



Altinerary



Gives you the best ideas for outings you can do with your friends!

Elias Azar, Mario Mattar, Adam Mougharbel, Yahia Zoheir

Micro-startup creation, L3 Informatique, Paris-Saclay

Overview

1. Title
2. Overview
3. Situation and problem
4. Solution and value proposition
5. PMR and CR (acquisition)
6. Fonctionnalites and screens of application
7. Market study: users/customers
8. Market study: competitors
9. Detailed analysis of users behavior w.r.t. the problem
10. Users problem and app: conclusion and decision regarding the following of the project

Situation and problem

Situation / Users:

- A group of friends wants to go out together
- Limited time, limited budget, different preferences
- No one wants to take responsibility for deciding

Problem:

- Difficulty finding original outing ideas
- Suggestions feel repetitive or unmotivating
- Long discussions without agreement
- Budget constraints hard to respect
- Information scattered (price, location, activity type)

Result:

- Hesitation, wasted time, or cancelled outings

Solution and value proposition

Solution:

- A mobile application dedicated to organizing outings with friends
- Users enter simple parameters:
 - Number of people
 - Budget
 - Location (e.g. Paris)
 - Type of outing & preferences
- The app suggests tailored activities and itineraries

Gain: ~25% time saved + peace of mind

- Time (5 min): no long discussions to agree on an idea
- Time (7 min): automatic filtering by budget, location, and preferences
- Time (5 min): no searching across multiple apps/websites
- Bonus: fair decision for everyone, no frustration, no cancelled outing

PMR and CR (acquisition)

Users list per team member (with ad hoc solution and cost):

- Elias: Georges & Joe ask chatgpt: costs time to prompt it
- Adam: Joya & Reina lets their friends propose ideas: no cost
- Yahia: Malak & Nadine research: costs time
- Mario: Fares & Elias propose every time the same ideas: costs happiness

Ad hoc competitor: “do-nothing”:

- – AI / Online searches (ChatGPT, Google)
→ Time spent prompting and comparing results
- – Group chats (WhatsApp, iMessage)
→ Long discussions, no clear decision
- – Search tools (Google Maps, Instagram, TikTok)
→ Scattered ideas, no budget or group filtering
- – Do-nothing option
→ Postpone, stay at home, or cancel the outing

Problem description:

- Lack of ideas for group outings
- Time-consuming decision process
- Difficulty matching preferences, budget and location
- Scattered information
- Leads to frustration or cancellation of plans

Functionalities and screens of application

2

Your Trips

Manage your upcoming adventures and past memories.

Paris
30 January 2028
10:00 - 18:00
PRIVATE

Paris
30 January 2028
10:00 - 18:00
PRIVATE



Compass Chat

Describe what you want. Compass will draft a plan you can edit.

Hi — tell me what kind of day you want in Paris and I'll draft an itinerary.

I need help planning a fun way to spend my weekend

Got it. I'll draft an itinerary focusing on that for you.

Type your message...

Generate draft from chat

Back to Options

Close

3

Functionalities(even those not in screenshots):

- Log in
- Create trips/ delete trips
- Precise timings
- Filter preference
- Generate itinerary
- Add activity to itinerary
- Chat with chatbot

Plan your day with Compass

Compass uses your time window, group size, and preferences to build a personalized itinerary.

PLAN CONTEXT

Time Window Travelers
10:00 - 18:00 1 people

Preferences

Budget

€ €€ €€€

Walking Tolerance

Low Medium High

Activities

Museums Landmarks Shopping Cafés Parks Scenic views

Hidden gems Nightlife Other

Include food recommendations?

Optional

Must include

Eiffel Tower, river cruise...

Avoid

Crowds, museums...

Or chat with Compass

Tell Compass what kind of day you want in Paris...

Cancel

Skip & Chat

Generate Itinerary

Market study: users/customers

Market study: competitors

Detailed analysis of users behavior w.r.t. the problem

Users problem and app: conclusion and decision

2b. Appendix overview

11. 2b. Appendix overview
12. 3b. PMR and problem description
13. 3c. CR (acquisition)
14. 5b. Manual prototype: detailed design
15. 5c. Manual prototype: users behavior and feedback and analysis
16. 5d. Application
17. 7b. Interviews : questions, results
18. 7c. questionnaire : questions, results
19. 7d. market study (users/customers) : sources, other elements if necessary
20. 8b. market study (competitors) sources, other elements if necessary
21. 9c. Tracking tables
22. 9d. application: users behavior and feedback and analysis
23. 11b. BMC
24. 12b. financial plan multi-annual (limited): expenses, break even point (arguments)
- 25->28. 13b-16b. exchange with each member's users (one slide per team member)
29. 17b. Chatbot details

3b. PMR and problem description

Interview questions

- Can you tell me about a recent time you went out with friends? How did you decide what to do?
- What usually makes planning a group outing easy or difficult?
- How do you and your friends usually come to a decision about activities?
- When choosing an activity, what matters most to you or your group?
- Has there ever been a time when an outing didn't happen? Can you tell me what happened?
- Are there any tools, apps, or methods you use to find or organize activities?

Answers

Georges & Joe (friends of Elias)

Use Chat GPT to find outing ideas → requires writing prompts and comparing results → time-consuming and not always adapted to the whole group

Joya & Reina (friends of Adam)

Let friends propose ideas spontaneously → no structured process, ideas depend on mood and often remain limited

Malak & Nadine (friends of Yahia)

Search manually for activities (Google Maps, social networks) → significant time spent browsing multiple platforms to gather information

Fares & Elias (friends of Mario)

Suggest the same activities every time → lack of originality, decreasing motivation and group satisfaction over time

3c. CR (acquisition)

Users acquisition campaign strategy	Campaign weekly progress
<ul style="list-style-type: none">• Word-of-mouth within friend groups• Promotion on social networks (Instagram, WhatsApp, Discord)• Direct sharing of the app between friends when organizing outings• Use within student circles (campus, associations, group chats)• Free access	<p>Week 1</p> <ul style="list-style-type: none">• Presentation of the concept to close friends (the ones mentioned earlier)• First users test the manual prototype• Initial feedback collected <p>Week 2</p> <ul style="list-style-type: none">• To be continued ...

5b. Manual prototype: detailed design

The manual prototype is implemented as a chat-based interaction

Team members first chat directly with future users to guide them through the prototype

Users are asked a fixed set of questions identical to those planned in the final application

The current questions include:

- **Group size** (1 person, 2–3, 4–6, 7+)
- **Food preferences** (e.g. Japanese, Chinese, Italian, French, other)
- **Availability time range**
- **Budget range**
- **Type of outing** (tourism, leisure, or both)

Users select their answers from a predefined list of options

All user responses are manually collected by the team

The collected inputs are then used to temporarily generate an itinerary using an AI-based system

The generated itinerary is manually shared with the group of friends

5c. Manual prototype: users behavior and feedback and analysis

Team members tested the manual prototype by simulating real usage scenarios

Each team member answered the questionnaire using different preferences and constraints

The chat-based interaction was considered intuitive and easy to follow

The predefined answer choices helped speed up the decision process

Team members appreciated the clarity of the questions

Some limitations were identified:

- The number of questions can feel slightly long
- Some preferences could require more precise options

The generated itineraries were considered relevant and coherent with the provided inputs

Feedback from the team allowed us to identify improvements before testing with external users

5d.Application / website Technology chosen + host

We're using TypeScript, more precisely:

- * TypeScript for all logic and types
- * React (via Next.js App Router) for UI components
- * Next.js 15/16 App Router for routing, server actions, rendering
- * Tailwind CSS for styling
- * Supabase (Postgres) for the database
- * PostgreSQL time type for plan times

We also used HTML, CSS, js/json for the early versions, testing the chatbot on a simple website.

Right now our entire data and code is modifiable and serviced on git. The site itself is accessed/ hosted through the git repository.

7b. Interviews: questions, results

7c. Questionnaire: questions, results

7d. Market study (users/customers): sources

8b. Market study (competitors): sources

9c. Tracking tables

<u>Users table</u>	<u>Dates table</u>	<u>Screens visited table</u>	<u>Actions table</u>
<ul style="list-style-type: none">USER ID → Tracks individual users to link their activity and understand behavior patterns.Signup date → Helps analyze user growth, onboarding trends, and retention over time.	<ul style="list-style-type: none">Overall date and time of each screen visited and each action done → Allows us to see when users are most active, track session timing, and identify patterns in engagement.	<ul style="list-style-type: none">Login screen → Shows how often users start the app and helps identify friction in the login process.Filter screen → Tracks use of filtering, indicating interest in personalizing search results.Chatbot screen → Measures engagement with support/ guidance tools. Identifies popular user queries.Itinerary screen → Reveals how often users explore or review their itineraries, showing interest in planning content.	<ul style="list-style-type: none">Login / Sign up → Monitors user acquisition and recurring logins for retention analysis.Filter selection → Tracks what options users prefer, informing UX improvements.Itinerary generation → Shows how often users create plans, indicating core app usage.Itinerary modification → Reveals engagement depth and user satisfaction with the generated plans.Save / Favorite itinerary → Indicates which content users value most and potential for repeat usage.

9d. Users behavior and feedback and analysis: application

11b. BMC

12b. Financial plan multi-annual (limited): expenses, breakeven point (arguments)

13b. Elias users

14b. Yahia's users

15b. Adam's users

16b. Mario's users

17b. Chatbot details

We trained the chatbot on 4 things.

- First point of training: The OpenAI chatbot is bland, doesn't know how to answer questions, or format answers. It only knows how to speak and learn. To fix this issue, we gave a prompt that explains to him key points.

Exemple:

“- If the user asks a follow-up question about your previous response, answer it directly.
- You can suggest new places if the user asked for them or if the backend is providing search results.
- If the user asks a yes/no question, answer yes/no first then explain briefly.
- Stay consistent with your previous answer unless corrected.” etc...

- Second point of training was formatting him so the output is in the form we want.

Exemple:

“Format nicely like:

14:00-16:00: Lunch at **L'Italien** (⭐ 4.5) 🍽️
16:00-18:00: Visit **Musée d'Orsay** (⭐ 4.8) 🖼”

- Third point of training was the filtering done to google maps. We prompted it so the data chosen does not include horribly rated places, restaurants, museums park outside of paris etc...
- Fourth point of training was training him to understand all of users inputs, that includes spelling mistakes. We gave him a huge list of up to 10 variations of certain words. For example restaurant = “ Restaurant, restaurant, restaurants etc... ” and also prompted him to the various possible user inputs and questions.