism Think Tank](#). Thanks everyone for making this event valuable for all! Happy to be part of this team as one of the project partners!

[#designthinking](#) [#networking](#) [#event](#) [#tourism](#)

Simone K. Schleifer · 2nd
Founder & CEO CLOUDS BCN
4d · 🌐 [+ Follow](#) [...](#)

So thankful to be part of this inspiring project [Tourban](#) 🌱
Thanks to all participants and organisers for sharing thoughts and ideas !!

Kristel Hering · 2nd
--
23h · 🌐 [+ Follow](#) [...](#)

2 Days of [Tourban](#) Design Thinking Lab in Barcelona! 💡 - Taking on sustainable challenges relating to everyday business life in the urban tourism sector.

Amazing to meet so many like-minded and inspiring people! 🌱🌍🌱

The programme brought together over 70 SMEs from Amsterdam, Barcelona, Budapest, Copenhagen, Dubrovnik, Kiel and Tallinn that are part of this ambitious project that focuses on addressing innovation and sustainability in tourism SMEs.

[#tourism](#) [#business](#) [#innovation](#) [#sustainability](#) [#project](#)
[#designthinking](#) [Amitylux](#)

