## Question 2 - Needs identification:

The intention of a travel application is to allow users to plan a trip in the most efficient way such that their specific travel goals are fully satisfied. In this space the general need is for the user to plan a trip that suites them. But these users have different intentions when they commence on such a trip such as business trips, holidays, sightseeing, etc. The ultimate goal of such an application is to create a platform in which users are capable of planning an efficient trip that coordinates with their trip intentions.

The potential problem space of such an application could be as follows:

* **Budgeting:** Majority of users have a limited budget and the ones who do not are unlikely to have the need for such an application. Often these budgets aren’t maintained due to users having to consult numerous platforms to create their various bookings and query pricing. A budget planner could be beneficial such that the application could integrate various booking/pricing features into a single application, such as integrating flight plans, including restaurant menus, showing different accommodations, including the prices of attractions, etc.  
    
  App developers often fall short on accounting for the user budget since they expect the user to work out their own finances. Most applications aren’t developed to account for overall budget for the trip, they specialize in one thing then leave the rest up to the users. Users are left without having a full overview of the cost of the trip because they are required to consult numerous platforms, creating an overall tedious process.
* **Accounting for the purpose of the trip:** Students, business travellers and families have very different needs in terms of the type of accommodation and environment where they want to stay in. A filtering system could possibly be added such that these needs are considered.

Applications often don’t offer any sort of filtering for the type of trip envisioned, creating a gap where users may make bookings to regions that won’t satisfy their need for the trip. Developers don’t examine the type of environment and mainly just focus on availability and cost instead of delving further into the specific needs of the client.

* **Mode of travel:** The mode of travel can even go hand in hand with the budget scheme since many travellers aren’t familiar with that the most efficient transport profile may be. This includes both considering the mode for arriving to the destination as well as transportation within the region.
  + Does it make to fly to the destination or travel via car?
  + When you arrive there are Ubers available?
  + Are their accommodations for parking a rental?
  + Does it make more sense to take public transport?

These are all vital points that should be communicated to the user when looking at a specific region. This allows users to make an advanced decision of how they’re going to get around.

Once again developers are often focused on single aspect when it comes to these applications and the trip is not designed as a whole. Because only one aspect of the transport mode is considered there is no opportunity for users to make comparisons between different transportation options.

* **Seasonal advisories:** Advising user on when it is the best time to travel to a destination. Weather and peak tourist seasons will have influence on the cost and how enjoyable the holiday season may be. Suggestions can be made to the users to advise them on the best window for them to travel.

Majority of platforms just take in the dates without providing users with suggestions or even vital information of the best timeframes that also fall into user budgets and availability.

* **Legal advisories:** These could give pointers on Visa and necessary documentations one may need to travel to different regions. There is even potential to employ AI or live assistants that users can contact for guidance on how to gather all the correct documentations.

Users are often left to do their own research through different means to find out what is needed for them to be able to legally travel to their desired destination. Travel application may just give a basic outline of what is require but leave the rest up to the individual this can leave room for mistakes since different countries have different legislations, integrating this into the system could possibly eliminate such potential.

* **Safety:** A safety feature could be added such that high crime areas aren’t included or are at least disclosed to user. This could include both safe accommodation as well as safe routes for clients travelling through the region.

Safety is usually unconsidered since app developers may not even be aware for such a need or might not be educated on which areas may be unsafe. Certain countries have areas with high crime rates and can be dangerous for foreigners to stay in.­­