IPRO 357: TravelFlash
Project Plan

Objectives

IPRO 357: Travel Flash's main objective is to provide a proof of concept for a computer program for mobile devices that provides important local travel information to tourists or others unfamiliar with an area, who are unhappy with using time consuming maps, tour guide books, tour groups, etc, as their source of information. We will offer a portable, current, accurate, and comprehensive information presentation platform. We will create a prototype as a proof of concept that will be a working model of the platform. We will research and use the best technological solution for this platform, and its information base will be sized down to cover only the IIT campus, but will be sufficient to prove that the concept will function. We will also make a website to document the team's progress and help to explain our project to the public and those who come after us.

Background

Last year, the IPRO group validated the concept of creating a product for travelers which will provide them with real-time traveling information. It should feature a large, clear screen and keyboard, and GPS capabilities. Specifically, the ideal product should offer information about restaurants, ATMs, translation, currency exchange rates, public transit, emergency contacts, weather, and travel alerts. They have done some preliminary research: a competitive analysis for the market associated with travel information, a technical analysis, and the creation of focus groups to look into what the customers desired. They concluded that the product should be a combination of hardware and software (though we will probably stick with software only, as it will be easier to market). The hardware will probably include GPS and a memory card (many existing PDAs include these), and the software will provide the desired information to the customer on their own PDA or other mobile device such as a SmartPhone or PMC portable media center.

They have concluded through a series of focus groups that most travelers have language problems as they travel abroad. They also found that domestic travel was more popular than foreign traveling, but we will confine the geographical scope of our prototype to IIT's campus. The conclusion was that people would like to know their exact location in real time which necessitates GPS, and people want to know about attractions near them. Public transportation was also a concern as people often make mistakes planning trips. The previous IPRO group determined that most customers want maps, a currency converter, restaurants, hotels, and information about attractions. Historical data about landmarks was a proposed feature. We need to keep the scope of this project practical and realistic; therefore, our prototype will only include such functions as GPS location, nearby ATMs and buildings, and historical information about those buildings. Once we get a working prototype, the next IPRO group can pick up where we left off and continue implementing these other useful features. Therefore the software should include these options and deliver them on a portable device (PDA) that a tourist can carry on his or her person.

Source:

Project Methodology

-Complete an in-depth analysis of the products currently available on the market and determine what features and combination of features can be implemented to make our product unique.

-Maintain an active channel of communication with the technical team throughout the length of the project to ensure that both groups are working with ideas that prove desirable from a business standpoint and possible from a technical standpoint with our very limited resources.

-Conduct the necessary historical research about IIT's campus for the proof of concept and provide the information to the technical team.

-Develop a response to the aspects of the business plan that apply to our IPRO and are possible to answer given our knowledge base and resources.

-Evaluate and choose a multi-platform framework.

-Make a basic program in the framework to prove usability.

-Add features to the base program to customize it to the desires of the projected consumer.

Expected Results

Business Aspect:
Research and clarify what industry we are in, what competitors are out there, what the critical success point and what the barrier is for new comers to go into the market.

Technical Aspect:
By the end of the semester, we will have developed a piece of software that can use GPS to give the user accurate information about their surroundings. We will only include the IIT campus in this semester's work, and we may not finish all of the features that should eventually be included. We will be able to show maps and historical information about the majority of the buildings at IIT. Features that may be included this semester are campus events, directions to classes, weather information, and internal maps of buildings.

Project Budget

PROJECT BUDGET for IPRO Team 357			
ITEM	QUANTITY	PRICE	TOTAL
PDA with GPS Capability	1	$400 - $600	$400 - $600
Framework to develop application	1	$90	$90
Photocopies	600	$40	$40

The total estimated amount is in the range of $530 - $730

Task Schedule/Milestones

Week of	Technical	Business
Aug 25 - Sep 4		
Sep 5 – Sep 11		
Sep 12 – Sep 18		
Sep 19 – Sep 25	Framework Selection	
Sep 26 – Oct 2	Basic "Hello,World" Program : Prove that we can use the framework. Last chance to switch to a different framework.	Market research completed and information catalogued, including focus group results.
Oct 3 – Oct 9	Basic Functionality: Write enough code to be able to tell how long the rest of the features will take. Determine Final Development Schedule	
Oct 10 – Oct 16		Campus-specific information researched and provided to technical team.
Oct 17 – Oct 23		
Oct 24 – Oct 30		Continual development of business model and plan.
Oct 31 – Nov 6		
Nov 7 – Nov 13		
Nov 14 – Nov 20		
Nov 21 – Nov 27		Finalizations and Deliverables
Nov 28	IPRO Day	
Nov 28 – Dec 4		Finalizations and Deliverables
Dec 5 – Dec 11		

Individual Assignments

To start, we have appointed Kenneth Warren as team leader. We have also divided the team into two divisions known as the Business Team and the Technical Team.

Kenneth Warren (Team leader) : Administrative responsibilities, focus group recruitment, mid-term progress report, project abstract & final presentation slides

Business Team
Jared Gardner (Business Team leader) : focus group recruitment & final presentation slides
Sang Bang : Competitive analysis, focus group recruitment & final project report. Jongwon Lee : Competitive analysis, focus group recruitment & final project report.
Juan Casiraghi : Competitive analysis, focus group recruitment & final project report.

Technical Team
Kevin Lyles (Technical Team leader) : focus group recruitment & final presentation slides
Di Hu : Competitive analysis, focus group recruitment & final project report.
Matt Misurac : Competitive analysis, project plan, focus group recruitment & final exhibit.
Victor Pano : Competitive analysis, focus group recruitment & final project report.