IPRO 350F04- TRAVEL FLASH
Project Plan Report
Illinois Institute of Technology
October 26, 2004

1. OBJECTIVES:

The goal of the IPRO 350F04- Travel Flash team is to perform a feasibility analysis of the electronic travel guide idea. The team plans to attain its goals by performing a competitive analysis of the existing market for travel guides, analyzing the technology for this particular idea and to do a focus group to receive feedback and input for desirable features. The vision is to do a thorough analysis of the idea to determine if it warrants further investment of this team.

2. BACKGROUND:

American travelers traveling abroad often face the big problem of not having enough information, guidance and suggestions to make their journey enjoyable. Sometimes they dread having to travel to a foreign country because of certain problems that they face such as language barrier, lack of knowledge of currency, and not having enough information about tourist's places, restaurants, hotel information, weather, time and so on. At other times, when baggage is lost or a medical emergency arises, there is no information as to who to call or contact. Another big dilemma that travelers face is getting lost in a foreign country, because they lack organized maps. Therefore, the travel guide team intends to identify other problems in addition to these faced by American leisure travelers to France by organizing several focus groups. Ultimately, the team plans to design a product that can alleviate the problems faced by leisure travelers to France.

3. RESEARCH METHODOLOGY:

The IPRO350F04 team intends to use the following approach:

1) Competitive Analysis: Research the different features/benefits that exist in the current travel guides including books, newspaper, pda, software, tv/radio, and websites.
2) Technology Assessment: Research the different methods for delivery of the intended product. The methods that can be used to market the travel guides are floppy, zip disk, super disk, USB flash drive, CD, DVD and the internet.
3) Focus Group: The idea of the focus group is to get ideas and feedback to help define the product. There will be three different focus groups conducted with a list of questions developed. The invitees to the focus group will be pre-screened with a list of screening questions compiled.

4. EXPECTED RESULTS:

The IPRO350 Travel Flash team expects to conceptualize the electronic travel guide idea into a well-defined product for delivery. This will include the format of how the data will be delivered and the unique features and benefits the product will include. This will be achieved as follows:

1) Matrix of Competitive Analysis- These matrices will analyze the existing travel guide products in terms of several benefits.
2) Technology Assessment- A written document of technological idea and suggestions for which technological path to follow.
3) Focus Group- A written document of the results and summarization of the three focus groups will be presented. This document will discuss the impact of the focus groups on the product idea, the items that were verified and disproved, and any other relevant information.

5. BUDGET/LIST OF ANTICIPATED EXPENSES:

- Focus Group: $300
- Travel Guide Software: $100
- Travel Guide Books & Magazines: $100

6. ASSIGNED RESPONSIBILITIES:

The project is split into different categories and each individual is responsible for a particular category as follows:
Competitive Analysis: Sherine George & Betsy Raju
Demo of Travel Flash: Nicholas Campion
Focus Group: Matt Dabney
Project Plan Report: Betsy Raju
Technology Assessment: Alexander Ostapczuk
Although the responsibility for that particular category is on the individual, the team as a whole works together to assist and ensure that the tasks are accomplished.