

Project Proposal

For the course Software Project (LTAT.05.005)

Project Title:	EstonishingEstonia.com Recommendation/Matching Engine and Website Development
Organization info (name, Website, etc.):	Estonishing Estonia MTÜ
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Background Information

Estonishing Estonia MTÜ is a newly formed organization that is founded with an alternative and inclusive view on promoting tourism into Estonia. We believe in personalization, user friendly and customizable web content that caters to each user's personal interests and allows them to control the views of our rich content that is developed by using stories and recommendations of locals as well as the expat community residing in the country. Our unique selling point is personalization of content and functionality to Build-Your-Own-Trip, using intelligent qualifiers, including the season, duration, transportation preference, interests, areas and potential limitations (mobility, accessibility, cultural acceptance, interests, food restrictions etc.). Estonishing Estonia is designed to attract and assist all travelers, no matter who they are, where they come from and the points of interest that they may find Estonishing.

Project Description

This project addresses the lack of comprehensive and user-friendly online resources for potential tourists interested in visiting Estonia. Our website will serve as an all-in-one platform for travelers to plan their Estonian adventures, learn about the culture, and discover hidden gems across the country. By focusing on grassroots storytelling and insider knowledge, we aim to create cultural value and entice dreamers, adventurers, and virtual travelers alike.

General Scope - What is the product to be developed?

A Web (or mobile) app including a recommendation/matching engine that allows users to customize content and manage personalized trip recommendations and paths, based on the use of intelligent qualifiers, including season, duration, transportation preferences, interests, areas, potential limitations (mobility, accessibility, cultural acceptance, interests, food restrictions etc.), user's past travel behavior, and budget.

Data gathering (e.g., past travel bookings, website browsing behavior, searches, saved experiences, user profiles, external data) and processing as well as recommendation algorithms (e.g., content or collaborative-based filtering) are expected to be utilized for the implementation of the recommendation engine.

Other (could-have?) features include visualization of recommendations on a map, and real-time pricing and availability of recommended experiences.

We would value and welcome any input from the students developing these online resources as well as their fellow students - not only on the technical solution but also on the user preferences and needs.

Who are the target customers and users?

There are 3 main groups of customers and users:

1. Dreamers – potential inbound tourists that are exploring different travel destinations.
2. Tourists and locals – users that have already booked or decided, or domestic travelers looking for new travel experiences.
3. Virtual travelers – users that are keen on learning about new countries, cultures and customs without physically traveling,

Constraints & Assumptions

- Mobile-responsive design compatible with major browsers
- Intuitive and functional structure with comprehensive coverage
- Access to accurate, up-to-date information on attractions and services
- Compliance with GDPR and other data protection regulations

Proprietary Information and Rights

- All original content (text, images, videos)
- User data collected through the website
- Custom algorithms and recommendation systems
- "Estonishing Estonia" brand and associated assets