

Product Requirements Document

This document summarizes the Explore California Initiative. This initiative is designed to create a web application and partnered mobile app to allow people planning a vacation to California an easier, more robust, and better travel experience.

The application will encompass a database containing all California businesses and their relationships to their location, services provided, and the tourism industry. In addition, API connections to various popular review and travel sites will be connected to the core database.

Users will enter all their planning information for their vacation. Aspects of their trip including date, location, interests, and key destinations will help define and narrow the criteria they see. The application will use their profile data to accelerate access to important decision-making data and allow the experience of visiting the state easier and more enjoyable.

Users will be able to book, reserve, and purchase through an underlying commerce site. This will consolidate their experience visiting California and provide a great travelogue of the experience. Functionality on the web application will be mirrored in the mobile app with an emphasis on performance.

This document aims to identify the key features of the application and app to ensure each of these are delivered at launch.

1. Objective
2. Release
3. Features
4. User flow and design

Objective

Vision	A connected single-source application and mobile app for tours, travels, maps, and restaurant reservations, for visitors planning a trip to California
Goals	Make vacationing in California easier
Initiatives	Provide users a single location for enjoying California Provide an attractive application and mobile app that appeals to users Deliver a space for communication, content, and savings for visitors Reduce vacation friction and increase spending in California as a result Be at the forefront of state tourism
Persona(s)	Visitors and locals planning a vacation in California

Release

Release	ExpoCal 1.0
Date	20.10.22
Initiative	Launch the website and corresponding app for public trials before a full launch
Initiatives	Prototype Version Contracts and Legal Vendor Onboarding Connected App Finalization Final API Integration Alpha Testing Beta Testing Launch Delta Testing
Features	Multi-app integration (TripAdvisor, Lyft, Google Maps, airlines, restaurants, etc.) Air - Provides a single connection to airlines for a vacation and adds this data to the calendar to provide warning for travel-related updates Land - Connects users to transportation Sea - Gives users access to California's coastal services Room - Provides access to discounted accommodations throughout the state Food - Locate, reserve, or get delivery of California's best cuisine Fun - Schedule events, find tickets, and locate activities for day or evening Sport - Watch or engage in California's many sporting options Tour - Find an expert to learn more about the place being visited Search - Quickly locate information about anything in the area Plan - Enter personal data and have all the database sorted on this information Vend - Allow local businesses to add or update their entries in the database Settings - Configure basic parameters
Dependencies	APIs Legal Team Contracts Team

Features

Feature	Air
Description	The Air section allows users to connect their airline information, including flight, airport, and reservation details, into the software with a single link of the confirmation number. With this data, the app will send notifications, flight changes, check-in reminders, and other information.
Purpose	This prevents users missing important information and will help get the most from their vacation time as possible.
User problem	Users have a specific amount of vacation time. They don't want to spend it sitting in the airport. This allows them to book events and activities as soon as they arrive and up until the last moment.
User value	User will simply add their flight confirmation number and the app will have all of the data needed to help.
Assumptions	Users will likely acquire a ticket from a major airline.
Not doing	Some smaller regional airlines may not be included. Scope this to see what travel databases and airlines may need to be excluded.
Acceptance criteria	Connects with the top 10 carriers into California

Feature	Land
Description	Land represents rental, rideshare, taxi, and other land-based services. This includes bicycle, scooter, and motorcycle rentals. Users will use the Land section to find their local transportation needs in California.
Purpose	Whether a user wants a quick ride or needs a vehicle for the duration of their stay, this section provides connection to all available services.
User problem	Even with a rental car, users find that taxis and services like Lyft are often needed for short, quick trips around California's bigger cities. Rather than chase down and set up several apps on their phone, they can book this from a laptop, tablet, or their phone and see all the options.
User value	Users will be able to have a single point to connect to any and every transportation service across the state.
Assumptions	Users will not be driving into California for their visit.
Not doing	We will need to want to arrange discounts and better deals through the different services.
Acceptance criteria	At least one statewide taxi service, rideshare service, and one rental company for launch

Features (Continued)

Feature	Sea
Description	From whale watching and harbor tours to fishing boat rentals and California cruises, this should be the go-to section for any transportation or activity on the water.
Purpose	Visitors love California's connection to the ocean. It's important to use this part of the application to promote its large number of sea-based activities. Inland lakes including Tahoe will also be included.
User problem	Water-based activities and transportation aren't as clear and easy to access. It can be complicated to book these activities.
User value	User can quickly find vacation, tour, and transport options to enjoy California's vast sea-based resources.
Assumptions	Users will be near one of the port cities and have a passport if they choose international travel.
Not doing	No plans to include long-term cruises
Acceptance criteria	Must have at least three cruise lines, three tour companies, and three boat rental companies

Feature	Room
Description	Airbnb, VRBO, and traditional hotels provide a lot of great options to find accommodations across the state. This will allow users to look at existing bookings as well as make quick changes and find great discounts on boutique hotels.
Purpose	Let's face it. California can be expensive. Providing discounted rooms across the state, this tool will give users a great way to find good places to stay across all regions.
User problem	There are so many ways to book rooms. This provides the best value for in-state vacations through the most popular hotel chains and property sharing services.
User value	By promoting California exclusively, the consumer can see significant discounts and abundant options to make booking easy.
Assumptions	Users will have limited restrictions on room requirements. No smoking rooms will be made available.
Not doing	No accommodations below three stars will be offered.
Acceptance criteria	Top ten hotel chains and connections to the Airbnb and VRBO APIs

Features (Continued)

Feature	Food
Description	California is known for amazing restaurants and great food options. This will allow users to not only locate a great place to eat, but they will also have the option to make reservations or schedule food delivery (if available).
Purpose	Food is a big part of a vacation. Finding great places to eat is a challenge with the unreliability of apps like Yelp and balancing Google or TripAdvisor.
User problem	Finding a great place to eat, with the type of food you want along with good reviews, and staying within budget is a challenge. The application will deliver reliable aggregate reviews for users to find that perfect spot. Make a reservation or schedule a delivery.
User value	Based on location, users will be able to quickly locate the food they want when they want it.
Assumptions	Top-tier restaurants may provide challenges for reservations.
Not doing	Exclude all restaurants not meeting California top health standards. No sorting for dietary restrictions will be included in the first version.
Acceptance criteria	API connections to both Google Maps and TripAdvisor as well as the California Board of Health

Feature	Fun
Description	Nowhere else in the world is entertainment more important. As home to the film industry, users will want to experience all the glamour and excitement California has to offer.
Purpose	Give users a place to find exclusive, interesting, and unique entertainment experiences.
User problem	Entertainment changes frequently. Clubs can open and close, plays run for specific times, concerts are one-offs, and films change from week to week. Users may not know what they want to see or do when they arrive for their visit.
User value	Give users a quick analysis of the week ahead and allow them to quickly book or reserve their entertainment on the fly.
Assumptions	Users will meet age restrictions based on specific venues.
Not doing	Exclude adult and exotic industries.
Acceptance criteria	API connections to film times and concert schedules. Top ten venues in each five-mile square area of the state

Features (Continued)

Feature	Sport
Description	Whether users want to watch sports or participate in them, this app will deliver both options. Book a scuba trip or deep sea fishing, or see one of California's many professional sports franchises. This is a one-stop place to book sports based activities.
Purpose	Give users a chance to sort by their favorite sports and then see what they can do or see during their visit.
User problem	Finding sports activities can often be a fragmented activity. California is a great place to enjoy sports, but it can be complicated. Whether you want to go horseback riding or watch a horse race, it's not simple to find that activity.
User value	Find and book your favorite sports quickly and easily.
Assumptions	Those engaging in sport activities will have the appropriate equipment.
Not doing	Extreme sports will be excluded. Ski resorts will be held off until version 2.2.
Acceptance criteria	All professional sports teams will be included in booking. A minimum of five documented items must be included for each sport.

Feature	Tour
Description	California is a big place and finding all its special locations, history, and fun activities is a challenge. This will give users a chance to book group or private tours via foot, horseback, or bicycle.
Purpose	Tours are a great way to spend a couple hours and learn a lot more than if you just visited the place alone. The application will deliver quick access to thousands of tours across the state and allow users to book their time.
User problem	Places like Hollywood make it easy to find a tour. However, it might be more of a challenge in a place like Cathedral City.
User value	This simplifies the process and helps deliver a comprehensive list of times and tours.
Assumptions	English-speaking tours will only be available on the initial build.
Not doing	Excluding National Park Service tours in early builds
Acceptance criteria	All Gray Line and other national tour lines added.

Features (Continued)

Feature	Search
Description	Global app search to find any and all database entries
Purpose	Allows users to quickly find any registered entity in the system without having to use the application navigation tools
User problem	While on a visit, users may spot something of interest. Tapping on a heading then finding the item can be slow.
User value	They need to be able to bypass the headings and locate the item they want without taking multiple steps.
Assumptions	Results will be based on Geofence, entered Location and Date parameters.
Not doing	Present plans exclude open global search.
Acceptance criteria	All searches must be completed in under 50 milliseconds.

Feature	Plan
Description	Users able to enter their personal data, travel plans, food preferences, and credit card data.
Purpose	Users enter their dates of travel, their specific location, and then any travel details to help the system smartly narrow their options.
User problem	Every person is different. Most travel sites speak to broad audiences offering broad and popular options.
User value	Explore California aims to give users a narrow, vacation-focused experience. The profile data allows database searches to be tailored based on their profile responses.
Assumptions	Results will be based on Geofence, entered Location and Date parameters.
Not doing	Database requirements will be limited to topic headers in the first iteration. Later versions will include keywords and other more detailed searches.
Acceptance criteria	Calendar integration, credit card processing, and filtered results must all be working.

Features (Continued)

Feature	Vend
Description	Allow any company to register their establishment, product, or service for inclusion in the system.
Purpose	Give all California's businesses a chance to be a part of the Explore California application and app.
User problem	While existing services are fairly comprehensive, there must be an alternative way to ensure every relevant California business is included and the information is accurate.
User value	Providing a vendor registration ensures accuracy and completeness.
Assumptions	All businesses must have a California state tax ID to register.
Not doing	Two-stage authentication will be implemented in version 2.0.
Acceptance criteria	Forms and database connections must be in place and combine existing records.

User Flow and Design

