

2014

App Idea



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IDEAS:

Based on the above points and survey done here are the ideas I propose for Kerala Tourism App:

- **Include Map Navigations** to locations in the app, as most it is evident from data analysis and graphs.
Most of the people are new to the place so they would love to download the app and navigate to best of the places.
- Improve the **app interface** to swipe than click/tap, like in case of Delhi Guide app the interface is really user friendly and smooth.
- In photo section there are too many choices like
 - Kerala at a glance
 - How to (this is incomplete written link)
 - For travelers
 - For Media
 - For Business etc.As consumer theory says “**Too many choices confuse the consumer**”, same applies here, when one see’s so many choices they end up selecting none.
So, remove those selections and under photo gallery, and upload direct photographs as in Delhi, Karnataka Apps.
- There should be a **uniform logo** for promoting Kerala tourism, like in case of MP Tourism, they have a logo and tagline which everybody can connect to.
Upload this photo as profile picture for Kerala Tourism on facebook and mobile app both.
- Have **major city wise attractions**, like in MP Tourism App
- **Include the best season and days** to visit that particular place/spot sight-seeing, as many would not be aware of the best time season.
- **Remove lengthy text paragraphs** from various sections, because while on the move on a bike/car no one would read so much text rather like to look for informative displays.
- App should also feature **inquiry about budget hotels and transport services** to reach various destinations (taxi etc.)
- One more thing could be to **introduce real time sight-seeing bus package booking** or schedules, where people can view routes of various Kerala Tourism buses with time and fare and book/schedule a ticket with the desired.

- Connect the app to **Instagram** and make people upload their Kerala Tourism pictures on Instagram/facebook etc and hashtag Kerala Tourism, and this pictures can also be seen via the app.

How it will help tourism in Kerala:

- City wise attractions engage more people, as to which places there are actually.
- Short and crisp pictures instead of lengthy texts, and location navigation with best visit season and various approximate costs related to visiting that place all the more makes more people use this app and know clearly before visiting Kerala
- A definite lesson learned from MP tourism is their marketing through logo, slogans.
- The real time sight-seeing bus thing could be very attractive for tourists who are there on an unplanned Kerala visit, so that they can easily get onto these busses and continue their trip.
- Any jingle added along with the app and going viral on advertising would also make a good hint at people visiting Kerala.

Introduction, as to how I reached these ideas:

I had some ideas about the app idea contest when I came to know of it, so instead of giving away only information I decided to go concrete on my suggestions.

I conducted a small survey of my ideas to check their validity. Sample size was 30.

To test the validity of the data collected I conducted a reliability test on the data on a statistical tool called SPSS.

As per standards, any reliability value above 0.5 is reliable, for the test conducted I got the value as **0.785**, so it means the conclusions are valid in real time applications.

(I have copied in here, the question asked, responses sheet, graphical show and the data reliability table.)

Question:

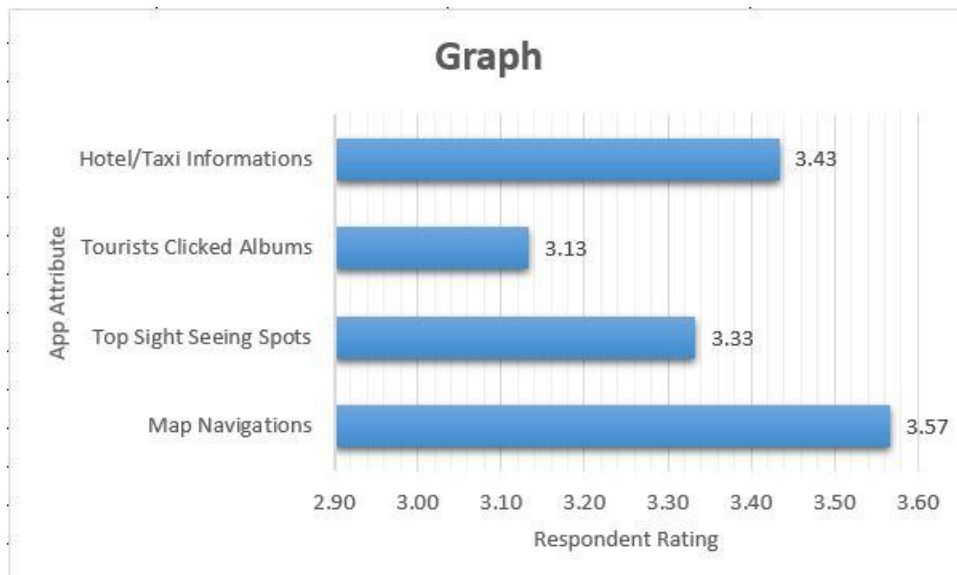
Rate the following features you would like to have in a mobile app related to tourism?

(On a scale of 5, where 5 means the best and 1 is worst)

Responses:

Respondent No.	Map Navigations	Top Sight Seeing Spots	Tourists Clicked Albums	Hotel/Taxi Informations
1	4	3	3	3
2	4	3	3	4
3	3	3	3	3
4	3	3	3	4
5	4	4	4	3
6	3	3	2	3
7	4	2	4	4
8	3	3	3	3
9	4	3	3	3
10	3	4	3	2
11	4	4	4	4
12	3	3	3	3
13	5	4	4	4
14	1	1	1	1
15	4	2	2	4
16	3	2	2	4
17	2	2	3	3
18	2	3	3	4
19	4	3	3	4
20	5	5	4	3
21	4	3	3	4

22	4	4	4	5
23	4	5	3	4
24	4	4	3	4
25	4	4	3	4
26	4	4	4	3
27	3	3	3	3
28	3	5	4	3
29	4	4	4	3
30	5	4	3	4
Average	3.57	3.33	3.13	3.43



Reliability

a. Listwise deletion based on all variables in the procedure.

Scale: KeralaTourism

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.785	4

I conducted a small survey with 3 tourism apps with sample size as 30 respondents to get an idea as to what a user would want.

Apps I took for survey:

- Kerala Tourism
- Karnataka Tourism
- Delhi Guide
- MP Tourism

Positive points I concluded:

- Since apps are mostly run on 3"-5" screens clear & illustrative pictures help engage
- Navigation map was the top most priority, since most of the people would not be native of the place
- List of tourists spots with tourist ratings and original pictures
- Tourism logo does help

Cons that I could sense:

- Since mobile/tablets screens are generally 3"-7", too much written content would not help, as people want quick information no lengthy paragraphs
- User interface, swipe, click matters a lot in touch screen devices
- Too many choices confuse the consumer

**It was a very small primary research, given more time, it could be very well extended and exact attributes can be worked upon.*

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