



CSE 6242

Trip Analyzer

The Unbiased and Interactive
View of Tourism Data to Tourists
for Making Informed Decisions

Team 31

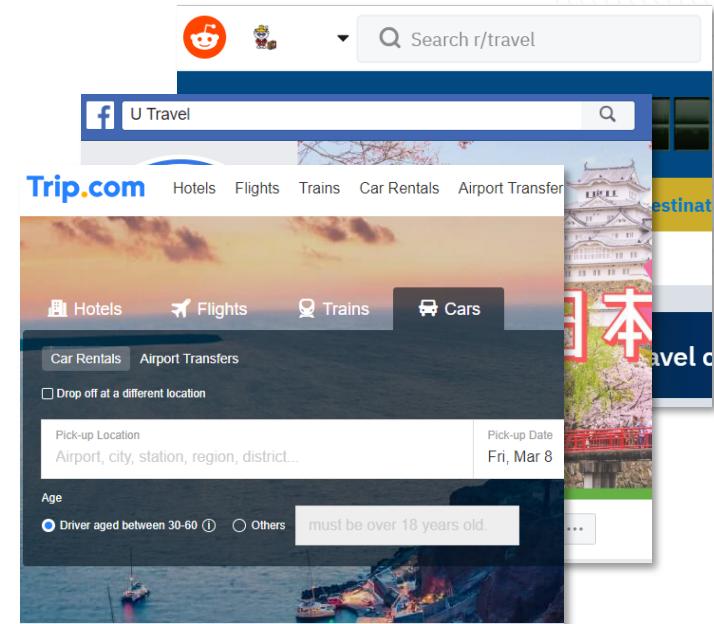
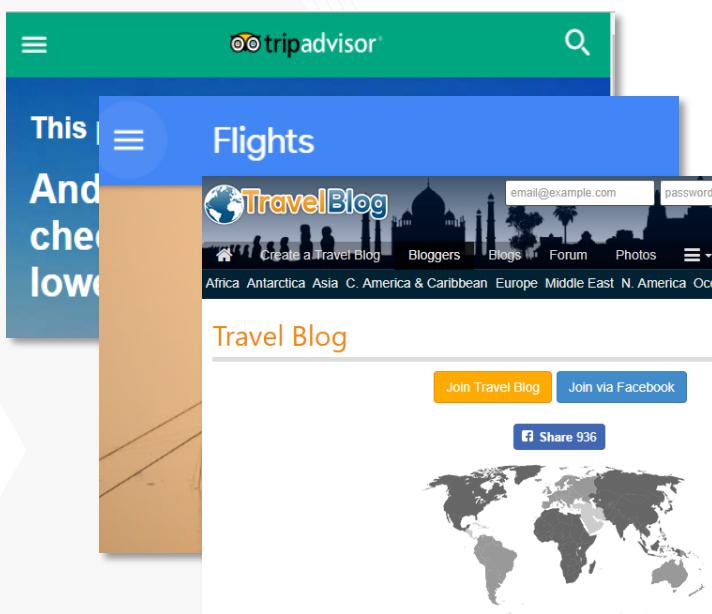
Ankur Agarwal
Brian Ng
Si-Onn Kwok

Xiaoqi Zheng
Yiufung Leung
Youjung Kim



How will people plan a vacation ?

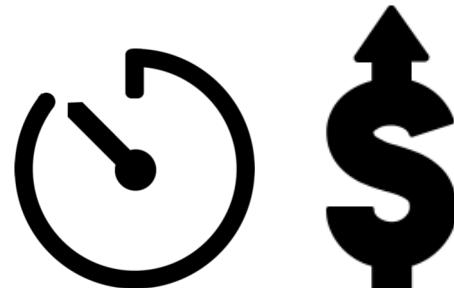
How is it done today?



Search extensively on the internet

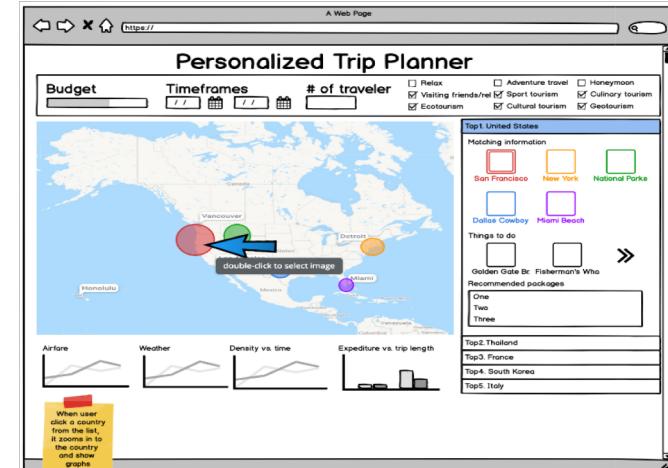
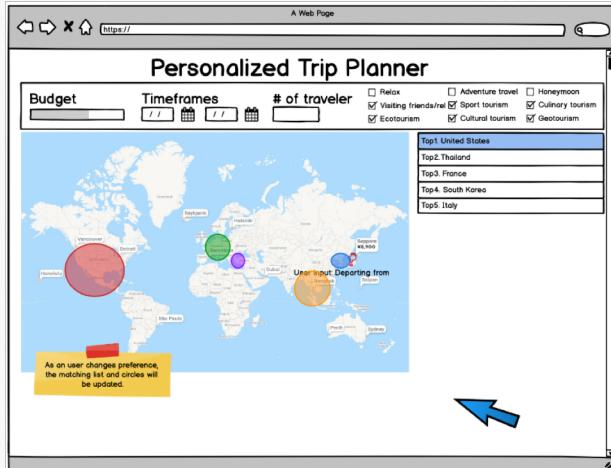
What are the limits of current practice?

- Users have to **go through multiple sites**
- **Consolidate** information from different sources in order to make an informed decision
- These websites also **rarely account for personal preference**
- When making **recommendations** (perhaps through a rating or review system) tend to **have a small bias** towards the preference of people who are more likely to be vocal on such platforms
- **Time consuming** and not too satisfactory



What are you trying to do?

- Help traveler **plan their trip** that fit their preference
- The objective is to collate information through **various sources** and provide **interactive view** of the data to tourists that is customizable to their personal preferences
- Our focus is more on the process of **organizing and managing the information** as user needs and visualize it intuitively



What's new in your approach? Why will it be successful?

- No other active site provides **unbiased information**
- **Dynamic data interaction** coupled with user input of their preferences such as budget, preferred activities, and pace of travel
- The recommendation system we are trying to implement would **present with personalized vacation options**
- **Sentiment analysis on social media platforms** such as Reddit on potential destinations would help aggregate what users in general think about the destination instead of relying on ratings and reviews on travel websites.
- There is a **strong need** for this service **with unfilled demand**

Who cares?

- **Tourists worldwide** who want a trip that **fit their needs**
- No geographical region limitation
- Everyone is a tourist at some point
- Proposed solution would appeal to an universal consumer base



If you're successful, what difference and impact will it make

- Tourists can **better plan their trips** according to their unique demands
 - **Save time and money** searching across the internet
 - Find a travel destination closer to their personal preferences
 - The **measure of success** will be through **review** by volunteers and quantitative and qualitative feedbacks



What are the risks and payoffs?

Risks

- **Complexity** in data processing and data association sourced through multiple sources
- **Consolidating data for modelling**
- Most **commercial sites do not offer free APIs** to educational/personal projects and may require data scraping from these sites
- **Costly** to acquire information for paid API

Payoffs

- Potentially huge market



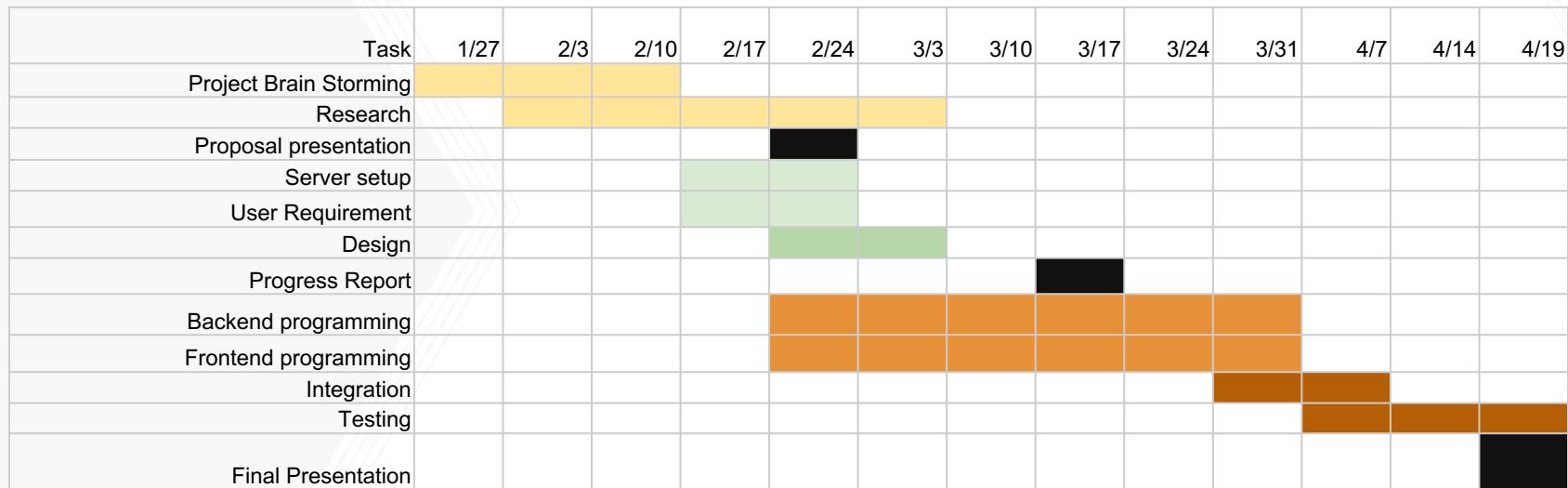
How much will it cost?

- The project intends to utilize **opensource** data
- Freely available data sources and APIs
- We will also put the site on **free hosting** site for development
- **No additional investment** in first phase



How long will it take?

- First phase completed by April 19



What are the midterm and final “exams” to check for success?

How will progress be measured

- Project milestone will be measured by project task completion %.
- We will use PMP methodology for project progress tracking

For quality of work and usability

- Based on user feedback
- Midterm
 - **Live review** of the draft version of our proposed solution and collect feedback via a short survey.
- Final
 - After incorporating some of the functionalities and suggestions received during midterm review, the final version would be presented again to the same group of volunteers and also to a small percentage of first time users
 - The **qualitative and quantitative feedback** would constitute as measure of success.

Project Task Arrangement

Estimate work for Team members		
Person	Time	Task
Ankur Agarwal	120	Research, Architecture, Report
Brian Ng	120	Research, Application
Si-Onn Kwok	120	Research, Recommendation System
Xiaoqi Zheng	120	Research, Front End
Yiufung Leung	120	Research, Social Media Analysis
Youjung Kim	120	Research, Backend
Total	720 (hrs)	

**CREATING
THE NEXT**



Thank You