Team 2 Proposal

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Problems/Issues:

Travelers/Backpackers have the need of finding other companions to travel together for money-saving, enhancing experience and emotional sharing purposes. However, they only can use the tiny space of bulletin boards in the hostel to post their information, share their experience, and communication with other travelers. The problem is that they need an efficient way to share the information to other travelers in the same location or share their experience to the traveler who will visit this location.

Analysis of the Problem

- **Target Users:**

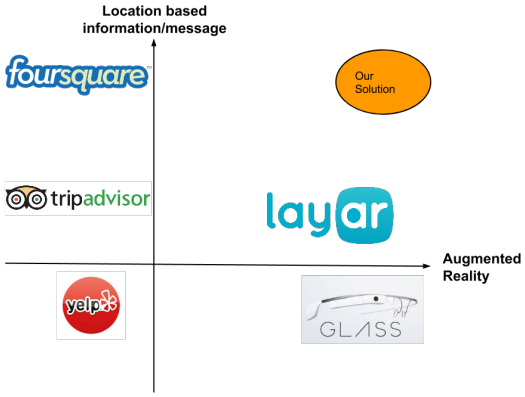
Many of us will feel frustrated, scared and sometimes lonely when we are in a new environment. For instance, many visitors are eager to find companions to start a new journey, lots of freshmen are looking forward to make acquaintance with interesting new friends. It is frustrating if one is exciting about the fantastic new journey while can not share it with someone with the similar experience or will going to have the same experience. Some location-based interesting stories and tales can also be shared in that specific place. People who are looking forward to new adventures and fabulous stories in order to enrich
his life would be our potential users.

- **Existed Solution/Precedents:**

FourSquare, TripAdvisor

Foursquare is a local search and discovery service mobile app which provides a personalised local search experience for its users. It dedicates to provide highly personalised recommendations of the places for the visitors.

Tripadvisor is a website that provides reviews for of tourism content helping the visitors to make a better decision. The contents are contributed by its own users.



Suggested Improvements

- **Our Solution:**

Provide a platform to let travelers easily share and obtain relevant information around. Travelers will not be limited to share information in the specific hostel they stay, they can get information from many different places within certain distance. With the AR and gamification features, users

are likely to spend more time on our platform to search the information that would normally be ignored.

- **Technology Use:**
  Augmented Reality (AR) is a live direct view of a physical, real-life environment whose elements are augmented by computer generated sensory input such as sound, video and graphics. AR will enable us to present our product, share the content and connect our users in an easy and fancy way which will drive the user to use our product continuously.
  Location based service (LBS) is a general class of computer program-level services that use location data to control features. LBS is one of the core value of our product. As such LBS is an information service and has a number of uses in social networking today as an entertainment service, which is accessible with mobile devices through the mobile network.

Experiment:

- **Independent Variables**
  There are three conditions as independent variables:
  Condition 1: Use our application while the travelers stay in an area.
  Condition 2: Use bulletin to share their information in the hostel.
  Condition 3: Use mainstream social media (e.g. Facebook) to share their information.
- **Dependent Variables**
  There are three dependent variables.
  Variable 1: The amount of the useful message which is received by the travelers in a given time period and location (Quantity).
  Variable 2: The average time which the users find the useful message (Efficiency).
  Variable 3: The average quantified satisfaction of the first 5 message the travelers accessed (Quality)
- **Participants**
  Travelers / backpackers who lives in the hostel and will stay in the area for at least 5 days.
- **Method**
  To collect the variable 1, we let user to naturally find the message through 3 different application in 3 minutes, and check how useful for each message later in 5-score scale, and count the number of the message which get more than 4 scores.
  To collect the variable 2, we measure the searching time of 10 users who have specific information want to under these three conditions and average them.
  To collect the variable 3, we let user to fill the questionnaire which contain 5-score scale for the first 5 message they accessed.
- **Results and Discussion**
  Hopefully our application will get the highest rank in regard to 3 variables under the condition, which proves that our solution will solve the problems and gain the quantity, the efficiency and the quality of the message that the user accessed.