

Entry for Kerala Tourism's "Mobile App Idea Competition"

Important points to focus on while building the app.

There is no point in suggesting features that has no real-life uses, so **make it practical**. Kerala benefits more if the tourists spend more, so design the app in a way which **encourages the tourist to spend more** in kerala. **Safety** is the most important issue in India right now, and we must make sure the tourist feels more **secure and safe** by using this app. Hagglng is a real issue faced by tourists when interacting with taxi and auto drivers. The app should provide an **accessible way** for the tourists to **book a ride at pre-approved rates** from trusted partners. This should also help the tourist to get in touch with officials **in case of an emergency**. Kerala is enchanting and exploring the state is why the tourists are here for. The app should be the go-to source for all information about Kerala.

So to summarise: **Practicality, Shopping, Safety, Accessibility, Discovery**

The above should be the pillars on which the mobile app should be built to make sure it is an useful one, and not just another marketing gimmick.

Features

1. Bus, Train timings
2. Auto, Taxi fares
3. A realtime map with the following information
 - a. Where to stay
 - b. Where to eat
 - c. Local events
 - d. Locate shops from where the tourists can buy local and exotic items
4. Things to do
5. Gamification and Social media integration
 - a. Provide them with local deals and offers when they upload an image or share a status update on their social profile about kerala. This will be seen by millions of users, and will provide a cheap guerrilla-marketing campaign for Kerala Tourism
6. An interface from which the tourist can book a taxi at any convenient time.
7. A game: The tourist should be able to unlock special badges if they do certain tasks like visiting a spot, or uploading an image of something they see in kerala to facebook
8. One touch communication channel to officials

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