

# Cypheria

We assist grab user to make a plan for their trips



Raihan • Dandy • Louise • Bima



# Team members



Raihan

The leader of the cypheria team who did model development. He is ML Engineer



Dandy

The one who was working behind the scene. He is the Backend



Louise

Beauty and useful user interface is a key! He is the Frontend



Bima

Deploy the idea into a good pitch deck and the model into a good production system. He is the DevOps

# Project Summary

The feature assists users in planning a trip, offering food recommendations and highlighting popular tourist attractions accessible via Grab features.

# Problem Statement



## **Lack of Curated Trip Plans**

The absence of curated trip plans can leave users feeling confused about where to visit and where to eat when they travel to tourist destinations.



## **You have local friend, you get hidden gem**

When planning a trip, consider asking friends who live in the area for their favorite local spots. Without these insider tips, you might miss out on the hidden gems of the destination.

# Solution



## **Plan Your Trip with a Single Tap**

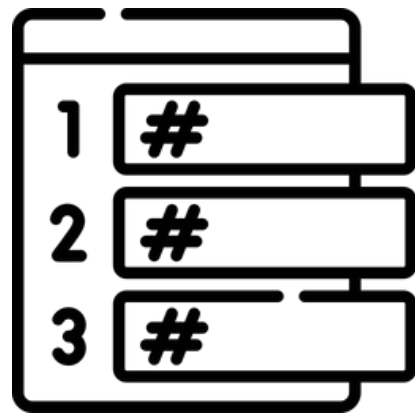
With Grab's data on food and tourist attractions, users can easily create an amazing trip plan with just one tap.



## **Budgeting is properly planned**

If plan is already made, budgeting is not a problem anymore.

# AI Conversation Initiator Features



List of best recommendation  
grab food and tourist  
attraction



Increase selling and  
upselling good



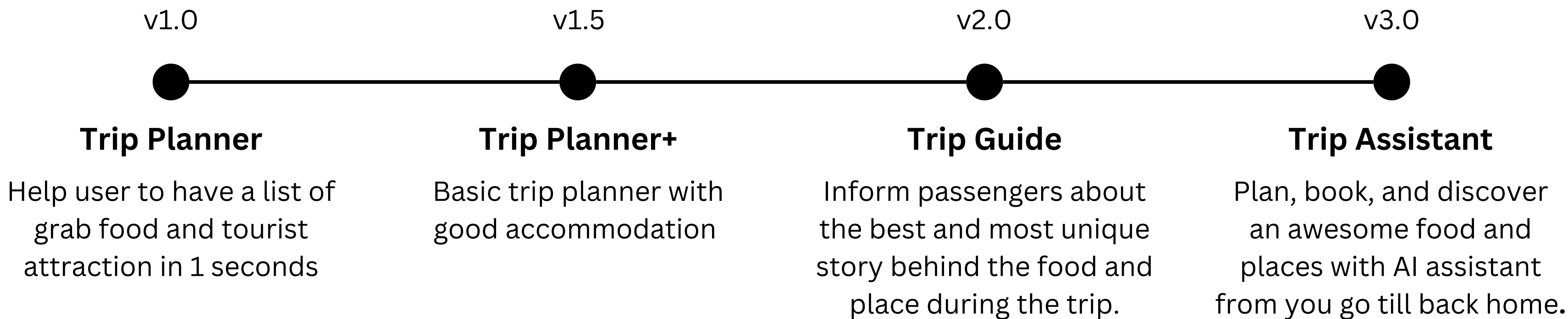
Enhance trip budgeting  
effectively

# Demo





# Future Roadmap



**Thank you**