

# Tourister Application



# Problem Statement

How can we make taking tours on vacation easier, more enjoyable, and better incorporate local culture?

Vacations are expensive and people want to get the most out of them. Tours allow people to experience the location they are visiting, but the type of tour and how it is presented definitely influence how they view the vacation. Tour groups run by tour companies don't always provide the best in-depth experiences into the local culture.



# Application Research

## Airbnb

Allows users to rank hosts and vice-versa

Recommendations based on previous stays and location

Uses Facebook integration to recommend places to friends



# Application Research

## TripAdvisor

Comment system. Users are graded depending on how much they contribute

Recommendations by categories

Uses Facebook integration to share notes and reviews with friends



# Survey Development

- Motivation & Market Demand

- When vacationing, do you normally carry and use a smartphone?
- Would you be more likely to take a tour with a local tour guide or large tour company?

- Which factors are important to users when finding a local tour guide?

- Would you feel comfortable taking a tour with a local you haven't met before?
- What information about a guide would make you more comfortable taking a tour with him/her?  
(Check all that apply)

- Which factors are important to users when choosing a tour?

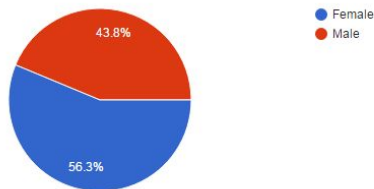
- What aspects of information about the tour itself are you concerned with when tour?

- Social Functionality

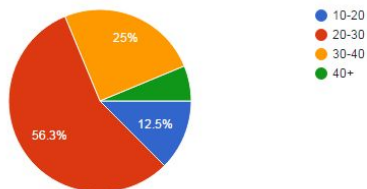
- When traveling, what aspects about a stranger lead to you becoming friends?

# Survey Results

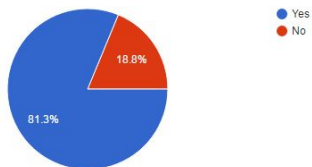
1. What's your gender? (16 responses)



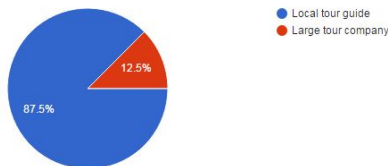
2. What's your age group? (16 responses)



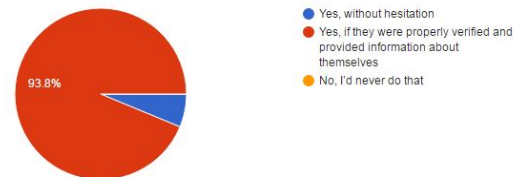
3. When vacationing do you normally carry and use a smartphone? (16 responses)



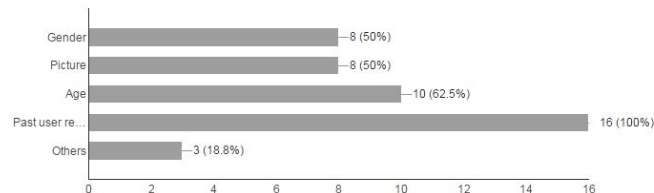
4. Would you be more likely to take a tour with a local tour guide or large company? (16 responses)



5. Would you feel comfortable taking a tour with a local you haven't met before? (16 responses)



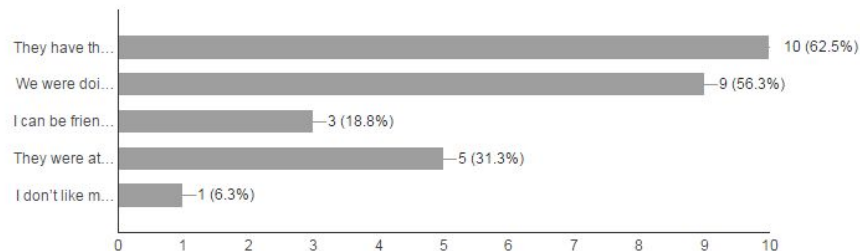
6. What information about a guide would make you more comfortable taking a tour with him/her? (Check all that apply) (16 responses)



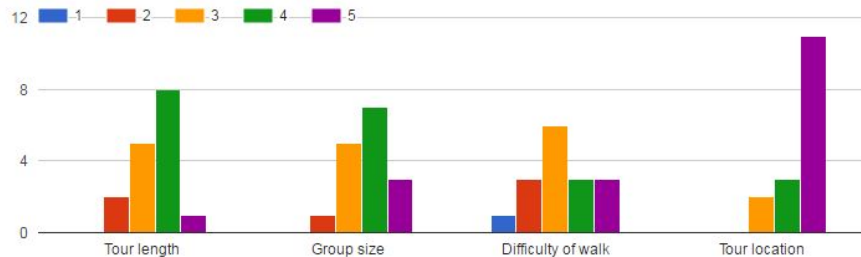
# Survey Results Continued

## 7. When traveling what aspects about a stranger lead to being friends?

(16 responses)

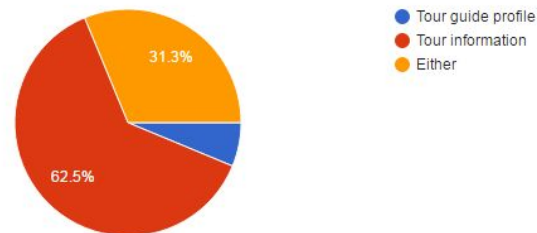


## 8. What aspects of information about the tour itself are you concerned about when deciding on a tour? (Please rate each on a scale of 1-5)



## 9. Would you be more likely to pick a tour based on the profile of the tour guide, or the tour information itself?

(16 responses)



# Encouraging Contribution

**Goal setting** - Motivate tour guides to become best guide in area. Identify local gem tours for tour takers.

**Authority/Relationship** - Send email from tour guide to tour takers. Automatically do it with one click.

**Liking** - Base recommendations on similarity between profiles of tour takers and tour guides.

**Privileges/Tangible Rewards** - If you give a tour, you can take a free tour in another city the first time. If you give 5 different tours, you can get another free one. Tours cannot be poorly rated.

**Reputation** - Ratings for both tour takers and tour guides. Like eBay and Airbnb.





# Ideas for Newcomers

- Find social community interested in traveling. Introduce application and ask some of them to be tour guides.
- Allow highly ranked AirBnb hosts to be tour guides without completing any extra steps.
- Have new tour guides provide answer to question about city in question or neighborhood.
- Provide people with referral links to give to their friends who may be good guides.
- Give points to local guides to use for discounts when traveling.



# Kickstarter Campaign

## Social Computing - "Tourister" Travel App Design

by Joseph Bender



1:41 | 1:45

Pittsburgh, PA Interactive Design

INFSCI 2430 - Social Computing Graduate School of Information Science University of Pittsburgh Final Design Project

Share: [Tweet](#) [Share](#) [Embed](#) [Pin](#) [Post](#)

1  
backer

\$1.00  
pledged of \$50 goal

0  
seconds to go

**Funding Unsuccessful**

This project's funding goal was not reached on March 31.

**Joseph Bender**

First created | 0 backed

[josephbender.com](#)

[See full bio](#) [Contact me](#)



Unfortunately, we did not meet our funding goal. It was a great learning experience though!

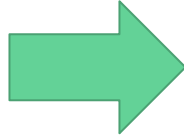


DEMO

# Logging in/Create Account



Loading Screen

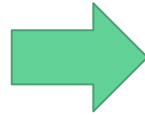


Login Screen

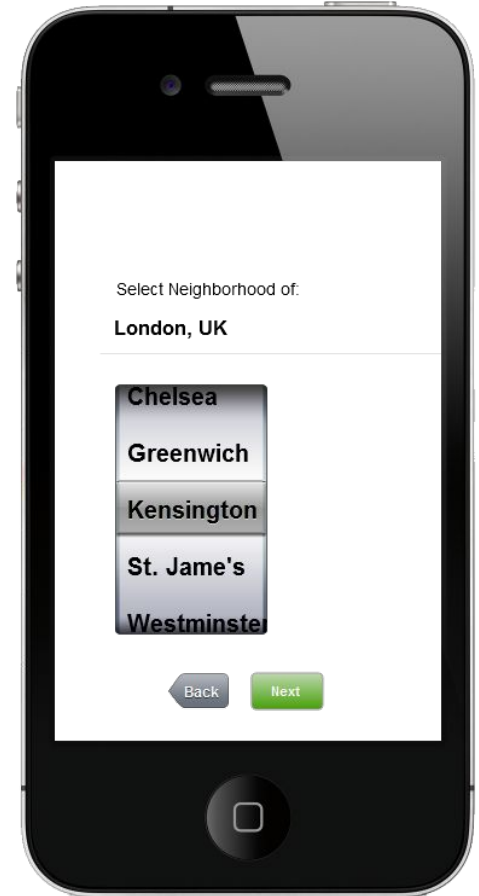
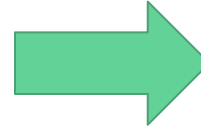
# New User Creation



Search For Your City

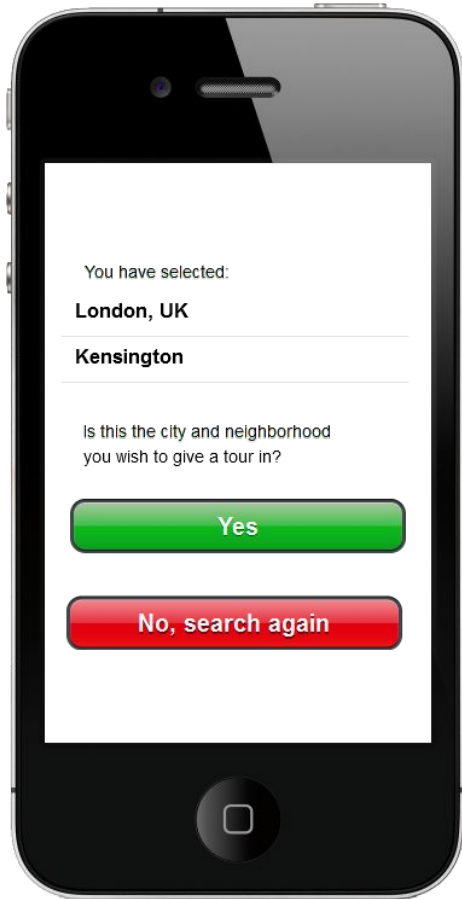


Select Your City

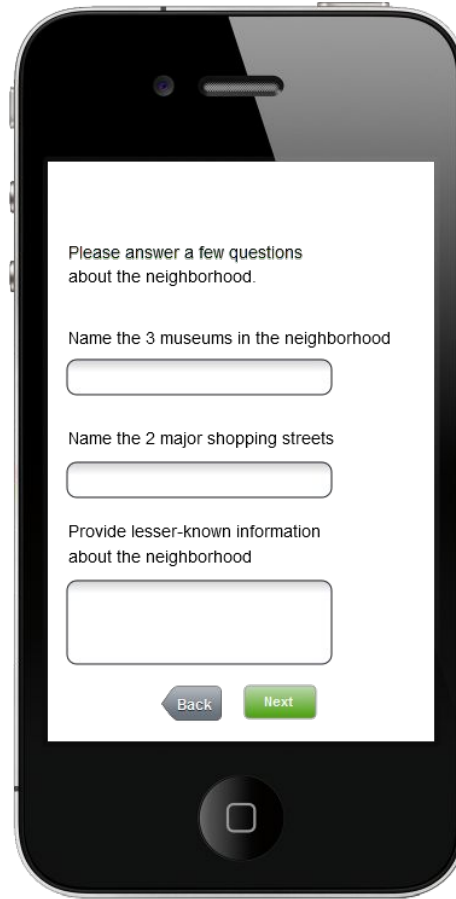
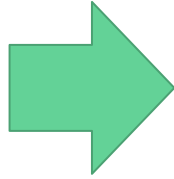


Select Neighborhood

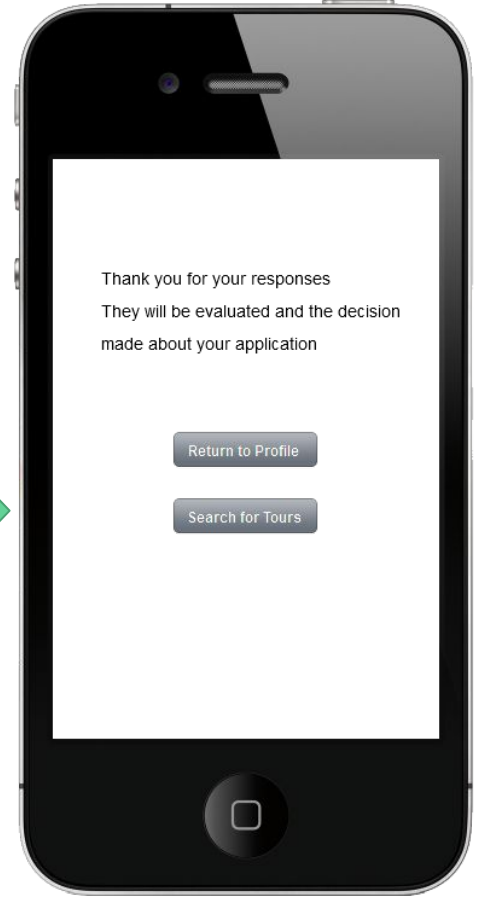
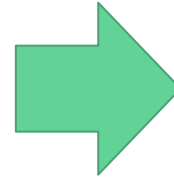
# New User Creation Continued



Confirm

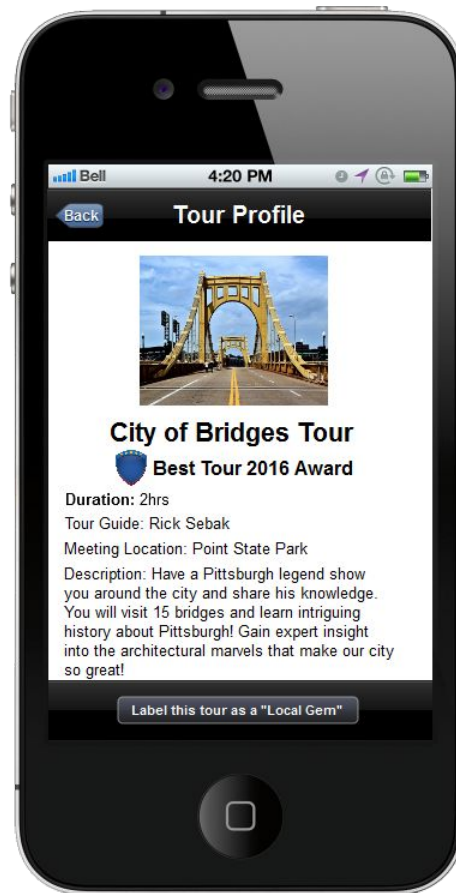
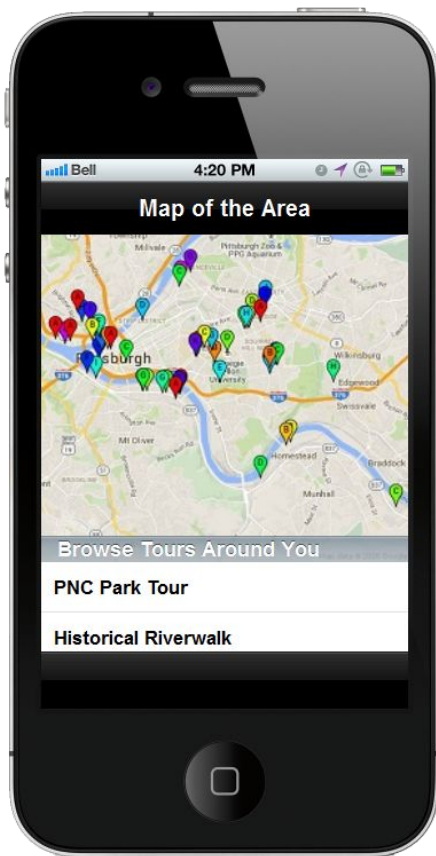


More Information

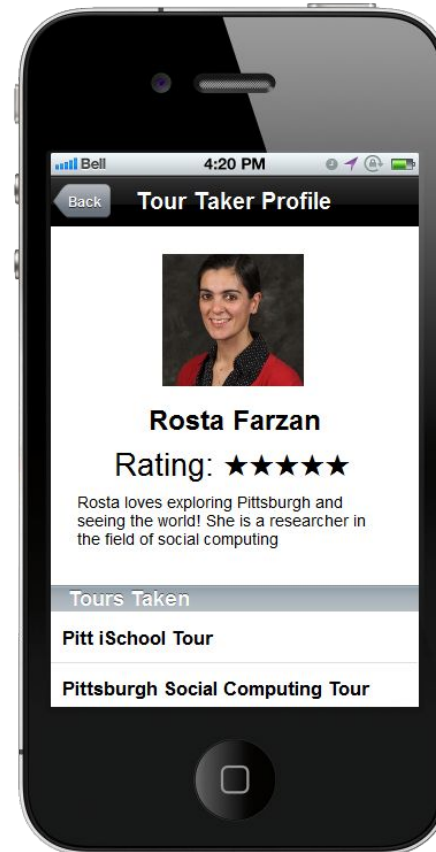
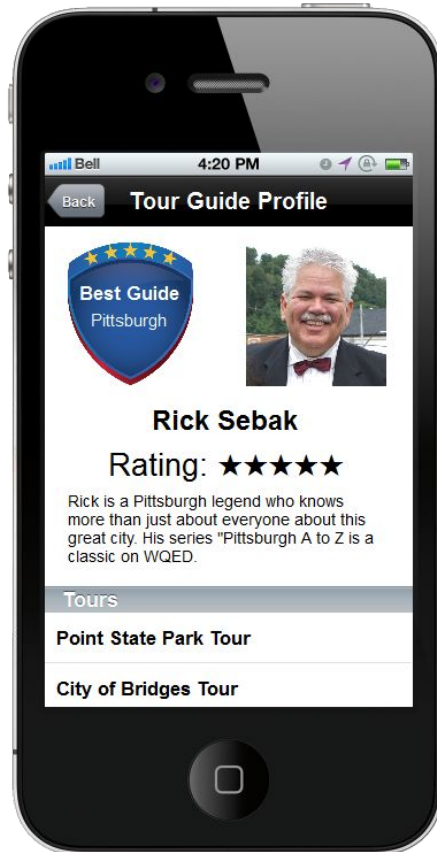


Application Review

# Tour Map and Tour Listing

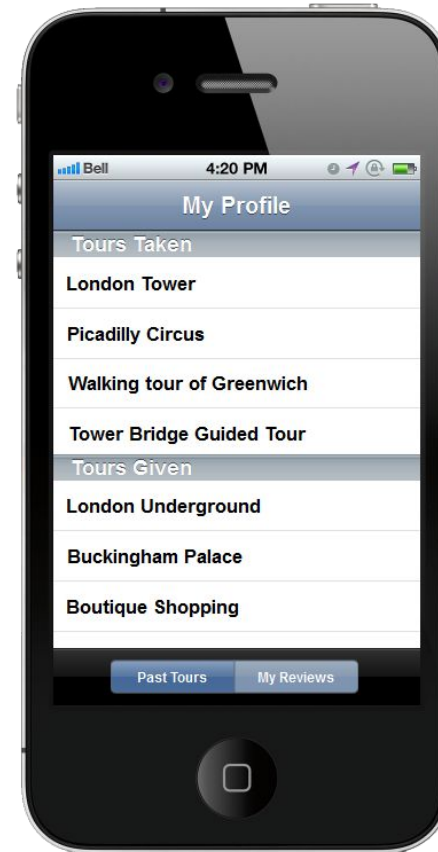
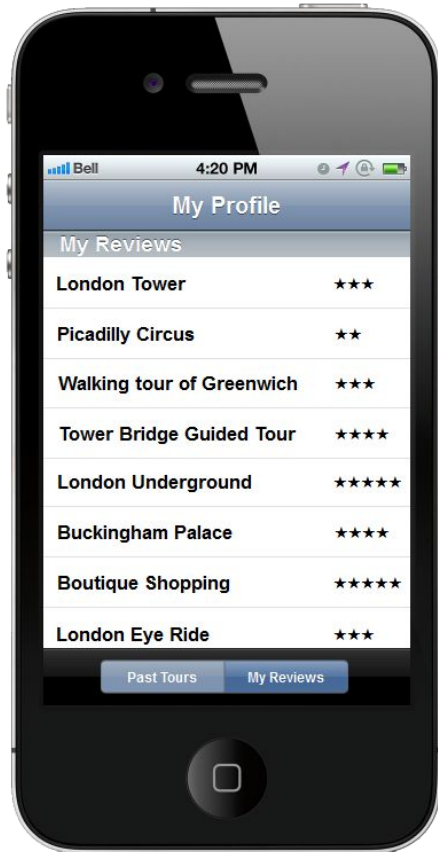


# Tour Taker/Guide Profile

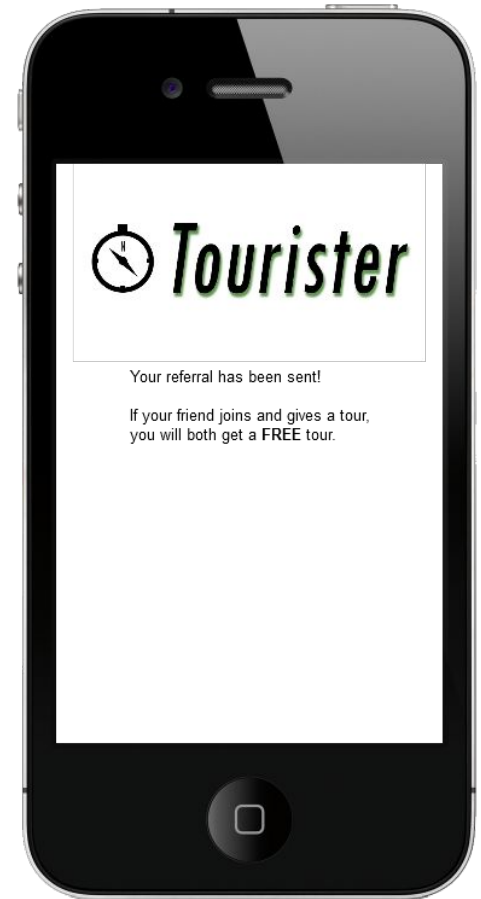
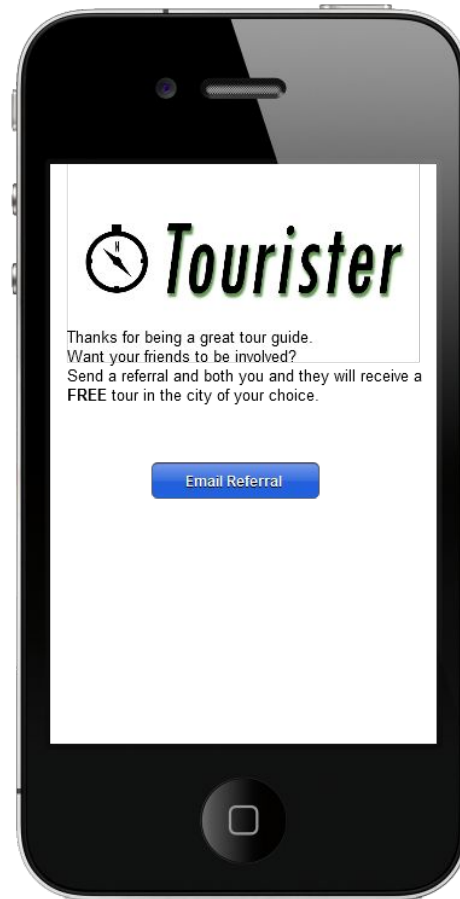
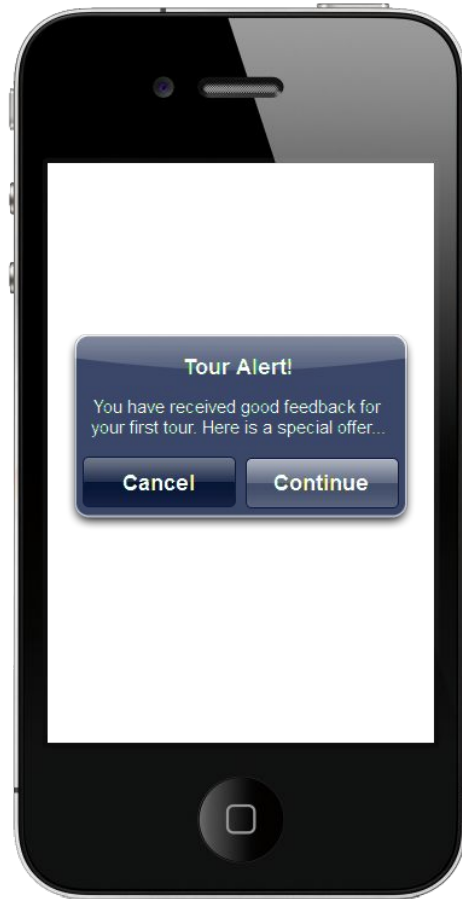




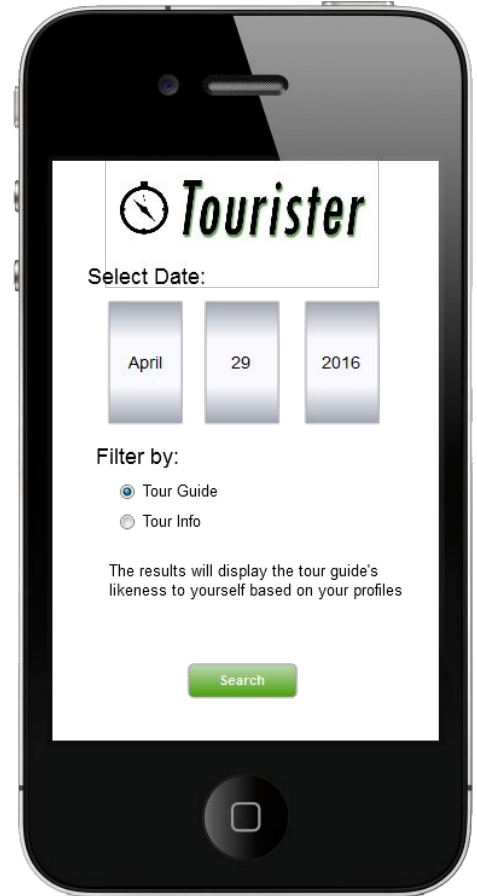
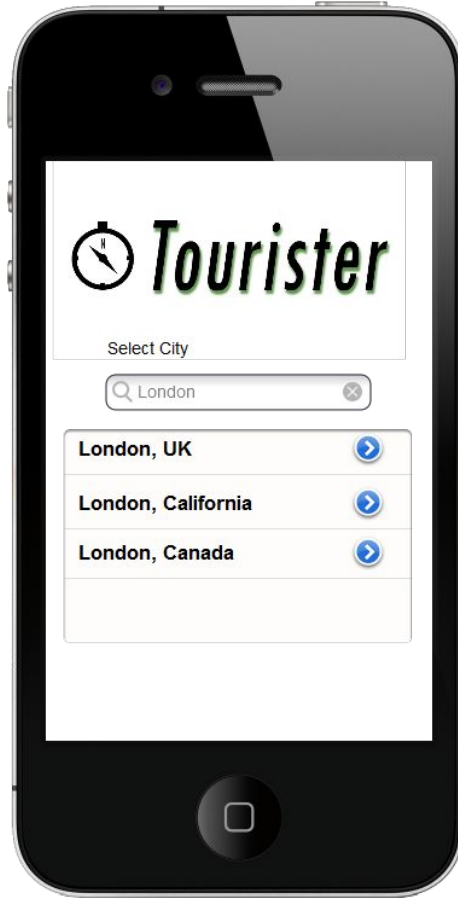
# My Profile - Past Tours and Submitted Reviews



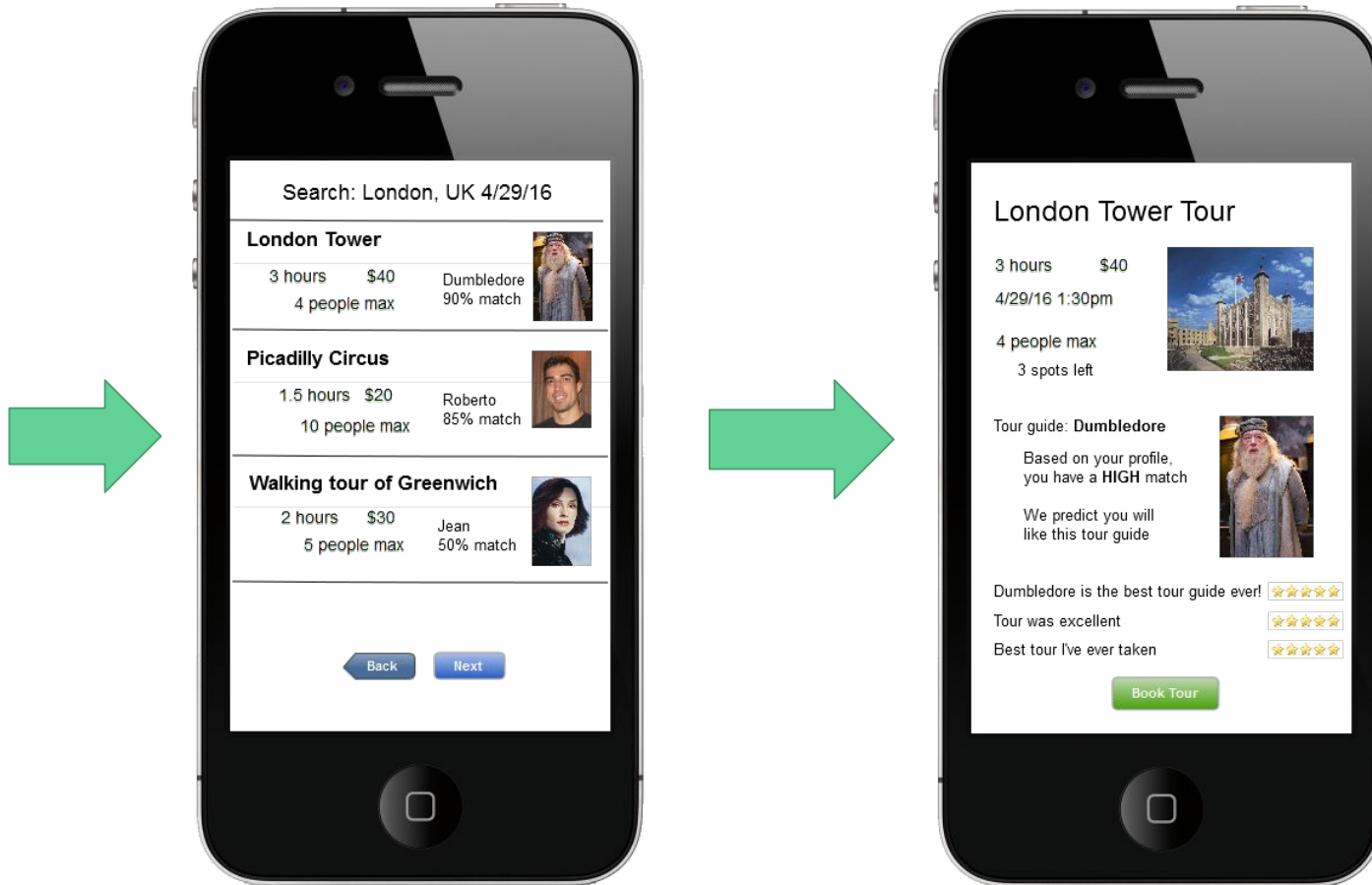
# Referral



# Recommendation



# Recommendation Continued



# Encouraging Contribution with Email

