

THE METASKILLS CHALLENGE

- SEEING -

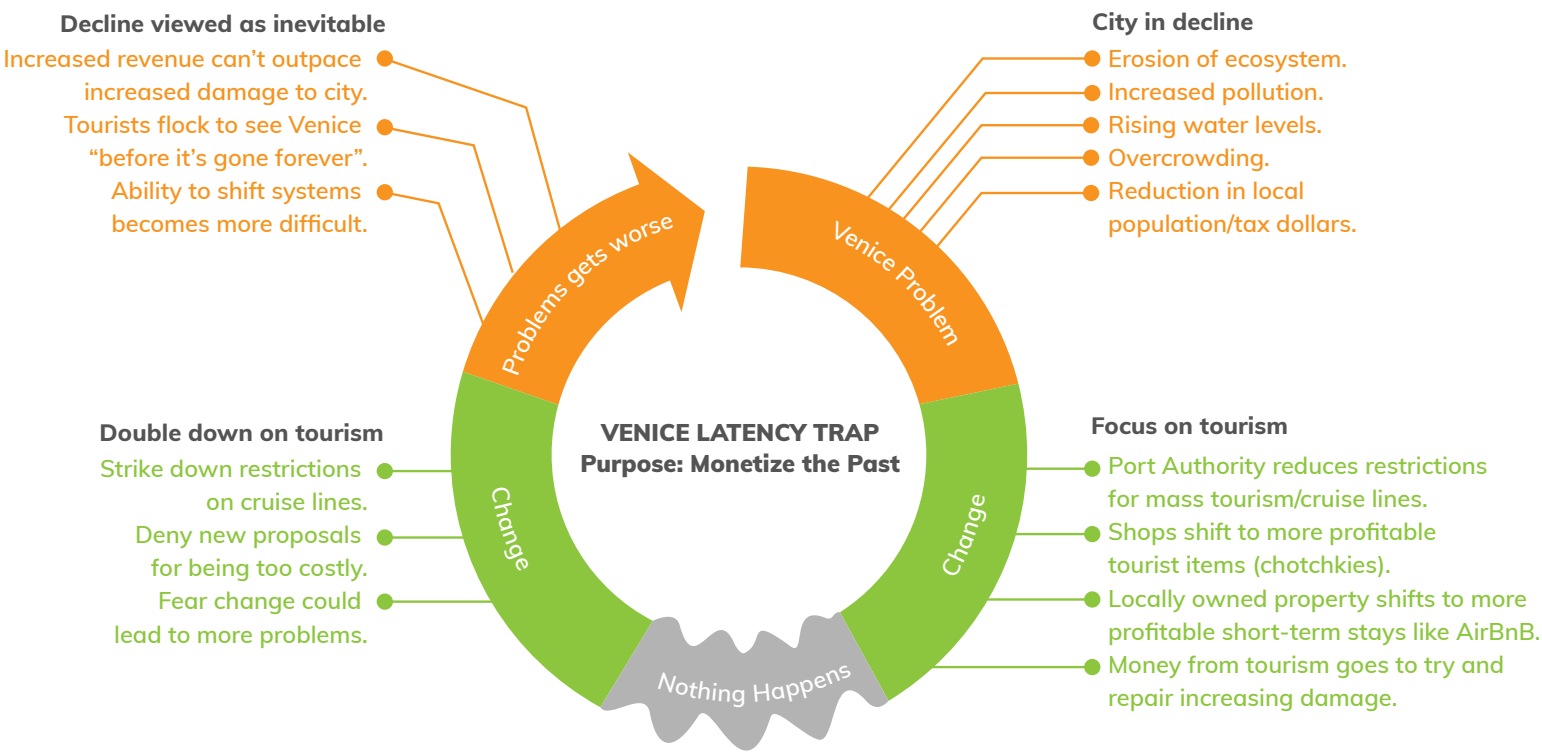


HIT PLAY OR FOLLOW LINK
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=ADBNSXD0_BW&FEATURE=YOUTU.BE](https://www.youtube.com/watch?v=ADBNSXD0_BW&feature=youtu.be)

THE VENICE LOOP

Purpose: Monetize the Past

Like any famous city, Venice gained notoriety for being a place of greatness, a city once booming with artists, creators, and forward-thinking minds, they crafted a beautiful bastion of beauty. However, by focusing increasingly on monetizing said beauty, they have in fact created a cycle that destroys the very thing that made Venice worth visiting in the first place.



MORE TOURISM MEANT:

- **CRUISE SHIPS CROWDING**
damaged the already precarious lagoons and created an eyesore
- **DECLINE IN LOCAL PRODUCTION INDUSTRIES**
from artisanal crafts designed for locals to tourist shit
- **EXPERIENCE SHIFT**
No one is enjoying Venice anymore – not the locals and not the tourists. The Venetian community and way of life has disappeared in lieu of streets crammed with tourists seeing other tourists and 'ticking Venice off their list'.



60,000 tourists per/day



58%↓

Decline in local residents since 1960



41%

of businesses in Venice service tourism

CURRENT STAKEHOLDERS

OUR CHALLENGE:

How do we use systems thinking to shift the experience of visiting Venice to create a consumer journey that adheres to our purpose for Tourists and Locals alike? How do we find a solution that considers the needs of all Stakeholders (Interconnections) of Venice?

OUR APPROACH:

We started by first completing an Empathy Map for Venice's 'stakeholders' and used this to determine the different motivations, pain points, feeling, influences concerns and needs.

"...large tourism companies are not supporting or care about Venice!
We need to get back our dignity and to feel proud of our work as Venetians."

LOCAL RESIDENTS

CONCERNS:

- Preserving our city & culture
- Enough jobs
- Sustainable living costs
- Living in a crowded 'Museum'

LOCAL BUSINESS

CONCERNS:

- Sustainability of income
- Stable workforce
- Rising costs
- Losing their business to tourism
- Large corporate competition

CRUISE/DAY TOURIST

CONCERNS:

- See as much as we can in 5 hours
- Limit spend in 'expensive Venice'
- See it before it goes!
- Ticking Venice off the bucket list

VACATION TOURIST

CONCERNS:

- High costs and limited accommodation
- Experiencing Venetian culture
- Seeing real Venice before it is gone
- Navigating the city avoiding crowds

GOVERNMENTS

CONCERNS:

- Economy & Jobs
- Global & International pressure
- Political security
- Residents welfare

TRAVEL INDUSTRY

CONCERNS:

- Keeping Venice as part of their offering
- Restrictions and laws
- Enough availability of hotels, tours, travel
- Operating Costs



20%

Commission paid to booking sites by local businesses/hotels.

A NEW VISION

Before we even started brainstorming ideas, we took a few moments to step back and rightly identify our overarching purpose, mission, and potential measurable goals.



OUR PURPOSE

- To create a sustainable city where beauty and history can be appreciated for generations to come
- To protecting this precious ecosystem
- To craft the 'Venice solution' for the future, while preserving the past.

MISSION

- Preserve the history and culture that made Venice so popular and special
- Create an experience that benefits locals and tourists equally

VISION

- For Venice to become the first major city to introduce zoning laws that designate it's UNESCO World Heritage-listed borders for "Zero-Impact Tourism."

GOALS

Encourage the return of Venetians, increase the local population and give Venice back to it's people.

GOALS

Decrease tourist volume.

'No fast tourism'

GOALS

Re-establish the economy that is less reliant on tourism.

GOALS

Eliminate practices harmful to infrastructure, climate and ecosystem



CONSUMER JOURNEYS INSIGHTS

We understand what went wrong.
We understand where we need to end up.
We understand the parties that all need to win in order to get there.

Before we started laying out the new consumer experience, we looked at some examples to identify insights that could help us conceptually build the ideal consumer journey.

Journey Trends:

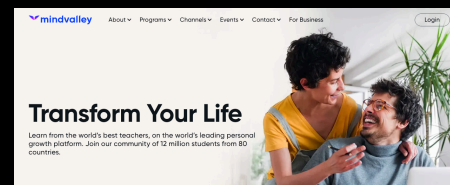
- Frictionless experience
- Long-term customer view
- Reward outweighs the effort

MINDVALLEY
www.mindvalley.com

Be the leader in human transformation, in easy to digest way many techniques and teaching to better one-self and the lives of others around us. To be the worlds Best Personal Growth Program.

Customer Touchpoints:
Website, Mindvalley App, Payments, Customer service, Teachable platforms, Listening, Podcasts, YouTube channel, books on Amazon and more, email newsletters, Facebook groups. Integrated with Amazon

What makes it successful:
Accessibility, hassle-free, relevant, flexible, personal, approachable, doable, community, simple ,no religious bias but just pure self help.



REI
www.conversations.rei.com

REI upended the Black Friday consumer experience when they encouraged customers to get outside. In addition, their choice to give employees additional time off at Thanksgiving, gained REI immense loyalty from customers for their commitment to purpose.

Consumers Touchpoints:
Website, Retail Stores, App, Payments, Customer service, Podcasts, YouTube channel, email newsletters, Facebook groups, Instagram, Twitter, REI travel group

What makes it successful:
Accessibility, hassle-free, relevant, flexible, personal, approachable, doable, community.

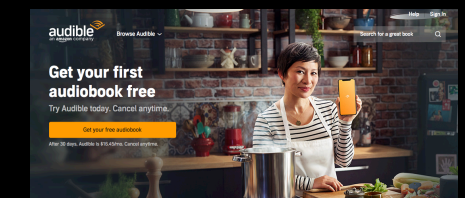


AUDIBLE
www.audible.com

Audible is the world's largest producer and provider of audiobooks and spoken-word entertainment. With the Audible app you can listen to more than 400,000 audiobooks and exclusive podcasts anywhere, any time.

Customer Touchpoints:
Website, Audible App, Payments, Listening.

What makes it successful:
Accessibility, hassle-free, relevant, flexible, personalized, value-for-money.

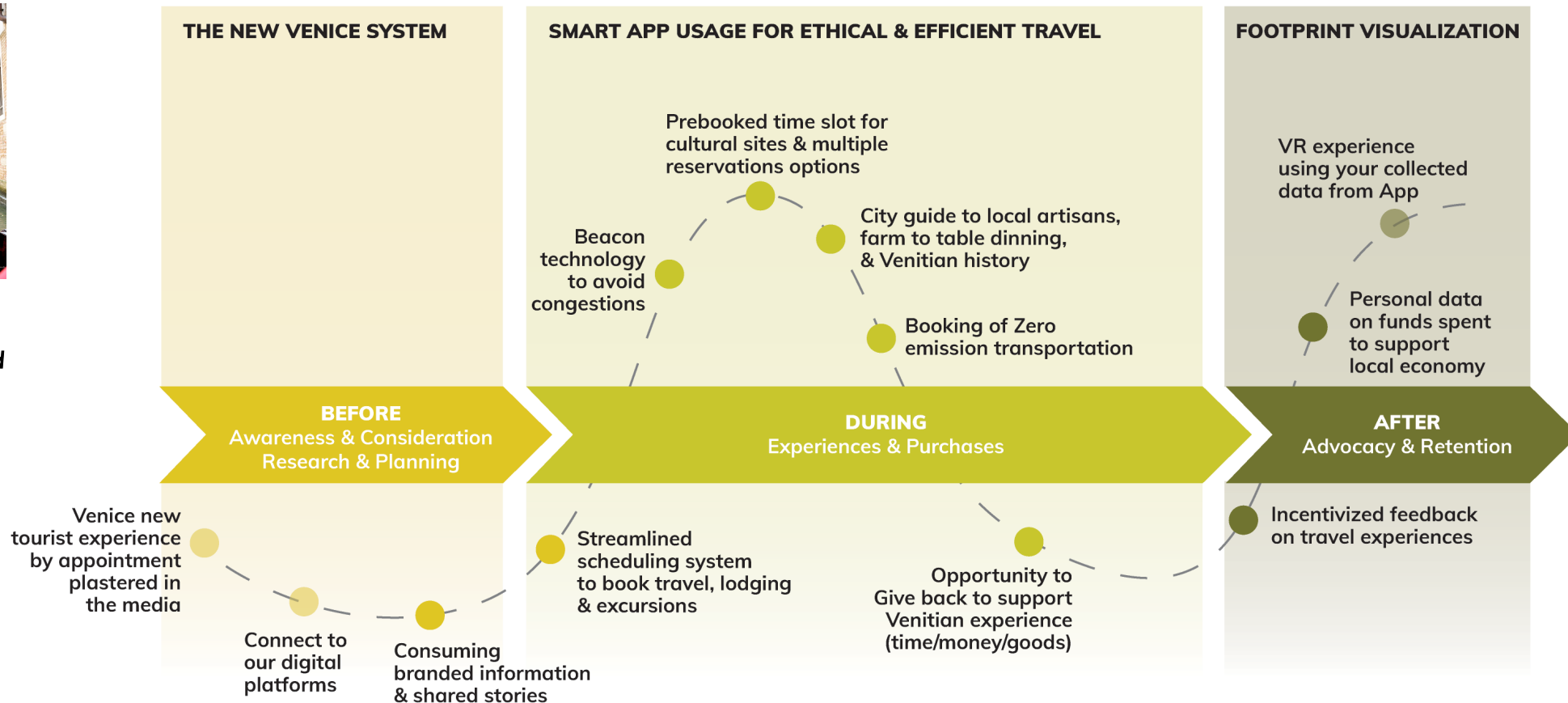


A RE-IMAGINED VENICE EXPERIENCE



THE CUSTOMER:
International tourists flying and staying in Venice for 5 nights.

A new vision for experiencing beauty that focuses, not on using it before it is gone, but on appreciating and investing in the beauty in a way that ensures it continues to bloom for generations to come.



Zero-Impact Tourism

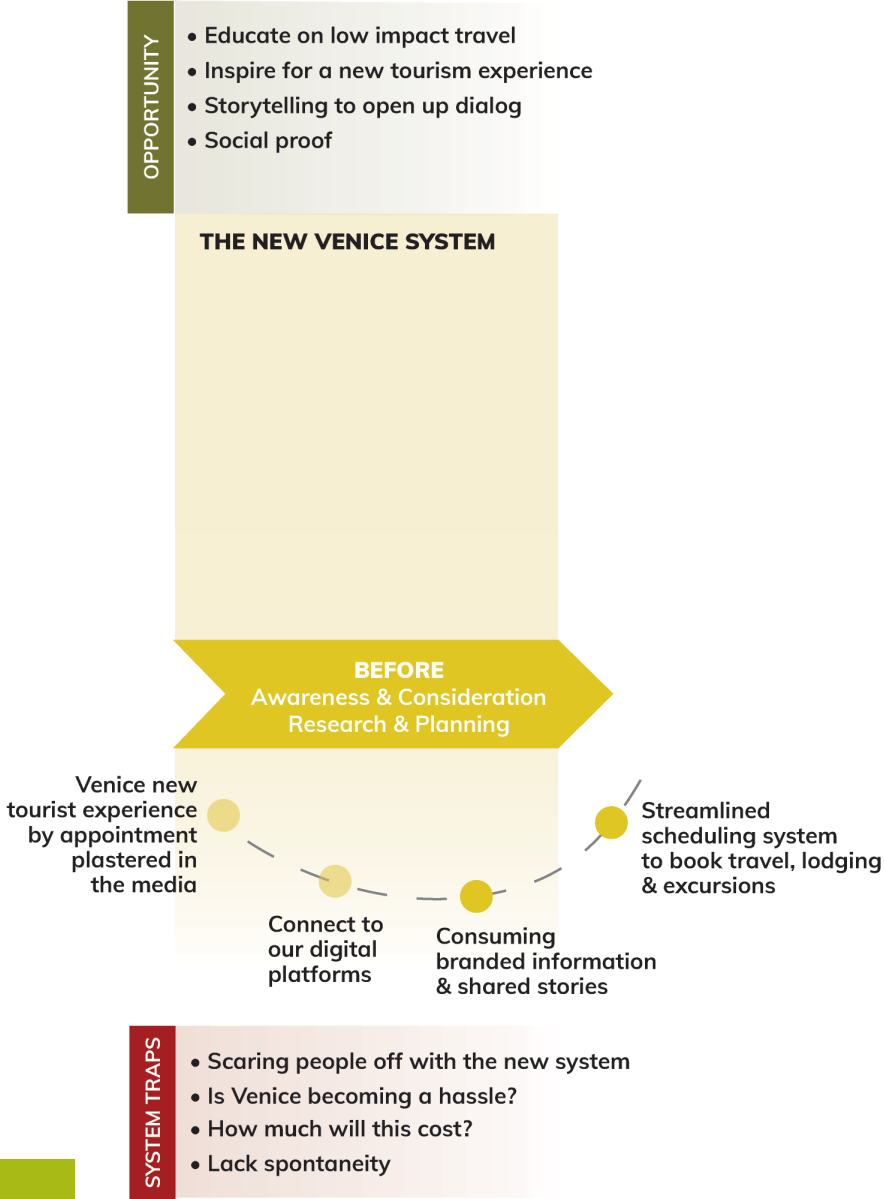


Supporting the local community



'Venice By Appointment' tourism management creates jobs for locals

BEFORE



The Zero Impact Tourism mission of the Venice brand will educate existing tourists on 'how' to visit Venice. Additionally, it will encourage an entire new wave of visitors that previously have been put off by the reports of an overcrowded, 'Disney-fied' Venice experience.

Now a new wave of eco and human-conscious travelers will be willing to put in the extra effort for an extraordinary authentic experience that gives back to Venice.



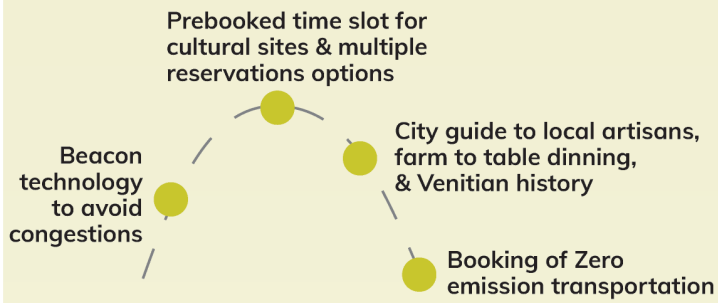
'We are Venice' brand sets the customers expectations for their Venice experience via Venice by Appointment App & Website

DURING: 'THE VACATION'

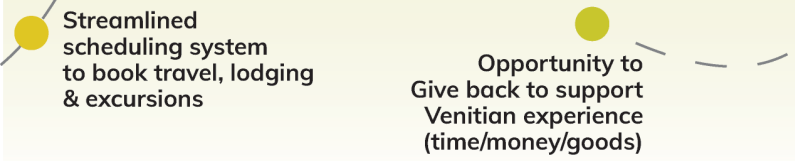
OPPORTUNITY

- Local engagement
- Community building between locals, tourists & travelers alike
- Locally controlled economy
- Authenticity of goods & culture

SMART APP USAGE FOR ETHICAL & EFFICIENT TRAVEL



DURING
Experiences & Purchases



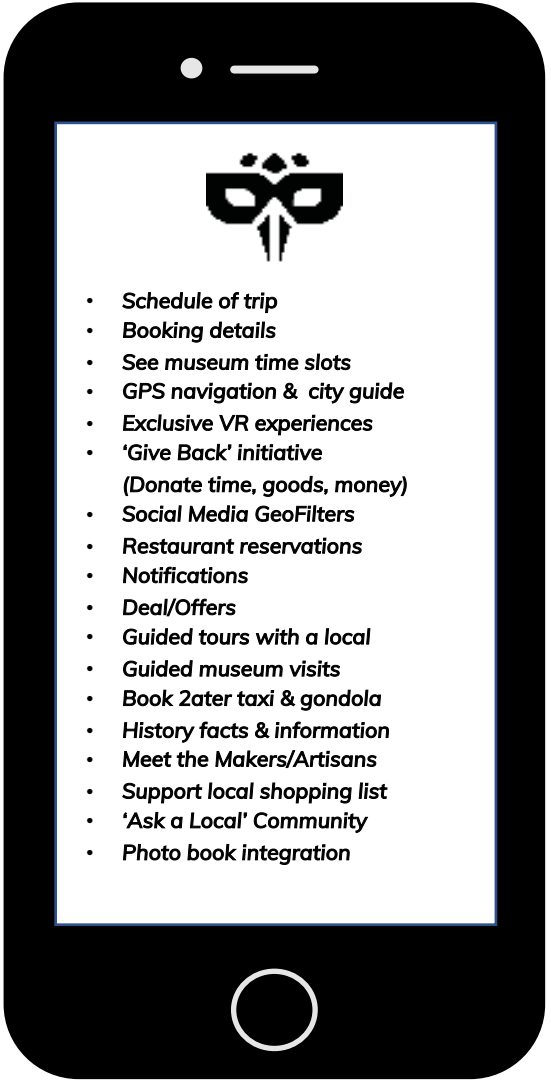
SYSTEM TRAPS

- FOMO (Fear Of Missing Out)
- Is there enough time for it all?
- Unmet expectation
- Not concerned about pollution & impact



Utilizing an app on digital devices, we can replicate insights from apps like Waze and the future of automated transportation, to control the traffic patterns of the city. Allowing for reduced heavy travel days and create a less crowded experience for all.

Producing curated content expressing both historical and culturally localized knowledge of Venice allows guests to learn about Venetian heritage and the best ways to explore it authentically. Incentivizing more chefs and artisans to come to Venice.



- Schedule of trip
- Booking details
- See museum time slots
- GPS navigation & city guide
- Exclusive VR experiences
- 'Give Back' initiative (Donate time, goods, money)
- Social Media GeoFilters
- Restaurant reservations
- Notifications
- Deal/Offer
- Guided tours with a local
- Guided museum visits
- Book 2ater taxi & gondola
- History facts & information
- Meet the Makers/Artisans
- Support local shopping list
- 'Ask a Local' Community
- Photo book integration



Beacon Technology guides visitors to less crowded sites or hidden local gems.



Visitors would receive historical and local fact notifications

AFTER

OPPORTUNITY

- Endorsement
- Learn from feedback
- Understanding of economy
- Awarded opportunity of merit
- Third party integration

FOOTPRINT VISUALIZATION

VR experience using your collected data from App

Personal data on funds spent to support local economy

AFTER
Advocacy & Retention

Incentivized feedback on travel experiences

SYSTEM TRAPS

- Get negative feedback
- Spreading bad experiences
- Not wanting to come back

Using the data-gathering capabilities of our app, we're shifting the story told post-travel. Travelers will be able to see the direct impact of their visit and dollars, including information. Insight such as: what percentage of their dollars went to locals, what percentage of their dollars will be invested in Venice's future, and how much clarity they brought to the water through their zero impact choices.

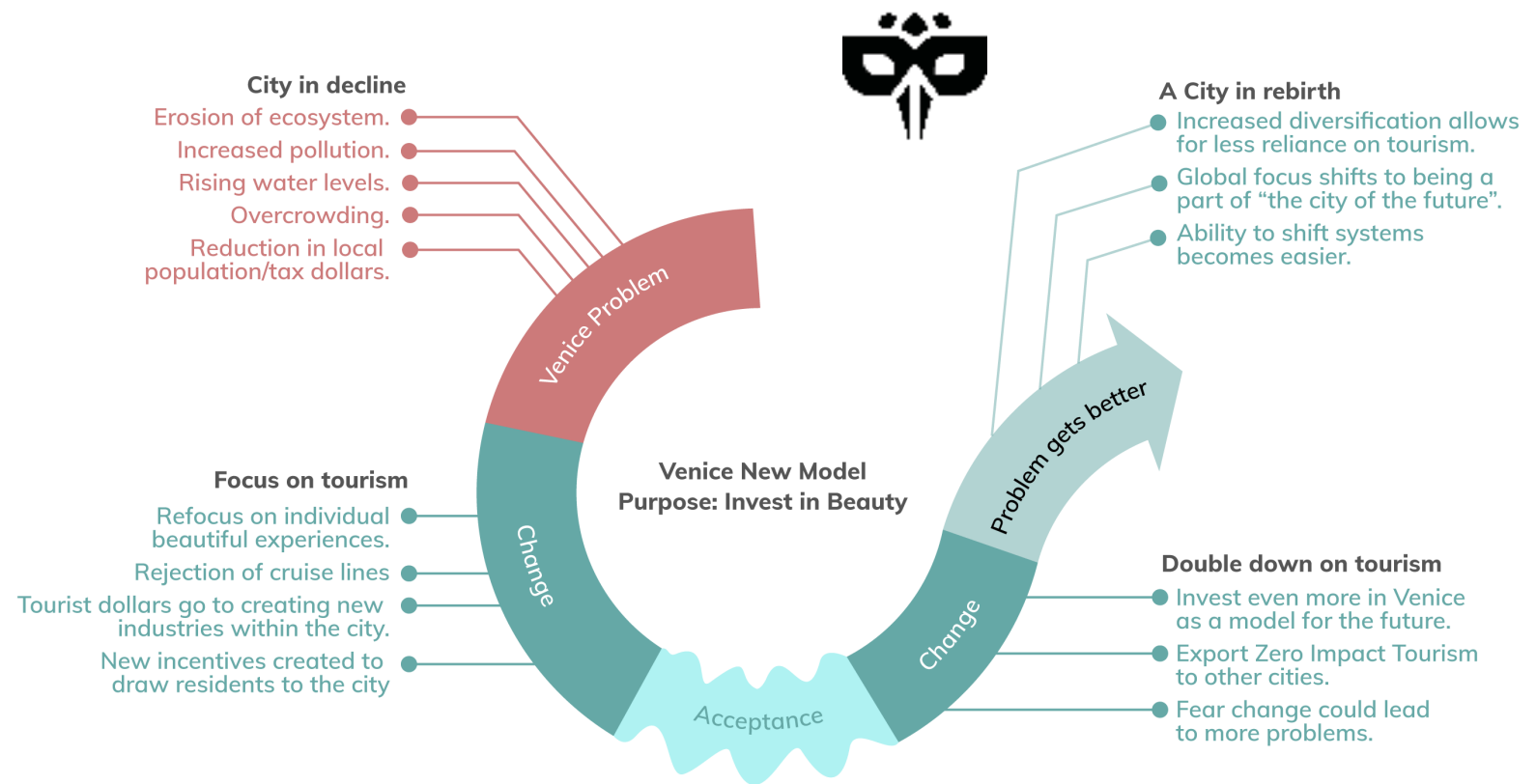


Shared insights, coupled with donation prompts of goods, time, or money creates an altruistic loop and emotional tie to both the city and the people.

THE NEW VENICE LOOP

Purpose: Invest in Beauty

Instead of working to mitigate the daily damage of overtourism, we've developed a customer journey that, overtime, shifts Venice's dependency on tourism and instead invests in the very things that made Venice worth visiting in the first place.



“System thinking is not about just seeing the big picture but seeing the long-term picture”



THANK YOU

TEAM 14

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