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| Voyage | | |
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# Business Case

1. Application name
   1. Voyage
2. Type of Business Model
   1. Advertising & Crowdsourcing
3. Target Audience
   1. Travelers (business, family, recreational, etc.)
4. Value Proposition
   1. Streamline hotel, taxi, and flight booking into one application while showing the user where to get the best prices

# Business Concept Overview

1. How the system works
   1. Desktop & Mobile App
      1. The application’s core function is to collect and parse hotel, taxi service and flight prices into a nice, user-friendly app that fliers and frequent travel-goers can use when trying to book their next business trip or family vacation. Rather than use three or more websites to book a hotel, car service and a flight, the user can do all of that within this app. Also the app will allow the user to print or display their invoice/flight tickets when traveling.
2. Revenue Generation
   1. Partnering with travel agencies
      1. Hotels (i.e. Hilton, Knightsbridge)
      2. Taxi companies (i.e. Uber)
      3. Flight companies (i.e. United Airlines, Delta)
   2. Advertisements from sponsors & partners (running ads on the desktop version, not the mobile version)
3. Partners, Suppliers & Stakeholders
   1. Hotels (i.e. Hilton, Knightsbridge)
   2. Taxi companies (i.e. Uber)
   3. Flight companies (i.e. United Airlines, Delta)
4. Benefits of website
   1. Simplicity and ease-of-access allows any traveler to schedule and manage their travel plans all from one place.

# Examples of Prototypes & Similar Web Designs

1. [Trivago (hotel pricing and booking)](https://www.trivago.com/?themeId=280&sem_keyword=trivago&sem_creativeid=258627679429&sem_matchtype=e&sem_network=g&sem_device=c&sem_placement=&sem_target=&sem_adposition=1t1&sem_param1=&sem_param2=&sem_campaignid=875342545&sem_adgroupid=43520812469&sem_targetid=aud-295721641839%3Akwd-295614583400&sem_location=9003528&cip=9971900005&gclid=EAIaIQobChMI8YyVnpLJ5AIVyZ-zCh0OxQ25EAAYASAAEgKbqfD_BwE)
2. [Uber (taxi booking)](https://www.uber.com/)
3. [United Airlines (flight booking)](https://www.united.com/en/us)