The Locals

Team Members

Jeremy (Database & Blobstore Developer, Scrum Master)

Dennis (Team Lead, UI Designer, AI & Backend Developer)

Rodions (FrontEnd Developer, Security Researcher)

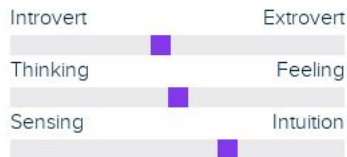Mahaveer (UI Designer, Github Manager, Selenium Tester)

Tadas (Team Lead, Documentation Manager, FrontEnd Developer)

User Persona

Goals

- Flexible travel schedule
- Getting information of a tourist attraction without having reading text guides

Frustrations

- Human travel guides has a fixed schedule which means no flexible schedule
- Text Web Travel guides only provides texts which also does not meet his requirement

Age: **30**
Work: **Software Engineer**
Family: **Single**
Location: **Dublin, Ireland**

Bio

Andy likes to travel to different places in his own time which means flexible travelling schedule. When he travels, he wants to be immersed in the experience, rather than having to continuously switching from looking at the site and reading text guides.

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

GUIDIFY

- *Spotify for audio travel guide*

- Record and share audio travel guides (analogous to Spotify's songs)

- An audio travel guide is associated to 1 location

- Create a "playlist" of audio travel guides, we call this "Itinerary" (analogous to Spotify's playlist)

NEEDS, WANTS, WISHES

Needs

Users are able to create audio travel guide and upload it to the application

Users are able to create a list containing already-uploaded audio travel guides (Itinerary)

The application provides a real-time map that can guide users when following an itinerary.

Ability to rate itineraries and displaying itineraries based on ratings.

Admin dashboard to approve uploaded audio guide

+ Add a card

Wants

Develop AI text model to validate uploaded audio travel guide

Follow, like, and comment functionalities

+ Add a card

Wishes

Develop AI model or heuristics algorithm to rank travel guides and itineraries

Multilingual support for the UI and the travel guides

Professional voice actors voicing travel guides. The same way famous actors read some audio books.

+ Add a card

Possible Partnership/Collaborator

For our initial idea, we scoped within Ireland's tourism

Tourism Ireland: marketing body for marketing the island of Ireland overseas

They are known to run campaigns and collaborate

Planned form of collaboration:

1. Tourism Ireland to market our application.

   Benefit for them: 1). easier for tourists to navigate places in Ireland.

   2) foreign tourists can "explore" Ireland from their home country

2. Ideally tourism Ireland to fund the project (server fees, etc)

Potential Competitor

VoiceMap: another audio travel guide platform :)

Difference:

VoiceMap	Guidify :)
They only have "playlists" of travel guides shared in the network	More freedom for users since users can mix and match travel guides from different authors into a "playlist"
No realtime-map support	We have realtime map support

Prototype

We created our first prototype on Figma as it is easy to use

https://www.figma.com/proto/JcJeYDHMMXVeIcdbKIeU9w/Guidify-Prototype?node-id=3%3A120&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A120&show-proto-sidebar=1