## 

Virtual Company **Proposal**

Group #[group 13] - [Education]

Part 1

## Overview

**The theme of product is about Tourism.**

**Summary of what the product will do**

Our tourism app is designed to make planning and booking trips easy and fun. Using powerful technology, it offers a smooth and user-friendly experience for both travelers and tour operators.

Our app helps users find and book tours, read reviews, and manage their travel plans all in one place. For tour operators, it provides tools to manage their tours and bookings efficiently.

## Persona

Persona, the type users of product

**The Traveler:**

* **Age:** 25-40
* **Likes:** Exploring new places and traveling often.
* **Needs:** Easy access to various tours, simple booking, and reliable reviews.

**The Family Vacationer:**

* **Age:** 30-50
* **Likes:** Planning family trips.
* **Needs:** Detailed tour information, family-friendly options, and easy booking..

**The Tour Operator:**

* **Age:** 35-55
* **Likes:** Managing tours and reaching more customers.
* **Needs:** Easy tools to manage tours and bookings, and interact with customers.

## Benefits

Problems that product will solve for identified users, and other benefits it brings?]

why should I use your product instead of using excel?

Benefits

* **For Travelers:**
* **All-in-One Information:**

Find everything about tours in one place – descriptions, prices, and reviews.

* **Simple Booking:**

Book tours easily and securely with multiple payment options.

* **Personalized Experience:**

Manage bookings and save favorite tours in your user dashboard.

* **Trusted Reviews:**

Read real reviews from other travelers to help you choose the best tours.

* **For Tour Operators:**
* **Easy Management:**

Manage tour listings and bookings effortlessly.

* **Customer Interaction:**

Communicate with customers through reviews and notifications.

* **Insights and Reports:**

See how your tours are doing with detailed reports and analytics.

Why Use Our Product Instead of Excel?

* **Saves Time and Effort:**

Our app automates booking and tour management, making it faster and reducing mistakes.

* **User-Friendly:**

Designed to be easy to use, unlike the complex spreadsheets in Excel.

* **Real-Time Updates:**

Get instant updates on bookings and reviews, while Excel requires manual updates.

* **Secure:**

Our app protects user data with secure authentication, unlike Excel.

* **Scalable:**

Easily handle more users and data, whereas Excel can become slow and hard to manage with large amounts of data.

* **Special Features:**

Includes maps, payment systems, and notifications tailored for tourism, which Excel cannot provide.

Our tourism app is an all-in-one solution that makes planning and booking trips easy for travelers and managing tours efficient for operators.