

Group 04

# TRAVEL GENIUS

The ultimate travel guide

## Our Team



Brinda



Shubhada



Rakshitha

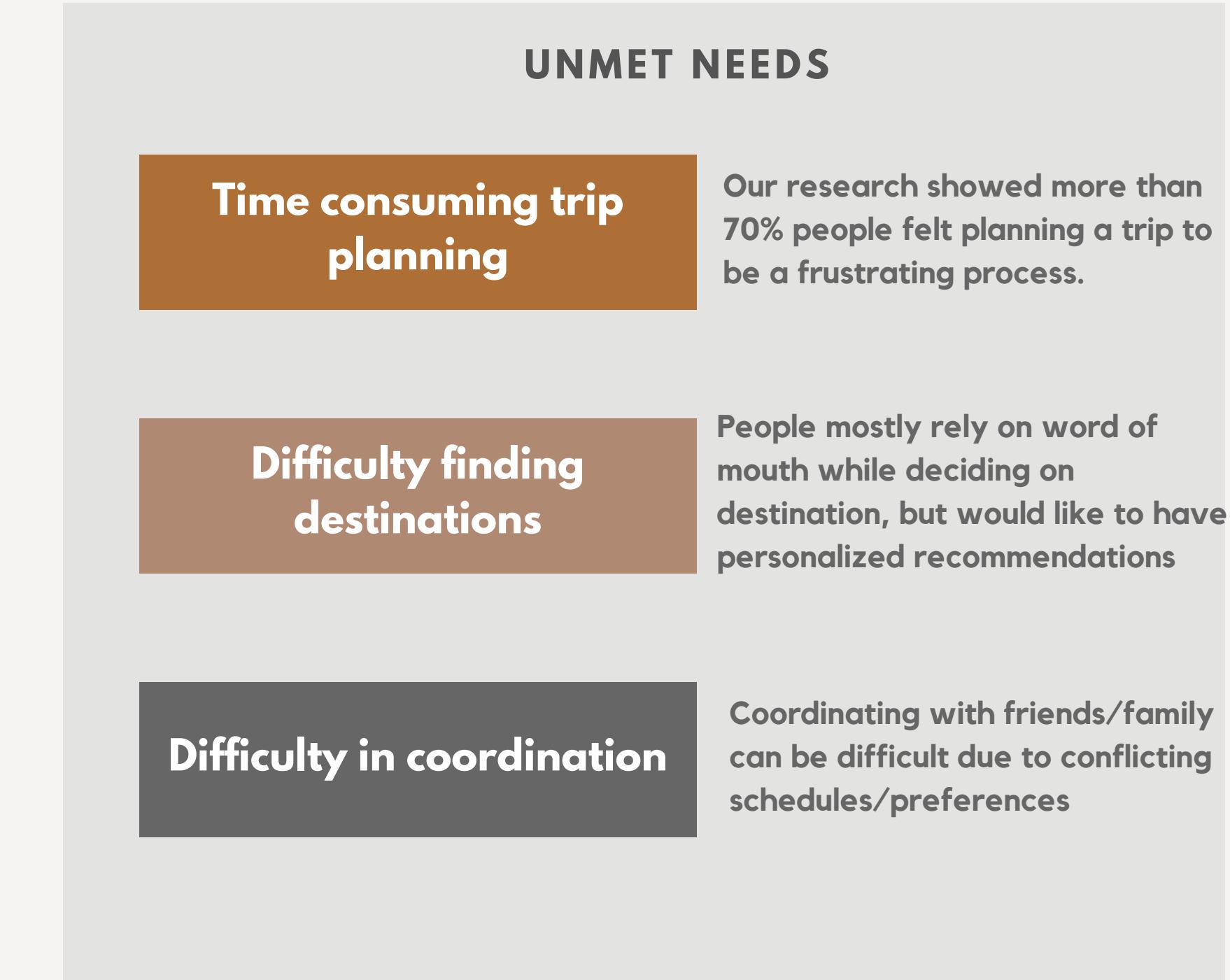
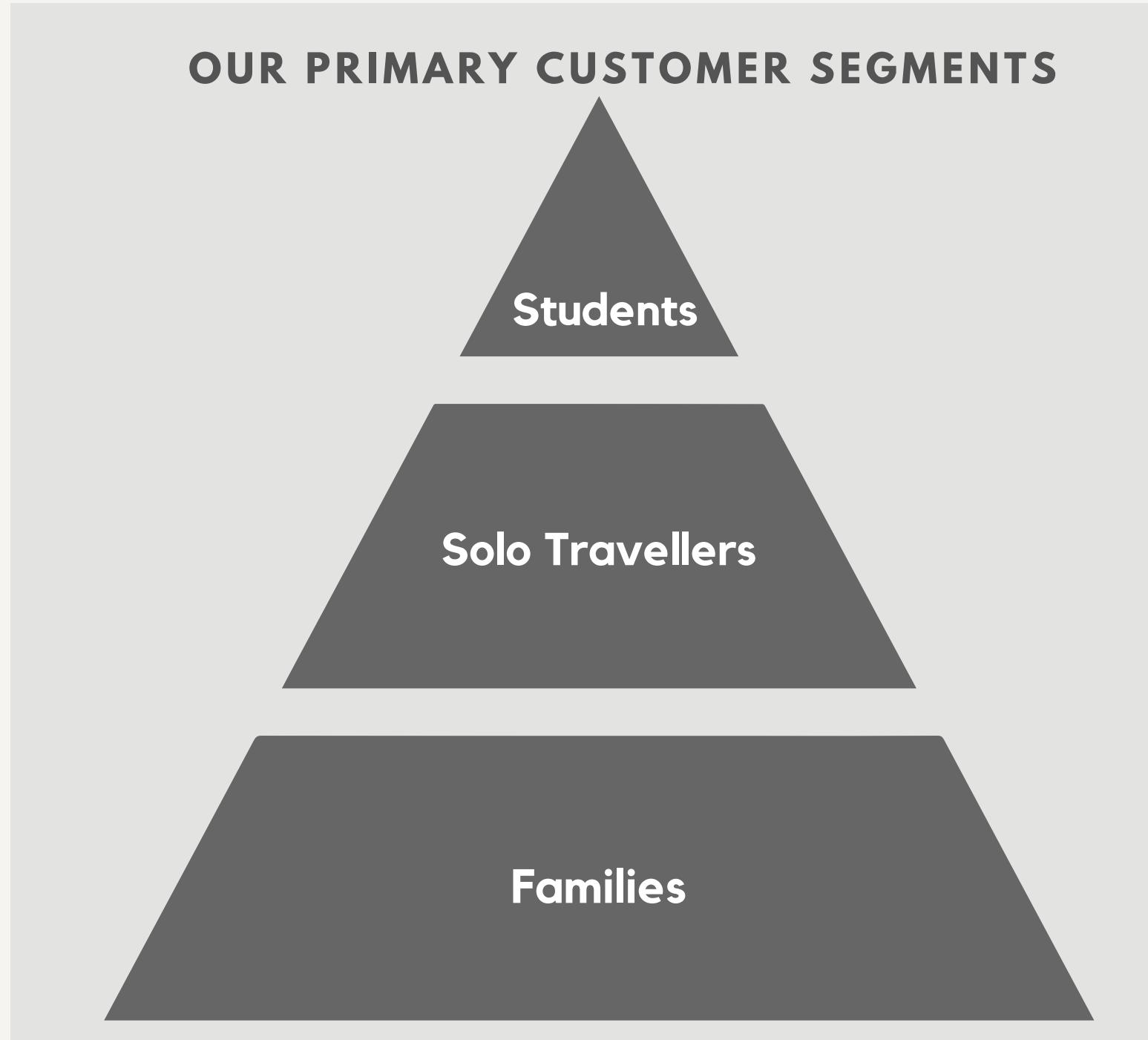


Vishakha



Yuktha

# UNMET NEEDS & CUSTOMER SEGMENTS



# PROPOSED SOLUTION

## "The Ultimate Travel Guide"

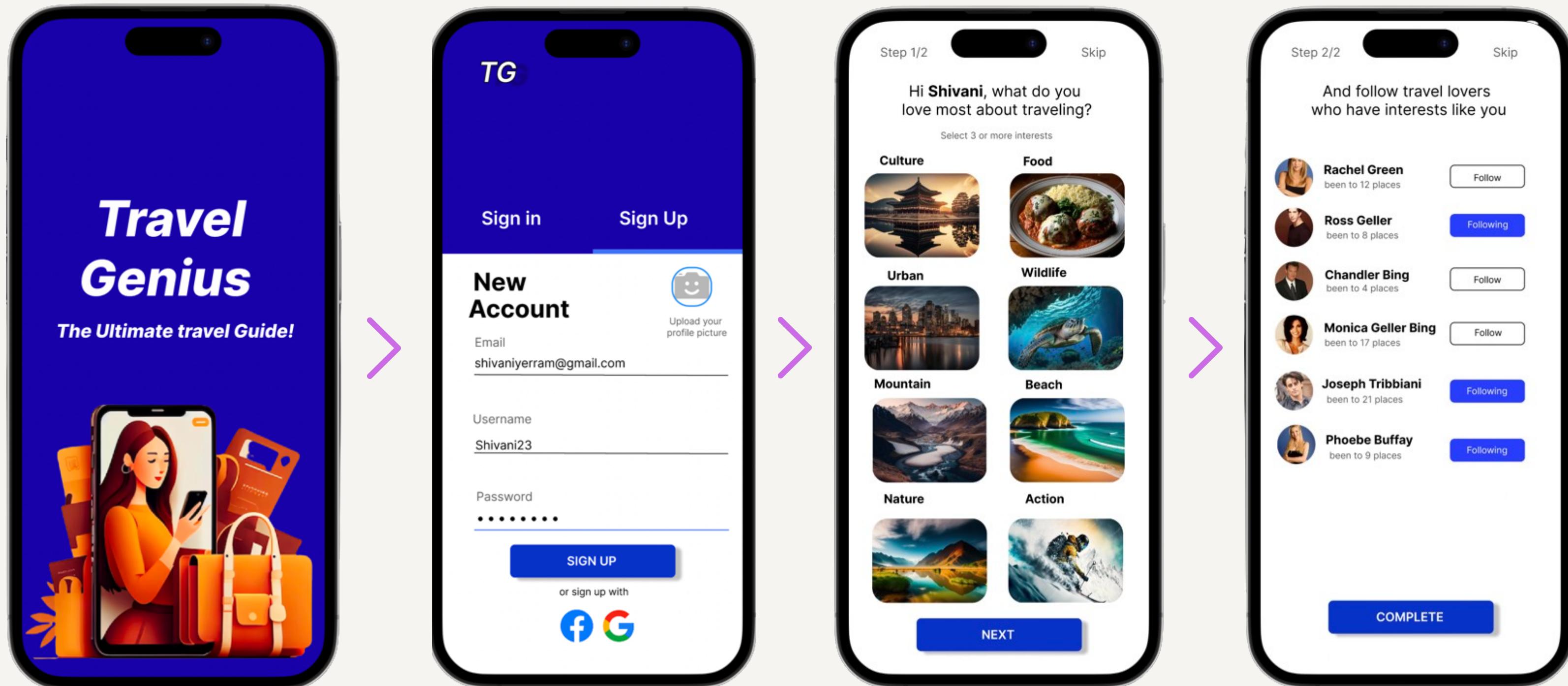
A digital app that revolutionizes the way we plan and enjoy trips!

- One-stop solution for all travel needs
- Save time and reduce stress
- Access a variety of travel resources
- Stay informed and up-to-date with travel alerts



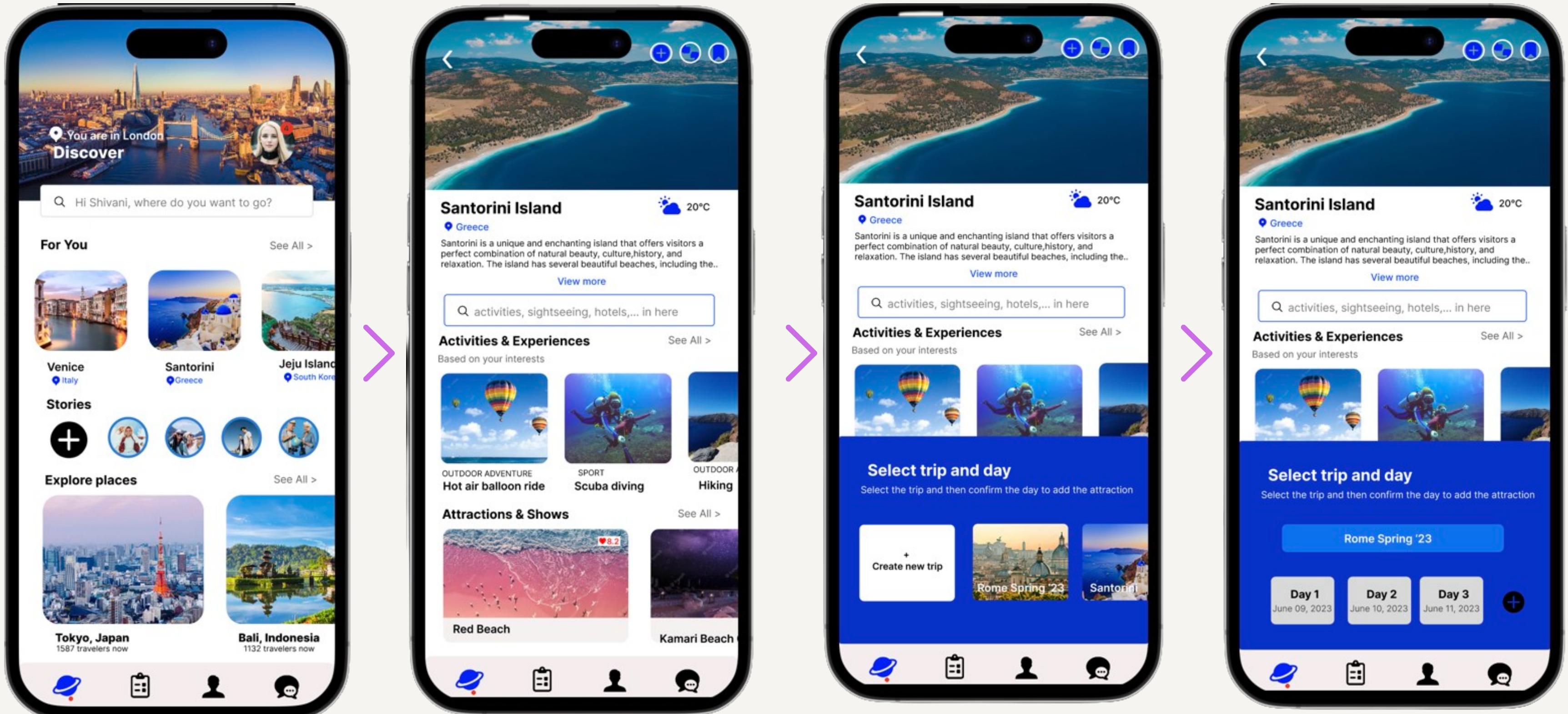
# VISUAL STORYBOARD

"Travel Genius" splash screen--->User Sign Up--->Interests --->Follow Travel enthusiasts

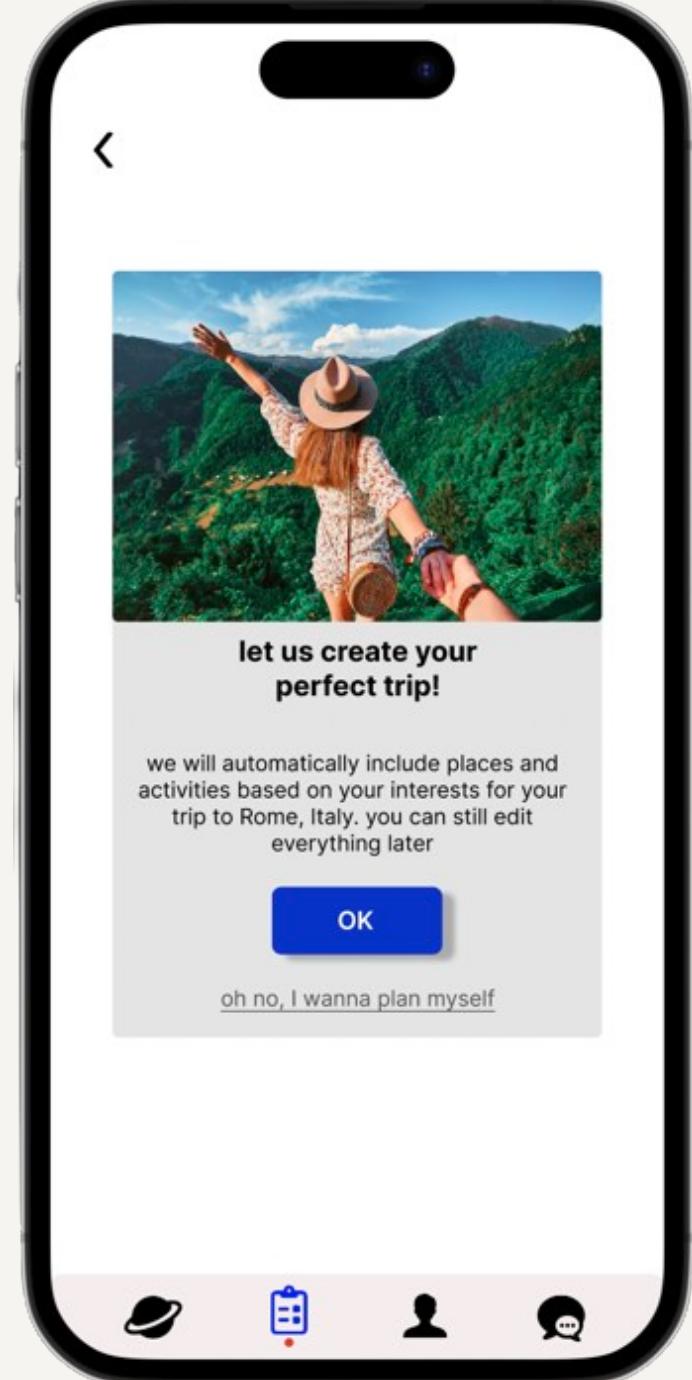
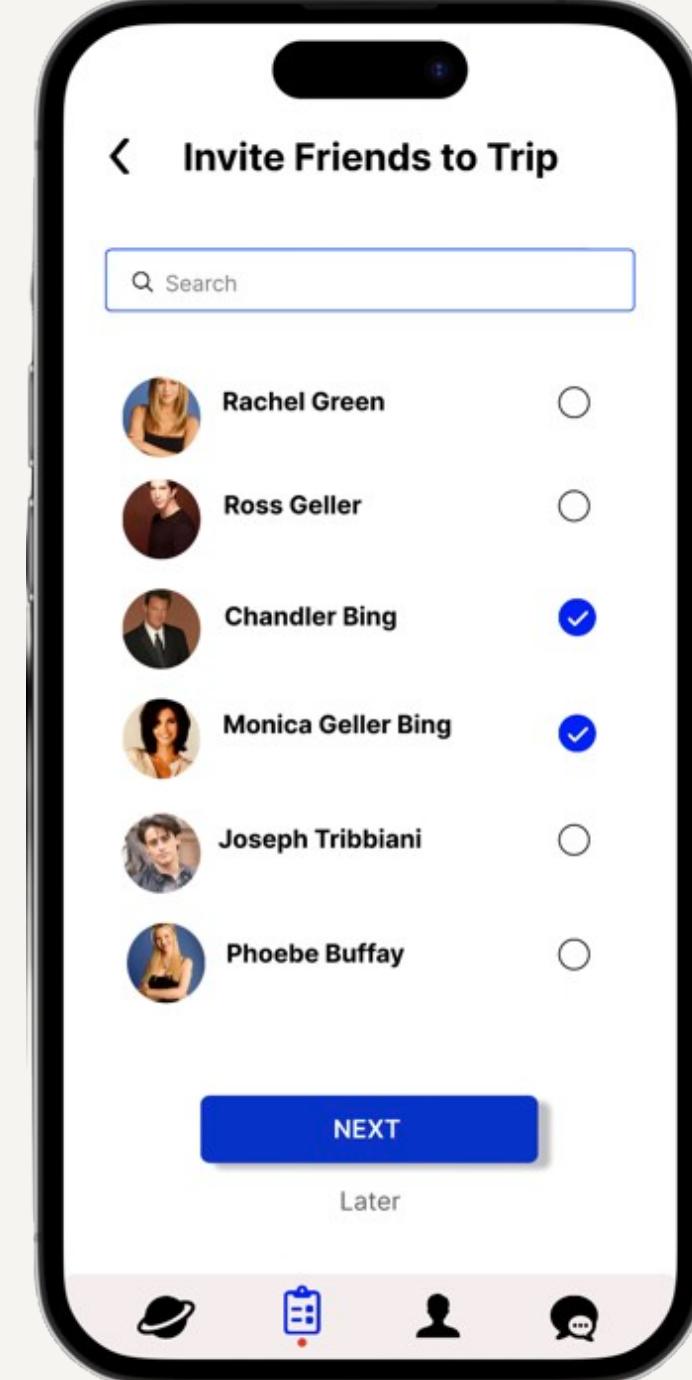
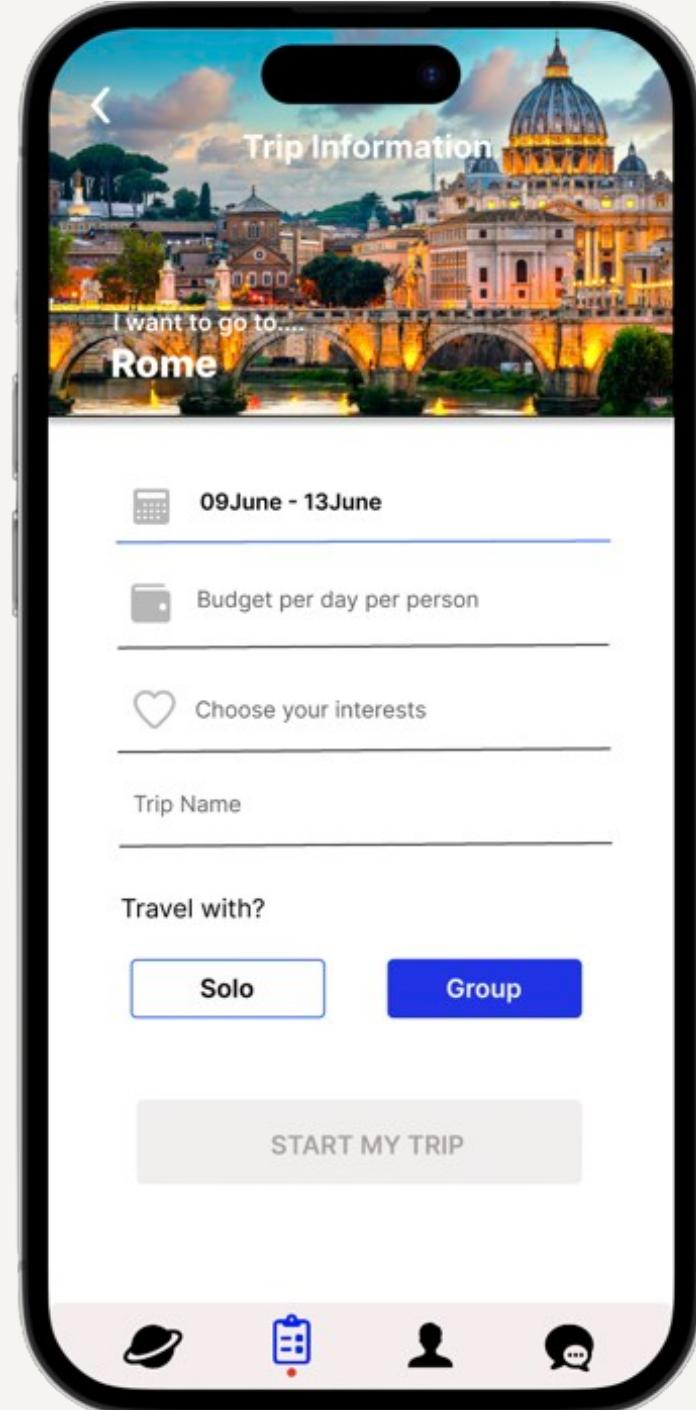
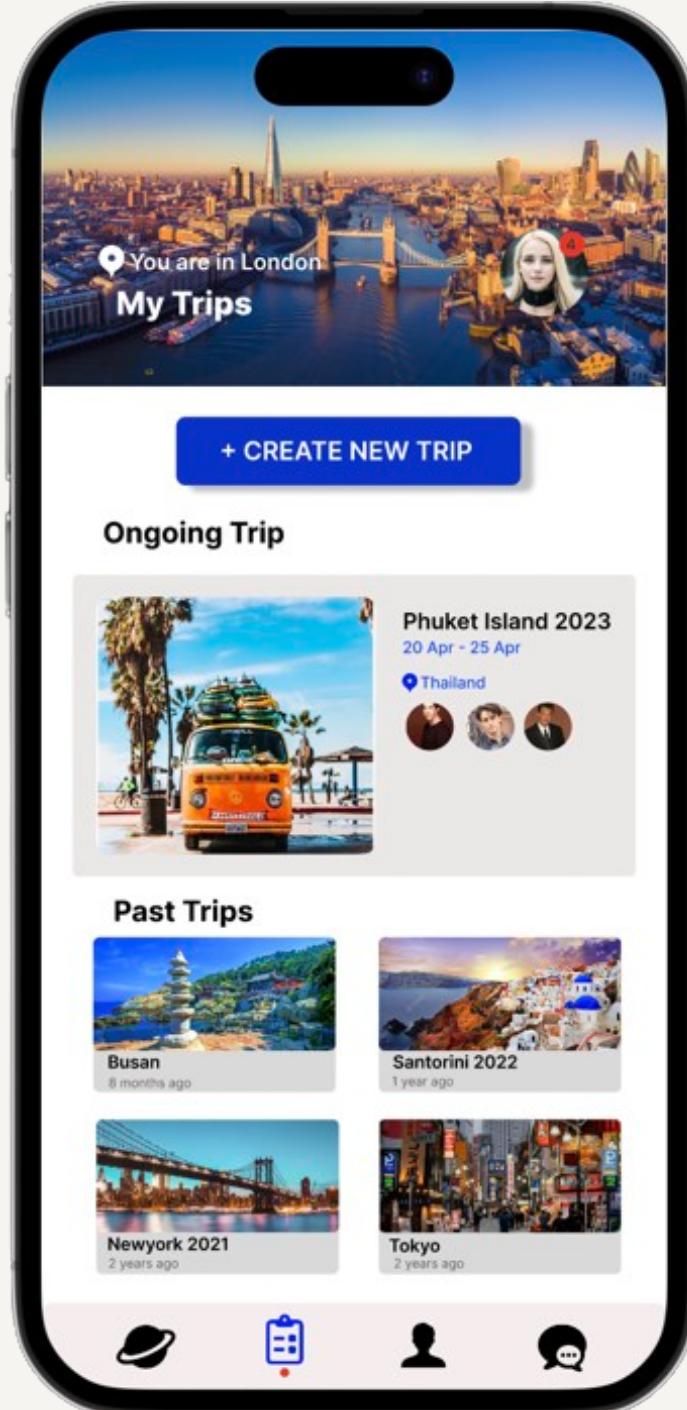


**Use Case:** Meet Shivani & her friends who are in search of a platform which provides personalized destination suggestions based on their interests and budget requirements, to save time on researching and planning their summer break trip.

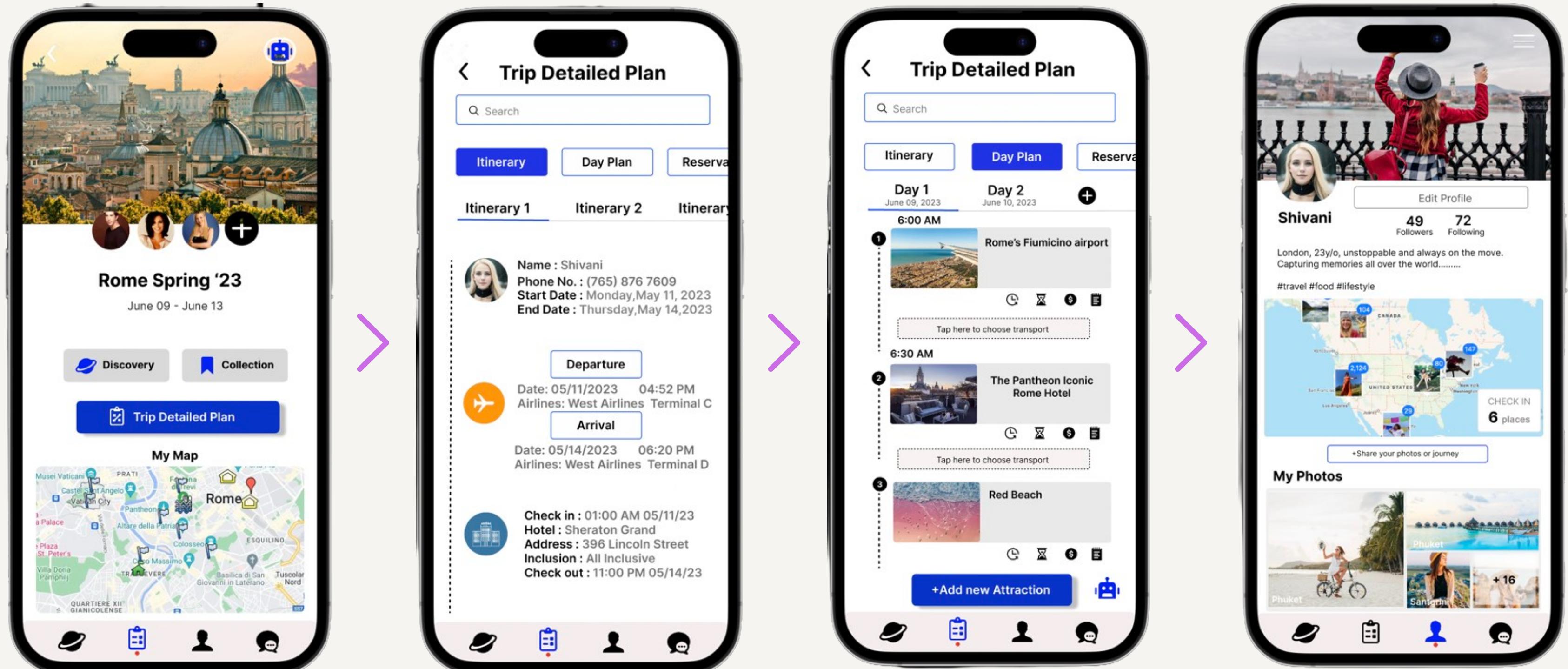
Explore recommendations--->Attraction details--->Add to new/existing trip --->Adding attractions to day-plan



My Trip--->Trip Information--->Invite Friends --->Create Trip



# Specifics of the trip--->Itineray--->Planning a day --->User Profile



## Quarter 3

- Real time updates
- Offline access
- Multi-destination itineraries
- Internationalization

## Quarter 2

- Improved customization -
- Itinerary templates -
- Social media sharing -



## Quarter 4

- User analytics -
- Smart budgeting -
- Voice assistance -
- Social recommendation -



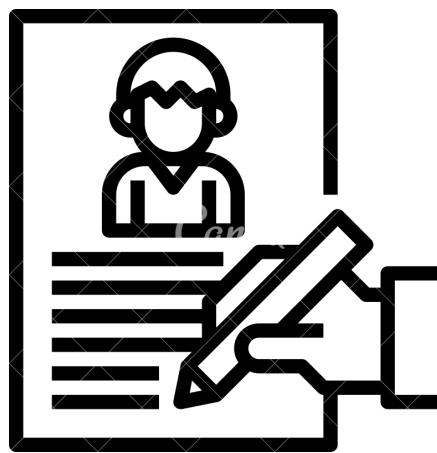
## Quarter 1

- Basic Itinerary generator
- Customization
- User Feedback



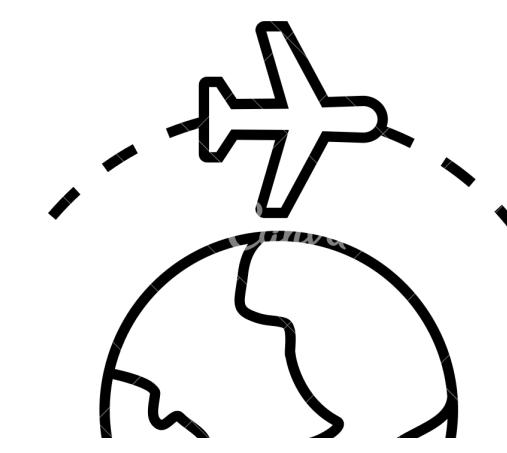
# ROADMAP

# KEY PRODUCT FEATURES



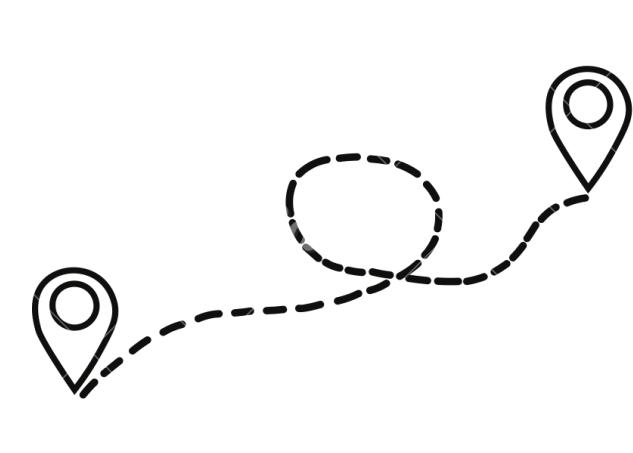
## User Profile

User can access/modify their personal information and interests.



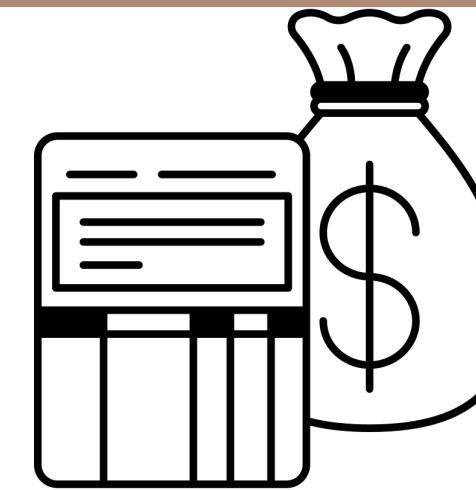
## My Trips

User can create new trips, access old trip data.



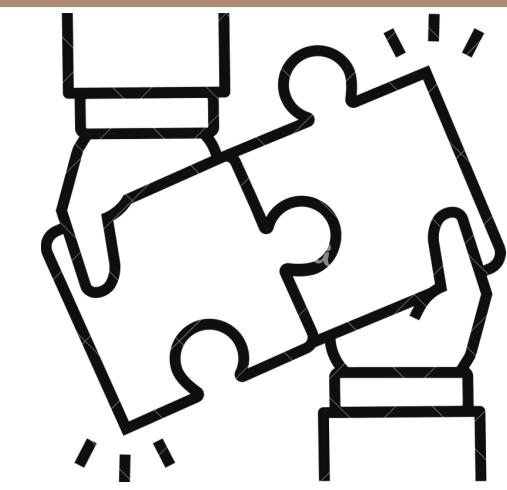
## Recommendations

User will be provided with recommendations depending upon their interests & historic data



## Budgeting

User will be able to track and manage their budget for the trips any time.



## Collaboration

Users can collaborate with other users once added to the trip.

# FEATURES FOR MVP FOR LAUNCH



User Profile



My Trips



Destination Search



Recommendations

Using the MVP the user can create profile add their interests, create trips, look for destinations and get personal recommendations depending on their interests.

# KEY METRICS



## NORTHSTAR METRICS

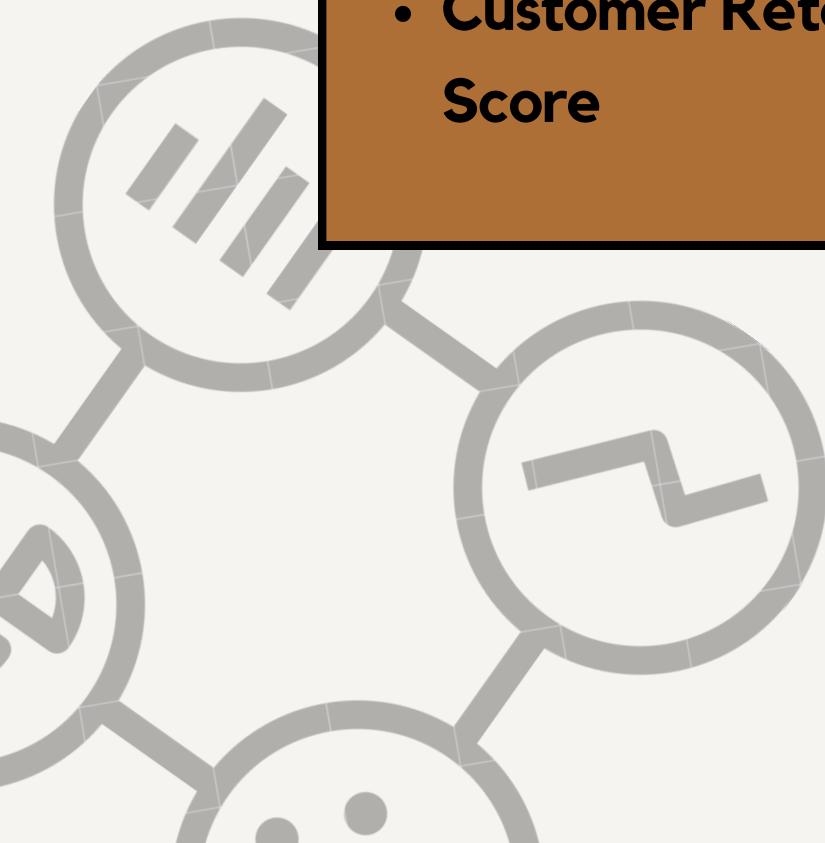
- Customer Satisfaction Score
- Net Promoter Score
- Customer Retention Score

## VANITY METRICS

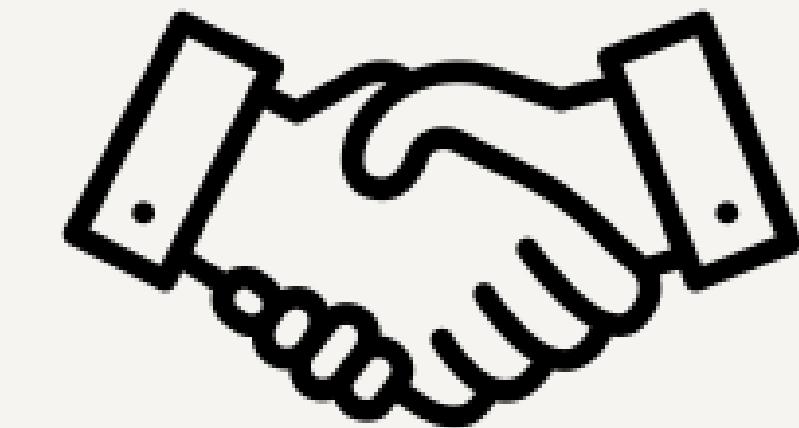
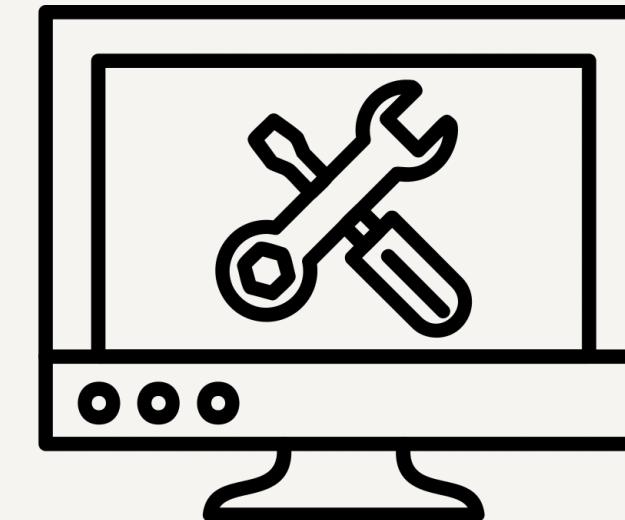
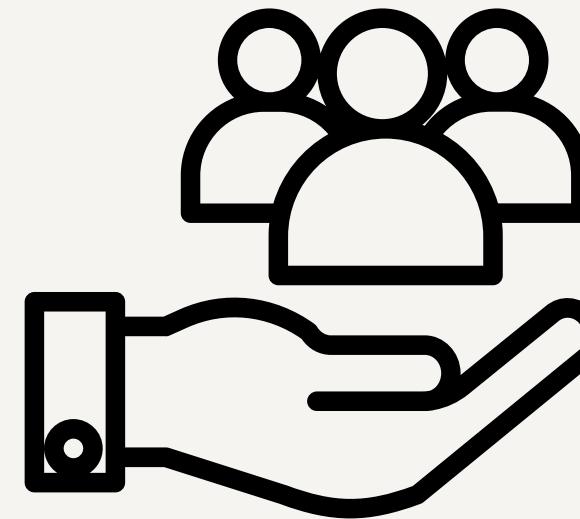
- App Downloads
- Time spent in App
- Click through rate

## COUNTER METRICS

- Churn rate
- Session Time
- Incomplete Itinerary



# OPERATIONAL NEEDS



## User Support

Resolving these problems and enhancing our customer happiness.

## Technical Support

Handle errors or problem issues and deliver frequent updates.

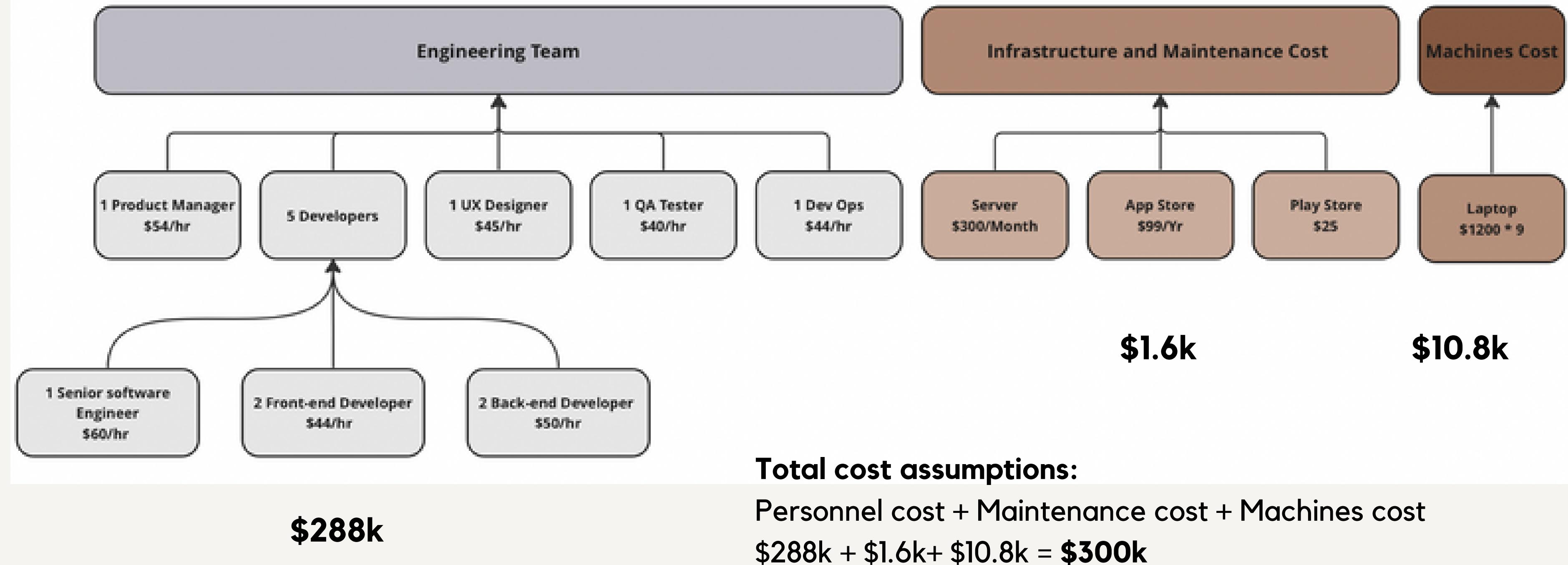
## Contractor Support

Employing outside vendors or contractors to provide specialized knowledge or services may be necessary.

## Ongoing Commitment

Continue support can be necessary to guarantee that the app satisfies users & the travel industry's changing needs.

# PROJECTED COSTS

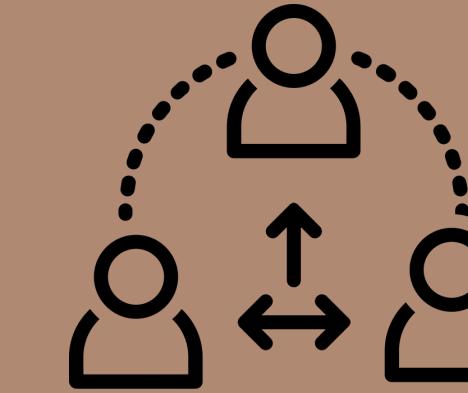


# ADDRESSING RISKS



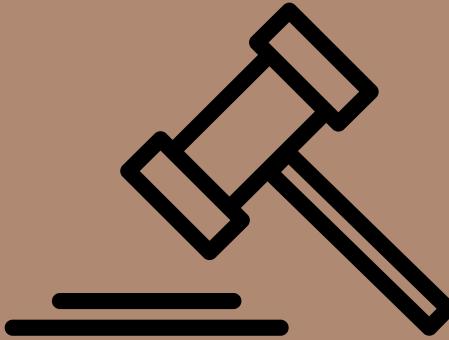
## Privacy Concerns

- Implement strong security measures
- Limit Data Collection



## Third-Party Complements

- Conduct due diligence on third party components
- Provide transparency to users



## Legal Risks

- Use appropriate disclaimers
- Conduct regular legal reviews



## User Adoption

- Offer user-friendly interface
- Offer customer support



**THANK YOU!**