ENPRO 350A – TravelFlash: Real Time Electronic Travelers Aid

Problem

International travelers often find themselves in places and situations where they are not comfortable. How do we keep travelers equipped with the information they need, when they need it?

Vision

To create a portable electronic travel aid that brings travelers time critical information.

Project Definition

The goal of our EnPRO is to validate our concept by doing several forms of preliminary research.

Goals

Competitive Analysis

– Gain awareness of the competitors in the market

– Evaluate competitors strengths and weaknesses

– Compare competitors offerings to our own

– Research what products should be our biggest concern

Technical Assessment

– Explore different technological options for product delivery

– Evaluate where considered technologies will be when product reaches market

– Grasp feasibility of product concepts and features

– Research platform availability and the effects different technological options will have on market size

Focus Groups

– Understand what the customer wants

– Determine which initial features are unnecessary and which additional features the customers need

– Evaluate customer response to the concept

– Refine initial product concept to include conclusions drawn from focus groups.

Obstacles

– Very difficult to get people to attend our focus groups

– Fewer people to do the same amount of work as a large team

– Slow to decide what approaches to take to validate the product concept

Results

– Competitive analysis of major competition completed

– Matrices for different forms of competition completed

– Technical assessment of major technological options completed

– Technological approach suggested

– Two focus groups and one individual interview held

– Conclusions from focus groups formulated and documented

– Final debate on whether or not to continue with concept scheduled

Faculty Advisor – Professor Daniel Ferguson

Team Members

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Betsy Raju – Electrical Engineering, Competitive Analysis

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