DIT4299 Software Development Project

Group Project for Travel and Tourism Promotion ICT Project

1. Project Overview and Goals

Hong Kong is a popular place for tourists. In 2023, over 34 million people visited, mostly from Mainland China and Asia. After COVID-19, people want more local and relaxing travel, not just shopping.

The government now supports "smart tourism" using digital tools like apps and AR. Tourists also care more about comfort, green travel, and good service. This gives us a great chance to build a travel app that fits these new needs.

Our team is creating a mobile app to help international tourists enjoy their trip in Hong Kong. The goal is to make travel easier, more relaxing, more fun, and also luxurious. Many travelers are busy and don't have time to plan everything. Our app helps them by suggesting places to visit, building a daily schedule, and showing maps to guide them.

We also want users to feel special. The app gives rewards like points and coupons. It also uses smart tools like AR (Augmented Reality) to help people find their way in the city. The design is simple and user-friendly, so people can enjoy their trip without stress.

## 2. User Research and Founding Data

### User Problems

Many tourists visiting Hong Kong face problems like too many choices, language issues, hard planning, and crowded places. They want a simple and fun travel experience.

### Tourism Blueprint Data

The Tourism Blueprint 2.0 shows that travelers now want meaningful, cultural, and smooth experiences. Our app supports these ideas by giving smart plans, special spot suggestions, and digital tools like AR.

### Competitor Apps

Apps like Trip.com and Klook are useful but can be confusing or filled with ads. They do not always give quiet or luxury suggestions. Our app is better because it is focused, relaxing, and smart.

For Klook in particular, after I purchased the ticket, there is no way for me to easily add this activity into my schedule.
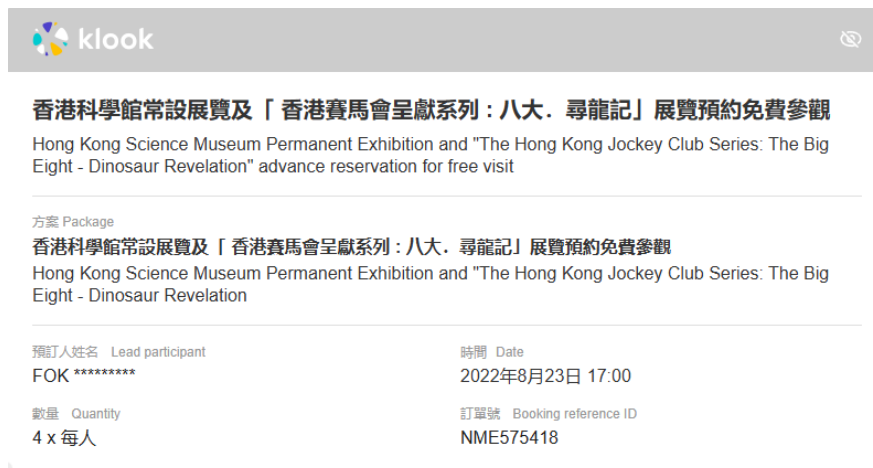
Surveys and Interviews

We received 12 responses in our survey about Hong Kong tourism. The results helped us better understand what travelers want and how to design our app.

Summary of Results:

Gender: Most respondents were evenly split between female (50%) and male (41.7%), with one unusual entry ("croissant").

Age: The largest group was aged 18–24 (41.7%), followed by 25–34 (16.7%) and 35–44 (16.7%). This shows young adults are the main audience.

Travel Companions: Most people travel with friends (75%) or family (66.7%), while some travel with partners (16.7%).

Trip Purpose: The majority travel for leisure (75%), showing that our app should focus on fun and relaxing experiences.

Important Travel Factors: Most people said the most important factor is "Wanting to explore something new" (66.7%), followed by "Safety" (16.7%) and "Cost" (8.3%).

Conclusion:

These results show that young adults traveling with friends or family for leisure want to explore new and interesting places. This matches well with our app's features, which help users enjoy Hong Kong easily, discover special attractions, and plan safely without stress. The data confirms that our app should focus on personalized recommendations, fun activities, and safety tools to meet users' needs.
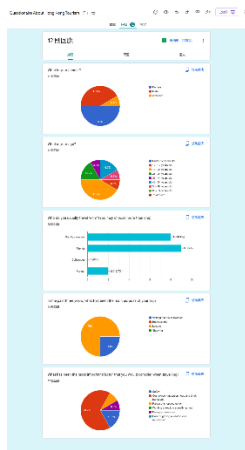
3. Mapping, User Journey Map/Work Flow

Mind map
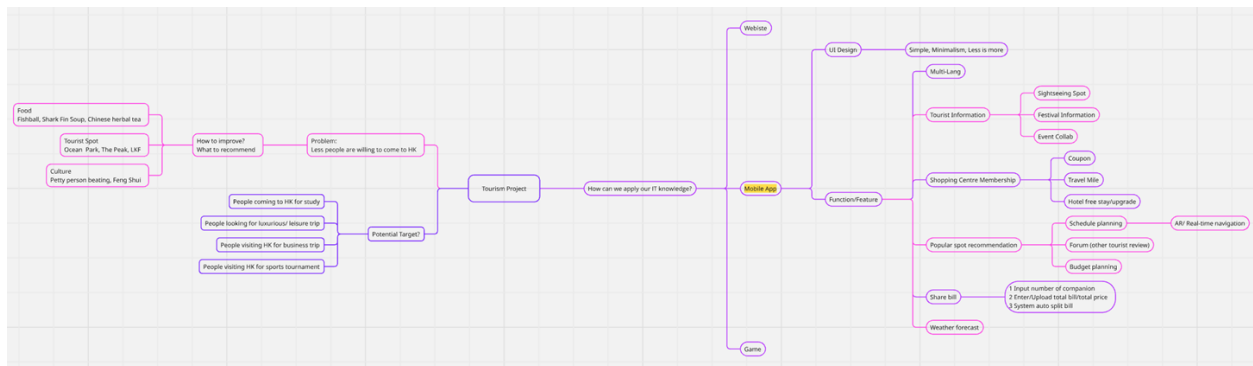


We also used a mind map to explore our early ideas. It helped us understand the key problems and possible users for the app. Some ideas included:

 Different types of users like students, business travelers, and luxury tourists

 Popular things in Hong Kong like food (fish ball, herbal tea), culture (Feng Shui), and spots (The Peak, LKF)

 Useful functions like sightseeing suggestions, event info, AR navigation, schedule planning, weather, and budget tools

 A focus on simple UI design and support for different languages

This mind map helped us build the app with the right features and user flow.
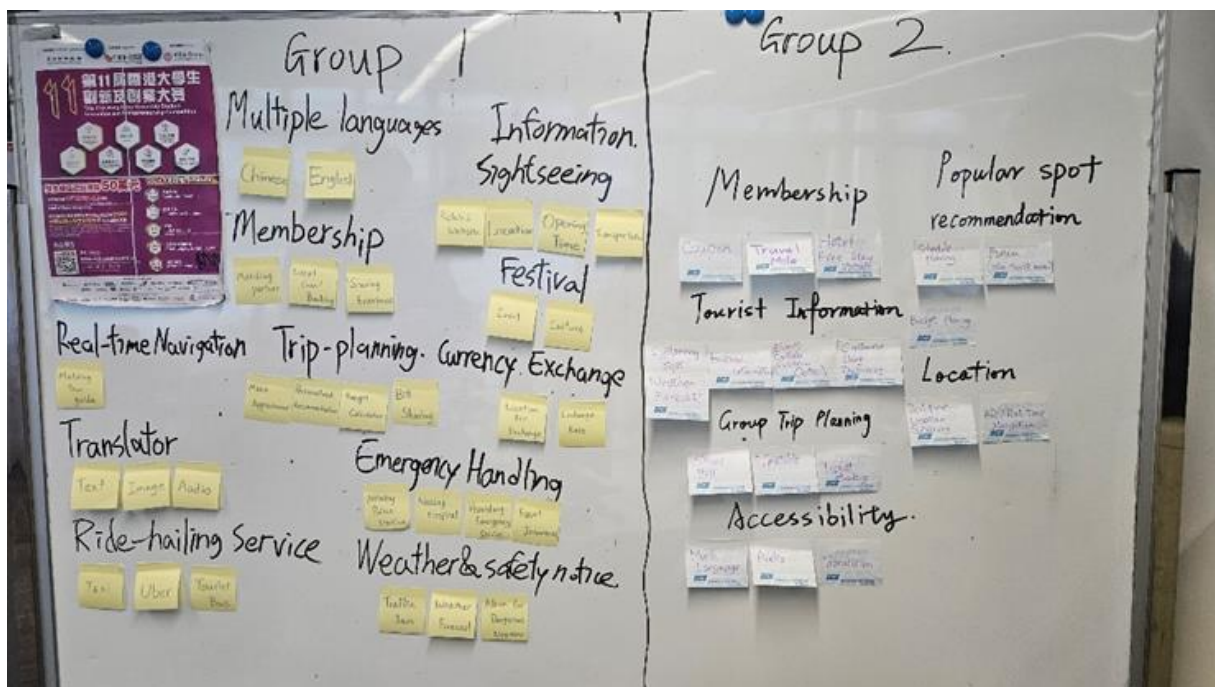
Top 3 Goals of the Travel App

- Make Travel Planning Easy
  Help users quickly plan trips without stress by suggesting places, making a schedule, and giving useful travel tips.
- Create a Comfortable and Personalized Experience
  Let users choose what they like (e.g. quiet spots, luxury places), and give them a trip that matches their style.
- Use Smart Tools to Improve the Trip
  Add features like AR navigation, real-time weather, and reward points to make the journey smoother and more fun.

User Persona

We created a persona called Isabelle Brown. She is a busy worker who wants a stress-free and luxury trip. Our app is made to help people like her enjoy their short holidays easily.

"I want to discover special places that match my interests, without wasting too much time planning."

Name: Isabelle Brown

Age: 20

Occupation: University Student

Ethnicity: American

About: Isabelle is a university student. She loves traveling during holidays and long weekends, especially with her friends. However, she finds it difficult to plan trips that feel personal and interesting. She is tired of visiting popular tourist spots that are crowded and feel the same every time. Isabelle wants travel suggestions that match her personality and interests, like art, local food, and peaceful nature.

Frustration: Travel apps are full of mainstream attractions. She feels bored and overwhelmed by too many options. It takes too long to find something she truly likes.

Motivation: She wants to explore local culture in a fun and relaxing way, with personalized recommendations. Saving time and avoiding tourist traps are important to her.

Goals: Find unique, less-known places that suit her interests. Enjoy simple, smart trip planning. Spend quality time with friends and collect good memories.

Personality: Independent / Creative / Culture-loving / Time-aware

|  | Explore & Decide | Plan & Personalize | Enjoy & Reflect |
|---|---|---|---|
| Actions | "I want somewhere quiet and beautiful—not crowded." | "Too many choices... I want this to be easier." | "I want to share my travel experiences." |
| Mindsets & Emotions | | | |
| Pain Points | Many results look the same; hard to tell what is truly special | Time-consuming to compare hotels/tours | No easy way to save memories or share feedback |
| Opportunities | Recommend hidden gems and quiet spots based on user type | Offer smart plans; e.g. "3-day luxury quiet escape" | Auto-create travel diary with highlights & quick review form |
| Touchpoints | Home screen, destination search inspiration feed | Trip builder; hotel/tour booking, calendar | Post-trip review trip gallery |

User Journey

1. Log In or Sign Up

Isabelle opens the app and logs in using email or social media. She can also sign up if it's her first time.

2. View Home Page

The home screen shows current weather and recommended spots like Hong Kong Disneyland. She can swipe through different dates and plans for each day.

3. Explore a Spot

She taps on a recommendation to view more details—photos, ticket price, location, and user reviews.

4. Add to Schedule

She decides to visit and clicks "Add to Schedule." She picks the date and time using a calendar input.

5. Navigate with AR

On the day of the trip, she uses real-time AR navigation and map view to reach her destination. It also allows her to share her live location.
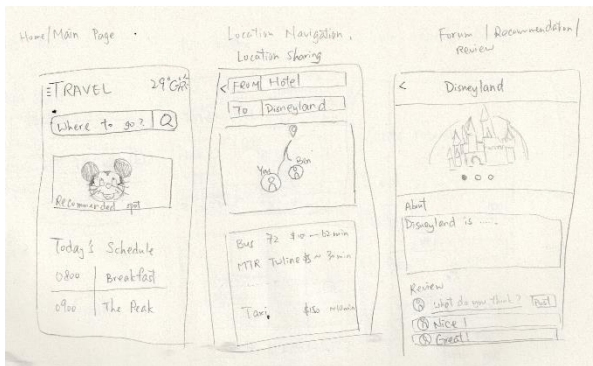
6. Collect Rewards

After visiting, she gets points which appear in her "My Point" section. She sees a QR code and available rewards.

7. Redeem Coupons

Isabelle checks her coupon gallery and finds deals like "30% off Disneyland Ticket" or "1 Free Coffee."
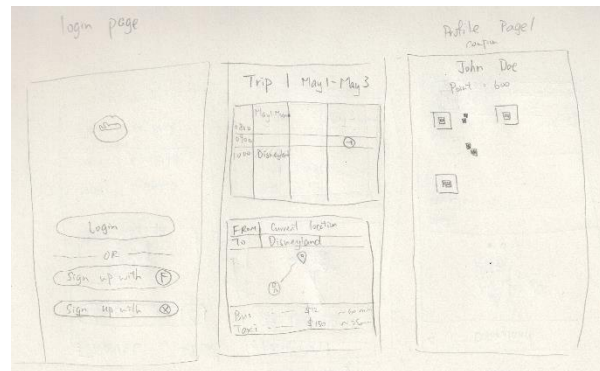
## 4. Sketch Design





Home Page: Shows weather, a search bar, a recommended spot, and today's schedule.

Location Navigation: Lets users see how to go from place to place using bus, MTR, or taxi. Users can also share their location with friends.
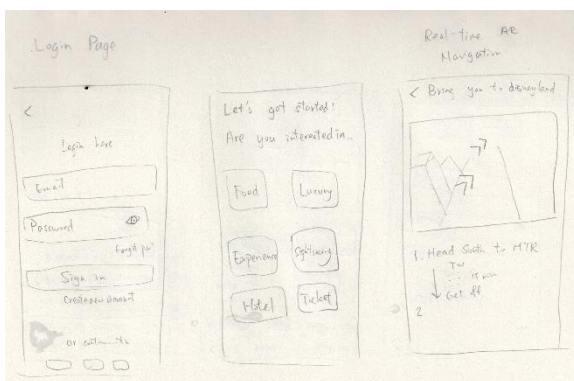
Forum/Review Page: Shows detailed information about a place (like Disneyland) and lets users post and read reviews.

Login and Sign-up Page: Users can log in or sign-up using email, Facebook, or Google.

Trip Planner Page: Shows a calendar-style layout where users can plan their daily visits.
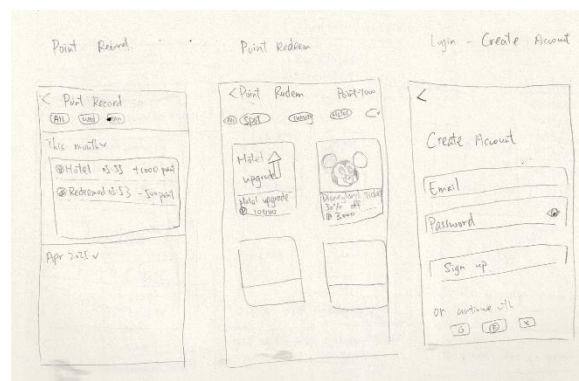
Profile Page: Shows username, points, and coupon progress.





Login Page: Users can log in using their account information.

Preference Page: Asks users to choose what they like (e.g. food, luxury, sightseeing) to personalize the trip.
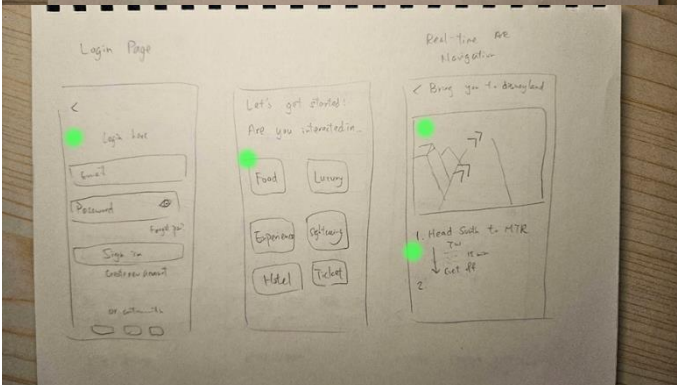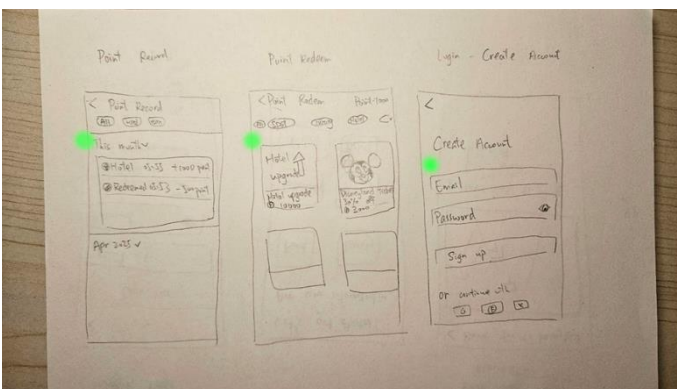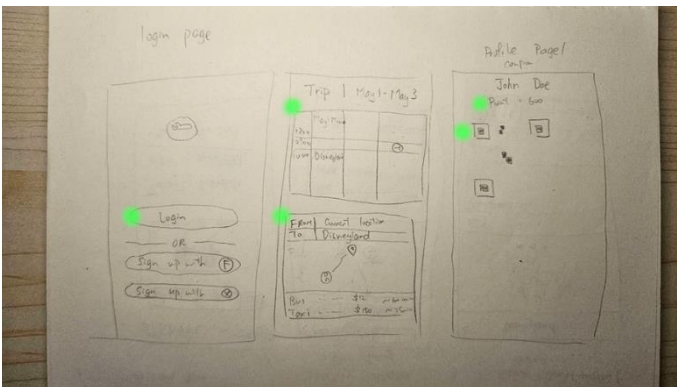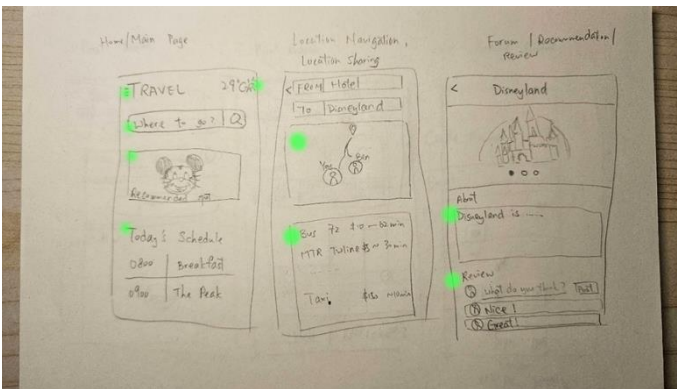
AR Navigation Page: Shows real-time walking directions with arrows and steps.

Point Record and Redeem Pages: Shows point history and allows users to use points to get hotel upgrades or ticket discounts.

Sign-up Page: Users can create an account.

## 5. Storyboard Design

The storyboard explains the typical journey of a user from starting the app to the end of their trip. It helps show how each feature is used during the travel experience. Here is how Isabelle, our target user, uses the app step by step:

Create Account and Login – Isabelle downloads the app and signs up using her email or social media.

Choose Preferences – She selects her favorite travel types like "Luxury" and "Quiet Places."

Explore Suggestions – The app shows a few top spots with photos and user reviews.

Plan the Trip – She adds these places to her trip planner and sets her schedule.

Use Navigation – During the trip, she uses AR or map view to find the way.

Share Location – She turns on location sharing so her friends can follow along.

Earn Points – When she visits a spot, she earns points in the app.

Redeem Rewards – She uses points to get coupons or discounts for her next destination.

Review Places – After the trip, she writes reviews and uploads photos.

## 6. Design Phototype

We plan to create a prototype using Figma. All screens follow a simple and clean visual style with clear icons, bold fonts, and helpful layouts. This prototype will be useful for user testing and feedback before final development.
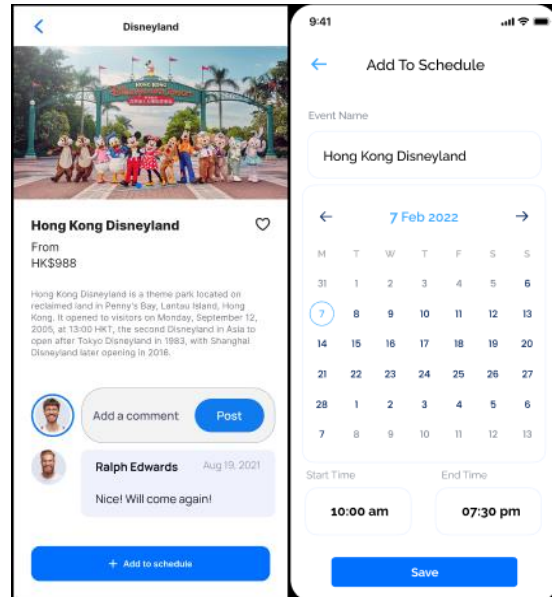
The prototype will include:
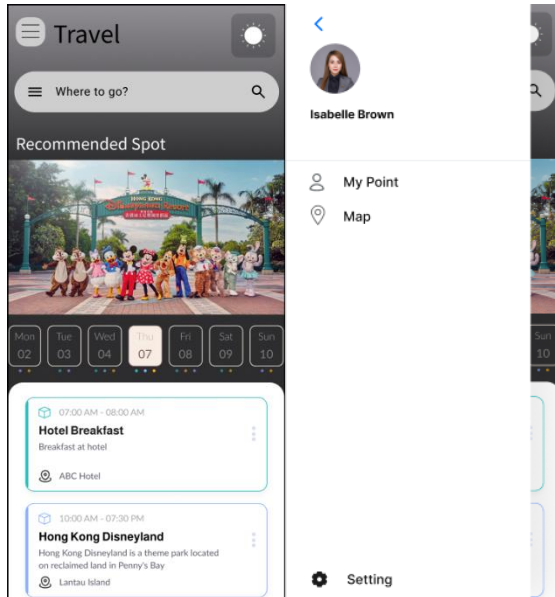


Home Page



Spot Details Page

Shows the current date, weather, and a recommended spot (e.g., Hong Kong Disneyland).
A horizontal scroll bar allows users to view their daily schedule and switch between days.

Sidebar Menu

Displays the user's profile picture and name.
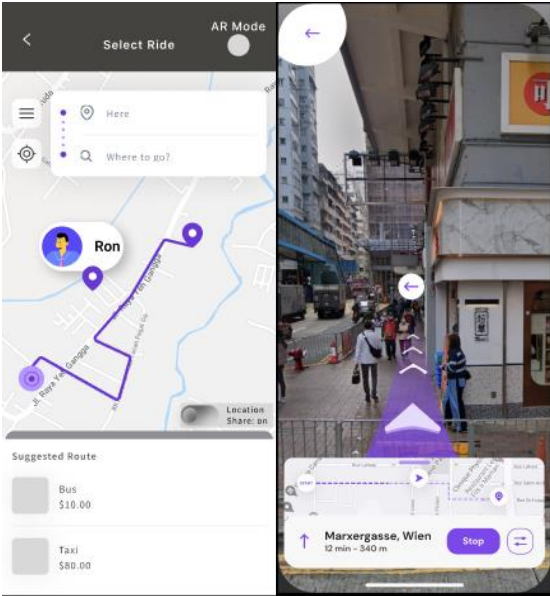Quick access to "Setting", "My Point" and "Map" functions.

Provides full details of a location: description, ticket price, images, and visitor reviews.
Users can post comments about the place and add the spot directly to their trip plan.

Add to Schedule Page

Easy-to-use calendar and time picker to plan visits.
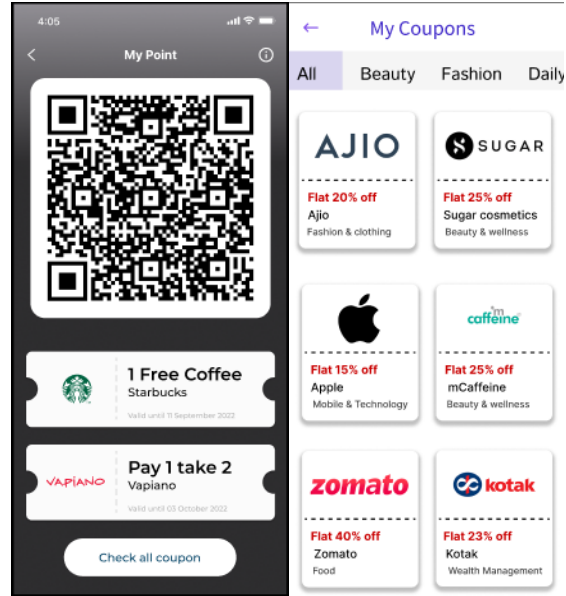Helps users visually organize their travel days in advance.

Map Navigation Page

Shows suggested transport options with estimated time and cost.
Users can also toggle to AR mode and share their location with their companion.

AR Navigation Page

Offers real-time augmented reality guidance using on-screen arrows.
Ideal for walking through busy areas in Hong Kong.

My Points Page

Displays a QR code for easy reward scanning.
Shows earned rewards like coffee coupons or shopping discounts.

Coupon Gallery Page

Contains available offers sorted by category.
Users can browse and redeem coupons to save on travel expenses.

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