

*Revision 1*



EnPro 357: TravelFlash

# Project Plan

Spring 2006

## Objective

The long term objective of EnPro:357, TravelFlash, is to create the business and software platform to satisfy our mission statement: "To provide location specific information for tourists with mobile devices." More specifically, our goal is to create a platform to enable tourists with mobile devices access to pertinent information about the area they are touring utilizing GPS capabilities. This information accessible should include data about restaurants, famous buildings, public transit information, and other POI's (points of interest).

# Background: The TravelFlash System

## *Example scenario:*

You are a traveler from Marion, IL visiting Chicago. You have a PDA device with a GPS attachment, and you have acquired access to the TravelFlash system. By running TravelFlash on your PDA as you walk down Michigan Ave., you see yourself on a map tracking you through the city. As you approach the old water tower building your PDA beeps and tells you "I know something about this building". You would like to know more so you tap the picture of the building on the PDA and you are explained a few sentences about the building. Next you would like to go a restaurant, so you tap on "Restaurants near by", you choose your cuisine, and you are all set with a map overlap of direction to the restaurant of your choice. This is TravelFlash - you get to travel all you want... in a flash.

## *Preliminary requirements for end user:*

- Bluetooth enabled PDA Computer
- Bluetooth GPS transmitter
- TravelFlash software

Since the inception of this project, a good deal of research and product development has gone into the project. It is suggested from the last session of EnPro 357 that the data be accessible from several key areas:

- ATM locations
- Translation
- Exchange Rates
- Public Transit information
- Emergency contacts
- Restaurant information
- Weather information
- Travel Alerts
- Major POI's

The last session of this EnPro has created a prototype to demonstrate functionality using IIT as a test town. It should be the goal of this semester to continue the development of this platform, and look into possible expansion into other mobile devices, and to complete the implementation of data to satisfy the define project requirements.

# Methodology

- Conduct research into another the feasibility of turning TravelFlash into a Web Application.
  - Explore JAVA SDK's for Cellular telephones for possible slimmed down version
- Conduct first-hand research to provide some statistically significant feedback from targets.
  - Use research to refine software requirements
- Enhance the current prototype to include more functionality

- Learn the current framework
- Take refined requirements from research to incorporate into development life-cycle.
- Choose an efficient software engineering process for development.
- Do major (market) research necessary for putting together a Business Plan
  - Continue research from previous semester

## Expectations

Major Deliverables:

- A complete business plan
- Demonstration (Refined prototype)
  - Once first-hand research for the semester is completed requirements will be frozen for implementation.
- Exhibit and Presentation
- Website
  - Based on rubric provided by IPRO office

## Budget

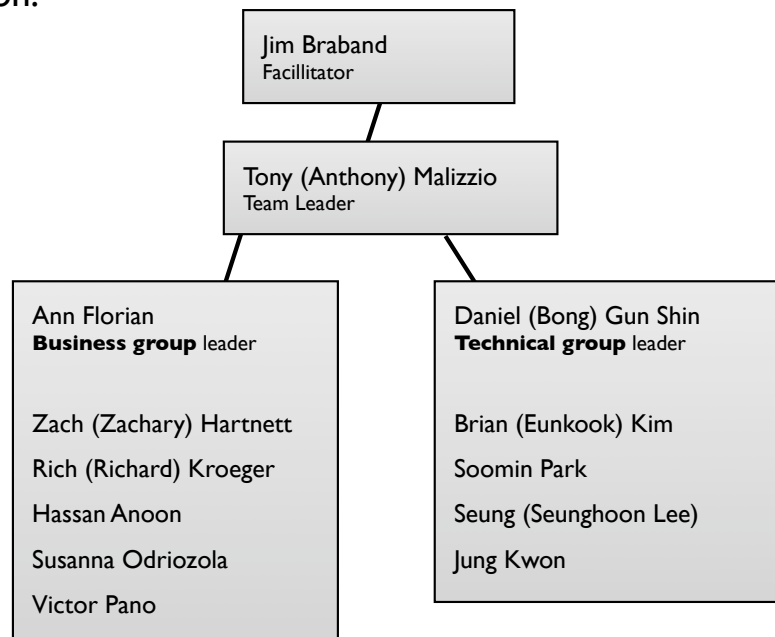
<b>IPRO Team 357 Budget</b>		
<b>Item</b>	<b>Justification</b>	<b>Amount Requested</b>
Participant compensation	Money to allocate for small compensation (individual value $\leq$ \$5) for participants in first-hand market research	\$150
Microsoft Streets & Trips 2006	Competitor product evaluation	\$40
GPS Cell Phone Prototype	Cell Phone for use a prototype. Cost include amount for phone and for 4 months of service	\$400
Total Requested		590

## Schedule/Milestones

Week	Week Of	Technical Team	Business Team	Milestones
1	1/15/2006			
2	1/22/2006			
3	1/29/2006		Start business plan	Business plan writing schedule set
4	2/05/2006	Prototype work started Website work started		Parallel Research completed
5	2/12/2006			
6	2/19/2006	Conduct Market Research (Weekend)		Focus group data collected/ presented to group (2/22/2006)
7	2/26/2006			1)Core website created 2)Business plan outline due 03/01/06
8	3/05/2006			
9	3/12/2006			
10	3/19/2006			
11	3/26/2006			
12	4/02/2006			
13	4/09/2006		Start presentation/exhibit	1)Prototype work frozen 2)RD Business Plan due 4/9/2006
14	4/16/2006	Start presentation/exhibit		
15	4/23/2006	Finish Website		1)Website Finished 2)Final Business Plan due 4/26/2006
16	4/30/2006			Presentation Exhibit Finished

# Group Organization / Assignments

## Organization:



## Specific Assignments:

Everyone

Collecting primary market research

Anthony

Team planning, organization, and oversight; Final presentation slides; Writing of general company description for business plan

Ann

Leading of business plan development and of research necessary for business plan.

Writing executive summary portion of business plan, and marketing section.

Daniel

Leading of continued development of prototype and of development of software engineering process. Determining feasibility of implementing 'lite' version of TravelFlash on cellular telephone platform.

Brian

Website

Zach

Writing operations section of business plan.

Rich

Writing of mgmt., and organization section of business plan. Organization market research project, and revamping of surveys to use for market research

Hassan

Writing of financial, expenses, and financial plan of business plan.

Susana

Writing of product & service, financial, and financial plan sections of business plan

Jung

TBW

Soomin

TBW

Seung

TBW

Victor

TBW