## 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 corresponds with their trip intentions.

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

**Budgeting:**Short comings:

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.

Possible Solutions:

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, incorporating exchange rates, etc.

Reasons for lack of implementation:

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:**

Short comings:

Students, business travellers and families have very different needs in terms of the type of accommodation and environment where they want to stay in.

Possible solutions:

A filtering system could possibly be added such that these needs are considered. Possible filtering examples could include relaxing getaway, family friendly resort, areas with active nightlife, art and architecture, culinary experiences, just to name a few.

Reasons for lack of Implementation:

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:**

Short comings:

The mode of travel can go hand in hand with the budget scheme since many travellers aren’t aware what the most efficient transport mode may be. This includes both considering the mode for arriving to the destination as well as transportation within the region.

Possible solutions:

* + - Does it make more sense to fly to the destination or travel via car?
    - When you arrive are there Ubers available?
    - Are their accommodations for parking a rental car?
    - Does it make more sense to take public transport?

These are all vital points that should be answered and communicated to the user when looking at a specific region so that they can make an informed decision of how they’re going to get about.

Reason for lack of Implementation:

Once again developers are often focused on single aspect when it comes to these applications and the trip is not designed as a whole. If transportation options are considered, they are often very limited. This leaves users with no opportunity to make comparisons between different transportation options.

**Seasonal advisories:**

Short comings:

Weather and peak tourist seasons will have influence on the cost and how enjoyable the holiday season may be. Majority of platforms simply take in the dates without providing users with suggestions or even vital information of the best timeframes that also satisfy the users budget and availability.

Possible solutions:

Suggestions can be made to the users to advise them on the best window for them to travel. This includes advising on prices on flights, which can fluctuate substantially, even within the course of a week.

Reasons for lack of Implementation:

This may be because developers just advertise and aren’t aware of the need to take one step further for those traveling to foreign regions who are unaware that there may be more convenient times in which they can travel.

**Legal advisories:**

Short comings:

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 error since different countries have different legislations. Integrating such a feature into the system could possibly eliminate such potential.

Possible solutions:

The application could give pointers on Visas and necessary documentations one may need to travel to different region. There is even potential to employ AI chat boxes or live assistants that users can consult for guidance on how to gather all the correct documentations.

Reasons for lack of Implementation:

Programmers may not be employing this feature because they may want to avoid liability for information that may be incomplete or outdated. They could also possible not have access to the resources to perform such a task.

**Safety:**

Short comings:

Some countries have areas with high crime rates where it is not recommended for foreigners to visit. If users do not do prior research and are unaware of these areas it may potentially put their lives at risk.

Possible Solutions:

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.

Reasons for lack of Implementation:

Safety aspects are often absent because app developers may not even be aware of such a need or might not have enough in-depth knowledge of the region to provide this information.

**Overwhelming design:**

Short comings:

Majority of available platforms are overbearing and tend to leave the user overwhelmed with how much planning is required before going on such an expedition.

Possible Solutions:

A simplistic design with an easy to follow, step-by-step system or booking agenda can make a world of a difference. This guided scheme could bring comfort to the user since they’re capable of covering all their bases within one application all in a sequential manner.

Reasons for lack of Implementation:

Developers tend to lean one of two ways, either the platform is far too confusing and overloaded with content creating a daunting experience or completely sparse leaving the user to once again consult other sources to complete their agenda. This may be due to client specifications who may want focus on a singular aspect of travel or who have too many needs to fulfil creating more confusion than benefit.