

Team: TechNomads

ID: G02

Interactive Tourism Platform: TRAVELHUNT

A Gamified Interactive Tourism App



Introduction and Background



Background

- *Tourism is a global industry driving millions of travelers.*
- *Yet, travelers often miss hidden attractions.*
- *Lack of interactivity limits exploration.*



Problem

- *Travel apps focus only on popular spots, leading to passive exploration.*
- *Lack of interaction with the local people, hence missing out on the local culture.*
- *Lack of a platform with gamified elements for immersive experiences.*

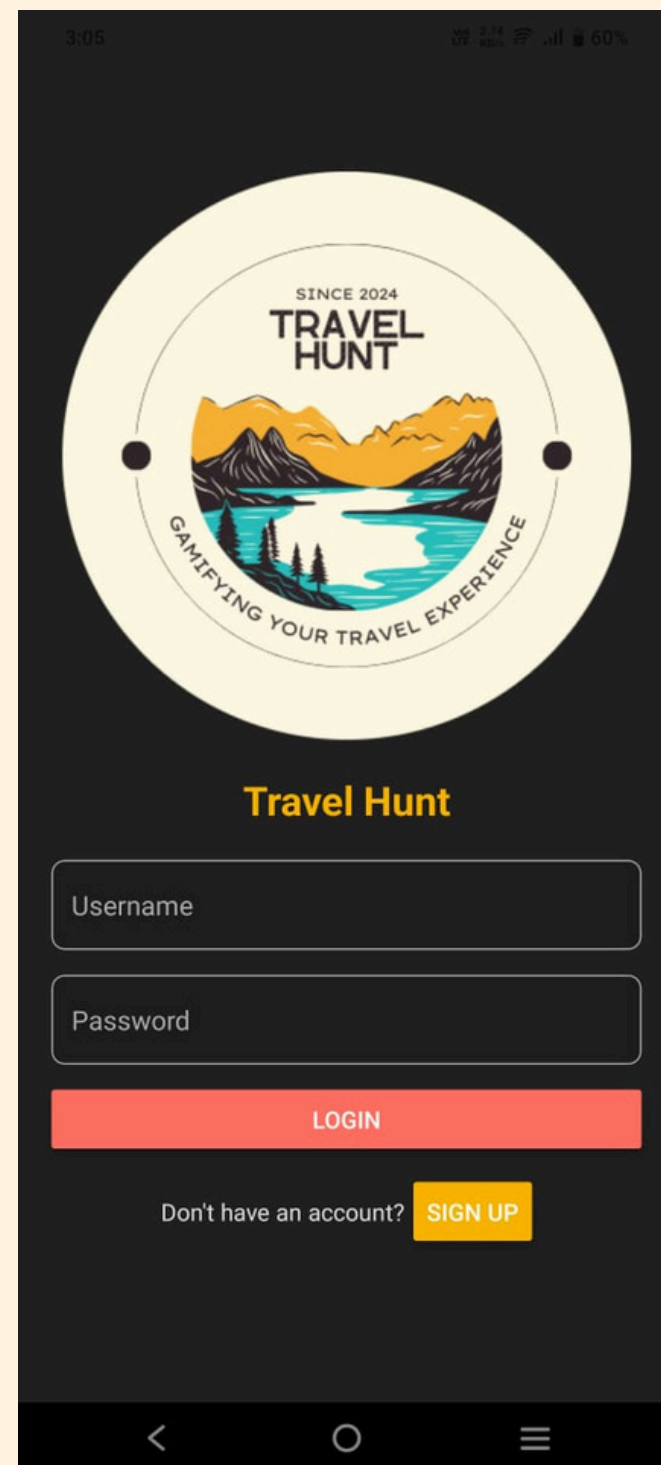


Our Solution

- *A gamified tourism app.*
- *Encourages hidden attractions discovery, cultural immersion, and challenges.*
- *Combines quests, badges, leaderboards*
- *Many more features....*



Flow of the App (User Onboarding)



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SINCE 2024
TRAVEL HUNT
GAMIFYING YOUR TRAVEL EXPERIENCE

Travel Hunt

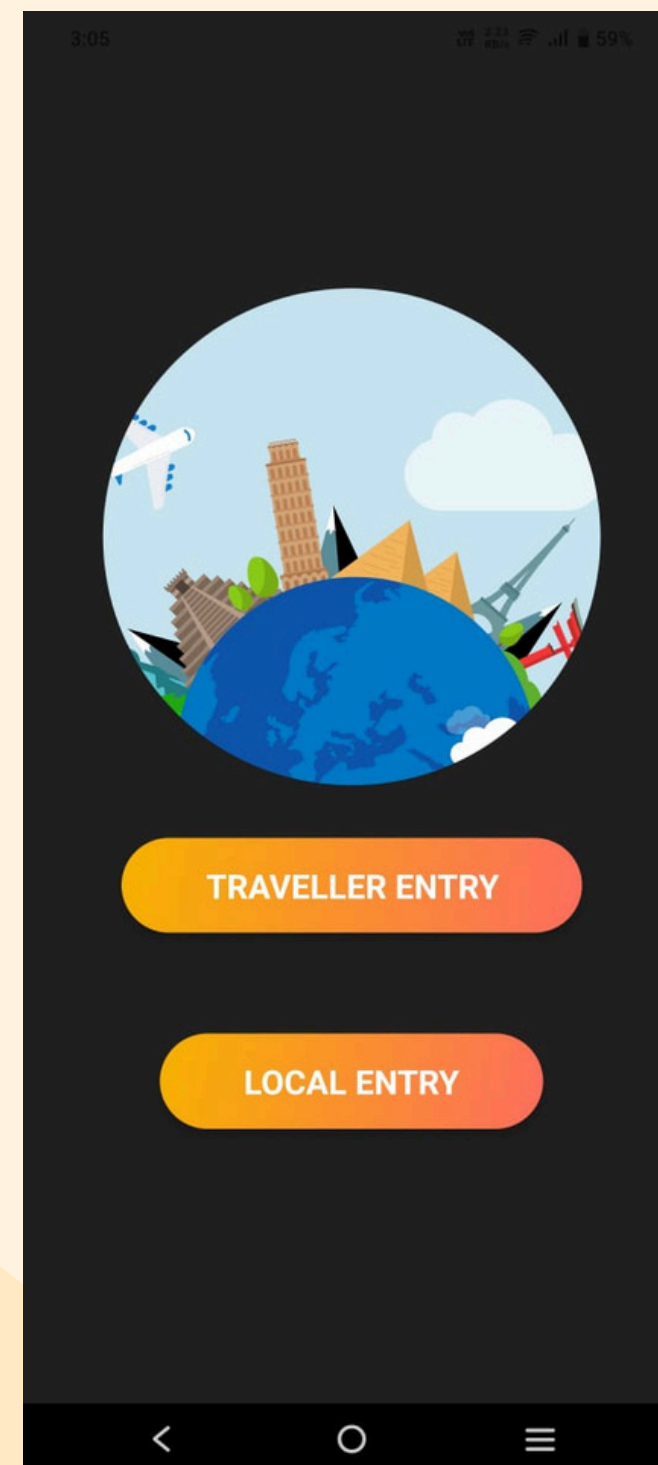
Username

Password

LOGIN

Don't have an account? **SIGN UP**

< ○ ≡

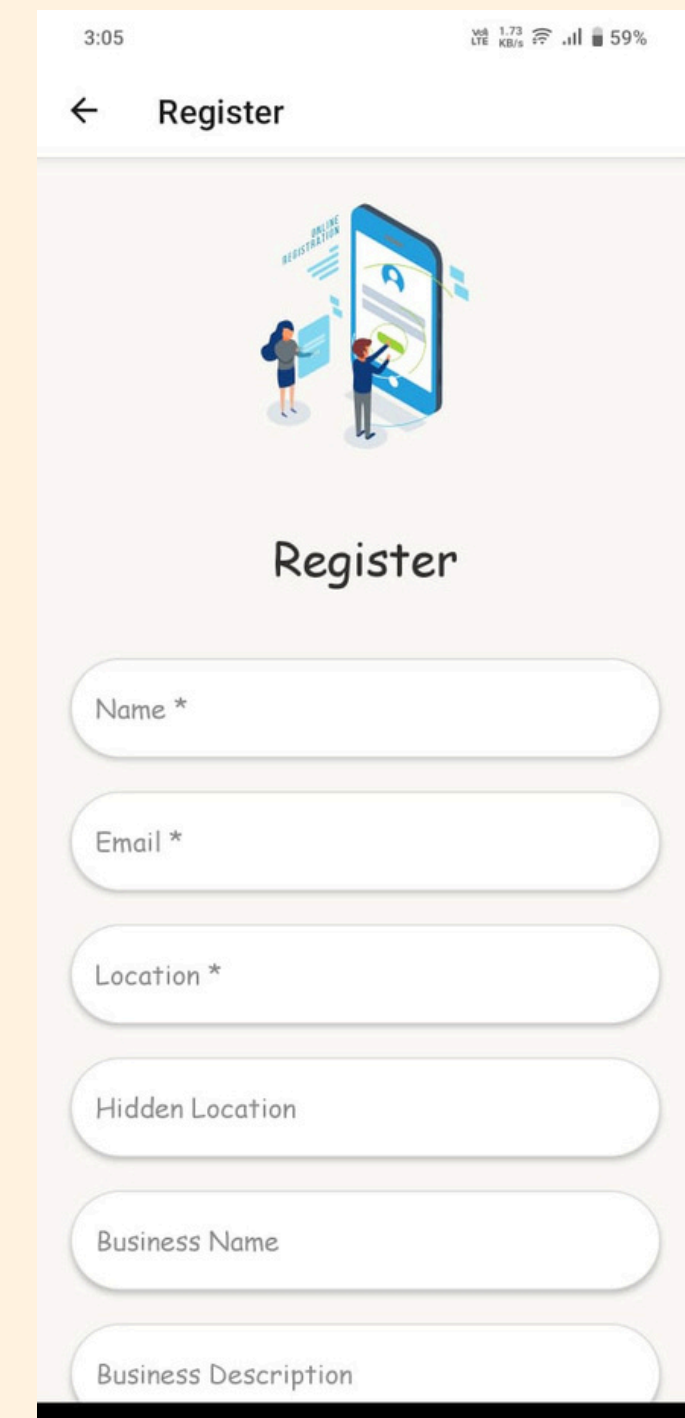


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TRAVELLER ENTRY

LOCAL ENTRY

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← Register

Register

Name *

Email *

Location *

Hidden Location

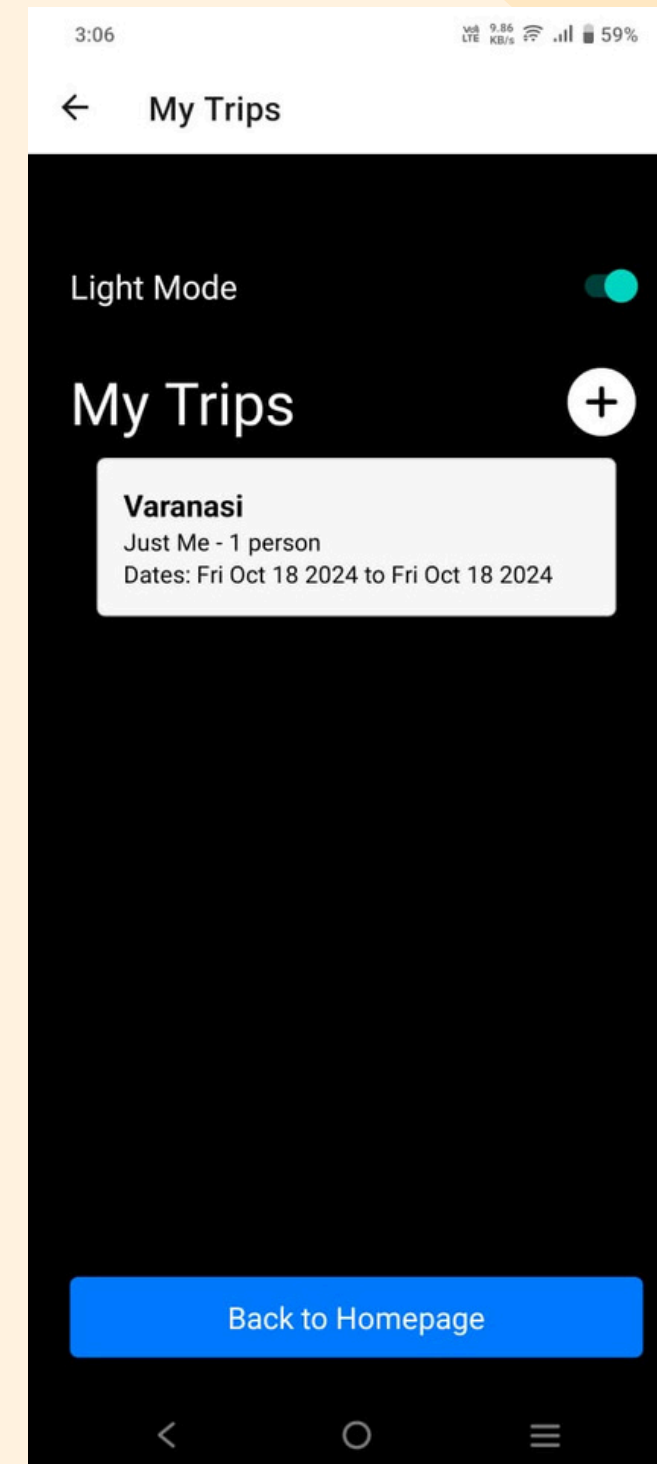
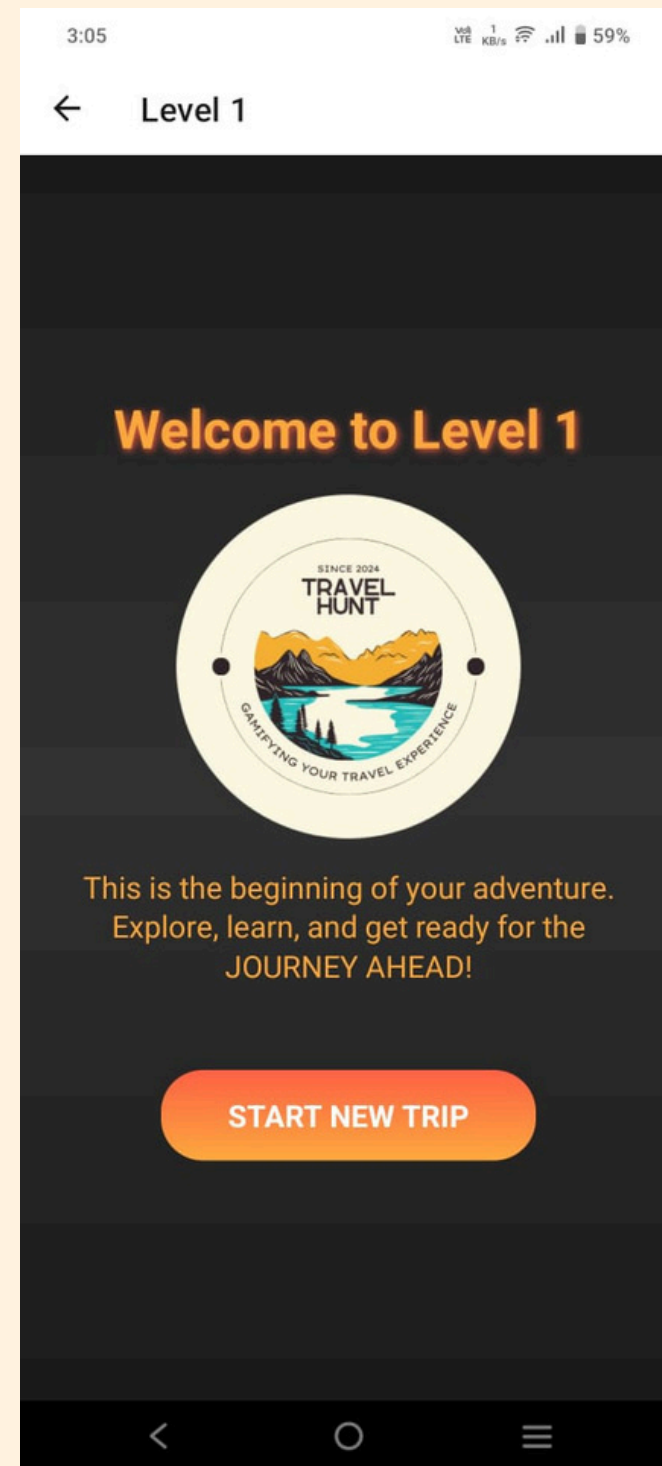
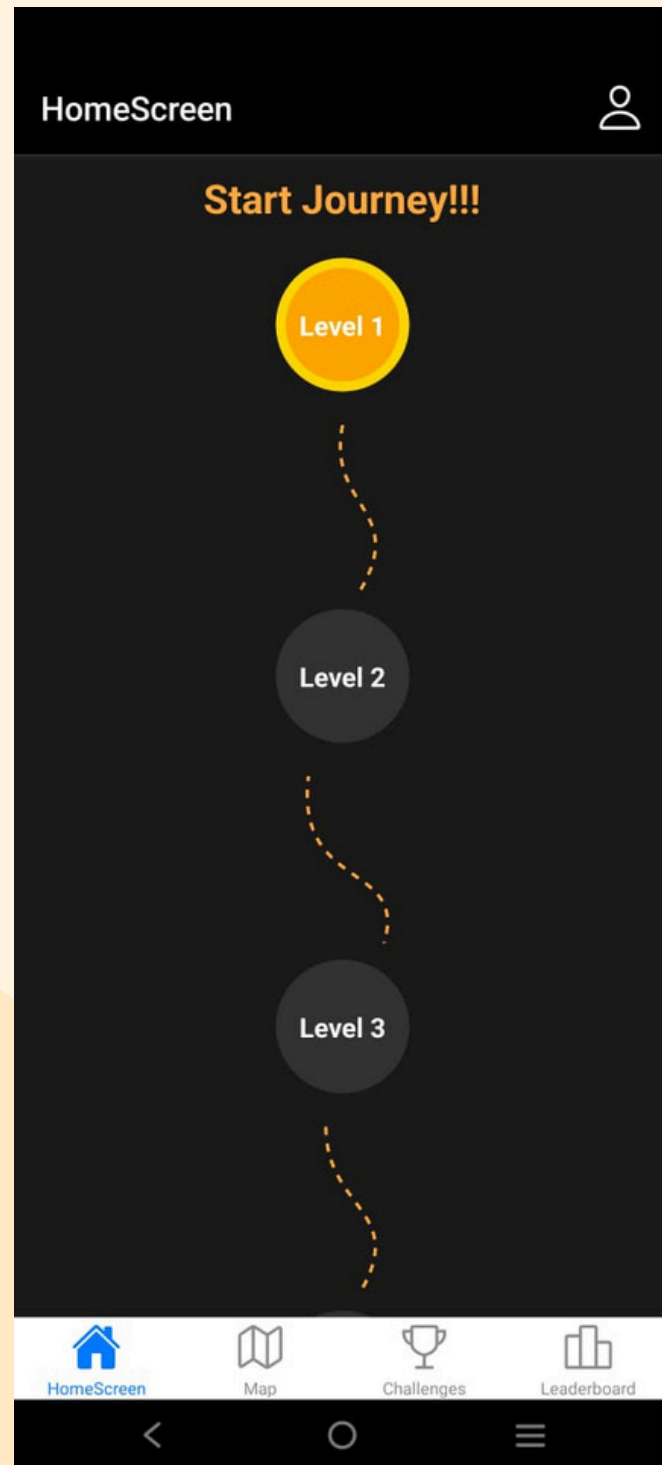
Business Name

Business Description

A ROBUST USER AUTHENTICATION SYSTEM WITH SMART
INFORMATION COLLECTION FORM.



Level 1- Start Journey!

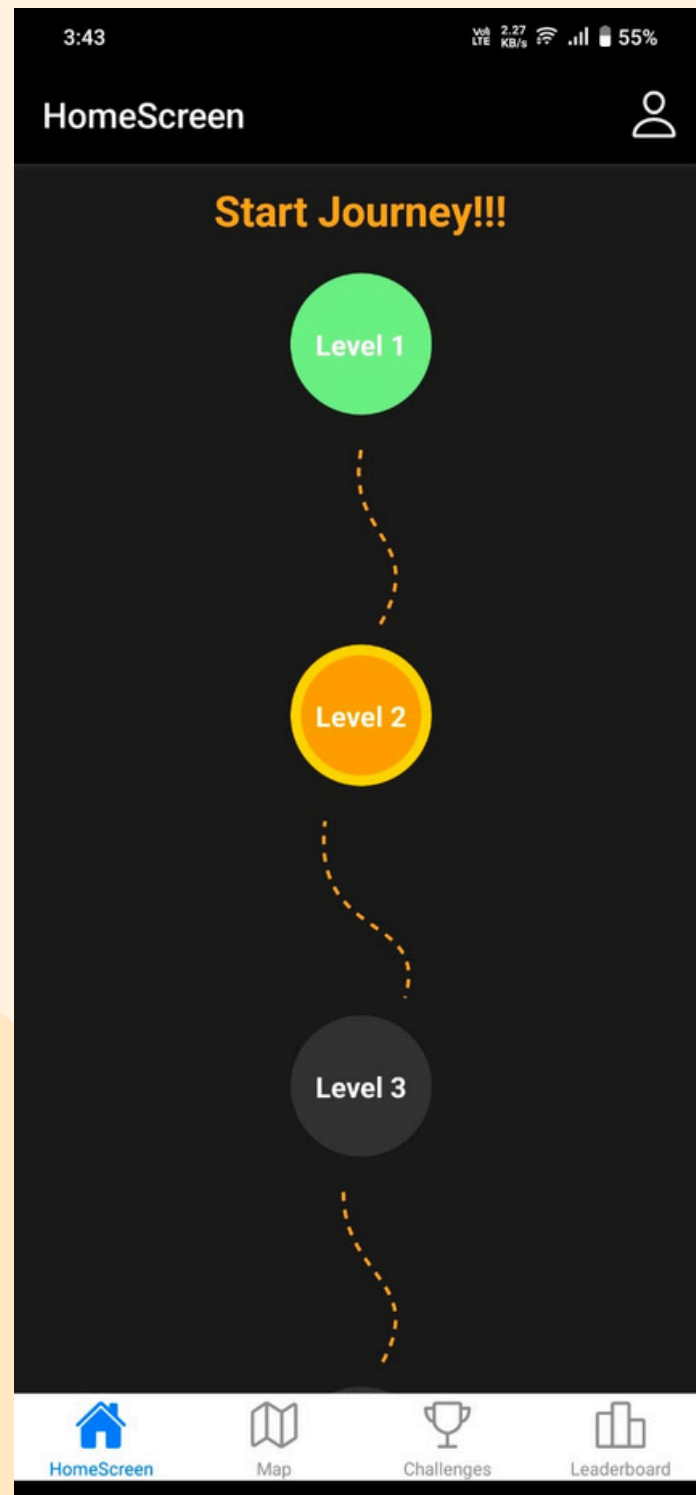


Begin Your Journey: Tap "Start Journey" to kick off your adventure! The app will lead you through thrilling challenges and quests, personalized to your current location

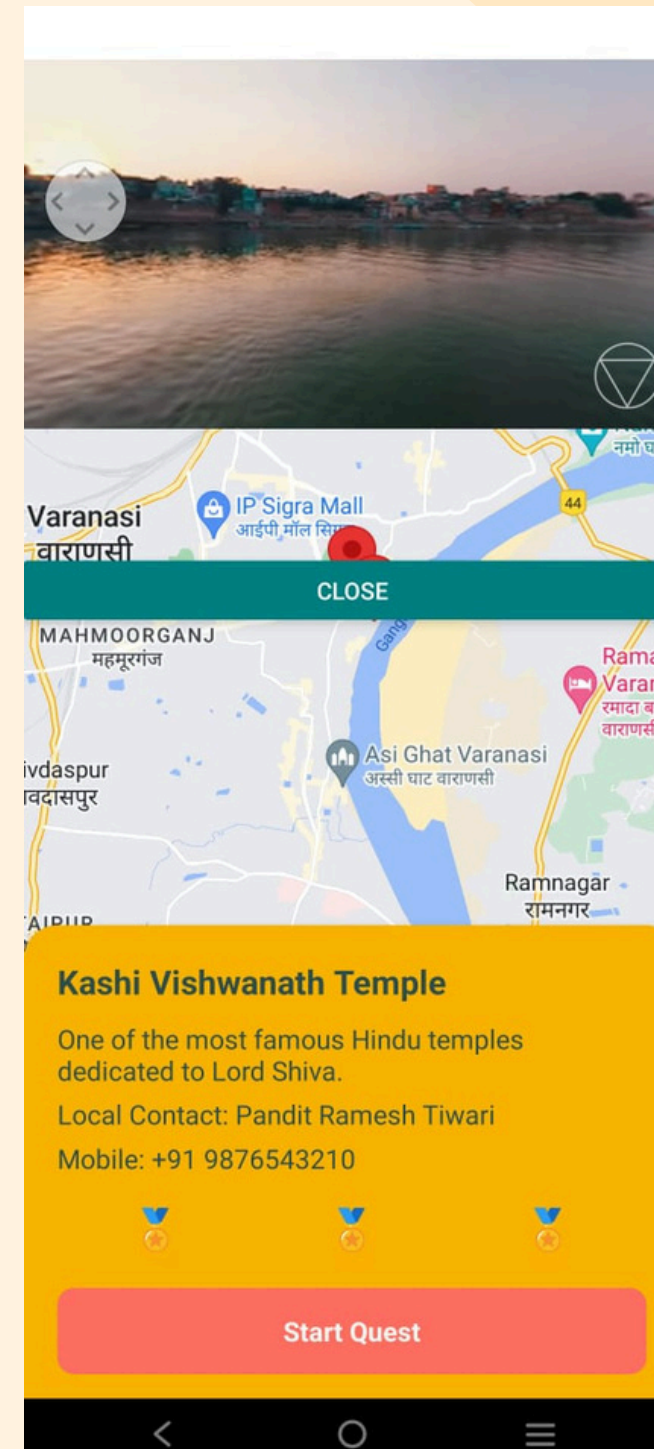
Seamless Navigation: Whether you're discovering hidden gems, tracking your progress, or taking quizzes, the home screen provides effortless access to all the app's features.



Level 2- Select the location to travel to...



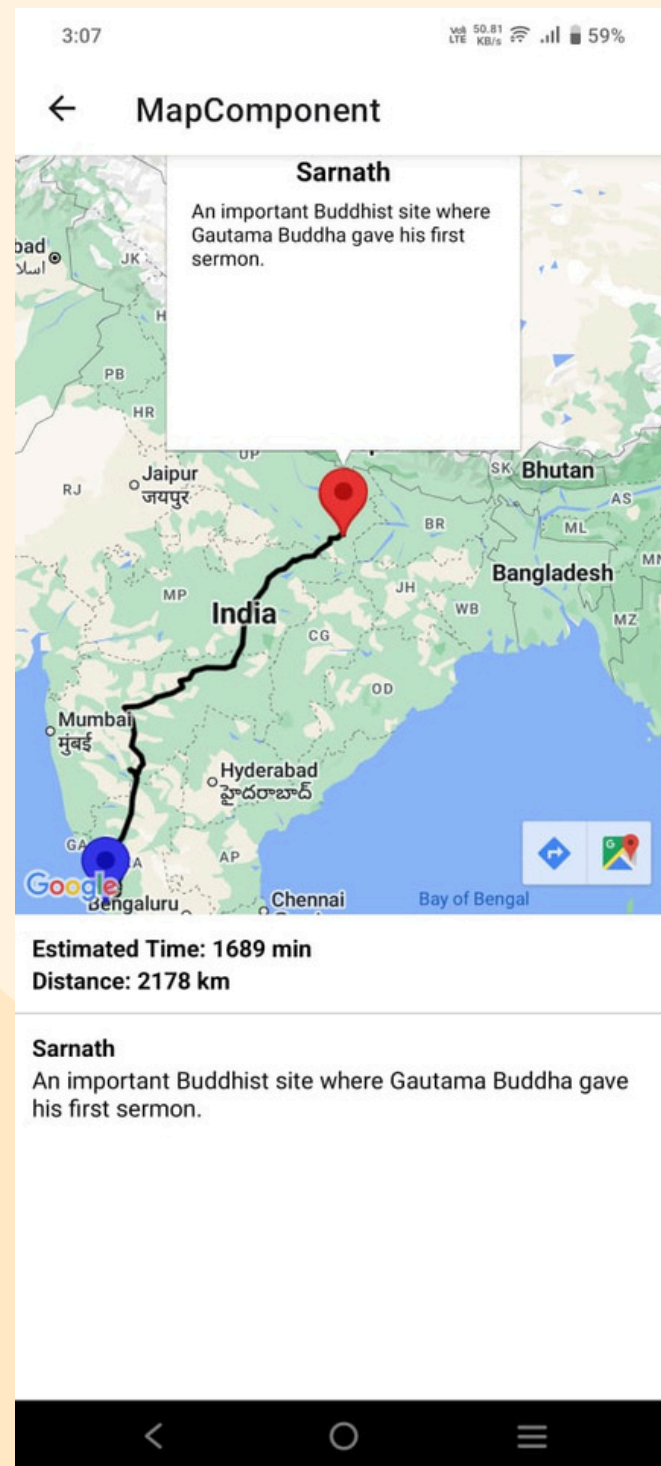
The HomePage adapts to the user's progress, unlocking new levels only after the previous ones are completed. This ensures a smooth and intuitive flow, guiding users seamlessly through the app without confusion or getting 'lost.'



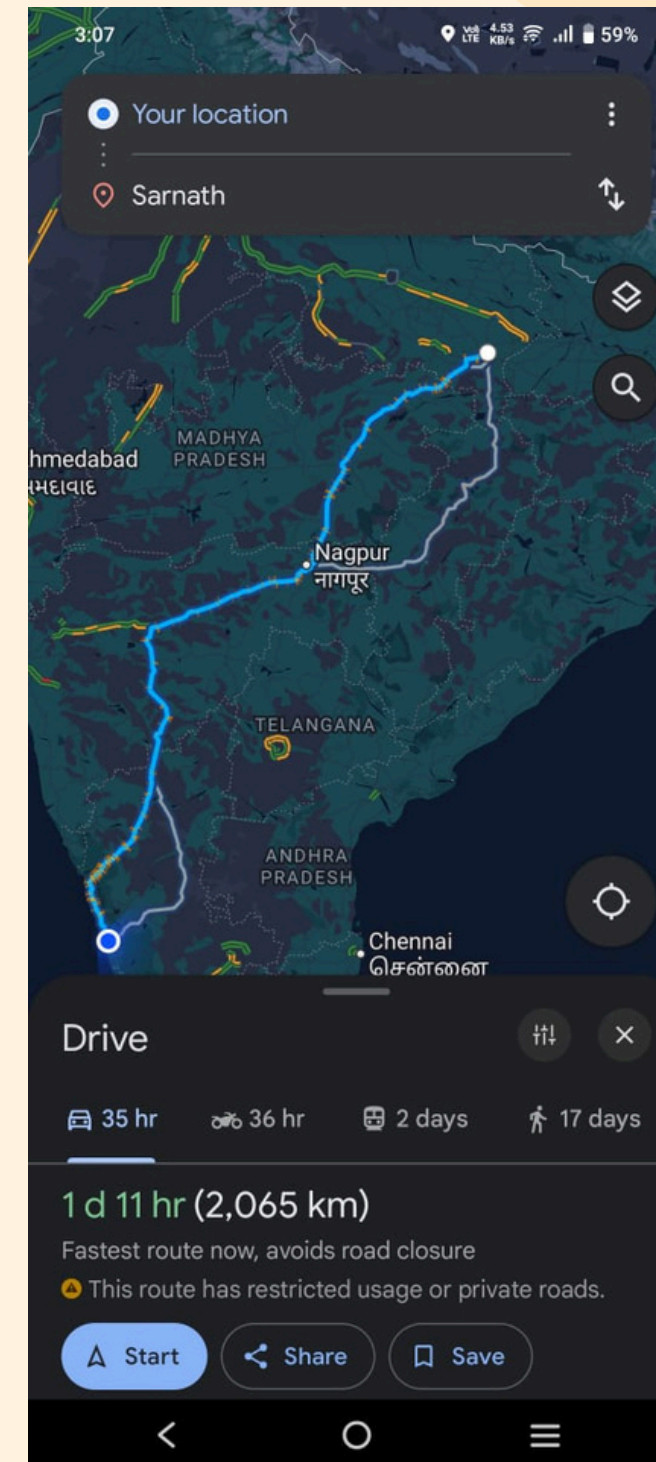
This is a 360-degree virtual reality video incorporating augmented reality. Travelers can experience the feel of a location through VR before visiting. The video's angle changes based on the user's phone movements.



Level 2- Continued...

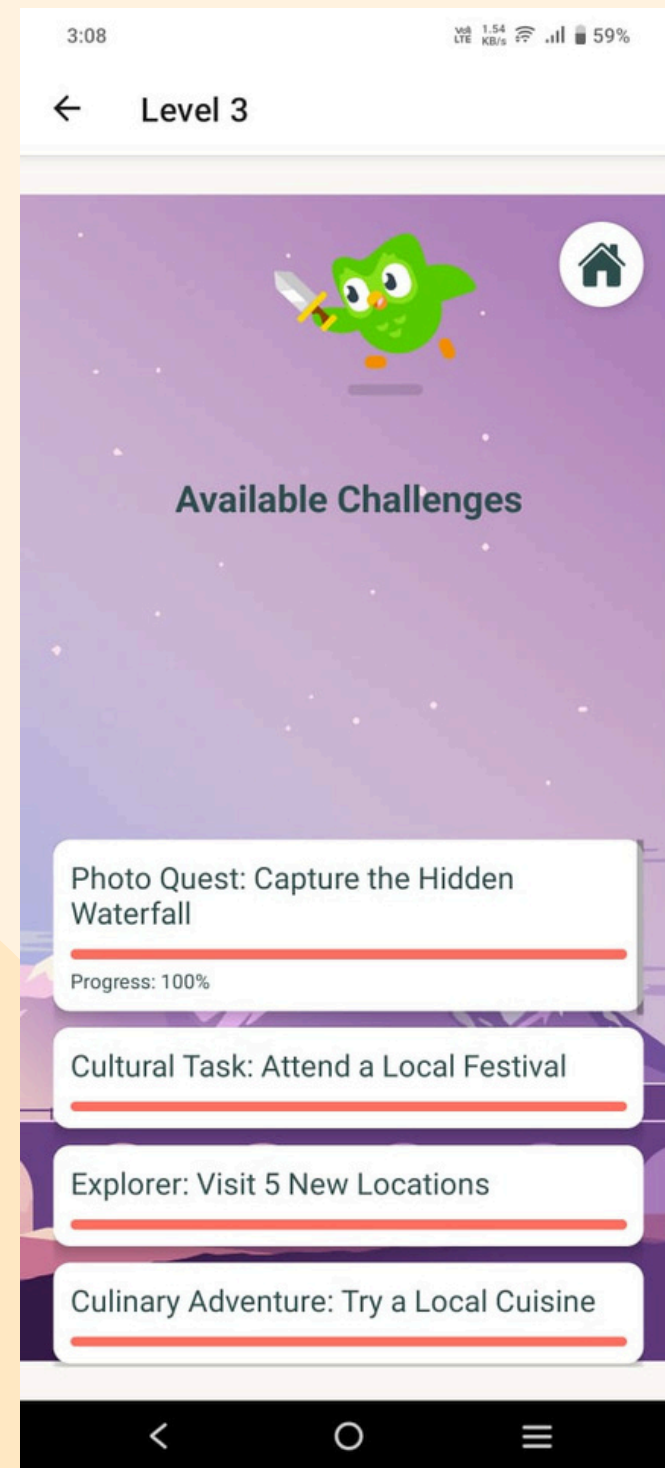


The app automatically detects the user's location and provides the distance to various points based on the city selected. In this case, the user is in Udupi (MIT), while the selected city is Varanasi.

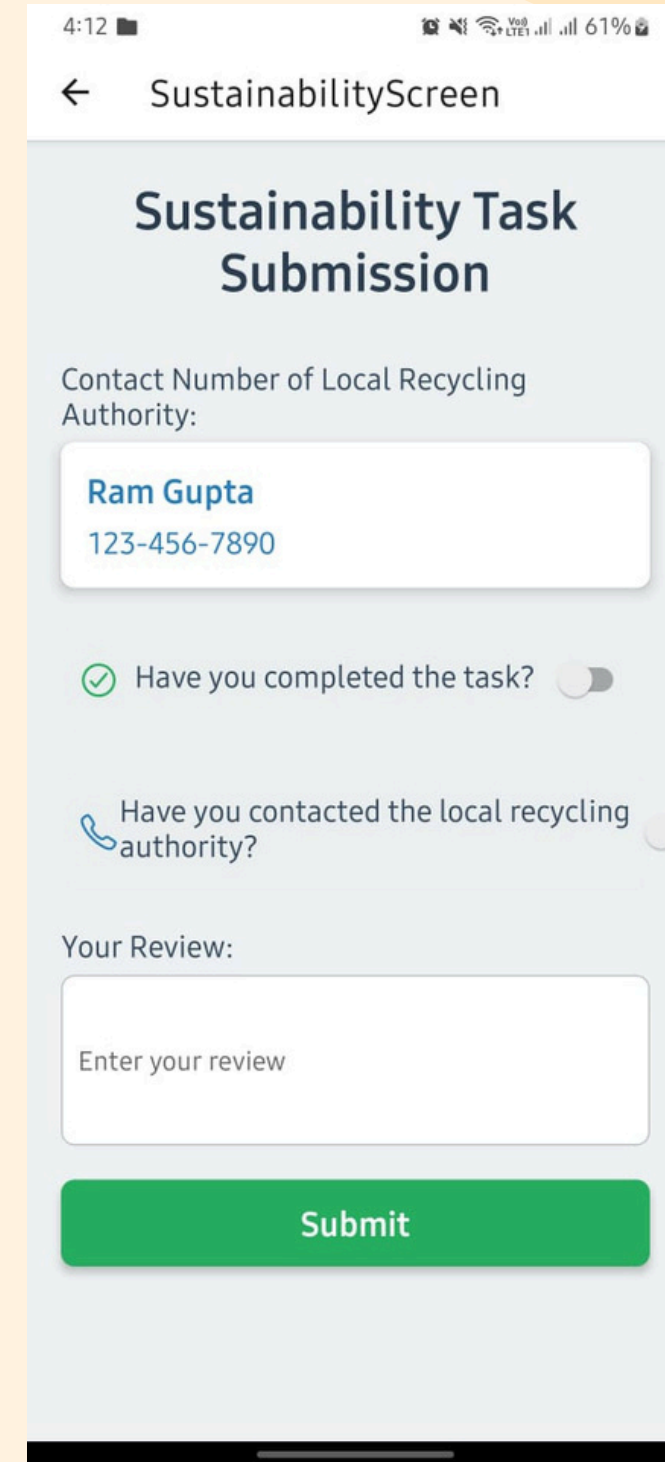


After choosing the location the user wants to travel, they can open the location directly on the google maps to navigate seamlessly.

Level 3- Challenges and Quests

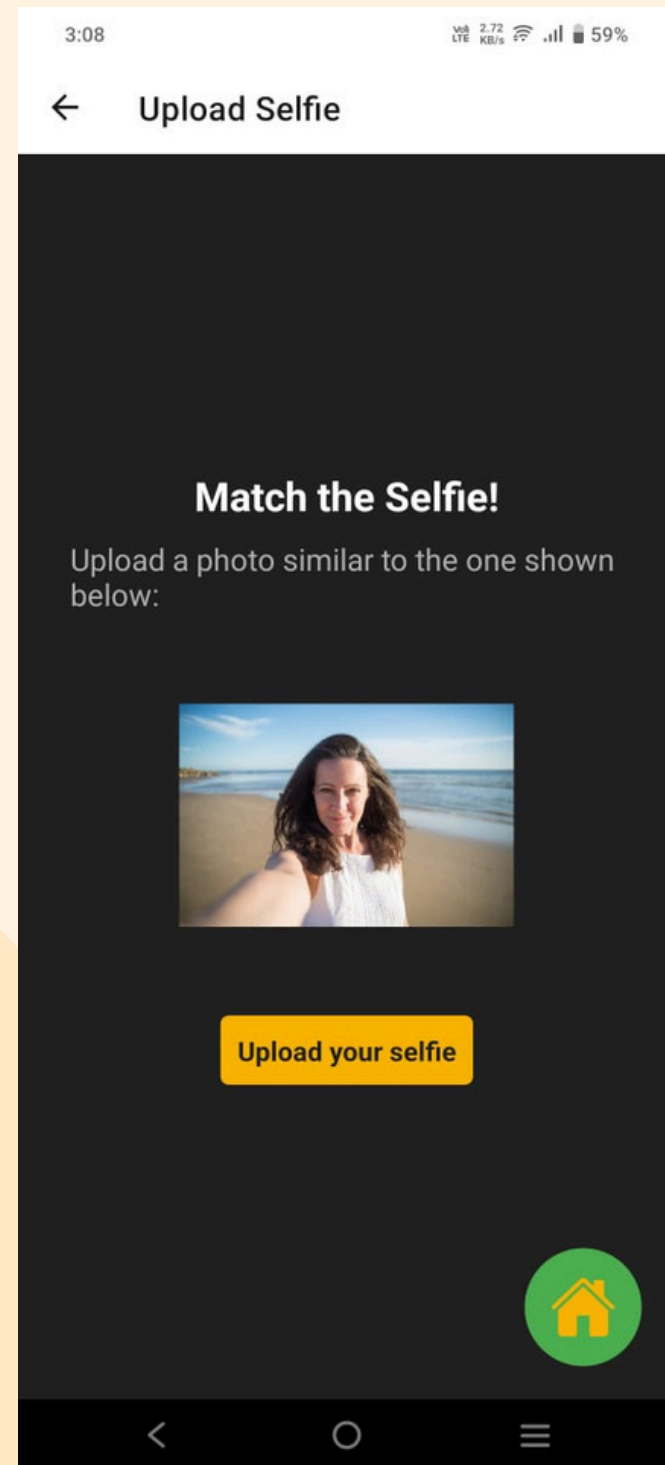


Level 3 of the app offers a variety of challenges to keep travelers engaged. These versatile challenges include features like sustainability and cultural connection.

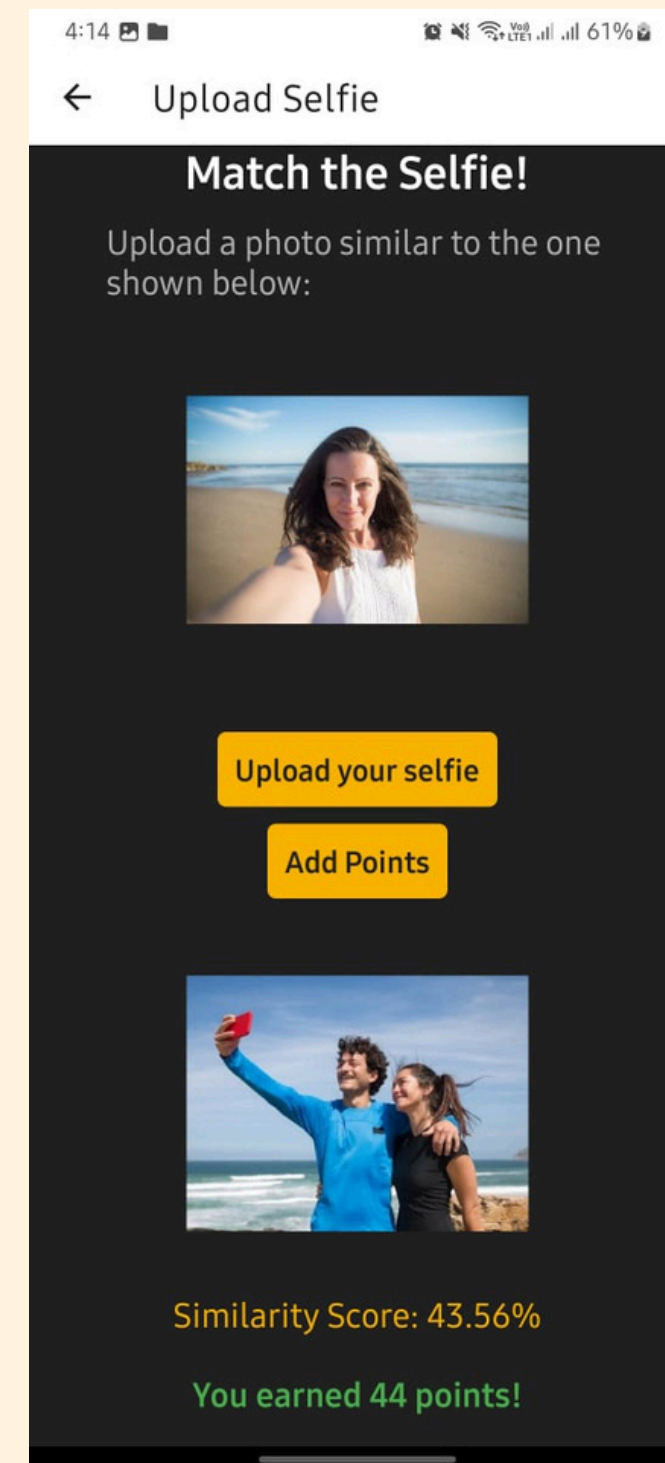


We place a special focus on sustainability. Users will receive tasks that direct them to this page, providing contacts for local authorities and individuals who can assist with cleaning and recycling efforts.

Level 3- Challenges and Quests

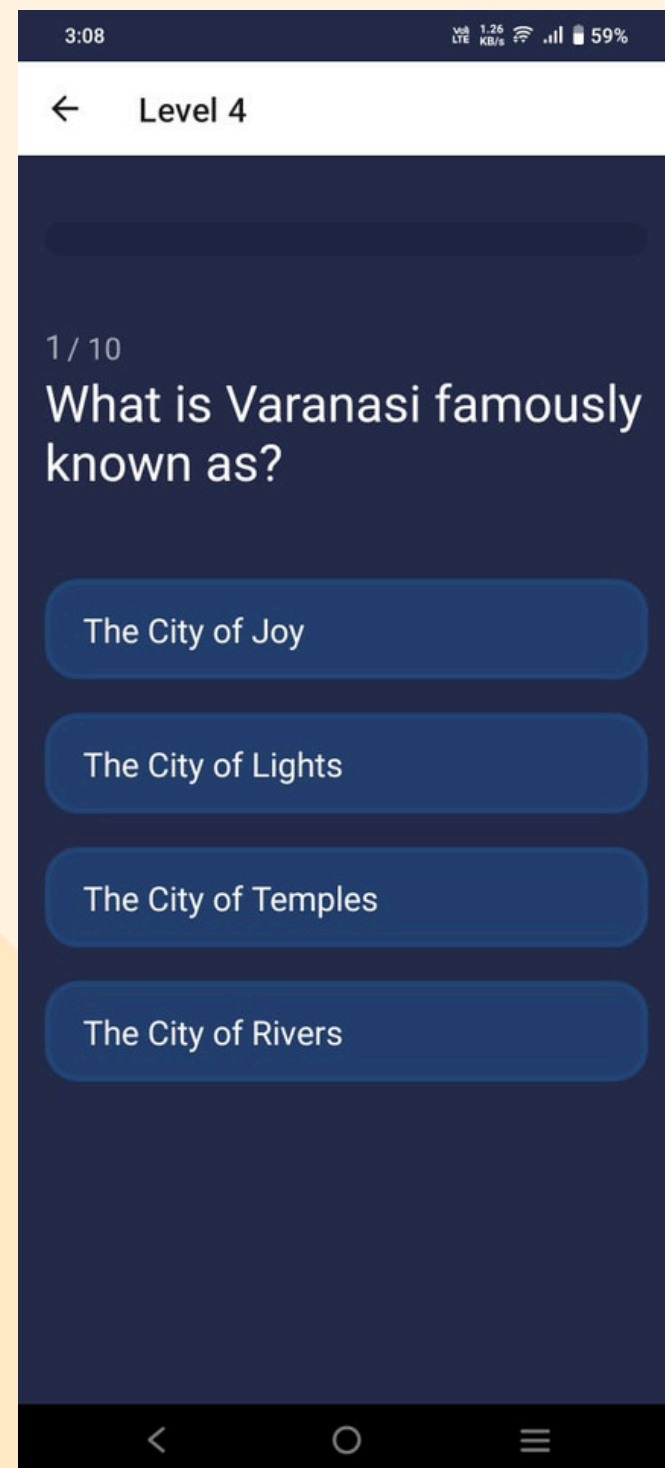


One of our flagship challenges is the selfie upload. Travelers will receive a sample image and must upload a similar one.

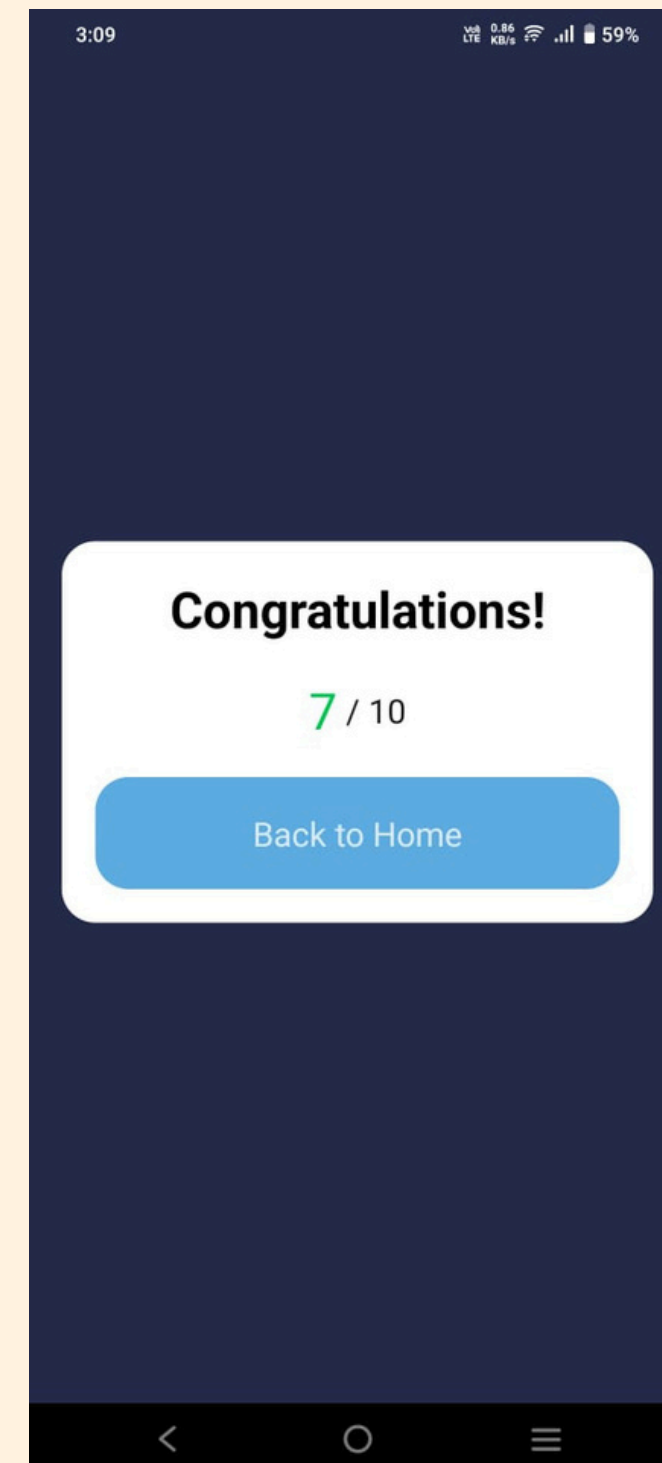


A machine learning model identifies and compares the two images for similarity. The output is a percentage, which is then converted into points based on that similarity.

Level 4- Querky Quiz

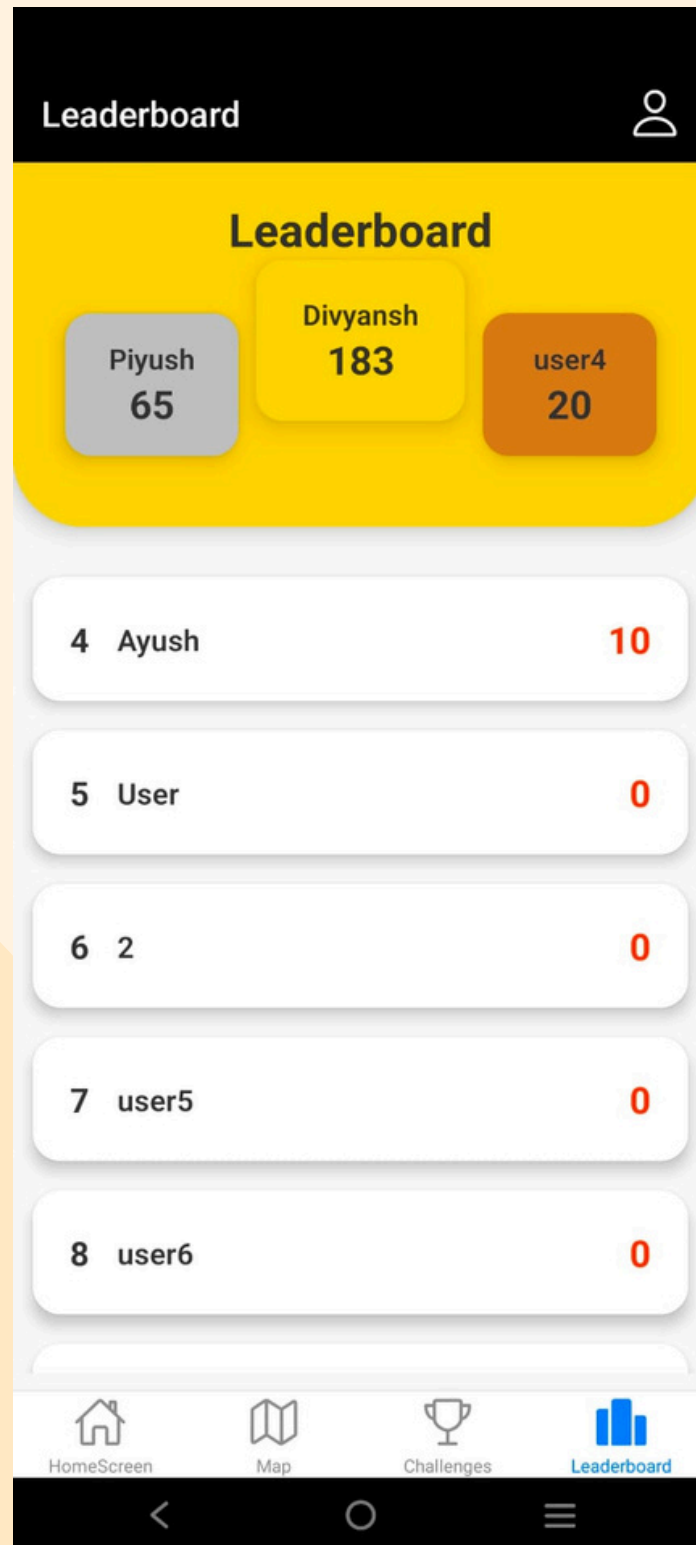


A special quiz is implemented in the app to motivate travelers to learn about the local culture and get involved. This quiz features a variety of questions covering topics such as culture, history, and sustainability.



The answers to the questions will be displayed instantly for better engagement.

LEADERBOARD



The dynamic leaderboard promotes friendly competition among travelers by reflecting real-time achievements. Users can view their local and global rankings, motivating them to complete more challenges.

- Real-Time Updates: Instant rankings keep users engaged and motivated.
- Achievements Display: Scores and badges showcase accomplishments.
- Incentives: Higher rankings lead to exclusive rewards and recognition.

Technologies



Frontend

01

React Native

For building a seamless and responsive cross-platform mobile app

02

Expo

For easy management and seamless connectivity With mobile phones

Backend

01

Node.js with Express.js

Manages the app's server-side logic, handles requests, and ensures smooth data flow.

02

MongoDB

Stores user profiles, challenges, achievements, and location data in a secure database.

API's

01

TomTom API

For interactive and customizable maps that guide users to hidden attractions.

02

Geolocation API

Real-time location tracking for location-based challenges and navigation.

Other Tools

01

JWT (JSON Web Tokens)

For secure session management and user data encryption.

02

Machine Learning

ML for training our model for predicting values.





○ Market Research, Scope, and Application



• Market Research:

- The rising trend of gamification in apps, especially in tourism.
- Competitor analysis (e.g., TripAdvisor, Foursquare).

• Scope:

- Target young travelers, digital nomads, and adventure enthusiasts.
- Expanding partnerships with local businesses and tourism boards.

• Application:

- Can be used in tourism hotspots and off-the-beaten-path destinations.
- Local communities can use the platform to promote hidden gems.



What Sets Us Apart: Novelty & Monetization Strategy



Novelty

- **Gamified Exploration:** The current tourism market lacks a gamified platform leaving a big gap for a potential app in the potential.
- **Augmented Reality:** Leveraging AR technology for engaging photo challenges, offering a fresh way to discover attractions.
- **Cultural Immersion:** Providing authentic experiences that connect travelers with local customs and traditions, distinguishing our app from others.
- **Dynamic Leaderboards:** Fostering real-time competition among friends and users, creating a vibrant community of explorers.
- **Offline Functionality:** Allowing seamless exploration without constant internet access, perfect for travelers in areas with limited connectivity.

Monetization Strategy (Potential)

- **Freemium Model:** Users access basic features for free, with the option to upgrade for exclusive challenges, detailed maps, and extra rewards.
- **Local Partnerships:** Collaborate with restaurants and attractions for referral fees and discounts, enhancing user value while supporting local businesses.
- **In-App Purchases:** Provide options to buy additional badges, custom maps, or mearches, creating ongoing revenue streams.
- **Advertising Revenue:** Feature targeted ads from relevant businesses (like travel gear and local services), keeping the app user-friendly and engaging.
- **Donation Model:** The tourism community is one of the most well off. For such an inclusive app, it will not be hard to get loyal donators.



Thank You!

