



Universidad de Puerto Rico  
Recinto Universitario de Mayagüez



# **Project Proposal** **for** **Boongalu APP**

Emmanuel Ramos Rios  
([emmanuel.ramos2@upr.edu](mailto:emmanuel.ramos2@upr.edu))

Oswaldo A. Ramirez  
([osvaldo.ramirez@upr.edu](mailto:osvaldo.ramirez@upr.edu))

ICOM 4009  
Seccion: 016  
February 4, 2016

## **Brief Description of the proposed product**

The *Boongalu* is a tourism app that will allow the user to plan ahead of time a desired tour route unique to his predilection. The app will display on a map/list all the areas of interest. Each one of this areas will be accompanied by a photo and average rating of that specific area, such as museums, rivers, restaurants, bars, clubs, parks, etc. The app will have a rating system that allows the users to vote on their preferred place, which will help boost the popularity of that area. Then users will be able to share their already planned route, photos and reviews from already visited locations.

## **Main functionality of the Product**

- Lets the user plan a route that's effective and tailor made to his preferences ahead of time
- Shows places/areas of interest near the desired route
- Shows and average estimation of the time of arrival and total time on places
- Lets the user share via social media his routes and experiences during that particular trip
- Will feature restaurants/bars contact info

## **Scope of the Product**

*Boongalu* will not include places outside the Porta del Sol region(West side of Puerto Rico). Places such as hotels, motels, inns, stores, malls, and theaters will not be part of the list of locations in the app. A purchasing or reserve mechanism is not implemented in this app. The user can set settings including age, music preferences, personal interest, price range, desired ambiance, so the app knows what to suggest next for the user. There will be a list of ATMs/banks in the nearby area to facilitate access to the user's petty cash for the planned trip.

## **Market need or client need of the product**

The app is directed to people that want a more efficient way to plan for domestic tourism. Users will be provided with an easy, quick and accessible tool that shows them new places where they can socialize in a technology-free

ambiance, whether it be with friends, family or new acquaintances. It will also help boost the popularity of the places of interest within the area, since it will attract more people. Currently there are no other apps that include areas that are not restaurants/bars such as parks, rivers, *Boongalu* will include them.

### **Economic benefits of the product**

The developers will cover the cost of developing the product that will be around \$40,000. The return of the investments, made by the developers, will come from ad's and from places that decide to have a more prominent presence in the app. The annual income revenue is estimated to be \$203,040. This app will be independently developed by ourselves. Users of this app are considered people that would like to go out and have new experiences.

### **Similar products in the market.**

- Naturapps
- Be your Guide-Toledo
- Asturplaya
- SalPR
- Chinchorro