

# CHECKAWAY

## Mobile App + Website

### Overall Vision:

The app aims to simplify travel planning by offering all-in packages based on budget and user preferences while incorporating a gamified experience. It will offer users a sense of achievement and rewards for their activity and loyalty, while making holidays planning more fun.

### Concept:

An interactive and user-friendly referral app that suggests packages of holidays (transportation + accommodation) to its users within their budget, depending on their location, distance to destination, and length of the trip they are okay with. Users will be redirected to the web page of the chosen accommodation and transportation option they chose to pay. Users will have a profile created when they register on the app. On their profile, they will be able to upload pictures, videos, and reviews of their booked trips in exchange of rewards.

The more rewards they get, they will obtain badges that allows them to receive redeemable cashback and discounts on their future trips.

On their profile, we will display all the places they visited pinned on map.

They can also invite friends for group trips and organize group trips through the app (chat + video calls).

### Details:

A trip suggestion from the app will be a combination of Accommodation (hotel, apartment, villa) and Transportation (flight, train, car, cruise, yachts).

Pictures of the accommodation and details of the transportation will be displayed on the same page. Accommodation on top, and transportation below it. There will be a button "City Guide" that users can click on and see the city's main attractions they could visit (including pictures).

There will be a system of swiping left and right the accommodation suggestions and transportation suggestions until finding the preferred combination. The total price will be adjusted automatically with each swipe.

Users will be able to like/dislike or save preferences to refine their future suggestions.

### Main functionalities for the user:

- Receive all-in trip ideas within selected budget
- Booking selected trip through the web app page of the seller (affiliate program links)
- Create a profile, upload pictures and videos of your trip in exchange of rewards. Have a map on your profile with visited destinations pinned.
- Like and comment someone's itinerary and request the similar destination.
- Create group trips and invite friends to the group trip. All members of the group trip will receive accommodation options and can separately Like or Dislike it. The app will send a notification when the whole group Likes the same option and another notification when a member Books an option.
- Possibility to import the details of a booking made outside of the app into the app in the group trip functionality.
- Possibility to send a fully paid invitation for a trip without disclosing the price to a friend.
- Possibility to chat and video call the members of your group trip through the app.

### Similarities with existing apps:

- KAYAK for the referral side
- YELP for the profile creation and reviews side
- TRIP ADVISOR for the city guide and referral side
- OMIO for all the transportation options
- GET YOUR GUIDE for all the activity suggestions
- TINDER for the swiping side

**Technical aspects:**

1/ Build or integrate a robust and fast scrapping API that will extract:

→ accommodation details including pictures and prices updated in real-time (scraping from Google hotels would be ideal)

→ transportation options with prices updated in real-time (scraping from OMIO would be ideal)

→ car rental options with prices updated in real-time

→ main attractions including pictures (scraping from GET YOUR GUIDE would be ideal)

→ city guides (integrate an AI prompt to suggest an itinerary depending on the trip's length and destination)

2/ Packaging Engine : will match and suggest daily combinations to users within their budget. The app will use the users' budget, filtered criteria.

3/ Commission engine : admin side to manage commission distribution.

4/ Machine learning : make predictions of prices and suggests recommended options according to the user.

5/ Cloud integration of all pictures and data uploaded.

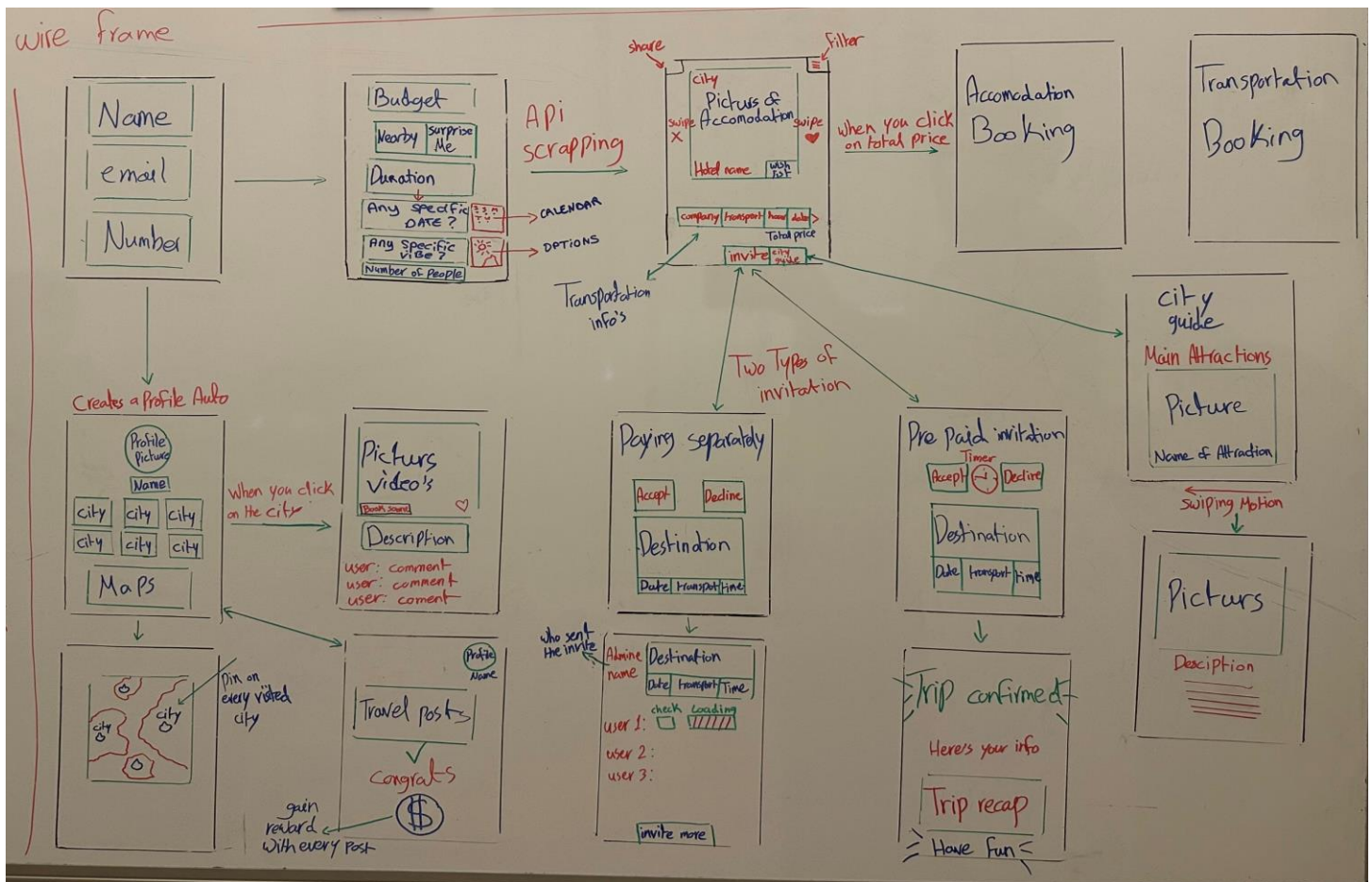
**Design aspects:**

1/ An intuitive, fun, fast and aesthetically pleasing UI/UX Design.

2/ Ensure the website is responsive for different devices – desktop, tablet, and mobile.

3/ Accessibility features for users to navigate and interact with the app efficiently and easily.

## Wire frame draft (not accurate):



## Detailed list of requirements:

### 1. User Registration and Authentication:

- Functional Requirements:
  - Allow users to register and create an account.
  - Implement secure authentication mechanisms, such as email verification or social media login.
- Technical Requirements:
  - Develop user registration and login functionality.
  - Integrate with authentication services or frameworks.
- Non-Functional Requirements:
  - Ensure secure storage and handling of user credentials.

### 2. User Profile Management:

- Functional Requirements:
  - Allow users to create and manage their profiles.
  - Enable users to update personal information (profile pictures, bio, itineraries, reviews, etc.)
- Technical Requirements:
  - Implement user profile creation and editing functionality.
  - Provide options for users to upload and manage profile pictures.

- Non-Functional Requirements:
  - Ensure user profile information is stored securely and accessible only to authorized users.

### **3. Search and Filtering:**

- Functional Requirements:
  - Enable users to search for accommodations and transportation options based on various criteria, such as location, dates, price range, and category of the accommodation.
  - Provide advanced filtering options to refine search results.
- Technical Requirements:
  - Implement search functionality with filters for accommodations and transportation.
  - Integrate with relevant APIs or databases to retrieve search results.
- Non-Functional Requirements:
  - Ensure fast and accurate search results with minimal latency.

### **4. Accommodation Booking:**

- Functional Requirements:
  - Allow users to view detailed information about accommodations, including descriptions, photos, amenities, and reviews.
  - Enable users to book accommodations by selecting dates, room types, and making payments through a web page of the chosen provider (no In-App Purchase)
- Technical Requirements:
  - Implement accommodation listing and booking functionality.
  - Integrate with payment gateways for secure transactions.
- Non-Functional Requirements:
  - Ensure reliable and secure booking process with real-time availability updates.

### **5. Transportation Booking:**

- Functional Requirements:
  - Provide users with options to search and book transportation services, such as flights, trains, or rental cars
  - Display relevant information, including schedules, airline or train logo, prices, and seat availability.
- Technical Requirements:
  - Implement transportation search and booking functionality.
  - Integrate with relevant APIs or services to retrieve transportation data (OMIO has the most complete data, to determine which API they are using)
- Non-Functional Requirements:
  - Ensure accurate and up-to-date transportation information for seamless booking experience.

## 6. Payment Integration:

- Functional Requirements:
  - Enable users to make secure payments for accommodations and transportation bookings through the referred side web app page (similar to KAYAK)
  - Support multiple payment methods, such as credit cards, digital wallets, or bank transfers.
- Technical Requirements:
  - Integrate with payment gateways or payment service providers.
  - Implement secure payment processing and transaction handling.
- Non-Functional Requirements:
  - Ensure secure and reliable payment processing with proper error handling and transaction tracking.

## 7. Trip History and Itinerary Management:

- Functional Requirements:
  - Provide users with a history of their past trips and itineraries.
  - Allow users to view and manage their upcoming and past bookings.
- Technical Requirements:
  - Implement trip history and itinerary management functionality.
  - Store and retrieve trip data from a database or backend system.
- Non-Functional Requirements:
  - Ensure efficient retrieval and display of trip history and itinerary information.

## 8. Ratings and Reviews:

- Functional Requirements:
  - Allow users to rate and review accommodations and transportation services.
  - Display average ratings and reviews for users to make informed decisions.
- Technical Requirements:
  - Implement rating and review functionality for accommodations and transportation.
  - Store and retrieve rating and review data from a database or backend system.
- Non-Functional Requirements:
  - Ensure accurate and reliable display of ratings and reviews.

## 9. Favorites and Wishlist:

- Functional Requirements:
  - Enable users to save accommodations and transportation options to their favorites or Wishlist.
  - Provide a way for users to easily access and manage their saved items.

- Technical Requirements:
  - Implement favorites and Wishlist functionality.
  - Store and retrieve saved items from a database or backend system.
- Non-Functional Requirements:
  - Ensure efficient retrieval and display of saved items.

## **10. Social Media Integration:**

- Functional Requirements:
  - Allow users to share their trip details, bookings, or reviews on social media platforms.
  - Enable users to log in or sign up using their social media accounts.
- Technical Requirements:
  - Implement social media sharing functionality.
  - Integrate with social media APIs for login and sharing features.
- Non-Functional Requirements:
  - Ensure seamless integration with popular social media platforms.

## **11. Notifications and Alerts:**

- Functional Requirements:
  - Send notifications and alerts to users for booking confirmations, trip updates, special offers, and reminders to review their experience.
  - Allow users to customize their notification preferences.
- Technical Requirements:
  - Implement push notification services for real-time notifications.
  - Provide options for users to manage their notification settings.
- Non-Functional Requirements:
  - Ensure timely delivery of notifications and efficient management of notification preferences.

## **12. Geolocation and Maps Integration:**

- Functional Requirements:
  - Utilize geolocation services to provide location-based recommendations and search results.
  - Integrate maps functionality to display accommodations, transportation options, and trip itineraries.
- Technical Requirements:
  - Implement geolocation services for location-based features.
  - Integrate with mapping APIs for displaying maps and related information.

- Non-Functional Requirements:
  - Ensure accurate geolocation data and smooth map rendering.

### **13. Secure Data Storage and Privacy:**

- Functional Requirements:
  - Store user data, including personal information, bookings, and preferences, securely.
  - Implement privacy measures to protect user data and comply with data protection regulations.
- Technical Requirements:
  - Implement secure data storage mechanisms, such as encryption and access controls.
  - Ensure compliance with relevant data protection regulations.
- Non-Functional Requirements:
  - Ensure the confidentiality and integrity of user data.

### **14. Customer Support and Feedback:**

- Functional Requirements:
  - Provide users with a way to contact customer support for assistance or inquiries.
  - Enable users to provide feedback or report issues within the app.
- Technical Requirements:
  - Implement customer support contact options, such as live chat AI or email.
  - Provide a feedback or support ticketing system within the app.
- Non-Functional Requirements:
  - Ensure timely and effective customer support and feedback handling.

### **15. User Feedback and Rating System:**

- Functional Requirements:
  - Allow users to provide feedback and ratings for the app's features and overall experience.
  - Utilize user feedback to improve the app's functionality and user satisfaction.
- Technical Requirements:
  - Implement a feedback and rating system within the app.
  - Store and analyze user feedback data for future improvements.
- Non-Functional Requirements:
  - Ensure user feedback is collected and analyzed effectively.

### **16. Cashback and Rewards System:**

- Functional Requirements:
  - Implement a cashback or rewards system to incentivize user bookings and engagement.
  - Provide users with cashback or rewards for certain actions, such as bookings or referrals.
- Technical Requirements:
  - Develop a cashback or rewards system with appropriate rules and calculations.
  - Integrate a user management system to track and distribute rewards.

- Non-Functional Requirements:
  - Ensure accurate tracking and calculation of cashback or rewards.
  - Provide a user-friendly interface for users to view and redeem their rewards.

## **17. Advertising and Promotions:**

- Functional Requirements:
  - Allow advertisers to promote their accommodations or transportation services within the app.
  - Provide users with relevant and targeted advertisements or promotions.
- Technical Requirements:
  - Implement an advertising and promotions system.
  - Integrate with advertising platforms or services for displaying targeted ads.
- Non-Functional Requirements:
  - Ensure proper ad targeting and compliance with advertising guidelines.

## **18. Analytics:**

- Functional Requirements:
  - Collect and analyze user data to gain insights into user behavior and preferences.
  - Utilize analytics to improve the app's features and user experience.
- Technical Requirements:
  - Implement analytics tracking within the app.
- Non-Functional Requirements:
  - Ensure proper data privacy and compliance with analytics regulations.

## **19. Localization:**

- Functional Requirements:
  - Provide multi-language support to cater to users from different regions.
  - Localize content, such as accommodation descriptions or transportation details, based on user preferences.
- Technical Requirements:
  - Implement language localization functionality.
  - Store and retrieve localized content from a database or backend system.
- Non-Functional Requirements:
  - Ensure accurate and seamless language switching.

## **20. Testing and Bug Fixing:**

- Functional Requirements:
  - Conduct thorough testing of all app features and functionalities.
  - Identify and fix any bugs or issues encountered during testing.
- Technical Requirements:
  - Develop a comprehensive testing plan and test cases.
  - Implement bug tracking and resolution processes.



- Non-Functional Requirements:
  - Ensure high-quality and bug-free app performance.

## **21. App Store Submission:**

- Functional Requirements:
  - Prepare the app for submission to relevant app stores, such as Apple App Store or Google Play Store.
  - Ensure compliance with app store guidelines and requirements.
- Technical Requirements:
  - Package the app according to app store specifications.
  - Provide necessary app metadata, screenshots, and descriptions for submission.
- Non-Functional Requirements:
  - Ensure successful app store submission and approval.

## **22. Group Trip Creation and Invitation:**

- Functional Requirements:
  - Allow users to create group trips and invite friends or family members to join.
  - Provide options for group trip organizers to manage trip details and participants.
  - Add a live chat and group video call option.
- Technical Requirements:
  - Implement group trip creation and invitation functionality.
  - Develop user-friendly interfaces for managing group trips.
  - Implement live chat and video call functionality.
- Non-Functional Requirements:
  - Ensure smooth group trip creation and invitation process.

## **23. Itinerary Sharing and Booking Confirmation:**

- Functional Requirements:
  - Enable users to share their trip itineraries with others via email, WhatsApp, or social media.
  - Provide users with booking confirmation details for their reference.
- Technical Requirements:
  - Implement itinerary sharing functionality, allowing users to send trip details to others.
  - Generate and send booking confirmation emails to users.
- Non-Functional Requirements:
  - Ensure secure and reliable sharing of itineraries and booking confirmations.

## **24. Fully Paid Trip Invitation:**

- Functional Requirements:
  - Allow users to invite others to join fully paid trips without disclosing the price to the invited participant.
  - Provide options for invited participants to accept or decline the invitation before the user confirms payment, or after the trip is fully paid for.
- Technical Requirements:
  - Implement fully paid trip invitation functionality.

- Develop interfaces for accepting or declining trip invitations.
  - Non-Functional Requirements:
    - Ensure smooth invitation process and accurate tracking of trip participants.

## **25. Weekly Nearby Getaways Push Notification:**

- Functional Requirements:
  - Send a push notification to all app users once a week suggesting nearby getaway options.
  - Include the total price of the suggested getaways in the push notification.
- Technical Requirements:
  - Implement a push notification system to send weekly suggestions to app users.
  - Integrate with location-based services to identify nearby getaway options.
- Non-Functional Requirements:
  - Ensure timely delivery of push notifications and accurate pricing information.

## **26. Review and Picture Upload Reminder:**

- Functional Requirements:
  - Send a push notification to travelers, reminding them to leave reviews on their itineraries.
  - Encourage travelers to upload pictures related to their trips.
- Technical Requirements:
  - Implement a push notification system to remind travelers about leaving reviews and uploading pictures.
  - Provide a user-friendly interface for travelers to easily leave reviews and upload pictures.
- Non-Functional Requirements:
  - Ensure the push notification reminder is effective in encouraging travelers to provide reviews and pictures.