# Project Design Phase-I
## Proposed Solution Template

| Date | 16 October 2023 |
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| Team ID | Team-591074 |
| Project Name | Project - Wanderlust |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

| S. No. | Parameter | Description |
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| 1. | Problem Statement (Problem to be solved) | Despite the growing passion for travel and exploration, many travellers still face significant challenges in efficiently planning and tracking their journeys. The core problem is the absence of a user-centric travel planning and tracking app that seamlessly combines itinerary creation, document management, and memory preservation. Travel Guru aims to fill this gap by offering a user-friendly, all-in-one platform that transforms the travel experience into a well-organized, unforgettable journey. |
| 2. | Idea / Solution description | Travel Guru is a cutting-edge, personalized travel planning and tracking app that revolutionizes the way travellers explore the world. Our solution leverages **AI-driven recommendations** to create customized itineraries based on individual preferences and interests, streamlining the travel planning process. With seamless **integration of GPS** and geolocation services, users can effortlessly track their journeys and share them with friends and family, enhancing the travel experience. Travel Guru is your ultimate travel companion, redefining the way you explore the globe. |
| 3. | Novelty / Uniqueness | Travel Guru distinguishes itself through its **user-friendly interface** and **intuitive travel planning** process, making it accessible to all. The app's simplicity and ease of use redefine travel planning, eliminating the need for complex features and catering to a wide user base. |
| 4. | Social Impact / Customer Satisfaction | Travel Guru prioritizes **customer satisfaction** by simplifying travel planning, ensuring that users of all backgrounds can access and enjoy the benefits of the app. This inclusivity fosters a positive social impact by making travel more |

| | | accessible and enjoyable for a broader audience. |
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| 5. | Business Model (Revenue Model) | Travel Guru, the travel planning, and tracking app can generate revenue through various methods. These include a subscription model offering **free basic features** and **premium features** for a monthly or annual fee, in-app purchases for travel guides and maps, affiliate marketing by earning commissions from travel bookings made through the app and displaying ads from travel businesses.<br>The app can also monetize user data by providing insights to the travel industry, offer premium travel content, enable event, and experience bookings with commissions, establish sponsored partnerships with travel brands, and consider crowdsourced funding from users. They can adapt their revenue approach to cater to user preferences and the app's unique value proposition, potentially using a combination of these strategies to ensure Travel Guru's success. |
| 6. | Scalability of the Solution | The scalability of the Travel Guru app is achieved through **cloud-based infrastructure**, load balancing, microservices architecture, caching, and database sharding when required, ensuring seamless performance and resource allocation as the user base expands, without compromising user experience. The scalability can also be done by expanding the app's language features, ensuring there are no language barriers to use the app. |