

Compare to 4 different travel apps which are the most popular in the worldwide and China.

Product Features	TripAdvisor	Triposo	蚂蜂窝	窮遊
Front Page	Search, Location, Date, Nearby, Hotels, Flights, Restaurants, Things to Do, Holiday Rentals, Destination Guides, Forum, Recently Viewed, Top 10	Search, My guides, Available guides	Search, Tips, Hotels, Flights, Entertainments, Blogs, Videos, Q&A	Promotion, City, Search, Q&A, Store, Discover, Blog, Entertainment, Food, Tips, Favourite
Navigation	Search, My Trips, Review, Timeline, Notifications	Map, Search, Account	Home Page, Destination, Store, Account	Home Page, Destination, Store, Forum, Account
Information	Basic	Detailed	Detailed	Detailed
Audio Guide	No	Yes	No	No
Tour	Yes	Yes	Yes	Yes
Forum	Yes	No	Yes	Yes
Blog	No	No	Yes	Yes
Video	No	No	Yes	No
Booking Hotels/Flights	Yes	Yes	Yes	Yes
Map	Yes	Yes	Yes	Yes
Reviews	Yes	Yes	Yes	Yes
Personal Itinerary	Yes	Yes	Yes	Yes
Offline Mode	Yes	Yes	Yes	Yes
GPS Sync Walk	No	Yes	No	No

Findings

Information

TripAdvisor has most of the worldwide information but basic introduction of the places, the others provide details background and information to users.

Blog

Users in the travel apps of China are willing to write blog to record the whole trip and provide practical tips. When doing preparation for trips, this is also the key research for people to see the others experienced.

Conclusion

In-depth Information

For my app, I think high quality content and unique local places should be the most important point. Otherwise, we won't have the edge to compete to others.

Tour Guide

Booking tour is very common for travel apps but Triposo tries to be the tour guide for users is impressive. I think the app should be flexible on people can choose great tour guide or use the app be the robot tour guide, even they travel alone.

Therefore, the information transfer to the audience could be focus on some *new medias* such as, VR, AR, GPS driven message and so forth.