Tourism App Questions:

What:

* Main function of application?

Profile user (schedule for visit, market type & preferences – music, food, etc), recommendations, schedule events (hotel, plane, etc)

* Ratings? Reviews?

Yep. Also price range.

Where:

* Industries & zip codes to focus on?

Downtown, East, Gulch, Vandy, GH, 12S

Food & Drink, music, “wherever the brides maids are”, shopping, spas

How:

* …will user navigate app? Desired layout?

Intro page (what’s offered – show “Nashville experience”), Profile w/ survey, schedule, recommendations

* UI? Website? Mobile App?

Both. Luxury layout (clean, right colors, etc)

* Pricing? Based off desired experience & timing.

Who:

* …will app target? (by income, age, geography, gender, etc)

High-end. People who use apps. Everywhere. Both. Singles, families, etc.

When:

* …is completion needed by?

2 to 3 mo

Additional Questions: