**SENIOR PROJECT PROPOSAL**

**Title of the Project:** Explore the City

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**Introduction / Background / Overview**

**Aims and objectives**

**Aim:**

The aim of the "Explore the City" project is to develop the experience of creating a user-friendly platform that allows people to explore the city's attractions effortlessly. By offering personalized offers, real-time updates and a transmitted distribution, the project aims to bring light time and a deeper division distribution with the city and transform the way all people explore interval environments.

**Objectives:**

In an age of ever-increasing search for convenience, there is a growing need for tools and platforms that can simplify the urban experience. The "Discover the City" project aims to meet this need by providing a comprehensive solution to make it easier for people to engage in various activities in any city and help them make informed decisions without wasting time. This ambitious initiative is set to revolutionize the urban experience through web and mobile development, ultimately improving users' quality of life.

**Expected Outcomes/Deliverables**

Comprehensive City Guide: The project will offer a comprehensive city guide accessible via both web and mobile platforms, providing users with a one-stop resource for all their city-related needs.

User-Friendly Interface: Users will have access to a user-friendly interface that is easy to navigate, ensuring that even people with limited technology knowledge can use the platform efficiently.

Personalized Recommendations: They can offer suggestions for events, dining, entertainment and travel options based on users' preferences and behavior, saving them time and improving their city experience.

Real-Time Updates: "Explore the City" will provide real-time updates on various aspects of city life, including traffic conditions, weather and events, helping users make informed decisions.

Interactive Community: The project will create an interactive and vibrant community of urban explorers that encourages social participation and sharing of experiences, reviews and recommendations.

Inclusivity: A key outcome is the development of an inclusive platform that accommodates users of all abilities, enabling everyone to explore and enjoy the city.

Mobile Application: A user-friendly mobile application will be available for download on mobile platforms, allowing users to access city information on the go.

Push Notifications: Users will receive push notifications about events, deals and updates around them, keeping them informed and engaged with the happenings of the city.

Improved Decision Making: The platform will empower users to make better decisions about how to spend their time in the city, optimizing their experience and increasing overall satisfaction.

Data Analytics and Insights: The project will produce data analytics and insights about user preferences, trends and behaviors that can be valuable for urban planning and businesses looking to meet local demands.

Partnerships: “Explore the City” can expect to form partnerships with local businesses, including restaurants, event venues, and transportation services, providing them with a valuable channel to reach potential customers.

Scalability: The project will be designed with scalability in mind, allowing it to expand to new cities and regions and providing a template for advanced city exploration wherever it is implemented.

Feedback Mechanism: The platform will include a feedback mechanism to collect user suggestions and criticisms, allowing for continuous improvement and improvement.

Monetization Strategies: The project will explore monetization strategies that may include advertising, premium features or paid partnerships, ensuring its sustainability and growth.

User Engagement Metrics: Tracking user engagement related metrics such as number of active users, user-generated content, and reviews will be part of the expected results to measure the success of the platform.

Positive Impact on Urban Life: Ultimately, the "Discover the City" project aims to create a positive impact by making urban life more enjoyable, efficient and accessible, and these improvements will be reflected in user feedback and community testimonials.

These expected results represent the tangible results and benefits that "Discover the City" will bring to its users, businesses and the cities it serves. The success of the project will be measured by its ability to achieve these goals and improve the urban experience for everyone.

**Use-case Point Complexity**

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| --- | --- | --- |
| **Factor Number** | **Description** | **Is its importance average or above for the project? (Write YES if it is)** |
| **T1** | Distributed system |  |
| **T2** | Response time/performance objectives | Yes |
| **T3** | End-user efficiency | Yes |
| **T4** | Internal processing complexity |  |
| **T5** | Code reusability |  |
| **T6** | Easy to install | Yes |
| **T7** | Easy to use | Yes |
| **T8** | Portability to other platforms | Yes |
| **T9** | System maintenance | Yes |
| **T10** | Concurrent/parallel processing |  |
| **T11** | Security features |  |
| **T12** | Access for third parties |  |
| **T13** | End-user training |  |

**Type of Project:** Web and Mobile Programming

**Keywords:** City, Café, Restaurant, Places to Visit, Cultural Places, Shopping Mall, Bar, Disco, Night Club, Beach, Museum, Library, Market. Hairdresser, Hotel, Tavern, Swimming Pool

**Related Research**

Urban Mobility Applications: Studies in urban planning and transportation have examined the impact of mobility applications on the way people navigate cities. These applications provide insight into the potential benefits and challenges of building a platform like “Explore the City.”

User Experience (UX) in Mobile Applications: Researching user experience design in mobile applications is very important to create an intuitive and user-friendly platform. This includes work on user interface design, usability testing and user behavior analysis.

Location-Based Services (LBS): LBS research explores how geolocation technologies and services can improve user experiences, providing insight into the possibilities of integrating real-time location data into the “Explore the City” project.

Social Networks and Communities: Research on social networks and online communities provides valuable information about building an engaged community of users, sharing experiences, and creating user-generated content.

Business models for Location-Based Apps: Exploring the various business models used by location-based apps, including advertising, partnerships, and premium features, can be helpful in developing sustainable monetization strategies for the project.

User Engagement and Retention: Understanding the factors that drive user engagement and retention in mobile apps is critical to ensuring the long-term success of the “Discover the City” platform.

Impact of Technology on Urban Life: Research on the impact of technology on urban environments and quality of life for users can provide context for the broader goals of the project.

By drawing insights from these relevant areas of research, the “Discover the City” project can leverage existing knowledge and best practices, ultimately contributing to its success in revolutionizing the urban experience.

**Research questions and hypotheses**

Research Questions:

How do urban mobility apps and platforms impact the way people explore and interact with cities, and what can “Exploring the City” learn from existing solutions?

What are the critical factors that contribute to an improved user experience in mobile applications designed for urban exploration?

How can the use of location-based services (LBS) increase the efficiency and user satisfaction of a city exploration platform such as “Explore City”?

How does social interaction within online communities and social networks influence user participation and sharing of experiences related to urban exploration?

What types of data analytics and machine learning algorithms can provide the most accurate and personalized recommendations for users in the context of city exploration?

What strategies can ensure the inclusivity and accessibility of the “Explore the City” platform for users with disabilities, and what impact will this have on user adoption and satisfaction?

To what extent can technology-driven initiatives such as “Discover the City” impact urban planning and the overall quality of life of city dwellers?

What are the most effective business models for location-based applications and how can they be implemented to “Explore the City” to ensure their sustainability?

What factors drive user engagement and retention in mobile apps designed for city exploration, and how can these factors be leveraged to increase the success of the platform?

What is the overall impact of technology on urban life and how does it affect the way people explore and experience cities?

Hypotheses:

"Urban mobility apps and platforms significantly impact the convenience and accessibility of city exploration, and adopting best practices from these solutions will increase the effectiveness of 'Explore the City'."

A well-designed user interface, intuitive navigation and seamless user experience on the “Explore the City” platform will lead to higher user satisfaction and engagement.

Leveraging location-based services will contribute to an enhanced city exploration experience by providing more accurate and timely information for users.

Active participation in online communities and social networks on the "Discover the City" platform will encourage user participation, create a sense of community and encourage the sharing of experiences.

The application of data analytics and machine learning algorithms will lead to more personalized recommendations, increasing user satisfaction and platform usage.

Prioritizing inclusivity and accessibility on the platform will lead to a more diverse user base and a positive impact on user adoption and satisfaction.

Technology-driven initiatives such as “Discover the City” have the potential to significantly impact urban planning and improve the overall quality of life of city residents.

Effective business models for location-based applications such as advertising, partnerships and premium features can be successfully implemented to “Explore the City” by ensuring its sustainability.

Factors such as push notifications, personalized recommendations, and an active user community will encourage user engagement and retention on the platform.

Technology is having a profound impact on urban life, influencing how people explore and experience cities, and “Discover the City” will contribute to this transformation by enhancing the urban experience.

**Methods**

A variety of research methods and development approaches can be used to effectively implement and evaluate the "Discover the City" project. These methods will be effective at different stages of the project, from planning and design to execution and evaluation. Some important methods to consider are:

Surveys: Conducting surveys and surveys can help gather information about user preferences, needs, and expectations for the platform. This data will inform the design and features of the platform.

User Interviews: In-depth interviews with potential users can provide valuable qualitative information about their city exploration habits, pain points, and desired features.

Usability Testing: Usability testing involves observing users as they interact with the platform, identifying usability issues, and making necessary improvements to the user interface and overall design.

Data Analysis: Data analysis will be necessary to understand user behavior, track engagement metrics, and improve recommendation algorithms based on user interactions.

Geoanalysis: For location-based features, geoanalysis can help optimize the accuracy of location data, provide real-time updates, and improve geolocation features.

Community Engagement: Engaging with potential users and local communities through focus groups, social media, and community events can help build a user base and build a vibrant user community.

Pilot Testing: Before a full-scale launch, pilot testing in a specific city or region can help identify unforeseen challenges and make necessary adjustments.

Business model Analysis: Analyzing different business models (e.g. advertising, partnerships, premium subscriptions) can inform the monetization strategy and sustainability of the project.

Feedback Mechanism: Implementing a feedback mechanism within the platform allows users to provide ongoing input that can be used to make continuous improvements.

Performance and Load Testing: Ensuring that the platform can handle high traffic loads and perform optimally under different scenarios is crucial to its reliability and scalability.

These methods should be used strategically throughout the lifecycle of the project to ensure that it achieves its objectives, provides a positive user experience, and contributes to the improvement of the urban experience.

**Resource Requirements**

Web Developers

Mobile Application Developers (iOS and Android)

UI/UX Designers

Data Analysts

* Hardware = Visual Studio, Github
* Software = C#, Html, Css, Js, JQuery, Bootstrap, Mvc, React, MsSql

Feedback Mechanism:

Resources to establish and manage a system to collect and analyze user feedback for continuous improvement

Sustainability and Growth:

Resources to scale the platform to new cities and regions, including additional development and marketing efforts

Successful implementation of the "Discover the City" project will require a combination of financial, technical, human and data resources. Effective management and allocation of these resources will be crucial to achieving the project's objectives and ensuring its long-term sustainability and growth.