**1.Functional & Information requirements**

Target Persona: KOL :

“As a KOL, I want to take beautiful pictures at unique places and promote myself so that I could get more followers for my social media account”

|  | User Story | Requirement |
| --- | --- | --- |
| Search Bar | As a KOL, I want to be able to search for the check-in locations | The system must allow users to search for the check-in locations by entering the keywords |
| Category Page | As a KOL, I want to be able to browse the categories of the locations | The system must allow users to browse the categories of the locations by showing the different themes of the locations |
| Filter | As a KOL, I want to be able to filter the results | The system must allow users to filter the results by styles, regions and distance. |
| Compare the suggestions | As a KOL, I want to be able to compare the locations | The system must allow users to compare the locations by having a compare section |
| Photo gallery | As a KOL, I want to be able to browse the related photos of the location | The system must allow users to browse the related photos of the location by having a photo gallery |
| Weather parameters | As a KOL, I want to be able to check the weather | The system must allow users to provide the following weather parameters: temperature, pressure, wind speed & direction, rainfall, and humidity |
| Route planner | As a KOL, I want to be able to check how to go to the destination | The system must allow users to see the directions, traffic and maps |
| Bookmarks | As a KOL, I want to be able to save my preferred locations in bookmarks | The system must allow users to bookmark their choices and check their bookmarks anytime |
| Share button | As a KOL, I want to be able to share the information to my friends | The system must allow users to share the information by clicking on the share button |
| Discussion forum | As a KOL, I want to be able to share my tips and photos taken at the location | The system must allow users to tag their social media account and comment under the location by entering texts with pictures. |

**2.Data research**

* Check-in attractions: TripAdvisor

e.g. locations,region

https://en.tripadvisor.com.hk/Attractions-g294217-Activities-a\_allAttractions.true-Hong\_Kong.html

* Weather information: Hong Kong Observatory Open Data

e.g. 9-day Weather Forecast, Current Weather Report

https://www.hko.gov.hk/en/abouthko/opendata\_intro.htm

* Map: Geospatial open data

e.g. 1:200 000 Digital Topographic Map

https://data.gov.hk/en-data/dataset/hk-landsd-openmap-b200k-topographic-map-of-hong-kong

* Route suggestions: Openroute Service API

https://data.gov.hk/en-data/dataset/hk-landsd-openmap-b200k-topographic-map-of-hong-kong

**3.Strategy**

Our travel guidance website will enter into KOL market, focusing on one of the most important pains of KOLs’: finding the best places to shoot good photos and getting more promotions by providing tools like marking the interesting moments in discussion forums. It is a win-win situation as they could contribute content for the website while boosting their social media traffic. Through aggregating KOL and other users’ comments with the latest check-in locations’ information, we aim to create a social space that forms collective memories.