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**CURATE Project Proposal**

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This proposal outlines details of the web application CURATE which is designed to

provide travelers with a curated set of recommendations by locals from a particular city. Travelers will be able to find a short list of curated “Top 10” spots for the particular type of traveler they are (i.e. a young family will have a different

**Problem Proposal:**

*Description*: CURATE is a web application that will allow users to view and submit their top picks for local attractions in their city that would be ideal (Top 10) for travelers of a certain type. For instance, I have a young family, so I might submit my top picks for what young families visiting my city (St. Louis) should do. The tagline is “by locals. for you.” to signify that these are user-generated picks that are designed for unique travelers of different types.

*Problem it Solves:* For many travelers, the options on apps like Yelp or TripAdvisor can be overwhelming and often are subject to fears about product placement and that companies can pay to have their restaurant put higher in the search engine rankings. Additionally, there are simply too many options available that aren’t curated at the local level. Now more than ever, people want reliable, local opinions about restaurants and attractions from people who know them best, which is locals.

*User Personas*: Travelers of all types will benefit from using this web application because every travelers wants to create a special trip that is personalized and individualized to them. Having local opinions will help them to minimize time spent planning while maximizing the fun of the trip. Additionally, travelers may feel more connected to the city knowing that locals have provided some helpful top 10 lists to welcome visitors to town.

*Value/Benefits:* This web application will solve a problem for individuals and the free info packet that I included in the website was a chance to create a revenue stream by allowing advertisements in a clearly-labeled advertisement section of the info packet.

*User Interaction with Application:* Users would interact with the web application before their trip by logging in with the sign-in button on the upper-right hand corner of the site and they could save their favorites so that they can easily use it during their trip.

**MVP Details:**

* *A high-level overview of the features:* Users can sign in to the website to create their own personalized schedule for their upcoming trip. Users can also sign in to provide their favorite Top 10 lists for their home city. A user would come to the home page and likely begin with the Top 10 Lists where they can filter by city, neighborhood, and their travel type. Travel type can be something like “young family” or “singles” or “walkable-preferred.” Users can also sign in to provide their Top Picks, which we would use as a marketing strategy to get eyeballs on the site, as well as
* *Minimal set of features:* Users need to be able to filter by city/neighborhood/traveler type. They also need to be able to submit their own ideas for the database as well as submit a request for a free info packet. The Info Packet will likely be a PDF that will be emailed to them, but I left it vague so that it could be actual mail if CURATE decided to move in that direction because it was a revenue creation engine.
* *A high-level architecture picture:* The central database will be the Top Picks, but the user data would be a second need in terms of databases. The application would need to manage the Top Picks that are both submitted and favorited by users.
* *A high-level description of the data*: The data fields will include Name, Email, Hometown, Favorited Picks (which may need to be sorted into cities/trips in a future sprint), as well as user comments. The username will be the primary key that will be unique to all users and will connect to the other data types.

**Stretch Features:**

* Determine a way to distinguish between two people who suggest the same place. Figure out how the inventory/list of places will be curated if two people suggest the same thing.
* Determine pricing model and test if customers might pay for to subsidize some of the cost.
* Create “My Itinerary” which would allow people to save lists of places to visit for different trips.
* Develop Coupon Code where companies can submit a coupon for members.
* Develop public method for people to comment on places so others can see how they were received (or a Reddit-style of voting up or down)