Name of Product : Travel Genius.

The ultimate travel guide.

Vision

For the Traveller who might find planning a beautiful trip a real brain scratcher, the Travel Genius (T.G) is a travel destination recommendation platform and itinerary generator that will do the work for you while also letting you be in control of planning your memorable trip.

Motivation

Customer Segments

Our intended customers are people who love to travel but are confused about figuring out where to go and planning the itinerary. This broad segment includes anyone from a solo traveler, group travelers, families, students, beginner travelers, etc. from age 16 – 60 years. We are mainly targeting the segment of customers who are tech–savvy, who would prefer a one stop platform to plan and manage their trip with ease.

Following are the questions that we posed to our potential customers. The sample size was 90, through survey and interviews:

1. How do you usually start planning for the trip/vacation? (Refer fig. 1)
2. How do you research for a trip? (Refer fig. 2)
3. What is the most frustrating part of planning a trip? (Refer fig. 3)

Early adopters for the product would mostly be individuals who are frustrated on deciding on the destination and browsing through multiple websites. These are the people who do not have much knowledge of the destination to visit and face difficulty planning the itinerary. We also believe the people who love organizing and planning trip would love to use this platform for its ease of use.

Sasha a 25-year-old international student in Boston, is planning to go for a trip to some other state along with her friends. But the major issue is, since all her friends are new to the country. They are unable to decide on one location. Finally, after a long discussion which went on for a week, they ended up deciding New York City. But again, there was confusion on what locations to visit given the time limit and everyone's preferences. Sasha felt the need to have a one stop platform what would help her plan the itinerary for the trip, which would save her and her friends of the long discussions and confusion ultimately giving them a great NYC experience together.

Adam a 35-year-old software engineer who works remotely in Florida, wishes to plan a solo trip to New England for the fall foliage. But since he is unaware of the region and what would be the best place and perfect time to go makes him frustrated, as he wants to experience the beautiful fall foliage which comes once a year making sure he gets what he thinks is worth his time and money. After going through numerous resources like websites, talking to friends, etc. he is still unable to decide where exactly in New England he should go to. Adam realizes that he needs a one stop solution that'll help him with planning his solo trip perfectly, that he can track and manage as he goes on route.

"For additional information on our customer segments, please refer to the Appendix section, which includes detailed graphs and charts."

Unmet Needs

We believe, most of the people when planning on taking a trip experience a lot of frustration when deciding on a destination or locations for the trip, and these people do not have a platform that would help them with this problem.

Our research indicated that most of the individuals struggle when it comes to deciding on location/destination. Additionally, we observed that the pain point for those people was to browse through numerous websites and applications trying to figure out their trip locations and perfect time to visit. Everyone wants to enjoy the trip and now feel it to be too much work. We also observed that sometimes people cancel the trip all together even when they needed that break just because they were unable to decide where they really wanted to go.

Existing Solutions

(1) **"Wanderlog"** – It is a travel journal app that allows users to document and organize their travel experiences, including photos, notes, and maps. It also includes a feature for sharing and discovering new travel destinations.

(2) **"ChatGPT"** - Helps users plan their trip by providing information on destinations, places to visit, things to do, and how to get around. The app also makes suggestions on accommodations, restaurants, and activities based on user preferences.

(3) **"Sygic Travel Maps"**- It is an offline map and travel guide app that provides detailed maps, points of interest and travel information for multiple destinations worldwide. It also includes features such as trip planning, recommendations, and the ability to save your favorite places.

Differentiation

Even though the existing solutions are great and provide good solutions for different travel problems, still one might end up using multiple apps for their problem. All the solutions do not exactly offer one stop solution in planning and tracking the trip, there are too many distracting features that might end up confusing the customer even more. This is the niche that we hope to occupy i.e., to give an easy-to-use one stop travel guide to the customers.

In the following table you can find the competitive analysis, representing how our product will be different from the existing solutions:

Features	**Travel Genius**	**Wanderlog**	**ChatGPT**	**Sygic travel maps**
Offline Access to Itineraries and Maps	**Yes** **(**Detailed travel itineraries and maps can be accessed offline.)	**Yes**	**No**	**Yes**
Trip Itinerary Planning by app	**Yes**	**Yes**	**No**	**No**
Pricing	**Free and paid versions** (The first month is free and then we charge $10/month)	**Free**	**Free**	**Paid**
Inspired Travel recommendation	**Yes**	**No**	**No**	**No**
Virtual Tours and Experiences	**Yes**	**No**	**No**	**No**
Climate information for travel destinations	**Yes**	**No**	**No**	**No**
Travel Expense Tracking during the trip	**Yes**	**No**	**No**	**No**

Health and safety advisories for travel destinations and activities	**Yes** (Recommend activities based on user's health history, covid updates)	**No**	**No**	**No**
Unique features & benefits	**Itinerary plans suggested by the app based on the user's preferences. Virtual tour experience. Travel insurance and travel guide recommendations**	**Blog Integration , Photo diary**	**24/7 chat support**	**Real time traffic updates. Customizing maps based on previous trips. Interactive maps.**

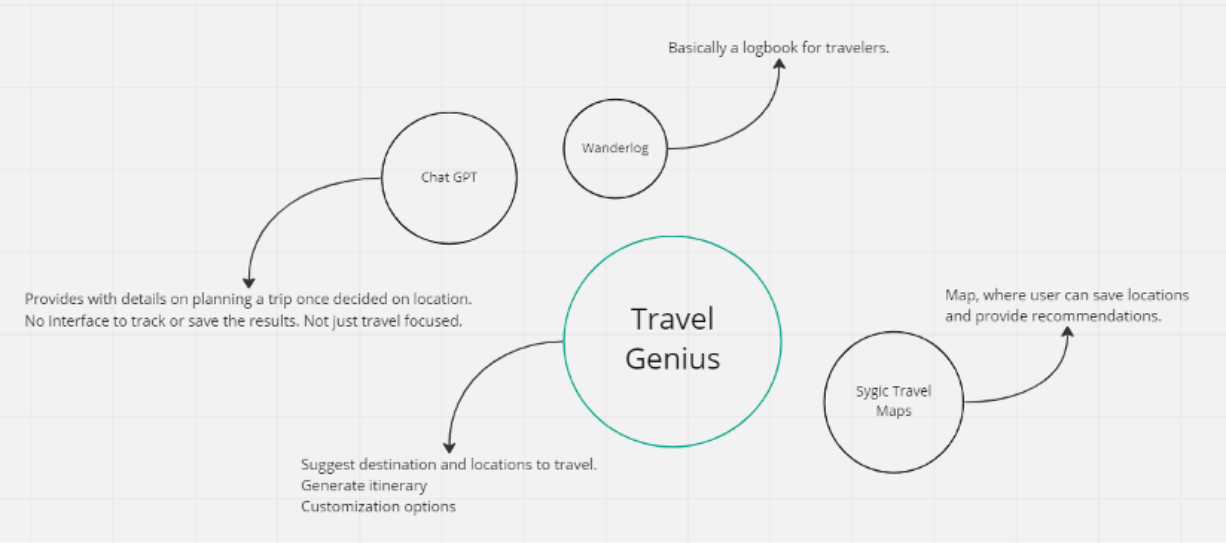

Fig. 4

Why Now?

A travel guide app can offer recommendations from locals or experienced travelers that may not be found in traditional guidebooks, giving travelers a more authentic and unique experience. Overall, a travel guide application can enhance a traveler's experience by providing valuable information and insights, making travel planning and navigation more accessible and efficient. Also, as travel industry is getting back on track after the long downfall because of covid it'll be a great opportunity to gain traction and succeed in the market.

Additionally, if a travel guide app is well-designed, offers unique and useful features, and is promoted effectively, it can have a high success rate. According to Statista, the global revenue from travel apps is expected to reach 37.5 billion U.S. dollars, indicating a growing demand for

such applications.

Additionally, the COVID-19 pandemic has led to a shift in travel behavior, with more people looking for digital solutions to plan and book their trips. This presents an opportunity for travel guide apps to gain traction and succeed in the market.

Use Cases

Use case 1: Solo Travellers
Scenario: Sarah is planning a trip to East Coast of US and wants to use a travel app to help her find the best destinations and plan her itinerary. She downloads the travel app and follows these steps:

1. Sarah opens the app and creates an account. The app asks her to input her travel preferences such as her travel dates, budget, and interests.
2. The app recommends destinations based on Sarah's preferences. The app suggests New York, Washington D.C, and Boston as potential travel destinations.
3. Sarah selects Paris as her travel destination and the app generates a suggested itinerary based on her travel dates and preferences.
4. The app suggests activities and attractions such as the Grand Central, Hudson Yards, and Isobella Stewart Museum. Sarah can customize the itinerary by adding or removing activities.
5. The app provides Sarah with useful information such as local weather forecasts, currency exchange rates, and travel tips.

Use case 2: Group Travellers
Scenario: A group of friends is planning a trip to Bali and they want to use a travel app to help them find the best destinations and plan their itinerary. They download the travel app and follow these steps:

1. The group opens the app and creates a group account. The app asks them to input their travel preferences such as their travel dates, budget, and interests.
2. The app recommends destinations based on the group's preferences. The app suggests Ubud, Seminyak, and Nusa Dua as potential travel destinations.
3. The group selects Ubud as their travel destination and the app generates a suggested itinerary based on their travel dates and preferences.
4. The app suggests activities and attractions such as the Monkey Forest, the Tegalalang Rice Terraces, and a Yoga Retreat. The group can customize the itinerary by adding or removing activities.
5. The app helps the group to coordinate their travel plans and schedules by providing a shared calendar and messaging system.
6. The app provides the group with useful information such as local weather forecasts, currency exchange rates, and travel tips.

Use Case 3: Last minute travellers

Lisa is a solo traveller who likes to plan trips at the last minute. She wants to use an app that can recommend destinations and plan her itinerary on short notice.

Step-by-Step Scenario:

1. Lisa downloads the app and creates an account.
2. She enters her travel preferences, including her budget, travel dates, and interests.
3. The app recommends several destinations that are available for travel on short notice.
4. Lisa selects a destination and the app creates an itinerary for her, including flights, hotel, and transportation.
5. The app also provides information on local activities and attractions that Lisa may be interested in.
6. Lisa can make changes to the itinerary as needed, and the app provides real-time updates on any changes to her travel plans.

Use Case 4: Elderly/Retired Travellers

Susan and George are an elderly couple who want to plan a trip together. They want to use an app that can recommend destinations and plan their itinerary in a way that is comfortable and easy for them.

Step-by-Step Scenario:

1. Susan and George download the app and create accounts.
2. They enter their travel preferences, including their budget, travel dates, and interests.
3. The app recommends several destinations that are suitable for elderly travellers and fit their preferences.
4. Susan and George select a destination and the app creates an itinerary for them, including flights, hotel, and transportation.
5. The app also provides information on local activities and attractions that are suitable for elderly travellers, such as guided tours or scenic drives.
6. As Susan and George have limited mobility, the app provides information on accessibility features at each destination, such as wheelchair ramps or accessible bathrooms.
7. The app also allows Susan and George to easily share their itinerary with family members so that they can keep in touch and stay updated on their travel plans.

Use Case 5: Business Travellers

John is a sales representative who travels frequently for work. He wants to use an app that can recommend destinations and plan his itinerary to make his travel easier.

Step-by-Step Scenario:

1. John downloads the app and creates an account.
2. He enters his travel preferences, including his budget, travel dates, and interests.
3. The app recommends several destinations that are suitable for business travel.
4. John selects a destination and the app creates an itinerary for him, including flights, hotel,

and transportation.

5. The app also provides information on local restaurants and other amenities that may be helpful for business travellers.
6. John can make changes to the itinerary as needed, and the app provides real-time updates on any changes to his travel plans.
7. Last-Minute Travel Planning for a Solo Traveller.

Market Size

Considering USA market, the total addressable market (TAM) for the proposed solution would be the number of smartphone users in the United States, which is expected to reach 270.66 million by 2023. If we assumed that 60% of these users plan their trips using a mobile app or website, our target market size would be 162.40 million users (270.66 million x .60).

Assuming 40% of users subscribe to our app for an average of six months per year and a subscription fee of $10 per month, we can estimate revenue as follows:
162,400,000 x .40 x $10 x 6 months = $3.9 billion

If we look at the revenue generated by the travel and tourism industry in the United States, we can determine if the TAM is large enough to warrant further development. The travel and tourism industry are expected to generate $1.09 trillion in 2023. If we assume that the proposed solution captures only 2% of this revenue, the TAM would be $21.8 billion per year.

Caveats / Risks / Key Dependencies

Risk	**Description**	**Mitigating Strategy**
Privacy Concerns	The app may collect sensitive personal information from users, such as travel itineraries and payment information, which could be vulnerable to hacking or unauthorized access.	Can incorporate robust security measures such as SSL encryption, two-factor authentication, and regular security audits to protect user data. The app can also be transparent about its privacy policies and data usage to gain users' trust.
Legal/Patent Risks	The app may infringe on existing patents or trademarks, which could	Conduct thorough research on existing patents and trademarks to

	result in costly legal proceedings.	avoid infringement. Consult with legal experts to ensure the app is compliant with relevant laws and regulations.
Piracy Concerns	The app may be susceptible to piracy, where unauthorized copies are distributed or sold without permission.	Implement anti-piracy measures, such as digital rights management and legal action against offenders. Monitor online marketplaces and take down any unauthorized copies of the app.
Availability of Required 3rd-Party Complements	The app may rely on third-party software or services that are not always available or may be discontinued, which could render the app unusable.	Conduct regular assessments of third-party software and services to ensure they are reliable and provide alternative solutions if necessary. Develop contingency plans in case third-party complements become unavailable.
User adoption	There is a possibility that users may find it challenging to adopt a new travel app when there are already several other apps that serve a similar purpose in the market. This may result in low user engagement and adoption rates.	Offer user-friendly features such as an easy-to-use interface, personalized itinerary planning, and local recommendations to stand out from other apps. Additionally, the app can conduct extensive user research to understand the users' needs and preferences and make changes accordingly. Effective marketing strategies, such as social media campaigns and influencer collaborations, can also help to promote the app and encourage user adoption.
Regulatory and legal risks	The app may face regulatory and legal risks, such as complying with data protection laws and travel regulations, which can result in legal penalties and damage to the app's reputation.	The app can ensure compliance with all relevant laws and regulations and regularly monitor and update its policies and procedures accordingly. The app can also have legal advisors to help identify and mitigate any legal risks.
Competitor threats	There may be other well-	The app can differentiate itself

	established travel apps in the market that already have a large user base and loyal following. These competitors may pose a threat to the app's success.	from competitors by offering unique features, such as offline access to itineraries and maps, currency conversion, language translation, and travel expense tracking. The app can also offer competitive pricing and promotional offers to attract and retain users.
Technical issues	The app may experience technical issues, such as system crashes or bugs, that can negatively affect user experience and retention.	Conduct rigorous testing before and after launch to identify and fix any technical issues. The app can also have a dedicated support team to address user complaints and issues in a timely manner. Regular app updates can also help to ensure that the app remains up-to-date and bug-free.

Key dependencies:

- Access to up-to-date information about travel destinations, including climate and safety information, through partnerships with trusted sources such as government travel advisories and weather websites.
- Availability and accuracy of exchange rates for the currency conversion feature can be impacted by global economic conditions and market fluctuations.
- Integration with reliable third-party services for features such as language translation and itinerary planning.
- Compliance with data privacy regulations in various regions, such as GDPR and CCPA, ensures user data is handled securely and ethically.
- Collaboration with tourism boards and local businesses to gather recommendations and reviews for local restaurants and activity suggestions.
- Third-party integrations, such as maps and translation services, to provide require real-time data. The unavailability or poor performance of these integrations can negatively affect the app's performance.

Strategic Considerations

The goal of our organization is to provide users with a seamless and enjoyable travel experience, where they can easily plan and enjoy their trips from start to end. One of the primary objectives of our strategy is to reduce the time users spend on preparing their travel itinerary by browsing

multiple websites. Our proposed product aligns perfectly with this objective by offering an easy-to-use app that generates personalized itineraries based on users' interests, budget, and availability. Our app saves users the hassle of spending hours researching and browsing through various websites, and instead provides them with a comprehensive itinerary that matches their preferences. By doing so, we aim to provide users with a more convenient and enjoyable travel planning experience, allowing them to have fun and make the most of their trip.

Our proposed product of an itinerary generating app would be an excellent addition to existing products in many industries. In addition to personalized itinerary planning, our app would also recommend the best hotels and restaurants in the area, ticket booking websites, tour guides, and activities that can be done when visiting a particular place. By providing these additional features, our app would act as a platform for connecting users to the services they need and complementing existing products. This would enhance the travel experience for users by offering a one-stop-shop for all their travel planning needs. The ability to connect users to the relevant services they require would not only enhance the user experience but also create new business opportunities for partner companies in the travel and hospitality industry.

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Appendix

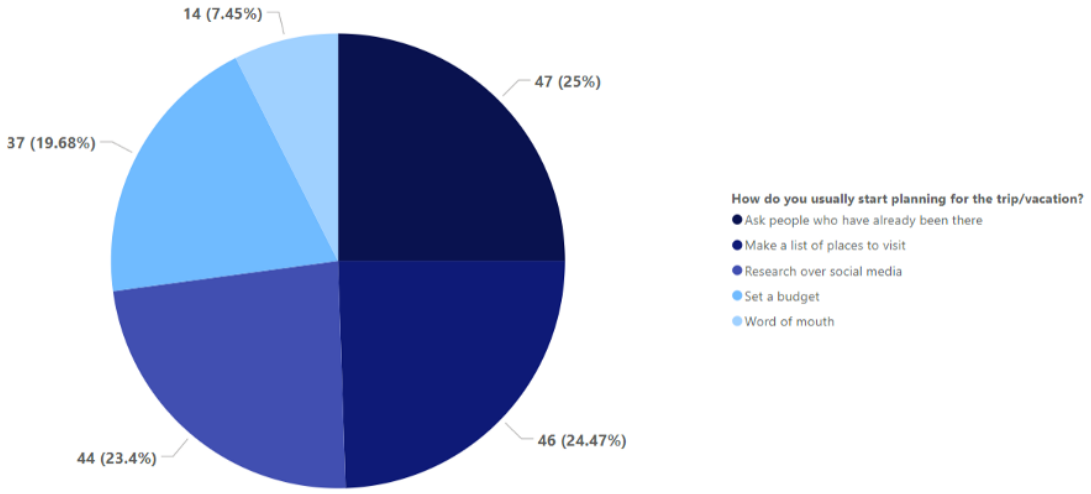

Fig. 1

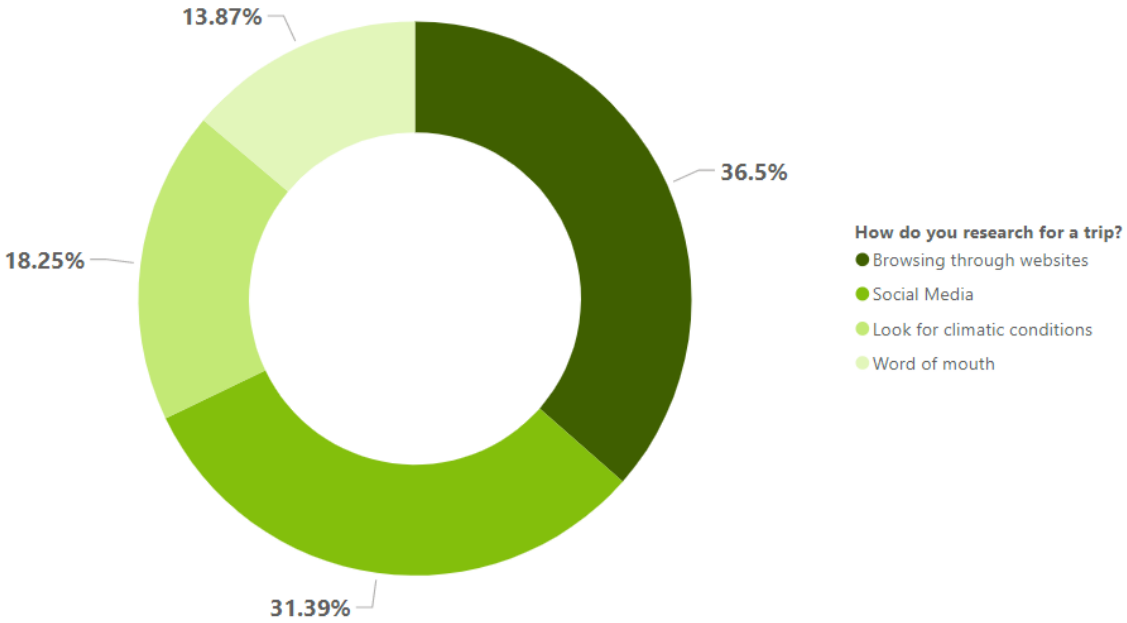

Fig. 2

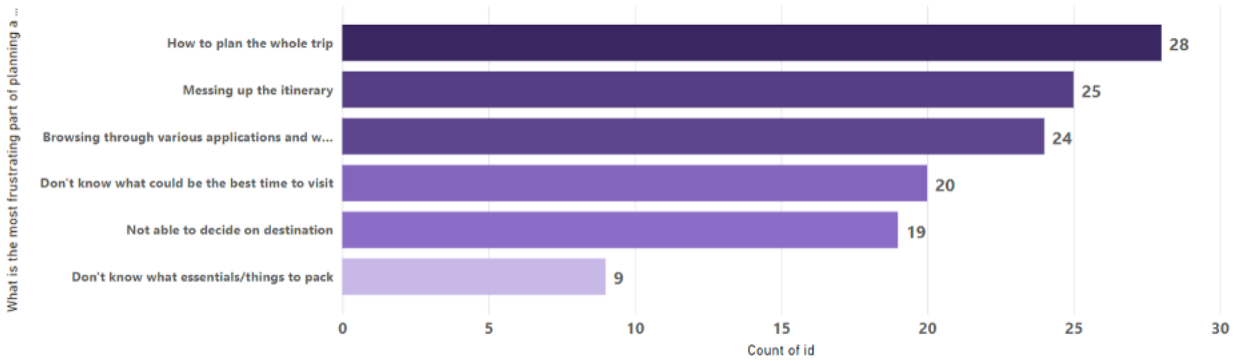

Fig. 3

Team Members

1. Rakshitha Appasanahalli Srinivasareddy
2. Brinda Raj L
3. Yuktha Reddy
4. Shubhada Bagal
5. Vishaka Harkood