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March 16, 2017

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GRAPHICAL INTERFACE TO CREATE AND SUGGEST
A TRAVEL DAY PLAN TO A USER

Abstract

A graphical user interface provides a suggested travel day plan and allows a user to create or modify a suggested day plan. The user may select and pin sites of interest that are then generated in an itinerary for the day. The plan can be updated and refreshed by the user to add or delete pinned sites in the generated day plan until a satisfactory plan is provided.

Keywords

Travel itinerary, day travel plan, travel routes, pin travel suggestions, graphical interface, create itinerary.

Description

Before traveling or during a vacation, an individual may create an itinerary or plan of tourist sites, such as museums, monuments, shopping areas, churches, or parks, which he wants to visit during his trip. Information about sites of potential interest can be provided to travelers via guide or travels books, but more frequently, is provided to travelers via internet searches, travel websites, and other resources available online which can be accessed by the traveler's personal mobile device before and during the trip. For example, Internet searches and websites provide data about popular visitor destinations in an area or city, such as locations, operating hours, and modes of transportation and routes available to get to the destination. The traveler also can access travel route information via the Internet to determine how best to reach the desired destinations, such as via subway, bus, or on foot. When considering all of the potential sites of interest to visit in a specific area, however, it is often difficult for a traveler who is

unfamiliar with the new destination to plan a day itinerary, for example, by taking into account distances between the sites to be visited, modes of transportation available between sites, and most favorable travel routes to get from one destination to the next within a specific amount of time. For example, on Day 1 of a visit to Paris, a traveler may decide to visit the Louvre Museum beginning at 9 a.m. for three hours, locate a desirable restaurant near the museum for lunch, and then visit another site later in the day that is within the same or a nearby geographical area relative to the Louvre before returning to his hotel. Similarly, on subsequent days at the same destination, the traveler may wish to visit one or several sites within a selected period of time. Without familiarity with the city, however, it is difficult for the traveler to anticipate the time required to reach the first location, to choose the mode of transportation that will best connect him to the next site, and to allot appropriate time for each activity for the selected day. Users usually want to both be in control of of their day plan but receive support by good suggestions and get a good overview of the experiential and spatial aspects of a given day trip suggestion.

For example, existing online travel guides provide a list of suggested ready-made day plans from which the user can pick; offer a tool for manual creation and or editing of day plans where users can search attractions and add them to a day or remove attractions; or a combination of the these two methods where suggested day plans can be modified manually.

The present technology allows a user to create a day plan for travel for a selected location on his personal mobile device. The core of the present technology is the combination of a live day plan creation engine with a lightweight manual maintenance ability. As depicted in Fig. 1, the user either starts with a suggested day plan or allows the search engine to suggest a day plan by interacting with a graphical user interface, specifically, pressing a "new" button or a "magic

wand" type button. The day plan is displayed on a map of the selected region or city. All stops are in the day plan are represented by pins. Connecting transportation suggestions, such as the subway or bus, are painted on the map. A card-based display on the bottom of the map provides a card for each attraction that shows information about the attraction and can be clicked/selected for more details on the particular attraction. The user then review the day plan and decides whether there are any parts of it that he/she particularly likes and "pins" these items. The user presses the magic wand button, which then generates a new, revised day plan using all of the pinned items but enhances the map by repopulating it with different suggested attractions. The user may repeat this process until the entire day plan is satisfactory for the user. The plan(s) can then be saved for future use.

The user may also repeatedly press the new or magic wand without adding pins to have multiple suggestions for the unpinned part of the day plan. If no pins are set, the entire day plan is regenerated when the user presses the magic wand. This allows the user to combine the ability to generate many alternative day plans that can be selected at a future time for the actual trip plan. In practice, an algorithm is performed to determine the initial, suggested day plan that is suggested to the user. The algorithm runs repeatedly as the user repeatedly presses the new or magic wand button. After each running of the algorithm, the day plan map and display is repopulated with new suggestions.

The algorithm may be designed so that suggestions for the day plan are filtered based on a mood input by the user. For example, the user may enter that he is in the mood for a "quiet", "action-filled", or "kid-friendly" day plan and the algorithm will generate appropriate suggestions for destinations that meet that mood. Other examples of traveler "moods" that could be the basis for an appropriate day plan include "indoors" (The weather is bad, I want to do

something inside); "Near" (I don't want to venture far); "For Me" (Give me something I am interested in); "Outdoors", (It is a sunny day; give me an outdoor activity); "Picturesque" (I feel like taking pictures); "Local Favorites" (something off the beaten path); or "Now" (Something I can still do with the rest of the day), for example.

The user's device may provide a listing of saved day plans that the user may reference in the future to select the day plan that fits the user's mood for that day. Further, the original suggested plan may only an empty map of the selected region or city, which the user then populates by repeatedly pressing the new or magic wand button. The proposed plan may include pins that the user likes and has selected plus new suggestions generated by the algorithm. If the proposed day plan is only of partial interest to the user, the user can selectively repopulate a portion of the day plan. Further, the user may freely enter a beginning time and ending time for the day plan, for example, the plan is to begin at 9 am and be completed at 5 pm. The user may also freely input preferred geographical starting and ending points for the day plan, along with or independently of starting and ending times for the plan.

Further, the user may request a day plan for the remainder of the day if the user is already at an attraction. For example, if the user is an attraction at 2 pm, the user may request a suggested plan for the remainder of the day with reference to the location of the user at the time of the request. Similarly, for each day the user requests a plan to be generated, the user may input geographic limitations, as well as parameters regarding pricing or daily budget.

In addition to or as an alternative to a graphical display of the day plan, the user may request a textual representation of the proposed day plan.

The originally proposed day play may be generated based on sites and attractions that the user has researched previously. Data is gathered by the user's device for generating the proposed

plans from the user's individual history from the user's mobile device. It is also contemplated

that a backend server is used to provide data on the user's history and preferences.

Collect Traveler Individual History

Download Day Plan to Mobile Device

Receive Request for Revised Plan

Recalculate Day Plan Based on User Input

Download Repopulated/Revised Travel Plan to User Device