**Traveler-SCD**

**Summary**

Billions of people travel every year via airlines. In 2012 alone, 2.8 billion people traveled through planes to other parts of the world. This number has only continued to grow. Travelers are those who are most keen to keeping track over their possessions to make sure nothing is lost, especially something like their passport, keys, or wallet. The goal of the Traveler-SCD is to ensure that nothing is lost by attaching a Bluetooth device, possibly even a daisy chain of Bluetooth devices, to items to keep track of the location of each item.

**Customer Segment**

The customer segment that the Traveler-SCD aims to target is solo travelers, who are constantly on the move, and need to maintain track of their possessions. The target audience is young to middle aged people who own smartphones. These people have no one to remind them of what they may need to bring or what they may have forgotten at home. By pairing their possessions with Bluetooth enabled tracking devices this may ease their tension and improve their travelling experience.

**Competition**

In terms of competition within the market there are products such as the Tile, HTC fetch, and many other Bluetooth tracking devices available on the market. The Tile and HTC Fetch both have apps to keep track of their Bluetooth devices. However, where these products are lacking is the ability to keep track of multiple devices simultaneously. For example, with the Tile, each individual tile can be tracked by the phone’s app but only one can be connected to the phone at a time due to the limitations of Bluetooth. The Tile and HTC Fetch devices only communicate with the phone. With the Traveler-SCD, we would like to keep track of each device simultaneously without having to go through an app and select which device we would like to connect to and track. This may be made possible by having each Traveler-SCD device communicate with other Traveler-SCD devices which may then communicate with the phone. One master Traveler-SCD device would be able to keep track of other “sub-devices” to make sure nothing is lost at the same time. This master Traveler-SCD device would relay information back to the phone.

**Tech Feasibility**

In terms of Bluetooth technology most smartphones can be paired with multiple devices but only connect to one of those paired devices at a time. To connect to multiple devices at once the tracking device itself must be able to connect to another device like itself and relay information back to the smartphone. What seems difficult about this is being able to relay information from one Bluetooth tracking device to another. It may be possible.