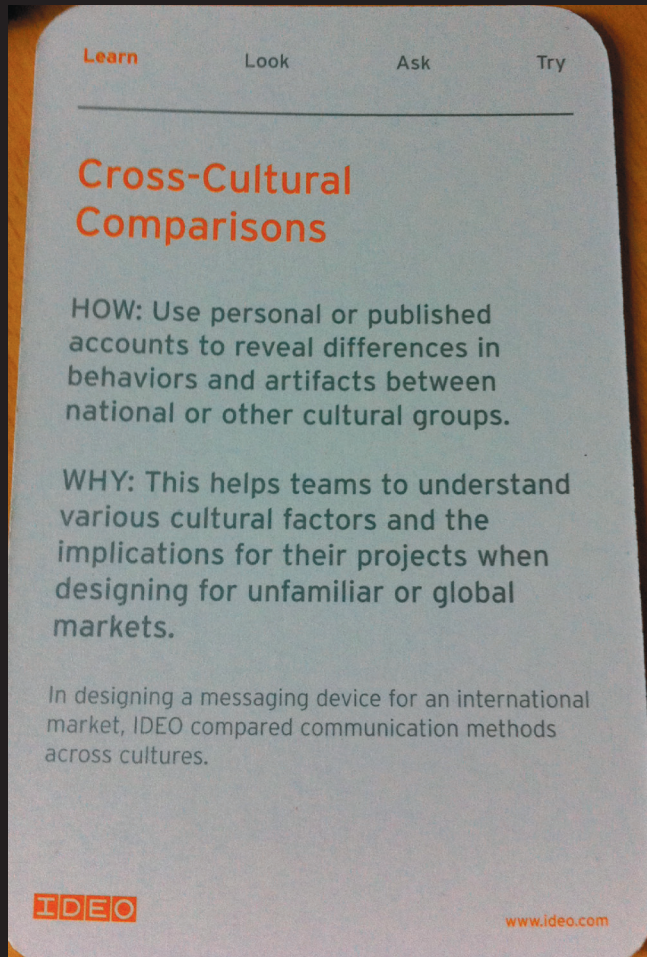
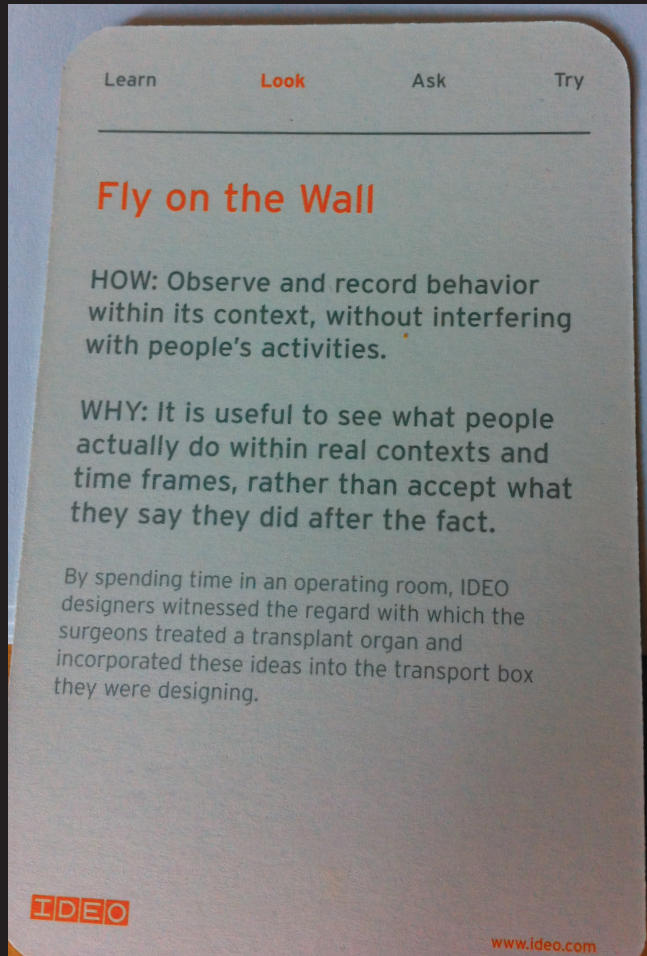


# Cross-Cultural Comparisons



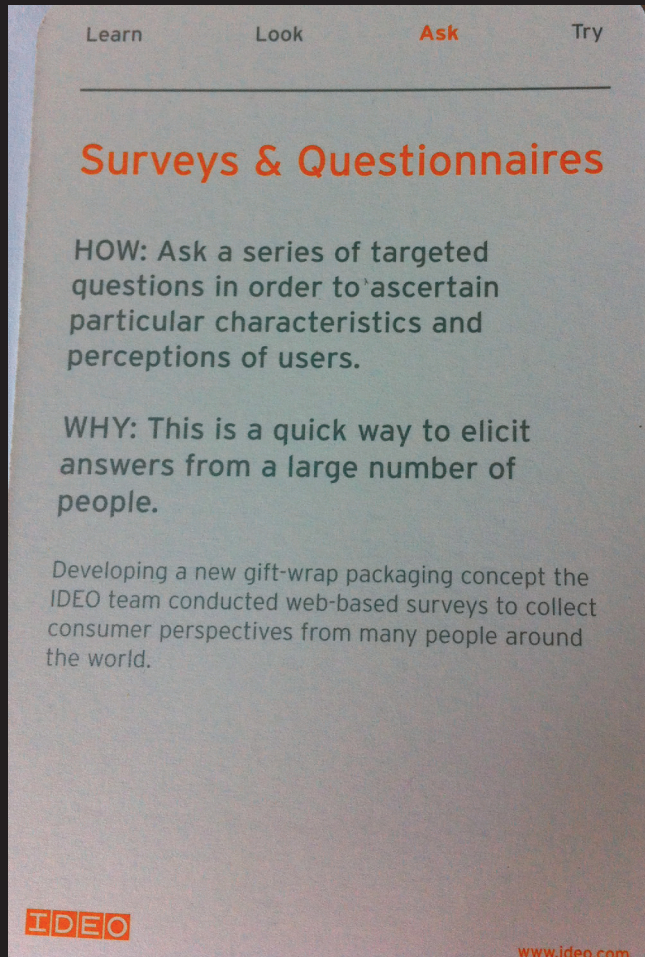
Observe the behavior of people of different nationality / cultures at the train station or airport.

# Fly on the Wall



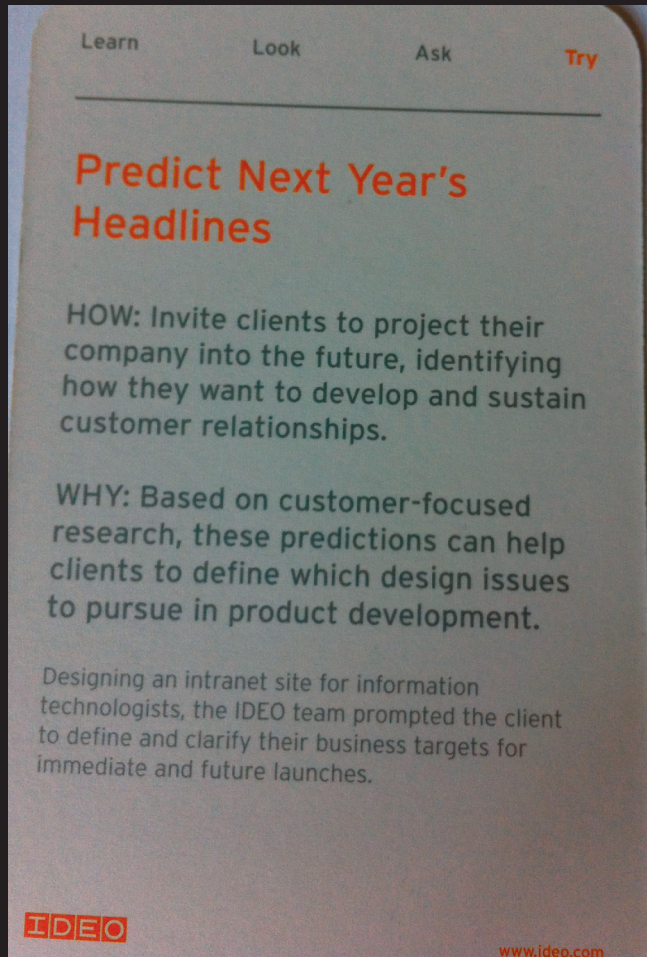
Observe people at the train station / airport.

# Survey & Questionnaires



- When did you start to plan your travel?
- Why did you choose this travel destination?
- Do you travel alone or in a group / with your family?
- What would be the killer feature of an ultimate interactive travel planner?
- How did you find interesting places at your travel destination?

# Predict Next Year's Headline



»Apple invented the iBeam.  
This will reinvent the way we travel«