



JOJAPS

eISSN 2504-8457



Journal Online Jaringan Pengajian Seni Bina (JOJAPS)

COMPADRE' MOBILE TRAVEL APPLICATION

(Muhammad Zulhilmi Bin Zulkurnain, Mohd Hafidzie Bin Mansor, Tressy Belly, Nor Asmalina Binti Mohd Anuar)

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, UiTM

Abstract

Solo traveler applications and mobile travel applications are often indistinguishable. Even though travel planner applications are taken very seriously, the invention of direction guides, information on specific destinations, or planning itineraries are still less concerning in the market. The competition between these apps has increased due to the enormous growth of mobile travel applications, and these kinds of applications have also no exception in the travel and tourism industry. Besides that, solo travelers have become extremely popular as a new group of travelers that are now dominating the market due to various factors such as affordability, trendy locations, events, and space constraints. In the new product development process, they are focusing on the three key components: identification of prospects; development; and testing of new products. Difficulties in accessing the internet to search for information or directions are their major problems and that is how we came out with this application that we called 'Compadre'. Through this application, what we aim to attain is to offer users a way to escape the stressful thoughts about missing their way, or worrying about their safety, particularly for female travelers. Furthermore, we also wanted to help users to stop worrying about traffic jams, limited time to get to those locations, and also to help people to stay fit and healthy during their holidays. The result of the study shows that solo travelers can gather more information in one platform and are easy to access 24/7. 'Compadre' can be used without internet data and it has user-friendly features, convenient for users of all ages and from all walks of life. At the same time, this 'Compadre' application enables users to keep track of their daily step count and calorie count with the C-Fit mode, which also serves as an interactive experience for travelers to earn badges with the trips. In addition to that, we also hope to encourage a more health-conscious society by adding the step tracking function and calorie burn counts.

Key-word: - Mobile Travel Application, Solo Travellers, Direction Guides, Destination Information, Planning Itinerary, Health & Fitness Tracker

1. Introduction

Tourism is one of the primary factors in the development of technology in this century. Travel applications have become the latest style that everyone relies on. Gudhka, Shingh, Bind, & Deshmukh (2019) outlined the biggest challenge faced by regular travelers traveling around the world requires a smart travel guide app, but it becomes boring for the traveler and spoils the mood because of limited capacity and switching to multiple applications. In contrast with Western countries, solo travelers' popularity in Asia is increasing day by day. Malaysia is a developing country where technology is available throughout the country.

The hospitality and tourism industry has become more attached to solo travelers with the aid of technology. It is important to consider the insights of Asian women because it forecasts the possibility of women's behavioral patterns to occur. The results suggest that the differences between Western and Asian values have no limitation for Malaysian women to travel. In lieu, Ying, (2017) mentioned that gen Y attributes allow women to fly mostly with ease of technological revolution. Security is one of the top considerations of Malaysian women. Jordan (2016) indicated that technology development helps to understand the needs and demands of solo female travelers such as safety aspects at a particular travel destination.

2. Problem Statement

The biggest problem faced by frequent travelers traveling around the world needs a smart travel guide app, but it gets tedious for travelers and spoils their mood due to reduced capacity and transitioning to numerous apps. Gudhka, Shingh, Bind, & Deshmukh (2019). Solo traveler applications and mobile travel applications are often indistinguishable. Even though travel planner applications are taken very seriously, the invention of direction guides, information on specific destinations, or planning itineraries are still less concerned in the market. The competition between these apps has increased due to the enormous growth of mobile travel applications, and these kinds of applications have also no exception in the travel and tourism industry.

3. Literature Review

Generally, mobile travel applications have reformed tourism destinations. Most travelers use smartphone applications that are linked with internet connections to schedule vacation journeys, transport, restaurants, attractions, and events. Liberato & Alen (2018) agreed that internet connectivity at the destination plays a main role, particularly in areas such as airports and hotels, provided that most visitors use their mobile devices and computers throughout the journey, and the current information infrastructure available at the destination, is considered very vital in explaining the experience of the tourists. As it comes to planning and getting a holiday, travelers depend as much as ever on their smartphones. Fardous, Du, Huang & Hansen (2017) revealed that at various stages of the trip planning process, tourists collaborated on social media for a variety of trip planning tasks, such as searching, collecting, acquiring, exchanging, and validating information. Thus, technology's influence in this regard should not be ignored.

Meanwhile, and predictably, the tourism industry is flourishing as never before and there are always new mobile travel applications coming out with a variety of features. We also realized that the mobile travel application includes all the information about every detail of the trip right from the start to finish, which can directly link them to GPS and show the direction they feel so that they do not miss the way. Nimbalkar, (2019) said, the user does not need to carry a heavy guidebook everywhere. Our wellbeing is at the forefront of our lives. Any part of our life depends on getting healthy shape for us. The introduction of smartphone application had a significant impact on many industries, including healthcare professionals. Another research by Secber, Conrad, Hoppe, & Schweiger (2017) concludes that the Vaccination App (VAccApp) was a user-friendly smartphone application that empowers parents to take a closer look at the health record, playing an active role in ensuring a reliable vaccine background.

Traditional histories created a view of information discrepancies among travelers and additional input into how travelers recall various types of journeys. Therefore, mobile travel applications have not only enhanced the travel experience for the users but also notably boost tourism-based industries. This input seems to be leveraged in creating a user-friendly mobile app. So, with the help of Compadre's innovation project, the tourism industry could become more daily intensifying and easier for the user journey.

4. Methodology

The methodology and process required to obtain the details, preparation, and analysis for this project will be discussed in this chapter. By using a quantitative approach, the instrument of discussing the study was placed by the interpretative model. The rationale was to encourage the researcher to distinguish the voices of travelers concerning their mobile travel application patterns. To help this project, the primary and secondary data techniques were used as it is important in the quest for simple trends, and including related idea mobile travel applications.

4.1 Online Journal

The new journals have recently been published, including from sage, emerald insight, researchgate.net, and semanticscholar.org, which is a reputable and accurate source of knowledge and study of hospitality and tourism. These online journals and papers contain the most up-to-date research information and are also used to find more differences between the

mechanisms so that responses can fill in the challenge. Finally, the future of mobile applications is what has triggered and fascinated us all, and the world of the new age in the tourism industry is much greater than we could ever imagine. The online journal, which falls into the secondary information, has been gathered and allows us to understand the issue statement of this innovation, benefits, impacts, and what application users around the world are using the pattern.

4.2 Questionnaires

As this is the primary data, the questionnaire for the smartphone application was transmitted. It is important to construct the questionnaire in such a way that it achieves the purpose of this innovation. The structure of the questionnaire also obtains, as far as possible, complete and precise details. The questions are posed in this questionnaire in such a manner that respondents thoroughly grasp the importance of the questions. The online questionnaire survey, driven by Google Form, has been used by us. It consists of multiple sections; section (A) focuses on the demographic profile aspect, and section (B) questions concerning the specifications and the use of mobile applications during the journeys. This questionnaire aims to learn that the mobile application of Compadre fills the gap between the problems that exist for travelers demanding internet connectivity to access multiple such mobile applications to gather information. Though this project basis sought a thorough setting, we have indeed embarked on the distribution as vast as possible globally. Finally, we managed to attain a cumulative sampling amount of 110 respondents. We realized that this sampling is generally supportive to explain the link between this innovation and the needs of a mobile application for travelers during their holiday or tour. In the next chapter, the results and findings are perceptible.

5. Result & Finding

The results of the gathered data are discussed in this section. The data was processed and viewed after all the online survey data information was collected. To determine between the user needs of the mobile travel application and the use of the Compadre' during holidays or trips, we managed to obtain all the information from it. This chapter discusses and analyses the findings of the study in brief.

About 110 questionnaires from the online survey questionnaire are applicable. To generate the appropriate amount of sampling and to be analyzed, the questionnaire took a week.

5.1 Finding from Online Survey Questionnaires

Gender - Female	48.2%
Age Group - 21 to 30 years old	81.8%
Race - Malay & Malaysian	61.8%
Marital Status - Single	89.1%
Education -PhD	60%
Occupation - Employed	58.2%

Table 1: Demographic Survey Results

5.2 Mobile Application Product Survey: Compadre'

Travel Frequency - Yes	50.9%
Motives - Leisure	80%
Planner necessity - Yes	71.8%
Usage of travel application - Yes	77.3%
Usage of mobile data - Yes	89.1%
Willingness to purchase - Free	92.7%
Concern for health - Yes	96.4%
Health condition - Yes	81.8%
Translator usage - Yes	84.5%

Table 2: Product Survey Results

Based on the results, we draw attention to a range of conclusions that can be considered to be important for the Compadre' mobile application that has been proposed. First, respondents knew, were aware, and required a mobile travel application without using internet mobile data in their daily life even while traveling, especially globally. Second is, most of the respondents agreed that mobile applications would help them while they are traveling in terms of providing information and understanding better the place and the destinations. Compadre provides translator, C-Fit, CTrackr, MyCompadre' and MyPatch features to ease users when traveling abroad. Lastly, the majority of respondents agreed that if there is a mobile travel application, they would love to use it. This shows that our Compadre can be developed for the market and ready to serve the users.

6. Product Development

Compadre is a traveler's virtual travel companion. It is mostly targeted towards travelers who prefer to travel on their terms-usually being without a travel package and moving solitarily. Its main function is to provide a map that not only shows the current location and provide directions but also to show the nearest facilities required by the traveler at the time. Compadre's map patches help to narrow down searches for the traveler so that they can find whatever they need nearby them effortlessly. One of the key elements that separate Compadre from the rest of the travel apps is that it does not entirely rely on mobile data. The traveler would need mobile data to download map patches for their country of choice of course, but once that is downloaded, they would not need to use mobile data anymore as the patches would provide virtually every information needed by the traveler at the touch of a finger. Compadre' also has other functions such as C-Fit for fitness, Translator for language quick translation as well as MyCompadre' to create their avatar. All of these not only assist the solo travelers when they are traveling but also ensure their travel experiences are enhanced. The interfaces of the app are as follows:

6.1 Primary interfaces

These interfaces signify the application's startup. It shows the startup, main, sign-up, settings as well as the menu page.

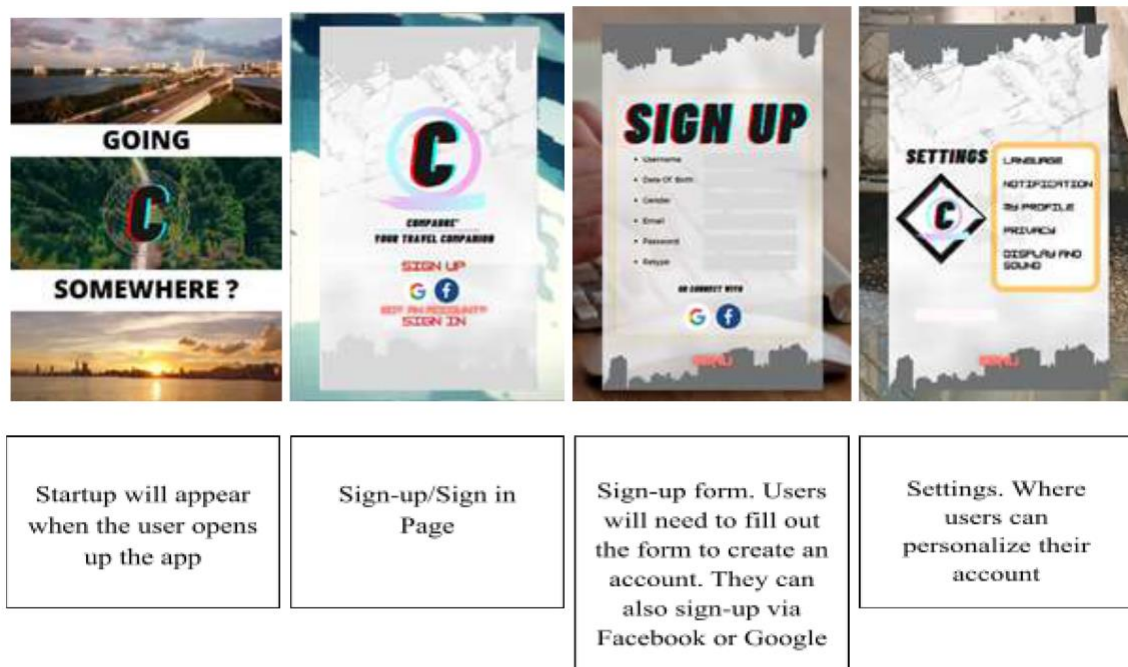


Figure 1: Primary Interface

The Menu Page is the most essential part of the primary interfaces as it allows the traveler to access other functions of the app by pressing the MENU button at the bottom of each interface. This helps the traveler to access other apps easily when they travel. Each button represents its respective functions. There are a total of 6 functions found in the app. The Menu button is adjustable, meaning the functions of each button can change according to the traveler's preference. If the user chooses to press the black 'x' button, he or she will be directed to their previously opened interface. If the user presses the red power button, the user will be directed to the exit page.



Figure 2: Menu Screen

Map Patch Interface:

This is where the main function of Compadre' comes to play. Once the traveler has set up his or her account, the traveler can use any internet connection they currently have (preferably Wi-Fi) to download their desired map patches. The patches contain all necessary data on locations and facilities available in the country. Once they have downloaded the patch, they can launch the map patch, where Compadre' will detect their exact location. Once detected, it will provide the traveler with the map and all the facilities they require as they travel. The traveler can open up Trackr in the background to keep up with their itinerary.

After signing in, the user will be directed to the main page, where there will be three options to choose from. To access the map, the user will need to choose 'Map Patch', select the continent and proceed to download the country patch of their choice. If the user would like to search quickly, they can just press 'Search Patches'. Once downloaded, the user can access their patches via 'My Patches', where they can launch the Map as well as gain access to Trackr.



Figure 3: Map Patch Interface

TRACKR INTERFACE:

Trackr is a gamified travel planner that helps the traveler to plan and set out their itinerary with a twist. Its gamified vibe helps to enhance the travel experience. Trackr however needs to be purchased (Level Up) by the traveler before it can be used along with MyCompadre'. When the meter is at green, the traveler has a lot of time left to complete the set itinerary, hence there are going to earn a badge when the itinerary is completed. When the meter is yellow, the traveler is less likely to get a badge since there is less time left to complete the itinerary.

The user will not get a badge if the meter turns red, signifying that there is very little time or no time left to complete the itinerary. Once the set itinerary has reached its time limit, the user will obtain the report of their itinerary at the end of the trip. From here, the user can decide to set new itineraries or call it a day.

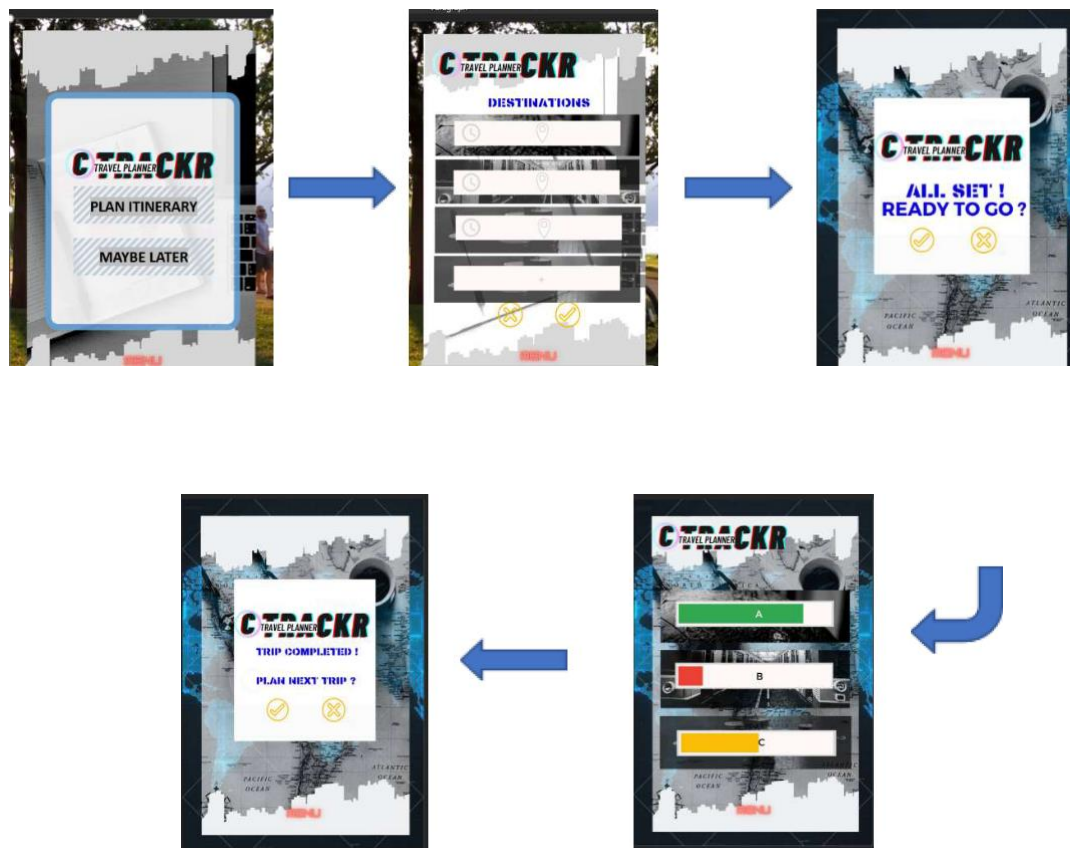


Figure 4: Trackr Interface

OTHER FUNCTIONS

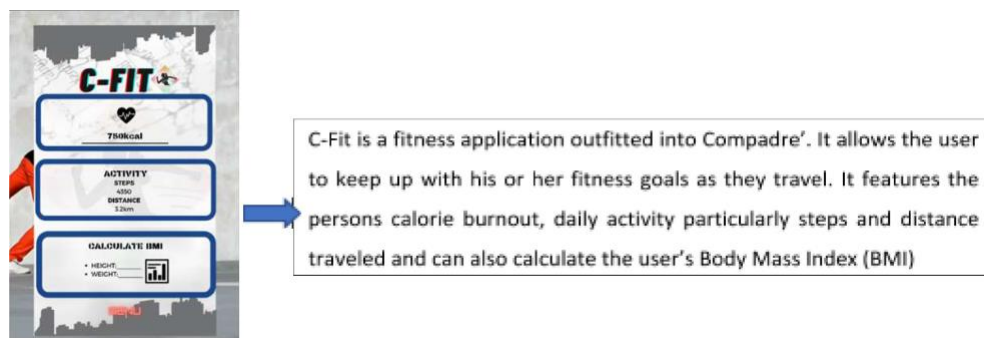


Figure 5: C-Fit Interface



The Translator function helps travelers to translate their words to locals in a pinch. They can either speak their words with the microphone as well as type it out. The user does not have to worry about selecting languages if the correct map patch is already downloaded. If not, the translator can automatically detect the language used and translate it to the required language nonetheless.

Figure 6: Translator Interface



MyCompadre' allows the user to create their own avatar when using Compadre'. This feature needs to be purchased alongside Trackr in order for the user to use it.

Figure 7: My Compadre' Interface



MyStats allows the user to see his or her productivity levels as they travel by looking at the number of badges they receive as they travel. It also shows the total distance covered throughout the usage of the app as well as the patches that have already been downloaded.

Figure 8: My Stats Interface

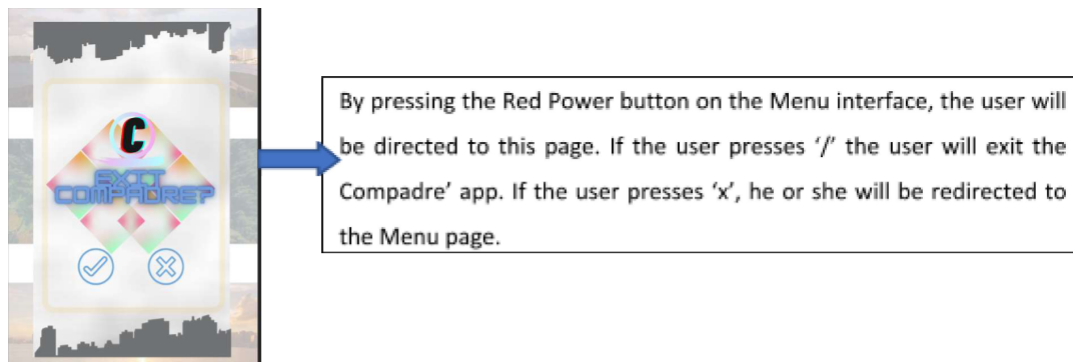


Figure 9: Exit Screen

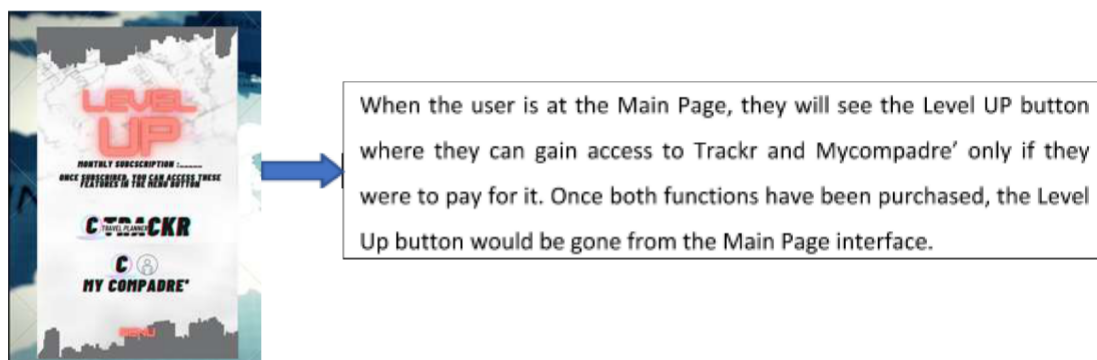


Figure 10: Level Up Screen

7. Conclusion

In conclusion, the realization of this Compadre' mobile application would benefit a lot of people as a whole. We believe that this is a set of new products and inventions by becoming the first in the world and globally. Our main target users are tourists who are traveling solo and independent, which are currently trending in the world nowadays and would help our Compadre' mobile application to be more widely used.

Through this mobile application, we can guarantee that it helps travelers to discover each continent's culture, authenticity, and things that they left undiscovered before our Compadre exists. Compadre is offered users a way to escape the stressful thoughts about missing their way or worrying about their safety, particularly for female travelers. Furthermore, we also wanted to help users to stop worrying about traffic jams, limited time to get to those locations, and also to help people to stay fit and healthy during their holidays. With Compadre', solo travelers can gather more information in one platform and are easy to access 24/7. Compadre' can be used without internet data and it has user-friendly features, convenient for users of all ages and from all walks of life. At the same time, this Compadre' application enables users to keep track of their daily step count and caloric count with the C-Fit mode, it also serves as an interactive experience for travelers to earn badges with the trips. Therefore, with this tour guide mobile application, we strongly believe it will prove to be a very worthwhile and profitable innovation for the tourism industry and also for the community.

References

- Alen, P., L. E., & Liberato, D. (2018). Smart tourism destination triggers consumer experience: the case of Porto. *European Journal of Management and Business Economics*.
- Fardous, J., Du, J. T., Choo, K. K. R., Huang, S., & Hansen, P. (2017). Exploring collaborative information search behaviour of mobile social media users in trip planning. *conference 2017 Proceedings*.
- Gudhka, J. A., Shingh, A. A., Bind, R. S., & Deshmukh, G. (2019). Smart Travel Guide (STG).
- Jordan, F. (2016, October). Tourism and technology: revisiting the experiences of women travelling alone. In *Prosiding International conference on Information Technology and Business (ICITB)* (pp. 1-9).
- Nimbalkar, N. (2019). Medium News: *Major Impact of Mobile App in travel and Tourism Industry*
Retrieved from: <https://wishvite.medium.com/major-impact-of-mobile-app-in-travel-and-tourism-industry-b1f0603cbfed>
- Secher, I., Conrad, T., Hoppe, C., & Schweiger, B. (2017). Educating parents about the vaccination status of their children: A user-centered mobile application. *Preventive medicine reports*, 5, 241-250.
- UNWTO. (2017). *UNWTO Tourism Highlights, 2017 Edition*. UNWTO.
- YING, T. (2017). Generation Y Malaysian Women Perspectives Toward Solo Traveling.