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Part 1: Understanding the Problem

**Overview:**

As time goes on, there are multiple businesses such as cafes, restaurants, gyms, stores, etc., and with the help of social media they attract new customers but then customers would ask questions such as, “where is this located?” and “what is the price range?”, these types of questions are mostly asked by students, people who are new to the city, or people who are simply avid enjoyers of exploring the city.

In the context of transformative urban development, the integration of location services into smart city initiatives is crucial, as cities become more interconnected, location data plays a pivotal role in optimizing urban planning and resource allocation.

As more businesses grow, people tend to wonder and explore, this is also relevant to people who have no idea where to go. When they utilize sites such as Google Maps, it is still a struggle to find a good place since the information provided by the site is incomplete.

**Solving the Problem:**

Our Team proposed a solution wherein we would design an application that would assist people when navigating the city and recommending good hang-out places. To address the challenge of incomplete information for city exploration, our team proposes an app that integrates comprehensive data about businesses (cafes, restaurants, gyms, stores) with real-time location services. Leveraging smart city initiatives, the app will provide personalized recommendations, and safety features. By collaborating with local stakeholders and prioritizing user experience, we aim to revolutionize urban navigation and enhance residents’ quality of life.

**The Application:**

* **Application Name:** DavGo (Davao on the go)
* **What it is:**
  + DavGo, also known as Davao on-the-go, is an application developed by team Mamosa. DavGo is designed to help people location-wise, letting them explore and navigate hidden gems in the city. The application will resolve these problems by adding features that would overlook other similar sites or applications.
* **Features:**

DavGo will have the following features:

**1. Comprehensive Data Collection:**

* + - Gathering data such as information about the businesses (cafes, restaurants, gyms, and stores), their locations, operating hours, price ranges, and customer reviews

**2. Location-Based Services (LBS):**

* + - Leverage LBS technology to provide real-time location information to users. This can include GPS data.
    - Use LBS to track users’ movements and understand their preferences. For instance, if someone frequently visits art galleries, the app can recommend nearby art-related places.

**3. Smart City Integration:**

* + - Collaborate with city authorities and integrate your app with existing smart city initiatives. Here are some examples:
      * Traffic Management: Use LBS to provide real-time traffic updates and suggest alternative routes.
      * Tourist Guides: Provide relevant information about tourist spots, public transportation, and accommodations.

**4. User Experience:**

* + - Design an intuitive user interface that allows users to search for specific types of businesses (e.g., cafes, gyms) based on their preferences.
    - Provide detailed information about each place, including photos, reviews, and contact details.
    - Enable user-generated content, allowing users to contribute reviews, photos, and tips.

**5. Personalization:**

* + - If a user frequently visits vegan restaurants, the app should prioritize suggesting similar places.

**6. Feedback Loop:**

* + - Encourage users to provide feedback on the accuracy of location data, business details, and recommendations.
    - Continuously update and improve the app based on user input.

**Questions about DavGo:**

* Who are the potential users?

The user of this application applies to everyone, there is no general audience or user we are targetting for this application since everyone uses navigation apps in a daily basis but if we would be talking about who would be the avid users of the app, it would be tourists, students, and drivers.

* What tasks do they seek to perform?

The users seek to navigate the city to not get lost and be able to familiarize themselves with the places. When it comes to businesses, this would help when it comes to advertising their place and their reputation.

* What functionality should any system provide to these users?

DavGo helps people to navigate places around the city and advertise businesses to attract new customers.

* What constraints will be placed on your eventual design?

The design would probably be too much for the user thus that is why we would focus on having a minimalist design to not annoy the user with the application’s design.

* What criteria should be used to judge if your design is a success or not?

Our application should be judged if the users are able to navigate the establishment and be notified with new establishments opened and events.