



NOVA SCHOOL OF  
SCIENCE & TECHNOLOGY

**Interação Pessoa-Máquina**

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# **NexaGuide**

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Stage n: 1



# **NexaGuide**

BEST TRAVEL APP

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**Problem description:** When often visiting a new place you would have no idea on what you should do and as such it would result in missing experiences and leaving you unfulfilled on your trip. Also helping you identify the must visit places and help you distinguish them from some less significant places, as there's often a limited time visiting a place you should get some kind of help in identifying the must go to places. Some businesses are more geared towards taking advantage of the naivety of tourists and having an app to help you avoid said places would be helpful. Having a centralized app which would provide most information is needed as when often googling you'd get an information overload and you can't be sure on what to actually visit.

**Target users:**

- **First-time Travelers:** Individuals who are venturing out for the first time and are unfamiliar with the nuances of travel. They have limited experience in evaluating places to visit and distinguishing between genuine attractions and tourist traps.
- **Solo Travelers:** Individuals traveling alone who need guidance to optimize their trip experience. They may also prioritize safety, thus seeking information on regions or spots to avoid.
- **Family Travelers:** Families with members across various age groups. They seek activities and attractions that cater to diverse age-related interests and often need to optimize for budget and time.
- **Budget Travelers:** Tourists traveling on a strict budget who need to maximize their experiences without overspending. They are particularly concerned about avoiding overpriced tourist traps.

**Project goal:** To develop an intuitive, user-centric tourist app that aids travelers in effectively navigating new destinations, ensuring they experience genuine attractions while avoiding typical pitfalls and tourist traps. The application aims to save users' time, money, and enhance their overall travel experience.

**Competition:** Our main competitor should be Tripadvisor. They have an extensive database with a vast number of listings and available around the globe, the venues are also user rated which can lead you to have an honest opinion when visiting a place.

However Tripadvisor also has some less positive aspects, such as commercial bias, they are more incentivized to show you their business partners first and with more emphasis there's also authenticity concerns as reviews are vital for that app, businesses that manipulate the ratings get a leg up on competing businesses. There's also an information overload since they provide an extensive database, a user is also bound to get overwhelmed and thus miss out on key experiences when visiting a travel destination.

In addition to that, we would also like to help travelers find activities that are more suited to their interests by allowing them to filter the locations by categories of their liking, as well as informing them of events that are happening on those locations as well (concerts, festivals, exhibitions, ...)