

# Project proposal for TourFrame

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## Summary

In our modern society, its becoming more and more of a common practice for people to take trips and go on vacations to new and unique locations around the globe. This can provide good mental stress relief and generally improve the demeanor of the trip attendees. To improve on this, we as people like to find the local specialties to make our endeavors feel more authentic. However, this can be difficult to manage as the way these locations are structured, buildings and activities can be hard to find and organizing these visits in a timely manner can be difficult as these trips have limited time.

This issue is the target of my app TourFrame. The aim of this app is to create a place where you can find and compile a collection of unique locations based on the desired activities of the user, and then schedule these activities based on common wait times and store activity times.

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## Competition

RoadTrippers – An app with a premium service that allows the user to find and log sites of interest along a path toward a provided location.

TripScout – A service that collects data on key vacation destinations and tells user about notable stops and hidden “gems” of the chosen city or country

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## Making a unique alternative

Currently, these two popular apps are working towards the same goal for a premium. Pairing this with the fact that both of these is aimed at either making transit a better experience or a providing detailed information on a select number of key destinations. However, this app offers to provide a more tailored scheme of organization. The goal of this app is to both find scenic locations on the way to a location, but also is geared toward finding attractions that are near any location an individual may be interested in visiting, and then trying to schedule a log of visit time to try and optimize the amount of destinations that may be visited.

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## Implementation

TourFrame will be created and maintained by Dylan Hughes. For development this app will lean heavily on mapping api that are available to do the bulk of the path finding. So Google Maps api and Bing api will be a core tool in the creation of this app. Following this, the front end will be constructed with react native and JavaScript, and for the back end, python and C++ will be used to maintain and schedule the users input.

For distribution into the market, TourFrame will be a free service and will provide upfront benefits. More benefits will be offered with a Subscription at a later date.

For monetization, the app will exist on two stages, one will be its free to use variant which will both have limited functionality and side bar adds from travel agencies to add incentive for subscription, and will produce funds from non-subscribed users. Then there will be a subscription variant that will be add free and will provide the user with unique functions that will expand the utility they get from the app at a bi-monthly fee.

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## Market Analysis

TourFrame finds its niche in the market among its competition in that its competition provides a service that is less pervasive throughout their visit. RoadTrippers provides a utility in transit and while that may be a feature of TourFrame, we would also offer a collection of locations and activities at and near the target location strengthen a trip where RoadTrippers functionality would begin to falter, and on the other end, TripScout offers tailored destinations and activities for key areas that the user chooses, and with this will likely provide a more detailed summary on the locations, TourFrame will be working to find and log a good scheme of activities for ANY destination that the user would like to visit. TourFrame will be designed in such a way that it will be best geared towards those that will either be taking trips that are on the longer or the shorter side of vacations, as it will allow TourFrame's scheduling to help best make use of the time the user has and can fill any undesired lull time with suggestions for areas of interest. Paired with this, TourFrame will also be most useful for those that are aiming to take trips to less popular locations as it will broaden their options for exploration.

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## Marketing Strategies

The strategy that will be used to break into the market will be to provide a free service that will help make the users happier in the respite from their work week. Then advocate for word of mouth advertising and utilize advertising through select travel sites.

Our primary customers will be frequent travelers and those able to take trips for a longer time. The goal will be to demonstrate to travelers through the free variant of TourFrame, the utility to had from using TourFrame, and once TourFrame has earned these users, the advertising strategies planned will be implement to begin monetization and broaden user base.

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## Development Strategy

The development strategy to employ will be to break the workload into functionalities and once a functionality is completed, its effectiveness will be evaluated with user testing. Once proven functional, a tree of sub functions will be worked on and tested in a similar fashion until all needed components are completed, the next separate task will begin, and will be integrated into the previous task.

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## Barriers

There will be a handful of notable barriers that TourFrame will have to work through:

- ◆ Relatively short window of utility for users
  - ◆ Potential Marketing Costs
  - ◆ Developer workload
  - ◆ Strict development cycles
  - ◆ Pulling its niche audience from its competition
  - ◆ Integrating its monetization scheme
  - ◆ Deploying the application across multiple storefronts
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## Critical Risks

The most critical risk of TourFrame will be its window of utility for its users. Because tour frame will find its use when users are on vacations, the majority of the year will see little to no interaction from any user in specific. Paired with this, the next biggest risk associated will be that the competition is already established and it will take a while in development to match the utility they provide, followed by needing to improve to be more attractive towards our target users.

To deal with this, TourFrame will take advantage of the big gaps in time for research and programming to improve its utility so that users will have a better product when customers will be looking to use the app. Then TourFrame will aim to implement its namesake features as soon as possible to help distinguish itself in the market as soon as possible.

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## Interviews

The following questions were asked to individuals that are planning on taking trips in the near future or are coming back from a vacation.

**What is your name ? ( 10 Responses)**

Julia Marler

Davis

Darlene Hughes

Oston Hughes

Chimera Lushaw

Sharilyn Farris

Rusty Burrell

Jennifer

Jimmy Masterson

Kyla McCall

**What do you like about TourFrame? And What Features do you like?**

The scheduling makes trips easy to planning.

Seeing places to stop makes long trips easier.

I would like getting to the stuff that I can do near the hotel.

Yeah, I would like to know somewhere near the hotel, so we have something to do after we get there

I would definitely wanna know places close to where I go, it would make it better

Knowing what was around would let me know all the things I could do

That could make that long drive better

it would be awesome to see all the stuff that I could do that I didn't know about

I wouldn't mind having a list of stuff that I could do

It would be great if it gave me one good stop when I was driving home

**What do you think doesn't work or needs to be changed ?**

I wouldn't want to have to follow a time line on my trip

I'm not sure that I would go to a lot of extra place in a different city

I would want more details on the places

I wouldn't get to use it much