

# CAREER**FOUNDRY**

## 1.9 Business Requirements Doc: Travel Guide App

The goal of this doc is to align all stakeholders on what this application does, who it is for, and what it will take to build it.

### Executive Summary

#### Target Audience

The minimum age demographic for this app is 20 as anyone younger is far less likely to travel independently. The upper age range is 35 as anyone older than this might have a different idea of travel and focus more on resorts, hotels, and tourist attractions.

The mindset of our target user is someone who enjoys both short-term and long-term travel, but isn't interested in visiting crowded tourist spots. Instead, they are interested in going to local restaurants and attractions that are off the beaten path. They crave a more local experience.

#### Competition

Some obvious competitors are sites such as Lonely Planet, TripAdvisor, and Yelp as they all provide general information on restaurants and attractions in a given city. More specific competitors include Triposo and Jetpac City Guides as they focus more on guides for specific cities.

#### Risk/Opportunity

The primary risk is that our app will get lost in the sea of competition. There are a few, seemingly popular apps that offer local guides. Some even offer guides curated by locals. This could make it hard for us to stand out.

That being said, there's a chance we might end up with a piece of a very large market. These competitive apps are small when compared to larger competitors like Lonely Planet, TripAdvisor, and Yelp, so there's still a chance to offer a more compelling product and steal market share from both the larger *and* smaller apps.

#### Conclusions

It's possible to offer a competitive application that offers city guides curated by locals. The key will be a streamlined user experience that puts the guides and their authors front and center. Marketing will also be extremely important as we'll need methods for getting our app in front of people and ahead of the competitors.

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## S.M.A.R.T. Business Objectives

- Create a competitive application that has the ability to gain a considerable piece of the market.  
**Measured by:** Initial user tests and market size estimates. **Deliverable by:** 2-3 months from start date.
- Gain 1,000 signups within the first month of launch.  
**Measured by:** Signup count within first 30 days. **Delivered by:** 30 days after product release.
- 100+ curated guides by release.  
**Measured by:** Guide count at product release. **Delivered by:** 2-3 months from start date.

## Scope

The basic pieces of this project are:

- **The application:** The product itself that includes all design and engineering.
- **100+ curated local guides at time of release:** We need some base guides so that we have something to launch with.
- **Marketing plan:** Our strategy for acquiring users over the first 3 months.
- **Product website:** This is where we'll show off the product and explain how it works and why the viewer needs it as a traveler.
- **Travel blog:** As part of our content marketing strategy, we'll be designing a blog that we'll be contributing to on a bi-weekly basis in order to establish ourselves as an authority on travel. This is a long-term marketing strategy and will be outlined specifically in our marketing plan.

## Functional Requirements

These are the high-level requirements of the app itself:

- Login / Sign up flow
- System for submitting your own local guide

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- Browsing guides by location
  - Includes filters for free / premium guides
- Downloading guide for offline use
- Favoriting a guide for view offline
- Ability to purchase premium guides
  - Basic payment flow. No cart—just click to purchase using CC or PayPal
  - Connection to payment gateway
- Basic admin area for managing users
  - Editing existing accounts
  - Modifying payment (adding coupons, etc.)
- Ability to message guide creator (premium feature?)

## Delivery Schedule

### **Week 1**

- User stories and flow charts

### **Week 2**

- High-fidelity user interface mockups
- Basic application framework in place

### **Week 3**

- Finalized user interface

### **Week 4**

- Usable application prototype
- Initial user testing underway
- Finalized user interface implemented
- Begin coding website
- Begin implementing blog

### **Week 5**

- Finalized version of app complete
- Final testing underway
- Blog complete
- Website complete

### **Week 6**

- Application launched
- First blog post launched
- Website launched