Team 4: Presentation Plan (15 – 20 mins)   
  
Tasks:  
\*Make brand assets (background image, logo, etc)  
\*Some speaking parts are assigned below (not set in stone). Discuss who wants which speaking points.   
\*Make slides: Darcie or Jasmeen?

1. **Introductions ( 2-3 min )**  
   **Title Slide**: Logo, company name, company tagline (Darcie)  
   **Slide**: Introduce the team and their backgrounds. (All)
2. **Business Case / Pitch ( 5 mins ) (Darcie & Leisy)   
   Slide**: Why Web?   
   80% of travelers use the internet to plan their trip.  
   57 % of travel reservations are now made online   
   Of all online travel sales revenue, 17% are packaged tours, like what travel experts provides  
   Source: <http://www.statisticbrain.com/internet-travel-hotel-booking-statistics/>   
     
   **Slide**: Changes in e-commerce. More competition from websites like Kyack, AirBnB, etc. that put the power in the hands of the customer.   
   BUT *“In 2014, over half of travel agent users in the U.S reported that travel experiences planned by agents were better than those that they planned themselves. “*

Source: <http://www.statista.com/topics/1859/travel-agencies/>  
  
**Slide**: Web is the best platform for your business, because you can combine the growing e-commerce B2C industry with the high levels of customer satisfaction that travel agents can provide online. We’ll explore other platforms like mobile a little bit later.

1. **Live demo of the prototype (Jasmeen & Jose) (5 - 10 mins)   
   Slide(s):** Screenshots, verbal walkthrough.
2. **Discussion of possible improvements (5 mins?)**  
   **Slide(s)**:   
   Social Media: Travel is social for most people. Even when people travel alone, they share their pictures with friends and family on SM. Having an effective social media strategy is a good investment. (Jose)  
   Analytics: Learn more about who your customers are and how they use your website by learning how to use analytics. I was a mathematician in my previous life, so this is work you can contract us to do if you don’t have an in-house analyst. (Darcie)  
   Live customer service chat: Combine the efficiency of online shopping with a tailored customer service experience by installing a live chat feature. *Fun fact: Most Millennials do not like talking on the phone, so you must have a quick way of communicating with them digitally. Very few have landlines.* (Jasmeen)   
   Source: <http://www.lucidpathconsulting.com/why-geny-hates-phones/>   
   Mobile: Mobile online travel sales in the United States grew 134% in 2013 and 104% in 2014. (Source: <http://www.statista.com/statistics/298914/us-online-travel-sales-growth-channel/>) (Leisy) It’s fairly easy to make a website responsive (look nice on a phone) but making native apps is more work.
3. **Questions? Profit? (5 mins)**