

# TRAVEL PLANNER APPLICATION

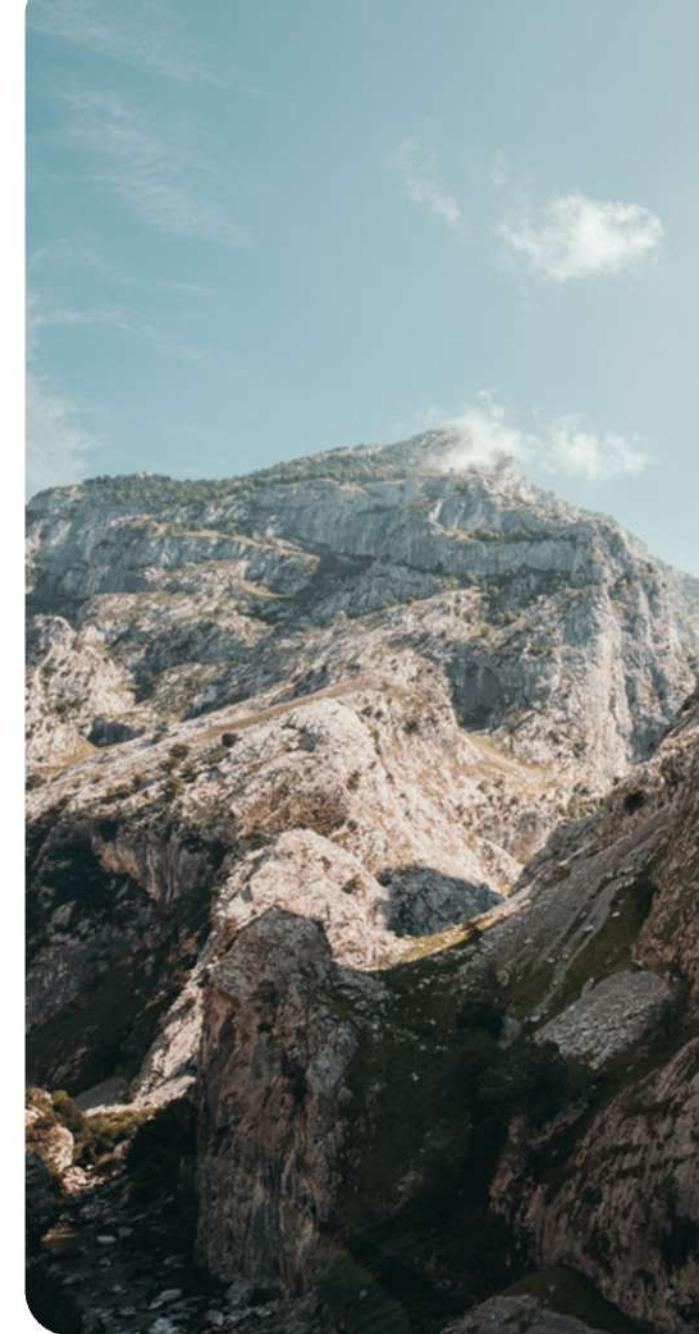
G O T O G E T H E R

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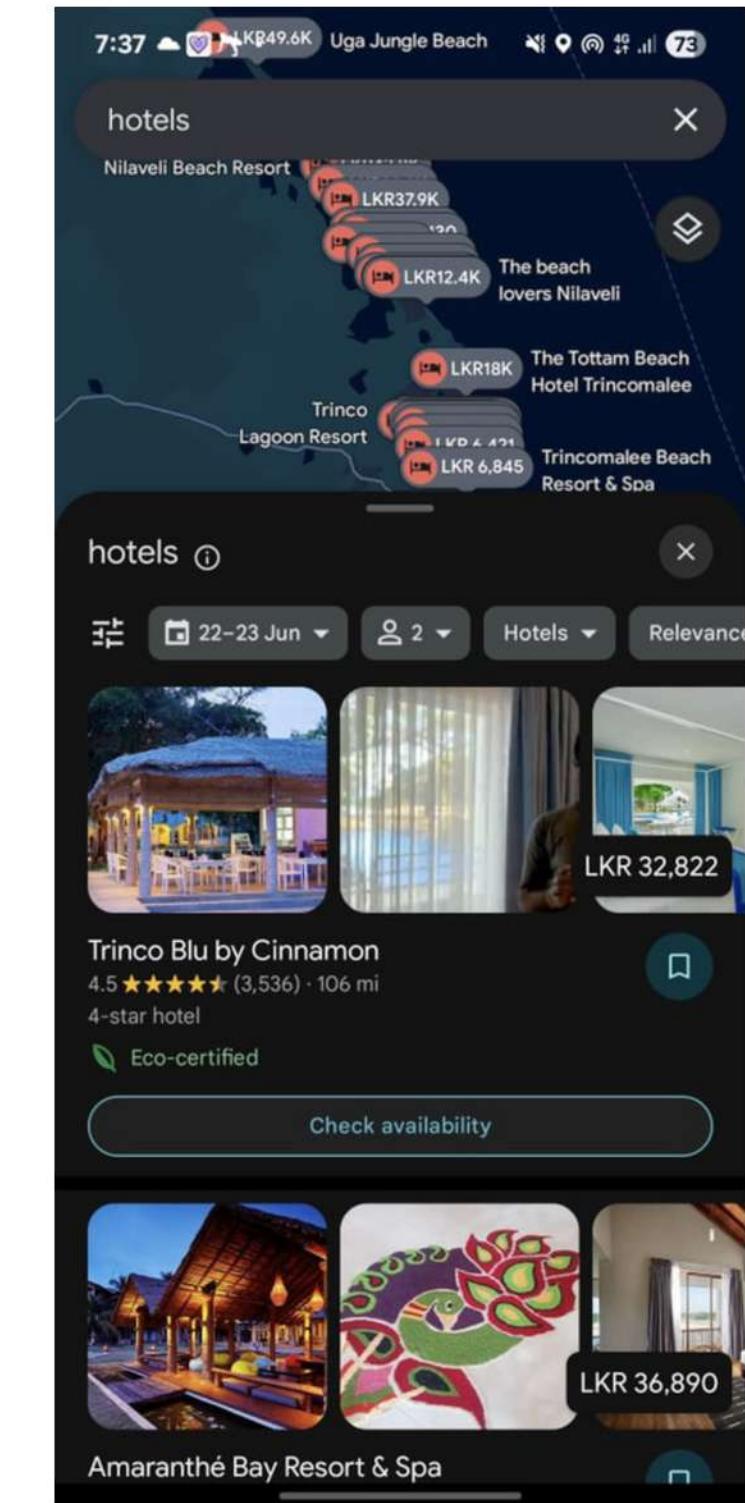
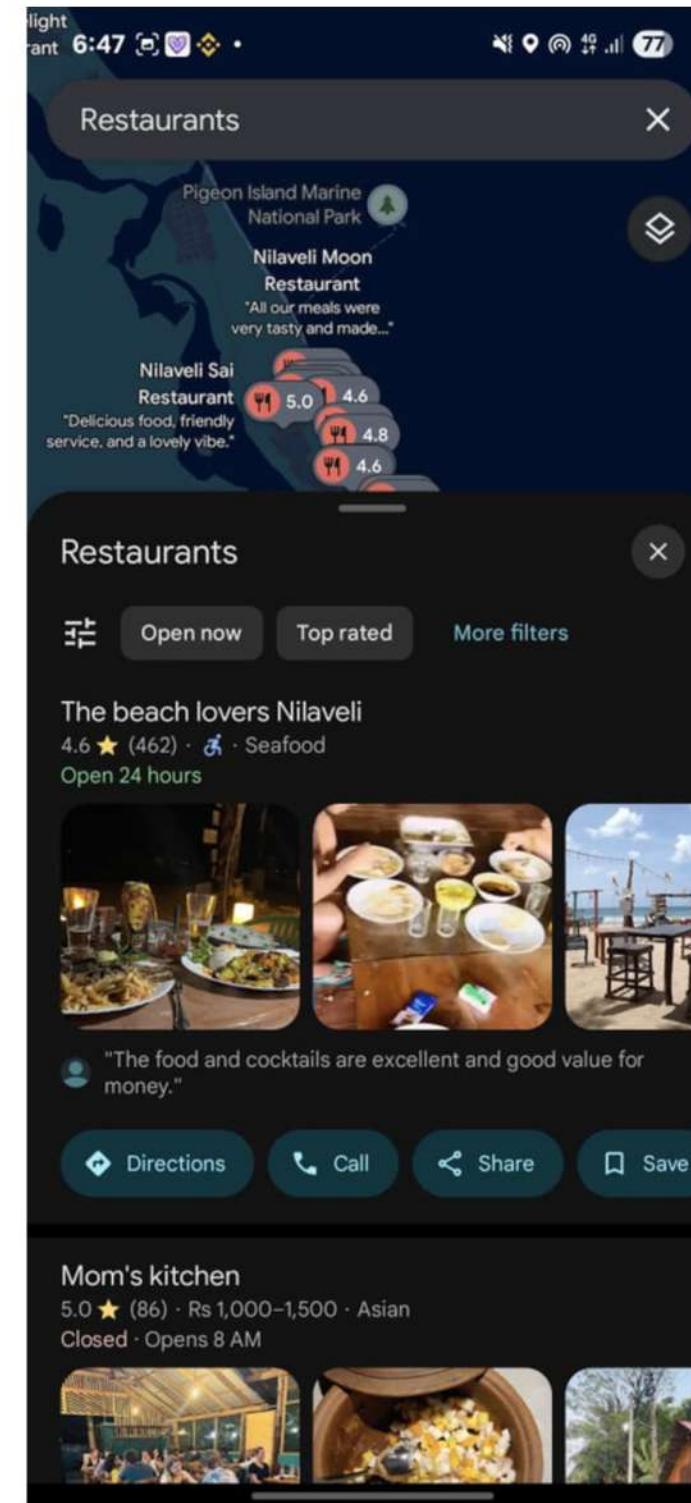
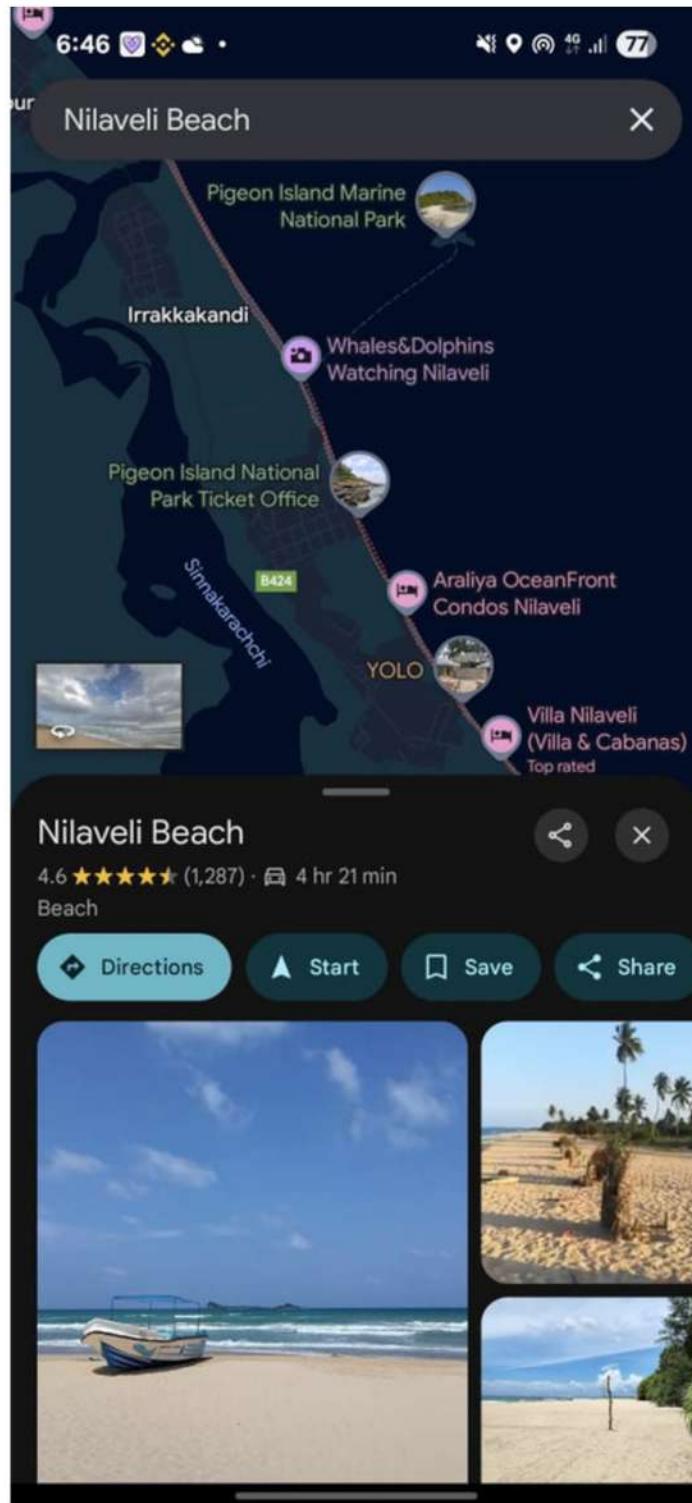


# Problem Statement

- Travelers visiting Sri Lanka often encounter difficulties such as lack of transportation information, inefficient route planning, language barriers and Accessibility and safety concerns.
- Many travelers waste time and money on inefficient routes, high-cost accommodations, and unplanned expenses due to a lack of proper guidance.



# Current Process



# Our Solution

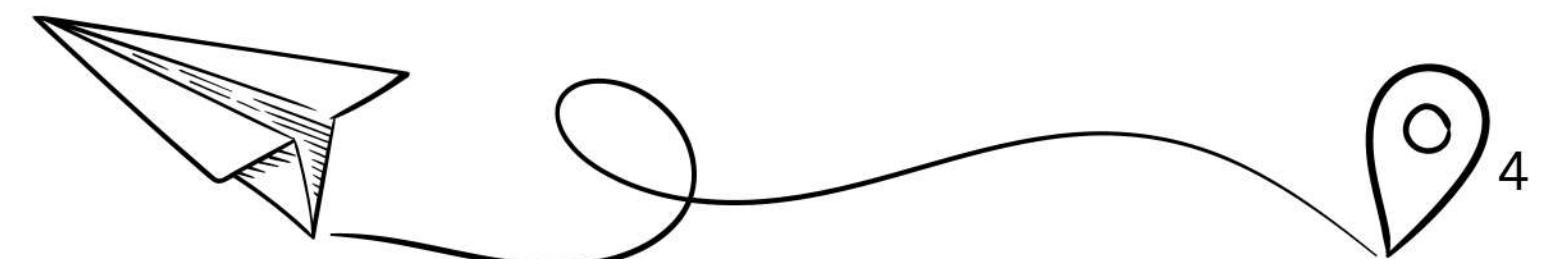


# GoTogether

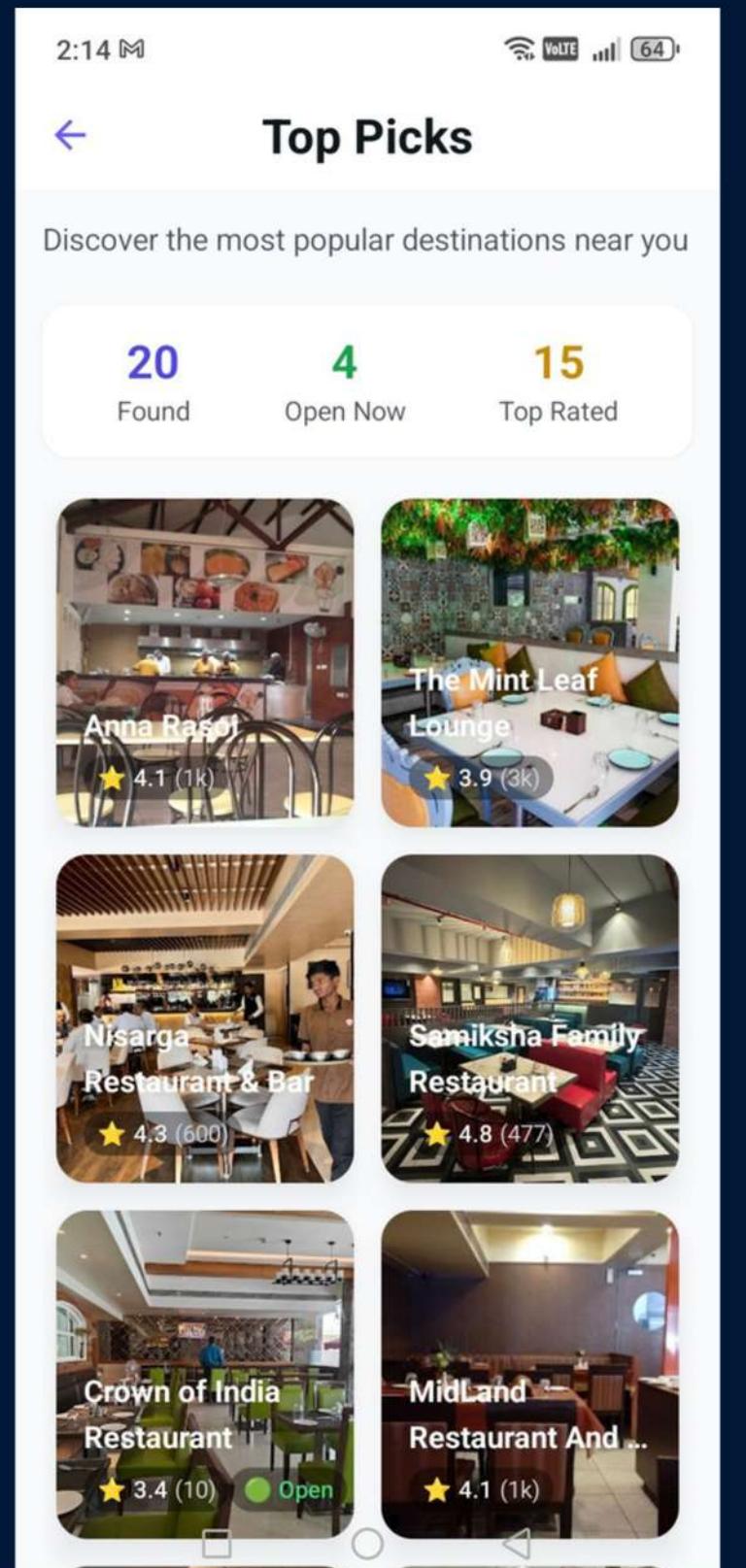
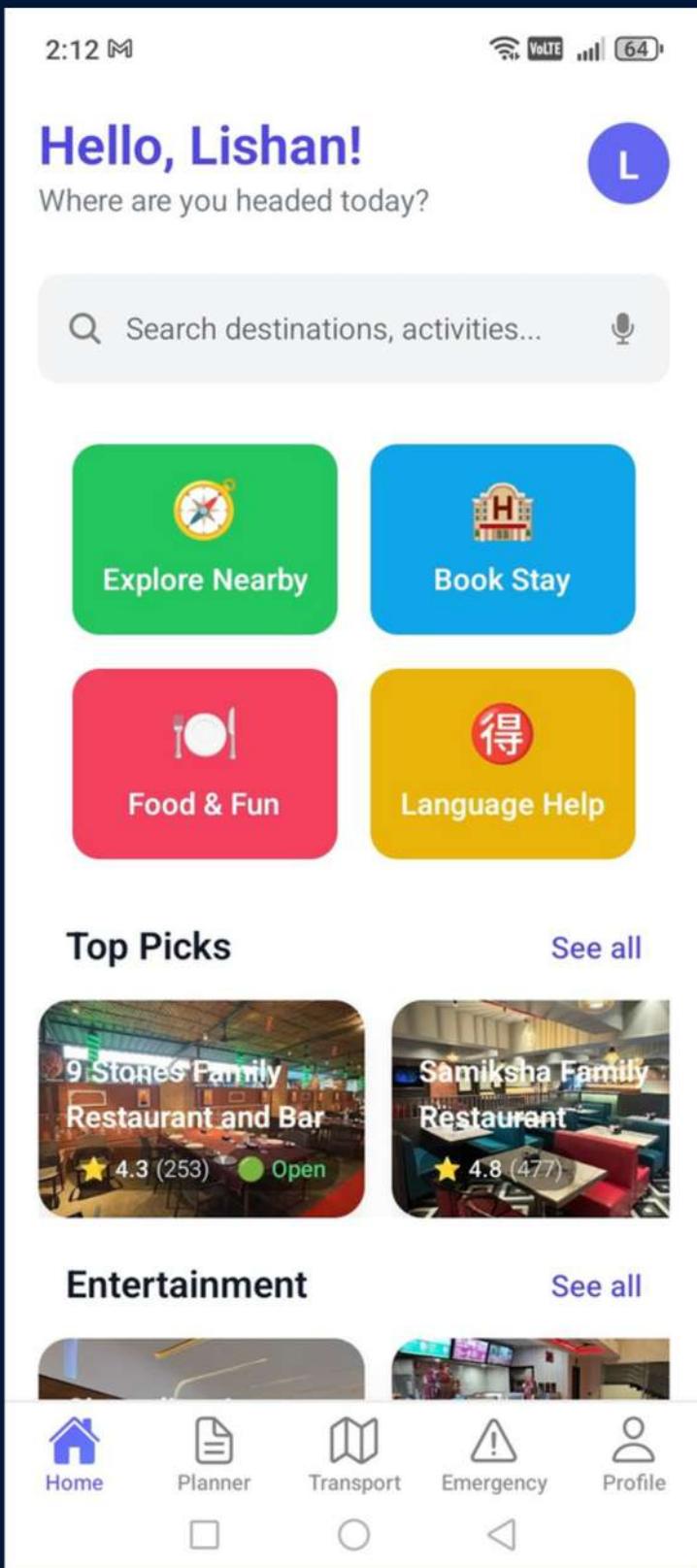


A mobile app & a web app tailored for Sri Lanka that empowers travelers to:

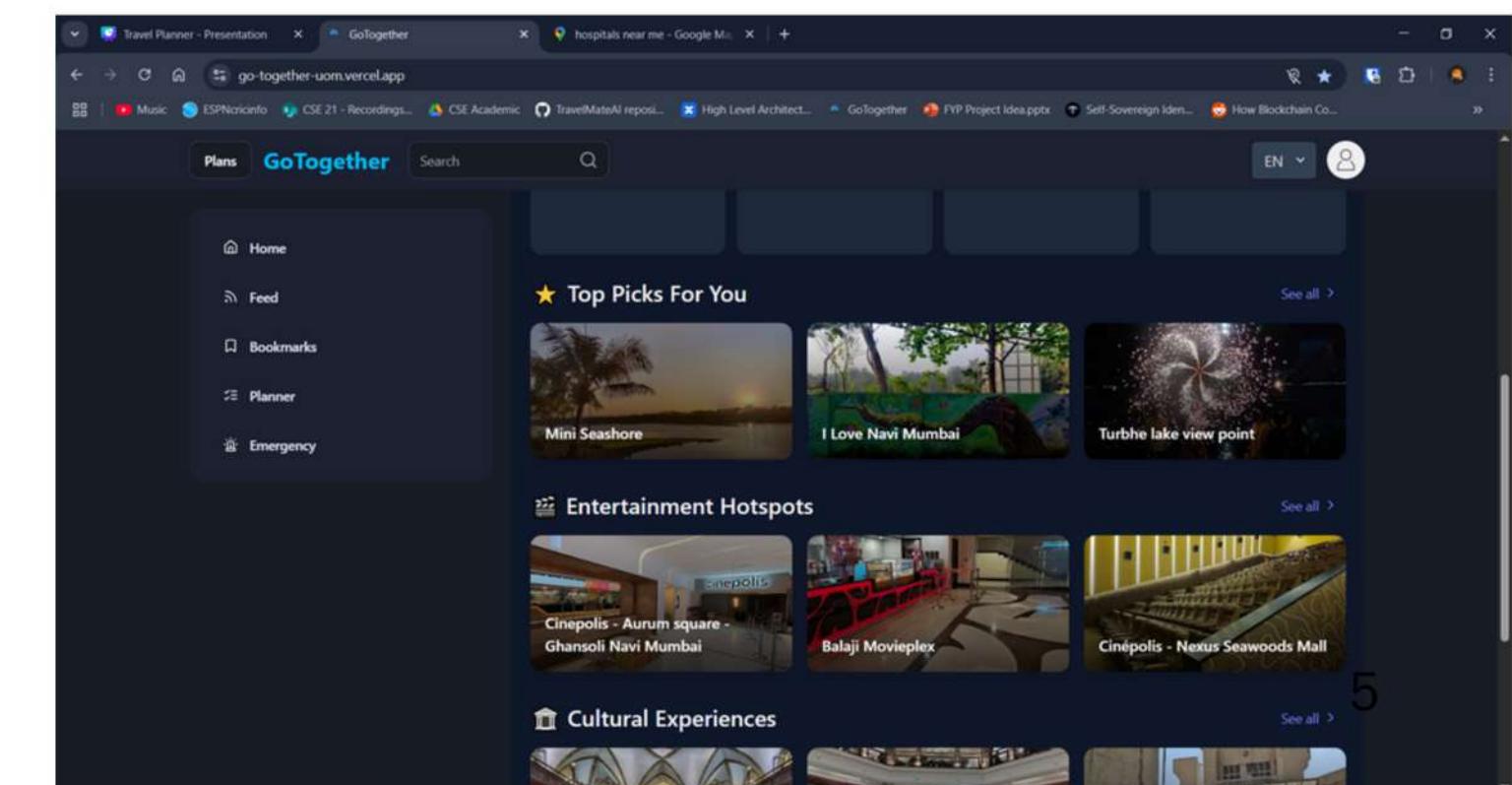
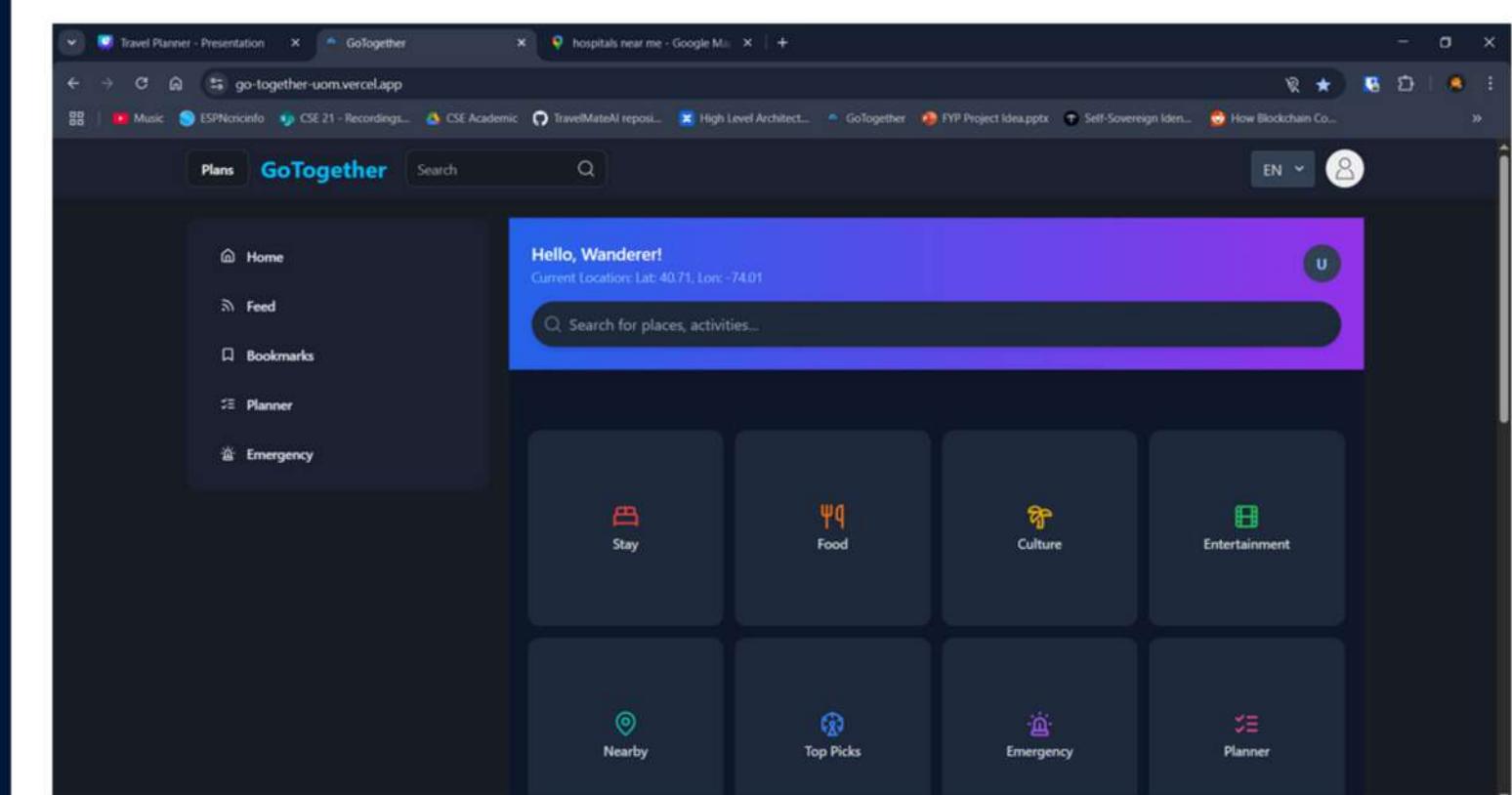
- Overcome transport information gaps and language barriers
- Access personalized routes and real-time travel support
- Reduce unplanned expenses through local insights and cost-effective suggestions



# Mobile App



# Web App





## • Transport Details

Easily find available transportation options between 2 destinations

## • Personalized Tour Planning

Plan trips easily by selecting your starting point and destination

## • Travel Guidance

Suggest top picks, cultural, entertaining destinations for users

## • Trip Review & Travel Feed

Users can share trip plans, comment, react and follow

## • Emergency Support

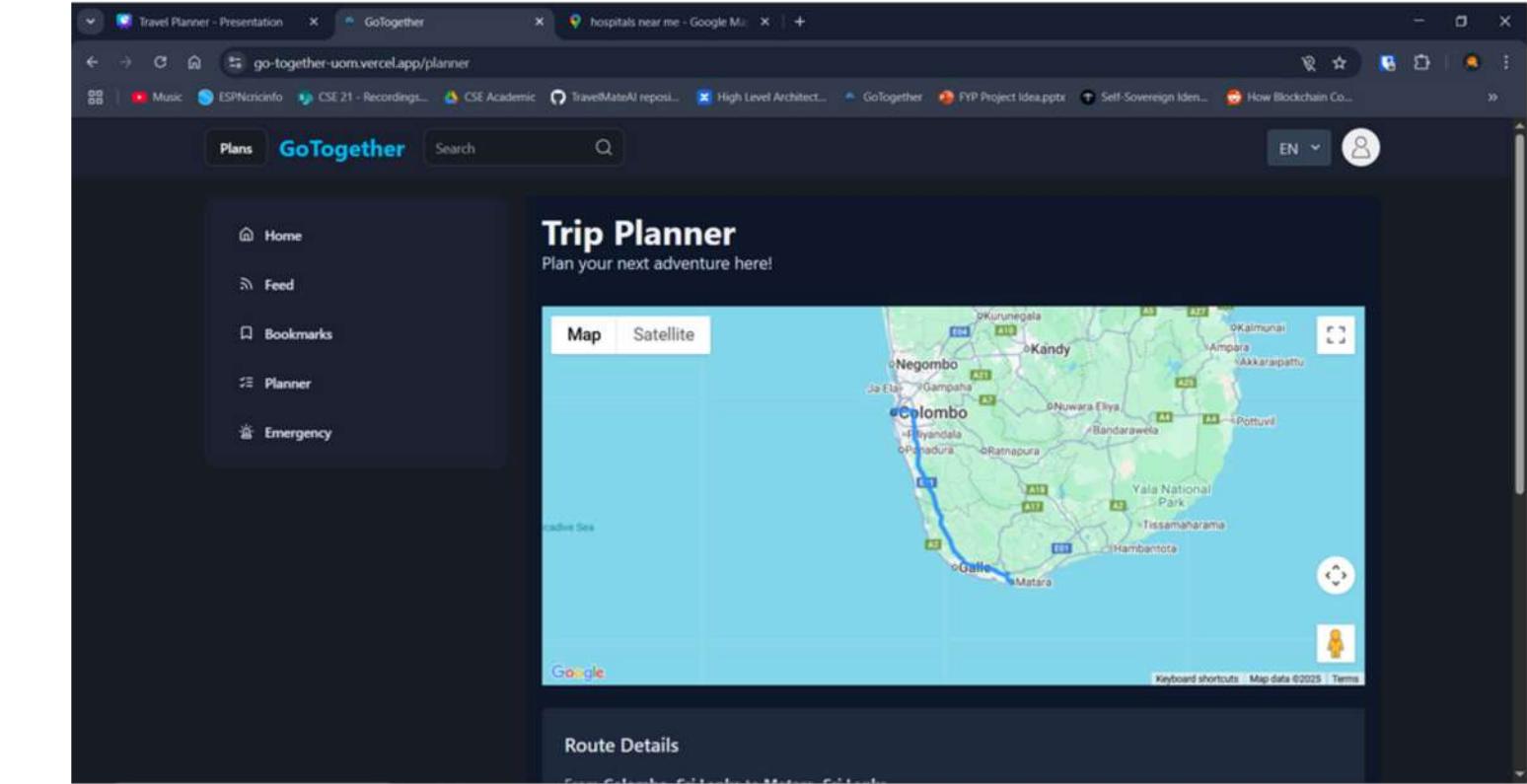
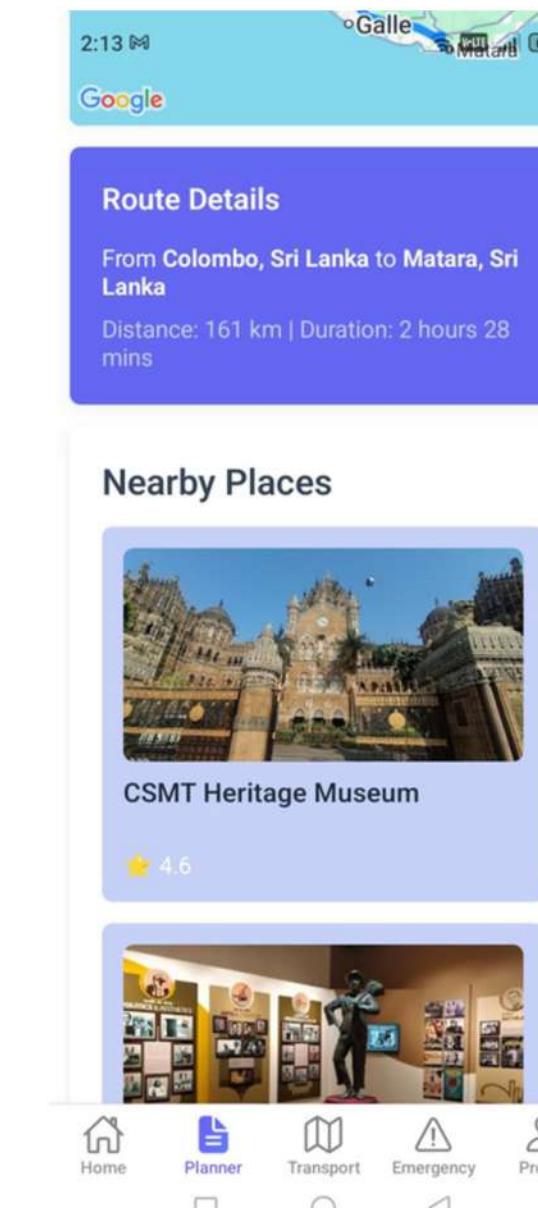
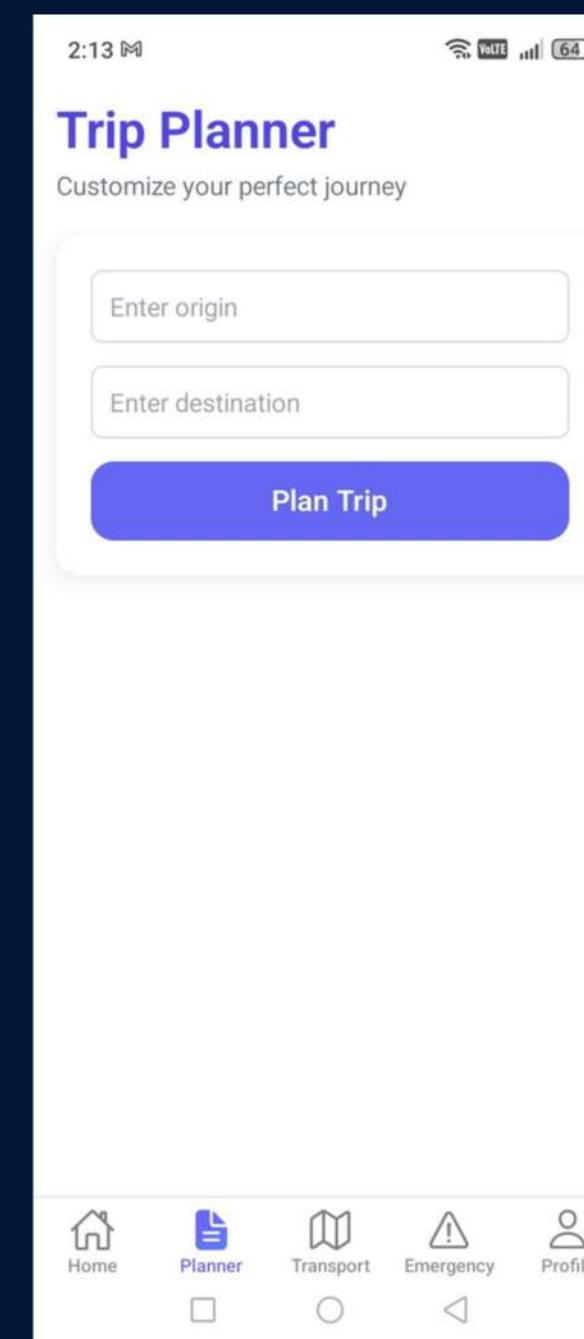
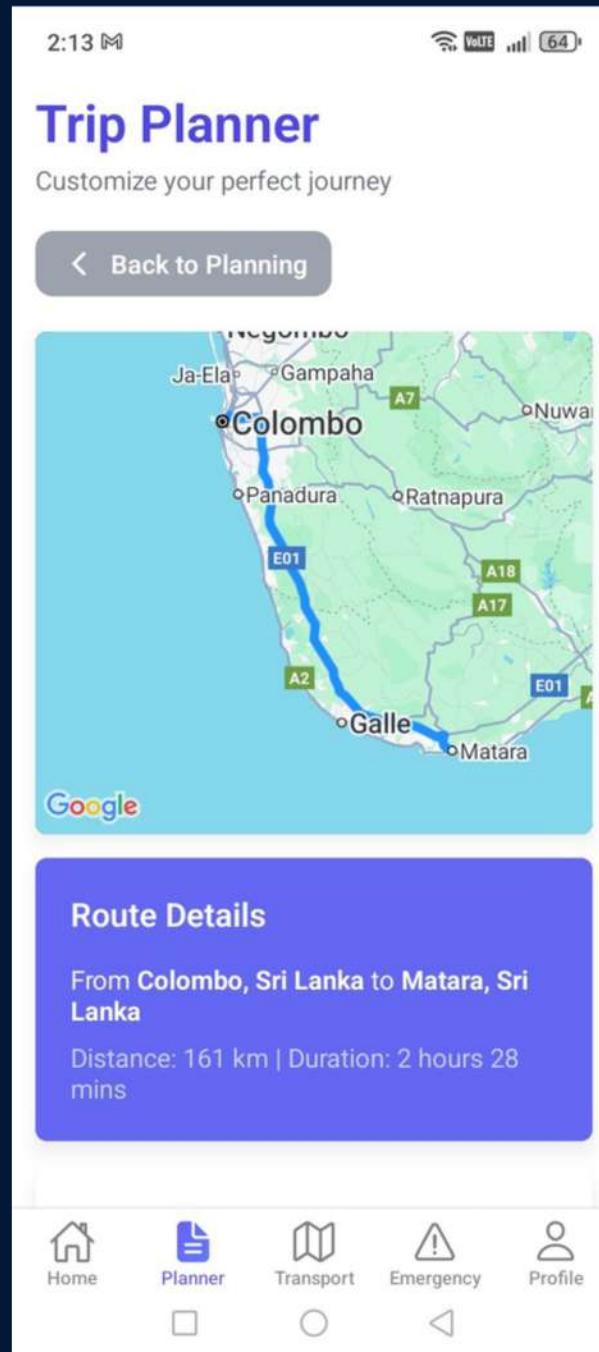
Quick access to hospitals, and police in case of emergencies

# Core Features

## • Food/Stay Suggestions

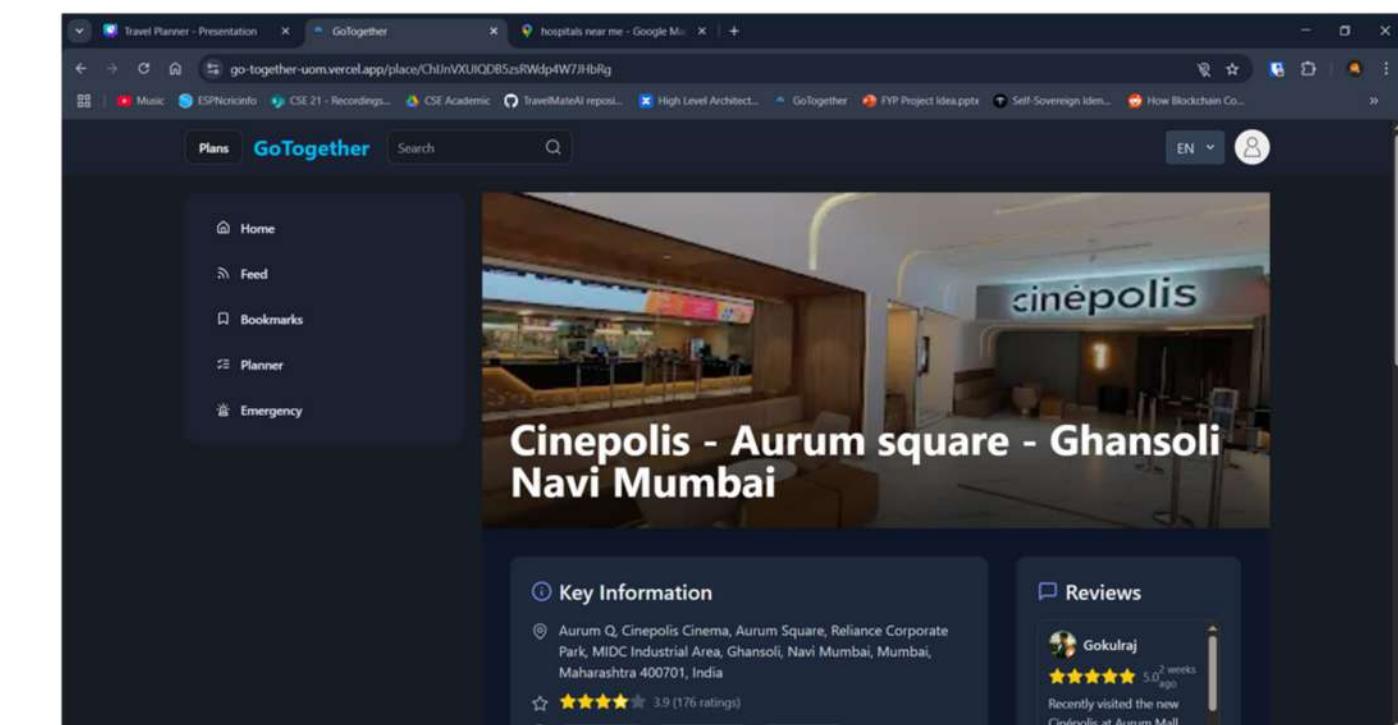
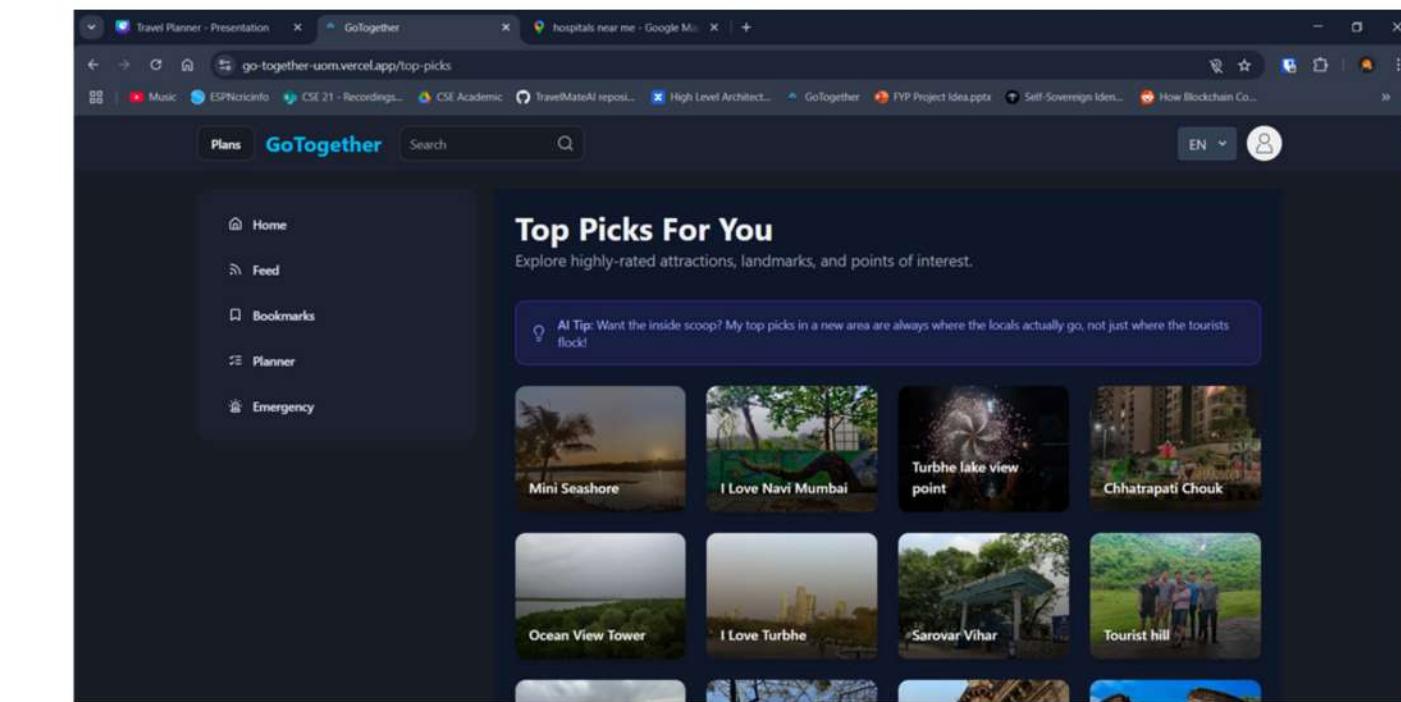
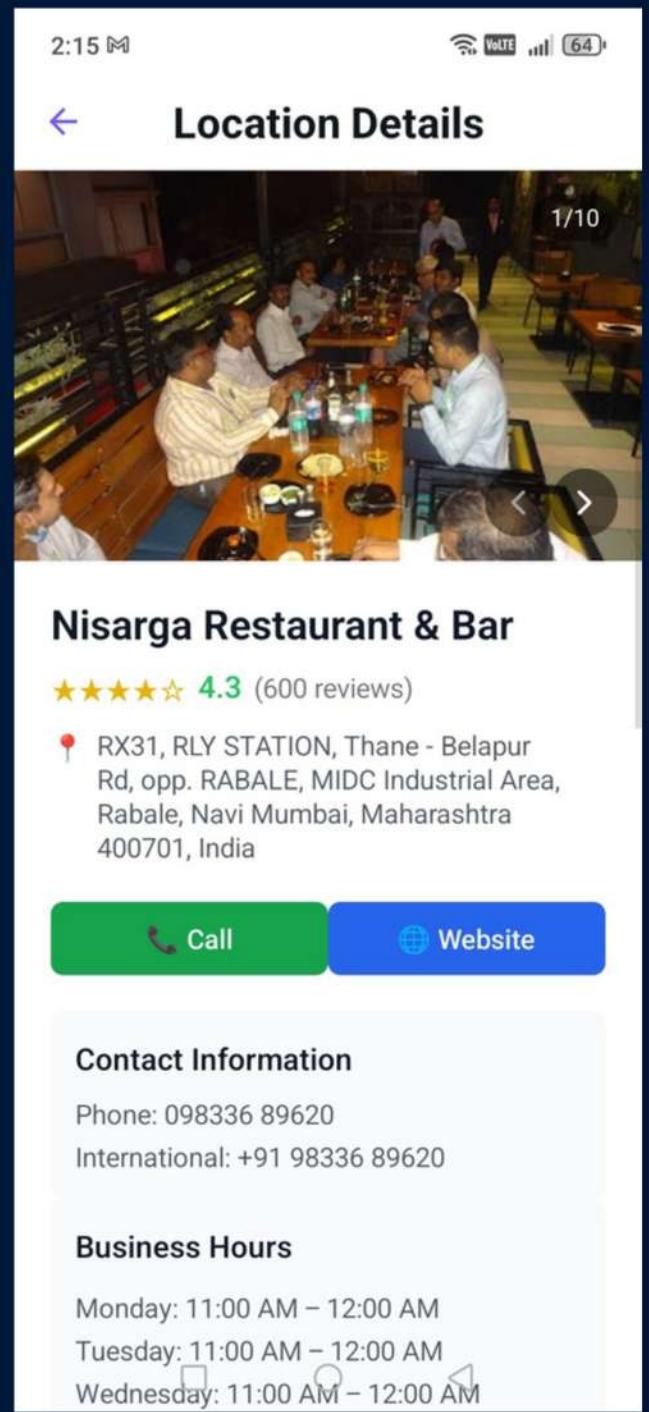
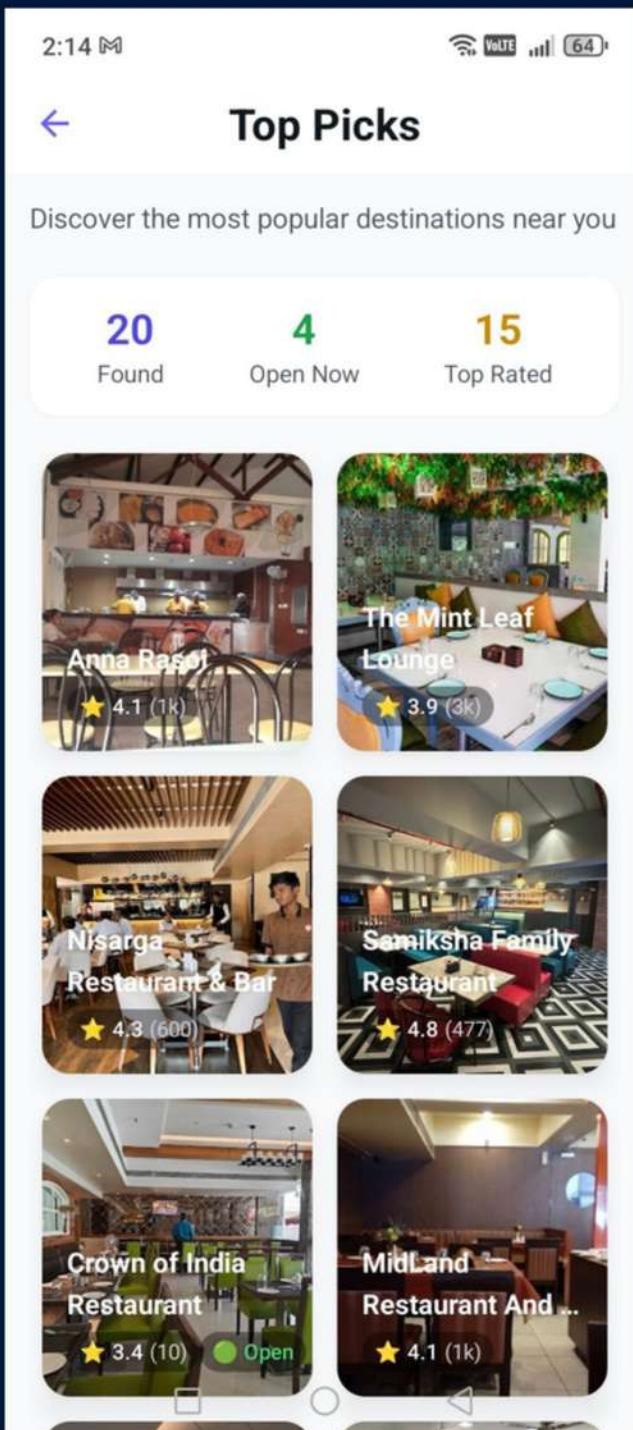
Recommends available stays and restaurants according to travel destination

# Travel Planner



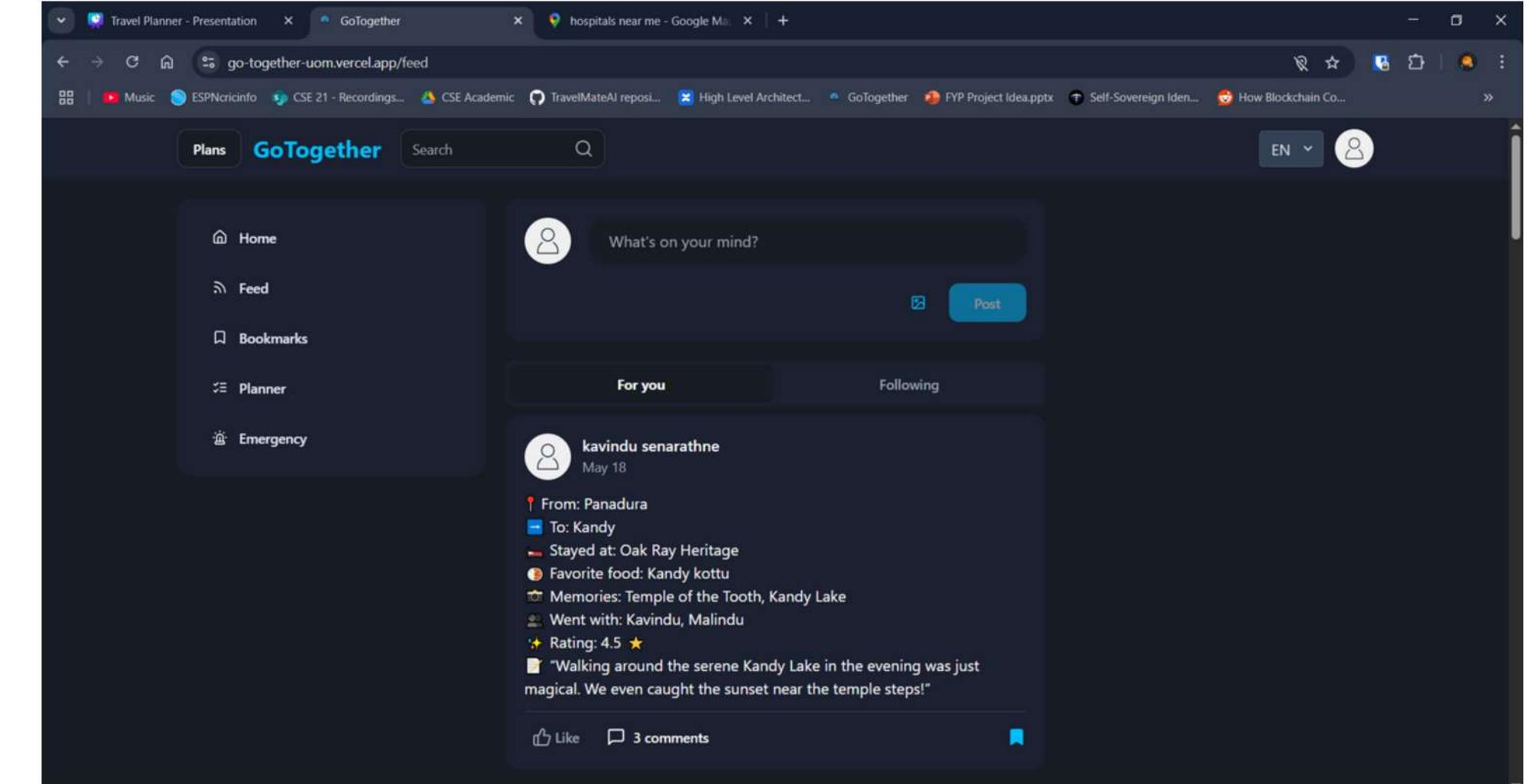
- Give route information via map, eye-catching destinations by a single click.

# Food & Stay Recommendations



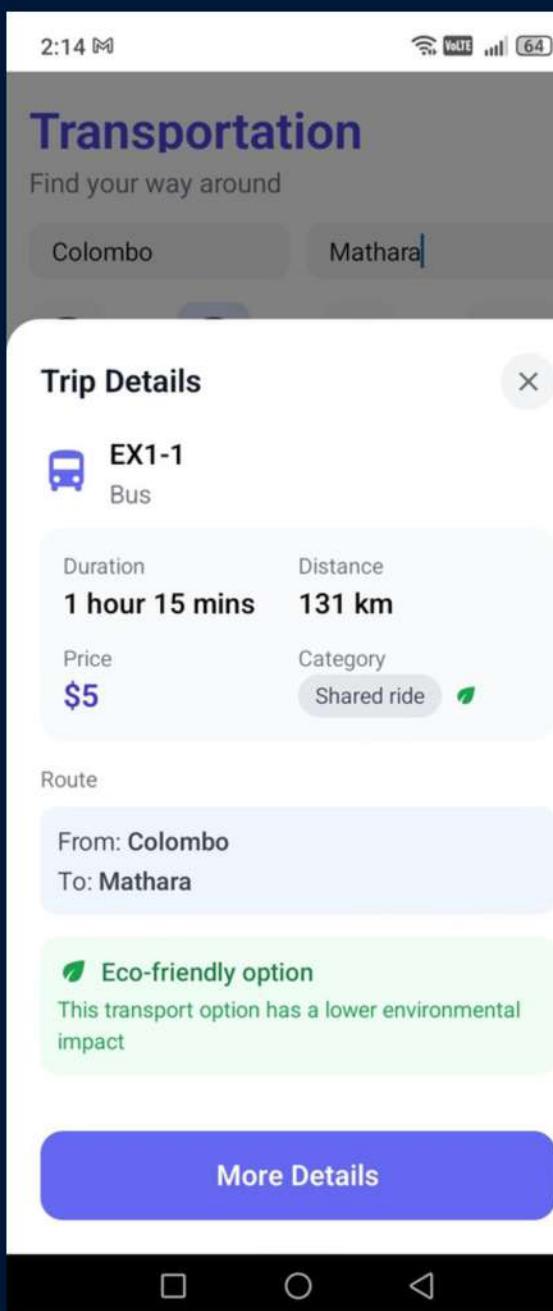
- Our app will suggest nearby restaurants and stays for users.

# Trip review & Travel Feed



- Can share generated trip plans via feed.
- Others can view, react, comment & follow.

# Transport Details



2:14 ⓘ ⚡ 64%

## Transportation

Find your way around

Colombo Mathara

Train Bus Taxi Tuk Tuk

Available Options Eco-friendly

99 58 mins • 20.6 km \$5  
Shared ride Tap for details

EX1-1 1 hour 15 mins • 131 km \$5  
Shared ride Tap for details

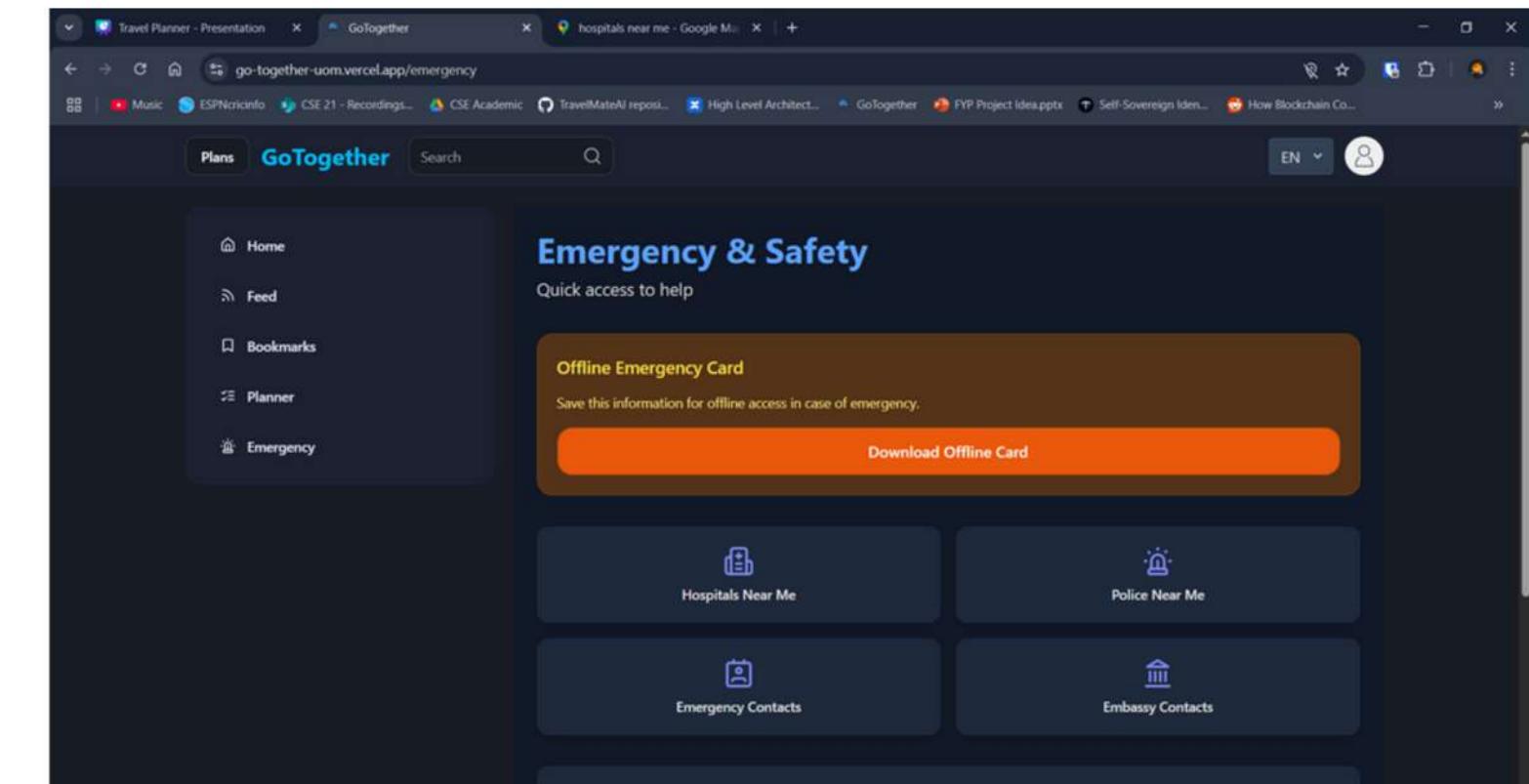
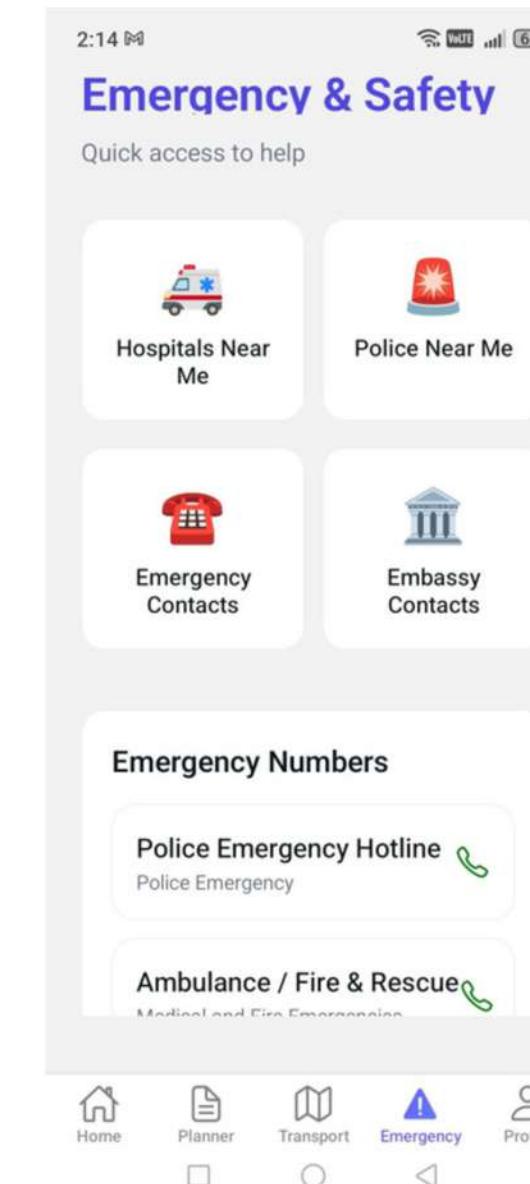
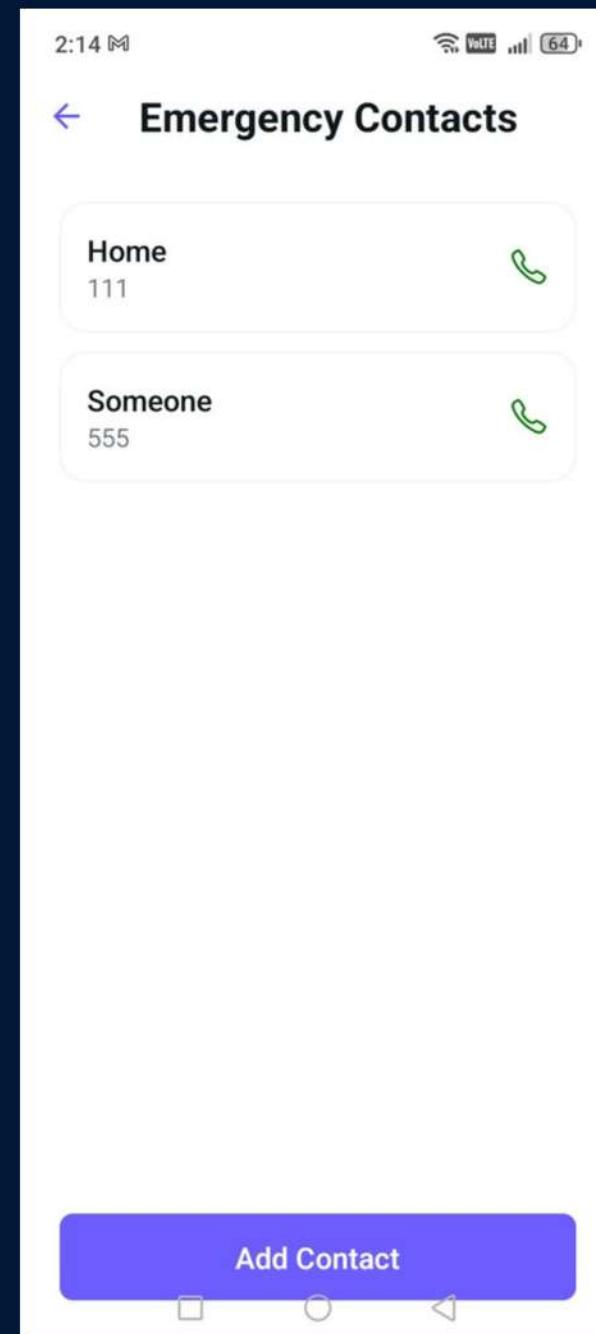
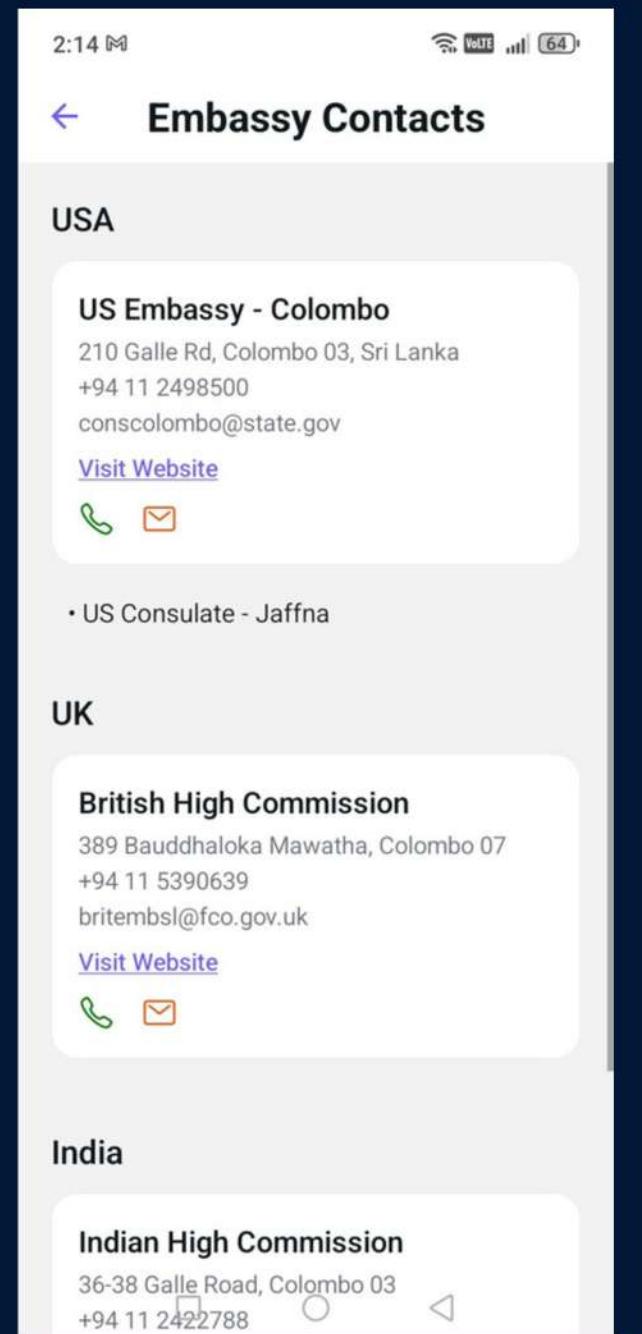
360-1 12 mins • 5.0 km \$5  
Shared ride Tap for details

Open in Maps

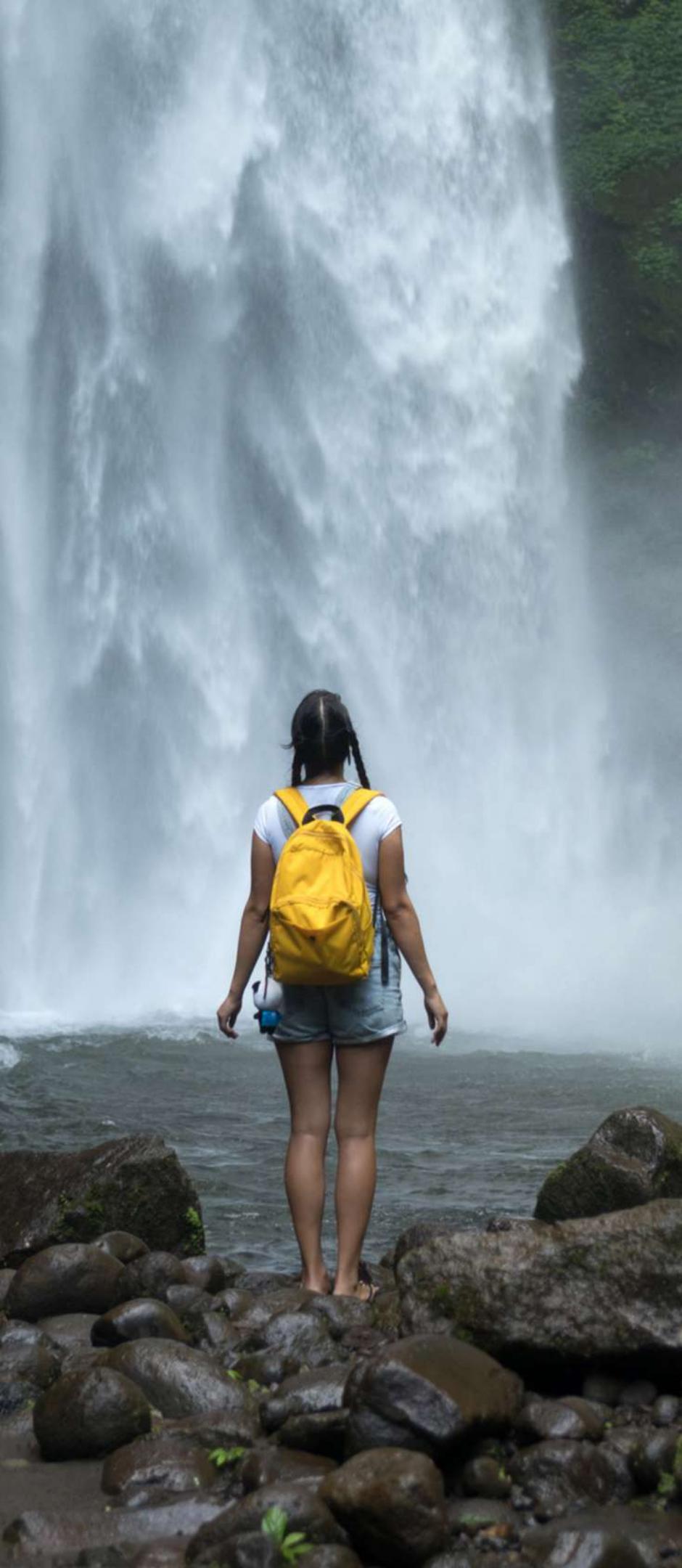
Home Planner Transport Emergency Profile

- Can find available transportation options between 2 destinations
- Various transportation modes

# Emergency Support



- Include quick access to hospitals, police stations in case of emergencies..

A photograph of a woman from behind, wearing a yellow backpack and blue shorts, standing on large, wet rocks at the base of a massive waterfall. Water is cascading down the rocks in front of her.

# Target Audience

A photograph of a woman with dark hair tied back in a bun, wearing a white tank top and a large orange backpack. She is standing on a rocky outcrop, looking out over a vast, hilly landscape under a bright, golden sky.

**Local Travellers**

**Foreign Travellers**



# Challenges

## Limited Access to Government Transport Fare Data



- Obtaining accurate and up-to-date fare information for public transportation.
- Manual data extraction and validation were often required.



## Limited Access to Proprietary APIs

- Direct integration with major third-party platforms like Uber & Booking.com was restricted.
- So challenging in providing real-time booking directly within the app.

# Our Competitors



## Tikalanka

- Sri Lanka focused
- Focus: Custom itinerary form via website
- Limitation: Not interactive or real-time. Requires manual submission and lacks app-based live planning or route guidance.

***"Too manual. It needed something live and self-guided."***



## TriplIt

- Downloads: 10M+
- Focus: Itinerary organization from email confirmations
- Limitation: Lacks local cultural context & real-time guidance for Sri Lanka. Cannot plan or customize multi-stop local trips.

***"Not useful for local travel. It just imports flights and hotels."***

# Our Competitors



## Wanderlog

- Downloads: 1M+
- Focus: Collaborative trip planning with maps and notes
- Limitation: Generalized for global use, no local language or Sri Lanka-specific data insights.

**"Great app, but couldn't find basic train info in Sri Lanka."**

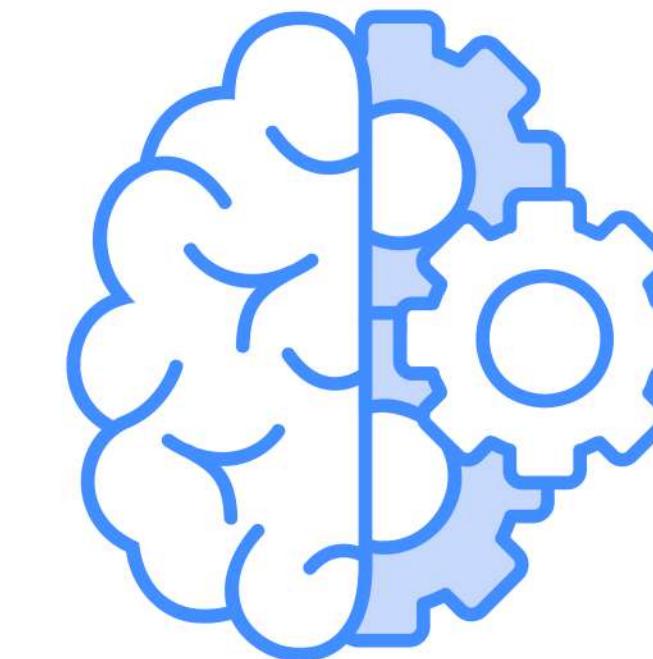
## RoutePerfect

- Focus: AI-powered trip planning in Europe & popular tourist regions
- Limitation: No support for Sri Lankan destinations. Doesn't account for regional transport options or local cultural recommendations.

**"Works best in Europe—not helpful in Sri Lanka."**



**Why ?**  
**GOTOGETHER**  
**Over other Apps**



- **No more juggling between apps**
  - Personalized AI itineraries
  - Collaborative Trip Planning
  - Maps+Bookings in one place
  - Group Travel Coordination
  - Share Feed within the App
- **Makes trip planning fun,easy and organized**

# Business Model Canvas

## Key Partners

- Tourism boards & local travel agencies
- Hotel & accommodation platforms (e.g., Booking.com, Agoda)
- Restaurants, event venues, and local attractions
- Language service providers / translation APIs
- Map & data providers (Google Maps, Supabase, Gemini API)

## Key Activities

- Develop and maintain mobile + web apps
- Build & enhance trip planning pipeline (gRPC, ML)
- Integrate external APIs (maps, places, fare)

## Key Resources

- Travel APIs (directions, distance, photos, etc.)
- User-generated content (posts, reviews)
- Hosting (OCI, Vercel), database (PostgreSQL)

## Value Propositions

- user-friendly UI for local & foreign travelers
- Emergency contacts, medical locator, and weather updates

## Customer Relationship

- Feedback loop through trip reviews and surveys
- Community feed and social sharing

## Channels

- Web app (GoTogether website)
- Travel forums and social platforms

## Customer Segments

- Locals exploring Sri Lanka
- Families & friend groups planning weekend or seasonal trips
- Tourists needing personalized, safe trip planning
- Travel bloggers / micro-influencers
- Travel agencies using trip templates

## Cost Structure

- Backend & frontend dev + cloud infra
- Google API & geolocation billing
- Marketing (ads, events)
- Design & UX refinement
- Support team, localization, legal

## Revenue Stream

- Freemium model with premium trip features
- Ads in free version (Google AdMob)
- Subscription tiers (Pro)

# Publicity ?

## QR Codes in Tourist Hotspots

Print QR codes and place them in airports, hotels, railway stations, and local restaurants.



## Social Media Campaign

Create engaging content (reels, travel tips, scenic routes) on platforms like Instagram, TikTok, and Facebook.

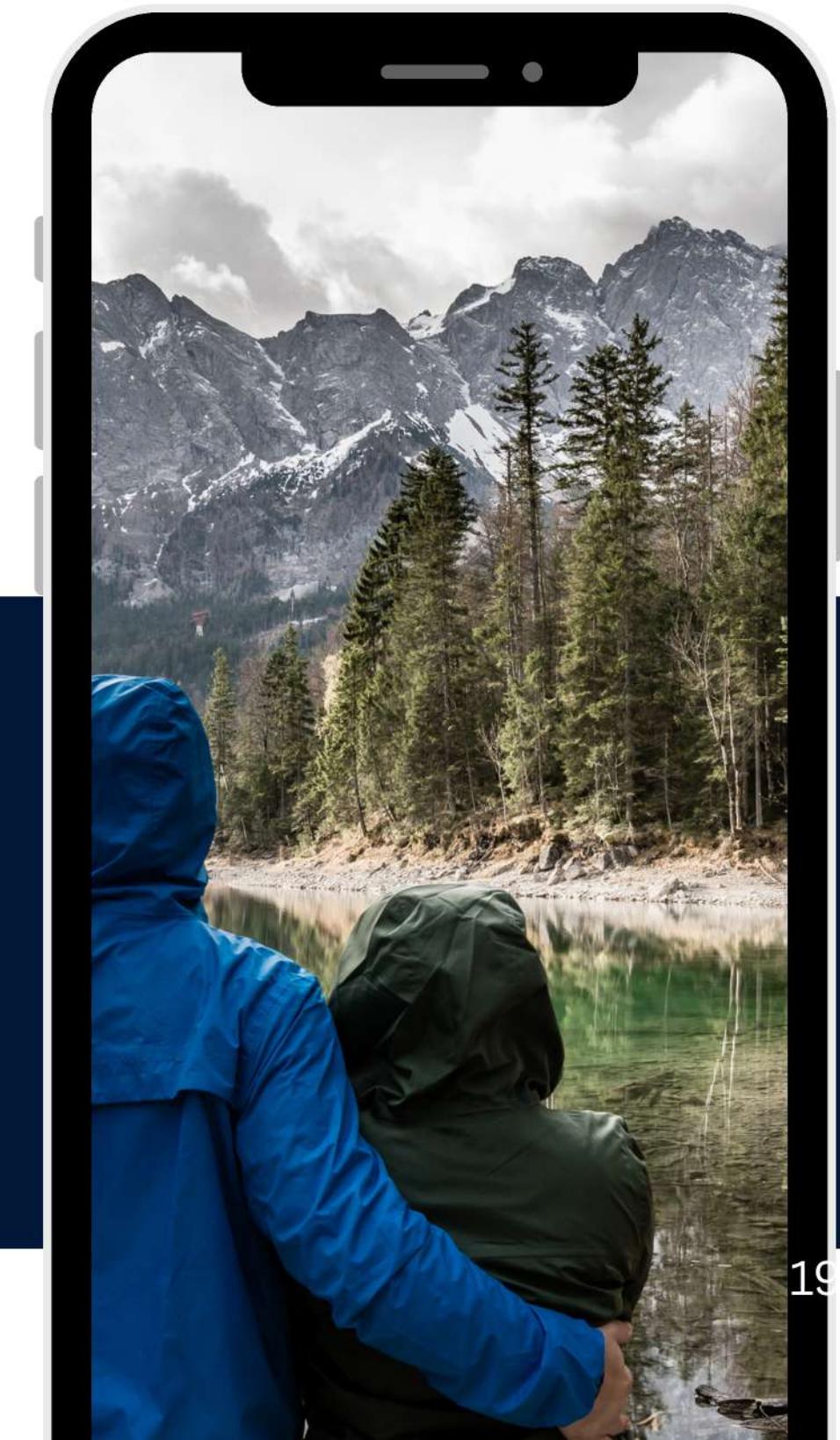
## Influencer & Travel Blogger Collaborations

Partner with Sri Lankan and foreign travel vloggers to showcase your app in real travel scenarios.

# COST & REVENUE PLAN

	<b>Initial Phase (100 Monthly Users)</b>	<b>Growth Phase (100,000 Monthly Users)</b>
<b>cost</b>		
<b>Development and maintenance</b>	\$ 0 AWS (free tier) \$ 0 Vercel free plan	\$ 615 AWS \$ 20 Vercel Pro $100,000 \text{ users} \times 600 \text{ tokens}$ (60M tokens) \$ 600 chat-gpt 4o (250,000 requests) \$ 1200 google map api
<b>LLM model</b>	\$ 0 gemini	
<b>API keys</b>	\$ 0 google map api (free tier)	
<b>Ads</b>	~ \$ 3 - \$ 10	~ \$ 1,300 - \$ 4,400 (1000 users x \$ 2.99)
<b>Subscription</b>	\$ 0	~ \$ 2990

for a month



# Pricing Tiers

	<b>Free</b>	<b>PRO</b>
<b>Trip Planning</b>	Unlimited	Unlimited + personalized
<b>Collaborative Planning</b>	Up to 5 participants per trip	Unlimited participants
<b>Ads</b>	Shows ads	100% ad-free experience
<b>Recommendation Model</b>	Gemini	Chat-GPT 4o
<b>Price</b>	\$0 <small>USD/ month</small>	\$2.99 <small>USD/ month</small>

# Technical Overview



# Technologies Used

## API Gateway & Auth

- **Kong Gateway (Docker)**: Routes all API traffic
- **Keycloak (Docker)**: Auth provider (OAuth2, OIDC)



## Backend Microservices (Docker)

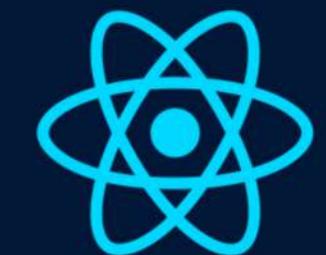
- **social-media-service (Spring Boot)**: Posts, comments, reactions
- **planning-service (Spring Boot)**: Trip itinerary, time logic
- **api-service (Go/Gin)**: Location, geodata, external API integration

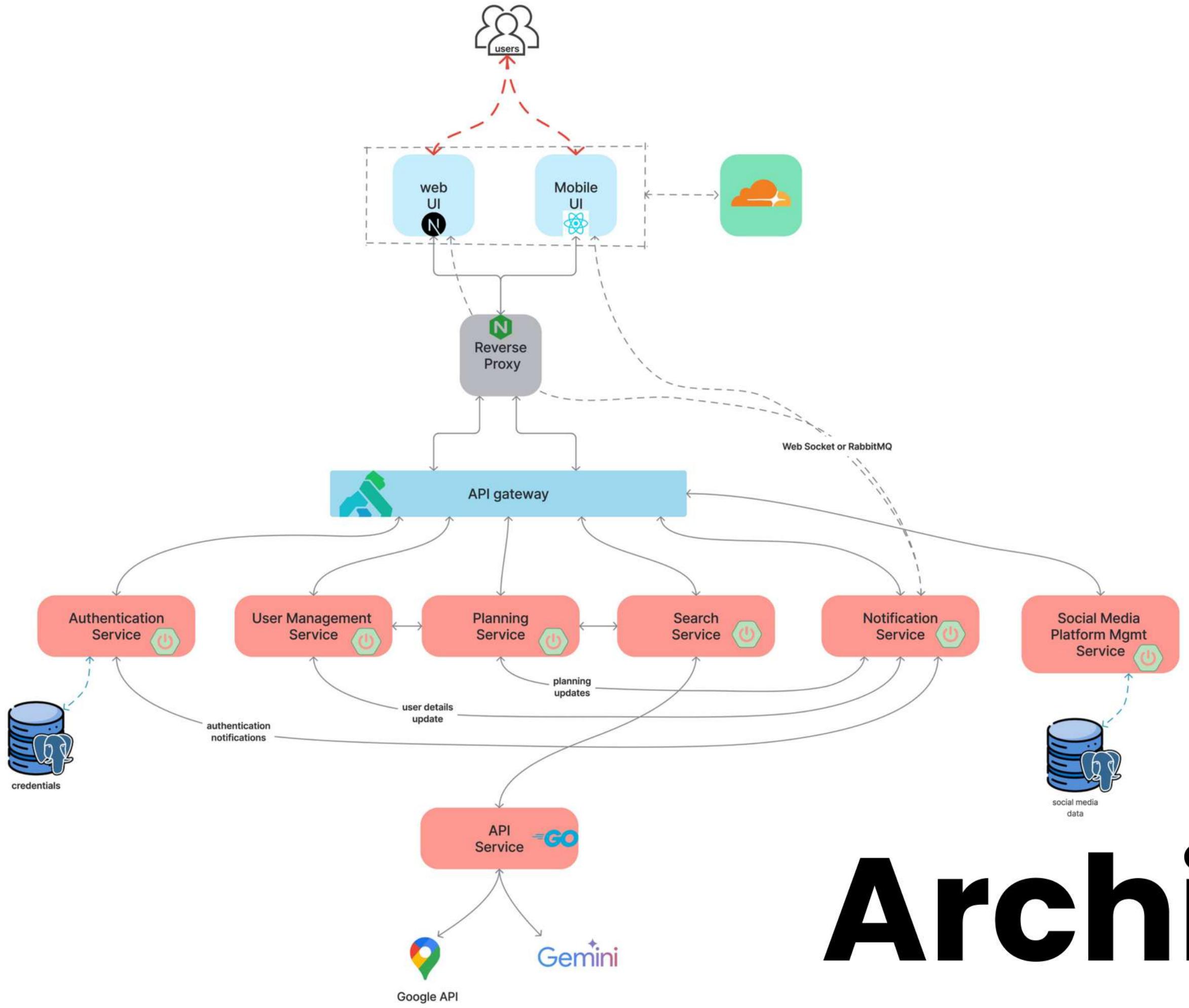
## DevOps & Orchestration

- **Docker Compose**: Runs all backend services as containers
- **GitHub Action**: CI/CD pipelines

## Hosting Infrastructure

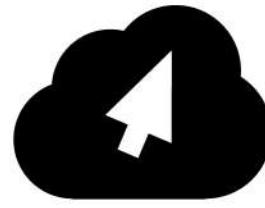
- **AWS** : Hosts all Dockerized backend services
- **Vercel**: Serverless deployment for **Next.js** frontend





# High Level Architecture

# Deployment



## Frontend on Vercel

Optimized for Next.js

Serverless edge delivery:  
automatic CDN, image  
optimization, SSR/ISR

Zero infrastructure management  
(serverless)

Easy Git integration for CI/CD

## Backend on AWS

Full control over backend  
runtime and security

Easily run Docker Compose or  
EKS for microservices

Integrates well with Kong  
Gateway, Keycloak, and Spring  
Boot

## Database on Supabase (PostgreSQL)

Managed PostgreSQL: no manual DB  
admin

Scalable with built-in REST + Realtime

Easy integration with Spring Boot

Free generous tier and secure SSL  
connectivity

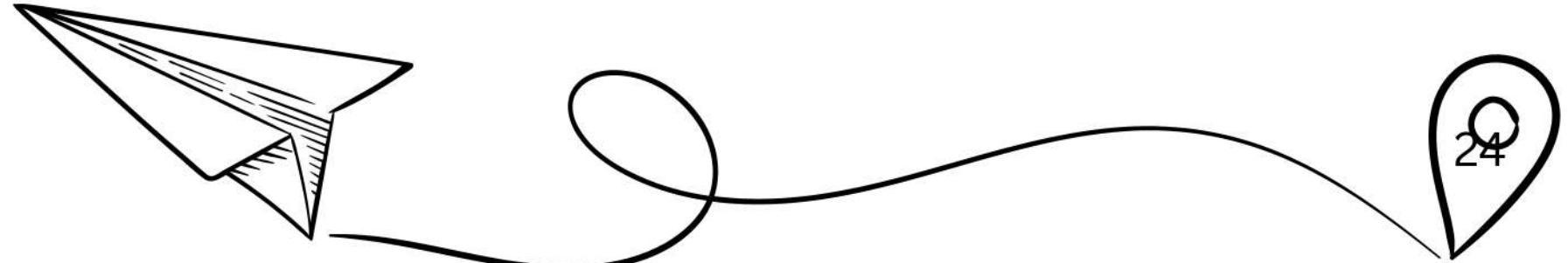
## Cloudflare (CDN & Image Storage)

Global CDN for media assets  
(profile pics, post images)

Built-in optimization (resize,  
compression)

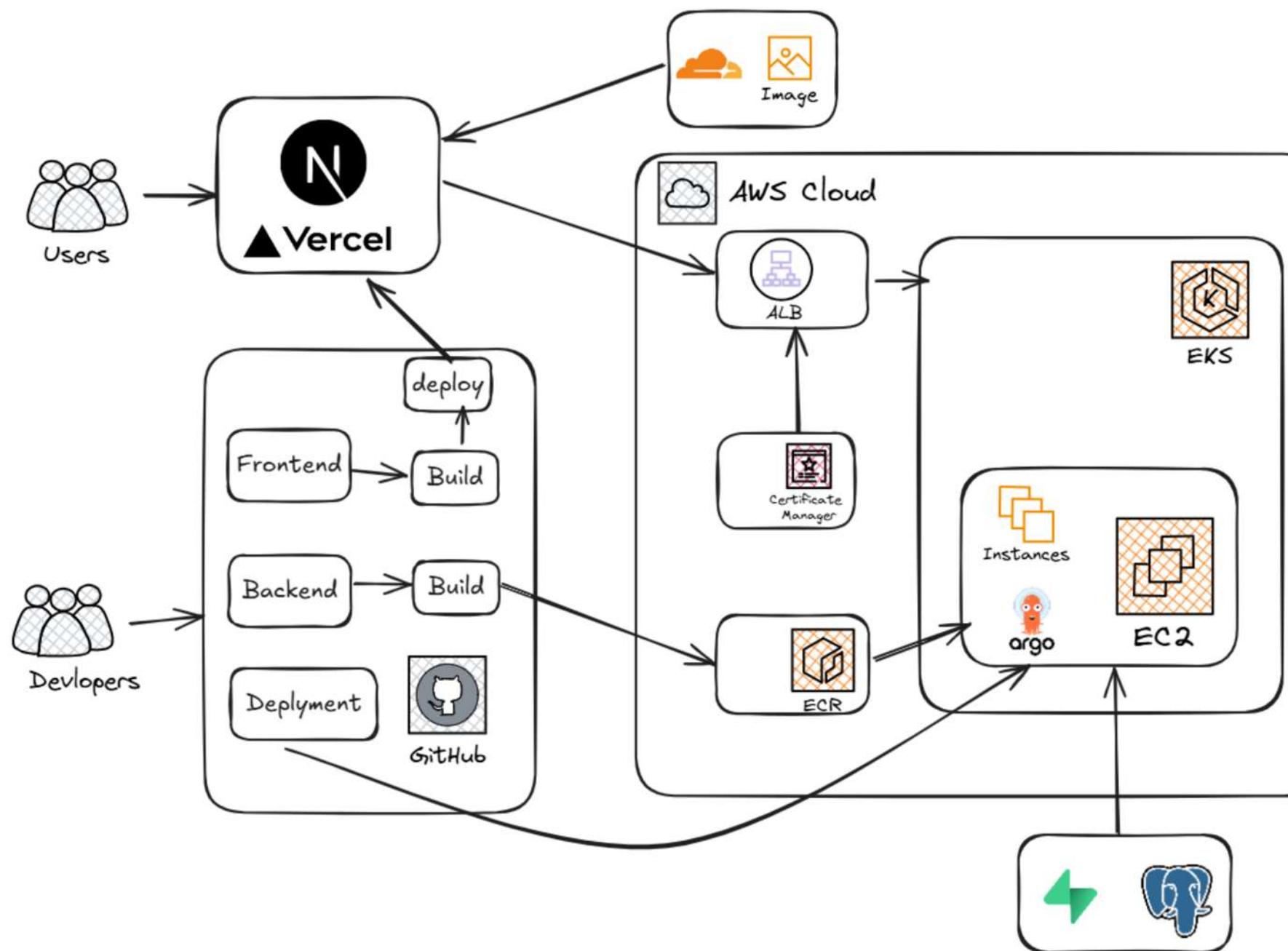
Secure direct upload support from  
frontend

Cheap flat-rate pricing





# Deployment Architecture



- **Frontend:** Next.js app on Vercel, fetches media from Cloudflare Images and sends API requests to AWS.
- **Backend:** Runs on AWS EKS with Kong Gateway, Keycloak, and microservices in Spring Boot and Go.
- **Auth & DB:** Auth via Keycloak, user data in Supabase PostgreSQL.
- **CI/CD:** GitHub Actions builds and pushes to ECR, Argo CD deploys automatically to EKS.
- **Routing & Security:** NGINX + ALB + ACM manage HTTPS routing and certificates.



# UI/UX Highlights

## Responsive Design for web

- Seamless experience across mobile, tablet, and desktop
- Optimized layouts for travel planning on the go

## Dark Mode Support

- Toggle-friendly theme switching
- Reduces eye strain for night travelers

## Skeleton Views

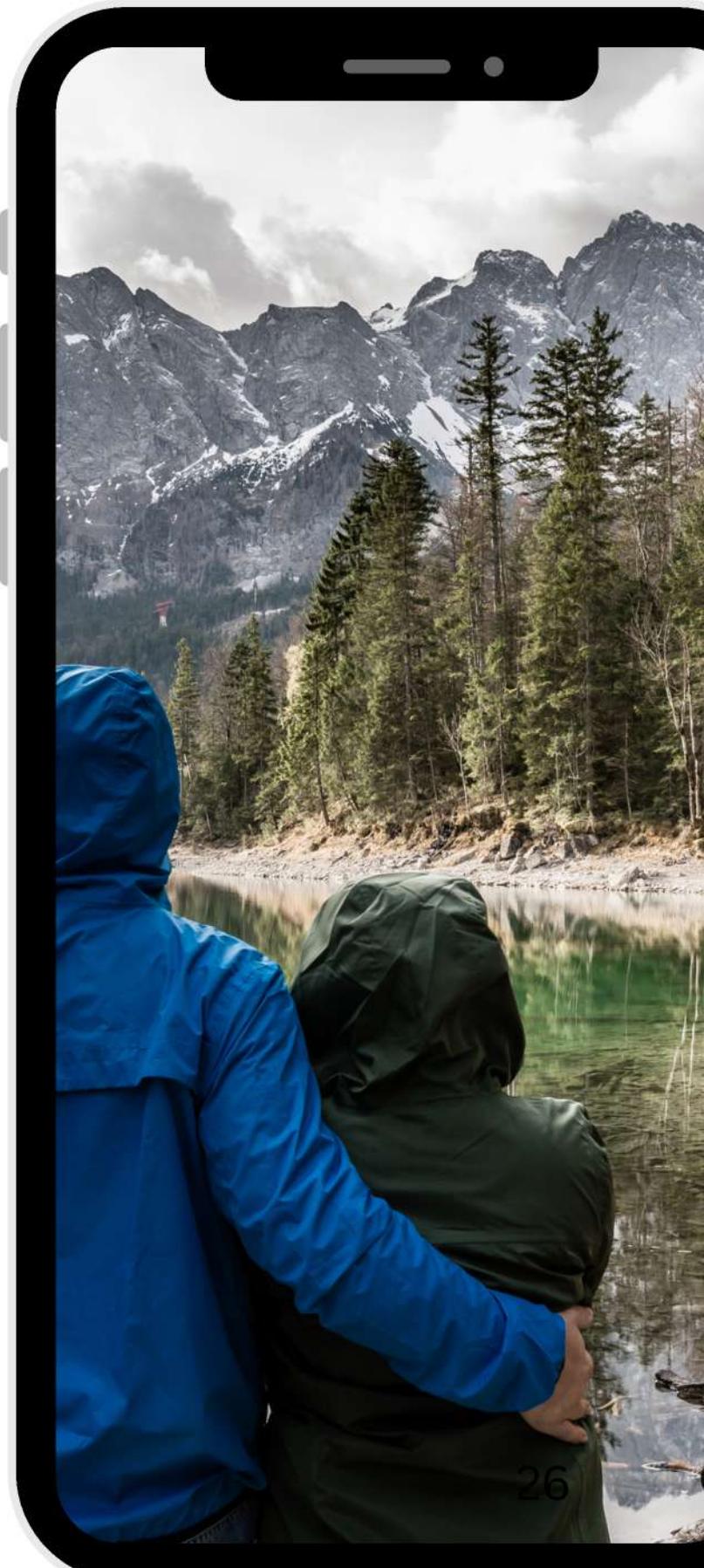
- Fast-loading experience with placeholder screens
- Keeps users engaged while content loads

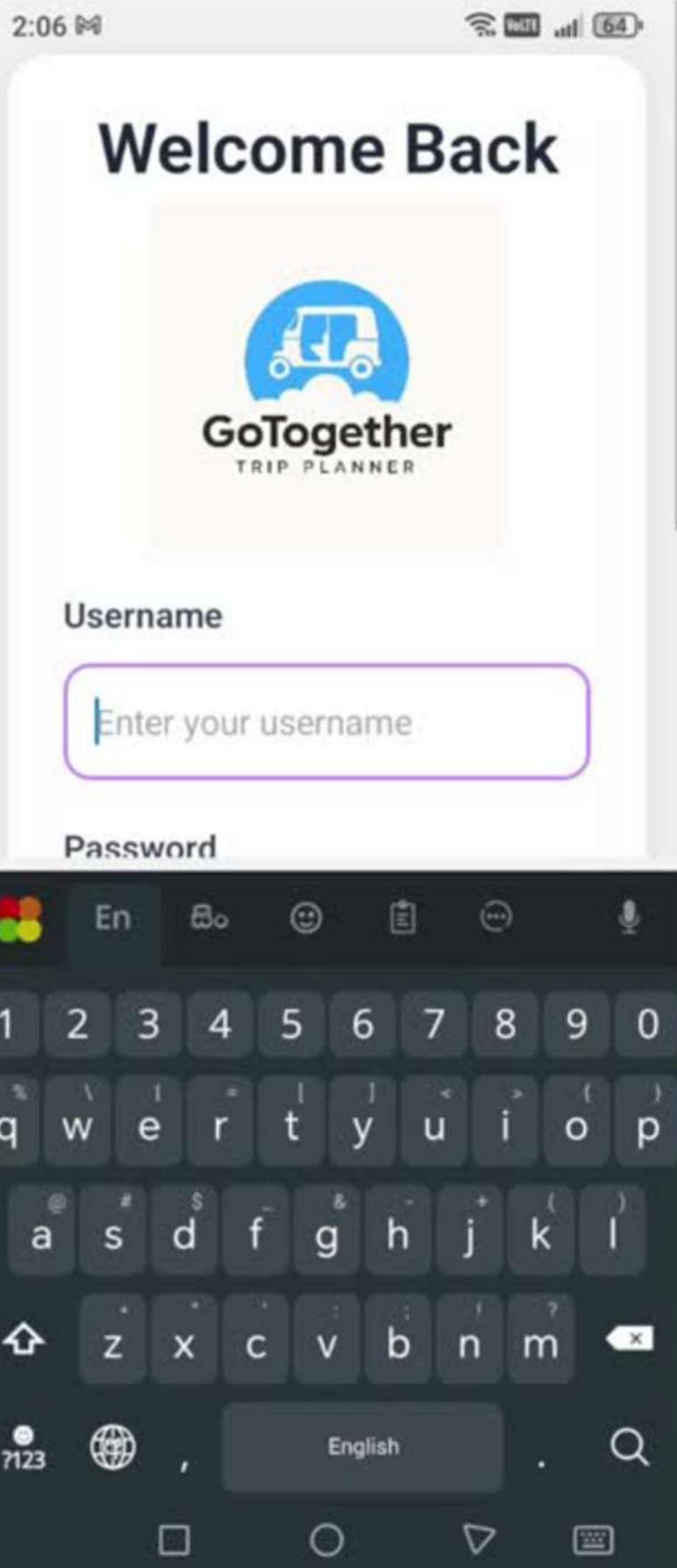
## OAuth2 Login Integration

- Secure SSO with Google via Keycloak
- Users can log in with one click and manage trips/posts securely

## Pagination Support

- Smooth navigation for feeds and trip listings
- Reduces frontend load and improves performance





# DEMO - MOBILE APP

# DEMO - WEB APP

The image shows a web browser window with a dark theme. The main content is the 'Login to GoTogether' page. At the top, there is a 'Sign in with Google' button. Below it, a horizontal line separates the sign-in method from the manual login fields. The first field is labeled 'Username' and contains the text 'ishan05'. The second field is labeled 'Password'. At the bottom of the form is a large, light blue 'Log in' button. Below the button, a link reads 'Don't have an account? Sign up'. In the bottom right corner of the browser window, there is a small, rectangular inset image showing three people in an office environment. One man is standing and talking to two women who are seated at a desk. The background of the slide features a dark, textured image of a landscape with mountains.

# FUTURE IMPROVEMENTS



COLLABORATIVE TRIP PLANNING



ROUTE FARE CALCULATIONS



BUSINESS SUBSCRIPTION FOR HOTELS &  
RESTAURANTS



# REFERENCES

- RoutePerfect.** (n.d.). RoutePerfect trip planner. <https://www.routeprofct.com/trip-planner>
- Tikalanka.** (n.d.). Trip planner. <https://www.tikalanka.com/trip-planner>
- Wanderlog.** (n.d.). Wanderlog travel planner. <https://wanderlog.com/>
- TriplIt.** (n.d.). TriplIt: Travel planner app. <https://www.tripit.com/web>
- Stippl.** (n.d.). Stippl interactive travel planner. <https://www.stippl.io/>
- Google.** (n.d.). Google Maps. <https://www.google.com/maps>

A photograph of a person sitting on a high, rocky cliff edge, looking out over a vast, dark landscape. The sky is overcast and grey. The person is wearing a dark jacket and pants. The foreground is dominated by large, dark, textured rocks.

# THANK YOU

