

Assignment.

- Define a problem statement & give a brief executive summary snapshot.

A) Executive Summary:

A tourist guide company wants to help tourists & other peoples who visits smart cities for travelling, education or any other purpose. They want to let tourist know or book seats of the famous & some better undetected places like restaurants, parks, cafes, theatres, hotels, etc. or some chilling spots. They want such an application in which the tourists get all such facilities available instead of thinking, getting fooled by locals and wasting their time on surfing. Visitors can also ask a local guide on this application.

B) Project description:

This project & application is specially for the people who are visiting that particular smart city for first time. This will help them to travel & save quite money & enjoy their trip. Usually auto-drives in cities fool visitors for extra fees & don't take to the spot they asked for so in this application we can add features of booking cab, auto or tickets of trains. Some visitors visits the city but they don't know where to go? what to do? How to go? So this app will help them and it can save their time. And if they are some danger or anything bad happen to them they can contact to nearby stations or hospitals & many more.

c) Project Scope:

This project to help people all over world & increase the sales & profit of the tourist guide company and the others who collaborated with the company for giving the facilities and make things available.

Development of this app costs around 20,000 dol. And # 5 months time is sufficient for developing.

Marketing of the app can be done by posting it on Instagram or asking influencers to use it & give reviews. We can also give ads on TV & newspaper. The cost of marketing depends.

Overall the company will also be in profit & the people will be also glad to use by using this.