Proposal for “On the ROAD”

Travel brings happiness and passion into people’s daily life. Exciting experience, beautiful views and pleasant journey, they all attract people to travel. With the help pf highly advanced transportation and internet services, individualized travel has arisen to be the most popular way of traveling.

However, when people want to record the beautiful moments in their travel, they may have some problems. On the one hand, they might be troubled with how to take good pictures. They want to share their exciting experiences on social media platforms such as WeChat or Instagram, and good pictures will enlighten their daily life. With little knowledge on photography, they need to find a simple but effective way to learn how to take photos, starting from enjoying good pictures shared by other people, learning about photo styles and categories, and choosing a suitable camera. On the other hand, sometimes they might have trouble exploring places to travel and take photos. Although some OTA can provide some recommendations on traveling spots, they are not focusing on photo taking. An integrated platform is needed to provide not only recommendations of travel spots, but also tips and advice for taking good pictures.

To solve the problem, a website will be designed targeting different aspects to encourage users to record their travel time. First, there will be picture sharing by users taken on their trip, with identification of the category, style, the photographing device and travel places of each picture, in order to provide ideas for other users on how to take good pictures during their travel. Second, based on a statistic data table including all the places where the sharing pictures are taken, a recommendation will be presented with a travel map, a data form sorted by the traveled times of each place and a chart showing the most popular traveling spots. Each traveling spot will have its own recommendations such as food and hotels. Third, there will be a list of camera recommendations to help users choose suitable devices for taking picture during their travel.

Therefore, as an integrated platform, “On the ROAD” provides recommendations of where and how to take good pictures and also encourage users to share their pictures and travel experiences on it. In this way, everyone can be a “photographer” to record their life.