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StrayerVention Submission: W3EGuide

Imagine your first visit to a city, whether for business or pleasure, there are a myriad of sights and characteristics of which you know nothing about. What is that statue in the park you are driving beside? What's up with that funny looking building? Where's a good place to eat? There is simply too much information crammed into every locale on Earth that it would be impossible to conduct enough pre-trip research to fill in all the details.

W3EGuide is a both a tool of convenience and enlightenment for the busy traveler. With GPS technologies built in, W3EGuide's extensive database of geographical details about various coordinates allow it to provide users with a plethora of information about their surroundings. These details come in a variety of layers, including historical information, landmarks, restaurants, hotels, geocaches, events, and driving directions.

While published content for W3EGuide provide it with a strong base of locales and categories, the majority of its real-life tours will come from user-generated content. Similar to the way users take the Google Maps application and create a mashup with it, plotting points on a map of locations according to a theme of interest to someone on the web, such as punk rock history, botanical interests, architectural items, or night clubs. W3EGuide will encourage a community of developers to design their own tours and notes of interest, even if it's just for their friends.

With W3EGuide, the user interfacing with the real world has the potential to take on additional layers of information that were previously missing. As the user walks down the street, they could have W3EGuide pointing out the history of a nearby building, a

friend's anecdote about something that happened to them in the same place, the species of tree growing on the sidewalk, or an entrée suggestion for the neighboring restaurant. Thus W3EGuide provides the business traveler convenience, the vacationer a connection to the strange land, and the local a way to connect with others in their community.