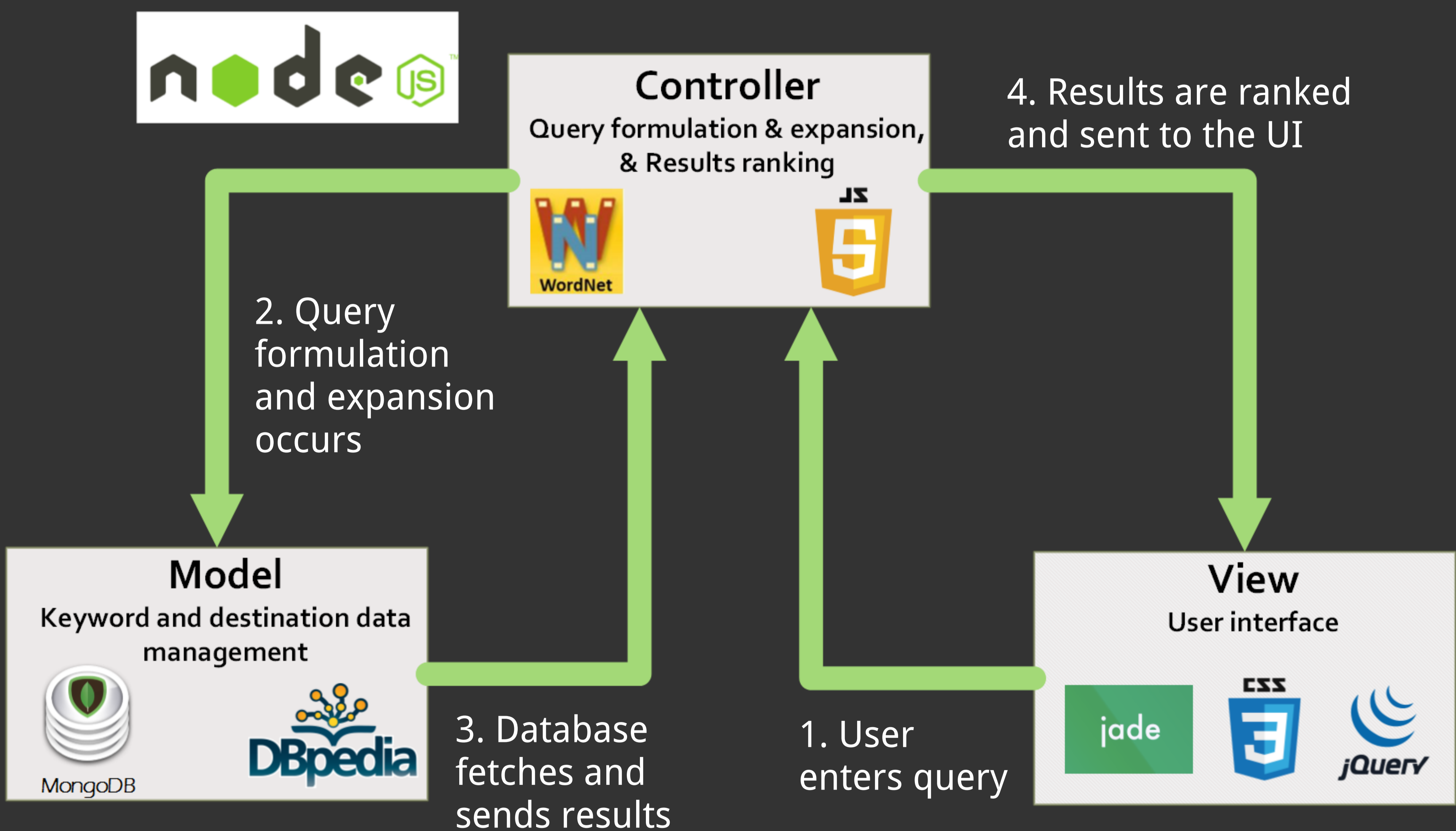


TRAVEL SEARCH: AN EXPLORATORY SEARCH SYSTEM

Problem Description

Modern flight websites are good at catering for users who know where they would like to go. However, users often want to travel to holiday destinations without a clear idea of where exactly they want to go. Currently there is not a flight search service that targets these users specifically. Thus, these users do not receive optimal search results.

Solution



Outcomes

- ▶ Demonstrated that it is possible to build an effective exploratory search system
- ▶ A user friendly interface which allows for intuitive exploratory searching
- ▶ The query formulation and expansion of searched keyword phrases
- ▶ A data management system that relates keywords to destinations and flights



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