



“Discover the World with AI: Your Personal Tour Guide at Your Fingertips!”

1. Deep user needs

During our brainstorming session, we identified several needs that tourists face when exploring foreign destinations. After careful consideration, we have narrowed down the list to four of the most insightful and substantial needs that can become the primary goals of our interactive application.

1. Tourists require a way to overcome language barriers so they can access information in foreign destinations.

Tourists require a reliable way to overcome language barriers so they can access information in foreign destinations. Communication becomes a challenge when tourists are unable to understand the local language, making it difficult to gather essential information or interact with locals effectively.

2. Tourists need recommendations on the best high-rated products and services.

Tourists often seek recommendations on the best high-rated products and services. With countless options available, it can be overwhelming for travellers to determine which places to visit, accommodations to book, or restaurants to dine in.

3. Tourists need guidance in navigation, transportation, and understanding local customs.

Tourists need guidance in navigation, transportation, and understanding local customs. Exploring unfamiliar surroundings and trying to decipher complex transportation systems can be daunting, especially in foreign countries. Additionally, understanding local customs and etiquette is essential to ensure a respectful and immersive travel experience.

4. Tourists, especially the non-tech-savvy generation need user-friendly features.

We acknowledge the importance of user-friendly features, especially for non-tech-savvy generations of tourists. Many travellers may not be familiar with complex technology or feel comfortable navigating digital applications, making it difficult for them to utilise many applications.

2. Possible solutions

Based on the 4 needs identified, our team has come up with various solutions to implement in our system in order to cater to these needs of tourists while travelling.

1) Language Barriers

- a. Implement offline translation functionality, enabling users to utilize translation services without requiring an internet connection.
- b. Enhance search engines to provide more accurate and relevant results, even for complex or less commonly searched terms.
- c. Offer 24/7 customer support via call or chat, allowing tourists to seek immediate assistance for language-related issues.
- d. Develop a feature that generates visual or verbal representations corresponding to spoken words or pictures, aiding in communication between tourists and locals.

2) Recommendations

- a. Enable integration with review platforms such as Naver, Yelp or TripAdvisor to provide comprehensive and trustworthy recommendations to users in preferred language.
- b. Introduce a voting system for products, allowing users to rate and review items based on their personal experiences
- c. Create a forum for like-minded individuals, catering to specific needs such as finding halal food for Muslims when traveling abroad
- d. Curate personalized recommendations based on user preferences, previous purchases, and popular trends, offering tailored suggestions for products and services.

3) Guidance assist

- a. Integrate user-friendly maps, like Naver Map, eliminating the need for users to download additional navigation applications.
- b. Utilize image recognition technology to identify streets, landmarks, and places, allowing users to simply capture a photo for assistance in determining their location.
- c. Provide curated guides and tips on local customs, etiquette, and cultural norms to help tourists navigate their destination more effectively.

4) User-friendly application

- a. Utilize image-based interfaces, replacing text with intuitive icons and visuals to aid understanding for users who are not proficient in technology.
- b. Develop interactive tutorials within the app to guide users step-by-step on how to navigate and use its features effectively.
- c. Allow customization options such as font size, language settings, and color themes to accommodate individual preferences and enhance accessibility.
- d. Design a clean and minimalistic interface that simplifies the app's appearance and improves clarity and ease of use.
- e. Provide clear and concise instructions throughout the app, ensuring that users can easily comprehend and follow the necessary steps for various actions.

3. Top solutions

After analysing our solutions, our group has voted for the best solution in each need of the tourists. The results are as follows:

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4. User-friendly application

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