



Easy Adventure Inc.

**Let's go on an
adventure**

MIS 541 02 Team 6

Why Easy Adventure App?

(Market Research)

- Adventure seekers lack a centralized platform for discovering outdoor adventures, with scattered resources
- Individuals seek tailored adventure recommendations but face challenges in finding them
- Lack of community platforms hinder shared experiences and collaborative adventure planning





Solution

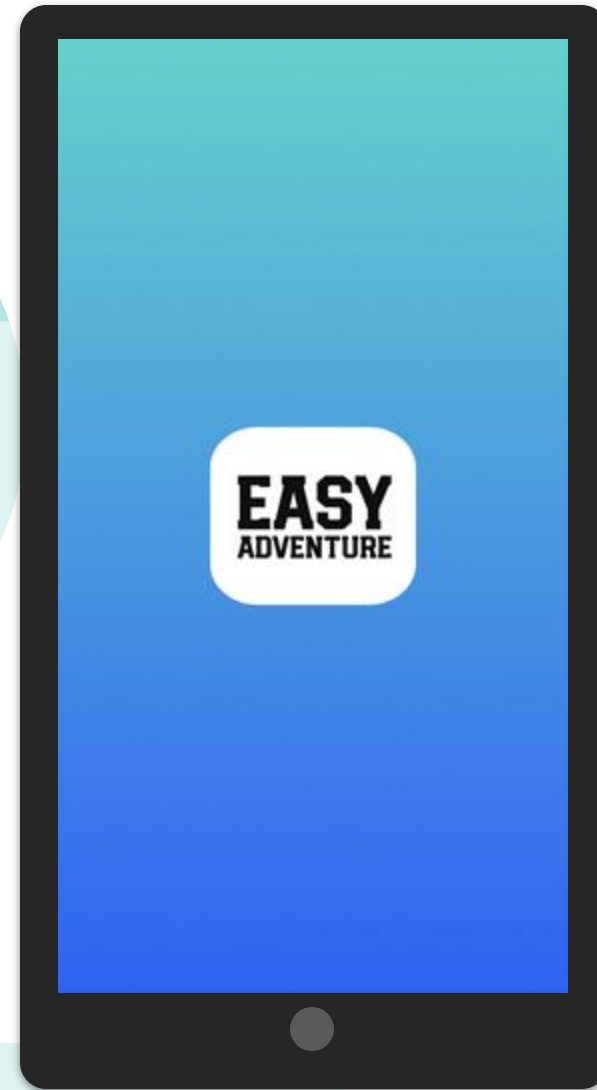
A **Netflix** for adventure seekers



EASY ADVENTURE APP

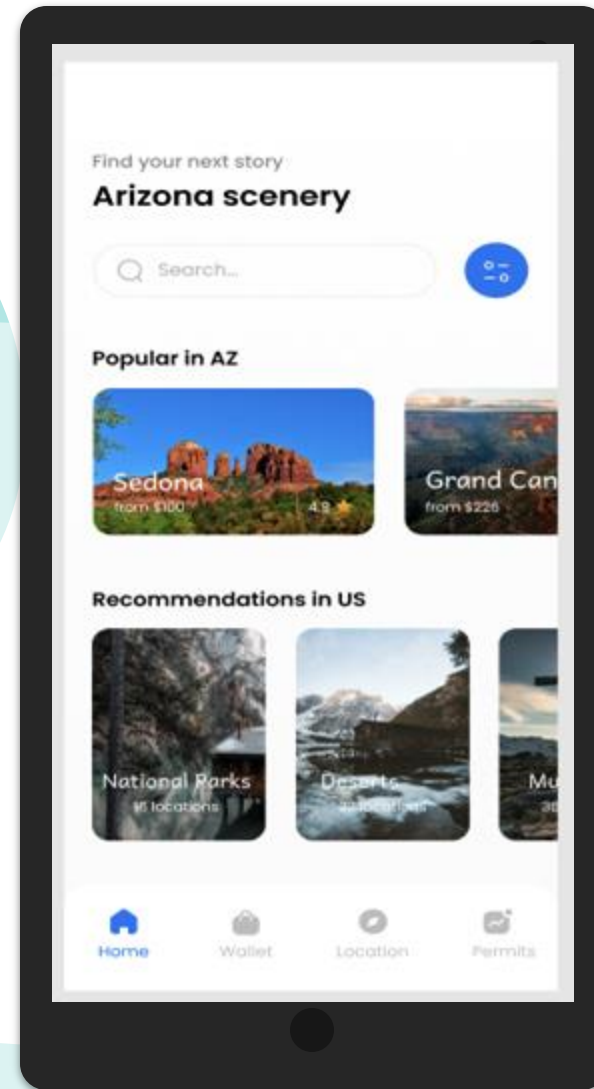
Easy Adventure App

- Easy Adventure provides personalized outdoor exploration
- Comprehensive attraction details
- Tailored adventure recommendations
- Vibrant community for adventure enthusiasts



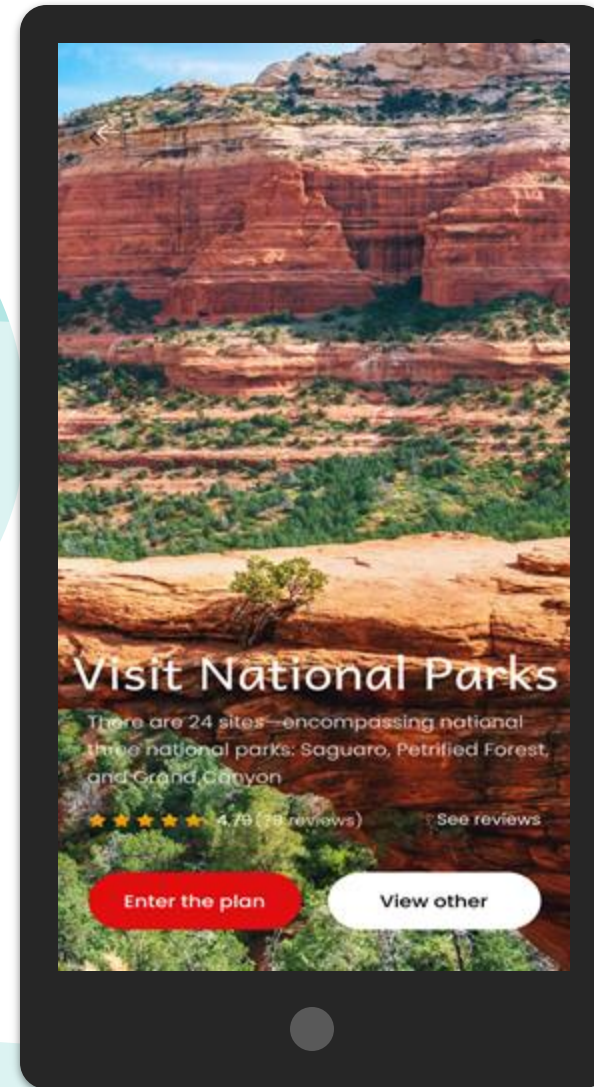
Home Page

- Explore the most-loved outdoor destinations
- Receive personalized adventure suggestions
- Seamlessly navigate the app for a user-friendly experience



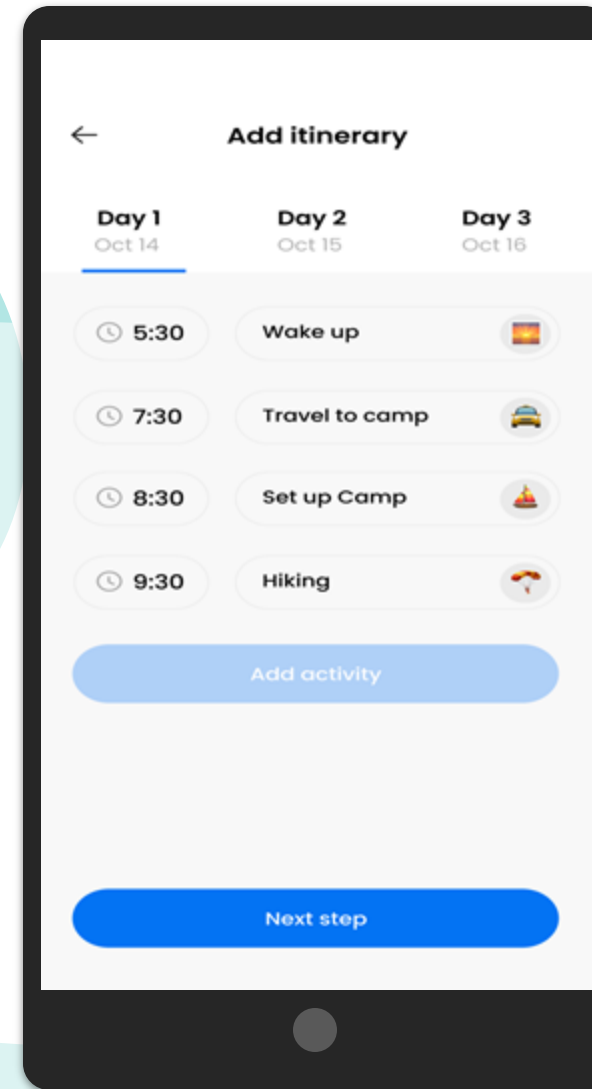
Attraction Details

- Comprehensive descriptions and images
- User-generated reviews and ratings
- Key location and accessibility information



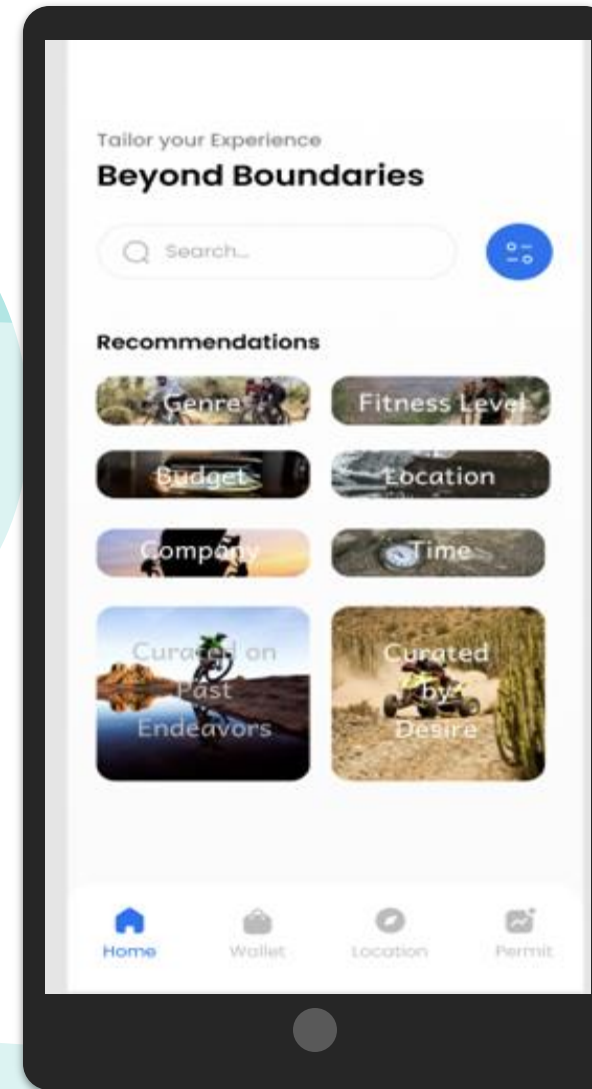
Schedule & Plan

- Organize your adventure day by day
- Easily follow your planned itinerary for a hassle-free adventure



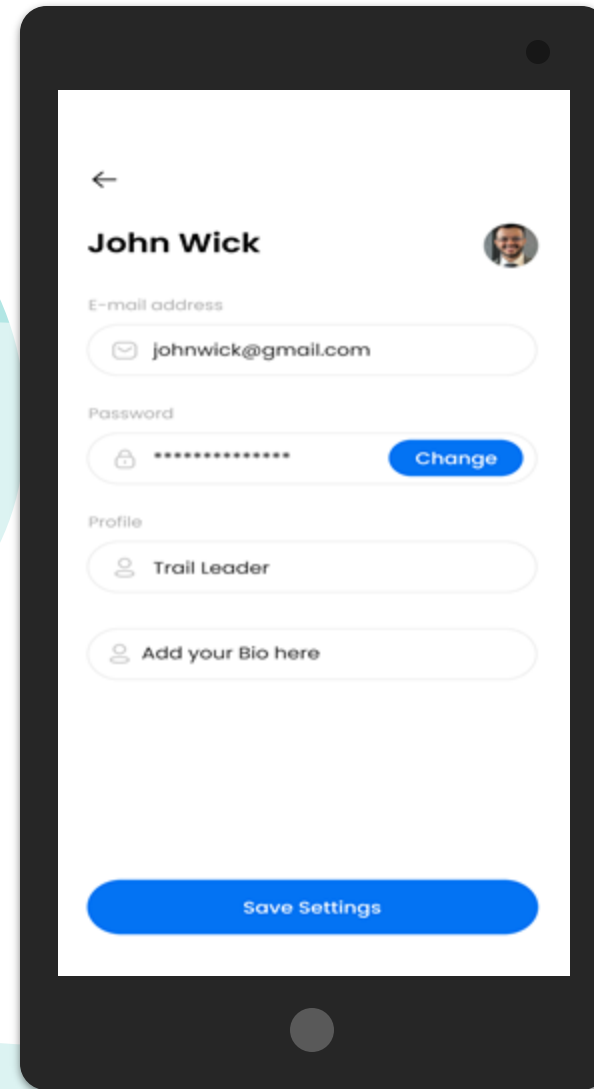
Recommendation System

- Highly tailored adventure suggestions based on user preferences
- Utilizes advanced algorithms for continuous improvement
- Incorporates collective user insights for better recommendations

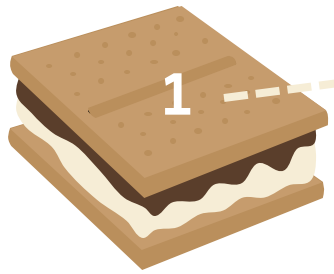


Personal Center

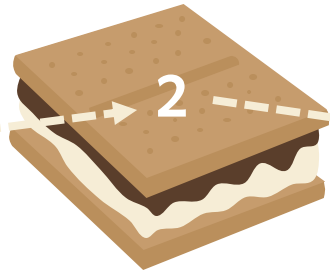
- A central space where users take control of their adventure journey
- Empowers users to personalize their accounts and preferences
- Provides data privacy options for users to control their information



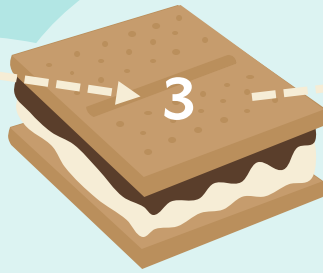
Timeline



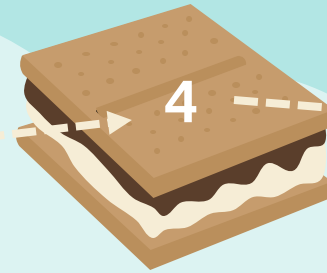
Requirement gathering on basis of market research



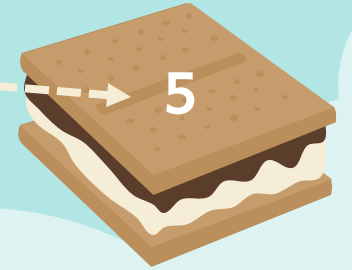
Finalizing stakeholders & start with wireframes, eventually a pretotype



Build the App !
Front End &
Back End



Launch over
App Store



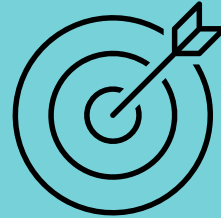
Build the
recommendation
engine



MoSCoW

MUST HAVE

- **Recommendation System**
- **Customization**
- **User Authentication**
- **Search Functionality**
- **Localize Content**



SHOULD HAVE

- **Rating and Review**
- **User Profile**
- **Community Engagement**
- **Social Integration**



COULD HAVE

- **Weather Integration**
- **Virtual Tour**
- **Gamification Element**

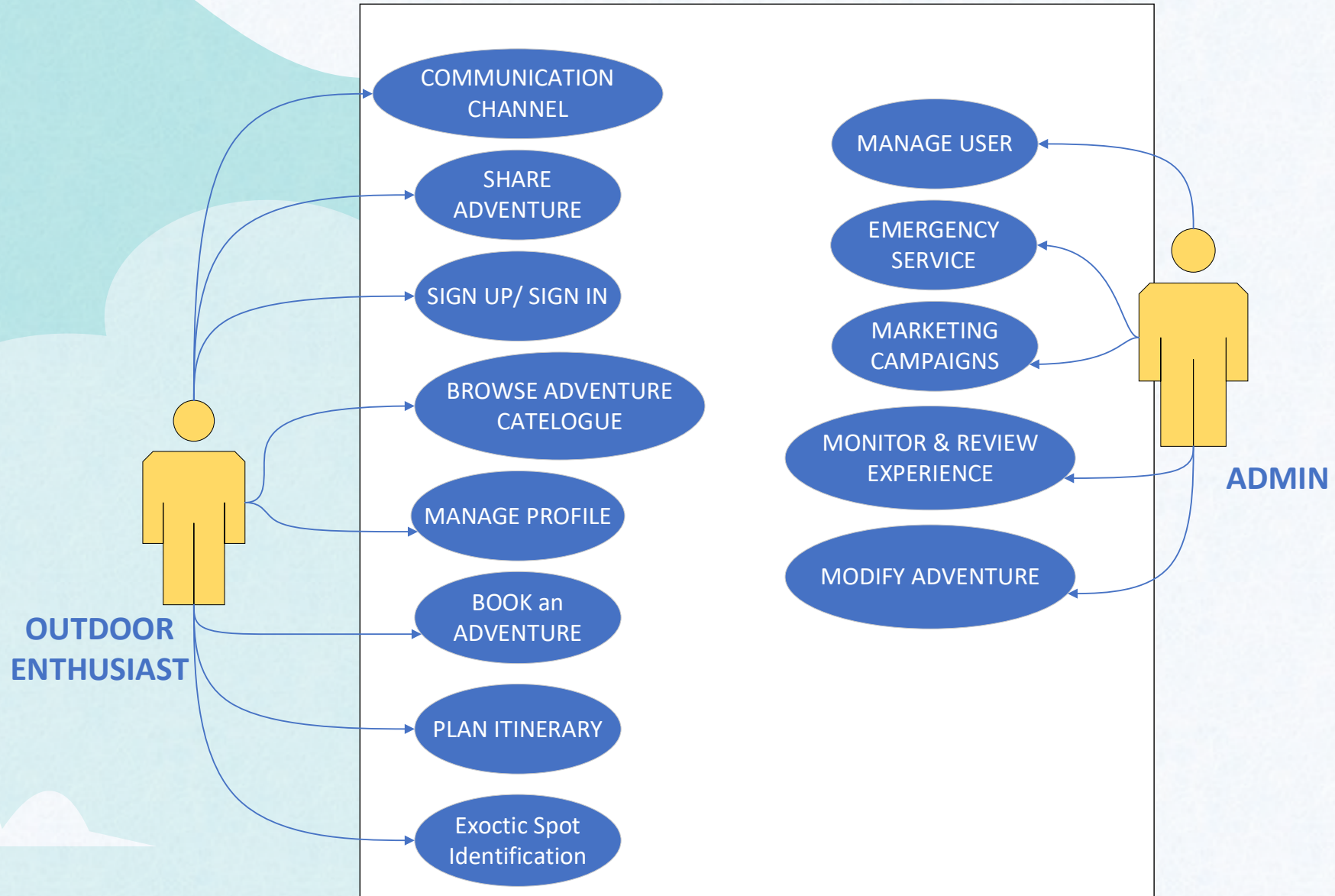


WON'T HAVE

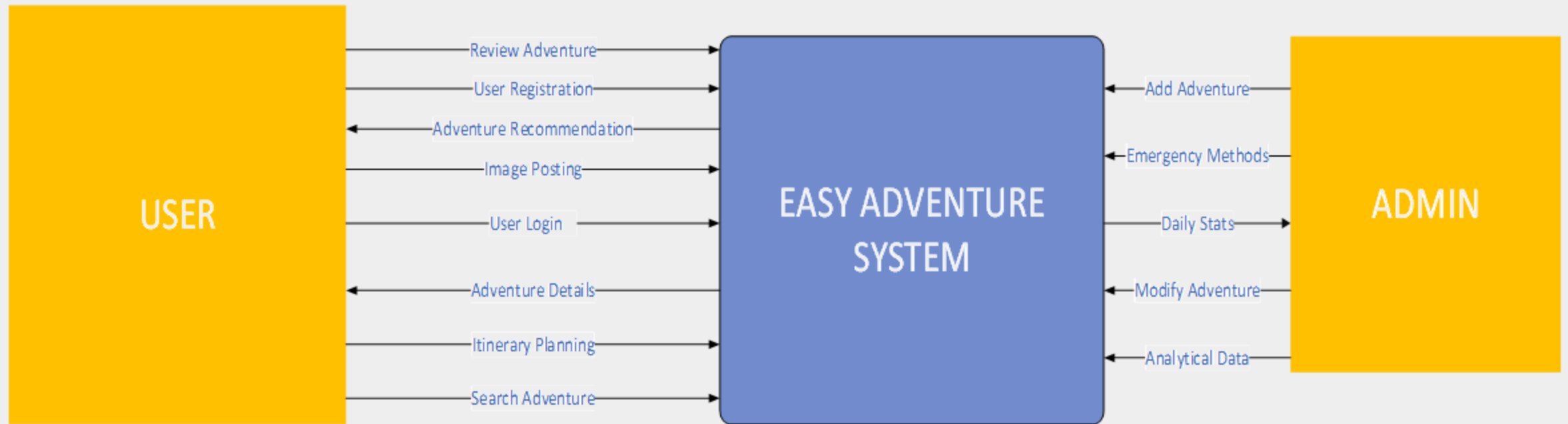
- **City Tour**
- **Flight Booking**



Use Case



CONTEXT DFD



Thank You !
& travel with

