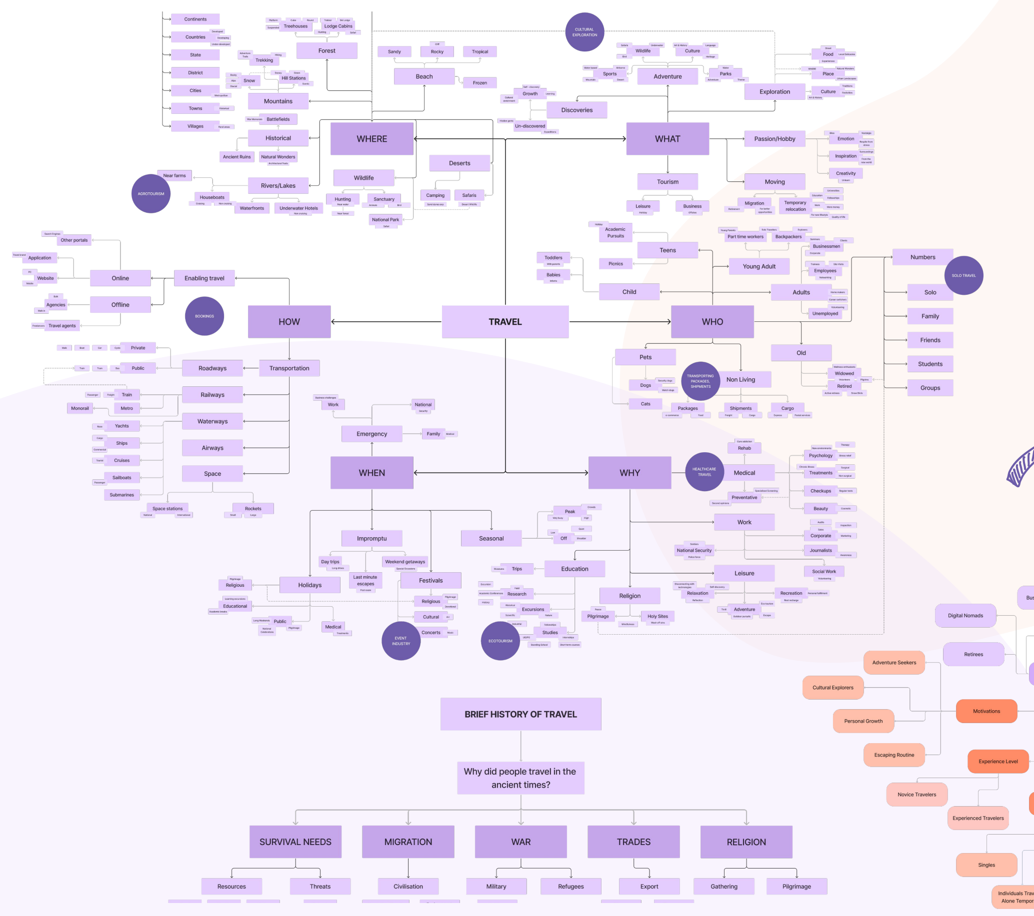
“SOLO TRAVEL SAFETY”

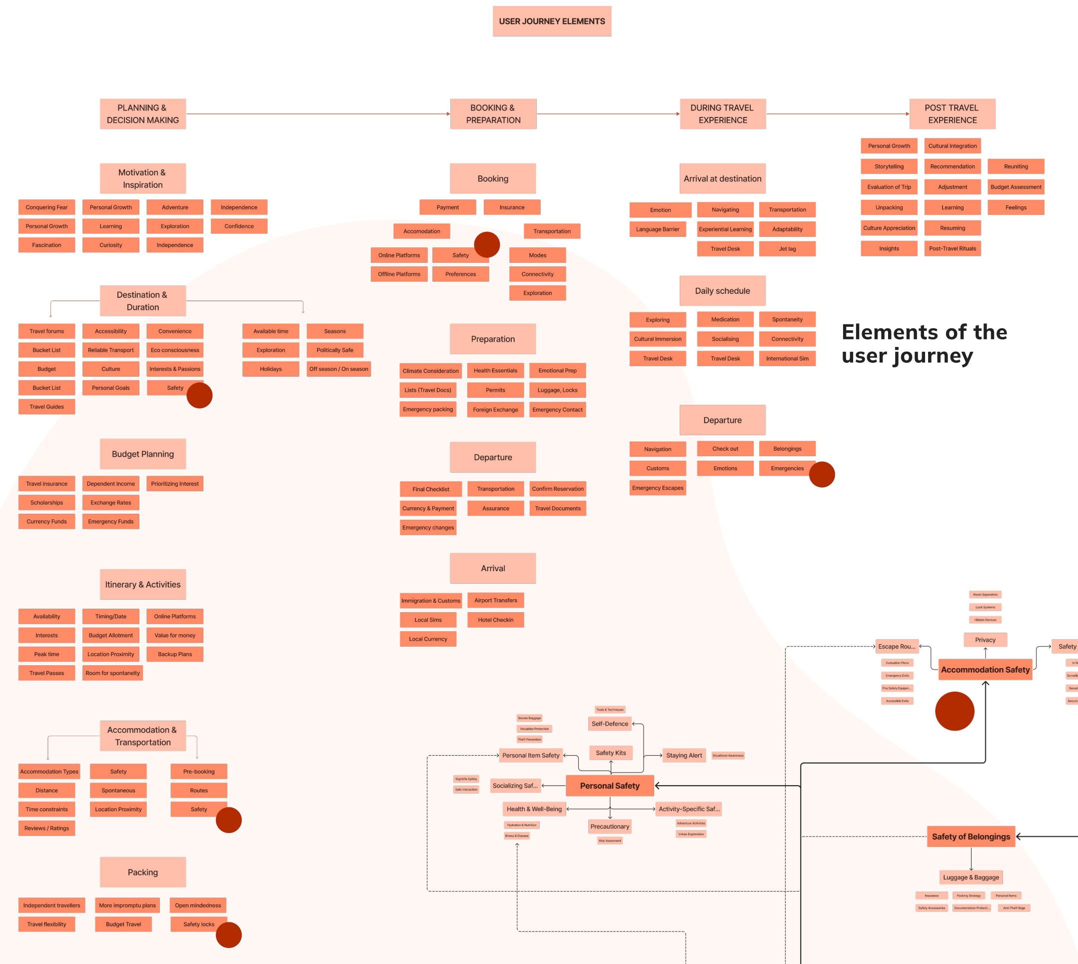
Systems thinking : Research Backed Design Intervention

This project provides a comprehensive analysis of using systems thinking to identify safety concerns in solo travel and develop a tangible product concept—a handheld device designed to ensure traveler safety in remote areas. Despite their enthusiasm for adventures like hiking and camping, solo travelers often experience psychological distress due to the fear of unforeseen situations and lack of immediate support, especially when they are alone.
Our navigation beacon addresses this challenge by offering an additional layer of safety and reassurance, empowering more individuals to confidently embark on solo adventures.

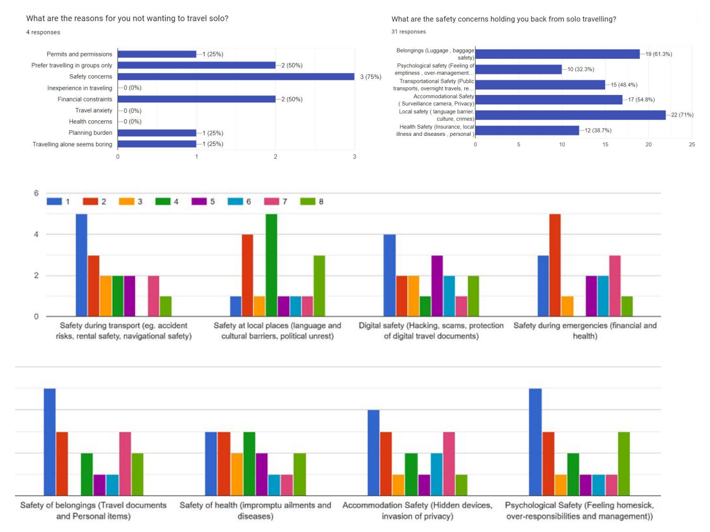


General Mapping of the travel industry

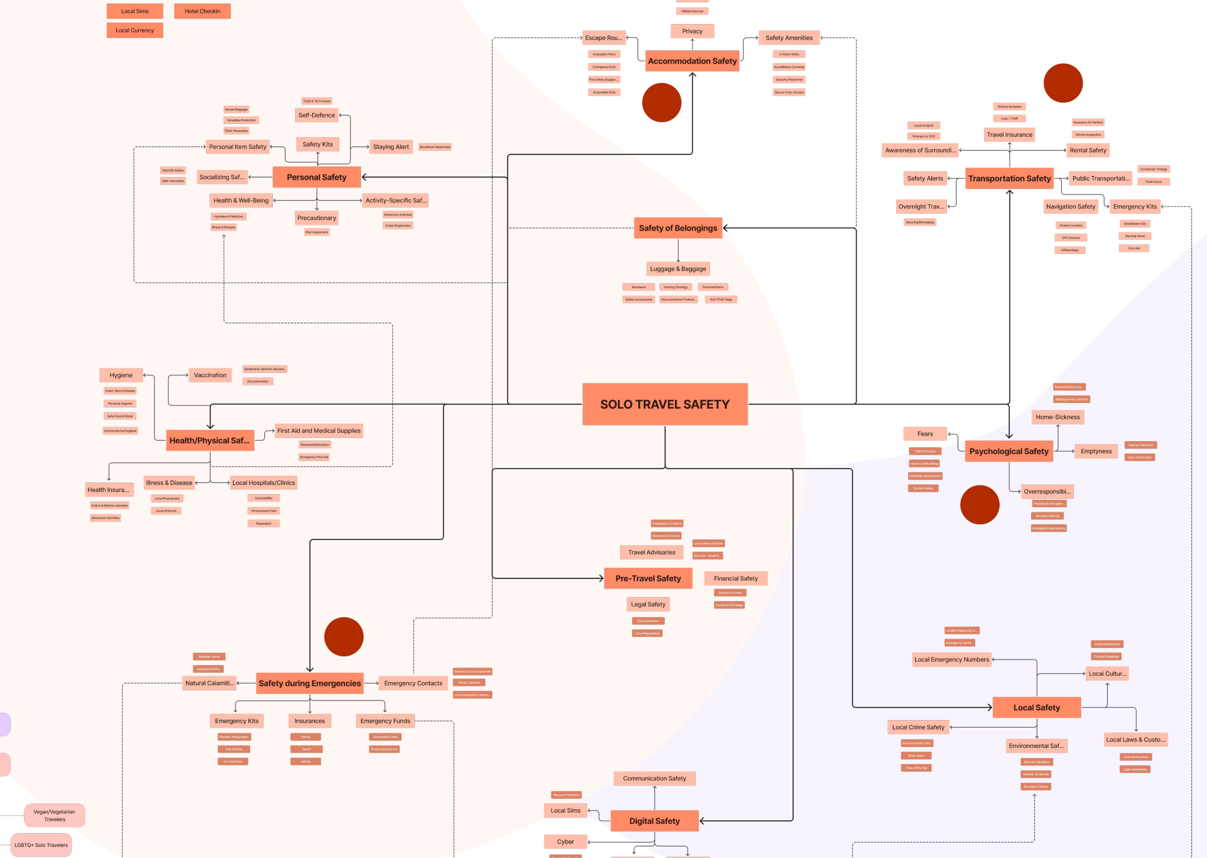
Users



Elements of the user journey

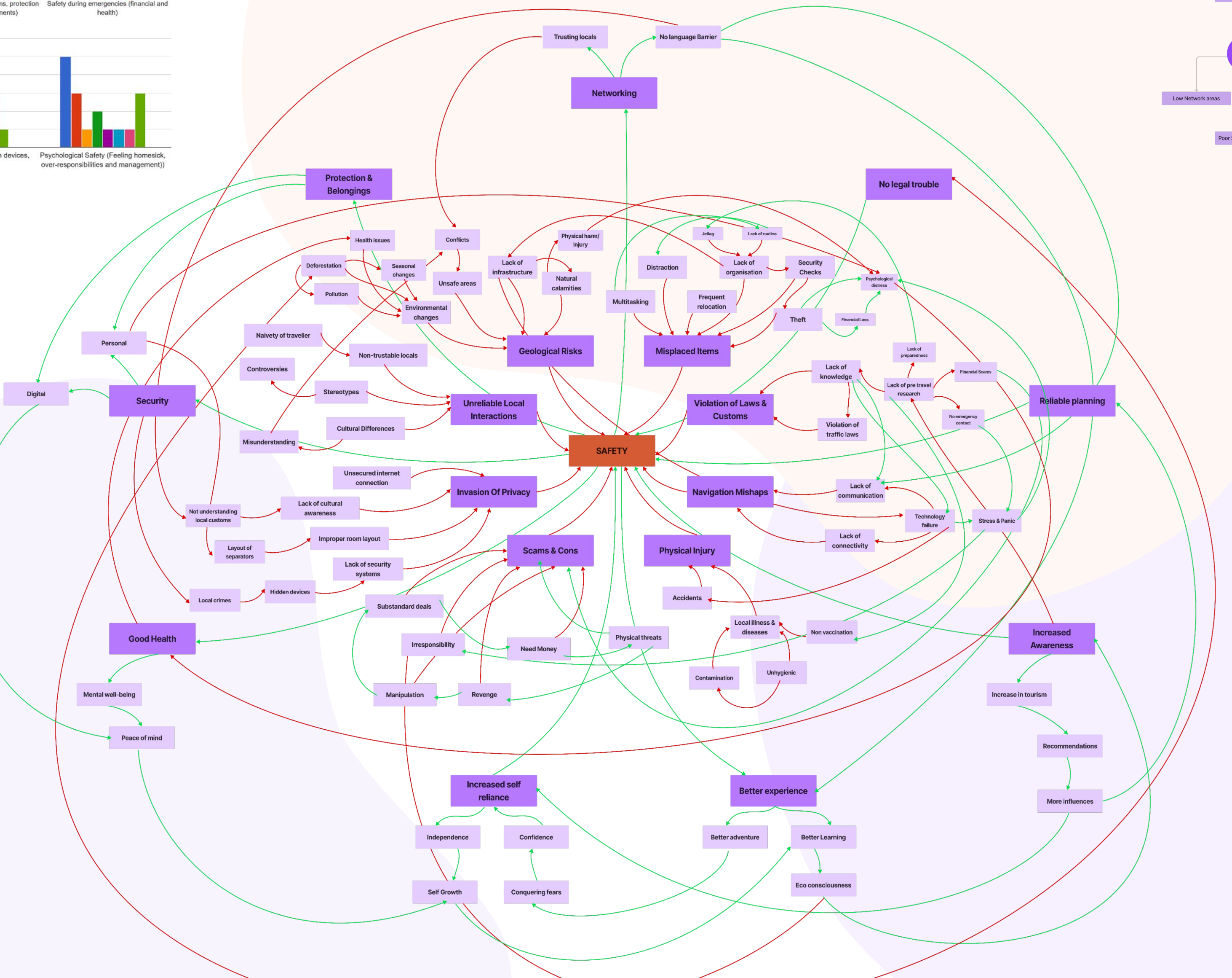


Primary research

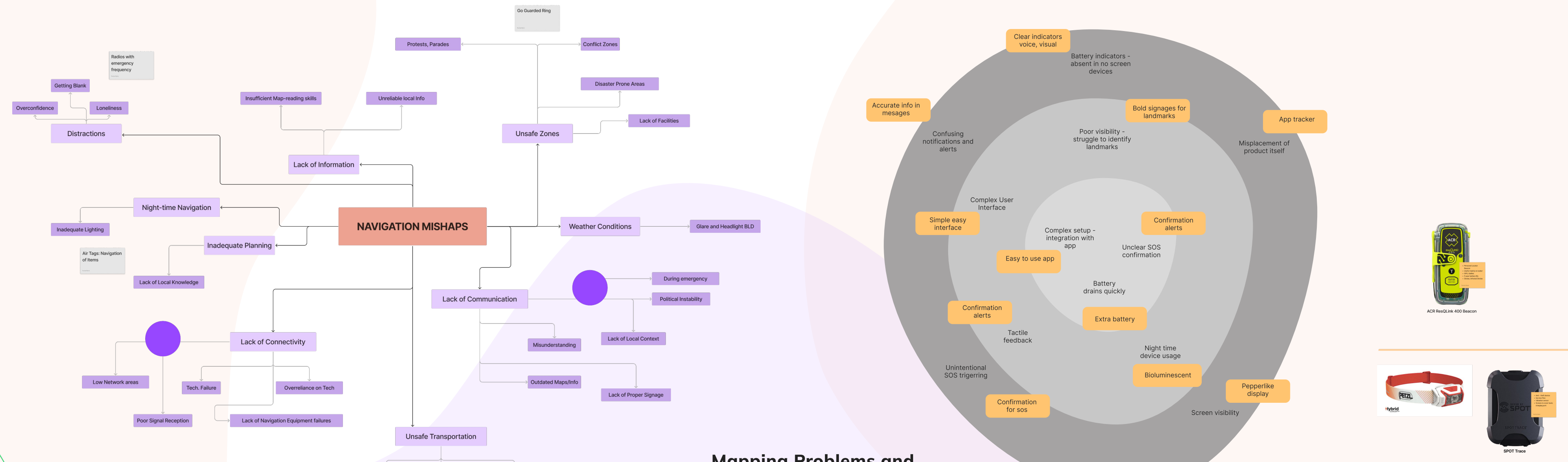


Solo Travel Safety

“Lead concern - NAVIGATION MISHAPS”

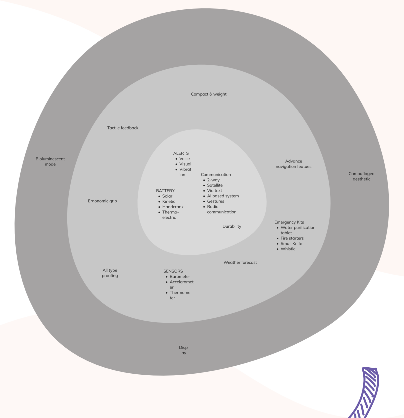


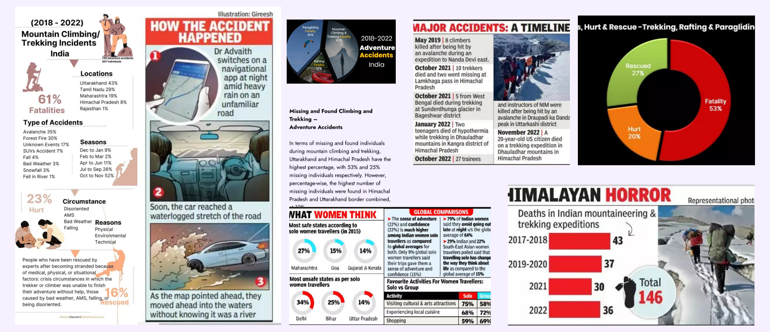
Causal Loop



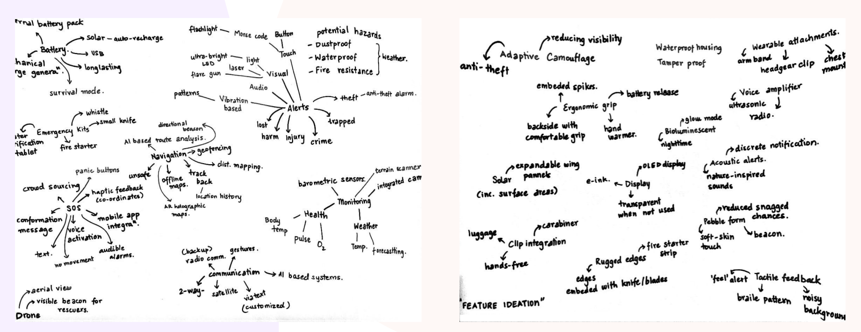
Mapping Problems and Opportunities

User Journey Mapping



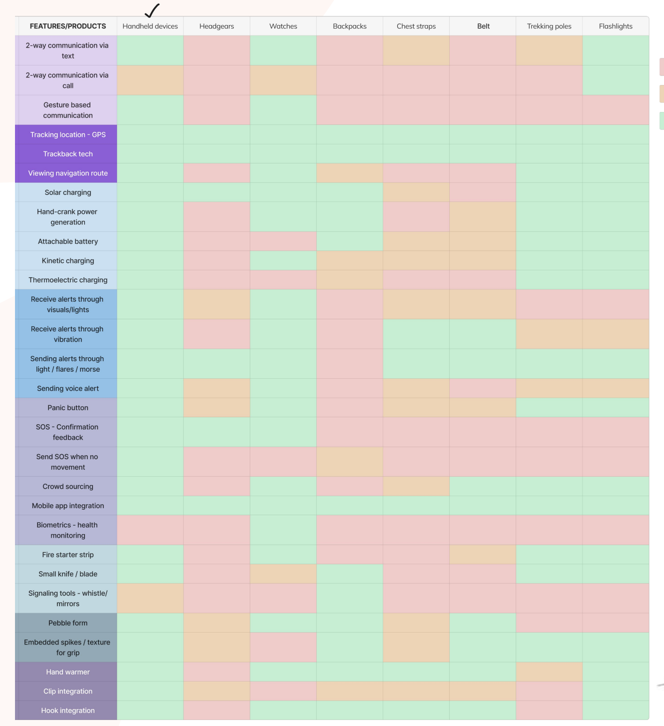


Statistics



Product features

Competitors



Design Intervention