

# Project Proposal

## Executive Summary

This is webapp lets people virtually teleport to any city in the world, without leaving home. With one click, they pick any city and dive into a real-time experience through fresh scenic images, webcam snapshots, currently trending events and activities, weather, local news headlines, and even the local radio station. It is all presented on one immersive page to make you feel like you're in Paris, London, Beijing, New York, or even your hometown right now!

This app fills a gap in current web tools. While many services offer isolated, stale features like weather updates or curated images, none combines all sensory and contextual data in real time on demand. This app is built to fix that; it offers a modern and immersive window into any city through the best real-world data the internet can offer.

The target market is huge: anyone with an internet connection who's ever daydreamed about being somewhere else. The emotional value and potential use cases are huge in scale and the reach global.

## Problem Identification and Solution

"Just Google it!"

People who crave a quick escape or miss another city find themselves opening five different sites just to try to get a feel for that place. You might find a nice photo or two on Instagram and Google, but they are sanitized and outdated. Weather apps show you the temperature but that means little without context of everything else that's happening in the city. None of these services combine into a single, live, immersive view. The emotional need - homesickness, wanderlust, boredom - remains unsolved. There's no sense of being there in the moment.

Current web solutions don't do a good job handling our problem. Existing websites are siloed – they offer one slice of a city: a stock image here, a tourist map there, a news article there. Nothing pulls it together. The "je ne sais quoi" real-time freshness is missing. Search results are days, weeks, and sometimes years old. Switching tabs/applications kills any immersion and forces the user to piece together the experience manually.

My app pulls legal and recent real-world content from numerous trusted sources and marries everything into one responsive page, so users stay immersed from the first click. It's not just about giving a city report, it's about simulating the city's presence.

The app will store personal view history and preferences, visualize users' trends ("Top cities you escape to"), and improve the user's personal experience over time (preloading frequented cities, suggesting cities with a similar vibe, save and reapply previous filters, and display recommended trending events in a city). There shall be no need for crowdsourcing so it will work instantly for a solo user. It is up to my webapp's design to combine them in a way that succeeds in creating an immersive experience.

This is not just a feel-good toy. It's a real tool that helps people recenter emotionally, explore consciously, and reconnect with the places they miss or dream about.

## Target Users and User Personas

This app is designed for people who want to be somewhere else, whether emotionally, mentally, or physically. It can be for:

- People who are homesick or far from family
- People who miss cities they once lived in or visited
- People who can't travel due to time, money, health, or availability
- Curious people who want to explore somewhere new
- People planning future trips who want a more "real" preview than a blog post
- People dealing with boredom, isolation, or restlessness

Users are not limited to any demographic or region; it's a state of mind. Anyone with internet access and a desire to feel transported can benefit.

User personas:

- Out-of-state college student
  - Age 20. Left a country town in the West Coast to go to the East Coast for university. Misses home. Uses the app to check activity on her hometown by viewing webcam feeds and listening to her favourite radio station she used to listen to when driving the backroads.
- Trip planner
  - Age 35. Father planning a trip for his family somewhere with a tropical climate. Has not yet decided on where. Uses the app to scope out the vibe and weather of each potential city.

- Daydreamer
  - Age 11. Child watches a movie set in Paris. Uses app to discover what the city is like and catches up a little with the local events.

## Use Cases and User Stories

### Scenario 1: Mental escape for 5 minutes

An office worker spends her morning at her desk but can't stop thinking about her trip to Maui, Hawaii last summer with her family. During her break, she opens the app and selects "Kahului". The local radio starts playing and recent photos show of Maui and Kahului. She scrolls through the photos and reads a recent news article.

Acceptance criteria: The user can search for the city by name, at least one accurate, fresh image from the past 7 days loads successfully, the radio successfully plays, at least one news article loads.

### Scenario 2: Trip planner

A man is planning a trip for his wife and himself. They have narrowed down their list of places to visit to 5 cities. The man uses the app and inputs the cities one at a time. He views the weather, webcam, recent photos, and recent and upcoming events. After viewing all 5 cities, he decides on 3 cities to visit.

Acceptance criteria: The user can only search one city at a time, at least one event displays, the webcam displays (if it is available in that city), the weather preview loads.

### Scenario 3: Bored explorer

A teenager at night is wondering what famous cities are like. She uses the app to visit a variety of cities. The app shows her the weather, events, and photos. For cities in foreign countries, she gets curious and plays the local radio station to hear their music.

Acceptance criteria: The user searches for the city by name, the weather displays, at least one recent event displays, at least one recent photo displays, the radio station is able to play.

## Market Analysis and Competition

As mentioned, current available resources on the internet are fragmented and do not offer the full immersive experience.

### Competitor 1: Radio Garden

Lets users listen to live radio stations worldwide via an interactive globe interface. Since this is an audio-only experience, there are no visuals and city context.

### Competitor 2: Window Swap

Displays crowdsourced submissions of window views from around the world. Although these submissions feel genuine, the content is random, and the user does not have a choice in location. Of course, it also lacks all other features my app offers.

### Competitor 3: EarthCam

Live webcams of landmarks and tourist spots. Coverage is limited only to those well-known spots. Lacks all other features of my app.

My webapp is the only platform that combines multiple real-time data streams into a single unified experience:

- Fresh visuals
- Live webcam when available
- Local audio from radio
- Current weather
- Recent news
- Trending activities and upcoming events
- Backend improvements such as user personalization

None of the competitors let a user choose any city and immediately receive all these sensory and contextual layers on one responsive page, and not to mention, with no community dependency. It is truly an immersive portal into the live vibe of a city, curated and personalized over time.