Triplan

SEBA Master
Web Application Engineering
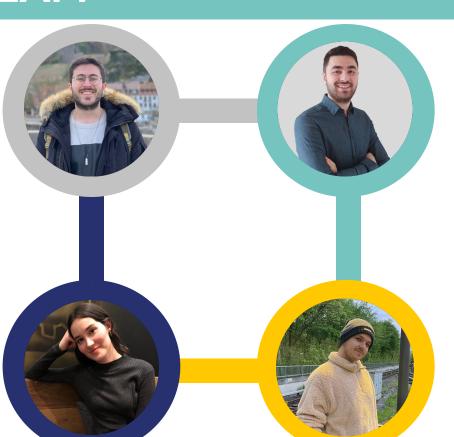Team 05

THE TEAM

Halil Eralp Kocas

Informatics

Anıl Kul

Informatics

Cansu Yıldırım

Informatics

Batuhan Erden

Informatics

Business Idea

Triplan is a smart travel planning platform to help travelers to avoid the stress and hassle of trip planning by not only saving them time, but also getting them great discounts and the opportunity to visit the places liked by the people they follow with the help of its optimized route planning algorithms built onto a user-friendly interface.

Solving potential money issues and providing money saving opportunities

Easy, fast, optimized

Personalized with people they care

Customer Segments

Travellers

People who want to save time and effort during trip planning and also, enjoy sharing their experiences with the people they feel close by.

Eateries & Tourist Attractions

Places wanting to reach more customers and building a brand by giving a good account of themselves with reviews, contents, and offers.

Value Proposition

TRAVELERS
- Access to personalized list of tourist attractions & eating places using reviews of people you trust
- Time efficient and effortless user interface to select tourist attractions & eating places
- Easy, fast, and optimized route planning
- Safe and secure payments during vacation
- Money saving opportunities during the trip via integrated wallet

RESTAURANTS & TOURIST ATTRACTIONS
- Being globally accessible by potential customers
- Building a brand

Customer Relationship

TRAVELERS

- Customer support and experience improvement through trip reviews
- Customer support during trips
- Transparent display of money transaction reports

EATERIES & TOURIST ATTRACTIONS

- Customer information via email

Channels

Website

Email

Word of Mouth

Social Media

Referral System

Adds

Key Activities

Development of platform and algorithms

Maintainability of data

Customer service & experience

Key Resources

Physical Resources

- Services
- Database(s)
- Web Application

Intellectual Resources

- Website
- Google APIs
- Customer Data

Financial Resources

- Revenue Sharing with the partner places (Affiliate Model)
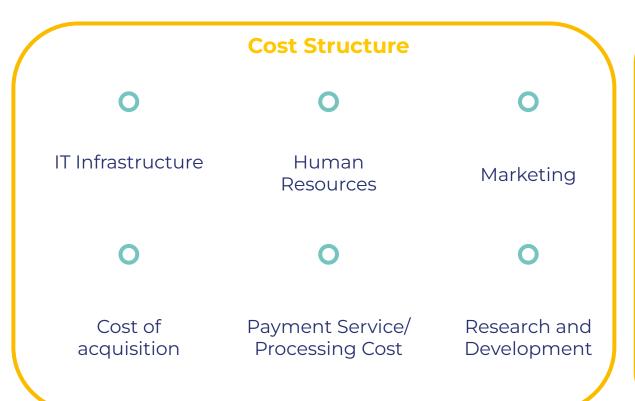- Promoted Listing Fees (Advertisements)
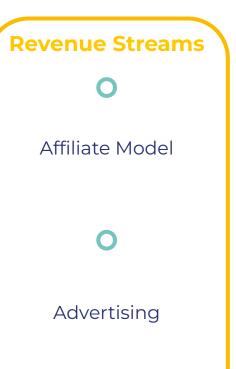
Human Resources

- Software Engineers
- Data Scientists
- Customer Service Representatives

Key Partners

- AWS

- Google APIs

- Eateries

- Tourist Attractions: Museums, Theaters, etc

- Online Payment Service Providers

Cost Structure & Revenue Streams

Cost Structure

IT Infrastructure

Human Resources

Marketing

Cost of acquisition

Payment Service/ Processing Cost

Research and Development

Revenue Streams

Affiliate Model

Advertising

THANK YOU!