

## IS 322 Project - project

<p><b>PROBLEM</b></p> <p>People want to find places to travel to and visit in a specific location</p> <p>People want to visually see the places they might travel to</p> <p>People want to be able to do these things on a mobile device</p> <p><b>EXISTING ALTERNATIVES</b></p> <p>Google Places</p> <p>Panoramio</p>	<p><b>SOLUTION</b></p> <p>Allow user to find places using zip codes or a GPS on their device. Accomplish this with Google Places, HTML5 Geolocation, and Google Maps Geocoding.</p> <p>Pull pictures from a service like Panoramio or Flickr</p> <p>Build the application for the mobile web</p> <p><b>KEY METRICS</b></p> <p>Queries per day, week, month</p> <p>Unique visitors (IP addresses)</p> <p>General number of visitors</p> <p>Visitor retention (reoccurring visitors)</p> <p>Use Google Analytics to measure metrics</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Enhance your traveling experience by exploring the world visually through your mobile device.</p> <p><b>HIGH-LEVEL CONCEPT</b></p> <p>Google places represented visually with photos</p>		<p><b>UNFAIR ADVANTAGE</b></p> <p><b>CHANNELS</b></p> <p>Deployed through a website</p> <p>Search engine optimization</p> <p>Social media promotion</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Travellers</p> <p>Foreigners who are visiting a U.S. city</p> <p>Travel agencies</p> <p>Photographers</p> <p><b>EARLY ADOPTERS</b></p> <p>Agencies or companies that focus on travel.</p>
<p><b>COST STRUCTURE</b></p> <p>Web server and bandwidth (fixed)</p>			<p><b>REVENUE STREAMS</b></p> <p>Out of pocket</p>		

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