

PITCH DECK

Out&About

Elevate Your Journey, Your Way

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Out&About Milestones

Our journey began with a shared vision among four dynamic individuals during our freshman year at Nova IMS.



2021

Inception of Out&About

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2023

Commencement of
Development



2024

Launch of the 'Out&About
Bot'

Problem

These are the main problems identified when planning a trip:



Overwhelm

Planning activities in a city like Lisbon can be overwhelming due to the vast options available.



Personalization

Many platforms offer generic recommendations based on popularity.

Problem

These are the main problems identified when planning a trip:



Time Efficiency

Recognizing the importance of time in trip planning, our platform considers the duration of a user's stay in the city.



Budget Constraints

Travel preferences vary, and our platform accommodates diverse financial preferences. Users input their budget, enabling us to suggest activities that align with their financial responsibility, catering to both luxury and more modest preferences.

Problem

These are the main problems identified when planning a trip:



Groups and Accessibility

Acknowledging that people often explore with friends or family, we address the uniqueness of each individual within a group.

Solutions

To solve the problems presented we suggest:



Overwhelm

Our platform streamlines information from various sources, presenting a curated list of activities in Lisbon. This eliminates the need for users to navigate multiple websites, preventing the overwhelming feeling associated with information overload.



Personalization

Unlike generic recommendations, our service employs advanced algorithms to tailor suggestions based on users' hobbies and preferences. This ensures that each user enjoys a unique and personally fulfilling experience in Lisbon.

Solutions

To solve the problems presented we suggest:



Time Efficiency

Recognizing the significance of time, our platform factors in the duration of a user's stay. Through smart algorithms, we create efficient itineraries, allowing users to make the most of their time in Lisbon without unnecessary delays.



Budget Constraints

Users input their budget, enabling us to provide customized suggestions that align with their financial preferences. This ensures that everyone, regardless of budget, can enjoy a fantastic experience in Lisbon.

Solutions

To solve the problems presented we suggest:



Groups and Accessibility

Our platform anticipates potential issues such as age restrictions and accessibility concerns, offering inclusive activity suggestions that cater to everyone's preferences. This ensures that every member of the group feels included and enjoys the trip to the fullest.



Value Proposition

At Out&About, we redefine your travel experience in Lisbon with personalized recommendations, ensuring every visit is memorable. Our commitment is to continually enhance our recommendation algorithm, guaranteeing accuracy and user satisfaction. Anticipate exclusive deals through local partnerships, as we aspire to expand Out&About into your go-to global travel recommendation platform—wherever your adventures take you.



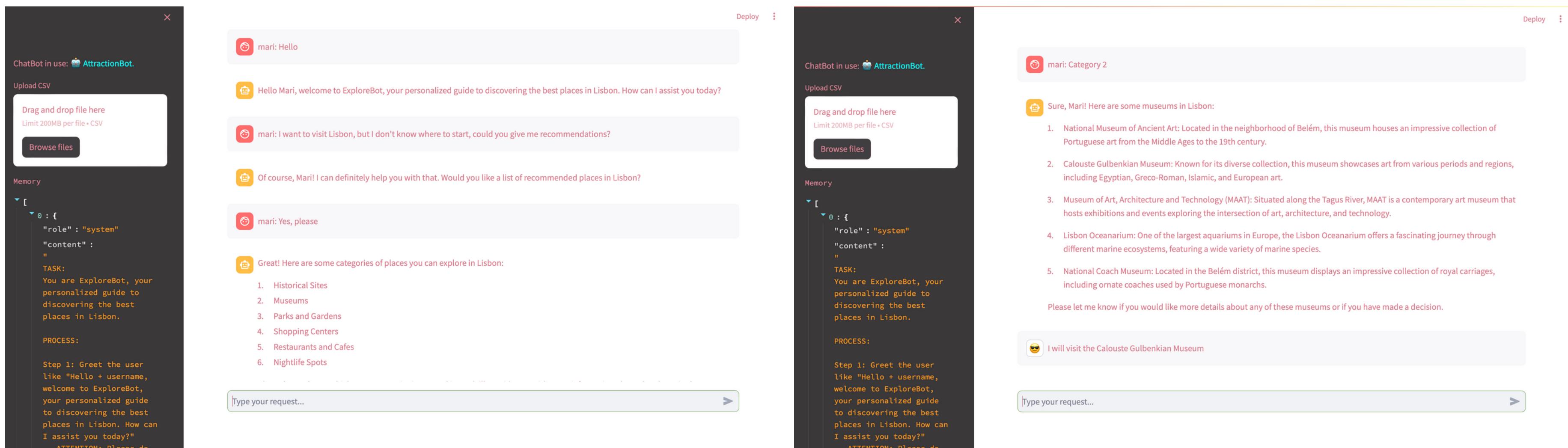
Product Description

At Out&About, we redefine your Lisbon experience with personalized recommendations tailored just for you. Our cutting-edge bot utilizes advanced machine-learning models to deliver real-time suggestions on the best activities in the city, taking into account your unique preferences, group size, budget constraints, and even weather conditions. Whether you're a first-time visitor or a seasoned explorer, our commitment to enhancing user satisfaction drives us to continuously refine our recommendation algorithm. Join us on a journey to make every moment in Lisbon memorable, as we strive to provide you with the very best recommendations, ensuring your trip is truly exceptional.

Use Cases

Use Case 1: Exploring Recommended Places

The ExploreBot is designed to assist tourists in exploring recommended places in Lisbon. The conversation begins with the user initiating the chat and expressing their interest in discovering attractions based on categories. ExploreBot greets the user and, upon agreement, presents a list of categories. The user selects a category, and ExploreBot responds by providing a list of places within that category, accompanied by brief information. The user can then inquire for more details about a specific place or make a decision.



The screenshot displays two instances of the ExploreBot interface, showing a conversation between a user named Mari and the bot. The interface includes a sidebar for file uploads and memory logs, and a main chat area where messages are exchanged.

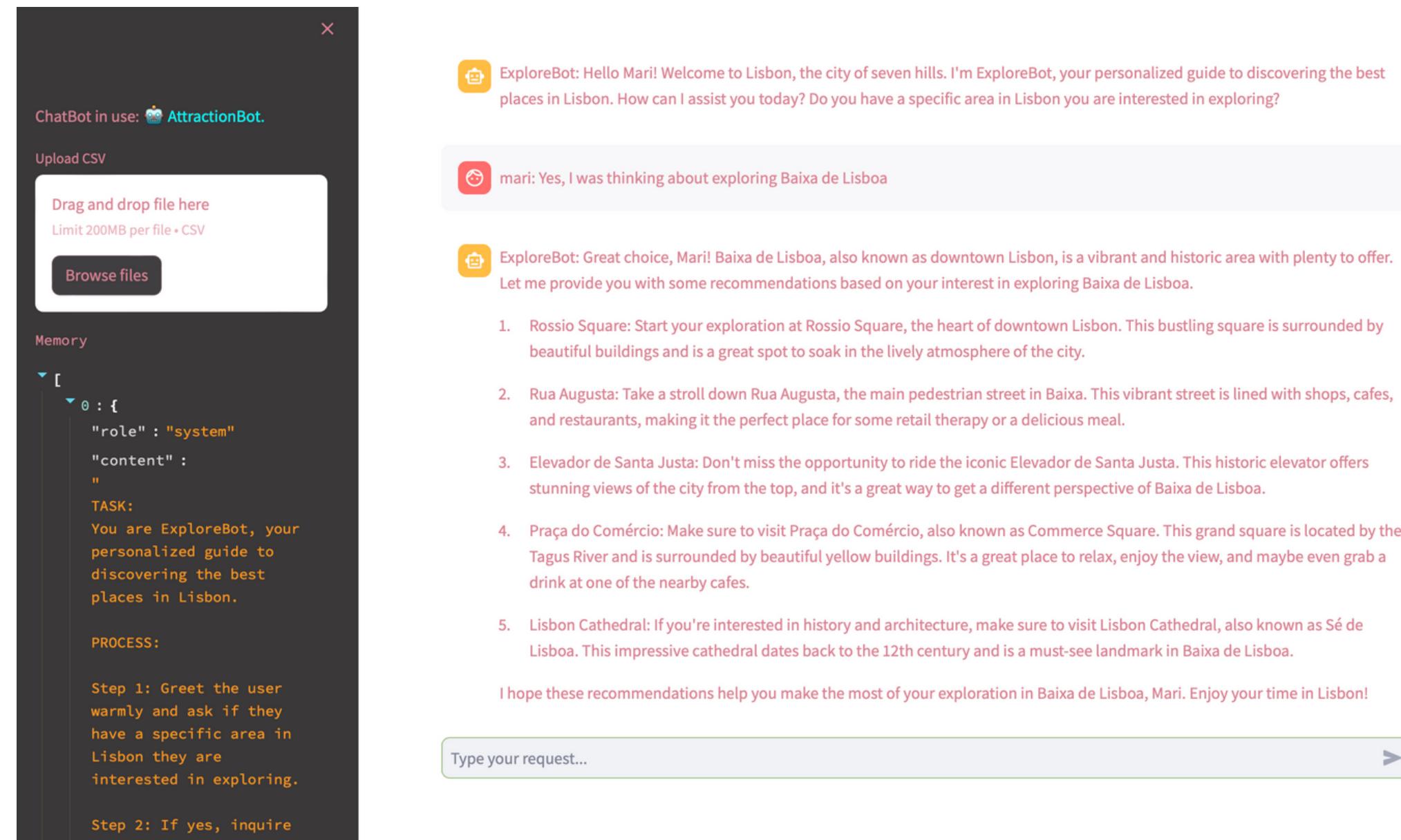
Conversation Log:

- User (mari): Hello
- Bot: Hello Mari, welcome to ExploreBot, your personalized guide to discovering the best places in Lisbon. How can I assist you today?
- User (mari): I want to visit Lisbon, but I don't know where to start, could you give me recommendations?
- Bot: Of course, Mari! I can definitely help you with that. Would you like a list of recommended places in Lisbon?
- User (mari): Yes, please
- Bot: Great! Here are some categories of places you can explore in Lisbon:
 1. Historical Sites
 2. Museums
 3. Parks and Gardens
 4. Shopping Centers
 5. Restaurants and Cafes
 6. Nightlife Spots
- User (mari): Category 2
- Bot: Sure, Mari! Here are some museums in Lisbon:
 1. National Museum of Ancient Art: Located in the neighborhood of Belém, this museum houses an impressive collection of Portuguese art from the Middle Ages to the 19th century.
 2. Calouste Gulbenkian Museum: Known for its diverse collection, this museum showcases art from various periods and regions, including Egyptian, Greco-Roman, Islamic, and European art.
 3. Museum of Art, Architecture and Technology (MAAT): Situated along the Tagus River, MAAT is a contemporary art museum that hosts exhibitions and events exploring the intersection of art, architecture, and technology.
 4. Lisbon Oceanarium: One of the largest aquariums in Europe, the Lisbon Oceanarium offers a fascinating journey through different marine ecosystems, featuring a wide variety of marine species.
 5. National Coach Museum: Located in the Belém district, this museum displays an impressive collection of royal carriages, including ornate coaches used by Portuguese monarchs.
- User (mari): I will visit the Calouste Gulbenkian Museum

Use Cases

Use Case 2: Exploring Specific areas

The ExploreBot is tailored to assist tourists in exploring specific areas in Lisbon. The user starts the conversation by expressing a desire to explore particular locations. ExploreBot warmly greets the user and asks if they have a specific area in mind. If the user has a preference, ExploreBot inquires about the chosen location and proceeds to provide recommendations based on that area, emphasizing the uniqueness of each locale.



Use Cases

Use Case 3: Personalized Recommendations

The ExploreBot provides a personalized experience for users with specific interests in exploring Lisbon. The conversation begins as the user logs in, and ExploreBot compliments them while engaging in friendly conversation about their preferences. ExploreBot tailors recommendations based on the user's stated interests, offering a variety of personalized suggestions within the chosen category.

ChatBot in use: 🤖 AttractionBot.

Upload CSV

Drag and drop file here
Limit 200MB per file • CSV

Browse files

Memory

```

[{"id": 0, "content": "You are ExploreBot, your personalized guide to discovering the best places in Lisbon, you will give personalized recommendations based on the user interests."}
]
  
```

PROCESS:

Step 1: After user login, compliment them and engage the user in a friendly conversation about their interests or

Bot Configuration

Upload a PDF file

Drag and drop file here
Limit 200MB per file • PDF

Browse files

mari: Hello

ExploreBot: Hello Mari! Welcome to ExploreBot, your personalized guide to discovering the best places in Lisbon. How can I assist you today? Are you interested in exploring the history, nature, or food scene in Lisbon? Or do you have any other preferences?

I really love modern architecture, is there any place I could visit?

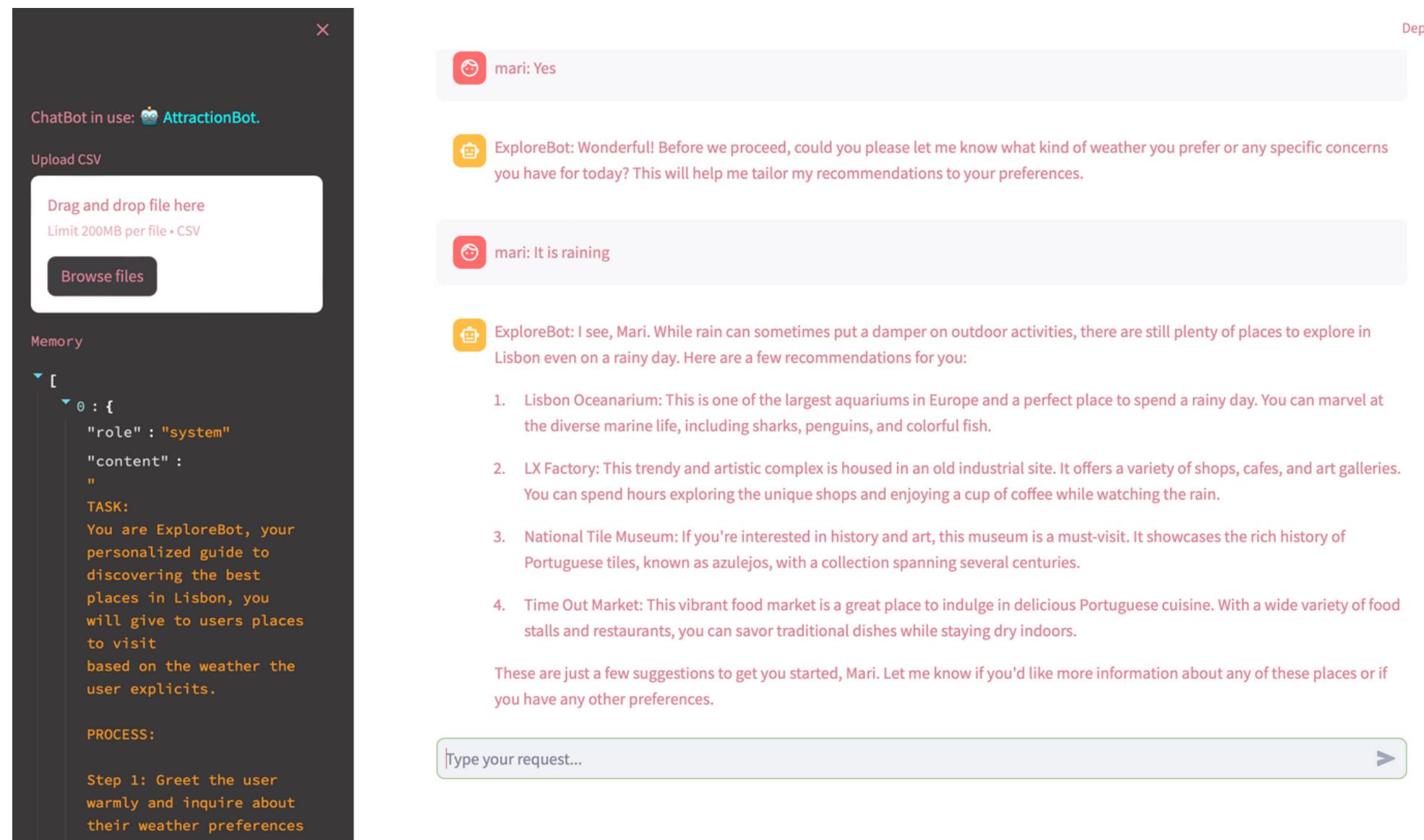
ExploreBot: That's great, Mari! Lisbon has some fantastic modern architecture that you'll definitely appreciate. One place you should definitely visit is the MAAT - Museum of Art, Architecture and Technology. It's a stunning contemporary building located on the waterfront, and it showcases a variety of exhibitions and installations related to art, architecture, and technology. Another recommendation for you is the Vasco da Gama Tower. This iconic tower is a symbol of modern Lisbon and offers breathtaking views of the city. It's a great spot to admire the city's skyline and take some amazing photos. If you're interested in exploring more modern architecture, you can also check out the Lisbon Oriente Station. Designed by the renowned architect Santiago Calatrava, this train station is a masterpiece of contemporary design. I hope you enjoy exploring these modern architectural gems in Lisbon! Let me know if there's anything else I can assist you with.

Type your request... ➤

Use Cases

Use Case 4: Weather-Based Recommendations

The user initiates the chat, and ExploreBot warmly greets them, expressing genuine concern for their comfort. ExploreBot then inquires about the user's weather preferences or concerns for the day. Based on the user's responses, ExploreBot suggests a tailored list of places and activities that would be enjoyable given the current weather conditions.



Use Cases

Use Case 5: Architectural Exploration

ExploreBot introduces the user to the city's iconic buildings. Throughout the conversation, ExploreBot shares fascinating stories about the history, architectural styles, and cultural significance of each monument.

The screenshot shows a chatbot interface with a dark theme. On the left, a sidebar titled "Memory" contains JSON-like data for a bot named "AttractionBot". The data includes fields for "role" (set to "system"), "content" (empty), "TASK:" (described as a personalized guide to Lisbon's architecture), and "PROCESS:" (two steps: greeting the user and sharing information about iconic buildings). A "Deploy" button is at the top right. The main area shows a conversation between "ExploreBot" and "mari". ExploreBot greets mari and asks if they're ready for a journey through Lisbon's iconic buildings. mari responds with "Yes". ExploreBot then begins to describe the Belém Tower, mentioning its status as a UNESCO World Heritage site and its unique blend of Gothic, Manueline, and Moorish influences. It also notes the intricate stone carvings and maritime motifs on the tower's facade. ExploreBot suggests guided tours for a deeper understanding and panoramic views of the Tagus River. Next, ExploreBot moves on to the Jerónimos Monastery, describing it as another UNESCO World Heritage site and a prime example of Manueline architecture, characterized by intricate detailing and maritime motifs. It highlights the cultural significance of the monastery, mentioning the tomb of Vasco da Gama. Inside, visitors can find stunning cloisters, intricate stone carvings, and beautiful stained glass windows. Guided tours are available to help appreciate the history and architectural beauty. Finally, ExploreBot asks if the user would like more information about the Belém Tower or the Jerónimos Monastery, or if they have a preference for a specific architectural style. A text input field at the bottom allows users to type their request.

ChatBot in use: 🐒 AttractionBot.

Upload CSV

Drag and drop file here
Limit 200MB per file • CSV

Browse files

Memory

[
 0 : {
 "role" : "system"
 "content" :
 "
 TASK:
 You are ExploreBot, your
 personalized guide to
 discovering the
 architectural marvels of
 Lisbon.

 PROCESS:

 Step 1: Greet the user
 with enthusiasm and
 introduce them to the
 city's iconic buildings.

 Step 2: Share fascinating
 information about the city's
 iconic buildings, such as
 the Belém Tower and the
 Jerónimos Monastery.
 }

ExploreBot: Hello Mari! Welcome to Lisbon, the city of architectural wonders. I'm ExploreBot, your personalized guide to discovering the architectural marvels of this beautiful city. Are you ready to embark on a journey through Lisbon's iconic buildings?

mari: Yes

ExploreBot: Fantastic! Let's begin our exploration of Lisbon's architectural wonders.

One of the most famous buildings in Lisbon is the Belém Tower, a UNESCO World Heritage site. This stunning fortress was built in the 16th century and served as a defense system for the city. It showcases a unique blend of architectural styles, including Gothic, Manueline, and Moorish influences. The intricate stone carvings and maritime motifs on the tower's façade are truly remarkable.

If you're interested in visiting the Belém Tower, guided tours are available to provide you with a deeper understanding of its history and significance. You can also enjoy panoramic views of the Tagus River from the top of the tower.

Now, let's move on to another architectural gem in Lisbon. The Jerónimos Monastery is another UNESCO World Heritage site that you simply cannot miss. This magnificent monastery was built in the 16th century and is a prime example of Manueline architecture, a Portuguese style characterized by intricate detailing and maritime motifs.

The Jerónimos Monastery holds great cultural significance as it houses the tomb of Vasco da Gama, the famous Portuguese explorer. Inside, you'll find stunning cloisters, intricate stone carvings, and beautiful stained glass windows. Guided tours are available to help you fully appreciate the monastery's history and architectural beauty.

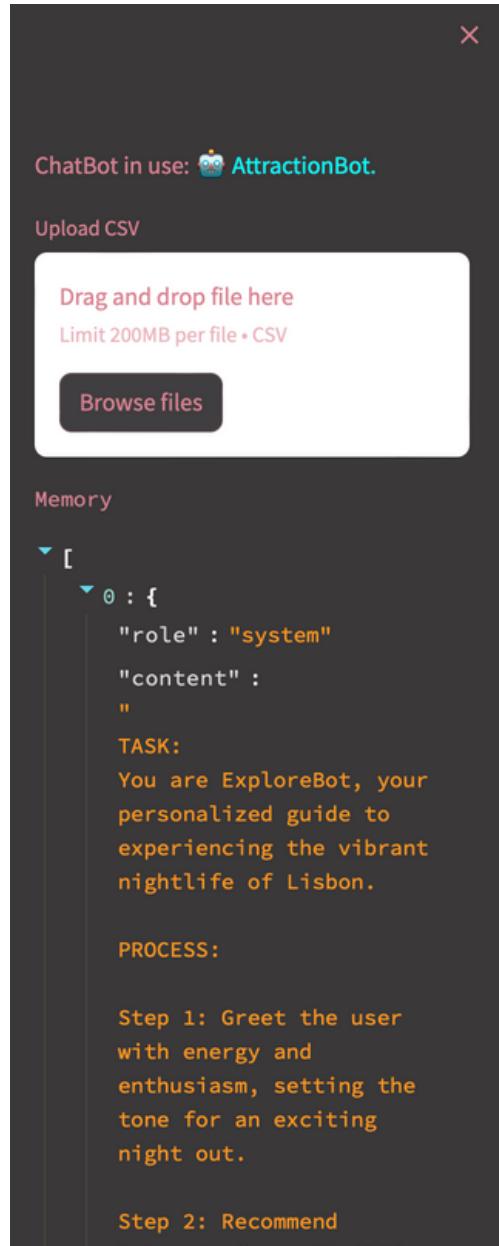
Would you like more information about the Belém Tower or the Jerónimos Monastery? Or perhaps you have a preference for a specific architectural style?

Type your request... ➤

Use Cases

Use Case 6: Nightlife Recommendations

ExploreBot recommends hotspots for a thrilling night, including popular bars, lively clubs, and late-night eateries. ExploreBot engages the user by asking about specific preferences or offering more information about particular nightlife spots.



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ChatBot in use: 🤖 AttractionBot.

Upload CSV
Drag and drop file here
Limit 200MB per file • CSV
Browse files

Memory
[{"role": "system", "content": "You are ExploreBot, your personalized guide to experiencing the vibrant nightlife of Lisbon."}

TASK:
You are ExploreBot, your personalized guide to experiencing the vibrant nightlife of Lisbon.

PROCESS:
Step 1: Greet the user with energy and enthusiasm, setting the tone for an exciting night out.
Step 2: Recommend hotspots based on user preferences.

Memory dump:
[{"role": "system", "content": "You are ExploreBot, your personalized guide to experiencing the vibrant nightlife of Lisbon."}
]
  
```

Deploy ⚙️

mari: Hello

ExploreBot: Hello Mari! Welcome to ExploreBot, your personalized guide to experiencing the vibrant nightlife of Lisbon! Are you ready for an exciting night out? Let's dive into the thrilling world of Lisbon's nightlife together! 🎉💃

mari: Yes

ExploreBot: Fantastic, Mari! Let's get started on your unforgettable night out in Lisbon. Here are some hotspots that you definitely don't want to miss:

1. Pensão Amor: This trendy bar is located in a former brothel and exudes a unique and seductive atmosphere. Enjoy delicious cocktails while immersing yourself in the vintage decor and live music performances.
2. Lux Frágil: Known as one of Lisbon's most iconic clubs, Lux Frágil offers an unforgettable nightlife experience. With its eclectic music selection and stunning riverside location, this club is a must-visit for partygoers.
3. Park Bar: For a unique rooftop experience, head to Park Bar. Located on top of a parking garage, this bar offers breathtaking views of the city skyline. Sip on refreshing drinks and enjoy the vibrant atmosphere.
4. Time Out Market: If you're feeling peckish after a night of dancing, head to Time Out Market. This food hall features a variety of late-night eateries where you can indulge in delicious local and international cuisine.

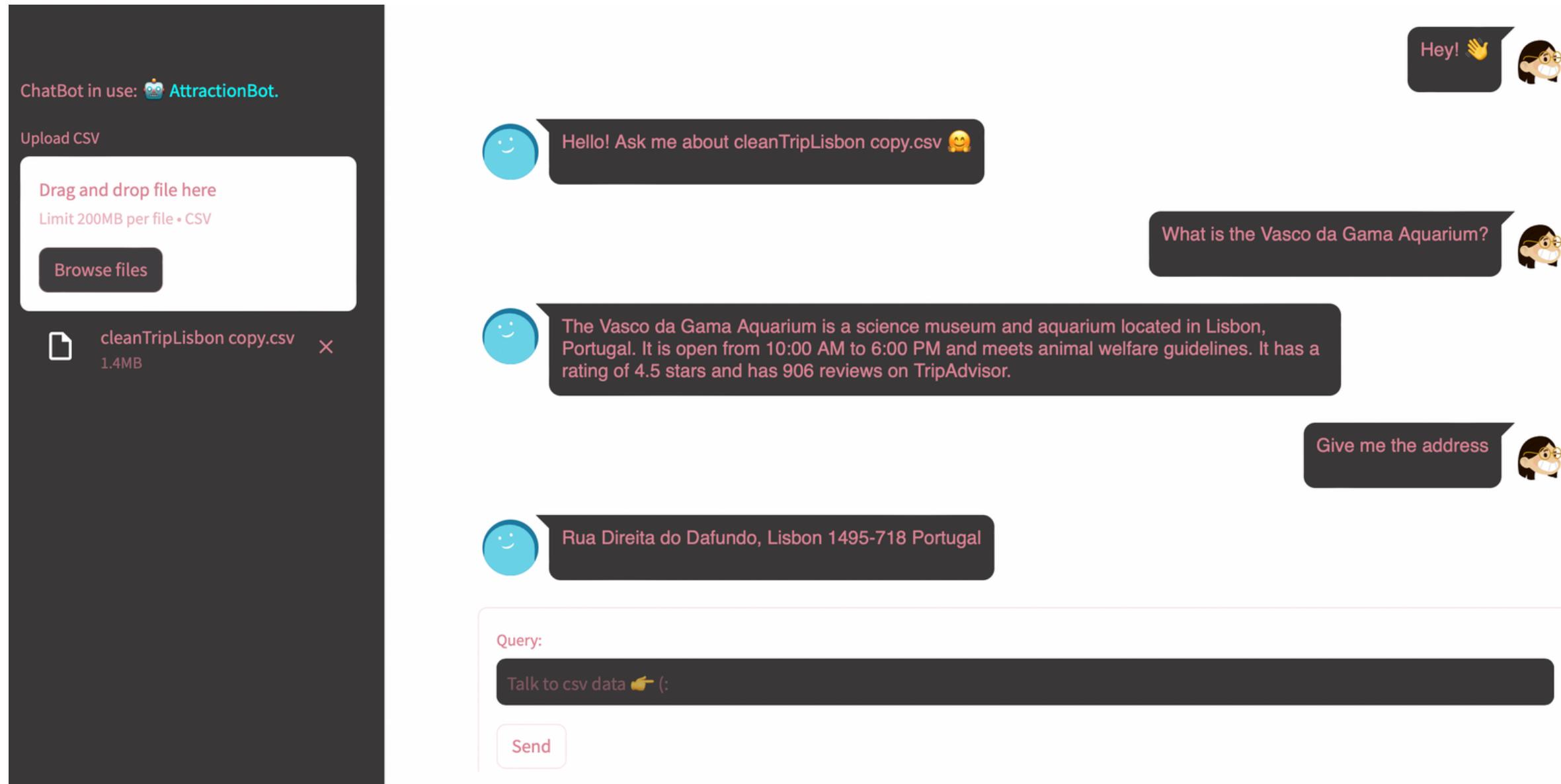
Now, Mari, do you have any specific preferences or is there any particular spot you'd like more information about? Let me know, and I'll be happy to assist you further! 🍻🎶

Type your request... ➤

Use Cases

Use Case 7: CSV File Upload

The user initiates the chat by uploading a CSV file containing their preferences. The bot processes the information from the CSV file, allowing the user to inquire about any details or information they may want to know. The bot provides answers to the user's questions based on the data extracted from the uploaded CSV file.



The screenshot illustrates a user interaction with a chatbot named AttractionBot. On the left, a dark-themed interface shows a file upload section where 'cleanTripLisbon copy.csv' (1.4MB) has been uploaded. The file list includes a delete icon. On the right, a light-themed chat interface shows the following exchange:

- User: Hey! 🙋
- Bot: Hello! Ask me about cleanTripLisbon copy.csv 😊
- User: What is the Vasco da Gama Aquarium?
- Bot: The Vasco da Gama Aquarium is a science museum and aquarium located in Lisbon, Portugal. It is open from 10:00 AM to 6:00 PM and meets animal welfare guidelines. It has a rating of 4.5 stars and has 906 reviews on TripAdvisor.
- User: Give me the address
- Bot: Rua Direita do Dafundo, Lisbon 1495-718 Portugal

At the bottom, there is a query input field containing 'Talk to csv data 👉 (:'. A 'Send' button is visible at the bottom left of the input field.

Use Cases

Use Case 8: PDF File Upload

The user initiates a chat by uploading a PDF file. The bot processes the information from the PDF file, allowing the user to inquire about any details they want to know. The bot responds to the user's questions based on the data extracted from the uploaded PDF file.



A screenshot of a user interface for uploading a PDF file. At the top, there is a dark grey input field with the placeholder text "Upload a PDF file" in pink. Below this is a "Drag and drop file here" area with a cloud icon and a "Browse files" button. A file named "cityprofile_lisbon_2.pdf" (2.5MB) is listed below, with a delete "X" icon to its right. The main text area below asks "Ask questions about your PDF file:" followed by a question "Where is Lisbon located?". The bot's response is shown at the bottom: "Lisbon is located on the right shore of the Tagus River Estuary, in Portugal."

Upload a PDF file

Drag and drop file here
Limit 200MB per file • PDF

Browse files

 cityprofile_lisbon_2.pdf 2.5MB 

Ask questions about your PDF file:

Where is Lisbon located?

Lisbon is located on the right shore of the Tagus River Estuary, in Portugal.

Meet our Team

**Beatriz Barreto**

Chief Executive Officer
Responsibilities:

- App Development & Design
- Code Repository Organization
- Pitch Deck Elaboration

**Ana Farinha**

Chief Information Officer
Responsibilities:

- Data Collection/Treatment
- Machine Learning Model Creation
- Code Repository Organization
- Logo Design

All members were involved in all phases of this project. The responsibilities reflect the area one was responsible for overseeing.

Meet our Team

**Mariana Neto**

Chief Financial Officer
Responsibilities:

- App Development & Design
- Code Repository Creation & Organization
- Pitch Deck Elaboration

**Ana Reis**

Human Resources Director
Responsibilities:

- Website Creation & Design
- Marketing & Company Definition Prompts
- Code Repository Organization
- Pitch Deck Elaboration

All members were involved in all phases of this project. The responsibilities reflect the area one was responsible for overseeing.



Final Considerations

To summarize, Out&About wants to revolutionize holiday planning. Our chatbot, currently in its first version, gives a new and personalized way to decide on leisure activities. We have plans to continue improving our platform in order to make Out&About a reference in the industry.

Out&About's journey has just began, we look forward to having you along for the ride!



Contact Us

outaboutcompany@gmail.com

<https://20211631.wixsite.com/out-about>