1. AItinerary

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

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Micro-startup creation, L3 Informatique, Paris-Saclay

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2. Overview

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3. 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

4. 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

5. 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”:

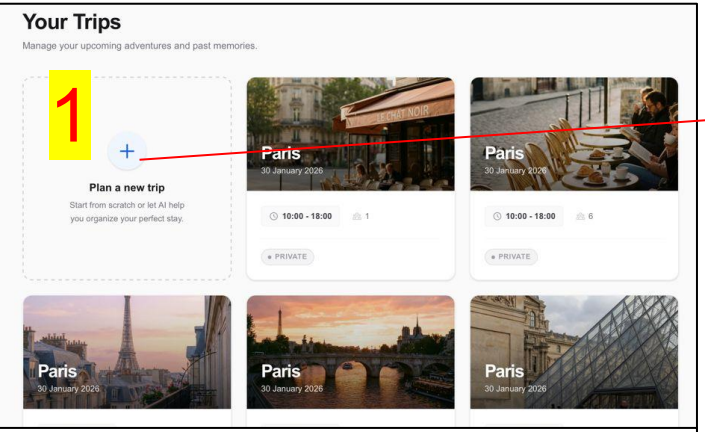
- – AI / Online searches (ChatGPT, Google)
  → Time spent prompting and comparing results
- – Group chats (WhatsApp, iMessage)
  → Long discussions, no clear decision
- – Search tools (Google Maps, Instagram, TikTok)
  → Scattered ideas, no budget or group filtering
- – Do-nothing option
  → Postpone,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

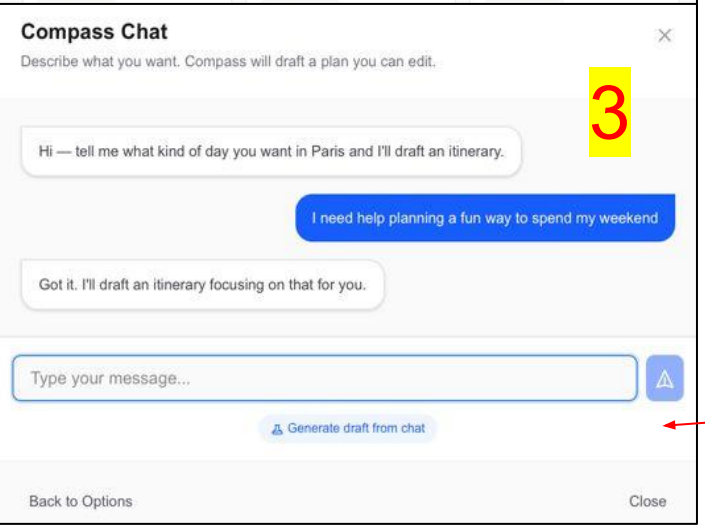
Problem description:

- 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

Elias

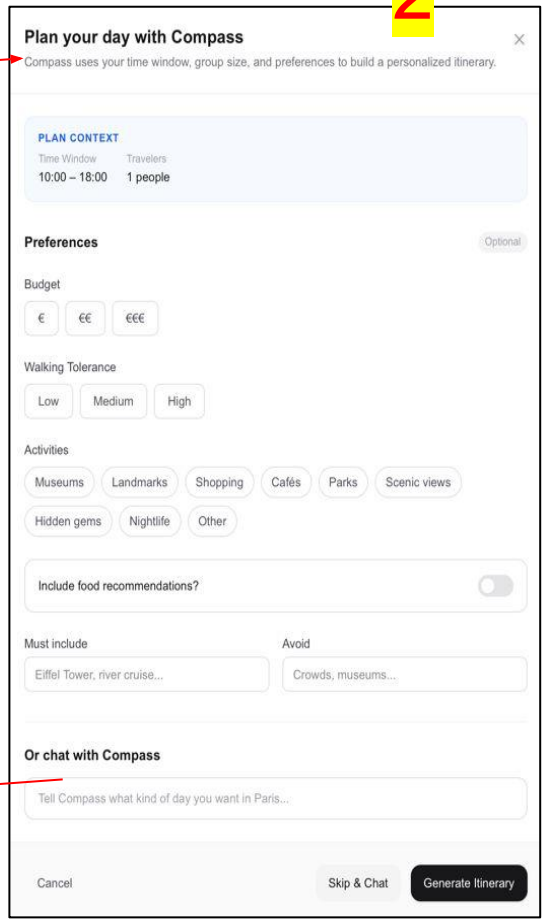
6. Functionalities and screens of application





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



7. Market study: users/customers

8. Market study: competitors

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

One week post deployment:

The main feature is itinerary generation (suggesting activities based on preferences). Users often reused it (83%), showing they need help finding ideas. Filters and chatbot help them decide faster. Average session: 8 minutes. Feedback shows it saves time. Some users want simpler filters and clearer onboarding steps.

10. Users problem and app: conclusion and decision

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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

- 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

Campaign weekly progress

Week 1

- Presentation of the concept to close friends (the ones mentioned earlier)
- First users test the manual prototype
- Initial feedback collected

Week 2

- Reached out beyond close circle
- Contacted ~20 students, 16 responses.
- 16 new users tested improved prototype
- Implemented changes based on Week 1 feedback.

Week 3

- Second Round of feedback collected, needed updates put in place.
- Users started sharing app with close friends, estimate of 13 potential new clients (follow up week 4)

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

This process simulates the full application workflow without a fully automated system

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

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

As of today we have:

- 24 Users, 17 short follow up interview/conversation conducted for feedback.

Observed Usage Behavior:

- 83% attempted to use the core feature more than once during session
- 50% explored additional features beyond main flow
- 6% dropped before account creation step

Engagement indicators:

- Average session duration: 8 minutes
- 6 users requested immediate re-access after session
- 5 users shared the concept with a peer during the week

Interviews Snippets:

- “I can see myself using this before going out”
- “If this saves me even 10 minutes, I’d keep it.”
- “I like the option allowing me to save trips”
- “Maybe we can share itineraries with friends.”
- “Filter feels useful, but it needs to be simpler.”

Analysis & Insights:

- Core value validated → repeated use during same session shows genuine interest
- Users focus heavily on the filter and chatbot→ repositioned as landing action
- Early organic sharing = positive signal of perceived usefulness.
- Potential add ons or modifications?

Adam

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

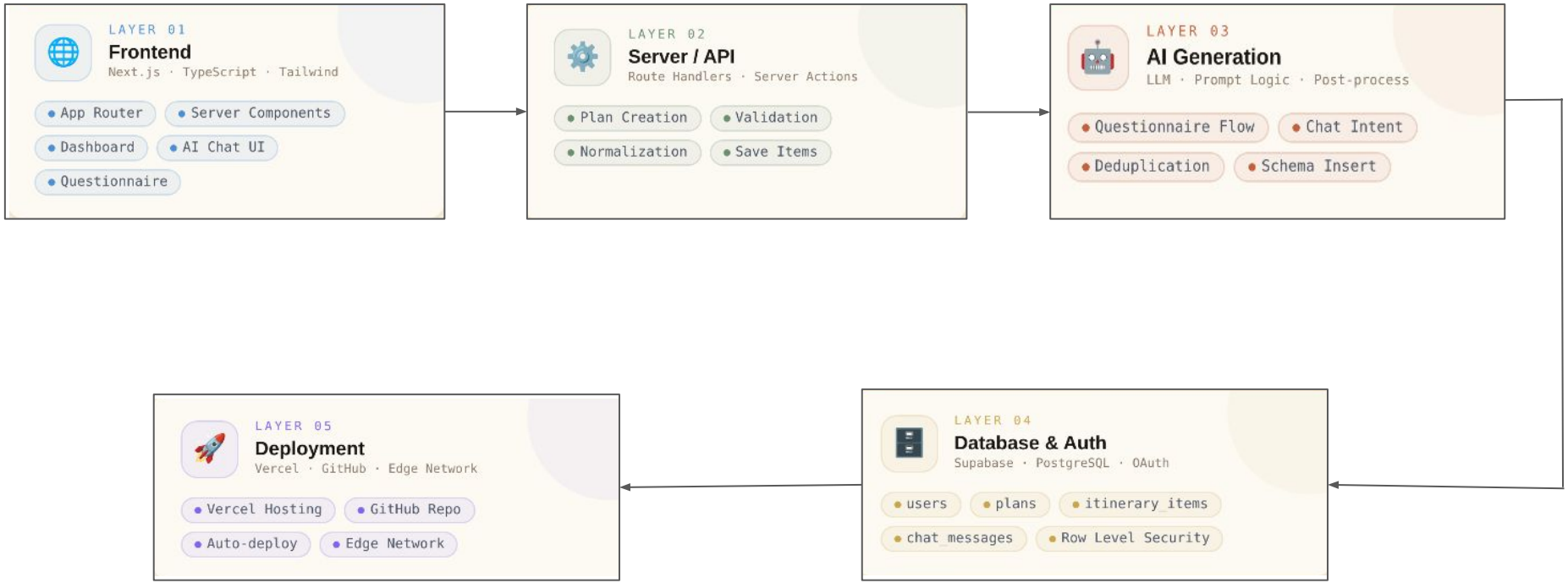
* Supabase (Postgres) for the database

* PostgreSQL time type for plan times

We also used HTML, CSS, js/jason 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.

5e. application : architecture



7b. Interviews: questions, results

Adam

7c. Questionnaire: questions, results

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

8b. Market study (competitors): sources

9c. Tracking tables

Users table	Dates table	Screens visited table	Actions table
• **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.	• **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.	• **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.	• **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.

9c. Tracking tables

What We Track:

- User trip plans (creation, visibility, updates)
- Screen sessions (navigation behavior, duration)
- Daily AI feature usage per user

- Get a user's private plans

```
SELECT * FROM plans
WHERE user_id = auth.uid();
```

- Track screen time per user

```
SELECT screen,
SUM(duration_ms)
FROM screen_sessions
WHERE user_id = auth.uid()
GROUP BY screen;
```

- Count daily AI usage

```
SELECT count
FROM ai_usage_daily
WHERE user_id = auth.uid()
AND day = CURRENT_DATE;
```

- Get public shared plans

```
SELECT * FROM plans
WHERE is_public = true;
```

9d. Users behavior and feedback and analysis: application

Team:

After deploying the application internally, all 4 team members used it independently over one week under real conditions, no guidance, no manual assistance.

- Elias tested the chatbot extensively, used it 3 times in one session
- Yahia identified a minor UI bug on mobile during onboarding (since fixed)
- General consensus: the app felt faster and more intuitive than the manual prototype

External Users & Interviews

Usage behavior:

- 78% generated at least 2 itineraries during their session
- 61% interacted with the chatbot at least once
- 44% saved an itinerary to their profile
- 11% dropped off before completing onboarding

Key insights:

- Core value confirmed: itinerary generation is the primary hook
- Chatbot engagement higher than expected — users treated it conversationally
- Saving/favoriting feature underused → discoverability issue, not lack of interest

9d. Users behavior and feedback and analysis: application

Metric	Value
Total itineraries generated	47
Total sessions	31
Avg. itineraries per user	2.6
Most visited screen	Itinerary View
Least visited screen	Account Settings
Peak usage time	6–9 PM
Chatbot messages sent	134
Plans saved	21
Itineraries modified after generation	38%
Filter screen visits per session (avg.)	2.1×
Users who returned on day 2+	3
AI daily usage cap hit	Never

Tracking Data (from app history)

Notable patterns:

- Users who used the chatbot first had longer sessions and higher save rates
- Filter screen was visited on average 2.1x per session — shows users fine preferences actively
- 3 users returned on a second day — early signal of retention potential
- AI usage daily cap was never hit — usage remains within free tier limits

11b. BMC

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

13b. Elias users

User Reactions:

- “This would genuinely save me time.”
- “I usually open 5 tabs to plan — this simplifies everything.”
- “I’d use this for every short trip.”

Discussion Highlights:

- They appreciated the automation aspect.
- Found the itinerary structure logical and clear.
- Asked how soon a real version would be available.

Observed Behavior:
Both completed the full flow smoothly and did not hesitate.

Conclusion:
Strong validation of the core concept. Minor suggestion: slightly faster onboarding.

14b. Yahia’s users

User Reactions:

- “It feels like something I would actually use.”
- “I like how organized the plan looks.
- “This is much easier than planning manually.”

Discussion Highlights:

- They liked the balance between flexibility and automation.
- No major confusion points
- Suggested adding visual previews in the future (non-blocking).

Observed Behavior:
Both explored features confidently and completed the flow.

Conclusion:
Concept perceived as practical and ready for MVP phase.

15b. Adam’s users

User Reactions:

- “I really like the concept, it saves a lot of time.”
- “The itinerary makes sense and feels structured.”

- “I’d definitely try this for my next trip.”

Discussion Highlights:

- They wanted clearer confirmation that the itinerary is optimized
- Suggested making the main value (time saved) more explicit.
- Minor comment that first-time instructions could be slightly simplified.

Observed Behavior:
Both completed the full flow; one paused briefly during onboarding before continuing.

Conclusion:
Strong validation of usefulness and time-saving value.
Small improvements needed in clarity and confidence messaging before MVP release.

16b. Mario’s users

User Reactions:

- “This solves arguments when traveling with friends.”
- “If it manages preferences automatically, that’s powerful.”
- “I would recommend this to my group.”

Discussion Highlights:

- Strong interest in group adaptation logic.
- Appreciated personalization settings.
- Only minor suggestion: clearer budget indicator.

Observed Behavior:
Both immediately adjusted group size and tested itinerary output.

Conclusion:
High perceived usefulness, especially for group travelers.

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.