Stage 1 Report – Project IMAGINE

1. Team Formation Overview

Team Members & Roles:
- Nasser Alqahtani – Product Manager & Team Support: Responsible for coordination, communication, and aligning team goals.
- Riyadh Alhamad – Frontend Developer: Builds the user interface and user experience (Next.js, React, HTML/CSS).
- Mohammed Alqabas – Backend Developer: Develops the server-side logic, API, and database management (Django, Python).

Collaboration Strategy:
- Communication Tools: Discord for daily updates.
- Project Management: Trello/Discord for task Tracking and Reports.
- Code Repository: GitHub for version control.
- Team Norms: Weekly check-ins, clear documentation, and transparent decision-making.

2. Ideas Explored

Idea 1: E-Learning Platform
Strengths: High demand, familiar concept.
Weaknesses: Oversaturated market, lack of differentiation.
Decision: Rejected due to high competition.

Idea 2: Restaurant & Café Booking System
Strengths: Practical for residents and tourists.
Weaknesses: Strong competitors already exist (e.g., HungerStation).
Decision: Rejected due to difficulty in standing out.

Idea 3: Tourism & Cultural Platform – IMAGINE
Strengths: Focused on Saudi tourism, integrates culture and technology, aligned with Vision 2030.
Weaknesses: global market challenges (High competitiveness).
Decision: Selected as the MVP concept.

3. Selected MVP Concept
Summary:
IMAGINE is a digital tourism platform designed to:
- Provide updated information about events and tourist attractions.
- Offer booking services for tickets, permits, and cultural activities.
- Deliver unique cultural experiences (camping, heritage, local traditions).

Reasons for Selection:
- Feasibility: Matches the team's technical skills (Python, JavaScript).
- Innovation: Integrates cultural experiences with modern digital solutions.
- Alignment with Goals: Supports Saudi Vision 2030 and tourism growth strategy.

Challenges Identified:
- Ensuring robust data security.
- Marketing and user adoption hurdles.

Opportunities Identified:
- Government support for tourism initiatives.
- Growing demand for local tourism solutions.
- Expansion potential to GCC markets in the future.

4. Documentation

Ideas Considered and Rejected:
- E-learning (high competition, not unique).
- Restaurant booking (well-covered by competitors).

Final MVP Concept:
- Tourism platform (IMAGINE) chosen for its innovation, alignment with skills, and market demand.

Decision-Making Process:
- Brainstorming session.
- Feasibility and impact analysis.
- Consensus on IMAGINE as the most promising MVP.

Expected Outcome of Stage 1

- A well-defined MVP concept (IMAGINE).
- A cohesive team with assigned roles.
- Documented decision-making process.
- Readiness to move into Stage 2 – Planning.