

Assignment 6

Team Name – Team Design

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Exercise 6.1

Classification of elements in the discovery matrix by S, N, A, C, also including the missing elements.

Stakeholders (S)	Needs of Stakeholders (N)	Alterables for the System-in-Focus (A)	Constraints for the System-in-Focus (C)
Tourists and Travel Enthusiasts (Customers)	Unique and less-known attractions	Mobile app design and features	Internet connectivity in remote areas
	Offline access to key information	Maps integration	Availability of reliable data sources
	Accurate and user-friendly maps		
	Engaging content and reviews	User-generated content features	Language barriers
	Platform for sharing travel experiences	Eco-tips and sustainability guides	
	Personalized travel recommendations		
Local Communities	Economic growth through tourism		Limited infrastructure in rural or underexplored areas
	Promotion of local culture	Cultural content and local event listings	Seasonal accessibility
	Preservation of natural resources	Sustainable tourism practices	Environmental regulations
		Informative content about environmental impact	Balance between promoting tourism and conservation
		Offline map and data features	Competition with mainstream tour services
Environmentalists	Awareness of the impact of tourism on nature	Rewards for eco-conscious travel	
Tourism Boards/Authorities	Data on tourist activity	Collaboration with local tourism boards	Regulatory and policy constraints
	Promotion of lesser-known attractions		
Developerment and Management team	Efficient and scalable backend	User interface improvements	Device and OS compatibility
		Backend optimization	Testing across various devices
	User-friendly UI and UX	Analytics and reporting tools	Ensuring data accuracy and security

Exercise 6.2

Inferences about our problem from the SNAC matrix

Needs	Alterables	Objectives
Unique and less-known attractions	Mobile app design and features	Promote hidden gems to users through personalized travel recommendations.
	Maps integration	Ensure seamless navigation to lesser-known destinations with intuitive and accurate maps.
Offline access to key information	Offline mode implementation	Enable offline map functionality to help users navigate without internet access.
	Maps integration	Ensure seamless navigation to lesser-known destinations with intuitive and accurate maps.
Accurate and user-friendly maps	Map data integration	Provide real-time, accurate maps that are easy to use and help users navigate confidently.
	UI/UX design optimization	Create a simple and intuitive interface to enhance user experience when using maps.
Engaging content and reviews	User-generated content features	Encourage tourists to contribute reviews, tips, and photos to build a vibrant travel community.
	Integration of local experiences, events, and stories	Offer a wide range of user-generated content that highlights authentic, local experiences.
Platform for sharing travel experiences	Social sharing features	Provide tools for users to share photos, tips, and travel experiences directly on social media.
	User profiles and content aggregation	Build user profiles that aggregate past trips, reviews, and photos to enrich the travel experience.
Personalized travel recommendations	AI-driven recommendation system	Use data to suggest tailored travel experiences, activities, and attractions based on user preferences.
	Integration with local events and attractions	Provide users with personalized event notifications based on their interests and travel history.
Economic growth through tourism	Promotion of local businesses and services	Highlight local businesses, products, and services to tourists, contributing to community economy.
	Integration with local booking systems	Enable direct booking for local services, tours, and activities, facilitating easier access for tourists.
Promotion of local culture	Cultural content and local event listings	Showcase cultural events, festivals, and local traditions to educate tourists about the area.
	Local partnership for content creation	Collaborate with local artists and culture groups to produce content that reflects regional identity.
Preservation of natural resources	Sustainable tourism practices	Promote eco-friendly travel choices such as sustainable accommodations and carbon-conscious transport options.
	Eco-tips and sustainability guides	Educate tourists on how to minimize their environmental footprint during travel.
Data on tourist activity	Analytics and reporting tools	Equip tourism boards with real-time data on tourist activities for better decision-making.
	Integration with local tourism organizations	Facilitate cooperation with local boards and provide comprehensive data on tourist flows.
Promotion of lesser-known attractions	Collaboration with local tourism boards	Work with local tourism boards to promote lesser-known spots, reducing the strain on popular destinations.
	Content creation partnerships with local influencers	Partner with local influencers to highlight off-the-beaten-path attractions to wider audiences.
Efficient and scalable backend	Backend optimization	Ensure the app can handle a growing user base and large amounts of data without performance issues.
	Cloud infrastructure and scalability	Leverage scalable cloud infrastructure to support growth and improve uptime.
User interface improvements	UI/UX redesign	Continuously refine and test the app's interface for ease of use and visual appeal.
	Usability testing and feedback integration	Gather real-time user feedback to iteratively improve design and enhance user experience.
Analytics and reporting tools	Analytics dashboards	Provide tourism authorities and businesses with tools to track engagement, user behavior, and performance.
	Integration with external analytics	Enable data-sharing with external systems for comprehensive
Data accuracy and security	Data encryption and security	Implement robust security measures to protect user data and
	Regular data updates and validation	Ensure that all data on destinations, reviews, and other content is current and validated for accuracy.

Exercise 7

Feedback loops (Positive denoted by green color and negative denoted by red color)

