# MRD: CityGuide

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## Vision

## For those who are new to a city or just want to travel and explore, the CityGuide is a social travel application that not only provides all the relevant information about the various shops, restaurants, transportation services but also the ambiance through the contextual reviews and ratings. Unlike Trip Advisor, Foursquare, or other similar products, CityGuide describes the public transport details, provides emergency assistance through the application, as well as has a multi-lingual feature to overcome the language barrier.

## Motivation

### Customer Segments

**1. Millennials/Local Residents:**

**Millennials**: Millennials mostly travel based on crowd-sourced content like reviews, forums, and comments (84%)[[1]](#footnote-1). A significant number of millennials (79 %) seek the advice of friends about travel destinations and frequently book using these recommendations. For the customer reviews, they prefer social media platforms like Facebook, Instagram, etc. to gather reviews about a place they wish to visit. 87% use Facebook to inspire their booking, and over 50% used Pinterest or Twitter. 97% will share travel experiences on social media, with 2 in 3 postings once a day[[2]](#footnote-2). As millennials need most genuine customer reviews, their ratings for various tourist attractions, shopping areas available around the city on a single platform that can be provided by CityGuide application.

**Residents:**

Residents find the CityGuide application most useful for getting information regarding major cultural events or any other celebration going around the city. The second advantage is that they could find truthful and up-to-date information about newly opened dining out places, cafeterias, etc. Moreover, different modes of transport available in the city, their fares and timings are add on. We hypothesize that if there was one single platform that would provide most genuine customer reviews, places for shopping, and information regarding major cultural events going around the city these millennials and residents would love to use the CityGuide application.

1. **Tourists**

Tourists are the main customer segment for the CityGuide application. While selecting a place to visit most people prefer to check the customer reviews, google about the tourist attractions, places for sightseeing, modes of transport available, etc. The fact is 90% of consumers read online reviews before visiting a business. And 88% of consumers trust online reviews as much as personal recommendations. The information they gather should be genuine which would make their appearance the best one. The most visited tourist attractions, places for sightseeing, malls, shopping areas, hotels, best dining restaurants, popular modes of transport, their fares and timings can be attained at a single platform with a single click. Considering the competition and the features included in the CityGuide application, we hypothesize that if we develop this application it would surely be a big success as the tourists would get all the information on one platform.

1. **Business Travelers:**

Business travelers are the people who visit a particular place due to official work for a short duration. But during this visit, they need to travel to different places within the city for the official work and they need information about popular modes of transport, their fares, and timings. Also, offline maps functionality helps a lot when there is no network or Wi-Fi. Almost 87% of respondents (2202) reported that they feel frustrated and annoyed when Wi-Fi connectivity is lost. Thus, during such a situation offline maps functionality is a blessing in disguise which helps them at least to reach the destination whenever they want without any delay. Moreover, during their leisure time most visited tourist places and dining out places help them to make their experience a memorable one along with business work. We hypothesize that if we provide this offline map functionality, the business travelers will surely shift to our CityGuide application which will be a perfect guide in their whole trip.

1. **Newly moved in person:**

When a person moves to a city or a place for the first time, they will have difficulty getting truthful, up-to-date, and useful information about the new place. So, the CityGuide application is perfect which will help the newbie to gain all the information they need at a single platform. We hypothesize that for a newbie in the city this application will be a perfect online guide which will help them in most of the difficulties they face.

Early adopters will most likely constitute individuals who are early adopters of technology who will embrace both technology and services across the entire travel life cycle - from travel discovery to shopping, booking, and throughout the actual travel experience. Early adopters often represent a travel company’s best customers and exhibit early behavior which, in time, will likely become mainstream. Millennials are most likely to embrace new technology. The interrelated early adopter segments for their leisure travel behavior will be Millennials, Frequent Business Travelers, Tourists, and Smartphone Bookers. These are not standalone segments, as members of each may also be part of the other segments.

**Personas:**

**Arpit** is the director of a leading Automobile Sales Agency. He is a young and dynamic professional. He is always traveling in and out of the country for business meetings and conferences. During holidays, he likes to travel with his friends and family as well. He enjoys traveling a lot. But due to his busy schedule, he finds it difficult to research the cities and places he is going to travel. When on business trips, looking for the departmental stores, hotels, and reliable transportation services becomes a tedious task. Since he is always working, he does not get time to browse through many different applications for different services. What is more, when he does make plans beforehand, there is no system to notify him if there are any changes to be made due to some unforeseen events in a new city. He needs a one-stop solution for all his traveling needs, something that will help him with planning his trip, choosing places according to reliable and contextual reviews, real-time details about transportation services, and notifications if there are any delays.

### ****Akanksha**** is the youngest member of her family. She is a photographer by profession. She likes to travel to different places for her work. She always plans trips at the last minute. She is a very spontaneous person and loves meeting new people and clicking their pictures. She needs to a product that lets her plan her trips quickly with all the reliable details. Since she prefers to travel solo, she is keen on the safety factors. She looks for all the safety places like police stations, hospitals, etc. She also researches about the emergency contacts. She makes sure she has all the data written with her so that she can access it even when her phone data is turned off. Since she is still young, she plans her travels on a budget, so she is always on the lookout for the local public transportation services. Her last-minute trip planning would become quite easy and reliable with a one-stop solution product.

### Unmet Needs

### 1. Unavailability of Contextual reviews:

Recently, increasing numbers of travelers use the Internet for travel planning, searching for travel-related information such as accommodation, hotel, restaurants, etc. and also before visiting a place for the first time such as the local attractions, events, etc. has become one of the most popular online activities. Travelers want a quick way to make their booking decisions while still getting all of the information that they need from review content. Based on the online survey with customers all of whom traveled during the last 12 months for leisure, business, or both. 95% of respondents report reading travel reviews before booking[[3]](#footnote-3). Leisure travelers reported reading an average of 6-7 reviews before booking and business travelers reported reading an average of 5 reviews. Respondents described that their user experience on the travel applications, with each review and rating, gives them confidence in making a booking decision. In the travel industry, nothing can touch Trip Advisor reviews but there is a huge problem with fake Trip Advisor reviews. Based on the investigation by Times of London, 1 out of 3 (33%) of Trip Advisor reviews is fake[[4]](#footnote-4). We believe that business/leisure travelers and the newly moved-in person experience problems with fake reviews when booking a hotel, visiting a restaurant, etc. This clearly shows that traveler/new move-in would look for more specific contextual reviews on safety, nearby local stores, vicinity of a place before visiting, or staying for the duration, thus expecting an enhanced experience. The information on the above parameters will be more personalized in our application when the user answers location related poll questions whenever they visit. The application user starts with a low score on his profile (0 or 1 against a scale of 5 being the best), and when he/she starts answers to poll-queries, the score on his profile improves, thus having access to premium-user data (if score > 3). This provides a win-win situation to both the organization (in terms of data) as well as the consumers (with information) free of cost and helps the consumers feel more comfortable to plan to visit new cities/countries more often.

**2. Unavailability of emergency numbers and assistance:**

When traveling to a new country/city for the first time for a vacation, all we tend to focus on seeing the best sites and eating amazon foods, etc. We might not expect anything to go wrong when we travel to a different place. But unfortunately, going abroad can also be a little scary. T**here are all kinds of potential emergencies to keep an eye out for, from accidents, medical assistance, etc. In case of such emergencies, getting the critical information regarding the emergency contact numbers of local police, fire, and ambulance phone numbers becomes tedious as there more than 70**different emergency numbers across 196 countries in the world. The Red Cross survey found that 20% of Americans said that they have gotten emergency help or information from a cellphone application[[5]](#footnote-5). Also based on the survey from the customers, people generally prefer to reach out to their friends or family during an emergency. We believe that tourists, travelers, a newly moved-in person can experience an unfortunate emergency when visiting a new place and there is no way for them out to come out of it, as everything is new and unknown. This clearly shows that travelers/newly moved-in people will prefer in providing critical information to emergency respondents within the application. They also expect an enhanced experience like contacting the emergency numbers directly from the application, showing you latitude and longitude via the map, showing location while on a call, etc. The information on the above parameters will be more personalized in our application.

**3. Unavailability of transportation information:**

Commuting is an issue which we all experience in our daily life schedule and when we step into a new city/country it is understood that we would not be aware of all the routes and public transport. Once after you reach the new city/country, we tend to have a lot of questions in reaching to our destination like ‘How are we getting from the terminal to where we’re staying?’, ‘Where’s the nearest public transport stop to a property?’, ‘How much will it cost and how long does the ride take?’. Finding a means of transportation in a new city/country is a tiresome task. Since it is a new city you do not know the routes -That’s where people count their advantage by charging you twice as extra than normal. Generally, people prefer to use Google for real-time updates on buses, trains, cabs. But Google provides details only about a few local mobility options. Google will not offer a comparison of cab fares, grab the closest car share, etc. from within the application. The survey probed respondents about their travel behavior to better understand the frequency of transportation mode used by respondents. Walking was the most frequent mode of transportation for at least once a month (84%), followed by driving in a car (66%) and riding as a passenger in a car (66%), using Uber or Lyft (62%), and then the bus (60%), while 57% stated that they used the applications for determining the arrival times of public transit[[6]](#footnote-6). We believe that travelers, locals, newly moved-in person experiences problems when finding the best local mobility such as any sort of transport like buses, cabs, trains, trams, etc. with the information on their timings when traveling to a new place. This leads us to conclude that providing information on different local mobility, booking rides through applications, comparing the prices of rides, allows the user to set arrival and departure times, and also gives suggestions based on travel time, cost, mode choices within the application. The information on the above parameters will be more personalized in our application.

**4. Unavailability of Language Translation:**

Communication is an important aspect to consider when you decide to take an international tour or study abroad. While you might be up to date on the easiest and most cost-effective ways to keep in touch with friends and family back home, but it is difficult to manage communication when traveling to countries where locals might not speak your language. Each city has its spark in terms of tradition, culture, and belief. The language barrier makes people sicker when someone who has really specific needs when it comes to food should be able to communicate with folks in their native language to get tasty food. In case of any emergency during the trip, communication breakdowns between victims and medical personnel can have dire consequences including drug treatment errors, unnecessarily long hospital stays, etc. Based on our research from hostelworld.com we found that 10% of UK adults say that the language barrier prevents them from traveling abroad which could be up to 5 million people[[7]](#footnote-7). Younger people aged 18-24, where 15% feel discouraged due to lack of knowledge about the local language. 21% of people said that they had gotten lost on their travel due to the language barrier. 20% of people said that they found it difficult to order food, while 9% had even gotten on the wrong bus or train. Generally, people prefer to use Google translator as it translates extremely fast. But Google Translation has some issue with the quality of translation where translations for languages e.g. Spanish or English tend to be more accurate while translations for other languages that are not as available in Google’s database are less likely to be accurate. We believe that newly moved-in people, travelers, locals experience a problem with the language barrier when ordering food from restaurants, during emergencies, etc. This clearly explains that people prefer to have multi-language features that include a local and foreign language in their applications, the application that supports both offline and online translators, produces translations that contain no grammatical errors, provides translations for situation-based questions which is already been pre-populated on the application based on reviews of the customer. The information on the above parameters will be more personalized in our application.

### Existing Solutions

The current solutions that our target customers rely on are:

The Trip Advisor application, where it offers information about restaurants, bars, local attractions, online hotel reservations, etc. But there is no feature to give information on public transport services in the application. Generally, tourists and new residents will look for public transport beforehand. This is where we target to provide the user with full information on the public transport like buses, trains, taxis, etc. along with the schedules, their routes including their fares and bookings as well. There is an unavailability of contextual reviews on Trip Advisor as well. This can hamper a person’s safety and also lead them to places that are not good for their liking due to the fake reviews.

One similar application is Foursquare. The best part about Foursquare is that it presents the most information in the form of reviews from locals, unlike any other application. Foursquare is extremely helpful as we can get a better local impression in a new place with helpful tips. However, Foursquare does not provide a solution to the Language understanding difficulties faced by the user. It also lacks an emergency assistance feature. Having relevant police information, medical and fire assistance is useful for users in an emergency. This is where we hope to gain a unique pitch for the application, by providing the language translator feature to the user, thus eliminating the language barrier, and providing emergency assistance to the users.

The other applications are MakeMyTrip and Priceline. These applications have many common features with CityGuide like bookings for trains, buses, and taxis. But they do not include information about the local attraction, restaurants, bars, grocery stores, and medical stores. These are some of the essential needs when a person is in a new city. We provide additional features that give us a competitive advantage over our competitors.

The Trivago application is mainly to compare hotel prices. It does not include any information about local attractions, public transport, restaurants, bars, essential stores, emergency services, or language translator.

Expedia does include car rentals and things to do, but still lacks public transport information, language translator, and emergency services.

The travel agency industry in the US is likely to make USD 17.3 billion in revenue by 2020. Research shows travel agents in the US are continuing to report an increase in business. Further research suggests that many people, including over 50% of millennials are inclined to hire experts when planning trips[[8]](#footnote-8). Customers benefit from the efficient planning and expert knowledge of travel companies and feel that booking this way helps to save time and avoid costly mistakes.

In conclusion, there are a lot of similar applications and agents out there in the market, but none of the applications provide all the essential features under one roof. This is where our product, CityGuide, will have an edge over them.

### Differentiation

### The current world is evolving even in the smallest known front. Even if there are minor technological advancements, we have seen the evolution of new competitors trying to take out the existing giants.

### Our current stature describes there is not much of a local guide, that a traveler/tourist can tag along with whenever and wherever he/she would like to visit new places. A few of such contexts where the CityGuide application will stand out comparatively are described as follows:

### Google reviews are pretty much common to everyone visiting a new location, but for a traveler/tourist who wishes to see a filtered wish-list of items, would expect to see a narrowed down set of choices. This is one key area where the CityGuide application stands above all.

### In case of emergencies, the emergency contact details and processes to get them addressed are not documented anywhere. Having information about it handy, through a common add-on inside an application, would solve most of the fear part of any new traveler starting to step out and visit places. This feature in the CityGuide application will motivate more travelers to step out and enjoy the world’s beauty.

### A lot of countries do not go just by the Official Language known to most of the world’s population. This means you need a translator along with a local guide to help you get through your day to day work when you step into such places/countries. Though Google is generally good in input-output for a language translation, the contextual translation for a CityGuide application stands above Google’s feature. The CityGuide application ensures there is a one-click colloquial speaking feature, for any question-answer set that helps our travelers in communicating without actually communicating in the native language. It also provides its users with a dictionary with all the common phrases used for different languages.

* Google maps are common to everyone which provides few local mobility options to the destination along with their schedule, but for a traveler/tourist who wishes to have information for different local mobility along with the schedules, their routes, comparing the prices of rides, allows booking rides through applications, etc. would solve the tiresome task of finding a means of transportation in a new city/country. This feature on the CityGuide app will help travelers to enjoy their trip by booking transport in advance and also create a unique reach for the application among several competitors.

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Features** | **MakeMyTrip** | **Expedia** | **Foursquare** | **Trip advisor** | **Trivago** | **Priceline** | **City Guide** |
| **Contextual Reviews** | No | No | Yes | No | No | No | Yes |
| **Transportation Services** | Yes | Yes | No | Yes | No | No | Yes |
| **Hotels/ Homestays** | Yes | Yes | No | Yes | Yes | Yes | Yes |
| **Tourist places** | Yes | Yes | Yes | Yes | Yes | No | Yes |
| **Local Stores** | No | No | Yes | No | No | Yes | Yes |
| **Emergency contacts** | No | No | No | No | No | No | Yes |
| **Multi-lingual** | No | No | No | No | No | No | Yes |
| **Offline Data** | Yes | Yes | Yes | Yes | No | Yes | Yes |

### Why Now?

The reason why new applications come into the market every day is that the millennials always lookup for new things to ease out their way of living. There is a good amount of people who plan things very carefully, when setting out for a vacation, and there is a fair amount of population who cancels their trips just because they do not have enough time to plan for a safe trip.

Today’s world has a lot of people wishing to travel, and this growth rate, as described in other sections of this document, has grown exponentially. Even with the least optimal mindset, if the idea is evaluated once again, there is no reason why things would go back from where it already is right now. If given an opportunity, we should have implemented this application earlier than now due to the growth rate of travelers from various fronts. As we know, millennials will and always look up to new ways to solve their daily needs, and this includes travel and tourism. Having this application developed and delivered sooner than later will always have a positive impact on the world’s population.

## Use Cases

**Case 1:**

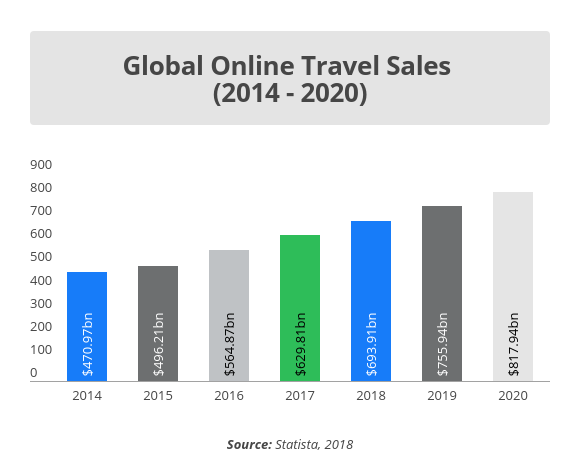
**Arpit** is informed of an emergency conference in a country he has never been to before. He has to leave for the conference in a day and will have to be there for a week. Since its all last minute, he does not have a lot of time to plan his trip in detail. He simply opens the CityGuide application on his phone and enters the place he has to go. Within seconds, he is swarmed with a list of the hotels and housing places that he can rent for the week according to the location filters and dates he filled. He quickly selects a homestay near to his conference location. He then moves on to find a few grocery and department stores near his homestay. Since he is going to be there for a week, he locates a few restaurants and local tourist spots as well. He saves this information on the application in case there is no data available there. He then looks up for various transportation services available and their routes, timings as well as fares. With the help of the CityGuide application, he planned his trip within minutes, which would have taken him days otherwise.

**Case 2:**

**Akanksha just came to know about this place in Greece, Santorini where she can watch and capture the amazing and mesmerizing northern lights and she plans a spontaneous trip to Greece. She makes her booking through the CityGuide application and books her cab which will take her to her hotel which she booked through our product as well. Since she does not know Greek, she makes sure to download the commonly used Greek phrases and their translations on her phone as she likes interacting with the locals. She feels that knowing a place through the locals is the best way to get to know a place. However, on her second last day there, she gets stuck in a snowstorm and has to take the help of locals to get her to a safe place. But she did not know their language and could not communicate with them. This is when she remembers that she has the commonly used phrases downloaded on her phone. She also emergency contacts at the police station and the nearest hospitals on the application. With the help of the phrases, she was easily able to contact the local officials and get to a safe place. From then, she has made it a point to always use CityGuide for all her trips and even recommend it to her friends and family.**

## Market Size

The core market for the CityGuide is the new residence in the city, tourists, and businessmen who have minimum information about the city and would like to get familiar with the city. According to a survey by Statista in 2018, the Global Online Travel Market was worth more than $629 billion in 2017 and is predicted to reach almost $818 billion by 2020[[9]](#footnote-9).



In the USA, the number of people preferring online hotel bookings was 88% rather than offline which were at 12% in 2017. This shows a change in the way people plan their holidays and business trips. There are 22% unique travel customers per month in the USA who visit travel applications like Trip Advisor, Expedia, Foursquare, etc., which is about 100 million travel customers every month.[[10]](#footnote-10)

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| Seattle | |
| Population | 745,000 |
| Travelers | 163,800 |
| Bookings based on contextual reviews | 81,245 |
| Bookings based on emergency contacts | 110,074 |
| Bookings based on language translator | 125,635 |
| Bookings based on Transport Service | 134,971 |

|  |  |
| --- | --- |
| USA | |
| Population | 328,200,000 |
| Travelers | 72,204,000 |
| Bookings based on contextual reviews | 35,813,184 |
| Bookings based on emergency contacts | 48,521,088 |
| Bookings based on language translator | 55,380,468 |
| Bookings based on Transport Service | 59,496,096 |

The estimated number of customers that travel every year in the United States was created by surveying the number of people that prefer to make online bookings based on the contextual reviews, emergency contacts, and language translator feature. Using this method, we found that the total market size for individuals who travel every year is roughly 72.2 million in the United States and nearly 745k in Seattle state. While a part of this market is served by other travel applications, we believe that this population is large enough to be an attractive market for further development.

There are more than 35 million individuals in the United States and 81k in Seattle that evaluate their trips based on the contextual reviews provided in the application. This market is about 49.6% of travelers in Seattle. The second factor that the travelers in Seattle consider is having an emergency contacts in an application. Roughly 110k which corresponds to 67.2% of the travelers. Another feature that Seattle travelers consider is a language translator. About 125k (76.7%) of the travelers lookout for this feature while making a booking. The transport service is highly considered by travelers. More than 134k (82.4%) travelers make their booking based on the transportation service provided by the application.

## Caveats / Risks / Key Dependencies

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| --- | --- | --- |
| **Sr.No** | **Future Risks** | **Potential Mitigation Steps** |
| 1. | Competition from new and existing applications – Since the market size is large and the service that CityGuide provides is low cost to implementation, there is a potential risk of having similar products out there in the market. It could also be because our CityGuide application is not technically feasible. | One of the key features of delivering a successful product is through iteration and bringing out new features regularly so that the customers’ wants, and needs are fulfilled, and they do not feel the need to switch to different products. The product is created that it has a significant amount of back end processing to make the user experience best for the customers. |
| 2. | Terrorist attacks or Pandemics – During the times of a terrorist attack, the tours, and tourism of that place faces huge loss and reduces significantly due to safety concerns and political issues. Similarly, in the case of a global pandemic, life is still, and it gets difficult for the world to get back to normal and to start traveling again after it ends. | CityGuide would have a feature where it could be used for directions to the nearest medical or grocery stores and their changed timings during the pandemics. It would also have features to help locate the various hotels and shelter homes to help the people who are stuck there in between terrorist attacks. It would also have emergency contact details and the location of the nearest police stations and hospitals. |
| 3. | Foreign exchange risks – They are quite common in an economy where the currency fluctuates often. These risks have the potential to hamper with the sales of the product and the profits of the organizations as well. An economic crisis might also be a key risk. | Different factors play an important role in understanding how currency fluctuations affect the company’s cash flow. By reviewing our business operating cycle, we can learn where our FX risks exist, and we can alter our profit margins accordingly. One of the other ways to mitigate this risk would be to invest in hedge assets. |
| 4. | Privacy and safety concerns – CityGuide should be able to protect its user's data like their personal photos, check-ins, bookings, contacts list, customer info, and especially the online payment details. There could be concerns about the end-to-end encryption used to protect the users’ data. | Reducing safety and privacy concerns is usually both the users' and the developers' responsibility. The users should allow access to the camera, location, and microphones only while using the product. Developers on the other hand would need to understand these risks and design a product that is safe and has end-to-end encryption to protect the users' data. The product should be thoroughly private. |
| 5. | The dependency on data – The product would require data to work, but while traveling, there at times when the data is not available like in-flights, metros, tunnel trains, inner buildings, churches, etc. Also, during international travel, data roaming is not cheap and might always not be available. | The product should have a feature where whenever the data is available, it should be able to download all the information previously saved for that day or a set time frame. The maps, emergency contact information for different places would always be available offline according to the details entered previously. It could also have a feature where it downloads on low quality when a high-speed data connection is not available. |
| 6. | Customer engagements – Our product CityGuide might oversaturate the customers with the customized push-up notifications about the trips and recommendations to an extent where these tend to be just white noise for the customer. This might get annoying and the customer would want to shift to a new product in the worst-case scenario. | The value points for our product has care, consideration, and subtle executions. There could be permission asked to send the notifications to customers for personalized recommendations so that they do not get mixed with the important information. The users could also have a feature where they can prioritize their choice of notifications or turn them off altogether. We want the notifications to feature to be a value-added service for the customers and not something to set them off. |
| 7. | Third-party compliance – It is possible that the deals with third parties like the airplane companies, tour agencies, hotels, local markets, etc. might be called off and terminate due to some unforeseen events. In that case, it would be difficult to provide the users the relevant and useful information. | It is important to make sure that the deals with travel suppliers and travel distribution partners are renewed on time. As the product relies on the travel distribution, changes must be made as and when required. A back up should always be ready if such a problem does persist. |

## Strategic Considerations

The solution proposed by CityGuide is very consistent with our organizational strategy. Our goal is to develop an application that enables our customers to explore the city. Facilitating the guided experience and making it easy for the customers to explore the city using only one application. Our product will not help the customers save the trouble of browsing through various applications for different services, but it will also provide them with information like Emergency Contact Details and Multi-Lingual features that none of the other applications provide.

A lot of existing products like Trip Advisor, Expedia, Trivago, Priceline, Foursquare, etc. are similar to our product and provide similar services but no product provides all the features and services under one application. Our product has reliable contextual reviews that help the users get to know about the ambiance of the place. CityGuide does not only provide details transportation services like flights, trains, cruises, etc. but also about the real schedule of local modes of transports, their routes, and estimated fares. We have an offline mode available which saves important information like emergency contact details, nearest police stations, hospitals, regional dictionary of commonly used phrases, and the maps of the places to visit according to the details input in online mode.

Since our product features that are different from the one already in the market and it has a considerably large market as well, it has a fair chance of being successful.

## Team Members

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| --- | --- | --- | --- |
| **Sr.No** | **Name** | **Positions** | **Contact Information** |
| 1. | Arthi Ganesan | Data Analyst, Finance and Legal Aid | arthiganesan22@gmail.com |
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| 4. | Kanishk Bhatia | Product Manager | kanishkbht@gmail.com |

## Go/No Go Recommendation

According to the data collected from the various sources, we conclude that the market size and the response is encouraging to move ahead with this product. The team is convinced that the problem being solved is real and addressable. The product is a bridge between the unmet needs of the customers and the required optimum solution. Based on the above facts, our team recommends continuing with the product.

1. (Source: <https://www.thewanderingrv.com/millennials-travel-statistics/> ) [↑](#footnote-ref-1)
2. (Source: <https://www.condorferries.co.uk/millennials-travel-statistics-trends>) [↑](#footnote-ref-2)
3. (Source: <https://www.hotelnewsresource.com/article82018.html> ) [↑](#footnote-ref-3)
4. (Source: <https://traveladdicts.net/tripadvisor-fake-reviews/#:~:text=And%20in%20September%202018%2C%20a,of%20TripAdvisor%20reviews%20are%20fake.&text=A%20second%2C%20broader%20independent%20investigation,15%25%20of%20them%20were%20fake.>) [↑](#footnote-ref-4)
5. ( Source: <https://www.prnewswire.com/news-releases/more-americans-using-mobile-apps-in-emergencies-168144726.html>) [↑](#footnote-ref-5)
6. (Source: <http://innovativemobility.org/wp-content/uploads/MobileApps_UCCONNECT.pdf> ) [↑](#footnote-ref-6)
7. (Source: <https://www.lonelyplanet.com/articles/language-barriers-prevent-travel-survey> ) [↑](#footnote-ref-7)
8. (Source: <https://www.condorferries.co.uk/travel-agency-statistics>) [↑](#footnote-ref-8)
9. (<https://www.salecycle.com/blog/featured/digital-trends-travel-industry-12-fascinating-stats/>) [↑](#footnote-ref-9)
10. (<https://www.statista.com/statistics/666643/preference-of-online-or-offline-hotel-booking-us/>) [↑](#footnote-ref-10)