SimplyGo

Travel Well, Travel Stress Free!

Spec Status: **Complete**

PM Name: Jessica Buah
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Peer Reviewed by: Seun Okun
Mentor Reviewed by:

I want to move forward to build this product with a cross-functional team in the Co.Lab Program

Yes   No

Summary I enjoyed reading this section because it effectively set the stage for what I was going to expect while reading further.

What is it? Think of this as your elevator pitch for your product. Limit it to a few sentences.

Introducing SimplyGo, the all-in-one solution to transform your international travel experience. Whether you're a frequent globe-trotter or planning your first overseas adventure, SimplyGo has you covered. Say goodbye to visa and document hassles, airport confusion, and missed flights. With real-time assistance, document management, and expert guidance, SimplyGo is your ultimate travel companion. Make your international journey a breeze. Travel with confidence. That's SimplyGo.

Problem Background overall a great problem background, clearly demonstrate the problem we are solving, the only suggestion for this is to have the problem statement to be included into this section as well, so that the user would have a clear image about what you are trying to achieve

Who is the customer, and what is the need or problem we're addressing? Why should we address this problem now? What are all of the things we know? How do we know this is a problem?

The target customers encompass a broad age range, with a particular focus on individuals aged 18-44 who frequently (4-6 times/year), occasionally (1-3 times/year) or rarely (once a year) travel internationally. The problem we are addressing revolves around the myriad difficulties encountered during international travel, especially managing visa and document requirements, flight check-ins and efficiently navigating airports.

The world is becoming increasingly interconnected leading to the demand for international travel. According to AAA booking data, international travel is up more than 200% compared to 2022. The World Travel and Tourism Council in December 2017 identified that affluence, demographic shifts, convenience, and awareness are among the major drivers in the increase in global tourism. Due to these factors, the need for ease of travel to overcome the barriers of frustration and unwanted expense is also in demand.

However, the existing tools and resources for travelers often fall short in addressing their needs effectively. With technological advancements and the growing reliance on mobile apps make this an opportune moment to provide an all-inclusive travel app to enhance the travel experience.

During the user research, 95% of the participants confirmed the existence of these challenges and the need for an app that will cater to their needs. 70% of the travelers interviewed faced challenges in managing visa and document requirements for multiple destinations, flight check-ins and schedules. 60% also confirmed they had sought expert assistance in the visa applications, form reviews, and travel planning in the past.

As of now, there is no effective solution that has addressed passport and visa completeness related difficulties, flight schedules and airport navigation, and expert advice all in one place. Current tools and resources for travelers often fall short in addressing their needs. The world is becoming increasingly interconnected, leading to more international travel. Technology and mobile app usage have become integral in planning and executing trips, making this the perfect moment to introduce a comprehensive travel app. The insights from the research confirmed the existence of these issues, making it evident that addressing them is essential for enhancing the travel experience.

Goals

Talk about the general high-level goals of doing this work. What are we trying to accomplish by solving the problem?

- Simplify the process of managing visa and document requirements for multiple destinations, streamlining travelers' planning.
- Offer a seamless and intuitive solution for locating check-in counters and gates within airports, reducing stress, and missed flights.
- Provide expert assistance and a wealth of travel-related information through a feature-rich, user-friendly app.

User Stories

Put 3-5 user stories here. Keep it high level. As a <type of user>, I want to <goal to be accomplished>, so that <reason for the goal>. a great starting point, but I would like to see a more detailed " as a xxx user", since different people has different need

and preference in regards to their experience

- As a user, I want to easily manage visa and document requirements for multiple destinations so that I can efficiently plan my trips and avoid unforeseen challenges.
- As a user, who has struggled to find their way within airports, I want a reliable tool that helps me locate my check-in counter and gate with ease, eliminating the risk of missing my flights.
- As a user who has missed a flight due to late arrival or other issues, I need timely flight check-in reminders to ensure I arrive at the airport on time.
- As a user who frequently faces delayed connections, I want guidance on what to do and where to go for my connecting flights, reducing stress and confusion.
- As a user who often requires expert assistance for visa applications, form reviews, or reservations during international travel planning, I want a convenient way to access consultants and experts through the app.

Proposed Solution

What are you proposing is the solution to the problem being tackled? Keep this to a few sentences, again focusing on the WHAT, not the HOW.

Problem Statement:

How might we **make international travel enjoyable and stress-free** so that travelers can explore the world with confidence and ease, leaving behind the hassles of visa management, airport navigation, and flight connectivity?

The proposed solution should tackle:
- Visa and Document Management: Users can create, manage, and track visa and document checklists for multiple destinations, ensuring compliance with entry requirements.
- Airport Navigation Assistance: Travelers receive real-time airport maps and directions to easily locate check-in counters and gates, eliminating the frustration of getting lost in unfamiliar airports.
- Flight Check-In Reminders: The app provides timely notifications and reminders for flight check-ins, enhancing punctuality and reducing the risk of missed flights.
- Connecting Flight Guidance: Users receive guidance on what to do and where to go when facing delayed or tight connections during international travel, making the transfer process seamless.
- Expert Assistance Access: Travelers can connect with consultants and experts for visa applications, form reviews, or reservations, ensuring a smooth travel planning process.
- Real-Time Travel Information: The app offers real-time updates on travel restrictions, ensuring travelers are well-informed about the latest regulations.

Scenarios this is a great starting point, the only suggestion is to combine user story with the acceptance criteria to better demonstrate

your idea to your audience

What are your key scenarios (based off your user stories)? What is the definition of done (or acceptance criterion) for each of them? Note: This should be finalized as a team.

Scenario #1: Visa and Document Management Scenario:

- The app generates a comprehensive checklist of visa and document requirements for the selected destination(s).
- Document source information is provided for each requirement.
- Users can access real-time updates for changes in document requirements.
- Users can save and edit their document checklists as needed.
- The feature is user-tested to ensure ease of use and effectiveness.
- Users report high satisfaction and success in efficiently managing visa and document requirements.

Scenario #2: Airport Navigation Scenario:

- Users can input their airport and departure gate information.
- The app provides an interactive map with clear directions to the check-in counter and gate.
- Estimated walk times are accurate and updated in real-time.
- The map includes prominent landmarks and amenities.
- The feature is user-tested to ensure ease of use and efficiency.
- Users consistently report that the app helps them find their check-in counter and gate easily, reducing the risk of missing flights.

Scenario #3: Flight Check-In Scenario:

- Users can set up customizable flight check-in reminders.
- Reminders are sent through push notifications and email.
- Reminders are sent at the times specified by the user.
- The feature integrates with flight booking platforms to fetch relevant flight details.
- The feature is user-tested to ensure timely and reliable reminders.
- Users report that they receive reminders as scheduled and find them helpful in arriving at the airport on time.

Scenario #4: Connecting Flight Scenario:

- The app provides real-time flight tracking.
- Users receive updates on their connecting flight status, including delays or gate changes.
- In case of missed connections, the app offers step-by-step guidance on what to do and where to go.
- The guidance includes information on rebooking, security checks, and transportation options.
- The feature is user-tested to ensure clarity and usefulness.
- Users report reduced stress and confusion when facing delayed connections.

Scenario #5: Expert Assistance Scenario:

- Users can access a section of the app for expert assistance.
- The app provides access to subject matter experts who can assist with visa applications, form reviews, and reservations.
- Users can submit their queries and receive timely responses.
- Consultations with experts are available on-demand.
- The feature is user-tested to ensure ease of access and responsiveness.
- Users report satisfaction with the quality and convenience of expert assistance.

Measuring Success great starting point, but it would be great to use north star metrics to measure the success

Co.Lab Success Metrics

What would you consider success to look like by Demo Day for your team? What would be the definition of done for your product by that point? Note: This should be finalized as a team.

Development of a functional prototype (MVP) of the SimplyGo app presented by Demo Day.

Product Success Metrics

Consider metrics you'd want to measure to consider the product a success. How would we know if we've solved the problem? What are the things we'd want to measure?

- High user satisfaction ratings based on app reviews and user feedback.
- A significant increase in the percentage of travelers who report an easier and more convenient travel experience.
- A substantial reduction in the percentage of travelers who miss flights or face difficulties related to visa and document requirements.

Milestones & Timeline

What are the milestones and project stages within Co.Lab? How will you consider your roll-out plan? What about extending beyond?

Timeline	Milestone
Week 1	Research and Requirements Gathering Conduct user surveys and market research to refine feature specifications

Week 2	App Development Design and develop the MVP of SimplyGo app with a user-friendly interface. Begin development of User Story 1
Week 3	Testing, Quality Assurance and App Development Begin development of User Story 2 Rigorously test the app for functionality, usability, and security.
Week 4	Beta Launch for Feedback Collection Release a beta version to gather user feedback and make necessary improvements.
Week 5	App Refinement Implement user feedback and further enhance the app's features and performance.
Week 6	Begin development of User Story 3
Week 7	Post-Launch Support and Updates (Ongoing) Provide continuous support, updates, and feature enhancements based on user feedback and emerging travel trends

Open Questions / Appendix

For any open questions about the problem or any assumptions that you might have.

This could be related to open questions that have not been resolved by the research so far, further thoughts, etc.

Appendix

Identifying documents: How can digital travel document management systems help?

Travel Alerts

5 Top Notification Use Cases for Travel & Hospitality

Airport Maps & Wayfinding

Flight Tracking & At The Airport Apps & Websites

From Globetrotters to First Timers, Travelers are Seeing the World in 2023

[4 Reasons Why Global Tourism is Skyrocketing](#)