Project Proposal

Title: Amsterdam tour

Target group: Travelers

Specific sub target group: International travelers or newly arrived people in Amsterdam those who don't know much about the city

Characteristics of the target group:

- Millennials (Age between 21 to 39)
- Have a good income (€2500 to €4000) per month
- Easy access to Amsterdam
- Those who have passive incomes

Subject: Amsterdam tour

As the title says itself what is this website for. This is for visiting few places in Amsterdam. I have chosen this topic because It's a very big issue for the tourists if they don't have enough resources for exploring the place which they want to. So, for considering about them, I am going to create this website to make their life more easier and more comfortable. Moreover, this website will make them to proper use of their money and time as well.

I have targeted millennials people because they are very much proactive, enthusiastic, and energetic for traveling. And of course, these people should have a good income source and can easily access to Amsterdam.

Objectives of the website:

- Let visitors know which places to visit in Amsterdam
- Making a good tour plan for them
- Make their time more enjoyable
- Proper use of their money and time

Questions:

- How can I manage my accommodation?
- Which places are to visit in Amsterdam?
- How much is it cost to make a tour plan?
- Which payment method can I use?
- How can I confirm my booking?
- How can I cancel my booking?