12/5/2018

Road Traveler app PRD

Justin Cheng, Peter Cheng

# Vision

For our current customers that are regularly planning road trips within the United States, they need an application that can help them to find interesting locations by category based on their choices. Our product is a new trip planner that provides a detailed search by category while the trip is ongoing. Unlike Google and TripAdvisor, we are a combination of those two.

# Motivation

## **Unmet Needs**

I believe some families or people find out its time-consuming and difficult when planning a complete road trip with the sites that they can drive through to their destination without diverge their main route and interested in.

## Customer Segmentation(Persona)

### **Possible Users:**

Possible Users are usually going on road trip once or twice a year, they are either travelling with few friends or with their family. Most of our possible users indicated that they need to run Google maps to search for the route then use either TripAdvisor or its equivalence to find interesting locations for them.

### **Possible attractions**

Attraction hotel or other paid facilities need to attract new customers, usually restaurants and accommodations. Currently we don’t have any actual hotel or facility owner to discuss with this issue however I believe they are willing to pay for small ads like this to promote themselves.

### **Existing Solutions**

The most common existing solution for the people that plan to have a road trip is whether search on the google map personally or ask friends about the places they’re interested in and see if that’s on their road trip route. If yes, they’ll put them on the map and plan the route that passing through all these places. And when they’re on their way and want to see if there are some nearby places they want to visit, they’ll simply use google map to guide them there.

# Use Cases

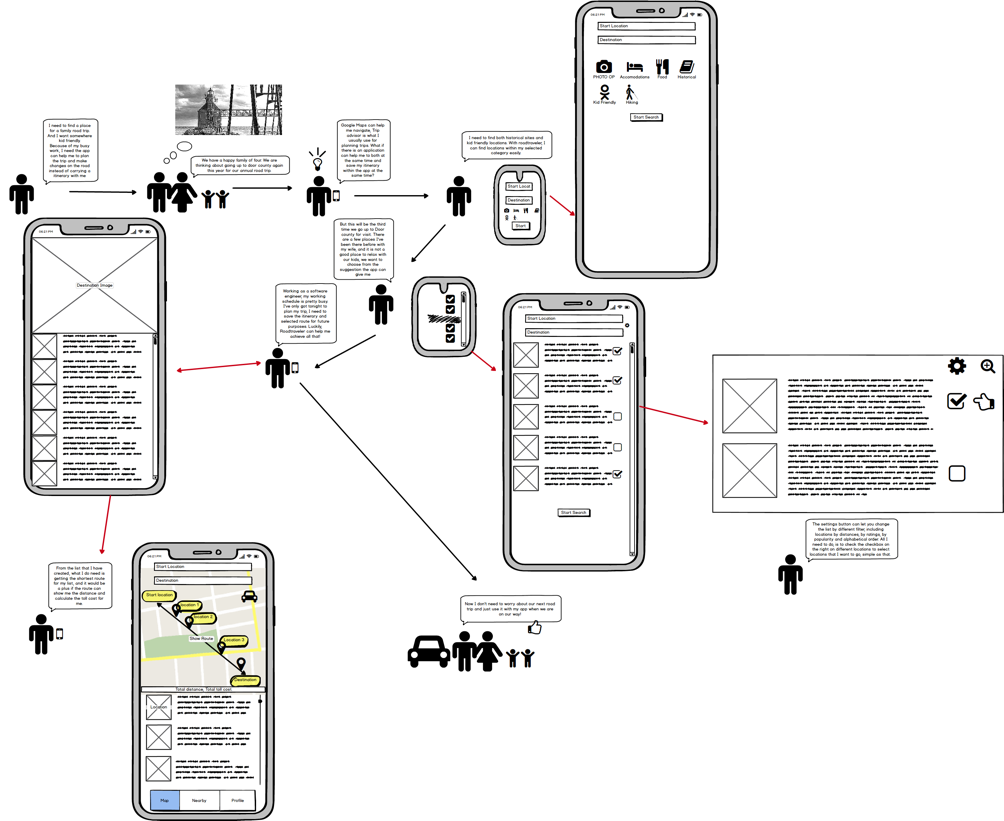
## **Persona**

## **Family Man Eric**

Eric has a happy family with two kids. Between their mortgage, car payments and saving for their children’s education, Eric schedules at least one annual road trip with the family. He is willing to pay a small fee for a better planner rather than go through the trouble with Google Maps and TripAdvisor and dealing with multiple files of interesting location’s information. He also needs an easier way to find kids-friendly locations.

## **College Student Sam**

Sam is a college student that enjoys going on road trips, at least once a month. He uses TripAdvisor or Mafengwo (an equivalence of TripAdvisor) for getting reviews on hotels and resorts and Google maps for Navigation and planning his route. Sam enjoys going to beautiful lakes, ocean and waterfall view because it attracts him the most.

Eric wants to plan a long weekend with his family and kids, and this year they wanted to go back up to Door county from Milwaukee again for a family trip. Instead of doing through research and print the itinerary out, Eric just takes out his phone, searched the best route between Milwaukee to Door county with three categories within his mind, Children’s attractions, Points of interests and Outdoor activities. Eric clicked and unselected those spots they’ve been before, then he saves the trip into his profile.

Sam loves to go hiking with his friends. They find hiking spots with beautiful ocean and lake view or waterfalls all the time. They are planning their next hiking trip to Rainier National Park, but they want to find some spots that requires some outdoor hiking to get to the photo opportunity while getting some actions since they are all hiking enthusiasts.

## 

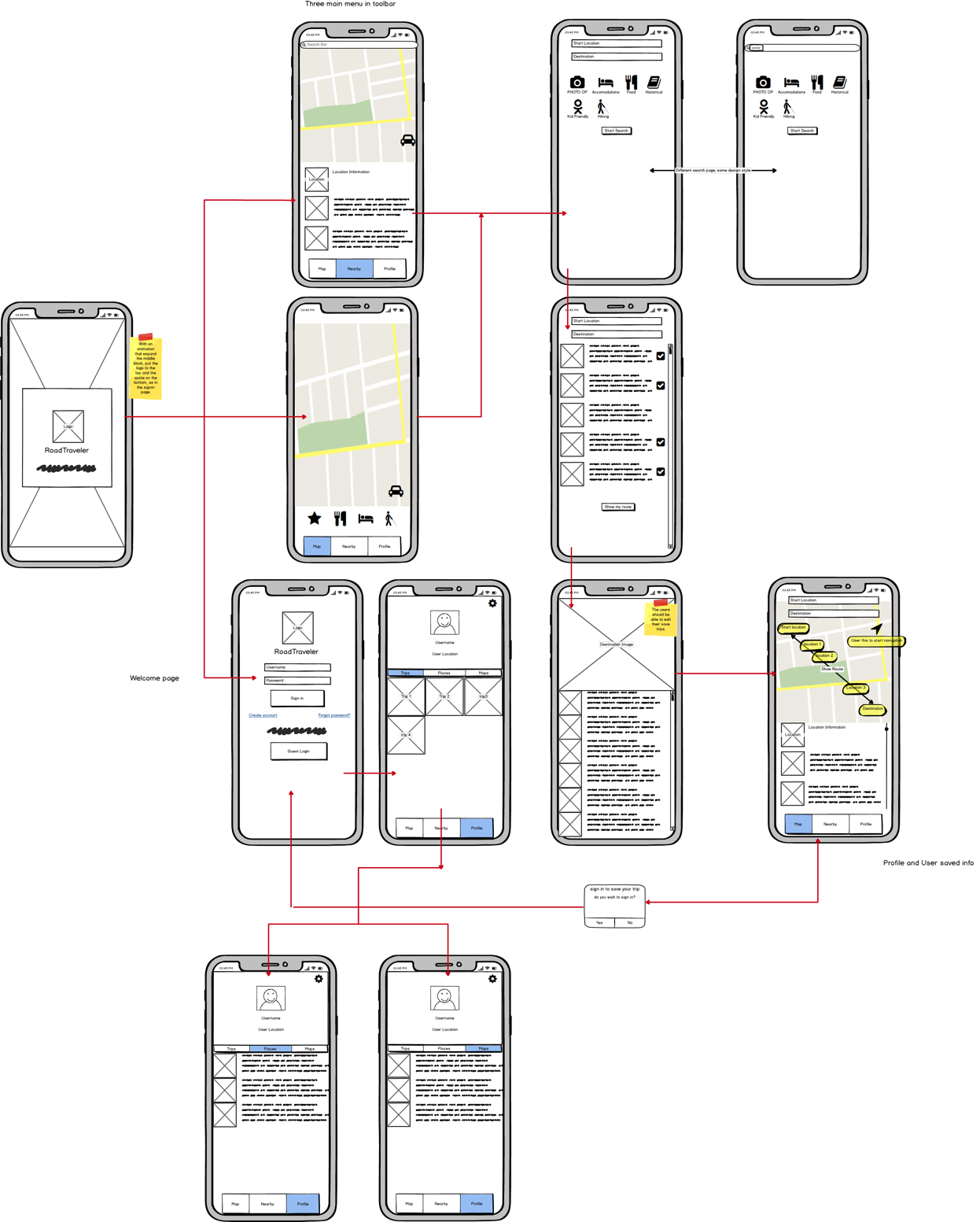
# Detailed design & Features Description

## **Design Principles**

1. Minimize cognitive load
2. Decluttering
3. Offload your tasks
4. Break your tasks into small chunks
5. Use familiar screens
6. Minimize user input
7. Anticipate user needs

## **Features/Information Architecture**

## 



## **MVP**

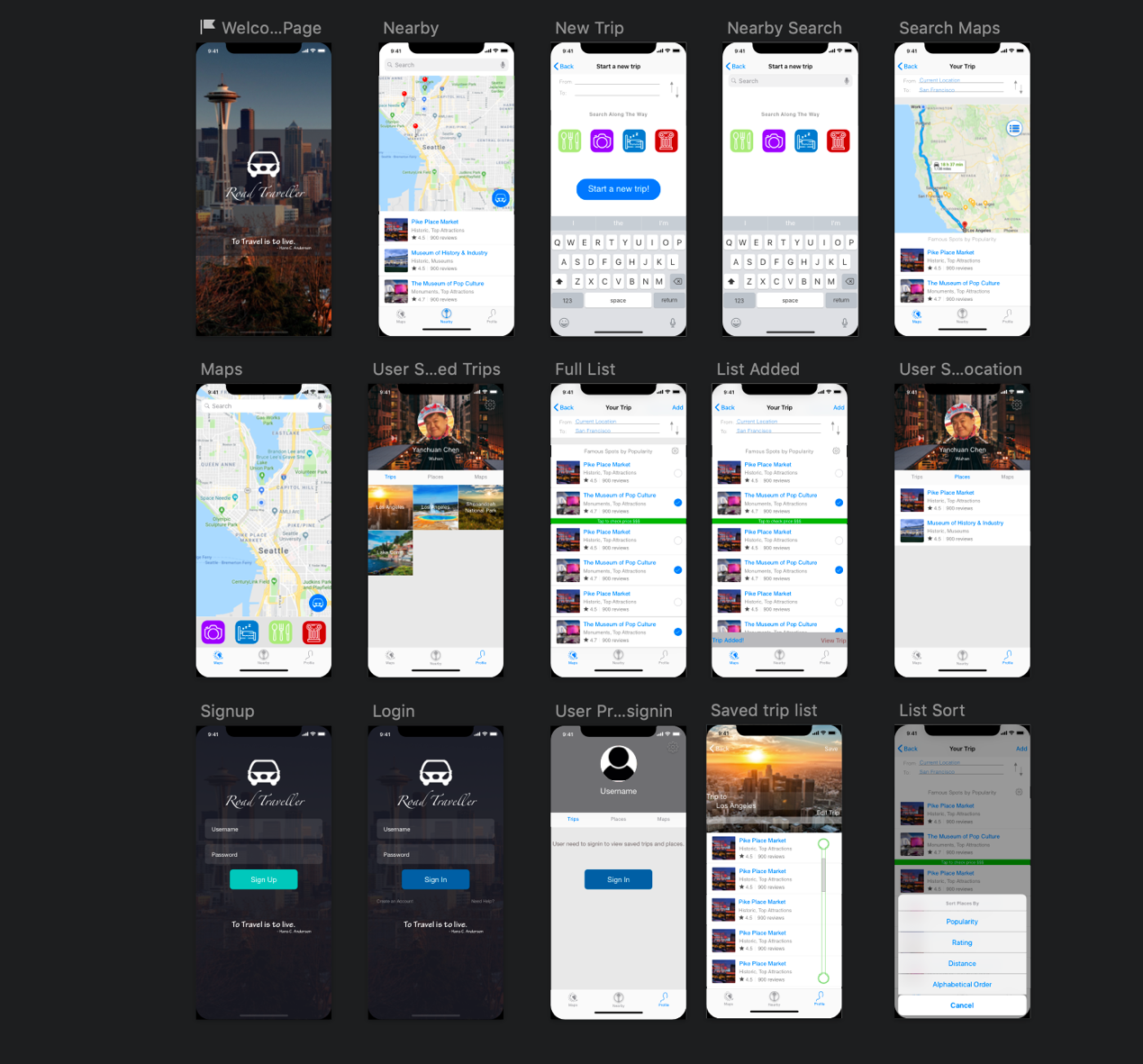
## Video MVP Presentation

This is Road Traveler, a road trip planner that is customized by different user's requirements. After our "Road Traveler" welcome page, we are looking at our home page, the nearby page that can show you some interesting spots that are close to your current location, you can also search by using a keyword to find something specific that is near you in this page.

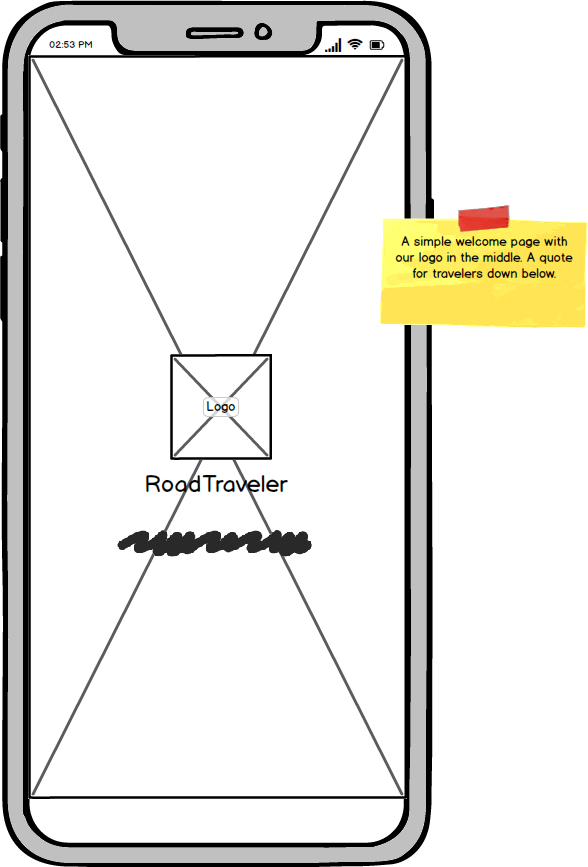
When we click the maps option at the bottom, it will jump to a page with maps and will provide some highly rating sites for you as well. Also, there will be the navigation page when you are going on a road trip, which is our main function.

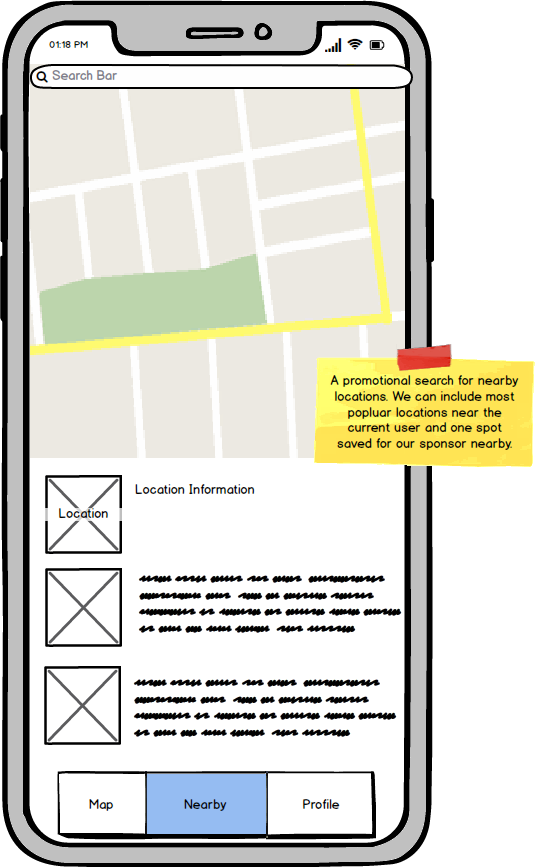
By clicking the blue car button, you can plan your road trip easily. First, you’ll need to input your starting location and destination. Then you can choose the specific category you want to visit during the road trip. And when that’s all done just start a new trip, a well-planned route will show on the screen!

The Road Traveler app also provides functions for user save their trips and have some other personal functions, all you need to do is sign up for free. Our registered users can save not only a planned trip, but also your favorite spots and even offline maps

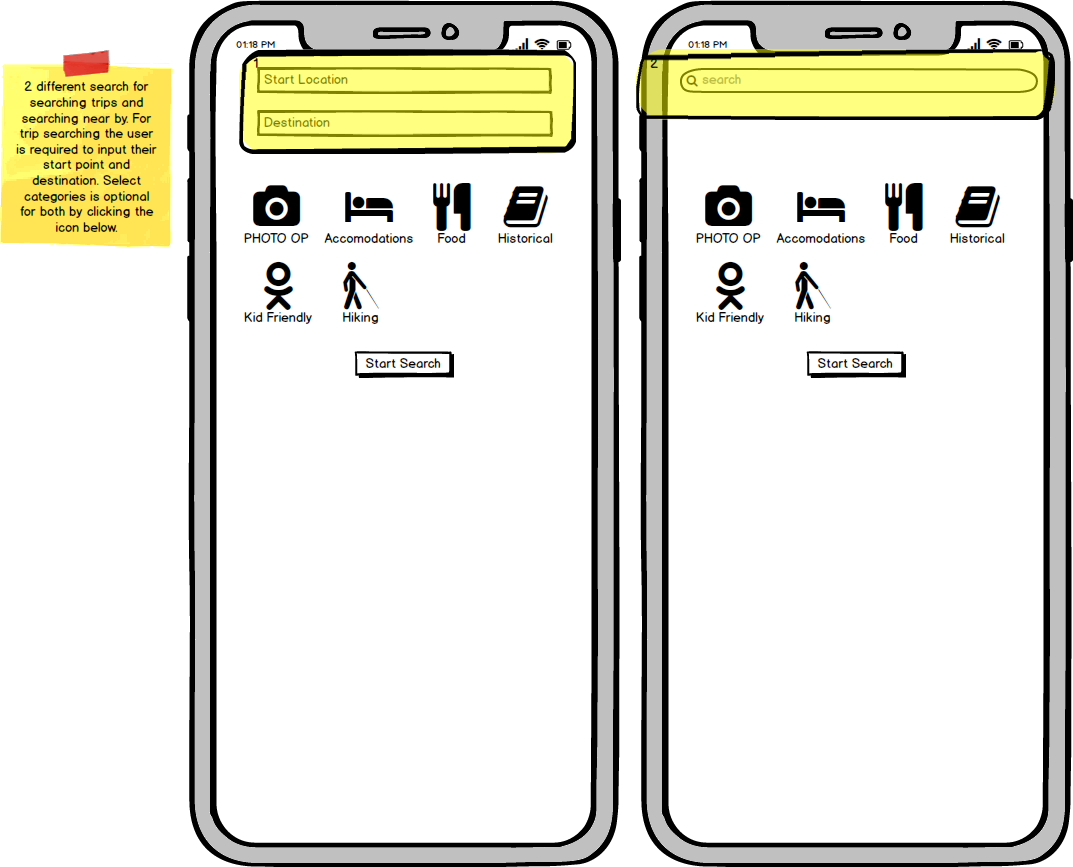


# User Walkthroughts: Visual Use Case Walkthroughs with comments

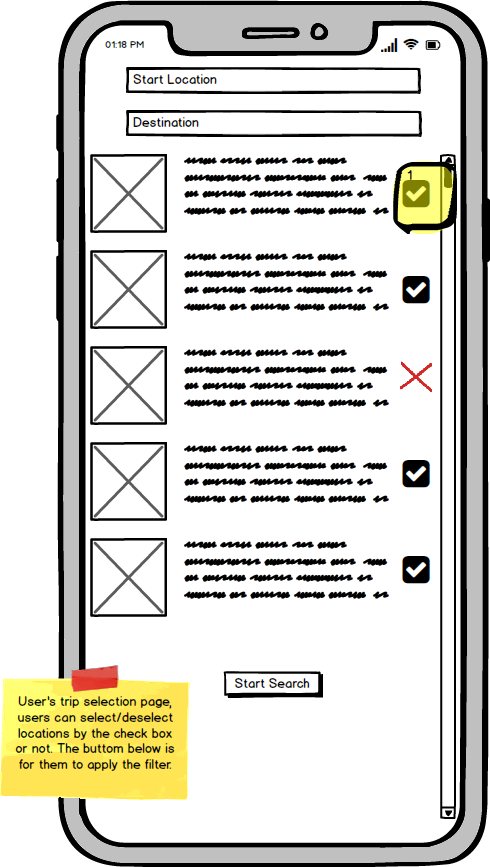
A simple welcome page with our logo in the middle. A quote for travelers down below.

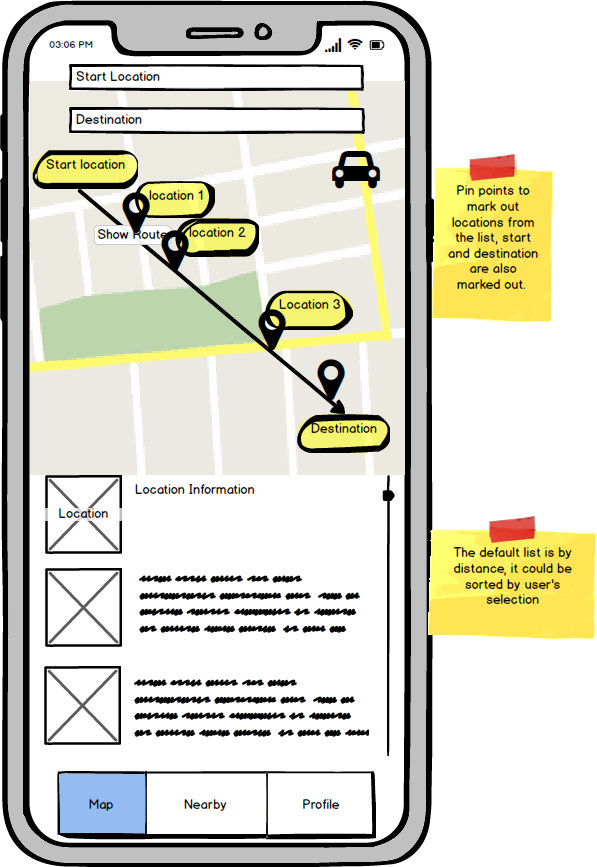
Our main screen shows the user’s current location and prompting three locations. Two of them are the most popular locations, the other one can be saved for the closet location from one of our active sponsor.

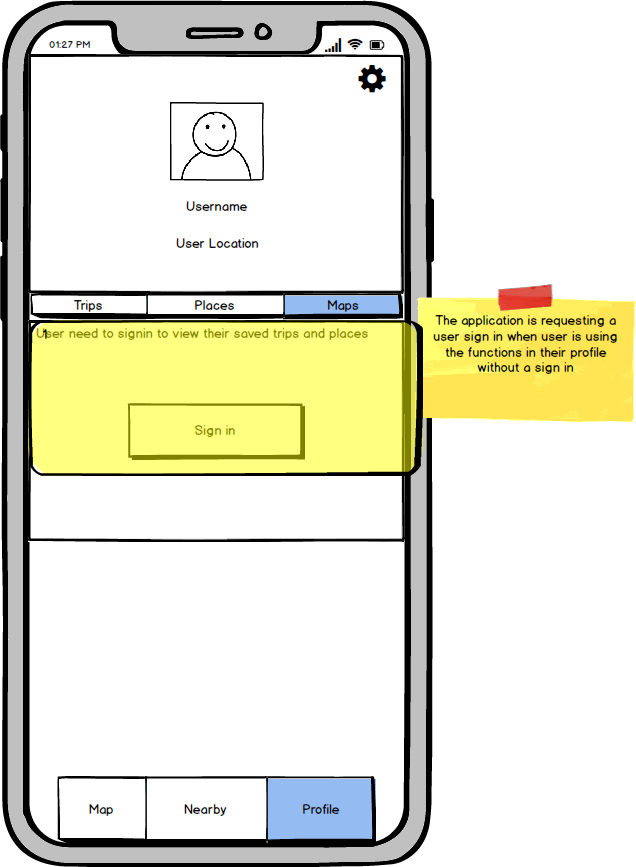
This is our current design of map function, it shows the a bigger map around the user and prompting 4 types of most popular locations for the user to search, this will automatically search from the user’s nearby location. The car button is for the user to start a new trip search. The application is using a Google maps api for map information.

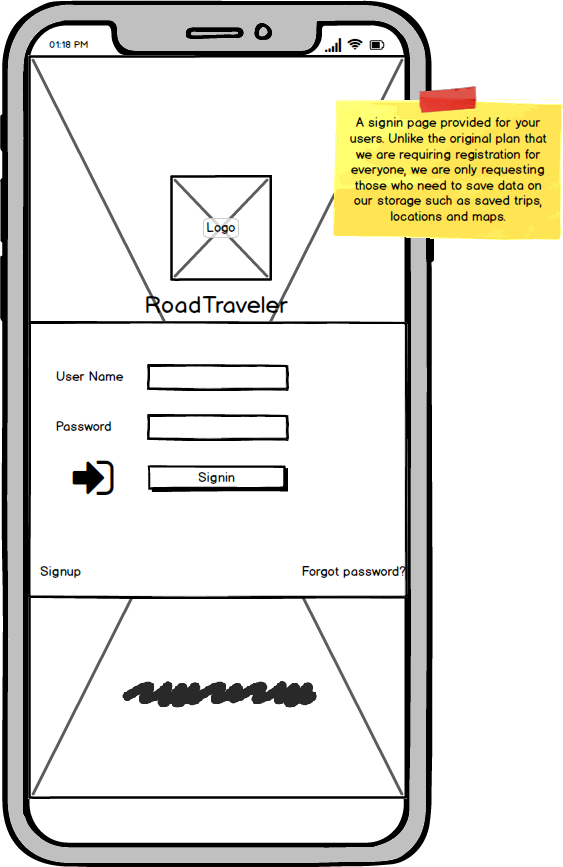
We do have two different types of search bar. On the left is the new trip search bar which asks the user to input their start location and destination, the icons at the bottom is for the user to add filters. The other one is the nearby location which allows user to search for anything they want and the buttons below can run a quick search around the user.

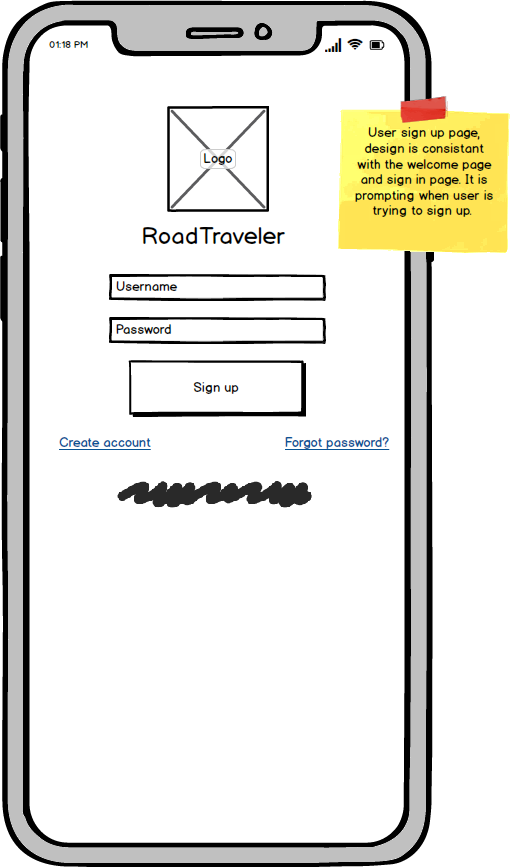
After user selected their desired attraction type and both locations, it will show a list between two locations of the user’s choice. It’s sorted by popularity by default and the user can change it. The user can also select/deselect the locations to add to their list.



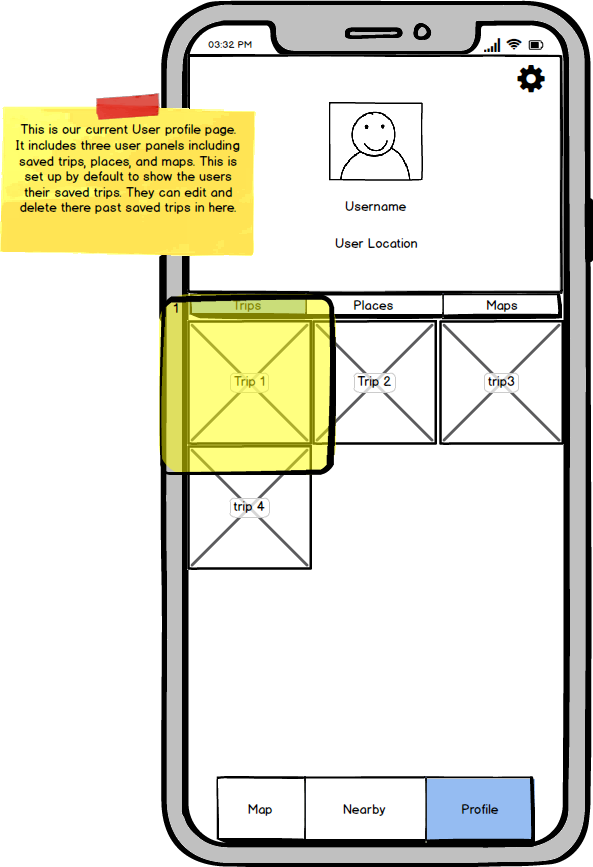
This is a list that can show the route for the user to go between their two locations. It will mark all the locations of their choice and the map can be enhanced to check where the location is. It also shows a list with a scroll down bar of all locations sorted by distance from start point. The top spot can be reserved for our sponsor. 

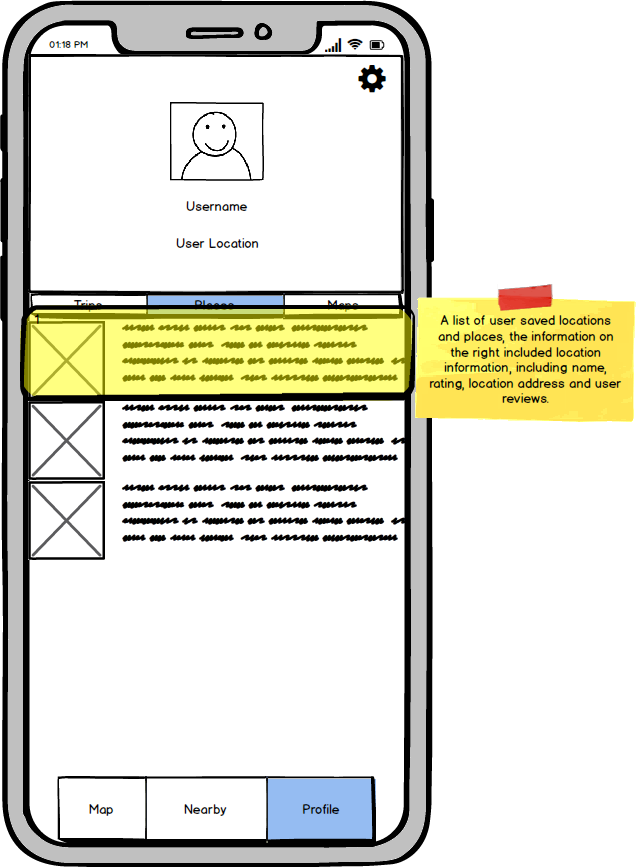
This is our user profile page, however, because we are storing user’s saved trips and locations, we are requiring the users to sign in to use this function. 

Our signin page is consistant with our welcome page design. It also provides a sign up label for the user to sign up.

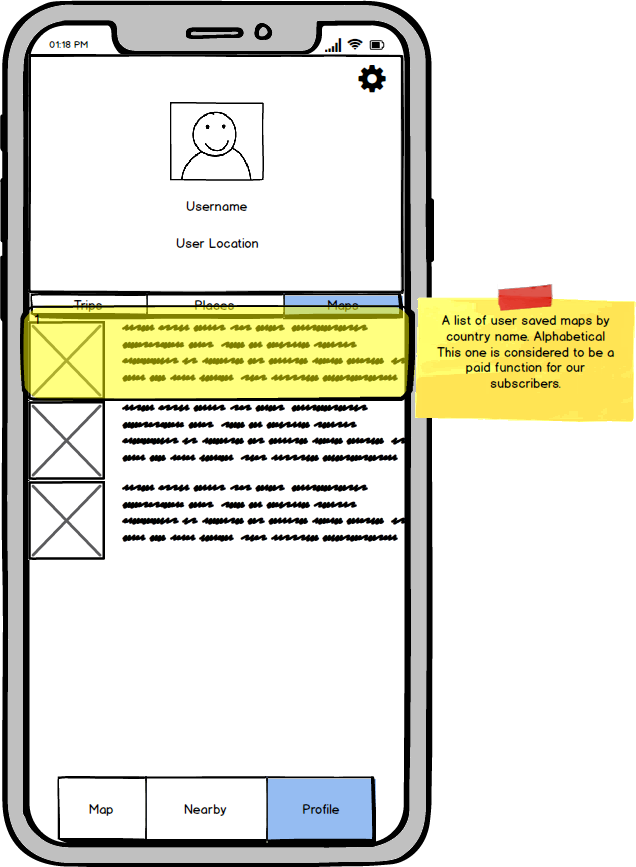
User signup page is also consistant with welcome and signin page design. This page will prompt up when the user decide to sign up.

This is our current user profile page. It included three user panels including saved trips, places and maps. It is set up by default to show the users their saved trips. They can edit and save their saved trips in here.



This is our user’s saved list for their favorite places. The location information included names, rating, name and a picture.

This is a list of user saved maps by city names and sorted by alphabetical order. However, this one is considered a paid function for our subscribed user.

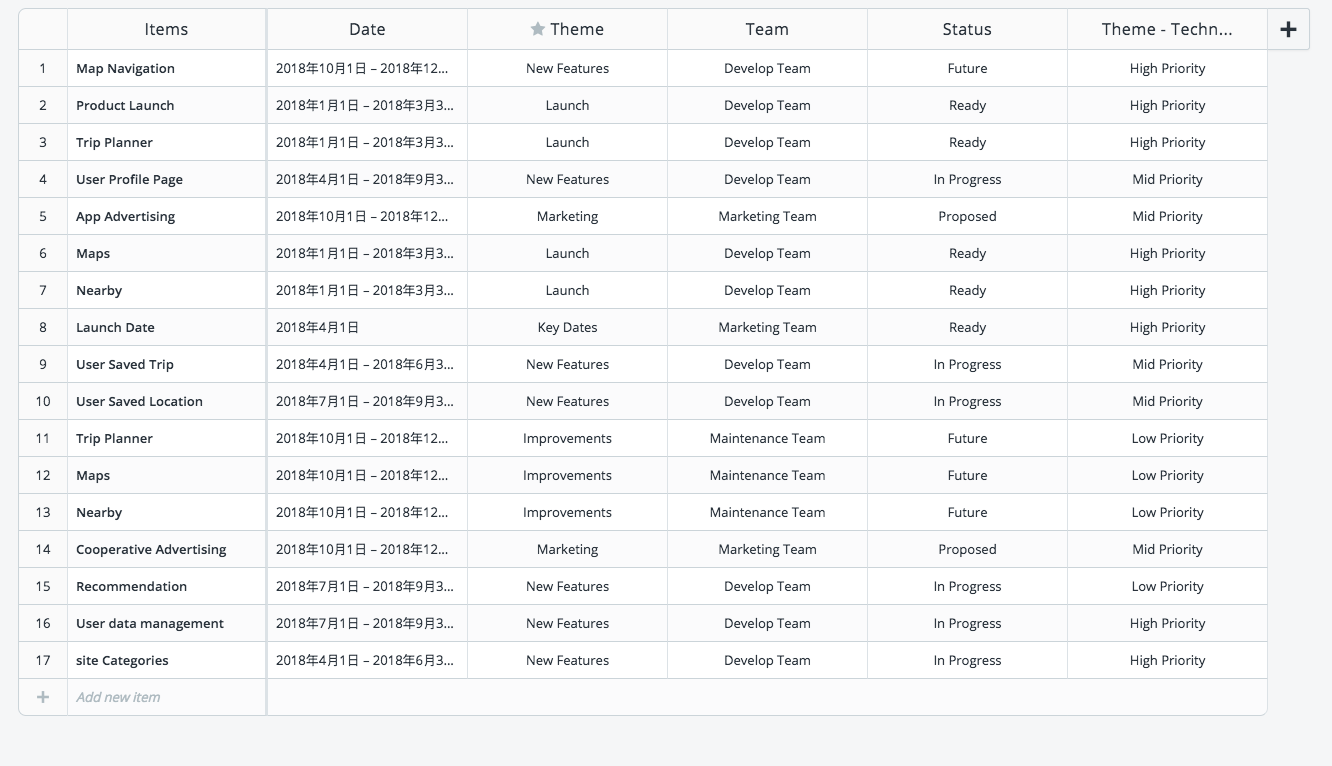
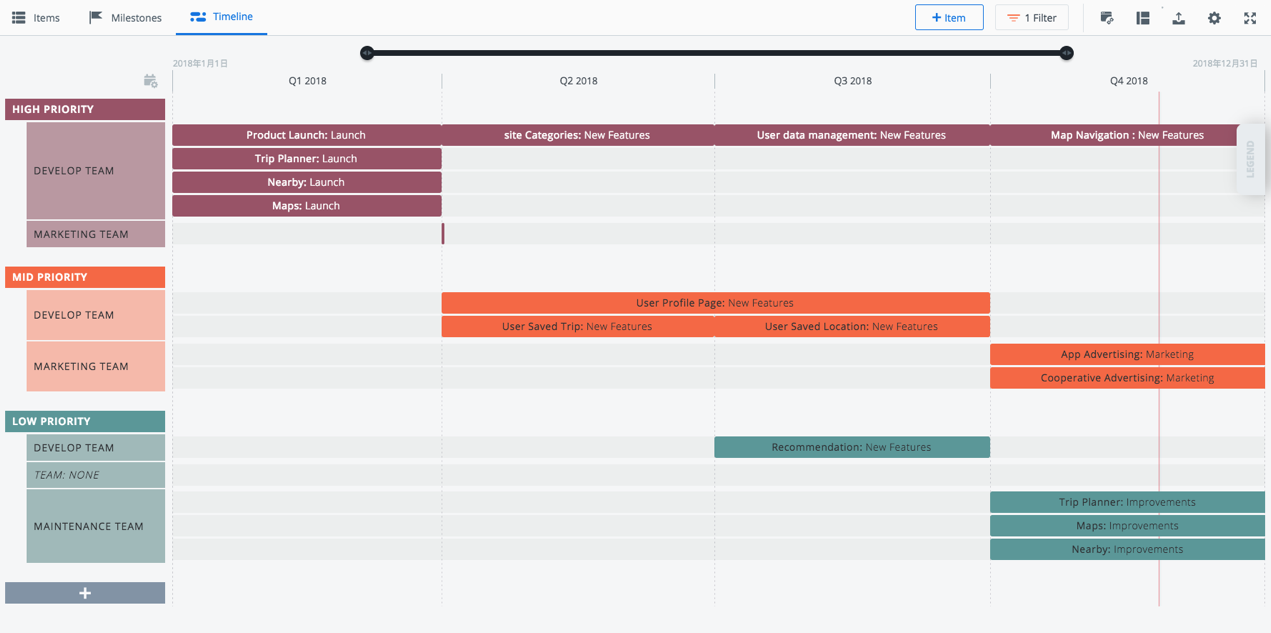


# roadmap/timing

At the first quarter, we’ll launch our app with the basic function- the nearby location recommended by app to user by category and the implement of Google Map API. And when it comes to Q2, our main function- “site categories” will launch, which user can choose specific category they are interested in, and the app will come up with several sites that’s on the route for user to choose, then generate a well-planed route to user. Also, we add some mid priority function to provide the user that register and sign up in our app such as save the search result and route.

For Q3, considered that there will be more user register and using or app, we’ll focus on the user data management, rather than that we’ll keep updating the register user’s section and launch the low priority recommendation function.

At Q4, we will focus on the map navigation to make the app much easier to use, and will start to buy some advertisement to promote ourselves and also have cooperative advertising with related enterprise to make more profit. Furthermore, the updating and improvements of the app will keep going at this quarter for sure.



# Metrics

We will take two things as the metrics, which are the numbers of the user that register, the numbers of user search for destinations and nearby sites. The most important metric we will track the numbers of the user that register and sign up for using more custom functions by Google analytics, which means they are willing to keep using our app after first trial and think this app might be helpful for them in the road trip.

Also, we will take the numbers of user search for destinations and nearby during the trip into considerate too by the tracking software “Mixpanel”, because these metric same have the potential chances that they might keep using our app in the future.

# International

Expansion into the international market is not currently in road traveler’s plan. While internationalization can surly help us making a name of ourselves, we feel that Road Traveler is currently relying on the heavy road trip culture of the United States, and also our knowledge, supply and demand of the domestic market.

However, if our product is well known enough that and we have a fair market share within the United States, our most ideal location for expansion should be the EU. Even though the European continent does not share the same value and culture of road trip as the United States, they do have some greatest road trip plans known to man, and with some heavy culture. However, the additional research of the EU is in needed and I do believe the expansion will cost us some heavy duty on researching the different culture between different countries.

# Projected Costs



This is the current Google Maps platform cost. At early stages, the google maps API are offering 200 monthly credit for using their services. After we have a better number of users, the price will go higher.

The number of engineering will take the most of our financial resources at the early stage. We are hoping to have two fulltime professional software engineer and offering one internship for a college/graduate school intern. According to research, 48% of mobile application is developed 4 to 6 months before launch. The average of a senior software developer cost around 120000 usd, who come onboard at the early stages. After we launch with our first version, we will hire a second software enginer to speed up our development for new functions. We will also hire a software developer intern around Q3 to help us with the software maintenance. We also need a company space, that we can get from regus for around 1000 usd per month.

# Operational needs

At first, we’ll do market research and estimate by interviewing people plus searching related information to confirm that the app we’re going to develop has its needs among people who go on a road trip.

After that, we will hire developers to finish the development and implement the functions of the app by following our wireframe and thoughts by agile development to promise that the app’s function is appropriate and always aim at the customer needs.

When launching the app, and goes to a mature phase, we’ll hire a software engineer leader to lead and assign the tasks to each developer to maintain, update, and enhance the app by needs. Also, we’ll start to discuss business cooperation with some road trip related enterprise such as hotels or resorts to work on the goal of win-win situation, and user will also take advantage of it at the same time.

# Caveats/Risks

## Our application is heavily relied on 3rd-party complements. As of right now, Google is providing Google maps API with a reasonable price. However, the pricing is based on volume. Our application requires the Google Maps for our map functionality. Our future planned function of navigation is also in need of Google Navigation. The other thing is about hosting servers, as a startup company, hosting our own server for our user data (user name, saved location etc.) on our own server is simply not possible because of our funding. We need to work with Amazon Web Services for hosting by using their SaaS model. It will allow us to pay as we use, just as the Google Maps API. We also need some storage services that we are still deciding between Amazon and Google services.

## Competition: As of right now the current market relies on Ads, and we are planning are starting a road traveler pro in the future for more complex functions to serve some regular travelers that needs that services. Our product might be beaten by a well-funded competitor with heavy marketing. We need to maintain a good relationship with our future sponsors for their ad spots but in the meantime providing more interesting content for our users.