**Nature of the Customer**

We are developing an app for a tours & travels company (Odyssey Tours & Travels Pvt Ltd). The company was founded by Hans Tuinman almost 20 years ago and is headquartered in Calangute, Goa. It designs tailor-made holidays and private tours in India whose clientele mostly comes from abroad (especially Europe).

The app we are designing for them is basically a business management system that is tailor made for the owner of the business. It is a statistical app with a very user friendly UI that allows him to view past statistics such as number of bookings, according to the sorting criteria selected. This data can be viewed in the form of a table or a graph. The app also incorporates other functionalities such as automatically sending a congratulatory email on 1st January of every year to the travel agents having the most number of bookings for the previous year.

The app can also accept flight schedules of different airlines in excel format and standardize them into a single excel file.

All these features contribute to a hassle free and easy user experience for the client. Since the app runs on his smartphone, he can easily access all his business related data even while travelling!