

# Voyage - Project Overview

## Overview

Someone said once, “To Travel is to Live”, why is it then, that 8/10 people suffer from pre-holiday stress. From booking flights and accommodation to choosing activities to do, when holidaying become more about schedules and list than about adventure? What if there was a way to reduce this stress and make holiday planning fun again? Introducing Voyage, a web and phone app that brings everything into one place. Want to book flights? Voyage has the best deals. Accommodation? Voyage will ensure you get a great nights sleep. Want to find a hidden gem? Voyage will take you on the path least travelled!

## Motivation

It's natural to get stressed and anxious before a big event! It's your bodies natural response, gearing you for anything that might come your way! Travelling is no exception. You're in an unfamiliar place where people may speak different languages, eat different food and even have different customs to abide by. But this doesn't mean you can't come prepared. So started from the beginning. Where do you want to go? How are you going to get there? What are you going to do? What are you going to eat? Where are you gonna stay? What's your budget for all this?

I'm getting stressed just thinking about it. Let's start this again, shall we? Step one, go to Voyage. That's it! Everything you need is there. No more spreadsheets with flight info! No more clogged up inboxes full of random ticket information! No more scouring the internet for activity ideas. You can find these all in one place.

## Description

Voyage is a web and phone app designed to reduce stress and increase happiness while you're on that once in a lifetime trip! It combines the best features of other travel apps plus amazing new ones designed specifically for Voyage. With clean app design and Voyage flair, we create an experience that users truly do love!

## Basic Features

While the end goal of the Voyage app will be to encompass everything travel, this is not attainable straight away. The apps features will be rolled out systematically to allow each feature to truly shine! The app will start with the following basic feature:

## Travel Planner

Whether it's your first time travelling or you're a seasoned pro, everyone forgets. Luckily Voyage is here to save the day. It has all the steps you need pre-programmed in, you can even add and remove steps as you see fit or even start completely from scratch. Pre-programmed Plans tell you everything you need to know before, during and after your trip. Here's what a basic plan looks like:

1. Pick your destination - Maybe you've already got an idea as to where you want to go, maybe you don't, but in this step, Voyage helps you figure that out. Get the big picture down pat by plugging in information about you, like your age, budget, who you're travelling with and your favourite types of activities. You can even sync your Traveler Profile to this step to make the process even more streamlined.
2. Pick a date - Do you want to travel in summer or winter, on or off-peak, how long will you be gone for. Based on your answers in the previous step, Voyage can make suggestions, or you can choose. Simply pick a suggested option or plug your preferred dates into the calendar and you're good to move on
3. Find flights - While in the early day the app will not be able to find your flights and cheap deals, it will sync data from your inbox to your itinerary to keep all of that important information in one place. Later versions of the app will allow you to book flights and find an exclusive deal all in-app.
4. Find accommodation - Just like finding you flights, Voyage won't be able to find you great deals on accommodation straight away. What it will be able to do, is draw on information from its database to suggest places to stay. Eventually, though, this feature will be integrated.
5. Plan activities - Here comes the fun part! Planning what you're going to do! Voyage will not be straight away equipped to allow direct bookings but instead will draw on it large community database of reviews to make suggestions for what you should do. Again plug in your interest and budget and Voyage will do the rest! Later additions will, however, allow direct bookings.
6. Find transportation - finding a way to get around can be stressful at the best of time, let alone being in a foreign city or even country. Voyage brings together all the transport systems in a city or region into one place! And translated into your native language. It shows you the best way to get from A to B and the ticket/pass you will need to get there. This feature will not be integrated straight away but added slowly over time and updated regularly!
7. Pack - Isn't it frustrating when you forget to pack something. When you overpack and end up lugging around copious amounts of unneeded items. Voyage hopes to fix all that by producing custom packing list. Based on all the information previously inputted, the app is able to create a list to suit the traveller's needs. You can even put things like your luggage size and whether you like to pack heavy or light. The lists created to cover all

the bases, including clothes, toiletries and electronics! In-app checklists and reminder make sure you don't miss a thing.

Through this whole planning, process Voyage is sending notification and reminders to keep you on track. We'll even set a countdown and send you interesting facts about your destination to keep you motivated.

## Itinerary

First, and foremost Voyage is a way to keep organised during your vacation. And the best way to stay organised is with an itinerary! Voyage will link with your email and sync ticket and booking information storing it all in one place! You can choose to display this information in a vibrantly of formats including by day, week or month, in a list or calendar. You can even allow other people you are travelling with to collaborate with you.

## Extra Features

While the Trip Planner is the meat and potatoes of Voyage, the following features are the icing on the cake!

### Storing Sensitive Information

We've all heard the horror stories! Maybe your passport went missing? Maybe you missed your flight? Maybe you've gotten unexpectedly sick! Whichever it is, it's just nice to have the security of knowing you have access to important documents such as your passport, flight information and medical document all in one secure place. Voyage allows you to do this!

### The Hidden Gems Map

Maybe you don't want to have such a rigid schedule, maybe you do want to walk the path less travelled. Well with Voyage you can. Whether you're looking to taste authentic cuisine, or you want to take in the fresh air of a secluded outdoor location, Voyage will tailor the Hidden Gems map to you. Simply sync your Travellers Profile to the app and voila! You've got a personalised tour of your location. Simply follow the road less travels, or chose a specific item to add to your itinerary.

## Lists

Your dream is to travel to Paris, but maybe you don't currently have the time or money. But researching can be fun and keep you motivated for your dream. Lists allow you to save and categories activities so that you never forget the awesome places you want to go! Once your ready to can even book and schedule activities and pop them straight into your itinerary.

## The Traveller Profile & Journal

## Business Profile

## Blog

# Tools and Technologies

At its core Voyage is an app, and so to start, all that is really critical is a computer and a code editor. Web hosting and a CMS such as Wordpress will also allow us to bring the app to a larger audience. Beyond that, the Adobe Suite would also be a nice addition to create beautiful graphics and marketing material. Hubspot will also play a role. It brings key business features together, providing a CRM, marketing hub, sales hub and service hub. It will streamline processes and help convert clicks to sales.

# Skills Required

Again Voyage is an app, so it will require a skilled programmer to create. As the app handles sensitive information, such as credit cards, someone will also need to be knowledgeable about security protocol. UX and UI designers will be crucial in helping the app feel streamlined and user friendly. The app requires a high level of customer engagement, so social media and marketing management is a must. Solid branding is an essential skill such as graphic design must be employed. Good business sense is also crucial, to be able to create a unique selling proposition.

# Outcome

I would define the success of Voyage as having an app that truly does make planning a holiday a joyous experience. A place where people are able to connect with people and places that they never would have considered! It would be making overseas holidays more accessible by really breaking down any concerns a customer may have and finding real solutions to them. In terms of numbers, 100,000 website views/app downloads would be a huge milestone that I would hope to achieve. I feel that the impact of the app would really stretch across the globe. It would help those hole-in-the-wall businesses that don't get the traffic they deserve and really giving them a platform that they can use to engage with potential customers. It would make the travel space more competitive by opening up a larger portion of local business for customers to access!

