

RouteWise

A user-friendly travel itinerary generator that effortlessly plans seamless journeys for travelers.

Spec Status: Draft / Peer Review / **Mentor Review** / Complete

Team Name: Team 2 RouteWise

Team Members: Cheryl, Jenny, Kate, David

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Summary

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

RouteWise, the ideal travel companion, is thoughtfully engineered for explorers seeking effortless travel planning and streamlined itinerary creation. With RouteWise, destinations seamlessly converge on an interactive map, allowing for the creation of well-optimized itineraries based on geographical proximity. Say farewell to the complexities of planning and embrace a journey filled with efficiency and potential.

Problem Background

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?

Nowadays, most travelers would prefer to plan their own trips themselves due to the flexibility of traveling time. In this case, an efficient and seamless itinerary will play a critical role, since traveling to a completely different country without any guidance and understanding of the local language can be daunting.

In order to create a customized itinerary, travelers usually start by gathering information from several platforms and pinning the destinations down on Google Maps. However, it doesn't generate an itinerary for the users, and the users have to manually create their own itinerary based on the locations they pinned on Google Maps, which is time-consuming and might not have the best ideal schedule. Additionally, through our user survey, we discovered that when creating an itinerary, travelers fear missing out on popular traveling destinations. We would like to have suggested destinations popped out on the side when users are adjusting their itineraries. Therefore, the FOMO situation can be reduced.

People who love to travel often find joy in visiting new destinations. Yet, collecting and organizing multiple destinations on a map and creating an efficient itinerary can be

time-consuming and challenging. Without a centralized and user-friendly solution, travelers may miss out on optimal routes, time savings, and a seamless travel experience.

Goals

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

- Users are able to create a customized itinerary easily with pop-up suggestions to add to their itinerary based on user's past activities and interests, in order to ensure there is no FOMO on things that users would like to do while on vacation
- Users are able to create a customized itinerary based on the geographical proximity between each destination efficiently and make the most time out of traveling
- We want to make it user-friendly even for first-time or beginner travelers
- Users are able to visualize their itinerary on a map in order to get a better idea of the day in advance

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>.

- As a user, I am able to fill out a short survey before inputting my destinations into RouteWise so that I am provided suggestions based on my personal interests to make sure I don't miss out on activities that I might want in my itinerary.
- As a user, I am able to save a few destinations within RouteWise, which will automatically generate a customized itinerary based on each location's proximity so that I can have an itinerary with the most optimized route
- As a user, I can star my must-see destinations so that I won't miss out on places I want to be.

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.

- Generating a customized itinerary: An app/website that allows users to add destinations to the list and create a customized itinerary based on the traveling length and preference of the user
- Saving time to build a time-efficient itinerary: Generating the most time-efficient/route-optimized itinerary based on the locations that the users add

to the list.

- Reducing FOMO: Start with a short survey before users create their itinerary in order to understand the user's preferences and hobbies (such as if you are an arts person or a sports person) for pop-out suggested locations to add to the itinerary

Scenarios

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

User Story #1: As a user, I am able to fill out a short survey before inputting my destinations into RouteWise so that I am provided suggestions based on my personal interests to make sure I don't miss out on activities that I might want in my itinerary.

Scenario #1: make the itinerary meet one's personal preferences

Acceptance Criteria:

- User reports satisfaction in the created itinerary activities
- Users can select their travel preferences
- The suggested destinations and activities reflect users' survey response

User story #2: As a user, I am able to save a few destinations within RouteWise, which will automatically generate a customized itinerary based on each location's proximity so that I can have an itinerary with the most optimized route

Scenario #1: Save the destinations onto their list

Acceptance criteria:

- Desired destinations appear upon searching
- Users are able to add searched destinations to a saved list

Scenario #2: Generate an optimized route itinerary

Acceptance Criteria:

- Users can add searched destinations to saved list
- Users can get the itinerary with optimized route
- Users don't have to worry about if the destination is closed

User story #3: As a user, I can star my must-see destinations so that I won't miss out on places I want to be.

Scenario #1: Prioritize activities to include in the itinerary

Acceptance Criteria:

- User can label destinations with stars (must visit)
- User rating of destination activities is reflected in the itinerary

Measuring 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.

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?

User Engagement:

Active Users: Track the number of users actively using your product over time.

Session Duration: Measure how long users spend creating and modifying itineraries in a single session.

Frequency of Use: Determine how often users return to create new itineraries.

User Satisfaction:

Net Promoter Score (NPS): Conduct user surveys to assess overall satisfaction and willingness to recommend your product to others.

Customer Satisfaction Score (CSAT): Gather feedback after each itinerary creation to gauge user satisfaction with the process.

User Reviews and Feedback: Monitor user reviews on app stores and social media to identify pain points and areas for

Sign-Up

Sign-ups are a feasible way to gauge user interest. They may also convert to revenue based on measuring interest in the product.

Better Client Appraisals Based on the Feedback

The number of downloads and launch rates show users' interest in the app. The lighter the app is, the more downloads it will get.

Percentage of **active users** (daily/weekly/monthly)

Download and launch rates are not the only factors that measure the success of an MVP. It is essential to study users' behavior and regularly check the ratings of active users.

Client Acquisition Cost (CAC)

It is imperative to know how much it costs to acquire a paying customer. This helps a startup stay updated on whether their marketing efforts are effective or if they require changes.

$$\text{CAC} = \text{Money spent on traction channel} / \text{Number of customers acquired through the}$$

channel.

Client Lifetime Value (CLV)

CLV demonstrates how much time a user spends on the app before uninstalling or discontinuing their app use.

$$\text{CLV} = (\text{Profit from a user} * \text{App usage duration}) - \text{Acquisition cost}$$

Milestones & Timeline

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

Milestone 1: Project Kickoff (Week 1)

Conduct initial market research to understand user needs.

Assemble the product development team.

Define the core features and functionalities of RouteWise.

Milestone 2: Prototype Development (Week 2-4)

Create a clickable prototype of the RouteWise app.

Gather feedback from internal stakeholders and potential users.

Refine the user interface and user experience based on feedback.

Milestone 3: MVP Development (Week 4-7)

Begin development of the Minimum Viable Product (MVP) version of RouteWise.

Implement essential features such as destination selection, itinerary creation, and basic user profiles.

Conduct internal testing and iterate on the MVP.

Milestone 4: Alpha Testing (month 2)

Invite a small group of external users to participate in alpha testing.

Collect feedback on usability, performance, and any bugs or issues.

Continue iterating and refining the product.

Milestone 5: Beta Testing (Months 3)

Open beta testing to a larger group of users.

Monitor user interactions and gather valuable data.

Address any issues and prepare for the official launch.

Milestone 6: Product Launch (Month 5)

Launch RouteWise to the public.

Promote the product through marketing and PR efforts.

Monitor user feedback and address any immediate concerns.

Milestone 7: Post-Launch Optimization

Continue gathering user feedback and data.

Roll out updates and improvements based on user input.

Explore partnerships with travel-related businesses to enhance the user experience.

Milestone 8: Ongoing Growth and Expansion

Continue to add new features and functionalities to RouteWise.

Expand to new markets or regions if applicable.

Maintain a strong focus on user satisfaction and engagement.

Open Questions / Appendix

Self-explanatory?