# Project: Personalized Audio Tours for Clio Muse Tours

## Who is the client?

The client is a renowned platform named [Clio Muse Tours](https://cliomusetours.com). Under the dynamic leadership of the CEO, Daphne Tsevreni, the company has seen significant growth. Daphne transitioned from the role of COO to CEO over two years ago, with a vision to scale up the company sustainably. During her tenure as the CEO, the company has grown its workforce from 19 to 40 members, expanded its product portfolio to 1,116 offerings available in 27 countries and 14 languages, and even achieved a remarkable 65% revenue growth in 2023 compared to the previous year.

## What is the idea?

The project idea is to integrate personalized audio tours into the Clio Muse Tours application, based on individual user preferences. The aim is to enhance the user experience by providing a more tailored and immersive tour experience. Considering the diversity of the user base, this personalized approach can significantly elevate the value proposition of the Clio Muse Tours platform.

## How can we help?

Our solution to this challenge is to implement AI-powered personalization in the Clio Muse Tours application. By integrating natural language processing and machine learning algorithms, we can design a system that adapts to each user’s preferences and provides them with personalized audio tour recommendations.

We plan to collect user preferences through a brief questionnaire and analyze past behavior to generate these recommendations. Additionally, we aim to utilize text-to-speech technology to dynamically create personalized audio content. This audio content, tailored to each user’s preferences, will provide a rich and interactive user experience that stands out among other tour applications.

## Tech Stack

To implement the solution, we’ll use the following tech stack:

* Python: For developing the backend algorithms.
* TensorFlow: To create the machine learning model.
* Flask: For developing the API endpoints.
* React Native: To create a seamless user experience on the mobile application.
* MongoDB: For database management.
* AWS (EC2, S3, Lambda): For cloud computing and storage resources.
* Google Cloud Text-to-Speech API: To convert text into lifelike speech.

## Timeline

The total estimated timeline for the project is between 4 to 6 months:

* 1 month for planning and design: During this phase, we’ll finalize the application flow and create wireframes for the new features.
* 2-3 months for development: This phase includes setting up the tech stack, developing the machine learning model, integrating the Google Cloud Text-to-Speech API, and developing the application features.
* 1-2 months for testing and refinement: In this phase, we’ll thoroughly test the application for any bugs and performance issues and make necessary refinements.

We believe this timeline will allow us to deliver a high-quality, reliable, and user-friendly solution that meets Clio Muse Tours’ needs effectively.