



## THE MOBILE APP IDEA COMPETITION

# Me@Kerala

Concept By

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# INTRODUCTION

Till date all tour related applications just provide the usual maps service, simple place info and directions between tour spots. Apart from all these this app proposal provides novel ways of exploiting latest technologies.

This is a multifunctional and user friendly app that equips diverse features, like panoramic image for example - in normal tourist application the description constitute only normal sized images when a tourist search about a place, instead of that we are providing panoramic images, where which the user can get more detailed photographic view of the place which he/she is about visit.

When it comes to technology no other app in the era will not come closer to this, apart from normal application we can introduce the following

1. Augmented Reality (AR) Technology.
2. Quick Response Code (QR)
3. Panoramic view
4. Built-in translator
5. Multilingual audio help will serve very useful.
6. User Account and mood settings
7. Panic button and First AID
8. Seasonal tourism packages
9. Application runs completely without internet
10. Tourists using this app can also be covered under a flexible insurance plan
11. Restaurant and hotel listing

## **1. Augmented reality (AR) Technology.**

This is one of the latest technology exists to today. Augmented reality applications can enhance a user's experience when traveling by providing real time informational displays regarding a location and its features, including comments made by previous visitors of the site. AR applications allow tourists to experience simulations of historical events, places and objects by rendering them into their current view of a landscape. AR applications can also present location information by audio, announcing features of interest at a particular site as they become visible to the user

## **2. Quick Response Code (QR)**

For this each and every display board should consist of a QR code, for an example nowadays in a zoo a Teak tree bears a small board with its scientific and normal name, where we have to introduce this QR code too. QR code reader in the app enables us to retrieve information from QR images in pre- selected foreign languages including English. By which tourist could know more about anything.

## **3. Panoramic view**

Panoramic images contain images with elongated fields of view. Panoramic images of tourist spots add in more info for the users. For example in normal tourist application the description constitute only normal sized images when a tourist search about a place, instead of that we are providing panoramic images - where which the user can get more detailed photographic view of the place which he/she is about visit.

## **4. Built-in translator**

Tracing and extracting characters from hoardings, sign boards, bus, traffic boards etc, using the mobile camera and converting it to any language desired by user and displays it lively. Also user can hand write anything in the application which then can be converted in to desired language. Voice input also possible.

## **5. Multilingual audio help will serve very useful.**

In this application the description of a tourist place not only constitute details in text but also contains audio description through which user can hear about the place and path if he is driving, in desired language.

## **6. User Account and mood settings**

App also enables the user to create user account where user can upload photo and basic information. The account enables the user to select a certain mood. For example if the user likes adventure then the application will spot out the desired locations with adventurous touring around him/her with the help of GPS. With the help of account User can rate everything including hotel, packages, places even dishes too.

## **7. Panic button and First AID**

One of the important feature is, Panic button- is a functionality in the application when the tourist are in need of help (especially comes handy for women and children). On the press of a button the application will send the GPS location and basic information about the tourist with his photo identity to helpline numbers (including police fire rescue service etc...) via SMS and MMS. GPS location will send automatically from the application in every 15 seconds if the person is moving which will certainly come in handy if the tourist gets kidnapped. Application also contains details about the First AID

## **8. Seasonal tourism packages**

App also would propose to provide a list of places any tourist can visit based on the season/ month. It can sell as tourist packages; tourist can select certain packages using their credit card via this application.

## **9. Application should run almost without internet**

Another interesting feature would be the ability to run the app in airplane mode. Normally tourist places are remote, away from mobile coverage area. So almost all features in the application should develop in such way that the tourist can use from anywhere without internet.

## **10. Tourists using this app can also be covered under a flexible insurance plan**

Tourist can buy an insurance coverage with their credit card when they arrive at the airport which will cover their personal belongings and health.

## **11. Restaurant and hotel listing**

Hotel / Restaurant booking also allow the user to pick their menus too. They can even book their interested seat in a hotel (KTDC mainly).

**\*\*\*Note: If you have any doubts in Concept or Developing please feel free to contact me @ +91 9809922578 or mail me [achu.anish@gmail.com](mailto:achu.anish@gmail.com)**