Business Case Proposal

“Easy Explore”

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# Overview & Background

### Overview

Easy Explore is an app/website dedicated towards listing the top attractions and activities to do in an area, perfect for tourists and locals looking to explore and experience their surroundings. It retrieves and summarizes relevant information such as price, reviews, and proximity, while creating personalized recommendations based on user preferences, including points of interest, budget, and transportation methods. The platform will feature filters and a planner function to generate optimized schedules based on the user’s availability and transportation options.

### Background

The idea for Easy Explore stems from the goal of achieving a service that simplifies one of the many aspects of vacationing. Vacationing requires many different steps such as packing, cost, transportation, and planning. Easy Explore aims to simplify the planning process, specifically by finding key attractions in an area of interest. This removes the issue of indecisiveness and ensures a seamless planning process.

Easy Explore streamlines the mundane task of searching by returning only the best attractions and activities in an area. While sites such as Tripadvisor and Yelp only provide basic information of an attraction, Easy Explore’s filter and planning feature allows the user to further optimize their schedule to suit their preferences. This reduces the workload and allows the user to focus on other important matters.

Easy Explore aims to provide a seamless and consistent planning process for everyone, from avid travelers to local tourists.

# The Need & Objectives

Needs

The need for Easy Explore arises from the following:

* **Time-Efficiency**: Travelers often spend hours researching and planning activities. Easy Explore consolidates this process, saving users valuable time.
* **Personalization**: Existing platforms lack sufficient customization options. Easy Explore tailor recommendations to individual preferences.
* **Optimization**: Many users struggle to create itineraries that maximize their time and resources. Easy Explore’s planner addresses this gap.
* **User Experience**: The platform offers a more interactive and seamless experience compared to traditional travel planning tools.

### Objectives

* **Simplify Travel Planning**: Provide users with a streamlined platform to discover and organize activities.
* **Enhance Personalization**: Develop algorithms to cater to individual user preferences, including budget, proximity, and interests.
* **Integrate Advanced Features**: Offer functionalities such as filters, optimized scheduling, and real-time updates.
* **Ensure Accessibility**: Design an intuitive user interface that is accessible to a diverse audience, including tech-savvy users and beginners.

### Basic Features

1. **Attraction Listings**:
   1. Comprehensive database of top attractions and activities in various locations.
   2. Detailed information, including reviews, prices, and proximity.
2. **Filters**:
   1. Customizable filters for budget, transportation methods, activity types, and more.
3. **Planner Functionality**:
   1. Tools to create optimized schedules based on user availability and preferences.
   2. Recommendations for transportation routes and estimated travel times.
4. **Personalized Recommendations**:
   1. Algorithms that rank attractions based on user inputs, such as points of interest and time constraints.
5. **Real-Time Updates**:
   1. Notifications for changes in attraction availability, operating hours, or transportation options.
6. **User Profiles**:
   1. Options for users to save preferences, itineraries, and favorite attractions.

# Why is this a substantial project that warrants to be a 2-semester project?

This project would warrant 2 semesters of work due to its scope and complexity. The difficulty would primarily revolve around data aggregation used for retrieving relevant information based on each individual user and creating an appropriate algorithm to filter the data and create recommendations based on personalized preferences. This would potentially require using multiple API sources to be able to first locate the user, search for attractions in their proximity and then acquire all its relevant information. That information would then be processed through an algorithm to rank the attractions based on each user's preferences like budget, proximity, and time availability. Implementing this would first require thoroughly researching appropriate API providers and expanding our knowledge of algorithms to then attempt to develop the logic and create an intuitive user-friendly design, all through careful planning, testing, iterative refinements and handle any problem and issues that arise.