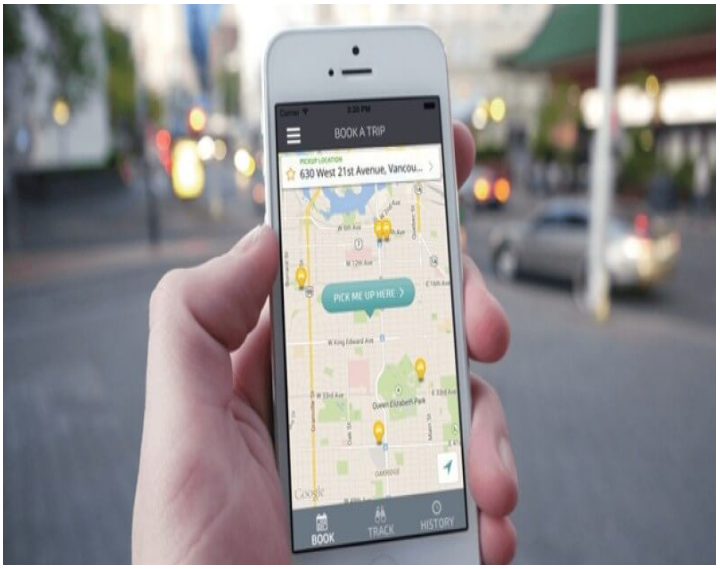
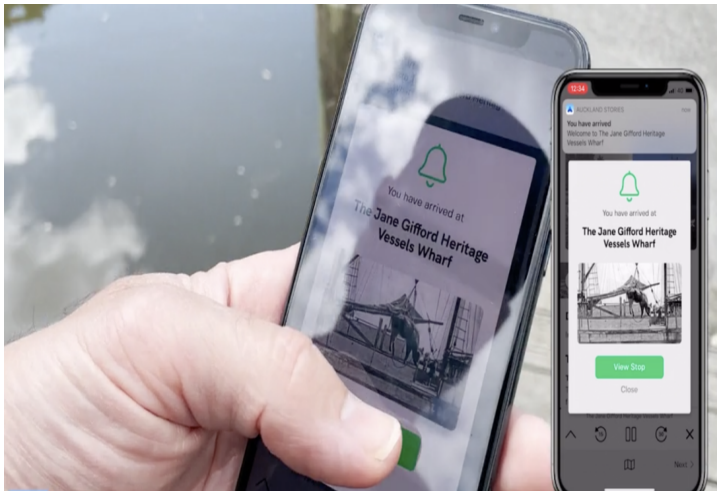
Smart Tourist Guide





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1. Introduction / Background

is a cutting-edge travel companion that revolutionizes the way we explore and engage with new destinations. Powered by artificial intelligence, augmented reality, and geolocation, this comprehensive app provides personalized recommendations, real-time navigation, and immersive experiences.

With up-to-date information on landmarks, attractions, and local events, the app acts as a virtual tour guide, offering a wealth of knowledge at your fingertips. Its advanced mapping and navigation system helps users confidently navigate unfamiliar cities with turn-by-turn directions and offline maps.

By analyzing user preferences and behavior, the app curates personalized itineraries and activity suggestions, catering to individual interests. Augmented reality overlays relevant information on real-time camera views, bringing historical sites and attractions to life.

Additionally, the app fosters social connectivity, allowing travelers to connect, share experiences, and discover local recommendations from a community of like-minded individuals.

The Smart Tourist Guide Mobile App is your ultimate travel companion, empowering you to explore, navigate, and create unforgettable memories.

2. Business Objective

The business objective behind the development of the Smart Tourist Guide Mobile App is to create a successful and profitable platform that meets the needs of travelers while establishing a strong market presence.

The primary goals and objectives of the project include:

- Enhancing the Travel Experience
- Differentiating from Competitors
- Building a Comprehensive Database
- Monetization and Revenue Generation ... such as in-app purchase or premium subscriptions for additional features
- Establishing Strategic Partnerships
- Scaling and Global Expansion

3. Current Situation and Problems

The current situation in the travel industry is characterized by an increasing reliance on technology and mobile applications for travel planning and exploration.

Travelers are seeking digital solutions that provide convenience, personalized recommendations, and immersive experiences.

However, there are still some challenges and problems that the Smart Tourist Guide Mobile App aims to address:

- Information Overload and Inaccuracy: it can be overwhelming for travelers to find accurate and reliable information about destinations, landmarks, and local attractions. There is a need for a platform that curates up-to-date and trustworthy information to help users make decisions and avoid misleading or outdated content.

- Navigation Challenges: Navigating unfamiliar cities or destinations can be a difficult task, particularly for international travelers.

- Lack of Personalization: Many existing travel apps offer recommendations that do not consider individual preferences and interests. Travelers often face difficulties in finding activities.

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5. Analysis of Option and Recommendation

After considering the current situation and problems in the travel industry, it is essential to analyze various options for the Smart Tourist Guide Mobile App it is recommended to develop a standalone mobile app for the Smart Tourist Guide. This approach offers maximum flexibility and control over the app's development, allowing for the integration of comprehensive features and a unique user experience.

Developing the app from scratch ensures accuracy in information, personalized recommendations, reliable navigation, immersive augmented reality experiences, and social connectivity among travelers. While it requires significant resources and time, it provides the opportunity to establish a distinct brand identity and differentiate from competitors.

Thorough market research and user feedback will be essential to understand the evolving needs of travelers and ensure the app meets their expectations. Continuous updates and improvements will keep the app relevant and competitive in the dynamic travel industry.

By following this recommendation, the Smart Tourist Guide Mobile App can become a trusted and indispensable travel companion, attracting a large user base and generating sustainable revenue streams. With its comprehensive features and tailored user experience, the app will provide travelers with a valuable tool to enhance their journeys and create unforgettable experiences.

6. **Preliminary Project Requirements**

1- User Interface (UI) and User Experience (UX): Intuitive and visually appealing interface with seamless navigation for users of all levels of technological proficiency.
2- Comprehensive Database: Accurate and up-to-date information about landmarks, attractions, events, dining options, and points of interest in various destinations.
3- Personalized Recommendations: Machine learning algorithms to analyze user preferences and provide tailored recommendations for activities, itineraries, and points of interest.
4- Reliable Navigation: Turn-by-turn directions, real-time traffic updates, offline maps, and information on public transportation options.
5- Augmented Reality (AR) Experiences: Integration of AR technology to offer immersive experiences with relevant information and multimedia content.
6- Social Connectivity: Features for users to connect, share experiences, and seek recommendations from a community of fellow travelers.
7- Scalability and Localization: Ability to scale and adapt to accommodate global expansion, supporting multiple languages and localizing content.
8- Data Security and Privacy: Implementation of secure data handling practices and compliance with data protection regulations.
9- Platform Compatibility: Compatibility with major mobile platforms (iOS and Android) for widespread

7. Budget Estimate and Financial Analysis

an estimate of costs for the entire project is $245,540 dollars divided into 4 phases. each phase must take at most 3 months, the estimate base on the project manager working 30 hours/week, 6 hours/day for 5 days/week, and other working staff working a total of 48 hours/week, 8 hours/day for 6 days/week.

a staff project manager would earn $45/hour, and the other team members would earn $60/hour.

after completing the project, we only will have a devolvement and maintenance team consists of 4 employees and each get paid $30/hour, 6 hours/day, 4 days/week and the we will rent a smaller office because we do not need bigger office for 5 persons only, so the rent will be $10000/year.

the initial cost estimate also includes $5000 for purchasing a datacenter, laptops, and needed accessories, in addition to another $17500 for renting an office for the team, so they can work and make meetings easily.

8. Schedule Estimate

The sponsor would like to see the project completed within a year at most, so there is no slack time to waste.

we are expecting the app to success and get the payback in its second year.

9. **Potential Risks**

1- Technical Challenges: The development process may encounter technical difficulties such as compatibility issues, integration challenges, or performance and stability problems. These could result in delays, increased costs, and a negative impact on user experience.

2- Data Security and Privacy Breaches: Handling user data poses the risk of data security breaches or privacy violations. Cyberattacks, unauthorized access, or mishandling of data could lead to reputational damage, legal consequences, and loss of user trust.

3- Market Competition: The travel industry is highly competitive, with established players and emerging startups offering similar services. Competitors with larger user bases or more robust features may pose challenges in user acquisition and retention.

4- User Adoption and Engagement: Convincing users to adopt and engage with the app can be challenging, especially if they already have established habits or loyalty to other travel apps. Sustaining user engagement requires continuous updates, personalized experiences, and effective marketing strategies.

10. Exhibits

Financial Analysis for SmartGuideTouristGuide							
Created by:Khalid Nimri		**Date:**	**5/18/23**				
Note: Change the inputs, shown in green below (i.e. interest rate, number of years, costs, and benefits). Be sure to double-check the formulas based on the inputs.							
Discount rate	**10.00%**						
Assume the project is completed in Year 0			**Year**				
	0	**1**	**2**	**3**	**4**	**Total**	
Costs	**226,540**	**148,240**	**148,240**	**148,240**	**148,240**		
Discount factor	1.00	0.91	0.83	0.75	0.68		
Discounted costs	**226,540**	**134,898**	**123,039**	**111,180**	**100,803**	**696,461**	
Benefits	**0**	**150,000**	**320,000**	**450,000**	715000		
Discount factor	1.00	0.91	0.83	0.75	0.68		
Discounted benefits	**0**	**136,500**	**265,600**	**337,500**	**486,200**	**1,225,800**	
Discounted benefits - costs	(226,540)	1,602	142,561	226,320	385,397	**529,339**	← **NPV**
Cumulative benefits - costs	(226,540)	(224,938)	(82,378)	143,942	529,339		
				↑			
ROI →	**76%**						
	Payback in Year 3						
Assumptions							
Assumptions	**Hours/week**	**Hours/day**	**Days/week**	**Pay/hour**	**Total**		
PM	30 hours/week	6 hours/day	5 days/week	$45/hour	$64800/year		
Staff	48 hours/week	8 hours/day	6 days/week	$60/hour	$138240/year		
Software and services		$17500 1st year		$5000 1st year	$23,500		
Total costs in year 0					$226,540.00		
benefits in year 0					$0.00		