



CityGuide

A Market Research
Presentation by:

1. Arthi Ganesan
2. Saili Deore
3. Mitali Gupta
4. Kanishk Bhatia



Vision

CityGuide is a social travel application that provides

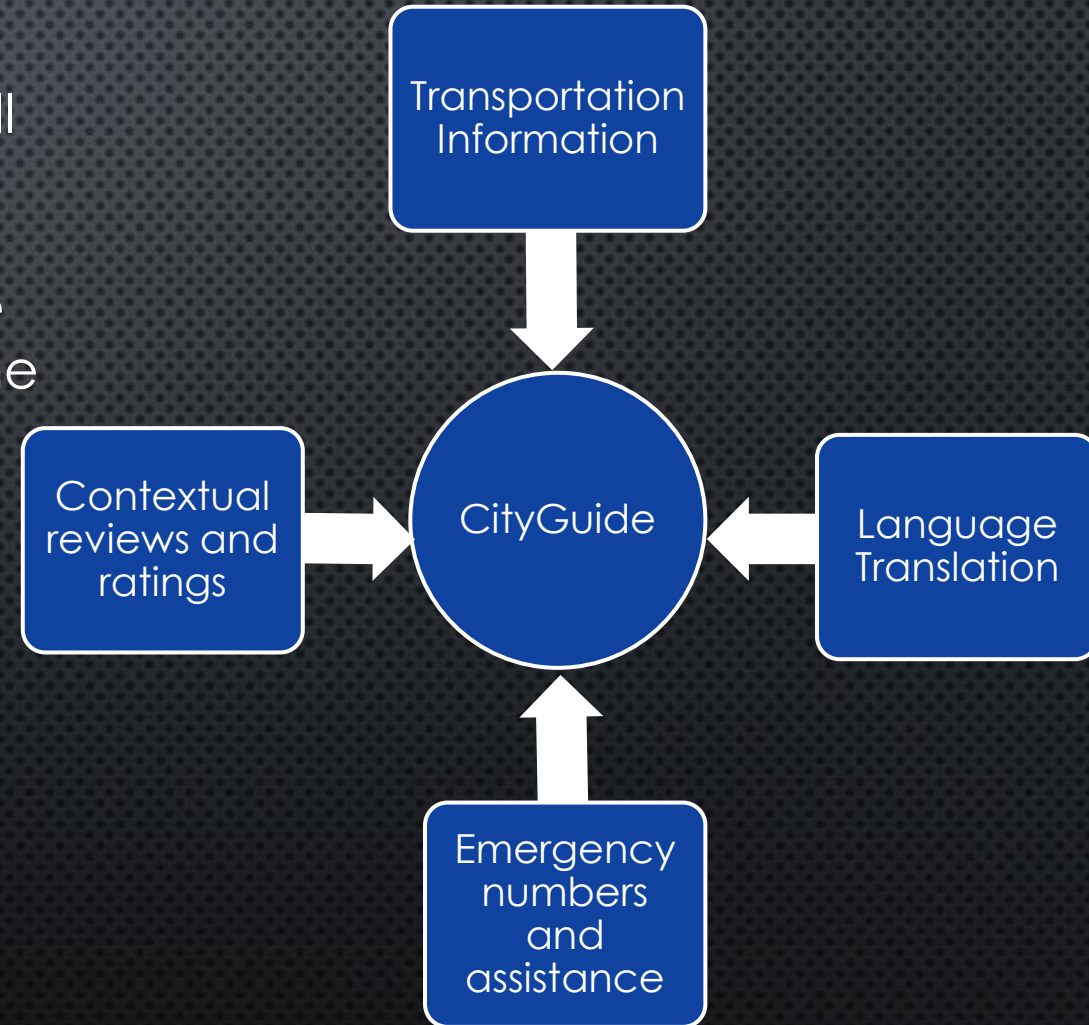
- Contextual reviews and ratings.
- Various public transport details with their routes, schedule and booking.
- Emergency assistance through the application.
- Multi-lingual feature to overcome the language barrier.



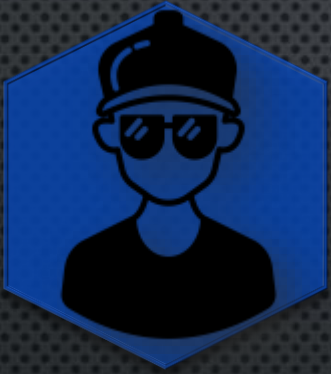
Unmet Needs



- **Unavailability of Contextual reviews**
Provides more specific contextual reviews based on poll questions answered by the user.
- **Unavailability of Emergency numbers and assistance**
Critical information to emergency respondents within the app.
- **Unavailability of Transportation information**
Provides user with full information on the various public transport.
- **Unavailability of Language translation**
Providing both online and offline language translators.



Customer Segments



Millennials



Local
Residents



Tourists

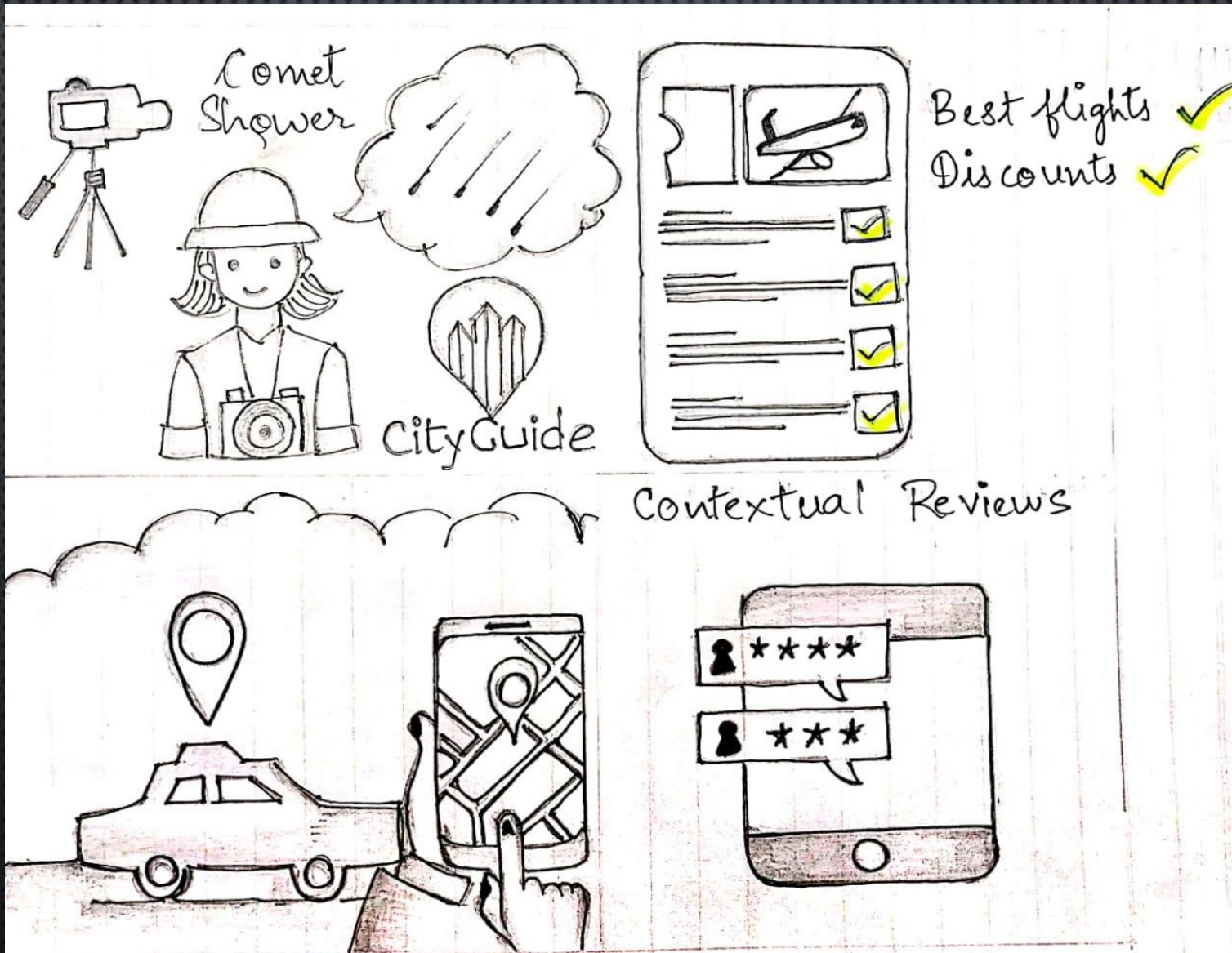


Business
Travelers



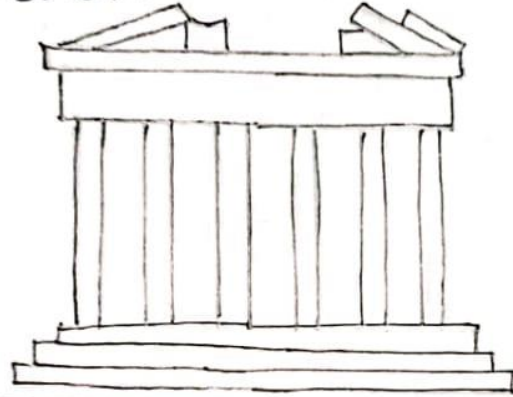
Migrants

Use Cases





Parthenon



- ☒ Local Transportation
- ☒ good Cafes
- ☒ Restaurants
- ☒ Grocery Stores
- ☒ Tourist places

Snowstorm



Emergency
Contacts

pre-downloaded
greece phrases &
Dictionary

Offline mode

Competitors



trivago®



priceline®

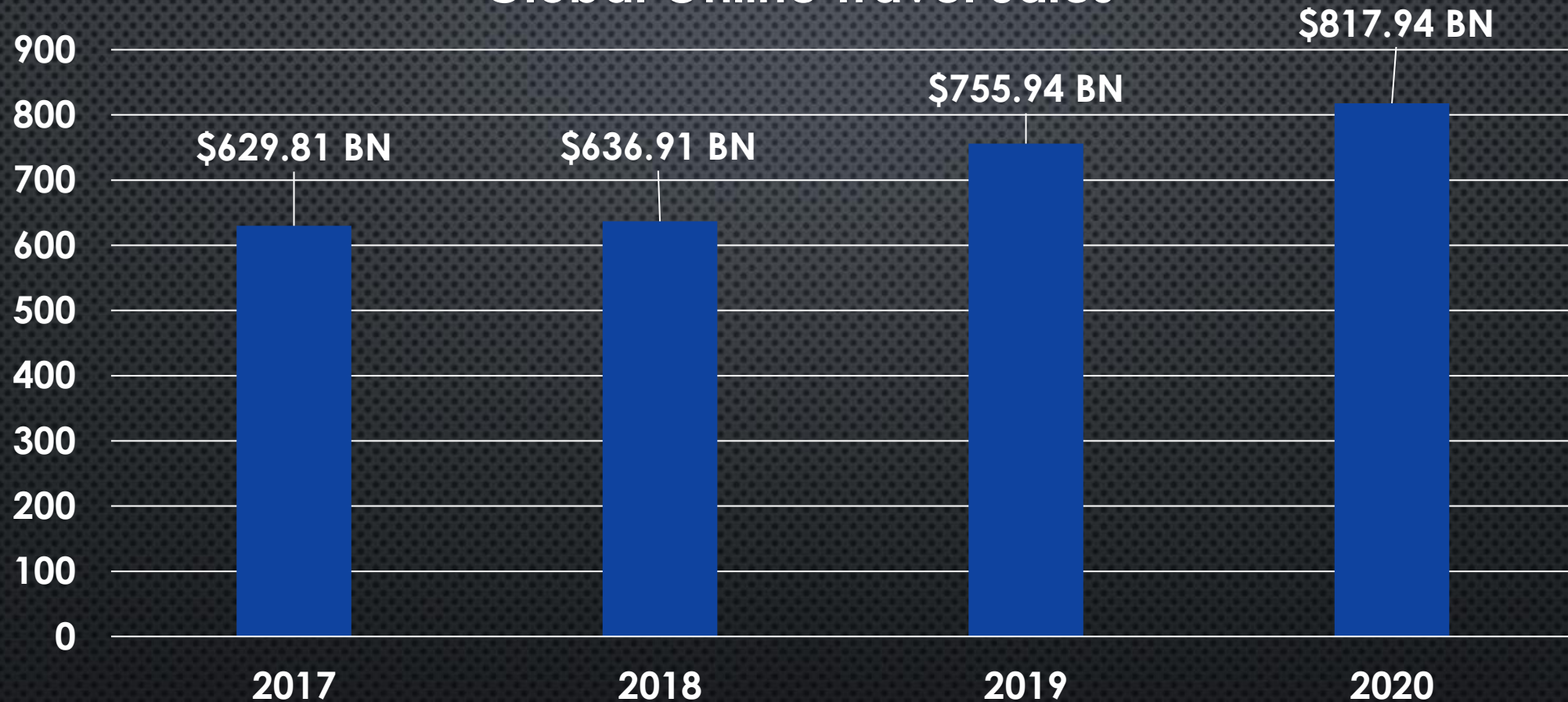


Features	MakeMyTrip	Expedia	Four square	Trip Advisor	Trivago	Priceline	City Guide
Contextual Reviews	✗	✗	✓	✗	✗	✗	✓
Transportation Services	✓	✓	✗	✓	✗	✗	✓
Hotels/ Homestays	✓	✓	✗	✓	✓	✓	✓
Tourist places	✓	✓	✓	✓	✓	✗	✓
Local Stores	✗	✗	✓	✗	✗	✓	✓
Emergency contacts	✗	✗	✗	✗	✗	✗	✓
Multi-lingual	✗	✗	✗	✗	✗	✗	✓
Offline Data	✓	✓	✓	✓	✗	✓	✓



Market Size

Global Online Travel Sales



Includes travel bookings, transportation and tour packages



Addressing the Risks/Dependencies

- Competition from new and existing applications
- Terrorist Attacks or Pandemics
- Privacy and Safety Concerns
- The dependency on data