YOUR TRIP INFORMATOR

geiser

Travel with us easy and safe

Case Study

“Tourists don't know where they've been, travelers don't know where they're going.”

Paul Theroux

(An american travel writer and novelist)

www.goodreads.com

49% of families said their main priority when they take a family vacation is to visit new places and explore together, 42% to relax and unwind together, and 6% to be active and outdoors together (NYU)

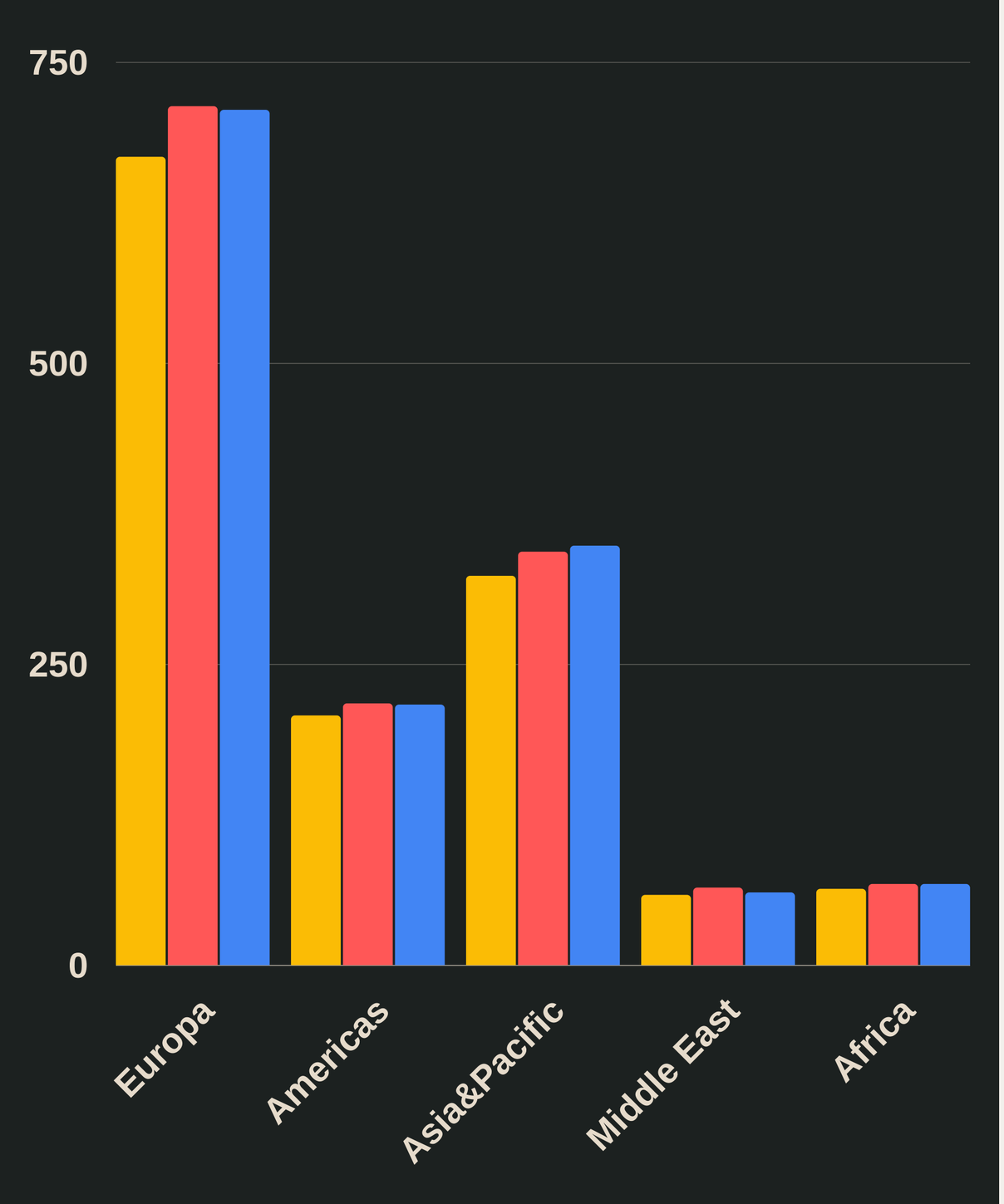
https://www.sps.nyu.edu/

65% of travelers visited art/history museums, 59% aquariums, 56% science museums, 55% theme parks, and 55% zoos in 2017

www.mmgy.com

25% of families went on a family vacation that was 1-3 nights in duration (NYU)

https://www.sps.nyu.edu/



International Tourist Arrivals

Stats

	2017	2018	2019
Europa	671	713	710
Americas	207	217	216
Asia & Pacific	323	343	348
Middle East	58	64	60
Africa	63	67	67
	1.322	**1.404**	**1.401**

ourworldindata.org

Business Competition

One of our competition is "Iasi multicultural"

This app is a local app used in Iasi city, it has stored local monuments categorised for different types of interest.

The difference between this app and our is more individualist. The users is able to track what he seen.

Key Partners

Insert

Suppliers/Partners

Google Cloud - for cloud services;
JetBrains - for IDE licenses.

Key activities performed by the Suppliers/Partners

Google Cloud - Providing cloud services and tech support in exceptional cases;
JetBrains - Providing authorized access to software.

Key Activities

Insert

Key Activities

Projecting, designing, developing, testing, monitoring, evaluating and updating

Distribution Channel

The software will be hosted in Google's Cloud and the client will have access to it via a provided URL

Customer Relationship

The client will have access to a Dev Blog, where the technical updates will be available. In addition, the customer will receive a notification every time new updates appear. The potential client can offer feedback via email.

Revenue Streams

Advertising Fees
User donations

Key Resources

Insert

Key Resources

Material resources: licenses, performant laptops, strong internet connection, offices
Financial resources: initial specific budget for implied costs
Time Resources: 3 months (developing the service, advertising, monitoring the market needs and tendencies, gathering feedback and improving the services, etc)

Value Proposition

Insert

Value Delivered to the Customer

Easy to use app;
Facilitate the communication among tourists;
Tracking tourist's itinerary;
Store historical knowledge for monuments.

Customer's problems solving

The app will help the customer to plan his potential itinerary, to have a preview of the history behind each monument and to be in touch with the other tourists for exchanging reviews.

Services based on Customer Segment

The app is free of charge and can be used by any type of client. If the potential client is satisfied with app and he wants to reward it, he can make donations.

Customer Relationships

Insert

Customer relationship

The potential client will receive updates notifications and will be able to provide feedback via email. Their suggestion may be used in upgrading and expanding the app.

Channels

Insert

Reaching channels

Customized advertising: via social networks

Distribution channels

Awareness and evaluation: via targeted advertising for the customer.
Delivery of the service: the customer is entitled to provide feedback.

Customer Segments

Insert

Customers Segments

The main type of potential customer to use the application is a "tourist type" who would like to visit historical monuments, to be in touch with the other tourists and to plan his itinerary based on the personal needs. However, the app can be used by everyone who is interested in cultural spots.

Cost Structure

Insert

Main Cost Type

Value-driven – creating value of the service itself

General Costs

Fixed Costs: licenses, rent, salaries
Variable costs: subscription to Google Cloud, marketing/advertising

Revenue Streams

Insert

Revenue streams

Advertising Fees
Donations from user side

Benefits

Many places

Citys have registered every monumented, ether is a main one or not.

Monument Description

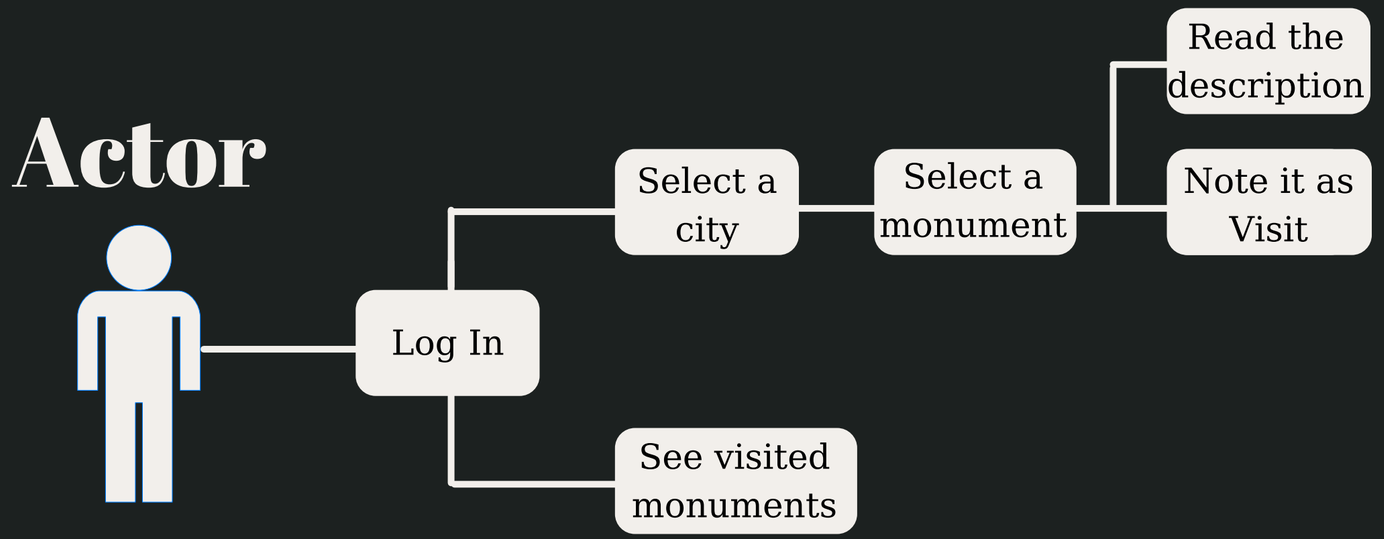
Monuments have a cultural description which helps the user by informing what is gonna see.

Map Location

Every monument pinned with his geographycal location

Track of user Visits

You can keep the track of the monuments you have visited



The regular user

The regular user is the one who has an account. The aplication will keep the track of his visits.

...

The user can see the monuments from the chosen area and can note those as visited.

...

The regular user cand see the track of the visited monuments.

Technologies

We are going to use the Google Cloud Platform that provides us all the following technologies

Technologies

Firebase

Firebase is a Backend-as-a-Service (Baas). It provides developers with a variety of tools and services to help them develop quality apps, grow their user base, and earn profit.

Cloud Storage

Google Cloud Storage is a RESTful online blob storage web service for storing and accessing data on Google Cloud Platform infrastructure with advanced security.

Cloud App Engine

Is a cloud computing platform as a service for developing and hosting web applications in Google-managed data centers. Applications are sandboxed and run across multiple servers.

Technologies

Firestore

Cloud Firestore is a NoSQL document database that lets you easily store, sync, and query data for your mobile and web apps - at global scale.

Cloud SQL

Is a serversless execution enviroment for building and connectiong cloud services. This will help with notifing album coowners with the changes.

Maps JS API

The Maps JavaScript API lets you customize maps with your own content and imagery for display on web pages and mobile devices.

Cloud Firebase

We'll assign a easy to remember domain name to the host which will serve our front-end.

Cloud storage

This tehnology is used to store the photos for every monument that users can visit.

Cloud APP ENGINE

In the Google APP Engine Standard Environment we'll host multiple instances of our Flask Backend.

Cloud Firestore

We are using this tehnology so we can make an easyer LogIn/Register system for the front end part.

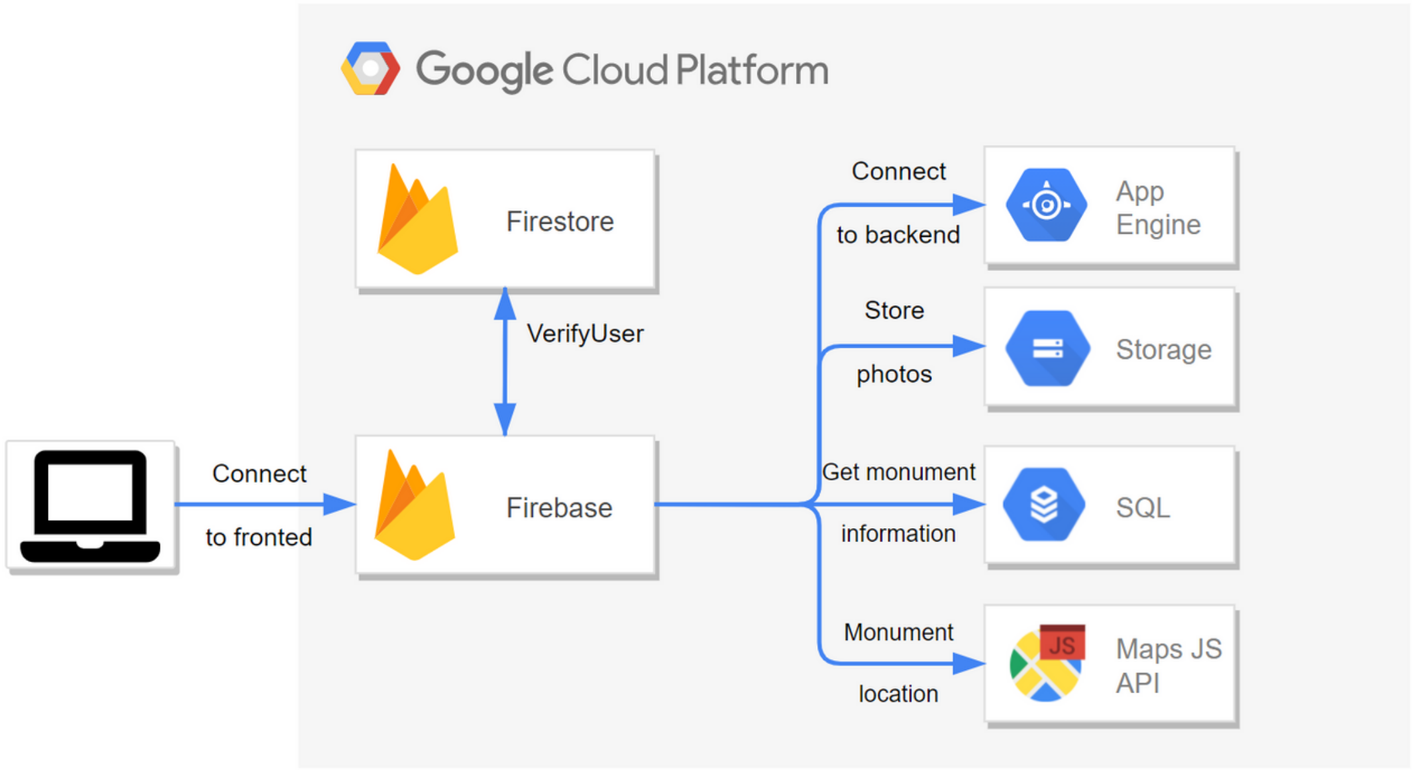
We use it as a noSQL database where we have the user information on the front-end part.

Cloud SQL

Cloud SQL is used in our app to provide the information about the monuments, users and the visits that users made.

Mpas JS API

This API helps us by showing the location of the monuments we have stored with.


Google Cloud Platform
Firestore
VerifyUser
Connect
to fronted
Firebase
Connect
to backend
App
Engine
Store
photos
Storage
Get monument
information
SQL
Monument
location
JS
Maps JS
API