

Kerala Tourism Mobile Application Idea

The Idea

The idea of this application is to bring social interactivity among travelers and improve the travel experience by offering interesting things that the user like. The main modules are:

Newsfeed:

The core of this application is an intelligent news feed which is a stream of relevant information a traveller need to explore real Kerala. This activity stream has objects like upcoming 'Events', interesting 'Photos', 'Checkin' information from other travelers(if published to public), near by 'Spots' etc.

Photos & Videos:

This section will identify trip photos and videos from user's phone and group them. The user can share it with other travelers and also in social media. Later the user can create and publish a short movie from these media (user trail can also be added).

Ask a Question:

A small but open Q&A module will help to get answers from local people, administrators and other travelers.

Around Me:

This map view shows interesting things around the user. It will be a small geographical representation of intelligent news feed but also include the user trail (captured if 'Track me' turned on).

Plan my trip:

The user can search for flights, trains, buses and hotels and schedule his trip. If the service providers are willing to join this, an integration can make direct booking from the application.

Notes:

A small todo list with reminders.

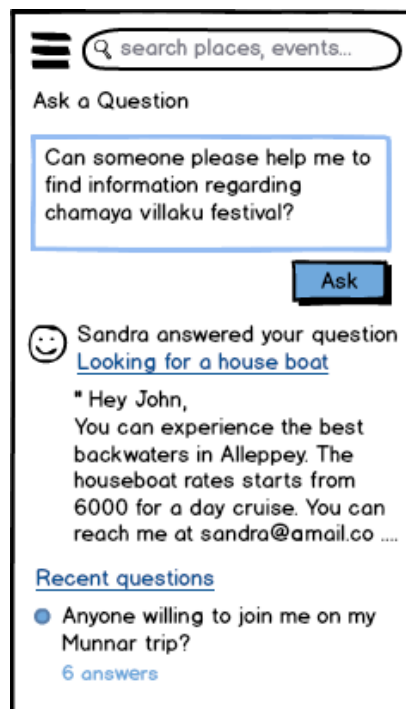
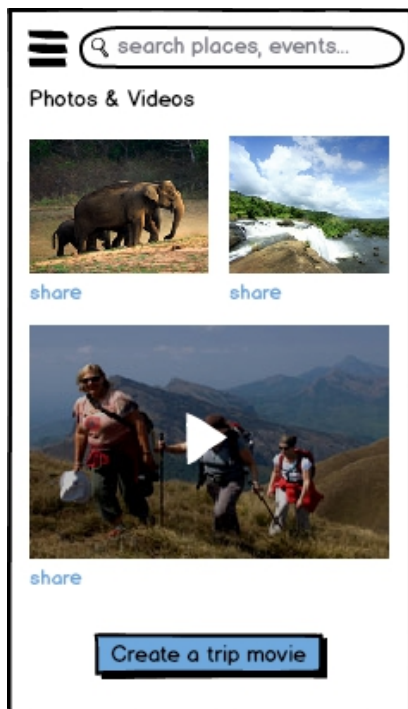
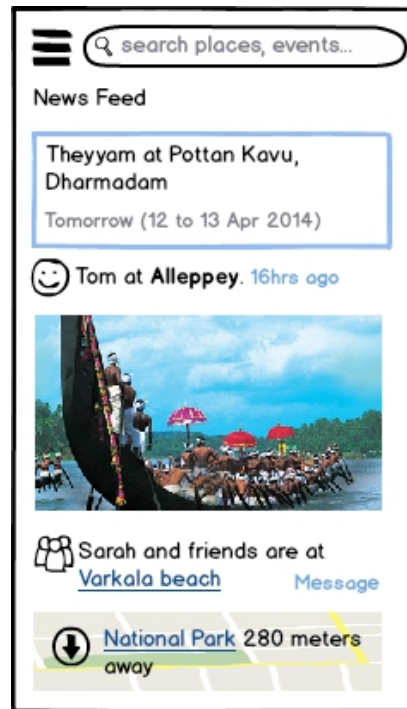
Messages:

This module helps to communicate with friends and other travelers.

How it will benefit Kerala Tourism

- 1) The user interaction data will be huge and it can be used to extract meaningful information. Example of such info are Hot spots, better hotel reviews, most liked Places, Total travelers, Referrals etc.
- 2) User published short movies promote the 'Kerala Tourism' brand.
- 3) If service providers are integrated ('Plan my trip'), revenue from commission.

Wireframes



☰ search places, events...

Around me

Cafe del Mar
400m away

You are here

Checkin here

[show my trail](#)

☰ search places, events...

Plan my trip

From

To

Departure

Return

Search flights & hotels

Lotus 8 Hotel ★★★★★
Walkable to Airport
SIN - COK | 09:55 - 15:25 \$710
COK - SIN | 16:15 - 08:35

Abad Plaza ★★★★★
M G Road
SIN - COK | 09:55 - 15:25 \$600
COK - SIN | 16:15 - 08:35

☰ search places, events...

Notes

Remember me to call the Gateway Hotel tomorrow at 9:00AM

Add Note

Book return ticket

Buy gifts for Allen and Oliver
14th Apr 2014

Watch Kadhakali at Thrissur
6th Apr 2014

☰ search places, events...

Messages

New Message

 Sarah 2hrs ago
Are you coming to Munnar this week?

 Dustin 1 day ago
Ok. take care.