Travel Review Website

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https://github.com/Mrakheen/travel-website-project-CSE-3311

<u>Competitors</u>:

- Tripadvisor
- Yelp
- Expedia
- mapquest
- Foursquare
- Booking.com

Competitors in this type of business are ranked based on thresholds achieved in revenue, number of listings, number of bookings, funding, the number of reviews, and the number of employees.

In comparison with these apps/websites, our app is different because its functionality is different. The above websites listed can be used to book hotels and any required necessities for a vacation. Our app on the other hand, is used to plan a vacation and rate the experiences of a certain destination. Our app's performance indicators will be the number of reviews and the number of listings. The other metrics like revenue and bookings will considered for the future since the app is just being built.

[TripAdvisor Competitors: 7 Of The World's Largest Travel Sites (productmint.com)](#)

<u>Features :</u>

1. Review and Ratings:
   User-generated reviews and ratings for hotels, restaurants, attractions, and more. Ability to rate and review experiences, accommodations, and services. Ability to upvote or downvote a review. Ability to comment a review.

2. User-Generated Content:
   Travel Q&A discussion forum.

3. Photo and Video Uploads:
   Capability for users to upload photos and videos to accompany their reviews.

4. Mobile Responsiveness:
   A mobile-responsive design for access on smartphones and tablets.

5. Searching:
   Robust search functionality for destinations and flights, restaurants, hotels, and popular historical and natural sites at the destination.

6. Trending Destinations on the Home Page:
   Recent popular highly overall rated destinations will be displayed on the home page.

7. Google Maps Integration:
   Dedicated button for each destination and site that will redirect the user to the pinpoint location on google maps.

8. Social Media Integration:
   Integration with a social media platform (instagram and/or tiktok) for easy sharing of reviews and travel experiences. Login and registration using social media accounts.

9. Reporting and Flagging:
   Enable users to report reviews, and shared or uploaded videos or photos that violate community guidelines or are suspected of being fraudulent.

10. Legal Agreements:
    Implement terms of service and legal agreements for each user that outline acceptable behavior and consequences for fraudulent or abusive reviews.

11. Contact Page
    A contact email will be provided on the contact page for users to send feedback. If a user searches for a destination and doesn't find it, the user will be requested to send a feedback email using the email provided on the contact page.

Actors:

1. Guest User: A user who doesn't create an account but can use the platform for browsing and making bookings.

Use Cases:

1. Search for Destinations: The guest user can search for travel destinations.
2. View Destination Details: The guest user can view details of a specific destination.
3. View Reviews: The guest user can read reviews for destinations.
4. Browse Accommodations: The guest user can browse available accommodations.
5. View Accommodation Details: The guest user can view details of a specific accommodation.
6. Book Accommodation: The guest user can book an accommodation without creating an account.
7. View Booking Confirmation: The guest user can view a confirmation of their booking.
8. Cancel Booking: The guest user can cancel a booking.
9. Contact Customer Support: The guest user can contact customer support for assistance.
10. Provide Feedback: The guest user can provide feedback on their experience.

Relationships:

● The guest user can initiate "Search for Destinations," "View Destination Details," "View Reviews," "Browse Accommodations," "View Accommodation Details," "Book

Accommodation," "View Booking Confirmation," "Cancel Booking," "Contact Customer Support," and "Provide Feedback" use cases.

Risk:

Reliability of reviews
- Probability: High
- Example: Post false feedback about their experiences with the website's booking process or customer service.
- Impact: Damage the website's reputation, decrease user trust.
- Plan: Encourage positive feedback through incentives and rewards, and respond professionally to any negative reviews

Competition from other websites
- Probability: High
- Example: A new travel review website enters the market and gains popularity quickly.
- Impact: Might affect user acquisition and retention.
- Plan: Provide excellent user experience and customer service. identify and differentiate the website's unique value

Technical issues with the website
- Probability: Medium
- Example: Experiences unexpected downtime or crash due to server
- Impact: Negatively affect user experience, lead to loss of traffic and revenue, and damage reputation
- Plan: Regular website maintenance and updates to address this issue immediately

Changes in user preferences and trends
- Probability: Low
- Example: Trends towards outdoor adventure activities instead of luxury travel
- Impact: : Lose users due to not meeting their changing needs and expectations
- Plan: Continuously update and improve the website's content

Customers and users:

Customers:

The type of customers that this app would attract is any kind of traveller, below I will post many examples that will help broaden our customer range:

1. Individual Travelers: These are leisure travelers who use TripAdvisor to research, plan, and book vacations, trips, and getaways. They seek information on destinations, accommodations, restaurants, activities, and attractions to enhance their travel experiences.

2. Business Travelers: Business professionals use TripAdvisor to find suitable accommodations, dining options, and things to do during their business trips. They often prioritize convenience, comfort, and proximity to their work-related activities.

3. Families: Families planning vacations or trips with children use TripAdvisor to find family-friendly accommodations, restaurants, and activities. They may look for reviews and recommendations that cater to the needs of children and parents.

4. Adventure Travelers: Adventurous individuals and thrill-seekers visit TripAdvisor to discover unique and adventurous travel experiences, such as hiking, trekking, scuba diving, and extreme sports.

5. Couples: Couples seeking romantic getaways, honeymoons, or anniversary trips use TripAdvisor to find romantic accommodations, restaurants with a cozy ambiance, and activities for two.

6. Budget Travelers: Travelers on a tight budget look for cost-effective options on TripAdvisor, including budget-friendly accommodations, inexpensive dining choices, and free or low-cost activities.

7. Luxury Travelers: High-end travelers who seek luxury accommodations, fine dining, spa services, and premium experiences use TripAdvisor to find the best luxury options at their chosen destinations.

8. Food Enthusiasts: Foodies use TripAdvisor to discover top-rated restaurants, local cuisines, and dining experiences. They often rely on user-generated reviews to guide their dining choices.

9. Cultural Explorers: Travelers interested in cultural immersion, historical sites, museums, and local traditions use TripAdvisor to plan educational and culturally enriching trips.

10. Event Attendees: People attending conferences, festivals, and special events use TripAdvisor to find nearby accommodations and dining options, as well as discover local attractions during their stay.

Users:

1. Guest users: These will be customers who will be using our website and interacting with it. They can browse destinations, check reviews for them all, view accommodations and or make bookings

2. Service providers: These will be the businesses or hosts who list their services and keep the app updated on everything. Below are some examples that companies will monitor:
   ● List Accommodations or Services: Service providers, which could be hotels, vacation rentals, tour operators, restaurants, or other businesses, can create and list their accommodations or services on TripAdvisor. This involves providing detailed descriptions, photos, pricing, and availability information.
   ● Manage Listings: Service providers can edit, update, and manage their listings. This includes adding new photos, updating pricing, setting availability calendars, and responding to guest reviews.
   ● Respond to Booking Requests: When travelers make bookings or inquiries through the platform, service providers can respond promptly, confirming reservations, answering questions, and addressing any special requests.
   ● Monitor Reviews and Ratings: Service providers can keep track of reviews and ratings left by guests. They can respond to reviews to acknowledge positive feedback or address any concerns or negative feedback.
   ● Handle Payments: Service providers may have access to payment processing tools or systems to manage transactions related to bookings made through the platform.

3. Administrators (us): We will manage and maintain the app. We will oversee user accounts and ensure the quality of any listing to make the user experience smooth and easy.