Product Vision and Scope Document

Travel

"*Baku*"

David Juliano, Shaurya Mago, Grant Matejka, Abhishu

Rawka, Shreya Tumma, Eric Zhou

1. Business Requirements:

Business Opportunity:

We hope to capitalize off of local businesses trying to advertise themselves within regions that users are hoping to travel to. Our product will focus on personalizing each location to make it feel more "homey" and familiar to outsiders/travelers. Partnered content between our app and businesses that might offer discounts/deals. We see an appeal in current culture to trustworthy and apparent information, and seek to take advantage of this trend to create this environment in our product.

Business Objectives:

Our business objectives include supplying a product that will aid in the planning and execution of users' desired trips/experiences. We see partnerships with local businesses as another opportunity to grow our business and share in the travel experience that can positively impact the community. We seek to provide personal, informative and clear goals for our users to save up, plan and go out on fun adventures. Our product is intended to support and guide, and we believe this will create a healthy environment that will inspire other people to join our service.

Vision Statement:

For travelers who are planning to travel, are currently traveling, and have traveled before, our product is a travel mobile application for meeting local tour guides, documenting travel experiences, and discovering attractions for future trips. Baku is an all inclusive travel app that mostly inspires people with different activities they can do on their forthcoming trip. It also gives notifications for recommendations of things to do based on the user's current location. It is not a booking travel app, but rather a feed of ideas based around a trip to a certain destination. With the ability for users to share their experiences, all ranges of travelers are able to document their trip regarding the kinds of attractions and details along their adventure. Unlike other travel

planning applications, filled with sponsored reviews, the discovery of trip posts will be displayed to the user based on our platform by tags (e.g., cities visited, specific attractions visited, attitudes about specific parts of their trip). This engages travelers who are planning a trip to discover unbiased reviews and hidden/local attractions for their upcoming trip. Our product provides users an ability to select destinations and attractions, add them to their putative itinerary, figure out modes of transportation, and accommodations all in one product. The user's curated travel posts are resources for planning trips, eliminating the hassle of researching on multiple platforms to create a worthwhile adventure. While planning a trip, users have the ability to interact with tour guides to fully immerse themselves in the destination of their choosing. Tour guides have the ability to offer their services to guide them, explaining the culture behind the attraction. While travelers can view services from different tour guides, tour information, and select a specific tour or engagement with a local. Overall this mobile app will be a more personal travel resource and ultimate hub for destination inspirations.

2. Competitive Analysis Section:

Competitive Analysis: "Trip Advisor"

Description: A mobile app intended to provide users with location information, recommendations, reviews, booking options and other travelling services. Tripadvisor appears to want to be the sole necessary service for someone to plan and execute a vacation. They provide user's reviews which incorporate some ethos into their ranking of attractions, while also providing highlights of destinations and regions. Tripadvisor desires users to make accounts to keep track of their plans/attractions thus encouraging long term users.

Strengths: Tripadvisor does provide a lot of features and information that is accessible for their users and the public. With planning features, booking options and destination reviews Tripadvisor does a good job of supplying all the information someone might need in planning a trip.

Weaknesses: Tripadvisor does have the appearance of a large company, thus generating a less personal feel. Some users report misrepresented/fake reviews and locations that are misplaced. A lack of trust seems to be apparent in their booking services and displays of locations.

Target Audience: Their target audience is more geared towards adult users who have trouble planning/booking a travel itinerary.

Ethicality: Tripadvisor has many reviews stating that there have been instances of unethical and conflicted dealings. Some of these issues arise from the company being very large and being unable to manage their services while also using money to bloat reviews and experiences.
Comparison:

- *Description:* While tripadvisor hopes to supply users with advice and things to do we hope to more so guide users on their path to the vacation not what to do during the vacations (though we plan on implementing similar features). We seek to influence and encourage those that can't currently go on vacations while tripadvisor targets an audience currently in the planning phase.
- *Strengths:* Tripadvisor does provide a lot of information but with that comes with an intimidating, impersonal, corporate feel to their website, and we would improve this as providing a more minimal and personal experience.
- *Weaknesses:* With Tripadvisors brand, it's overwhelming review base/user data, it can easily be difficult for new users to find trustworthy unbiased opinions. Many big reviewers/photographers on trip advisor are in partnership with trip advisor in same way or another. We plan to mitigate this issue by having the reviews and user experiences be the flagship product that help give our product a more personal and relatable feel. Users will be able to select a destination and see multiple reviews/itineraries of previous users and can select those reviews as template for planning their trips.
- *Target Audience:* Our product is hoping to target young adult users/budget individuals who are looking to have the same planning capabilities at a more affordable cost. (Also young adults are cooler and are more tech savvy than old people)
- *Ethicality:* We are going to approach from a lot less profit driven perspective and thus seek to support our users and provide services that we find effective as to provide the best experience for them. This is a more ethical approach than what tripadvisor appears to have resulted in their corporate structure.

Competitive Analysis: "Instagram"

Description: "Instagram is an American photo and video-sharing social networking service owned by Facebook, Inc."

Strengths: Users have the ability to choose which Instagram pages/content to follow. It is easy to use and intuitive interface.

Weaknesses: This platform does not only target user's travel interests.

Target Audience: The demographic mostly includes 18-24 year olds

Ethicality: Recently, Instagram has promoted more sponsored content. Big travel influencers are also sponsored to stay at certain locations and it is not always disclosed that they are promoting an advertisement.

Comparison:
- *Description: Users are able to follow travel influencers who post about their trips daily and recommend services/stays/activities to their audience.*
- *Strengths: Instagram has a huge user base and most are familiar with the interface.*
- *Weaknesses: Personal feed includes content and posts from friends, family, a variety of influencers. It is not only constrained to inspirational travel content.*
- *Target Audience: Our target audience is also the younger demographic.*
- *Ethicality: We would provide more authentic user feedback and less sponsored content. If there is any sponsored content then it would be clearly stated.*

Competitive Analysis: "Airbnb"

Description: Airbnb is an online marketplace for arranging or offering lodging, primarily homestays, or tourism experiences. The company doesn't own any of the real estate listings, nor does it host events; it acts as a broker, receiving commissions from each booking.

Strengths: Well established brand, easy to use UI. Can directly compete with hotels and guest houses. Friendly hosts who are locals, and have an idea of the place.

Weaknesses: Since it depends on hosts for lodging, if the quality provided by the hosts isn't up to par, the company's reputation is affected. You also cannot tell exactly where the place you're going to be staying unless you pay for the place. There have been cases of people breaking stuff at the airbnbs and there is no fair way to estimate the costs of damages done.

Target Audience: Travellers looking to stay at a place to get a more "home" like feel compared to hotels.

Ethicality: Airbnb operates in more than 192 countries and violates the Housing Laws and Regulations in many of those countries.

Comparison:
- ○ *Description:* Airbnb offers 'experiences' to travellers but they are commercial and charge for everything. On the other hand we're providing reviews and things to do once you're at the place.
- ○ *Strengths:* We're more personalized and have reviews of more locals which gives a greater insight to the place.
- ○ *Weaknesses:* We depend solely on reviews, and locals to provide feedbacks and things to do in the area.
- ○ *Target Audience:* Young travellers with little to no experience of going to a foreign place which they aren't familiar with.
- ○ *Ethicality:* We are going to approach from a lot less profit driven perspective and thus seek to support our users and provide services that we find effective as to provide the best experience for them. Also, we aren't breaking any laws.

3. Scope, Limitations, and Roadmap

- ■ **Scope:** Initial Scope
  - ○ The basis of the app is for people to be exposed to different activities they can partake in while traveling. This includes shows, restaurants, hotels, activities, museums, etc. The initial sprint will include abilities to share experiences and view others'. Each "activity" will have some sort of entity which users can hand-pick and organize for their own trip.
- ■ **Features:**
  - ○ Sharing Trips: An initial aspect the app will have is the ability to share events and even full itineraries with other users so they can hand-pick which events they may want to add to their own trip. Users will "follow" locations rather than people, so their feed will give them ideas for their trip.
  - ○ Travel Mode: Once users have arrived to their desired travel destination, the app will be switched to travel mode which will offer local suggestions such as restaurants, activities and local gems for users to explore.
- ■ **Features for later:**
  - ○ Find Friends: Users will also be able to connect with other travelers in the area and share advice and travel tips with each other, and potentially meet up as a group if they want to.

- ○ Local Guide: Local tourist guides will be able to connect with travelers in their area.
- ○ Savings Mode: We plan to have a pre-travel feature in our app that helps users reach their financial travel destination goals. Users will be able to track their progress and be motivated to save for their dream travel experience.
- **Limitations:**
  - ○ This app relies on users to post their full itinerary and costs to share with others. The focus of the app is to have a more personal connection when planning your next trip and without a large user base it will be difficult to develop that connection. Also there will be no actual booking through our app, it is mainly to inspire users to travel and give them ideas of what to do/see while they are on their vacation.
- **Roadmap:**
  - ○ 1st Phase (1st- 3rd Week): Planning and finish finalizing overall product vision/goals with both sections of 310 and 308. Have a collective clear picture as to what our desired product serves to add to society and steps to get there.
  - ○ 2nd Phase (3rd Week - End of Quarter): Begin taking steps towards designing and implementing the features and base for our first prototype. Our goal is to have a general layout design by this point.
  - ○ 3rd Phase (309 1st Week): Meet back up with 310 students to reaffirm design decisions and to make sure we are still staying within the "customers" product vision and ultimate end goal.
  - ○ 4th Phase (309 2nd Week - 5th Week): Start implementing changes from the vision meeting and fix any major issues from previous prototype. Begin refining the platform and work towards making the app more polished and user friendly.

4. Business Context

- **Stakeholders:**
  - ○ 1st Degree Stakeholders: Travelers, local business owners, tour guides

- ○ 2nd Degree Stakeholders: Kickstarter Patron, other travel applications, transportation services, local businesses
- ○ 3rd Degree Stakeholders: development team, investors, business team
  - ■ **User Personas:**

Local Driver looking to make some side cash (tour guide)

Name: Gary McCarthy
Email: vroomvroom@hotmail.com
User ID: 920785

Photo:
Hobbies: Uber driving, watching football, cheering on the browns, sitting in his recliner, pro barbequing
Personality Type: ridiculously funny, considers himself a cool dad, protective
Age: 46
Gender: male
Citizenship/Residence: American/ Ohio
Location: Cleveland
Type: City
Education level: Graduated Ohio State
Marital Status: Married
Children: 4
Occupation: Driver
Job title: Uber Driver, Lyft Driver, former Car Mechanic - handed company down to son

Job Responsibilities: Transporting his customers everywhere safe and sound, while having fun along the way

Professional habits: Stays involved in the family business but has handed most of the day-to-day down to his son, works as an Uber driver because he enjoys it

User Story: Gary has spent most of his life in Cleveland. He knows the ins and outs of these streets. Gary drives uber and lyft part-time and is always interacting with tourists. He enjoys showing his home town to outsiders and feels like he could give a better inside view of the city from a local perspective. Gary is looking for a more intuitive user interface which could help him become an expert in the area.

Grandmother seeking to share her travel experiences

Name: Ruth Miller
Email: lovestoknit@yahoo.com
User ID: 023485

Photo:
Hobbies: knitting, spoiling her grandchildren, brunch with her husband, hot barre, bridge, sharing pictures of her cats, baking
Personality Type: spunky, young at heart, tries to stay with modern culture, slightly introverted
Age: 69
Gender: female
Citizenship/Residence: American/ Californian
Location: Newport, CA
Type: Suburbian city
Education level: Graduated Loyola Marymount
Marital Status: Married
Children: 3
Occupation: Newly Retired
Job title: Former Real Estate Agent

Job Responsibilities: N/A
Professional habits: Making the most out of retirement and sharing with her friends
User Story: Ruth may enjoy trying out new apps and games on her tablet, but sometimes has a hard time navigating around them. She wants an app that her and her friends can easily use to stay connected in their busy lives. She wants an app that promotes her relationships and help her highlight some of her travels. An app with easy upload and navigation options would really make her like using it and recommending it to her friends.

Eco-Warrior/Environmentalist Traveller

Name: Savanna Evergreen
Email: treehugger22@earth.green
User ID: 46290

Photo:

Hobbies: Camping, Kayaking, Hiking, backpacking, horseback riding, farming, watching animal planet while sipping from her stainless steel straw and ginseng tea mason jar.
Personality Type: Loves the environment
Age: 22
Gender: Female
Citizenship/Residence: Citizen
Location: Boulder, Colorado
Type: Rural
Education level: GCU Undergrad in Environmental Engineering
Marital Status: In a relationship with mother earth
Children: Has 1 horse, 2 chickens, 3 dogs, 4 cats
Occupation: Student

Job title: Student/Environmental Activist
Job Responsibilities: Study
Professional habits: Bad at studying
User Story: Savannah is a nature caring eco-warrior. With all the rising environmental problems around the world, Savannah wants to find a reliable and easy to navigate interface that will allow her to budget enough money for her multiple desired trips. Savannah is not a fan of crowded touristy areas, rather, she hopes to find small local gems in which she can explore the scenery. Furthermore, Savannah is vegan and has dietary restrictions; Savannah usually has a difficult time finding local cuisines that fit within her needs.

Cool Guy

Name: Brad Davis
Email: bdavisdeltapsi@hotmail.com
User ID: 75490

Photo:
Hobbies: Likes to be with the boys, skate, surf, work out, beach volleyball
Personality Type: Likes to be "adventurous". Enjoys casual outings with the rest of the brothers.
Age: 23
Gender: Male
Citizenship/Residence: US Citizen

Location: Santa Barbara
Type: Beach Town
Education level: Business Administration Undergrad
Marital Status: Single
Children: No
Occupation: Student
Job title: Works as a personal fitness trainer
Job Responsibilities: Training people new to exercising
**Professional habits:** Works twice a week, usually with the same customers
User Story: The "Brad" traveler is the college student/young adult who wants to travel with friends and find out the best/most fun things to do while they are there. Cost is definitely a consideration to this traveler, so sorting activities by cost will be a huge feature. Although Brad will be traveling with friends, as a social group they will want to meet with other similar travelers to hang out/party with. Brad's trip is spontaneous and he will enjoy the pop-up notifications on his phone recommending things to do in his general proximity. He'll save ideas prior to his trip, but the real-time updates will be huge for him.

First Time Traveller seeking a short trip

Name: Jarod Chang
Email: jarodchangang@ucsd.edu
User ID: 59287
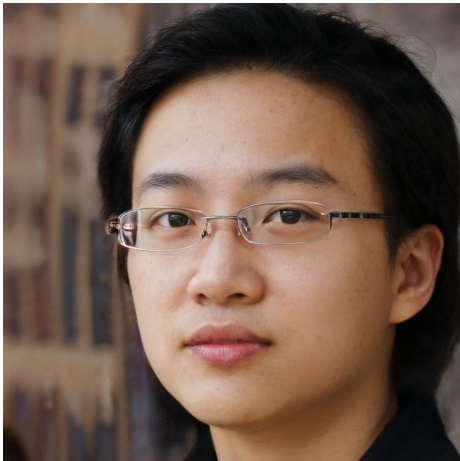
Photo:

Hobbies: PC-Gaming, Trying new foods, League of Legends, Brazilian jiu-jitsu
Personality Type: Planner, Organized
Age: 22
Gender: Male
Citizenship/Residence: US Citizen and residing
Location: San Diego

Type: Urban
Education level: Bachelors
Marital Status: Not married
Children: No children
Occupation: Grad Student at UCSD
Job title: Stem Cell Research
Professional Responsibilities: Only has 4 weeks total of vacation in a year.
User Story: Jarod has been living in San Diego since he started college, but with his intense course work, he has not had that much time to explore the beautiful city. Now that he is a grad student, earning an income through research, he is determined to make the most of his four week vacation by travelling around the world. He has never travelled abroad on his own before and is looking for a way to find and compare the best trips within his grad student budget. He is seeking ideas for places to stay, eat, and things to see in each potential travel location.