



**Search engine for hotels, restaurants, cafes,
bars, and confectioneries.**



/ Briefing

CHOOSE is a search tool in the Autonomous City of Buenos Aires that encompasses hotels, restaurants, cafes, bars, and confectioneries. It uses filters and suggestions to tailor results to users, who can rate establishments, enriching the application.

Access is open, with the option to register for personalized recommendations. Results are displayed in a list with detailed information, allowing direct contact with the establishments. It includes details about tourist routes and activities to enhance the search and user experience.

The app has a database where hotel and restaurant information is stored and can be easily and quickly loaded through a .csv document.

The screenshot shows the CHOOSE app's main search interface. At the top, there is a navigation bar with the logo 'CHOOSE by AHCC' and links for 'Opinión', 'Mis viajes', and 'Iniciar sesión'. Below the navigation bar are four category buttons: 'Hoteles' (hotels), 'Restaurantes' (restaurants), 'Cafe y bares' (cafes and bars), and 'Confiterías' (confectioneries). A large, colorful illustration of a bridge over water is the central visual element. A red button with the text 'INICIAR TU VIAJE' (Start Your Trip) is overlaid on the illustration. Below the illustration, a call-to-action text reads 'Hace clic para iniciar tu búsqueda' (Click to start your search). At the bottom, there is a section titled 'Que hacer en BUENOS AIRES' (Things to do in Buenos Aires) with a sub-instruction 'Descubre los diferentes barrios porteños y que actividades puedes hacer en ellos.' (Discover the different neighborhoods of Buenos Aires and what activities you can do in them.). Four small images represent neighborhoods: SAN TELMO, LA BOCA, PALERMO, and RECOLETA.

/ Interface

The tool features a simple and intuitive interface, achieving better interaction with the user. By applying filters, search parameters, or answering pre-established questions, it optimizes the final outcome.

The creation of filters is based on the clients' objectives and allows going from general to more specific results.

The screenshot shows a travel planning interface. At the top, there's a navigation bar with the logo 'CHOOSE by HRCC', 'Opinion', 'Mis viajes', and a 'Iniciar sesión' button. Below the navigation bar are four filter buttons: 'Hoteles' (hotels), 'Restaurantes' (restaurants) with a crossed-out icon, 'Cafe y bares' (cafes and bars), and 'Confiterías' (confectioneries). The main area features a colorful illustration of a bridge over water with buildings in the background. A large red button in the center says 'INICIAR TU VIAJE' and below it, smaller text says 'Hace clic para iniciar tu búsqueda'. At the bottom, there's a section titled 'Que hacer en BUENOS AIRES' with a sub-instruction 'Descubre los diferentes barrios porteños y que actividades puedes hacer en ellos.' followed by four thumbnail images labeled 'SAN TELMO', 'LA BOCA', 'PALERMO', and 'RECOLETA'.

/ Access

Access to the tool is available both on the association's website and through a direct URL: <https://choose.com.ar>

The image displays two screenshots illustrating access points to the tool. The top screenshot shows the homepage of the Asociación de Hoteles, Restaurantes, Confiterías y Cafés (AHRCC) website. A yellow box highlights a red square button with a white 'C' icon located in the top right corner of the header menu. An orange line connects this button to a large magnifying glass icon positioned over a search bar on the page. The bottom screenshot shows a web browser window with the URL <https://choose.com.ar> entered into the address bar, also highlighted with a yellow box.

/ The tool



In the top section, if we are registered, we will access our "planned" trips and the reviews contributed in the application. We will also have direct access to leave reviews for establishments.

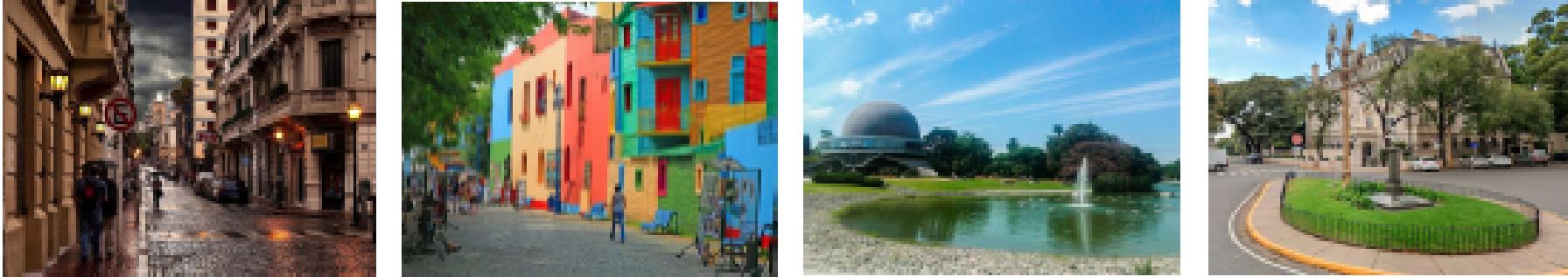
The screenshot shows the main interface of the "Choose by HRCC" app. At the top, there is a navigation bar with the "Iniciar sesión" button highlighted in yellow. Below the navigation bar are four categories: "Hoteles" (Hotels) with a building icon, "Restaurantes" (Restaurants) with a crossed-out circle icon, "Cafe y bares" (Cafes and bars) with a coffee cup icon, and "Confiterías" (Confectioneries) with a cupcake icon. A large orange line connects the "Iniciar sesión" button in the mockup to the "Iniciar sesión" button in the screenshot. The main content area features a colorful illustration of a bridge over water with buildings in the background. A red button at the bottom center says "INICIAR TU VIAJE" with the sub-instruction "Hace clic para iniciar tu búsqueda". Below this, a section titled "Que hacer en BUENOS AIRES" with the subtitle "Descubre los diferentes barrios porteños y que actividades puedes hacer en ellos." includes four thumbnail images labeled SAN TELMO, LA BOCA, PALERMO, and RECOLETA.

By clicking on any option, we will access the corresponding specific filter. If we select "start your trip," we will find the four main options to access specific filters. The filters will be adjusted according to the section where we are searching. Once set, by selecting "search options," we will access the available possibilities.

The results will be presented as a list with images and detailed information. By clicking on each option, we will obtain expanded information and the possibility to contact the establishment directly.

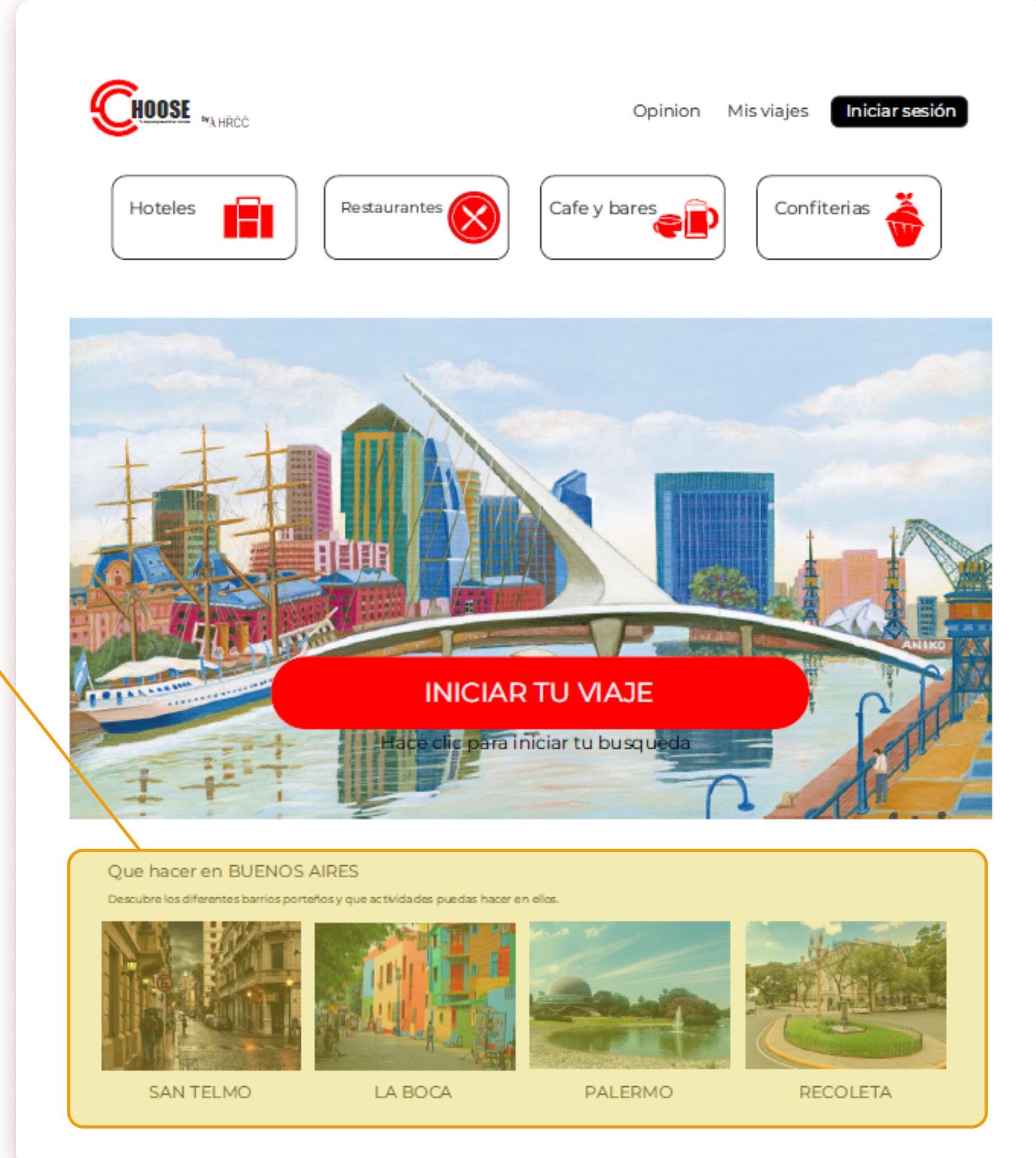
Que hacer en BUENOS AIRES

Descubre los diferentes barrios porteños y que actividades puedes hacer en ellos.



SAN TELMO LA BOCA PALERMO RECOLETA

This section contains valuable information for users, such as tourist routes in Buenos Aires, activities held during different seasons, and any other relevant data. The main purpose of this feature is to attract users to use the search engine more frequently and find useful and appealing information to enhance their experience.



The screenshot shows the CHOOSE travel search engine interface. At the top right are links for "Opinión", "Mis viajes", and a black "Iniciar sesión" button. Below these are four categories: "Hoteles" (Hotels) with a red icon, "Restaurantes" (Restaurants) with a red X icon, "Cafe y bares" (Cafes and bars) with a red coffee cup icon, and "Confiterías" (Confectioneries) with a red dessert icon. The main visual is a colorful illustration of the Puerto Madero area in Buenos Aires, featuring the Puente de la Mujer bridge, modern buildings, and a sailboat. A large red button in the center says "INICIAR TU VIAJE" and "Hace clic para iniciar tu búsqueda". Below this is a smaller box containing the same "Que hacer en BUENOS AIRES" content as the first screenshot, with the same four neighborhood images and labels.

/ Data upload

The data upload will be done from a specific access, allowing those who have it to access and upload the file for each hotel. The file will contain pre-established information by the association.



LOG IN

Usuario

Contraseña



[Nombre Hotel]

Ubicacion

Estrellas

Capacidad desde hasta

Amenities

Posibilidad de desayuno

Restaurante

Carga de imagenes

GUARDAR

This tool benefits both the client and the end-user. For the company, it allows optimizing resources and increasing the conversion rate in queries. On the other hand, it provides autonomy to the user when making inquiries, obtaining more and better real-time information, which enables them to generate valuable insights.

