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IN
PARTNERSHIP
WITH
PLYMOUTH
UNIVERSITY

Module Code: PUSL2021	Module Name: Computing Group Project

Coursework Title: Project Proposal Submission

Deadline Date: 25th October 2023	

Programme: BSc (Hons) Computer Security

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We confirm that we have read and understood the Plymouth University regulations relating to Assessment Offences and that we are aware of the possible penalties for any breach of these regulations. We confirm that this is the independent work of the group.

X_____

Kithma Dissanayaka
Project and Group Leader

Signed on behalf of the group:

Overall mark _____%   Assessors Initials _____   Date_____

Overview and Introduction

Introduction

Sri Lanka, being the most tropical country in South Asia catches the eyes of many tourists, making it they're their top "have to visit" destinations.

In 2023 alone Sri Lanka welcomed over 600,000 tourists into the country between the months of January to June.

Monthly tourist arrivals report 2023 (no date) SLTDA. Available at: https://www.sltda.gov.lk/en/monthly-tourist-arrivals-reports-2023 (Accessed: 23 October 2023).

However, the tourism industry in Sri Lanka does not cater enough to the tourists, often resulting in confusion and exploitation. Upon commencing a survey with industry specialists, we found out that Sri Lanka's Tourism infrastructure is not up to date and does not properly implement modern solutions. One of the latest technological developments in the industry was the use of Virtual Reality which helped "rescue" Sri Lanka's down spiraling industry. Since this was quite a new development in Sri Lanka, we plan on capitalizing on it and making it much more user-friendly and easily accessible to tourists of Sri Lanka.

Rathnayake, Z. et al. (2022) How tech rescued Sri Lanka's tanking tourism industry, Rest of World. Available at: https://restofworld.org/2022/tech-rescued-sri-lankas-tanking-tourism-industry/ (Accessed: 23 October 2023).

An app that is designed to make traveling around Sri Lanka a breeze. Our tourist companion app (Lanka Tour App) helps tourists to travel and witness Sri Lanka according to their liking. Be it for the vibrant nightlife, a relaxing vacation, exploring cultural sights, indulging in gem and jewelry shopping, or all the above, we'll create a list of all the places you can visit during your stay.

Overview:

This app collects personalized information as to why the user is visiting the country.

With our map, we'll drop pins on recommended places of interest. Tap a pin to view stock images and videos of the location. When you're ready to embark on your adventure, a single tap will launch Google Maps, seamlessly guiding you to your chosen destination.

Upon arrival at your location, our pre-recorded guide videos and audio tours take you on an immersive journey. Experience the rich history, vibrant culture, and hidden gems of Sri Lanka like never before.

Club Hoppers: Dance the night away with our curated list of the hottest clubs and nightlife spots, ensuring you experience Sri Lanka's vibrant nightlife scene to the fullest.

Vacationers: Relax and rejuvenate at our handpicked resorts and beaches, soaking in the sun and the unique Sri Lankan charm.

Sightseers: Immerse yourself in the rich history and culture of Sri Lanka with visits to iconic landmarks and cultural hotspots.

Gem & Jewelry Enthusiasts: Discover the world-renowned gem markets and jewelry boutiques, guided by expert recommendations.

Objectives of the application

1. Enhance User Experience

   – The main goal should be to give visitors a seamless and enriching experience by assisting them in discovering and navigating to nearby attractions without difficulty.
   – Make sure users can easily access all pertinent information regarding tourist attractions, such as directions, travel options, and updated prices, through the app.

2. Mapping

   – Create a map that shows surrounding attractions and lets visitors select their chosen method of transportation (such as a three-wheeler, bus, train, or strolling), along with projected travel expenses.

3. Visual Content

   – Give users a preview of what to expect when they arrive by including high-quality photographs of the attractions.

4. Virtual Tours

   – Create virtual pre-recorded tours that give users a preview of the location before they go there. This might include video tours, audio tours, or 360-degree images.

5. User Engagement

   – Use features to promote interaction and feedback, such as user reviews, ratings, and social sharing.

6. Local Business Promotion

   – A platform for local companies to reach tourists is created by highlighting nearby establishments like jewelry stores, Ayurveda centers, casinos, and healthcare facilities based on customer interests.

7. Monetization Strategy

   – Choose a monetization approach to support the app, such as in-app advertising, premium features, or collaborations with neighborhood businesses.

8. User customization

  – By letting users specify their likes and interests, you can ensure that the app will make recommendations that are appropriate for them.

9. Feedback and Improvement

  – Continue to collect user input and put it to use by updating the app, adding new features, and streamlining the user experience.

10. Marketing and Promotion

  – Create a marketing and promotion strategy with the assistance of travel organizations or local government to draw tourists to the app.

Target users of this application and how this application is helpful for the users.

Target users

Tourists

- various types of tourists could make use of our application, based on their purpose of visit, those types are as follows,

  01. Cultural tourists.

    - Tourists are interested in experiencing the cultural destination of a foreign destination.
    - These types of tourists show interest in visiting places like museums, and historical sites and attend cultural events.

  02. Adventure tourists.

    - Those seeking thrilling and adventurous activities like trekking, hiking, water sports, and outdoor adventures in foreign locations.

  03. Eco–tourists.

    - Tourists interested in eco-friendly and sustainable travel.
    - These types of tourists often visit natural reserves, wildlife sanctuaries, and eco-friendly destinations.

  04. Event tourists.

    - Tourists who often visit foreign countries to attend events, festivals, concerts, and sporting events are known to be event tourists.

05. Resort tourists.

- Individuals who prefer to travel to foreign countries to visit resorts, spas, and beach destinations for relaxation are known to be resort tourists.

06. Food and culinary tourists.

- Travelers who explore the local cuisine and dining options in a foreign country.

07. Medical tourists

- Medical tourists are individuals who travel to another country specifically to seek medical treatment, surgery, or healthcare services. These individuals typically travel abroad in pursuit of various medical benefits.

Locals

- Locals are the citizens of the country, in this case Sri Lankans.
- Locals who tend to experience the activities the tourists experience can also be included in this category.

How the application will be useful for each target user

01. Cultural tourists.

- The software can be used by a tourist who goes to the museum to find their way and get to know more about the exhibits.

- The software can be also used to learn about the history of the museum, collections, and many more.

02. Adventure tourists

- A hiker who likes to hike can use the app to discover the number of hiking paths in the area.

- The software can be used for those who are interested in learning more about the water activities that are offered.

- A person who enjoys the outdoors may use the app to find out more about the outdoor activities available nearby.

04. Event tourists

- Club hopping – This app can suggest popular clubs, bars, or nightlife spots in the area, allowing event tourists to explore the local nightlife.

- Plan their itinerary: By offering suggestions for travel times and routes to and from events, Additionally, it might offer details on available public transport routes and walking directions.

- Learn more about the happenings: The app could offer details on each event's schedule, and location. Additionally, it might offer images and videos of earlier occasions.

05. Resort tourists

- Look for hotels and resorts – tourists can use this app to locate or find different types of hotels and resorts based on their desired locations.

06. Food and culinary tourists

- The app might offer details on the local cuisine, such as its background, iconic dishes, and regional ingredients.

07. Medical tourists

- A list of medical facilities and providers in the area, along with details on their specialties, languages spoken, and accreditation, could be provided by the app under "Find Medical Facilities and Providers." Users might also be able to filter facilities and providers based on location, cost, and other factors.

08. Locals

- Discover new locations in their city: The app may assist locals in finding new locations in their community, including undiscovered attractions, new restaurants, and hidden gems. Locals may benefit from having a more comprehensive understanding of their community and a greater appreciation for its distinctive features.

- Job openings in the tourism sector, including those for tour guides, hotel staff, and restaurant employees, could be listed on the app. Locals may benefit from this by finding employment in the tourism sector and boosting the local economy.

Application features and description

- The app is designed to be user-friendly, with a simple interface.

- User login – users with an existing account can log in to their account using user credentials

- User registration – New users can sign up for an account.

- Selection for travel purposes -
  - After logging in, users can select an option that best describes the reason for their visit. This could include casinos, medical facilities, jewelry stores, Ayurvedic centers, or other types of tourist attractions.

  - Users can always change the choices they made

- Interactive map -
  - The app provides a map of the place that the user wants to travel to with nearby attractions marked with pins.

  - Users can click on the pins to learn more about the attractions.

  - On the information page there will be a button that will redirect the user to the Google map

  - On the map the user can see the directions to the destination that they selected before

- Virtual pre-record feature -
  - The app also has a virtual pre-record tour feature that enables users to see an attraction from all angles and shows visual pics of the attraction.

  - This may be useful to users who wish to visit a particular destination and want to get a better idea of how it looks.

- Community page -
  - The app includes a community page so users can interact with each other by sending and receiving messages.

  - In the community, locals can post recommendations about the attraction shops, etc.

Time Frame – Gantt chart

Computing project

Project start: Wed, 9/20/2023

members -Yvan | Amar | Kithma | Sakuni | Kumodh | Ryan

TASK	ASSIGNED TO	PROGRESS	START	END
Project proposal				
introduction/overview	yvan	100%	9/27/23	10/22/23
target users	Amar	100%	9/27/23	10/22/23
Feacibility of application	ryan	100%	9/27/23	10/22/23
objective of application	Kithma	100%	9/27/23	10/22/23
features and description	kumodh & Sakuni	100%	9/27/23	10/22/23
Planning and design				
Project plan	sakuni & Kithma	50%	9/28/23	10/2/23
Requirement gathering	kumodh	50%	9/30/23	10/5/23
System Design	yvan		10/5/23	10/8/23
Wireframing	Ryan		10/5/23	10/7/23
Create project docume	Amar		10/5/23	10/8/23
Execution of application				
Front end devoloment	All the members	50%	10/12/23	10/17/23
Backend devolopment	All the members	60%	10/18/23	10/22/23
intergration	All the members	50%	10/23/23	10/28/23
performance optimizati	ryan & sakuni	25%	10/29/23	11/2/23
Testing and validation	Amar & Yvan	25%	10/23/23	10/27/23
final stage				
Application deploymen	All the members	25%	10/14/23	10/17/23
Monitoring and maintar	Yvan	25%	10/17/23	10/21/23
final Documents	Amar, Kithma , ryan	50%	10/22/23	10/25/23