**[Perfect Travel]**

Business Case

**Business description**

[You may come up with a fictitious company and think about the products or services your application will promote. Provide an overview of the business, including what the business does.]

Our application is for people travelling. It will allow them to discover good plans for sleeping, eating or activities.

**Business goal**

[Describe why and how your application would benefit the sale or use of your company’s products or services. You may consider and cite extant literature on [Internet-based business models](http://digitalenterprise.org/models/models.html) to describe how your application would help the company to generate more revenue.]

Our application will bring together all the tools needed to make a good trip. It is not only an application for one type of service in particular, but for all the needs that the traveler will have. We will be able to make partnerships in order to generate a fee. And the users of the application will also be able to make donations. It will be more an advertising model.

**Target Audience**

[Identify the target audience of your application. A target audience is a specific group of people that are most likely to respond positively to the information presented on the application. Think about the target audience’s demographics, such as age range, level of education, and occupation. ]

People who like to travel and who have a budget to respect. Between 20 and 40 years old. Need to organize their trips. Are in need of inspiration and need ideas or a little help to organize everything.

**Vistors’ Motivations and Goals**

[Elaborate on the reasons that your users have to use your application. Describe the underlying motivations and specific goals. Then, consider how the goals of your users influence the content of your application.]

So you don't miss out on amazing experiences at great prices. Easy to use and includes all the necessary tools. Users will be able to give feedback on their trip and recommend other users on upcoming destinations.

**Information requirements**

[Now that you know who will be using your application and why you need to decide what information your users require to achieve their goals effectively.]

1. [INFORMATION REQUIREMENT #1] Good plans of places to stay.
2. INFORMATION REQUIREMENT #2] Activities not to be missed
3. ... Best restaurants
4. Advice and recommendations