

Reflective Design Strategies: Shaping Sustainable Intra-City Journey for EU Gen Z

Designing strategies to optimize young solo traveler's intra-city journey toward sustainability

Local Bingo Game



Concept Description:

This design encourages exploring the local food and attractions within the city, allowing solo travelers to discover and taste local specialties. This increases interaction and fun while deepening their understanding of local culture. The bingo card includes categories of local foods and attractions. Participants can collect stamps to complete the bingo card, with prizes determined by the number of lines they achieve. The bingo card is designed in a postcard to enhance familiarity and convenience for users. One side features the bingo card, while the other shows the corresponding categories' routes. This makes it easier to carry around and allows it to be used as a postcard once the journey is completed.

The involvement with the locality:

This boosts the collaborations between the municipality and the local stores. Moreover, it helps market the landmarks the municipality intends to promote or attract solo travelers. Additionally, offering engaging food exploration activities enhances the city's tourism, appealing to travelers and drawing more visitors to experience its unique culinary delights.

Reflective Strategy

