

Please answer the following questions: (ASAP)

1. Who is our target audience? (Nepali people, international tourists, both)

Both. Our first phase targets are domestic tourists and 2nd phase is intl tourists.
Need to incorporate the language translate option in our website

2. What type of people are our guests? (holiday/vacation, local people, businessman, all)

Primarily, business travelers, as we will be listing hotels mostly. The holiday comes second for which we need to display destination tour package

3. Do you have any other websites in mind which indicate how your website should look and work?

Hotelsansaar.com
xceltrip.com.np
Atithi app

4. What are the top features you want to include?

Easy to book rooms with fewer options
Easy to call and chat
Mobile screen size /thumb use friendly
Easy to change prices and offers
Google language translate option

5. Are there any specific or special features you want me to focus on?

Must be fast to use
Must be able to locate hotels and get directions
Track location of our customers as well

6. What is the number one thing you want your users to see and understand when they visit your website?

Book hotel rooms and holiday package

7. Who are your direct competitor? (is there a local competitor?)

- Hotelsansaar.com
- Travel agencies with multiple hotel listings are substitute competitor

8. What is the personality of your brand? Name any five from here -> (eg:- fun, playful, reliable, classic, effective, affordable, modern, genuine, bold, serious)

Reliable, affordable, genuine, bold, modern

9. What is the area coverage of hotels and restaurants? (only rupandehi, Lumbini Pradesh, all Nepal)

- Starting 4 major areas, Rupandehi, Pokhara, Kathmandu Valley. Chitwan (narayanghat to sauraha)
- Whole Nepal as soon as possible