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A. What is your business: Our business is Pick Your Place, a startup based in New York that suggests places from different categories and provides real reviews from other users to help people find the best places to go to without having to do the research themselves. The business aims to help people save time and enjoy their experiences by providing reliable and trustworthy information on various places to visit.

B. What is your business ethos: At Pick Your Place, we understand that finding the perfect place to go can be challenging. That's why we go above and beyond to provide a unique and personalized experience for each of our users. We handpick the best places from various categories, including restaurants, cafes, Library, and other venues, and provide real reviews from other users like you. Our team is passionate about discovering new and exciting places to visit, and we pride ourselves on using reliable and trustworthy sources to ensure the accuracy of our recommendations.

C. What do you produce: Pick Your Place is a digital platform that provides personalized recommendations for places to go and things to do. We produce a curated selection of places from various categories, including restaurants, cafes, Library, Museum, and Parks.

D. Who is your target audience: The target audience for Pick Your Place is people who are looking for new and exciting places to visit, but don't have the time or resources to do the research themselves. Our platform is designed to be user-friendly and convenient, making it accessible to a wide range of people who are interested in exploring different places and trying new things. Our target audience also includes people who are new to an area and want to discover local gems, tourists who are looking for unique experiences and recommendations from locals, and anyone who is interested in exploring new places and trying different cuisines, drinks, or cultural experiences.

E. What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein? The key motivations for people to visit the Pick Your Place website are convenience, reliability, and personalization. We understand that people lead busy lives and may not have the time or resources to do the research themselves. By providing a curated selection of places from various categories and real reviews from other users, we save our users time and effort and provide them with valuable information to help them make informed decisions about where to go and what to do.

F. Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)? For Pick Your Place, our users are looking for something specific, which is personalized recommendations for places to go and things to do. They are not seeking general information or background research on a topic or company, but rather they want specific and reliable information to help them make decisions about where to go and what to do. Our users may have a general idea of what they are looking for, such as a good restaurant or bar in a particular area, but they may not have the time or

resources to do the research themselves. They are looking for a platform that provides personalized recommendations based on their preferences, tastes, and interests.

G. Are they already familiar with the service or product that you offer or do they need to be introduced to it? For Pick Your Place, our target audience may include people who are already familiar with the concept of online platforms that provide recommendations for places to visit, such as Yelp or TripAdvisor. However, we also expect that there will be a significant portion of our target audience who may not be familiar with our service and need to be introduced to it.

To attract and introduce our service to potential users, we will focus on various marketing and promotional strategies. This will include social media advertising, content marketing, influencer marketing, and partnerships with local businesses and organizations.

H. Are they looking for time sensitive information, such as the latest news or updates on a particular topic?

While some users of Pick Your Place may be looking for time-sensitive information such as the latest news or updates on a particular topic, our core service is focused on providing personalized recommendations for places to visit and things to do, rather than time-sensitive information. However, we do understand that some users may be looking for information related to events or seasonal activities, which may be time-sensitive. To address this, we will incorporate features on our platform to highlight events and seasonal activities, along with relevant information such as dates, times, and locations. This will allow our users to stay informed about upcoming events and activities that are of interest to them.

I. Do they want to discover information about a specific product or service to help them decide whether to buy it or not? For Pick Your Place, our users are not primarily focused on discovering information about specific products or services to help them decide whether to buy them or not. Rather, they are looking for personalized recommendations for places to visit and things to do, based on their preferences and interests.

J. Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details

For Pick Your Place, our users do not typically need to contact us directly to use our service. However, we do value user feedback and encourage users to provide us with their thoughts and opinions on the places they visit through our feedback form.

K. Will visitors be familiar with your subject area / brand or do you need to introduce yourself? As Pick Your Place is a new startup, visitors to our platform may not be familiar with our brand or subject area. Therefore, we will need to introduce ourselves and our service to potential users. To do this, we will focus on creating a clear and concise brand message that highlights the value and benefits of our service, such as personalized recommendations for places to visit and things to do, based on individual preferences and interests. We will also use various marketing channels, such as social media, targeted advertising, and collaborations with influencers and bloggers, to increase our brand awareness and attract potential users to our platform.

L. Will they be familiar with the product / service / information you are covering or do they need background information on it? At Pick Your Place, we understand that our users may

have different levels of familiarity with the places and activities we recommend. That's why we provide a range of information about each recommendation, including photos, reviews, and details about location and hours of operation.

We also offer personalized recommendations based on users' interests and preferences, so they can discover new and exciting places to visit that they may not have known about otherwise. Our platform is designed to be user-friendly and easy to navigate, so users can quickly find the information they need to make informed decisions about where to go and what to do.

M. What are the most important features of what you are offering?

At Pick Your Place, we offer a comprehensive platform that provides users with a one-stop-shop for discovering new and exciting places to visit. Our platform offers a range of features that are designed to make the user experience as engaging and enjoyable as possible.

One of the most important features of our platform is our personalized recommendations, which are based on users' interests and preferences. This allows users to discover new and exciting places to visit that they may not have known about otherwise.

N. What is special about what you offer that differentiates you from other sites that offer something similar?

At Pick Your Place, we believe that our personalized recommendations and curated collections of places set us apart from other sites that offer similar services.

We take great care to tailor our recommendations to the specific interests and preferences of our users, using a range of data and algorithms to ensure that each recommendation is relevant and useful. Our curated collections are also carefully crafted to provide users with a range of options that are tailored to different themes or interests, helping them to discover new and exciting places to visit.

O. Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area.

After achieving their goal of discovering a new place through our platform, users often ask common questions such as how to find similar places, how to share their own experiences and reviews, and how to stay up-to-date on new recommendations. At Pick Your Place, we offer personalized recommendations, encourage user feedback, and provide tools and resources to help users stay informed.