



DISCOVER WITH AI

Application preliminary analysis

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1. Application analysis

The application has the purpose of guiding the user throughout the process of setting up his or her travel, comparing prices, providing suggestions and proposing itineraries. The guideline is composed by steps, for instance flights purchase followed by accommodations booking, thus the user can easily choose the best options for his or her travel assisted by an Artificial Intelligence (AI) tool.

Two type of platforms are designed for fully satisfying user needs:

- **web site** - since the majority of travellers organize their trips using a computer, because of screens size and more flexibility of browsers, a web site is provided with all features necessary for setting up the journey;
- **web application** or **mobile application** - after completing the organization process, all information are easily consultable on mobile devices which are more often used during travels.

The scope of the AI tool is to provide suggestions about prices, locations and transports, not to complete purchases. This action, in fact, would require partnerships with several companies of flights and accommodations booking, and public services such as public transports and museums. Therefore, links to the actual platforms for finalize the purchases are supplied in the web site, so that the user, after completed the process, can indicate that the payment has been made. Finally, the user can check all reservations, payments and even the entire itinerary on his or her mobile device.

1.1. Problem analysis

Some platforms that look for best prices of flight tickets already exists, as well as those for hotels booking. Some web sites or forums are also well focused on presenting point of interests and most popular attractions, however searching all information on your own becomes very dispersive and frustrating. The **latent problem** the application is willing to solve is about inefficient preparation of travels. More in details, the problem can be characterized in the following “sub-problems”:

- **time save** - the AI tool is able to speed up the process of searching information in internet, especially when looking for point of interests in places the traveller is unfamiliar with. Additionally it is more efficient in comparing alternatives, making the user check different options easier;
- **money save** - the AI tool is also able to propose itineraries scheduling the trip day-by-day, providing, besides, cheaper options with regarding to traveller’s budget, for instance suggesting a museum that offers discounts in particular days. This kind of treatment is also supplied by travel agencies, but costs can increase significantly;
- **better information organization** - the web application or the mobile application have the scope of keeping all information in one read-to-use place. The goal is to facilitate the access to data of reservations, itineraries and personal notes in order to make the travel experience easier and more enjoyable.

Discover With AI aims to bundle the existing services into an all-in-one platform in order to improve the travel experience and make this type of activity more affordable still keeping a good balance between prices and quality.

1.2. Customers analysis

One of the most important topic to address when developing a business idea is identify the potential customers: without them, the idea cannot have no possibility of success, since customers are the people who ultimately determine the economic success of the to-be-developed platform.

Customers are not only the **end users** of our product/service, but also **influencers**, **recommenders**, **economic buyers** and **decision makers**: each of them have to be carefully identified in order to maximize the possibilities of success.

After careful considerations, the Discover With AI team identified the following customers described in the respective chapters.

1.2.1. End users

End users are people with the economical possibilities to organize a trip, travel or journey, but that are also interested into saving money where possible without the burden of organize in depth every single detail. Travel agencies can ease user's responsibilities, however they may require an expensive commission that could be unaffordable for a significant portion of travelers.

Ultimately, end users may also include young adults, specifically people between 20 and 50 years old, who would like to organize an holiday with friends and/or their families, and adolescents (between 16 and 19 years old) who are approaching this type of experience for the first time.

1.2.2. Influencers

Influencers, defined as people who can particularly influence people's buying decisions, could be national and international content creators on various social networks (e.g. YouTube, Instagram, etc.) whose main covered topic is centered on travels suggestions and abroad experiences.

Some examples are provided below:

Username	Platform	Description
Zane Travel	YouTube Instagram	Zane Travel, pseudonym for Zane Sensenig, is a popular content creator who shared its travels to Japan, Korea, the Philippines, India, the United States of America and many others with its 138.000 worldwide subscribers
Humansafari	YouTube Instagram	HumanSafari, also known as Nicolò Balini, is a popular italian travel influencer with over a million subscriber on YouTube, where he shared his experience in both well known countries and less attractive one, like the Democratic People's Republic of Korea.
Abroad in Japan	YouTube Instagram	Abroad in Japan is a popular YouTube channel created by the

Username	Platform	Description
		British Chris Broad. He's one of the most important foreign content creators in Japan
Currently Hannah	YouTube Instagram	Currently Hannah is a YouTube channel with over 561.000 subscribers mainly centered in Japan but with also content regarding Taiwan and Australia.

1.2.3. Recommenders

Recommenders, defined as people who can influence service usage in both a positive and negative way, could be identified in content creators who will receive an early access to the platform in order for them to provide a review, or seller who are willing to create a partnership with the platform for selling premium plans.

Lastly, other users of the platform itself could recommend or not the provided service.

1.2.4. Economic buyers

Economic buyers, defined as the people who have the power to approve the purchase and/or the use of the service, could be identified in friends who together are trying to organize a group trip: they could suggest or deny the use of the platform.

Family members could also represent a potential economic buyer for the same reason, more importantly for the end users identified as teenagers, who don't possess the necessary economic resources needed for the travel.

1.2.5. Decision makers

Decision buyers, identified in people who ultimately decide to acquire and/or use the platform, have to be identified in the journey organizers, who can find in our platform the best efficient solution.

1.2.6. Problem validation

To validate our problem hypothesis, we conducted an extensive series of interviews with our target users to thoroughly assess whether the identified problem truly exists. This qualitative research was aimed at gathering detailed insights and authentic feedback to ensure that our solution addresses a real and pressing need among our final users. Before actively starting the interview process, we thoroughly prepared by studying techniques to maximize the information extracted from our interviewees and wrote a small interview guide with a structured list of **core** questions. Additionally, we considered recruiting participants that best represented our user personas to ensure meaningful insights. This preparation helped us understand exactly what to ask and how to create a comfortable environment conducive to honest and comprehensive responses, ultimately enhancing the quality and usefulness of the interviews.

1.2.6.1. Questions

Question	<i>How old are you?</i>
Goal	Verify if the age falls within the expected range.

Question	<i>Have you ever traveled in the past?</i>
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Goal	Check if a person has previous experience and has already done a similar journey.
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Question,	<i>Why did not you travel before?</i>
Goal	Investigate why the individual has not traveled before, specifically examining if common challenges related to organizing and finding reliable information are significant barriers.
Linked to	<i>Have you ever traveled in the past?</i>

Question	<i>Do you prefer to travel solo or in group?</i>
Goal	This is mainly to make the person feel more comfortable and to determine whether they were involved in organizing the journey.

Question	<i>Do you like to take initiative and try to make an itinerary?</i>
Goal	Determine whether the person prefers to organize the entire journey or most of it.

Question	<i>Why do not you like to take initiative?</i>
Goal	Check why the person doesn't like to take initiative because the majority of people get bored of finding information.
Linked to	<i>Do you like to take initiative and try to make an itinerary?</i>

Question	<i>How did you find all of the information you needed?</i>
Goal	Assess whether the process of gathering information was challenging or disorganized.

Question	<i>Was searching information difficult?</i>
Goal	Determine whether researching information was straightforward or not.

Question	<i>How did you organize the journey?</i>
Goal	Understand the steps the person follows during the process.

Question	<i>How much time did it take?</i>
Goal	Assess whether the process of finding information was lengthy and boring.

Question	<i>Were you satisfied with what you organized?</i>
Goal	Determine whether the person settled due to time constraints or because they did not find anything of interest.

Question	<i>Was it easy to manage and keep track of all the travel tickets, passes and documents?</i>
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Goal	Assess whether managing travel tickets caused user frustration and validate our hypothesis for the necessity of a feature that simplifies ticket handling.
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These are the most important questions but to keep the conversation flowing naturally, we also include some minor questions to help the person feel more comfortable, encouraging honesty and potentially leading them to share additional insights.

1.2.6.2. Interviews

All of the made interviews are accessible on the [project's website](#) where an *ad hoc* [document](#) can be found.

Here will be reported a link to each one of the interviews for the reader's convenience.

Note: Questions marked with the * symbol are minor and specific to the current discussion and are **not** part of the main questions.

Interview	Link
Interview 1	Direct link
Interview 2	Direct link
Interview 3	Direct link
Interview 4	Direct link
Interview 5	Direct link
Interview 6	Direct link