BeenThere Project Report

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With BeenThere, you can share your travel experiences, read other people's views about places and discover getaways. This project is a mixture of both social media and review sites. It provides the ability to view comments about places and make your travel plans accordingly, while also following your favorite guides and receiving notifications about their listings.

Looking at the current market, there are some giant social media companies (like Facebook, Twitter), giant review sites (like TripAdvisor), and also some travel blogs. But most of these websites don't have the flexibility BeenThere provides: Following your favorite guides, reaching first-hand information, looking at the big picture from the main map, finding exchange program details, being a content-creator from the beginning, providing referral contact, and more.

Who does BeenThere appeal to?

- Travelers looking for a blog to record their experiences and build an audience.
- Travelers looking for first-hand information.
- People who plan to take part in voluntary working positions or exchange programs and want to gather information about the host.
- People who want to follow their favorite traveler's adventures.

What costs/profits does BeenThere entail?

- The fact that it is a collaborative blog makes BeenThere inexpensive to maintain. No content-creator needed to be paid. However, active moderators may be needed to verify the data provided by the users. Moderators can be chosen from the active users.
- The app is created to provide reliable and first-hand information to travelers. From this perspective, paid partnership between businesses and BeenThere to promote the business violates the ground rule. The referral program of BeenThere, however, can be profitable when there is a wide network of businesses registered to the app.

Advantages

- As opposed to many travel blogs out there, you don't have to be working for BeenThere to be a content creator. Any relevant content is posted immediately so that you can start sharing experience with a wide net of travelers.
- Social media, for sure, gives people ability to share their discoveries or experiences about a place. But the audience is only the followers of the person. With BeenThere, any public experience will be easily reachable to any adventure-seeker.
- In social media, posts don't contain detailed, adequate information about the details of the place. Most people do not provide exact location, phone number or prices in the posts. With BeenThere's detailed post templates, it's easier to keep track of places.
- Among the experiences without any costs, BeenThere provides ability to create a referral system between travelers and commercial establishments. After an

agreement between the traveler and the service provider, discounts can be applied to further visitors at a certain rate.

- BeenThere encourages people to share not only their touristic experiences, but also their academic mobility, voluntary work and youth exchange experiences. This helps people find reliable information about these activities with scarce information resources.

Disadvantages
- Location's critical data (phone number, address, etc.) provided by users may not always be up-to-date or correct. The data might have to be manually checked and corrected by admins or moderators.
- It will take a lot of time to gather enough users to have a wide net of reviewed places. During this time, search results may not return useful data.
- Referral system may require extensive work to function flawlessly. QR codes, registration of the business to the app, and legal agreement between BeenThere and the business may be needed.