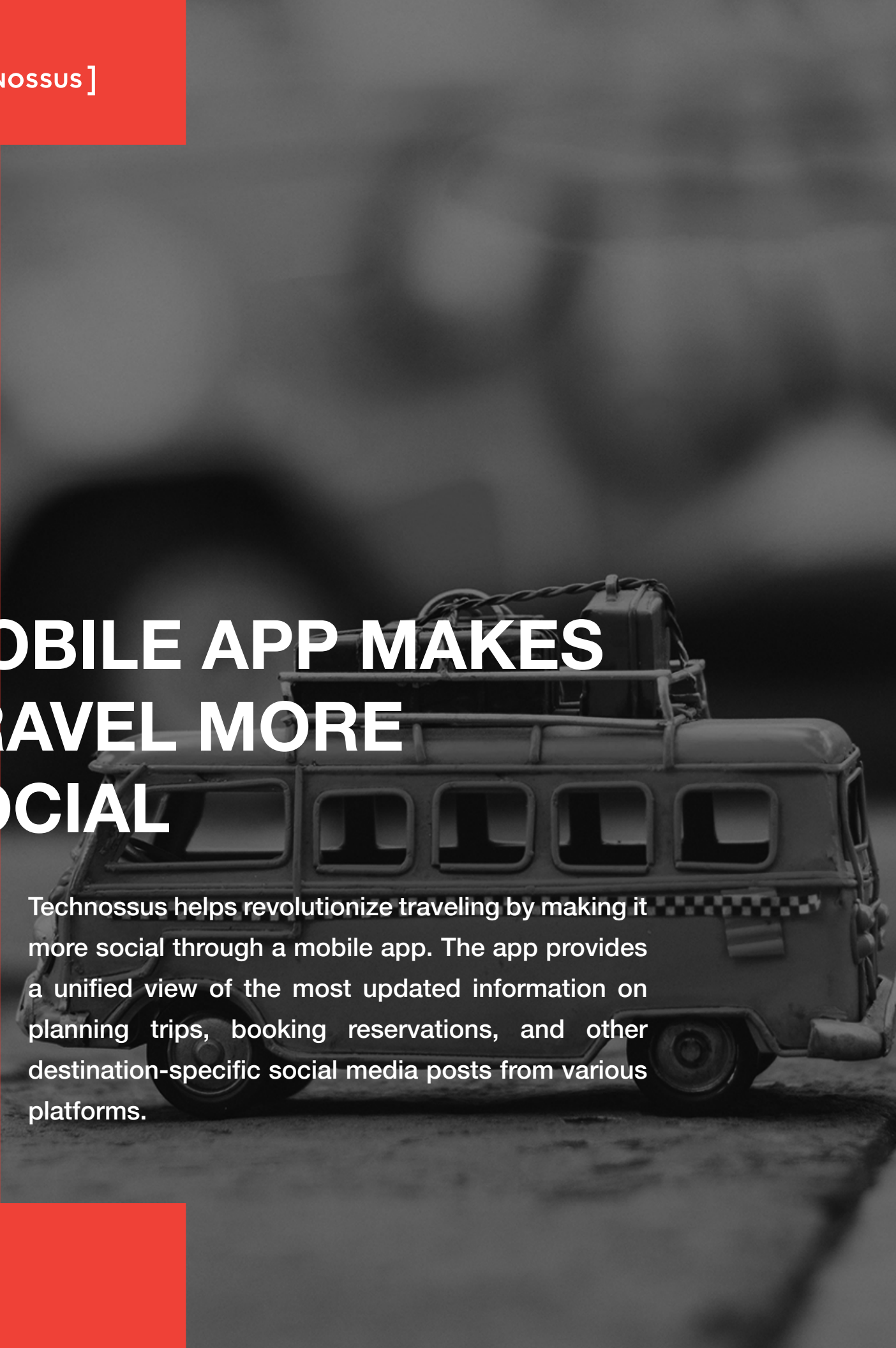


[TECHNOSUS]

MOBILE APP MAKES TRAVEL MORE SOCIAL

Technossus helps revolutionize traveling by making it more social through a mobile app. The app provides a unified view of the most updated information on planning trips, booking reservations, and other destination-specific social media posts from various platforms.



The Challenge

Social network sites have rapidly become a source of both inspiration and information for travelers, but there had been no easy way to access travel data on social media without visiting each site individually. The Technossus team aimed at solving this problem by creating a mobile app that could replace printed guidebooks with more up-to-the-minute information posted by other travelers.

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The Technossus Solution



Working around the clock, the Technossus team designed and developed a new mobile platform in just twenty-four hours.

They created an app that allowed users to plan their trip, book reservations, and most importantly, view a wide variety of social media posts from other travelers about a specific destination. By logging in just once on the new mobile platform, users could access information on a variety of social media, including Facebook, Instagram, Flickr, and Twitter.

The new app was easy to navigate and had strong visual appeal, which allowed users to share the excitement of planning a trip with their friends on social media, and to get suggestions and travel tips from other travelers who had planned a similar trip. Once they had arrived at their destination, users could get the current information about local activities and sites, including those that might not be covered in guidebooks.

The Result

The resulting app enhanced both the planning of a trip and the actual experience by making it easy for users to find new travel activities and destinations. Travelers experienced improved visual understanding of their destination, and were able to obtain information about both planned and impromptu events, in real time.