AItinerary

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

We cure your boredom and lack of ideas by suggesting things you can do around town with your friends (or alone, if you're a lone wolf), based on your preferences.

Elias Azar, Mario Mattar, Adam Mougharbel, Yahia Zoheir

Micro-startup creation, L3 Informatique, Paris-Saclay

Overview

- Name and one-sentence description of business
- Situation and problem
- Solution and value proposition
- PMR and CR (acquisition)
- Fonctionnalites and screens of application

Situation and problem

- Boredom has become a common issue in our society
- Difficulty finding original outing ideas
- Suggestions often perceived as repetitive or unmotivating
- Too much time wasted trying to reach an agreement among friends
- Budget constraints that are difficult to respect
- Lack of centralized information (price, location, type of activity)
- Result: hesitation, loss of time, and in the worst cases, cancellation of the outing

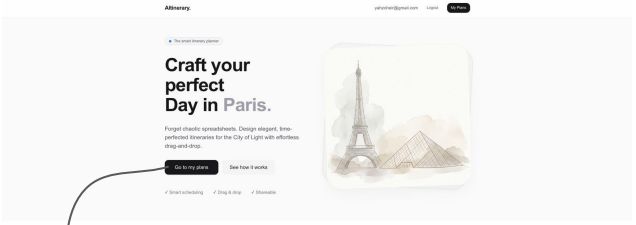
Solution and value proposition

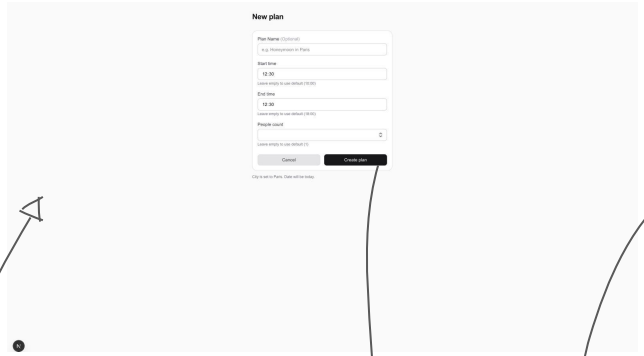
- An application dedicated to organizing outings with friends
- The user enters simple parameters:
    -Number of people
    -Budget
    -Geographic area (Paris)
    -Type of outing and preferences
- The application suggests tailored activities and itineraries
- Time savings in the decision-making process
- Respect of both budget and individual preferences
- A smoother, more enjoyable and original experience

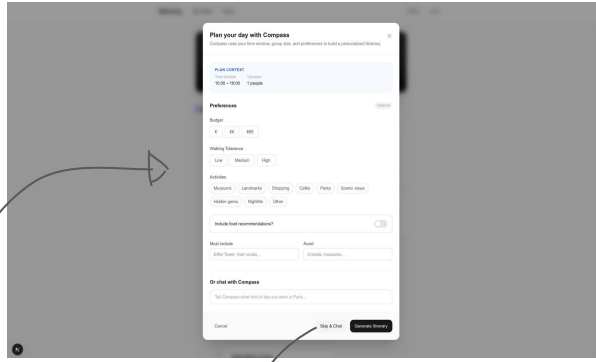
PMR and CR (acquisition)

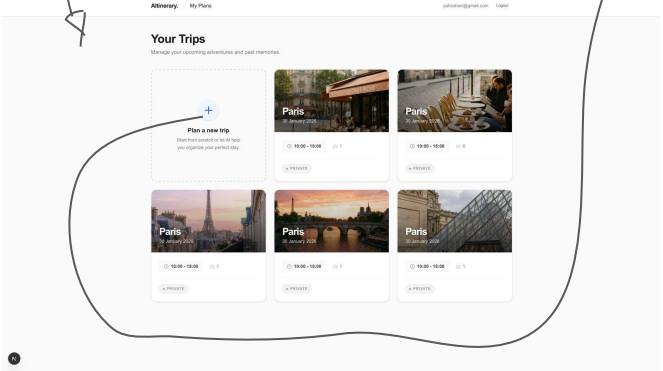
Users list per team member (with ad hoc solution and cost):	Problem description:	Ad hoc competitor: “do-nothing”:
● Elias: Georges & Joe ask chatgpt: costs time to prompt it ● Adam: Joya & Reina lets their friends propose ideas: no cost ● Yahia: Malak & Nadine research: costs time ● Mario: Fares & Elias propose every time the same ideas: costs happiness	● 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	● Users do nothing and stay at home ● Users postpone the decision to another day ● Users reuse the same usual activities ● Users let one person decide for the group ● Users abandon the idea of going out due to lack of motivation

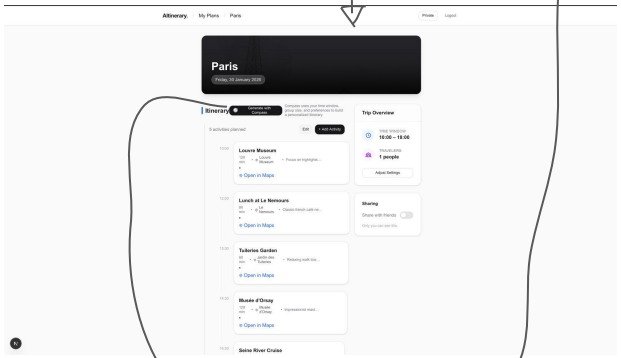
Functionalities and screens of application

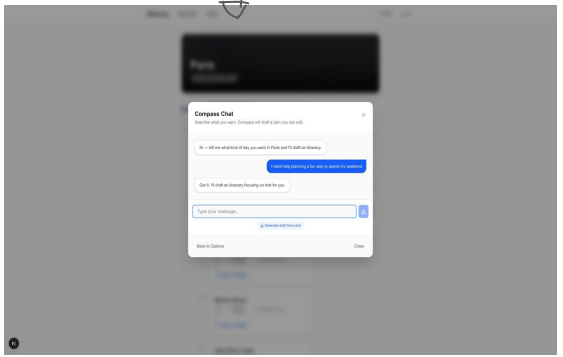












Market study: users/customers

Market study: competitors

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

Users problem and app: conclusion and decision

2b. Appendix overview

- 3b. PMR and problem description
- 3c. CR (acquisition)
- 5b. Manual prototype: detailed design
- 5c. Manual prototype: users behavior and feedback and analysis
- 5d. Application
- 9c. Tracking tables

3b. PMR and problem description

Interview questions

- How do you usually decide what to do when going out with friends?
- What difficulties do you face when organizing a group outing?
- How long does it usually take to reach an agreement?
- What criteria are the most important for you? (budget, location, preferences)
- Have you ever canceled an outing due to lack of ideas or agreement?
- What tools or apps do you currently use to find 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

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
- First users test the application
- Initial feedback collected

Week 2

- Users share the app with their own friends
- Increase in number of users and outing proposals
- Identification of recurring issues

Week 3

- Adjustments based on feedback
- More frequent usage within groups
- Improved user satisfaction

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

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 (even if we display HH:MM)

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.

7b. Interviews: questions, results

7c. Questionnaire: questions, results

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

8b. Market study (competitors): sources

9c. Tracking tables

Users table:

UserID

Signup date
recommendations

Actions table:

Login / Sign up
Filter selection
Itinerary generation
Itinerary modification
Save / Favorite itinerary

Dates table:

Date and time of each user action

Screens Visited table:

Login screen
Filter screen
Chatbot screen
Itinerary screen

Purpose?

Analyze user preferences

Improve chatbot
Optimize user experience

9d. Users behavior and feedback and analysis: application

11b. BMC

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