OVERVIEW

# Topic

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 night’s sleep. Want to find a hidden gem? Voyage will take you on the path least travelled! The outcome of this would be defined 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 in a place 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!

# Motivation

The motivation for voyage is simply to help ease the stress of holiday planning by reducing the number of websites/apps you have to use in order to plan your holiday by having it all in one place. This project is important because it’s vital for tourism both domestic and abroad as well as the fact that this app tries to take on not just one element of an issue but rather the issue in its entirety e.g. voyage could have just been a flight price searching app that would push notifications on specials or if flights were being sold a certain prices. Instead voyage has been designed with fact that multiple apps/websites that handle one or a limited aspect of the whole holiday planning process in mind and has been developed incorporate the almost every crucial aspect of holiday planning in just one app .This app fits perfectly in line with the recent IT trends in tourism which is that smartphone users frequently use their smartphones to for trip management, online reviews, looking for promotional offers and getting recommendations (Tussyadiah,2016,pg.806). If we were able to work on this project, it would show any future employers that we aren’t afraid to take on broad projects or open-ended issues and that prefer to take that route when it comes to approaching an issue i.e. engage the issue as a whole rather than focus one or a few aspect of the total issue.

# Landscape

There are many individual websites/apps that perform functions similar to voyage such as kayak and Skyscanner which are apps that allow users to plan holiday trips by allowing them to book flights, accommodation and transportation all on the one app. Additionally, there are other apps that perform single functions or a set of functions that voyage already has such as; Airbnb which offers alternative accommodation plus their new feature called trips which allows users to experience life as a local, mobile passport which is an app that securely and securely stores your passport and then pack point which an app that helps users make a list of appropriate things to pack for their trip. A lot of these apps perform one task or a limited set of tasks which leads the user to rely on multiple different apps/websites to plan their trip and thus making the whole process more stressful. This is voyage app main point of difference and innovation when compared to most travel apps available because with voyage’s main feature travel planner, you can pick you holiday destination, pick the date you want to go, book flights, accommodation and transportation. So, far voyage can already do what Skyscanner and kayak do but voyage still does more; it has a feature called pack which is built into the main function and it performs the same task as the app pack point. Also, voyage has additional features such as the hidden gems map which basically does what the trips feature of the Airbnb app does. Overall, voyage differentiates itself from its alternatives and competitors by taking an ‘all-in-one’ philosophy in its design.

REF:

Tussyadiah, I. P. (2016). The influence of innovativeness on on-site smartphone use among American travelers: Implications for context-based push marketing. *Journal of Travel & Tourism Marketing*, *33*(6), 806-823.