

PROJECT OVERVIEW STATEMENT

Project Name	旅途印济		
Problem/Opportunity			
<p>User surveys show that 75% of independent travelers struggle with scattered travel information, while 68% exceed their budget by an average of 12% per trip. Additionally, 40% face disruptions due to sudden weather changes.</p> <p>Despite the growing demand for seamless trip management, existing tools remain fragmented—users rely on multiple apps for itinerary planning, expense tracking, and weather updates, reducing efficiency.</p>			
Goal			
<p>To develop a travel assistant mini-program that integrates itinerary planning (with AI-powered travel guide recommendations ), budget management and real-time weather updates to enhance travel efficiency and convenience.</p>			
Objectives			
<p>1.Develop an all-in-one smart travel platform integrating itinerary planning, budget management, and real-time weather updates.</p> <p>2.Design an intuitive UI for easy trip creation and expense tracking.</p> <p>3.Use AI for personalized recommendations.</p> <p>4.Ensure data security with encryption.</p> <p>5.Provide real-time updates and alerts for seamless and safe travel experiences.</p>			
Success Criteria			
<p>1.Within a year, achieve 20% growth in new and active users.</p> <p>2.Reduce trip planning time by 30%, lowering inefficiency costs.</p> <p>3.Ensure at least 85% user satisfaction in usability, functionality, and reliability to reflect service quality.</p>			
Assumptions, Risks, Obstacles			
<p>1.AI-powered itinerary recommendations provide personalized travel plans.</p> <p>2.Real-time weather data sources are reliable for accurate updates.</p> <p>3.Users are willing to manage their travel budget and expenses within the mini-program.</p> <p>4.Users may prefer traditional planning methods over automated recommendations.</p> <p>5.Travel preferences vary across users, requiring localization of recommendations.</p> <p>6.The integrated approach improves efficiency compared to using multiple tools.</p>			
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