**About Plandr**

**Digital commerce idea:**

A platform suggesting recreational outings based on users’ provided criteria, and also providing booking services.

**Business Domain/Industry:**

Leisure, Lifestyle

**Brief Description:**

Want to hang out but don’t know where to go? Plandr is the platform for you. We liaise with different companies to get their upcoming events/activities for that month and come up with an itinerary for our consumers based on who, what, where and when they want to go. Our customers would be those who are looking for places to visit in Singapore but cannot find a one-stop platform for such ideas or are simply too busy to plan the day out. Our services include providing a list of activities, food stops and a simple time-line based on their choices, and even booking for them if necessary. Customers can easily view our services through a web application or mobile application.

**Target Audience:**

Individuals, couples, families, groups of friends

**Events:**

Festivities (Christmas, Valentine’s Day),

Events (Prudential carnival, Artbox Singapore),

Casual outings/dates (Restaurants, USS),

Exclusive Events (Early access to events/movies)

**Our Business**

**Business Model:**

We provide planning services for individuals, groups, and couples. Users can visit our website and search for recreational ideas based on specific tags (family/ friends/ date, budget range, food/ adventurous/ relaxing/etc.). Then, we will suggest ideas that suit users’ criteria. We will present the options according to our recommendation algorithm, which takes into account their information, and also the companies we are promoting for. Users will then look through these options, select and then confirm their plan. We also collect valuable data about our customers, analyze them, and update our recommendation algorithms accordingly, allowing us to provide better services to our users.

**Revenue Model:**

Upon checking out, users’ payments will include ticketing fees for their destinations and a small booking fee for the automatic booking process provided by us.

Users can also sign up for our monthly subscription package. The package includes zero-fee bookings, weekly suggestions, and exclusive discounts.

Recreational providers can partner with us for written advertisement articles, and prioritized suggestions on searches. In exchange for advertising fees and reserved tickets for users. By having a contract with our providers and bulking buying tickets from them, we can provide users with services at lower rates but are still profitable.

**Competitive Environment:**

Dateideas Singapore (dateideas SG, 2020) provides a platform to show activities/ date ideas in Singapore. However, postings are done for each individual event a few days in advance, and users are not able to filter all current-day events. They also do not provide booking services.

Timeout.com (Khalid & Time Out Singapore, 2020) provides a list of activities that are available in Singapore for that month. It also shows the price for that activity as well as the location. However, timeout.com does not book the activities for the users but only provides the website for users to book themselves if they want to.

Klook Travel (Klook Travel, 2020) and other similar travel agencies allow users to book tickets for certain attractions in Singapore. However, they do not list many other recreational activities (eg. Bowling, CowPlayCowMoo) and happenings (eg. Artbox Singapore) to allow users to know other events that are happening that month.

Thus, Plandr aims to tackle the limitations of these sites by offering a one-stop platform for users to search events/ restaurants by day, generate an itinerary, book their tickets, and be made aware of happenings around Singapore. This makes date planning a breeze as it is more convenient and user-friendly. This gives us a competitive advantage in this industry as it removes the need and hassle of getting users to book the activities themselves.

**User Story:**

Step 1: It’s Valentine’s Day next week, and I have yet to book any places or activities! Oh no, what should I do?

Step 2: That's right, I’ll just search online for ideas!

Step 3: Wow! What is this one-stop platform for all my troubles? Let me try it out!

Step 4: \*keys in date, time, age range, type of meeting, likes/dislikes/interests, location, date, budget range, and other relevant tags (e.g. outdoors, adventurous, fancy, adrenaline)\*

Step 5: \*web app/mobile app generates a timeline based on the activities that are available based on their perimeters\* Assumption: All activities shown are available.

Step 6: I don't think I can do this bungee jumping activity with my 70-year-old date, let’s replace it with a candlelit kopitiam date.

Step 7: I’m happy with my current selections, let me confirm!

Step 8: \*shows cost breakdown and also exclusive discounts from us\*

Step 9: What a bargain! Got to confirm fast!

Step 10: \*makes payment via CC\*

Step 11: \*sends confirmation email of payment to both customer and staff\* (previously, we would already have an agreement with place e.g. they would sell us 100 tickets at $20, and hence all activities are confirmed to not be fully booked)

Step 12: Company receives a notification about the date planned and reserves a slot for this booking

Step 15: Company updates the system to indicate that the following has been booked, and includes the confirmation onto the user’s page e.g. candlelit dinner barcode etc

Steps 17: It’s Valentine’s Day!

Steps 18: \*receives prompting ‘certain number of hours here’ prior to the date\*

Step 19: Wow I see my candlelit kopitiam table, let me just present my barcode to the receptionist. So easy!

Step 20: I’m satisfied with my date. I can subscribe to their services to receive additional discounts for certain events and exclusive deals!

**Staff Story 1: Monthly operations**

Step 1: \*receives this month’s activities from Company A\*

Step 2: \*creates new activity by keying in all the details including price, duration, location into the system\*

1 week later ...

Step 3: \*receives new promotion for activity A from Company A\*

Step 4: \*updates activity A by keying in the new information and tagging it under promotion\*

**Staff Story 2: Contract with companies**

Step 1: \*achieved a contract with ABC trampoline park, agreeing to promote their trampoline park to all users seeking for casual and fun outings\*

Step 2: \*goes to list of activities, and search for ABC trampoline park\*

Step 3: \*tags the activity as promoted, which will push the activity to the top of the list for suggested activities when users search\*

Step 4: \*writes and article about top 10 casual date ideas this month, ranking ABC trampoline park as first\*

Step 5: \*publishes article on the platform\*

**Use cases:**

User

* Register as user
* Login/logout
* Search ideas
* Book itinerary
* Edit user profile
* Subscribe/unsubscribe
* View all my bookings
* View individual booking
* Cancel individual booking
* View article
* Check notifications
* Make payment

Staff

* Create new activity
* View activities
* Update activity
* Delete activity
* Publish article
* View article
* Update article
* Delete article
* View analytics on certain activities
* Push notifications to users

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2. Khalid, C., Khalid, C., & Time Out Singapore. (2020, January 30). 15 best things to do in Singapore in February. Retrieved February 14, 2020, from <https://www.timeout.com/singapore/things-to-do/best-things-to-do-in-singapore-in-february>
3. Klook Travel. (2020, February 14). Activities, Tours, Attractions and Things To Do - Klook. Retrieved from https://www.klook.com/en-SG/?gclsrc=aw.ds&&gclid=CjwKCAiAp5nyBRABEiwApTwjXsH4l7yU-jZmqFOZOVQEvg4-lyTwRR2KaWE1hmAhSrzNGyxDkqJHlRoC8bMQAvD\_BwE