IPRO 357: TravelFlash, Fall 2005

Goal: TravelFlash's goal is summed up in its mission statement, "To provide location specific information for tourists with mobile devices." Our specific goals for the fall 2005 semester were to develop a business model and working prototype for our TraveFlash software product.

Tasks: In order to meet our goals our team divided into two separate teams: a business/research team and a technical/software development team.

Business Team:

- Develop a solid business model to market the TravelFlash software.
  - Verify the existence of a credible market for a real-time, location-based, hand-held information nexus.
  - If such a market exists, understand the market and its major competitors.
  - Develop a cost and revenue comparison for the software in its market.
  - Realize risks and critical success factors for our model within its market.

Technical Team:

- Research platforms on which to develop the product
- Develop a list of features to implement in the prototype
- Code a working prototype of the TravelFlash software

Achievements: Our teams were able to accomplish the following this semester:

Business Team:

- Developed a solid working business model to establish a foothold within the software sales market by verifying the existence of a credible market opportunity through a variety of research methods.
- Established a solid understanding of our general market and our competitors.
- Determined the significant costs associated with our business model as well as a variety of potential sources of revenue.
- Worked to recognize critical success factors and risks inherent in the market, as well as developed strategies to help avoid those risks.

Technical Team:

- Designed, coded, and tested a working prototype of the TravelFlash program.
  - The prototype includes:
    - GPS support
    - Basic points of interest (POIs) on the IIT campus
    - The ability to gather and display real-time weather information with a wireless connection
    - Very basic directions
- The team has laid a solid foundation that will allow development to continue along a clear path in the following semesters.

Outcome: Our team wrapped up the semester with a business model and development groundwork laid out for subsequent teams to build upon.

Next Steps: From a business perspective, future teams will need to continue to build upon the marketing strategy laid out this semester by establishing partnerships with database providers, such as Navteq, and local businesses and continuing to develop the advertising model for all target areas.

From a technical standpoint, future teams will need to continue developing the prototype, building on the foundations laid, and increasing functionality as the product moves toward completion, keeping in mind their relationship with the business team to provide a customer driven functionality.

Advisor: Jim Braband
Team Leader: Kenneth Warren

Business Team	Technical Team
Jared Gardner : **Leader**	Kevin Lyles : **Leader**
Sang Bang (Steve)	Matthew Misurac
Juan Casiraghi	Victor Pano
Jong-won Lee (Jay)	