

Tourism Guide Application – Binary Blitz Hackathon

‘WORK PLAN’

Phase 1: Planning & Design

Market Research & Analysis:

- Identify target audience demographics and travel preferences.
- Define primary features and value propositions of your app.

Information Architecture:

- Create a content hierarchy.
- Design navigational elements and user flows for search, discovery, and planning.

User Interface (UI) & User Experience (UX) Design:

- Develop focusing on easy access navigation and visually appealing layout.
- Emphasize clear presentation of destination information.

Phase 2: Development

Backend & Database:

- Choosing SQL as the database language.
- Build a robust database for destinations, attractions etc.
- Develop API endpoints to enable data retrieval and updates.

Frontend Development:

- Using HTML, CSS and Bootstrap.
- Create visually appealing pages/templates for destination listings, individual destination profiles, search functionality, etc.
- Implement map integration (Google Maps) and interactive map features.

Search & Filtering:

- Build powerful search with efficient indexing and filtering mechanisms.
- Incorporate type-ahead suggestions and error handling for a smooth user experience.

Recommendation Engine:

- Research suitable recommendation techniques (content-based, collaborative filtering, etc.).
- Develop initial algorithms for personalized suggestions.

Phase 3: Content Creation & Curation

Destination Data:

- Source quality information, images, and videos for popular destinations.
- Partner with tourism boards, or leverage public data where available.

Travel Guides & Tips:

- Create original content for informative and engaging guides.