

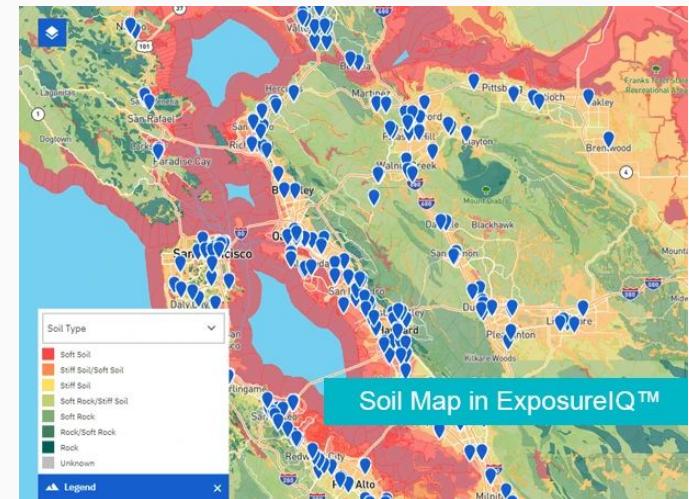


# ENES 460 Final Project

Luke Denbo, Luis Martinez Ferraez

# Travel App

- We found an area of opportunity for an app that would completely simplify the travel process and create an all-in-one experience for our customers
- App users will have an outlay of activities, such as events, tours, and restaurants in a given area
- Once they have clicked on a given location, they will have the opportunity to buy tickets, book a tour, or secure a reservation



# Value Proposition

- Traveling can be a painful process from start to finish
- Customers have expressed difficulties in a number of areas related to travel
- People have expressed concern about stress when traveling, staying within budget, and finding the right places to eat or the right things to do
- With the adoption of our idea, we could turn travel into a far more seamless experience
- We plan to incorporate geospatial mapping to make the app easy to use
- Keep layout simple so as not to overwhelm customers

# Features

- Interactive map with display of city or town
- Links to local hotels and airbnbs
- Partnerships with airlines to book flights
- Ability to view local events such as parades or sporting events as well as book tours
- View crowds around the area
- See reviews and schedule reservations at local restaurants, bars, and nightclubs
- Built-in language translator and weather app
- Compare and contrast prices of different amenities
- Itinerary component to help people plan out their trips

# Customer Needs

- Through feedback during the interview process, we found that there is an underserved need for tourist assistance while traveling
- People expressed concerns about budgeting, finding activities, and discovering local cuisine
- People also expressed their concern with transportation while traveling
- Our app takes all of these considerations into account



# Customer Segments

- Wealthy people: Our app will include the ability to schedule reservations at high-end dining establishments, book five star hotels, and first-class plane tickets. The app will also help them to plan out their travels and find higher end activities to do in different places.
- People on a budget: Our app will also help people who are traveling too. They will be able to navigate and find the cheapest options for hotels/airBnBs, flights, and food in the area. Be able to put in their budget and based on their budget organize a travel plan with that budget.

# Customer Segments (continued)

- Old people: Find museums and book tours through the app. The itinerary feature of the app helps with planning their trips out. Find activities for that certain age group. The app can also help find anywhere where it may be more calm for older people and away from any young and loud noise if requested.
- Young people: In reality, most young people are not visiting new cities for the museums or monuments. They want to party at night and explore the nightlife. The app will include features so young people can view popular nightclubs and bars in the area, as well as see any concerts or parties going on through the interactive map feature. Gives young people flexibility with their travels and allows them to be spontaneous. Include any options to meet any other young travelers as well.

# Keeping and Growing our customers

- Customer Satisfaction
  - Quality Assurance: Regularly update and maintain the app to fix bugs and enhance features, ensuring a seamless user experience.
- Loyalty Programs
  - Exclusive Deals: Offer exclusive deals and discounts to loyal customers, making them feel valued.
- Customer Lifetime Value
  - Diversify Services: Introduce additional features, such as travel guides, language translation, or personalized trip planning, to increase the app's value proposition.
- Market Expansion
  - Target New Segments: Analyze market trends and expand your customer base by targeting new segments or demographics.
- Community Engagement
  - User Forums and Events: Create a community around your app, organizing events, and providing forums for users to share experiences and tips.

# Customer Service

- 24-hour customer service phone line for customers experiencing trouble
- Automated chat feature available for simple questions
- Outstanding customer service is #1 priority

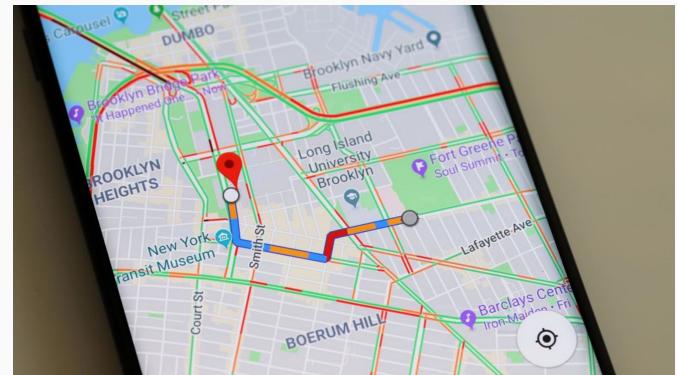


# Pricing and Revenue

- Basic features offered for free
  - Revenue generated from ads in our app or even special advertisement for local restaurants, retailers, or events.
- Plus tier for \$4.99 a month with more options such as ability to book reservations at restaurants and book tours through the app
- Premium tier for \$19.99 a month for exclusive features like getting your name on the list at a popular night club

# Key Partners

- Incorporate mapping and navigation services to enhance the user experience, making it easier for travelers to find their way around.
- Partnering with established travel agencies and tour operators can provide our app with a steady stream of users and help you tap into existing customer bases.
- Collaborate with local businesses, attractions, and restaurants to provide users with personalized recommendations and discounts.
- Partner with GIS professionals to build interactive maps to foster seamless customer utilization



# App Development

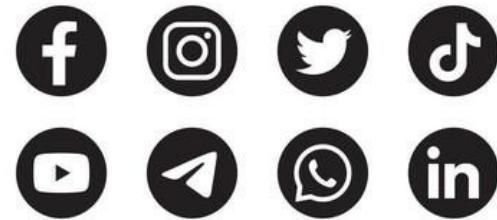
- Design and develop the core features of our travel app, focusing on usability, reliability, and a seamless user experience.
- Develop and implement effective monetization strategies, such as subscription plans or partnerships with businesses for affiliate marketing.
- Ensure that our app complies with data protection regulations and standards. Implement robust security measures to protect user information.



Skilled developers, designers, and UX/UI experts are crucial for building and continuously improving the app.

# Advertising

- Leverage social media channels (TikTok, Instagram, Twitter) to promote app, engage with users, and share travel-related content
- Publish our traveling app on popular app stores such as Apple App Store and Google Play Store to reach a broad audience



# External Benefits

- Stimulates local economies
- Unveils any smaller restaurants or events not many people know about



# Future Plans

- Social networking feature to interact with fellow travelers
- Use advanced technology to display crowds in certain areas
  - With the development of Artificial Intelligence, a possibility for this is becoming increasingly popular



# Summary

- We are striving to create an app that makes people re-imagine the way that they travel
- Through advanced mapping techniques, exceptional customer service, and reliable software we believe we can bring an effective product to the marketplace

# Sources

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