**DESIGN THINKING AND INNOVATION**

**Week 1**

**Team 23:** ZENOURA

**Team Members:**

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**Our Ideas:**

1. ExploreEase – Smart Travel Companion
2. SMA - Stock Market Analysis
3. DIARY - Digital Diary
4. RIDA - Idea Validation Platform

**I. ExploreEase – Smart Travel Companion**

**Upscaling Travel Planning with AI-Powered Suggestions**

Multiple travellers are unable to efficiently plan trips, keep track of budgets, and communicate with group members. ExploreEase came into existence to make traveling easy by bringing AI-powered suggestions, budget route planning, and smooth communication capabilities together. Such a super app helps users enjoy personalized and trouble-free travel experiences.

**Domains covered:**

1. Artificial Intelligence and Machine Learning
2. Geospatial Data Processing
3. User Experience and Social Integration
4. Expense Tracking and Budget Optimization
5. Data Privacy and Predictive Modelling

**ABSTRACT:**

ExploreEase is a super app that simplifies travel by combining trip planning with transportation and hotel reservations. It uses AI for smarter recommendations of places based on the trip members' common tastes, prioritizing the spots common to all, and narrowing down to individual preferences. It also allows them to customize and try new destinations based on trip type.

The unique feature of this super app allows users to select routes based on budget efficiency, time efficiency, or enjoyable routes that have attractive places between them, ensuring customer satisfaction with tailored travel plans. It also ensures a fair trip cancellation facility, where if anyone leaves the trip after payment, a poll-based decision is made for a refund or to split that amount with other travellers, which can be disabled if not needed. This prevents the voluntary cancellation of plans by the members.

ExploreEase also includes a chat feature to create groups and discuss ideas. You can post destination details and hotel photos in chats, talk about how you're traveling there, and share new photos on social media so your friends will go there as well. Having an expense tracker to maintain the travel logs is useful for keeping an eye on trip budgets and enjoyment. Other features like ongoing notifications and emergency services are also included. Overall, we can say that ExploreEase ensures an enjoyable travel experience with ease.

**References:**

1. Booking.com – Hotel & Accommodation Booking<https://www.booking.com/>
2. Google Maps – Navigation & Geospatial Data<https://www.google.com/maps/>
3. Splitwise – Expense Tracking for Group Travel<https://www.splitwise.com/>
4. Mapstr – Personalized Travel Map Organizer<https://en.mapstr.com/>
5. TripAdvisor – Travel Planning & Reviews[https://www.tripadvisor.in/](https://www.tripadvisor.in/%20)

**II. SMA - Stock** **Market Analysis**

**Simplifying Stock Market Analysis for Smarter Investments**

Many investors struggle with understanding market trends, leading to poor investment decisions. The idea for SMA arose to bridge this gap by leveraging AI/ML models, sentiment analysis, and company performance metrics. SMA empowers users with accurate predictions, scenario simulations, and real-time alerts for better investment choices.

**Domains covered:**

1. Data Science and Machine Learning
2. Financial Data Analysis and Risk Management through Web Scraping
3. AI/ML Model Integration
4. User Interface & Experience
5. Cloud Computing

**ABSTRACT:**

Common men always find ways to earn more money, and the Stock Market is the best place to achieve that. However, many of them are unaware of how the stock market works. Even experienced traders might make false predictions and lose money in stocks. To have a clear stock market analysis, we have come up with an idea of SMA.

SMA is a platform that leverages market trends, sentiment analysis from news and other platforms, and company performance metrics to recommend stocks and predict their future prices. The best stock can be predicted by SMA using current market trends, along with unique features such as the company's strength and quality and satisfaction of employees, through generating scores for each and AI/ML models such as Random Forest and LSTM for time-series predictions of that stock. It also adjusts the predictions from daily news, finding the historical trends in those graphs and avoiding potential risk factors.

SMA also allows investors to simulate the stock predictions by manually varying the scores, and trying all possible outcomes of that stock and helps them to decide which stock to choose. SMA also alerts the investors to buy/sell stocks during significant changes in the graph. SMA on the whole serves to be an excellent platform for stock market analysis as it provides transparency and flexibility to users.

**References:**

1. Groww - Stock Broker Company   
   <https://groww.in/>
2. StockEdge – Stock Market Analyser  
   <https://stockedge.com/>

**III. DIARY - Digital Diary**

**Redefining Diary Writing with AI-Powered Insights**

Traditional diary writing is often overlooked due to time constraints and manual effort. DIARY offers a digital solution, capturing user stories via text or voice, providing AI-driven insights, and ensuring data security, reminders, and offline functionality for an engaging and secure journaling experience.

**Domains covered:**

1. Artificial Intelligence (AI)
2. Natural Language Processing (NLP)
3. Data Security
4. Data Analytics
5. Human-Computer Interaction (HCI)

**ABSTRACT:**

In this busy world, people love to follow a daily routine that becomes a habit, and writing diaries is one of those habits. Many of us would be interested in writing diaries, but we have some problems starting them—some have tight schedules, and some feel bored writing everything manually. To avoid these excuses, we came up with the idea of a digital diary app called DIARY.

DIARY tracks the user's stories in text or voice, formats them into diary entries, and uses LLMs to give insights from the records. DIARY has more features such as sentimental analysis of the user, data encryption to keep sensitive data secure, custom reminders, user privacy, customizable pages, storage backups, and offline functionality. The AI also motivates us to write diaries regularly and helps us make brave decisions.

Since DIARY uses AI and NLP for analysing the user's data, it stands as a unique platform than the other apps. DIARY, in short, converts our daily habits into an interactive experience, digitally.

**References:**

1. Journey Cloud – Digital Diary App  
   <https://journey.cloud/>

1. Penzu – Online Private Journal  
   <https://penzu.com/>

**IV.** **RIDA - Idea Validation Platform**

**Securing Innovators' Ideas is at stake!**

Innovators fear idea theft precisely because of the absence of a structured system for ownership and collaboration. Existing platforms do not guarantee equal idea matching, transparency, or secure tracking of ownership solution is necessary to protect ideas, facilitate equitable partnerships, and spur innovation with clarified percentage-based collaboration guidelines.

**Domains covered:**

1. Artificial Intelligence (AI)
2. Web Handling
3. Data Security
4. Data Analytics

**ABSTRACT:**

The innovation process is collaborative. The issues related to the ownership of ideas prevent such free sharing of them. This article presents an approach that suggests the creation of a platform for bridge-sharing that has built-in protection for idea owners. Such owners, especially corporations, want to have something in place that protects their intangible assets when engaging in collaboration with others.

The ideas that are shared on the platform should be sensitive to 85% of the collaboration thresholds (from 25% to 50%, 50% to 75%, and greater than 75%).

Other aspects of the system include the use of AI for precision detection of originality and the establishment of a built-in negotiation platform for collaboration.

Moreover, the platform allows creators to enhance their ideas through endorsement from experts, collective funding, and patents. These approaches shall help foster a friendly but secure environment for innovation that allows the confident sharing of ideas without putting the creators’ contributions at risk.

**References:**

1. IEEE-Xplore

<https://ieeexplore.ieee.org/Xplore/home.jsp>

1. Idea Scale

<https://ideascale.com/>