



EasySearch



A Travel Based tool
Made for people with disabilities



Core Values

- Accessibility
- Innovation
- Continuous Improvement
- Empowerment



Objectives

- Create a full stack travel-assistant application.
- Tailor the application to the needs of disabled travelers.
- Develop an accurate speech-to-text feature that can effectively convert spoken words into written text.
- Develop a personalized chatbot that can give accurate recommendation and advices based on traveler's location and preferences
- Incorporate responsive user-friendly interfaces and accessibility features
- Conduct extensive testing and user feedback sessions to ensure the best application for our user



Target Audience

- Visually Impaired Travelers
- Travelers with Disabilities
- Travelers
- Perspective Travelers
- People who seek a resource to find traveling tips

Competitive Advantage

- Tailored for the visually impaired travelers: The application is was designed to enhance the travel experience for individuals with visual impairments, giving it a niche focus and competitive edge.
- User centered design allows us to understand preferences of our user and design accordingly.
- Innovative features such as generative AI, personalization, and Text-to-Speech are not typically included in other travel application.

Key Features & Future Enhancements

- Integration of travel blog
- Integration of collaboration mechanism
- Integration of ranking system
- Refinement of Chatbot
- Refinement of personalization features

Accessibility Guidelines

- Web Content Accessibility Guidelines (WCAG)
- Understanding WCAG
- Key Concepts and Principles of WCAG

W3C[®] Web Accessibility
Initiative WAI

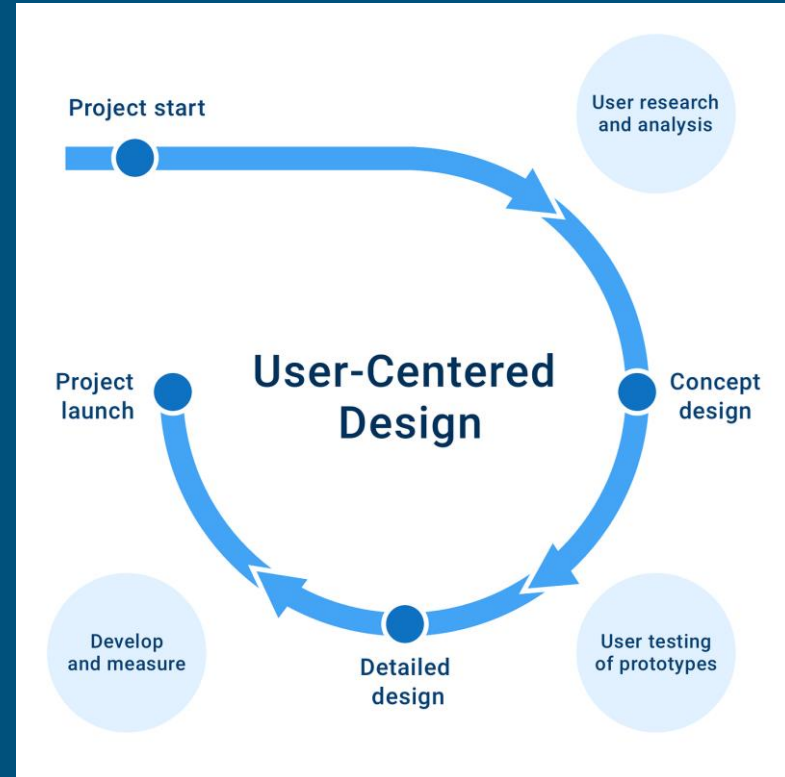


WCAG 2

Web Content
Accessibility Guidelines

UI Design Approach

- User-centered design: Design phases will prioritize the user input, considering their opinions throughout the development process.
- User Personas will be created based on our user base.
- Surveys, interviews, and Q&A will provide insights into user preferences and areas for improvement.
- User Research will be conducted to understand user's behavior and motivation.



Technology Stack

Development Languages

- HTML & SCSS
- Typescript
- C#
- SQL

Frameworks and Tools

- Bootstrap 4
- Angular 15
- Dotnet Core 7
- Identity Framework
- SQL Server

Microservice Architecture Overview

Front-End

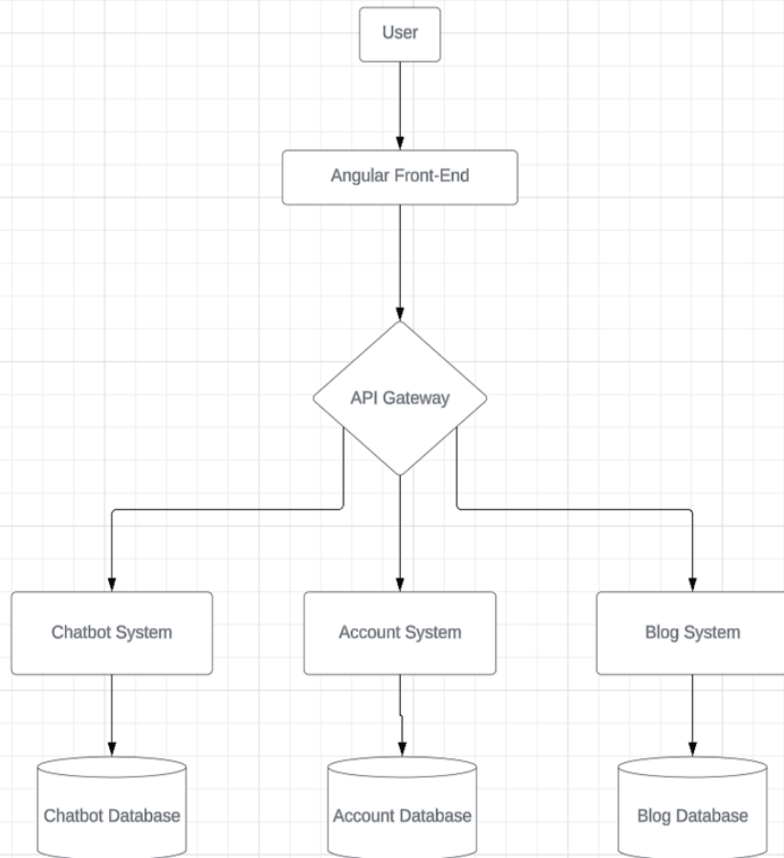
- Chatbot Module
- Account Module
- Travel Blog Module

API Gateway

- Entry Point for all Microservices API's
- Handle Authorization and Authentication between API's via JWT token

Back-End

- Chatbot System
- Account System
- Travel Blog System



Front-End Design

Angular

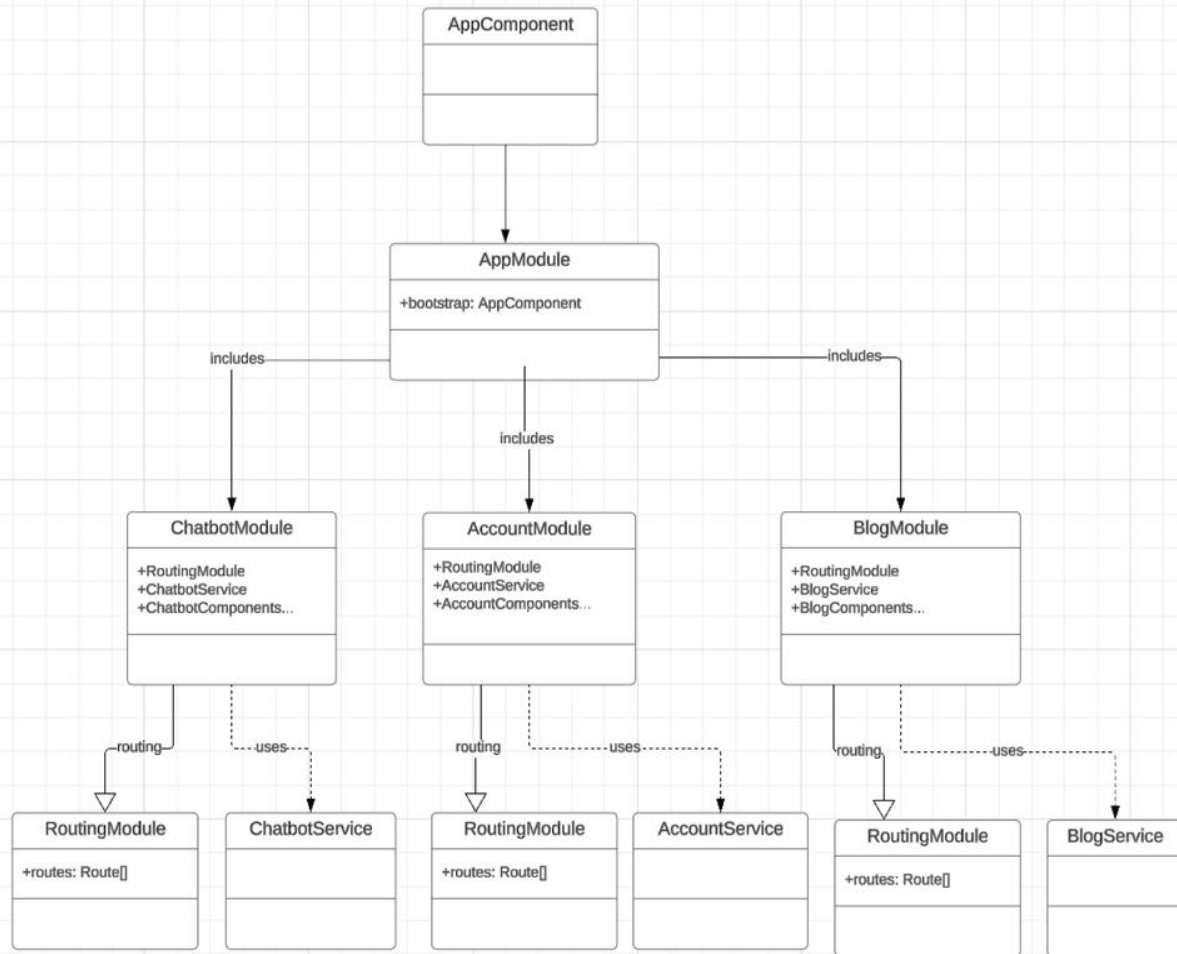
- Modularize design to encapsulate independent system logic
- Services for data fetching and state management
- RXJS: For handling events and asynchronous data stream

Bootstrap 4

- User Interface library with prebuilt responsive components

SCSS

- Styled sheet scripting language used to make custom variables and mixins to build reusable CSS library



Back-End Design

Microservice Dotnet Web API

- Repository Pattern & DTO
- Specification Pattern
- Identity Framework
- SQL Server

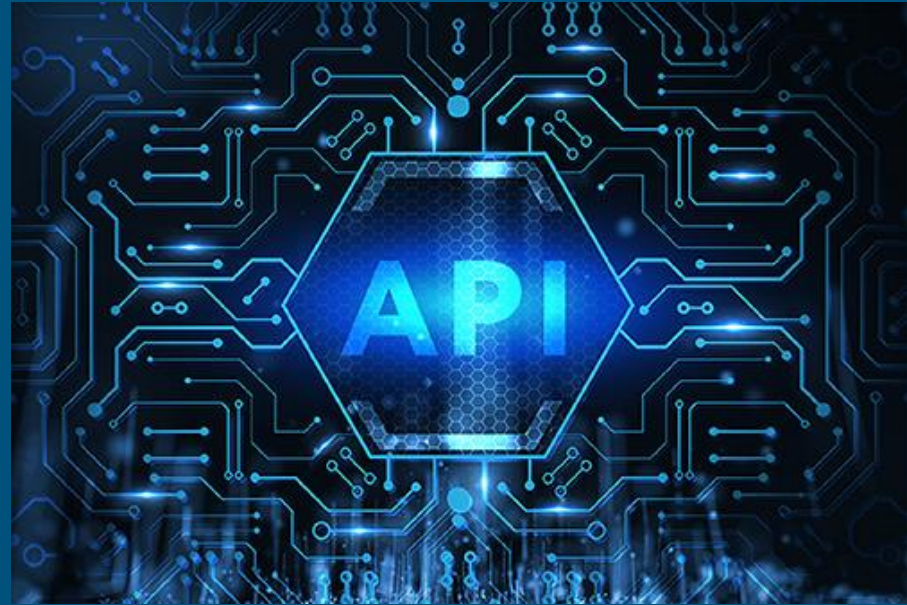


API Integration




ChatGpt API: Used to create custom chatbot for users.

Web Speech API: Used to convert spoken speech to text.

Account API: Used to create, authenticate, and authorize users across microservices






Persona - Tom

NAME Tom		MARKET SIZE  20 %	TYPE Idealist
		Goals To travel independently and explore new places despite his visual impairment. To utilize technology effectively to enhance his travel experience. To experience new cultures, cuisines, and adventures.	
Demographic Gender _____ 30 _____ years  United Kingdom _____ Single _____ Computer Technician _____ 60,000 _____		Quote “ <i>I believe that with the right tools and resources, I can travel the world on my own terms.</i> ”	
Expectations User-friendly interfaces with compatibility for screen reader software and voice commands.		Background Tom is introverted. He prefers solitary activities and finds peace in spending time alone, immersed in his thoughts, or working on personal projects. He wants some excitement and would like to take a solo trip to a country where he does not know the language.	
		Needs Information about accommodations, attractions, and transportation options for the solo traveler.	Challenges Navigating unfamiliar environments independently and safely, especially in crowded or busy areas.

Persona - Kelly

PERSONA: Kelly

NAME Kelly		MARKET SIZE  15 %	TYPE Idealist
		Goals Experience new things Meet new people and make connections	
Demographic Gender <input type="text"/> 30 years  America <input type="text"/> Married <input type="text"/> Singer <input type="text"/> 60,000 <input type="text"/>		Quote “ <i>I believe life is about making new connections and making every second count</i> ”	
Expectations A travel application with a simple interface to assist her in her journey. She doesn't know where she wants to go but wants insight on the best place to visit.		Background Kelly is extroverted and free-spirited. She loves social interaction and meeting new people. She wants to meet new people and seeks new friends with whom she can make genuine connections. She doesn't know where to go and prefers to make plans as she feels like it. She also has slight dyslexia, which makes reading long and compact paragraphs hard.	
		Needs A simple travel-based application that will help her navigate a three-month trip across Europe.	Challenges With her slight dyslexia, she had trouble with information overload.

UXPRESSIA

This persona was built in uxpressia.com

Persona - Richard

NAME

Richard

MARKET SIZE



TYPE

Rational



Demographic

♂ Male 65 years

📍 America

Widowed

Retired

80,000

Expectations

A travel application that is easy to use and provides recommendations based on his age.

Goals

To explore new destinations and cultures during retirement.

To reconnect with nature and go on outdoor adventures.

Quote

“I may be retired, but I still have a lot left in me. I'm ready to explore the world!”

Background

Richard was an electrician for 35 years. He just recently retired and wants to travel and explore the world. His kids are all grown up, and his wife passed away ten years ago. He is very analytical and prefers to be in nature.

Needs

Accessible travel resources and information tailored to older adults.

Assistance with planning and organizing travel itineraries .

Age-related recommendations

Challenges

He has trouble walking for an extended period and prefers trips where he can rest and reset his energy.





He has difficulty seeing and requires reading glasses

He sometimes has trouble hearing if the volume is too low.

UXPRESSIA

This persona was built in uxpressia.com

Persona - Cindy

NAME	MARKET SIZE	TYPE	
Cindy	 28 %	Guardian	
	Goals <p>To seek out unique and authentic travel experiences that offer opportunities for personal growth and discovery.</p> <p>To travel and get closer with friends and family.</p>		
	Quote <p>“Traveling is such a great way to strengthen connections”</p>		
	Background <p>Cindy is a regular when it comes to traveling. She has visited 10 countries and goes on 2-3 trips a year. Cindy's reason for traveling is driven by her desire to connect with her friends and family.</p>		
	Demographic <p> Female 55 years</p> <p> America</p> <p>Married</p> <p>Self Employed</p> <p>80,000</p>		
Expectations <p>A comprehensive and intuitive travel assistant that provides all the resources she needs to plan her trip.</p>			
Needs <p>Access to comprehensive travel resources and information to plan her trips effectively.</p> <p>Accommodations and recommendations that are good for multiple people, including children.</p>		Challenges <p>Balancing her desire for adventure with the need for comfort and safety.</p> <p>Traveling with other people and need to accommodate their interests and desires as well.</p>	

Marketing & Engagement Strategies

- Audience Research
- Determining & Measuring KPIs
- SEO Optimization Strategy
- Gamification Plan
- Surveys and Polls
- Content Marketing
- Email Marketing
- Community Engagement



Minimum Viable Product - Login

EasySearch

HomeBlogAccount




LoginRegister

Email/Username

Password

Login

Forgot Your Password?



"Traveling is the grand adventure where you trade the familiar for the unknown, filling your life's pages with stories, one destination at a time."

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Minimum Viable Product - Register

EasySearch

Home Blog Account

LoginRegister




Name

Email/Username

Phone Number

Password

Register



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Minimum Viable Product – Personalization Tab for AI and Blog

EasySearch

Home Blog Account **Edit Profile**

Account **Personalization**

Profile Picture



JPG or PNG no larger than 5 MB

Upload new image

Personalization

Goals

Personality Type




Openess to New Experience

Interest and hobbies

Communication Type

Decision Making Type

Save changes



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Minimum Viable Product – Profile

EasySearch

Home Blog Account **Edit Profile**

Account Personalization

Profile Picture



JPG or PNG no larger than 5 MB

Upload new image

Account Details

Username (how your name will appear to other users on the site)

username

First name

Valerie

Last name

Luna

Ethnicity

Location

San Francisco, CA

Email address

name@example.com




Phone number

555-123-4567

Birthday

06/10/1988

Save changes



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Minimum Viable Product – Blog - 1

EasySearch

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800 X 280

UNVEILING THE HIDDEN CHARMS OF LUANG PRABANG, LAOS

Nestled in the lush greenery of northern Laos, along the banks of the Mekong River, lies the picturesque town of Luang Prabang. Steeped in history, culture, and natural beauty, this UNESCO World Heritage Site is a hidden gem waiting to be discovered by intrepid travelers seeking an authentic Asian experience.

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GENERAL |  28 |  128

800 X 280



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Minimum Viable Product – Blog - 2

800 X 280

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Minimum Viable Product – Blog Post -1

EasySearch

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800 X 350

LIFESTYLE

Unveiling the Hidden Charms of Luang Prabang, Laos



Richard Tran
26 FEB 2020

Nestled in the lush greenery of northern Laos, along the banks of the Mekong River, lies the picturesque town of Luang Prabang. Steeped in history, culture, and natural beauty, this UNESCO World Heritage Site is a hidden gem waiting to be discovered by intrepid travelers seeking an authentic Asian experience.

Luang Prabang is a melting pot of cultures, where centuries-old traditions coexist with modern influences. As you wander through the town's cobbled streets, you'll encounter a fascinating mix of Buddhist temples, French colonial architecture, and traditional Lao wooden houses. Witness the daily almsgiving ceremony, where saffron-robed monks collect offerings of food from devout locals, or explore the vibrant night market, where artisans sell handmade crafts and local delicacies.

Plan Your Journey to Luang Prabang

Whether you're a history buff, an adventure seeker, or a food lover, Luang Prabang has something to offer every traveler. So pack your bags, embark on a journey of discovery, and uncover the

Author



Hello, I'm
Richard Tran

I love to travel and go to new places! Although, I am hard of hearing. I have been everywhere in South East Asia and does not let that deter me. I want to give my insight on what to expect from my personal experience.

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Fun and safe suggestions

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To travel or to not travel poem

Minimum Viable Product – Blog Post -2

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[Travel](#)[Adventure](#)

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Fun and safe suggestions
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

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