

## Business Proposal - Travel Gene

### 1. Executive Summary

TravelGene is a web-based travel-planning service that allows customers to schedule and share their trips on either its website or iOS apps. Unlike the other travel-planning tools, TravelGene also recommends customers trip details they may like based on the information from the social network and past trip history.

### 2. Vision and values

- Our project, TravelGene, is designed for the raised need for the artificial intelligence style travel-planning application.
- TravelGene obtains preference information about the users from their social network, and structures it through artificial intelligence tools automatically in real time. A personalized travel plan will then be generated.
- Moreover, after the trip, users can share their feeling and suggestions to your friends and based on which your next trip will be adjusted and planned.
- Recently, mobile apps are becoming more and more popular compared with their corresponding website/app on the personal computers. Thus, to make the use of TravelGene more convenient and accumulate users, iOS app will be developed.

### 3. Feature planned

Basics	a. Login via TravelGene account b. Login via Facebook account c. Sign up
Trip management	a. Save trip, load trip b. Share trip url or object c. Revisit past trip and rebook
Recommendations	a. Hotel recommendation b. Flight recommendation c. Activity recommendation d. Transportation recommendation e. Add activity f. Add hotel g. Add flight h. Add transportation
Social Activities	a. Publish trip itinerary to Facebook and emails, with title and destination of trip, and bit.ly link. b. Invite others as trip companion/editor/viewer c. Others can request to join trip as companion, editor or viewer d. Friend circle
Personal Setting	a. Profile b. Friend list

#### 4. Timeline Schedule

- Phase 1: Jan 11 – Feb 14
  - Requirement clarification, questionnaire and risk analysis
  - Basic features implementation (login, register, trip planning)
- Phase 2: Feb 15 – Mar 31
  - Main features implementation (trip organizer, sharing approaches, etc.)
  - Collaboration and Recommendation algorithm implementation
  - Database setup and linkage
- Phase 3: April 1 – Apr 15
  - UI improvement
  - Function testing
- Phase 4: Apr 16 – May 15
  - Release app
  - Questionnaire and user accumulation