

Guerrilla Research Notes

Authentic Experience

- Instructions are hard to understand
- Be more straightforward on the idea
- Are there language options?
- Would I have to pay for this? What's the cost?
- Provide flexibility about listening and seeing
- Am I watching a lecture? Or a picture?
- It's great that I can see inside if I can't be in the place. Does that change anything if I can't go in?

Customized Tours

- Scroll through spots
- Is there an option to click on read more
- There should be a map for easier navigation
- I'd add more pictures
- Itinerary means to tell you to go visit at this time?
- Go at that place at that time
- Can I change to where I want to look around?
- Being able to sort through the spots is cool but I prefer exploring by location not theme

Map & Signage Upgrade

- Allow to see and unsee amenities
- Allow option to click on search
- How many locations will be searchable?