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Consider your daily commute, how does it look? What if I told you there was an amazing art galleries if you took a 3 minute detour - would you care?

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This is a situation where minimizing time is your prerogative. Something that existing map nav tools do exceptionally well.

But now for a moment consider being on holiday with the states wonders beckoning. You’re in the car on the way to a hike; to your left a sign for a waterfall, you’re intrigued but you don’t know if you have the time nor if its any good with the recent dry weather so you press on – left wondering if you made the right call.

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Existing tools minimize time to destination, but on holiday one conversely tries to make the most of what a destination has to offer. So, Instead of minimizing travel time, we want to intentionally take you off the direct path to maximize happiness and minimize FOMO.

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Introducing JourneySA, an intelligent and flexible journey sculpting system. because the journey is just as important at the destination.

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JourneySA takes in a user’s interests, works out their available time and uses rich location data to craft perfect individual trips and show you whats nearby at every step of your journey.

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It does this by querying a comprehensive list of activities and locations supplemented by rich datasets which are then prioritised to best meet the user’s immediate needs. Scoring is calculated by observing relevant points such as; a destinations reviews, the weather, the user’s preferences and required destinations

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With the ability to import your existing itinerary and to export out to your favourite navigation tools JourneySA aims to be an effortless service that flexes not only to your trip preferences, but also your app preferences.

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Let’s now talk about a few user personas

First up we have Kathryn,

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Kathryn likes to maximize the things she sees during her trips. As such, she’s already filled her day 2 with SA’s tripplanner, but on day one she noticed she has a 5 hour gap and decent drive between the airport and her accommodation. Rather than going directly between them however she enters her destination and get’s the app to do the heavy lifting by providing her curated options along the way. By doing this, she iteratively builds up her trip with the best SA has to offer for her tastes and ends up seeing culturally enriching demonstrations, visits some instragrammable views and makes the best of local cuisine whilst on her way. Additionally, she imports her SA tripplanner itinerary to JourneySA and learns her final activity, a hike had to close due to bad weather, the app is perfect here as it suggests some other key indoor activities nearby. When she’s done planning, she simply hits go and has a prefilled Google maps start her adventure.

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Next is Brad is in SA for a wedding.after using it all day

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he Sets his destination at the dinner venue he’s surprised that he still has 45 minutes free even with travel time so heuses the AI chat to find a bar nearby offering the best IPA’s – his favourite beer, and finds the best bar that’s still comfortably close to his dinner.

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ourneySA will be instrumental to promoting exploration by removing all key painpoints so the user can take a less direct but infinitely more interesting route. Hidden gems, big events and the local economy all stand to benefit from the frictionless experience JourneySA will provide with enhanced travel itineraries.

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It works by setting an exploration radius for the user behind the scene then have ai driven algorithms to dynamically create search subsets that capture the best on offer while subtly directing the user towards their destination.

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Under the hood, JourneySA takes in rich datasets split into the following categories:

Locations:

Events:

Weather and Externals:

All of which are continuously updated to present the best

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Some items, such as hidden gems not receiving enough love, or events of elevated significance could do with promotion. This flag, controllable by our teams could be utilised to bump items in recommendation lists – to promote their uptake. This is also marketable to venues or event planners.

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We mentioned previously integrations with external datasets . At their simplest level, these are used to set differing priorities such as hikes being promoted on sunny days, and deprioritised on rainy ones. A great expansion of this however is the creation of strict exclusions zones, assuming there is a natural disaster in progress, exclusions zones ensure temporarily dangerous locations are hidden– both ensuring we can help ensure safety and increase visitor confidence