## **Augmented Reality**



## pain points



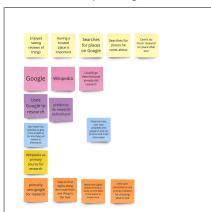
When I'm at a site, I use/don't use my phone to/because...



## I like to go on guided tours because...



I like to research specific sights



Wishes



## Location



Food



I like to visit sites recommended by locals to avoid places tourists go to



I don't like to plan out everything



Researching trips



I like to research lodging



Parking Lot

