

By: Peace Aku, Indya Dodson, Azeezah Mohammed, Tanjin Prity

## The Problem

Have you ever been on a trip to a new city and did not know where to start? It is difficult finding your way around new cities and destination without paying for guided tours which are usually very expensive. Using guided tours also leaves you with little time to do your own exploring at your own pace. But with the help of our app, you can skip the pricey bus or walking tours!

### Target Audience

- All Travelers/Tourists
- Exchange program students
- Explorers

### Target Market

- Personal Use
- Tourism
- Education

### Why does it matter?

- Learn about city's iconic sites and history
- Explore interests in new destinations
- Discover new places, interests and people

## The Solution

Tourista is a web app that uses your phone's GPS to pinpoint your location, shares information about different spots around you using a pop-up imagery. Rather than spend a large sum of money for guided tours, Tourista gives you the ability to take a tour at your own pace for free!.

### Intent:

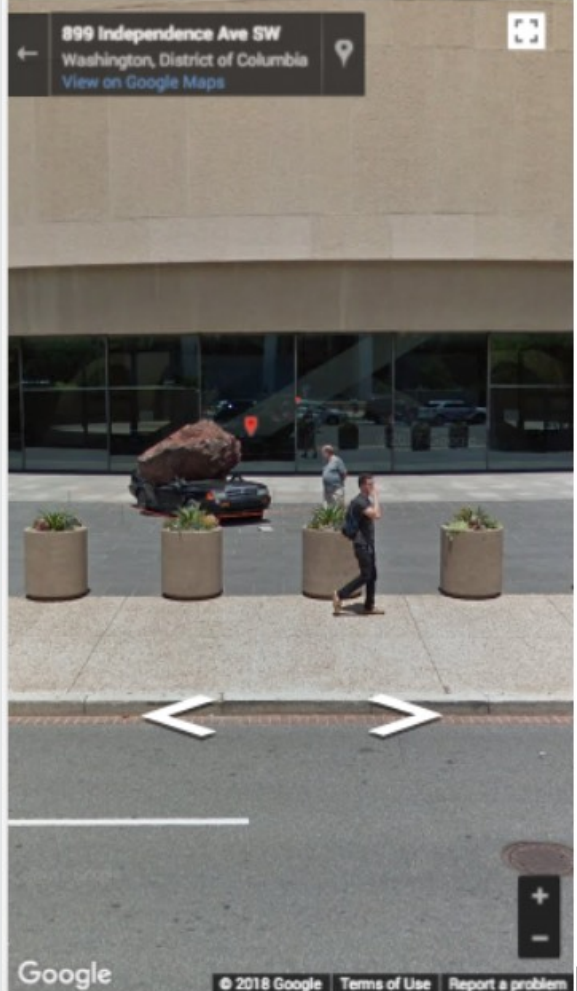
When users show up to a new city they have never been to...

### Desire:

...and they would like to explore places that they have interest for. For example, museum exhibitions, places to eat, play soccer etc

### Outcome:

Users discover and explore places at own pace for free.



### Product Specification:

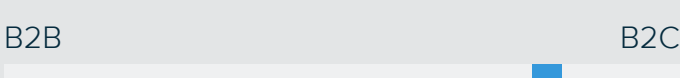
The application uses HTML, CSS, JavaScript, Google Maps API, Google Street View API and Wikipedia API to develop the web app. Vanilla JavaScript and hosted on Bitballoon.

We used Google Maps API to fetch local destination and get a panoramic view, Vanilla JS to detect user location and orientation, Wikipedia API to fetch data about locations.

## The Competition



PocketGuide

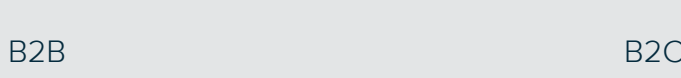


- Strength: What makes this app a top solution for consumers is its access to detailed audio travel guides for more than 100 major cities around the world.
- Weakness: The info is really simple and generic.

**The Opportunity: Our app Tourista, is personalized to your interests and provides you with more in-depth details**



TripScout

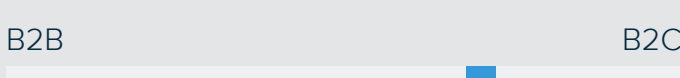


- Strength: Good audio content delivered in a refreshing natural way.
- Weakness: Only paid content, can't do anything in the app without buying city guides.

**The Opportunity: Our app is free to download and use.**



Detour



- Strength: Great for History
- Weakness: Eats up memory space on mobile phones and has a few technical problems

**The Opportunity: Our app provides more details beyond historical information such as cultural influences and fun facts**

## Competitive Advantages

### Features

Gives information and visualization based on your interest using Augmented Reality

### WIDE RANGE OF LOCATIONS

You can choose from multiple cities and tourist locations

### Affordable

Everything is free!!

### Convenience

Makes it easier to explore new places without paying for a tour guide

### FIND GREAT SERVICES

During your tour, you will get great recommendations to the best nearby restaurants, bars and other facilities

## Marketing

### Discovery

- Through user sharing
- Through mobile ad acquisition partners i.e social media presence
- Bar codes at strategic places



### Monetization

Monetization through in-app advertising that works on a cost per impression (CPI) model

## The Team

### Indya Dodson

#### Background:

Graduating Senior, Computer Science Major at Capitol Technology University

### Tanjin Prity

#### Background:

Freshman, Computer Science Major at Howard University

### Peace Aku

#### Background:

Sophomore, Computer Science Major at Howard University

### Azeezah Mohammed

#### Background:

Freshman, Computer Science Major at Howard University

Thank You!