Itiner-Ease

Explore with ease-your itinerary, your way.

Spring 2025

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Team Biography

Crystal Rivas is a second degree seeking student in Computer Science at ODU with a background in math education. Her expertise in problem solving drives the transition and aims to develop innovative and impactful solutions.

Stephen Usselman is a senior at ODU majoring in computer science. He is looking to pursue a career as a Software Developer after university.

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William Mbandi is a senior at ODU majoring in computer science with a minor in cyber security. Wants to work as a Software Developer after he graduates.

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Team Biography

William Poston is a senior at ODU majoring in computer science with a minor in data science. After school, he dreams of being an AI prompt engineer.

Jandra D. Arias Tavarez is a second degree seeking student at ODU working on her bachelor in Computer Science. She aspires to work as a Software Developer after graduating.

Fredrick Terling is a senior at ODU majoring in Computer Science. He is currently hoping to get his foot in the door for most tech job opportunities but dreams of being a Game Developer and ultimately a Game Producer.
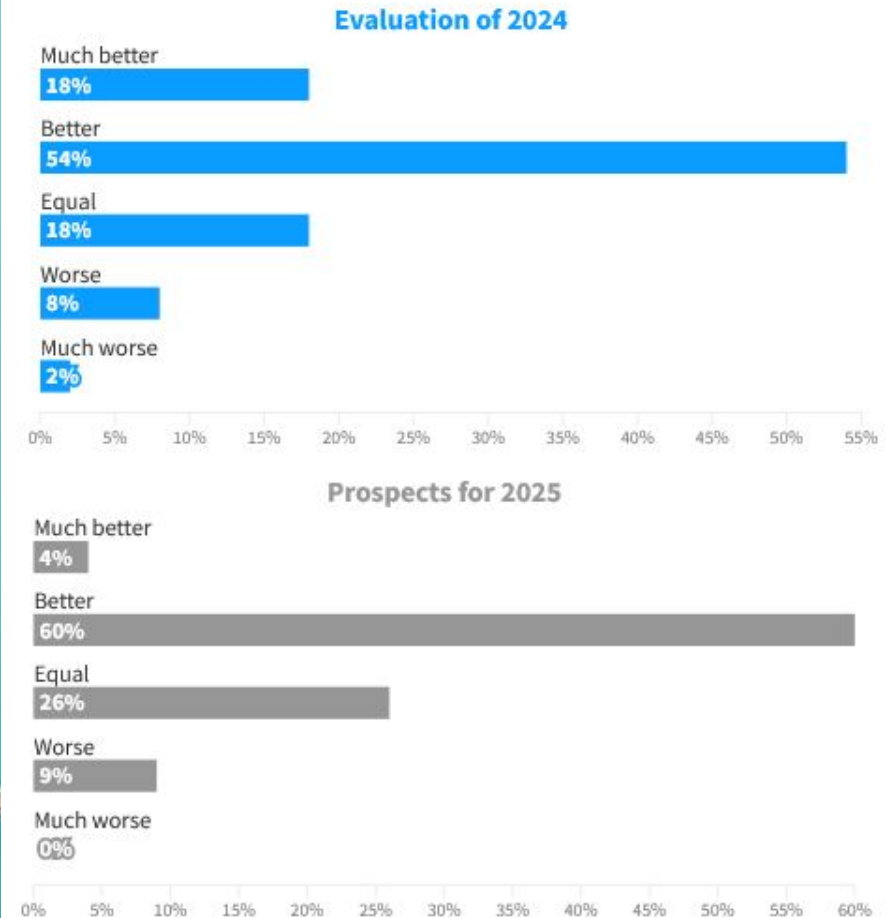
Background

In 2024 the global tourism industry had already recovered 98% to Pre-Pandemic Levels.[1]

38% of Millenials and Gen Z are choosing to use a travel agent to tailor their experience and avoid the planning hassle.[2]

However, travel costs are up across the board at around 22.2%. So, while people are looking to travel now more than ever, they are trying to maximize their fun within their budget.[3]

Tourism Prospects

Evaluation of 2024

Much better	18%
Better	54%
Equal	18%
Worse	8%
Much worse	2%

Prospects for 2025

Much better	4%
Better	60%
Equal	26%
Worse	9%
Much worse	0%

Problem Statement

The travel industry has made a quick recovery after its pandemic downturn with studies saying that consumers are looking to spend even more on leisure travel this year than the last. A large chunk of this group are the younger generations who have been returning to travel agents to better plan out their trips. Yet, travel costs are higher than ever so travelers are looking for the easy and personalized vacation experience on a budget. To top it all off, most vacations are with friends and family meaning would-be vacationers have to take into account everyone's likes and dislikes when choosing an itinerary. Combining all these factors creates for an overwhelming experience

Users/Customers/Stakeholders

- Users
  - International and Domestic Travelers
  - Recent transplants
- Customers
  - City and State governments
  - Tourist agencies
  - Local restaurants and attractions
- Stakeholders
  - Hotels
  - Airlines

Problem Characteristics

Choice Overload

- Consumers are given simply way too many options with no easy way to narrow them down.
- Even after you choose one option you find yourself having to make many more choices over the duration of your trip.

Personalized Experience

- Whether planning it themselves or otherwise, individuals are lead to the most popular locations and attractions, not necessarily the ones the consumer would most prefer.
- Finding that great local spot or hole in the wall location can be a major highlight of any trip.

Maximizing Value and Satisfaction

- Staying within budgetary constraints while still filling each day with interesting activities can be a major concern.

Unified Planning

- Most people are looking to travel together and need a system to make and exchange travel plans together.

Current Process Flow

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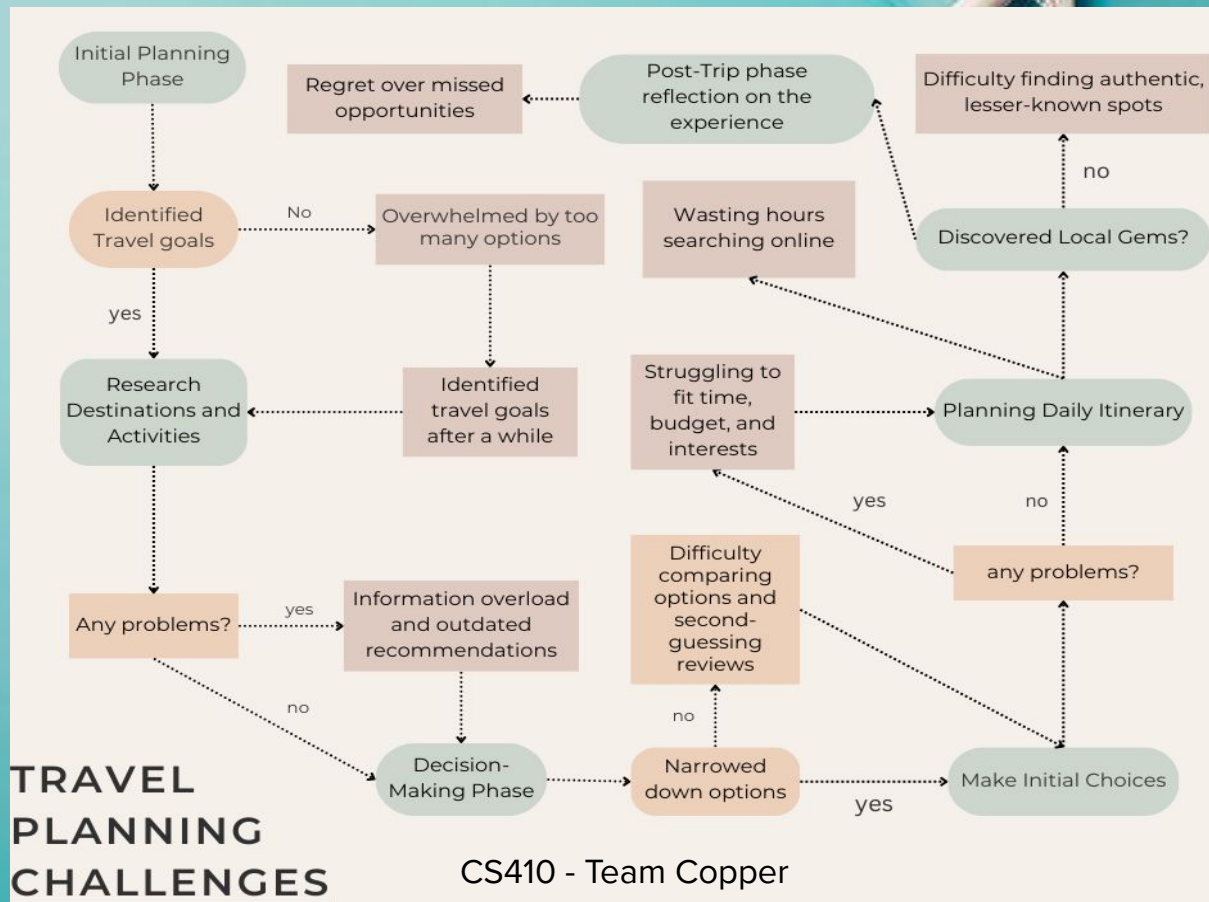
Solution Objective

We will develop Itiner-Ease, a mobile application designed to simplify and personalize itinerary planning for travelers, new residents, and spontaneous adventurers. Itiner-Ease will allow users to generate custom itineraries based on their location and preferences. Users can filter activities, discover hidden gems, and adjust plans in real time while maintaining privacy controls. Unlike existing solutions, Itiner-Ease will emphasize user-generated content to improve recommendations in small towns.

Solution Characteristics

- **Personalized Itinerary Generation:** Users receive tailored activity, restaurant, and event recommendations based on preferences.

- **Real-Time Itinerary Adjustments:** Plans change-users can modify their schedule dynamically based on weather, availability, or spontaneous decisions.

- **Privacy Focused Design:** Users control location tracking and data collection with opt-in/opt-out features.

Solution Characteristics

- **Hidden Gems & Local Focus:** Prioritizes user-generated content to highlight lesser-known attractions, especially in smaller towns.

- **Group Planning Features:** Enables group collaboration by allowing friends or family to vote on activities, suggest changes, and share itineraries.

What it Will Do

- **Personalized Itineraries:** Generate personalized itineraries based on user interests, time and location.

- **Built-in Local Discovery:** It will help users discover "hidden gems" especially in small towns.

- **Opt-in/out Data Options:** It will allow users to opt-in or out of tracking user data that is used is used to location and interest tracking.

- **Local Explorer Rewards:** It will allow users to accumulate rewards overtime if users decide to participate in activities such as reviews or recommendations and other contributions.

What it Will Not Do

- **It will NOT Store precise Data:** as mentioned previously, users can opt-out what data they share but it will focus on aggregate data and not precise data history.
- **It will NOT give generic recommendations:** a lot of existing things like google maps & trip advisor often give very basic suggestions and/or are heavily sponsored/advertise things that are often not even conveniently located.
- **It will NOT require trip confirmations & bookings:** if anything Itiner-ease should help people plan out their trips without having everything already set in stone especially since travel plans change frequently.

Competition Matrix

Feature	Itiner-Ease	wanderlog	Tripadvisor	Google Maps	TripIt	eventbrite	meetup
Personalized Itinerary	✓	✓			✓		
Privacy Controls	✓	✓				✓	✓
Filter-Based Activity	✓		✓			✓	✓
Itinerary Adjustments	✓				✓		
User Generated Local Content	✓		✓	✓		✓	✓
Hidden Gems & Local Focus	✓					✓	
Group Planning	✓	✓			✓		✓

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Reference

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