

Locato - Azure Cup 2022

Paula to je hvězda

Goal

- Have you ever wanted to **travel abroad** and did not know what **safe location** to stay in?
- Do you **want to move**, but you have no idea **what life is like** in your dreamed area?

An Average User



Sam is the typical person who likes the travelling. There are area that he is already familiarized by because of his friends living there or because he've been there as himself.

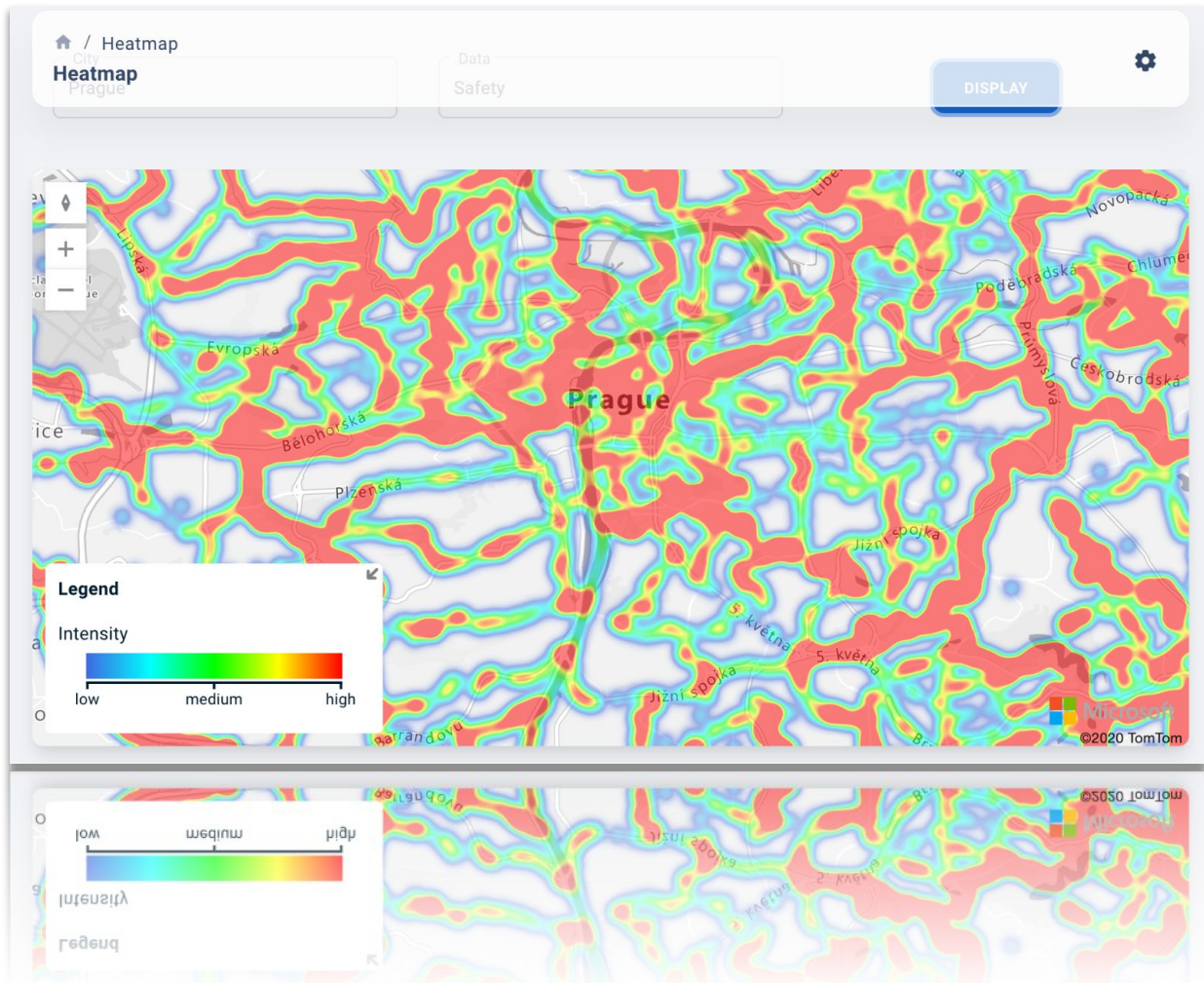
On the other hand, when he wants to travel to for him completely unknown location, he doesn't know, where to book the hotel where he doesn't have to be afraid for himself.

Use Case 1

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Use case	HeatMap
Pre-condition	We support the city that Sam is interested in.
Post-condition	-
Basic Path	<ol style="list-style-type: none">1. Sam choose the heat map type2. Sam choose the map location3. The Webpage will visualize the heat map about the areas that Sam was interested in.
Exceptional Path	<ol style="list-style-type: none">3. The Webpage will not show not supported city heat map areas.

- Clear, sleek, and colorful



Traditional vs. Modern

- Navigating a large city is:
 - Hard
 - Time-consuming
 - Unreliable
- Having a look at a heatmap is:
 - Easily Digestible
 - (if done correctly)
 - Quick
 - Always up-to-date

Business plan

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- Free version
 - Cover costs of expenses
- Subscription based version
 - Create revenue
- Map provider partnership
- Travel sites partnership
 - user influx

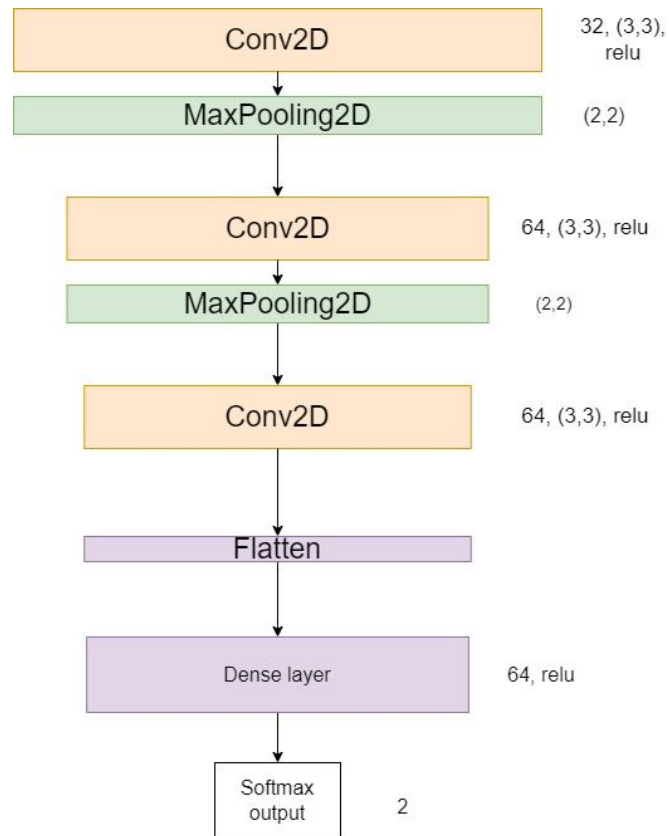
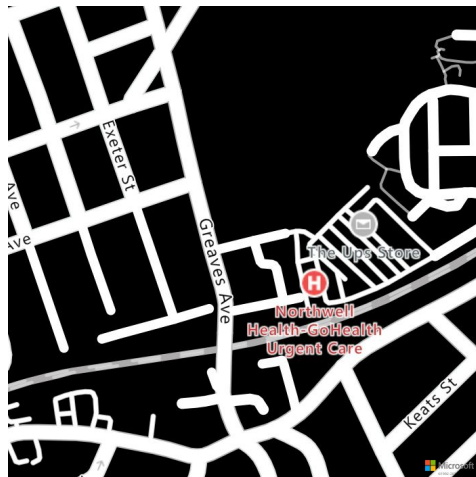
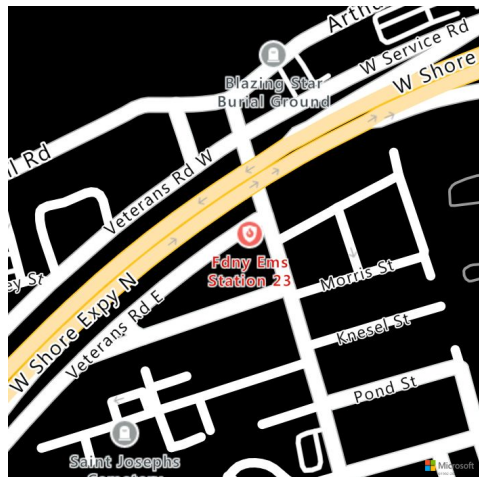
Data Sources

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- The project is based on data sources
 - <https://www.geoportalpraha.cz/>
 - <https://docs.microsoft.com/en-us/azure/open-datasets/>
 - Azure Maps

Data predictions - Deep learning models

- Generalizing heatmap for all cities
- We are using the CNN model
- The Azure Map screenshots are used as model input features



Conclusion

- Functioning, easily extensible prototype
- Inclusion of AI, Open Data, Big Data
- Promising & Fair Business plan
- Built using Azure, Azure Maps, Azure Datasets

Thank You!
&
Question Time