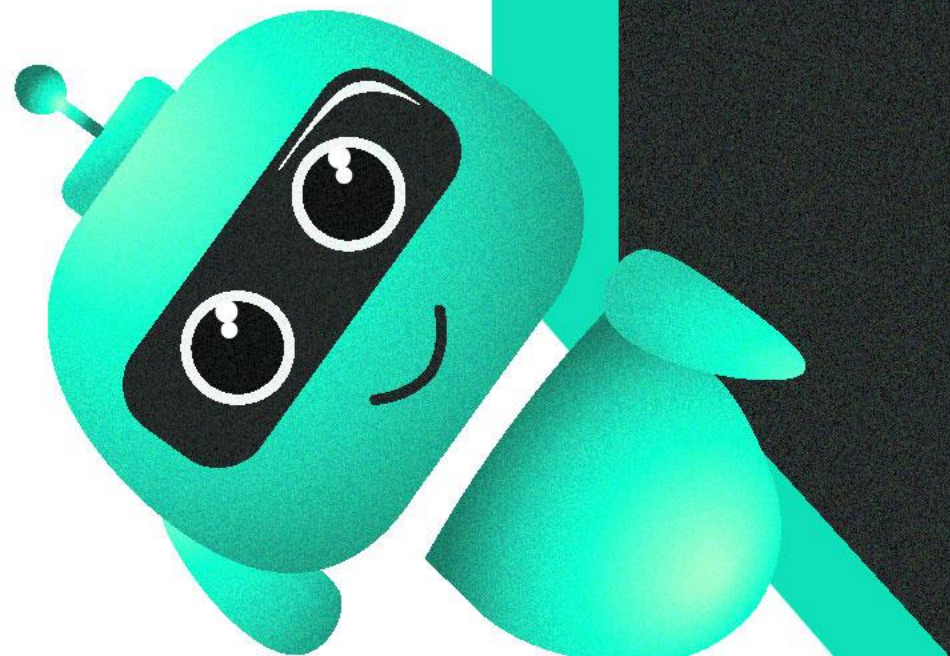


Team “**blank**”

presents

T URISTCO

Your personal **tourist assistant**.



TIM



ERIK MATOŠEVIĆ



FRAN ČUDINA



FILIP ŠAINA



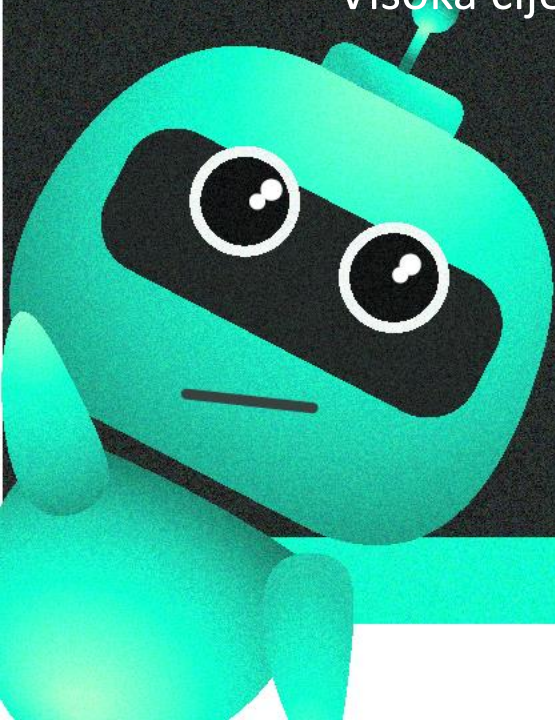
ANTE BILIĆ



PROBLEM

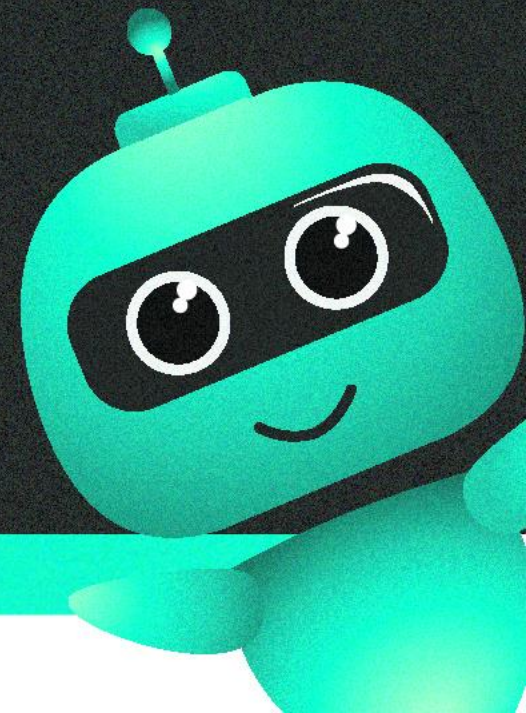


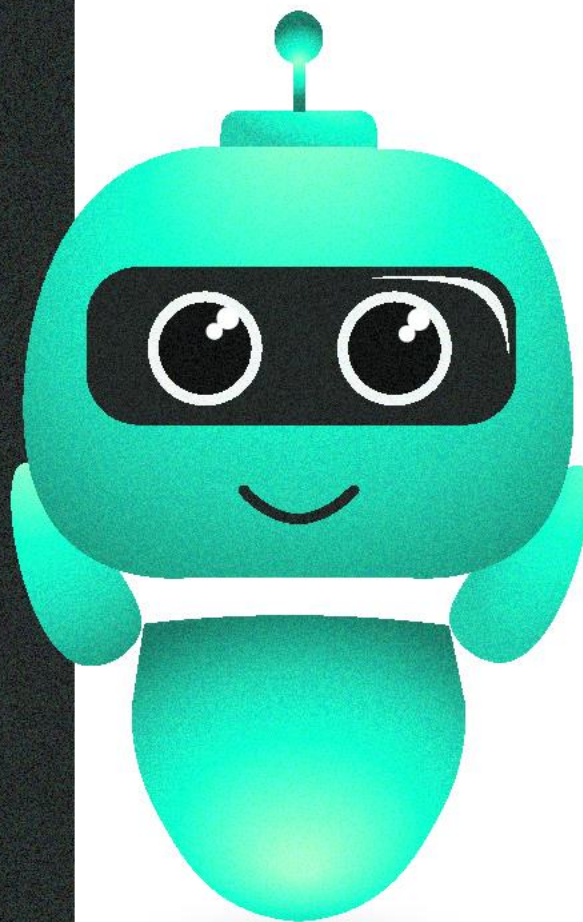
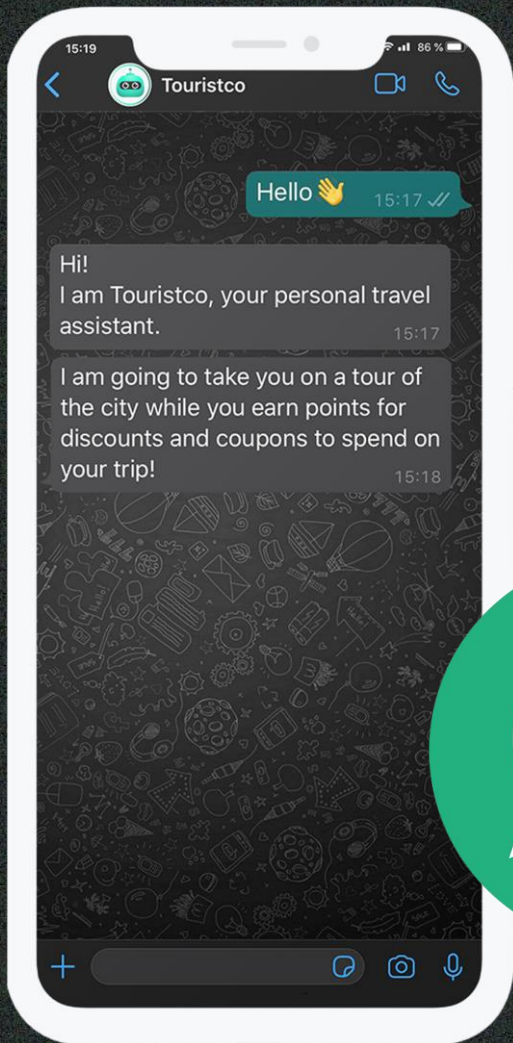
- Velike grupe ljudi
- Fiksna ruta obilaska
- Manjak slobodnog vremena
- Visoka cijena



RJEŠENJE

- Prilagodljiva ruta
- Fleksibilnost
- Besplatno korištenje





KRATKI DEMO

HAMAG  BIOURO

Interreg 
Mediterranean
 odeon

TOURISTCO

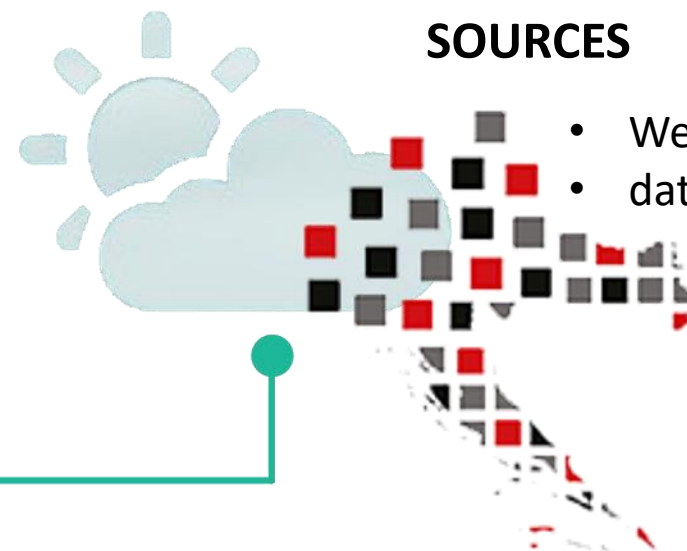


TECHNOLOGY USED

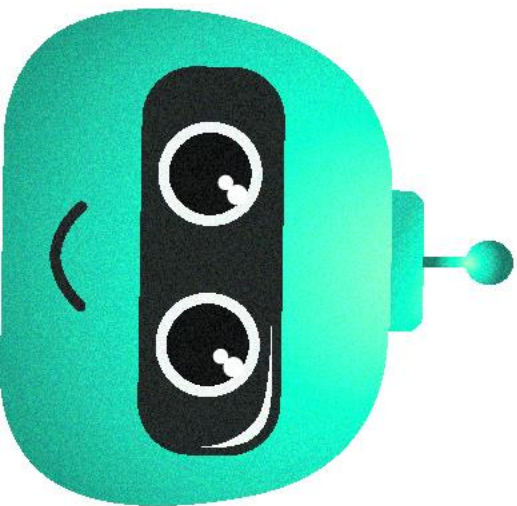


- Twilio
- Python
- Python Django framework

OPEN DATA
SOURCES



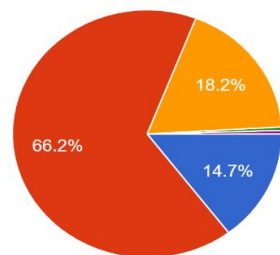
- Weatherapi
- data.gov.hr



TRŽIŠNA ZAINTERESIRANOST

How do you feel about sharing your location with an app?

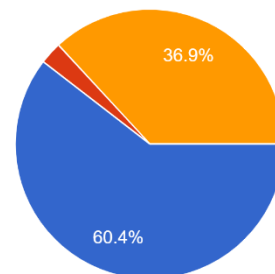
225 responses



- I don't mind at all.
- As long as I am actively using the app, I don't mind.
- I never share my location online
- If app really need my location for using I will share it.
- If i have trust in the app i will share it

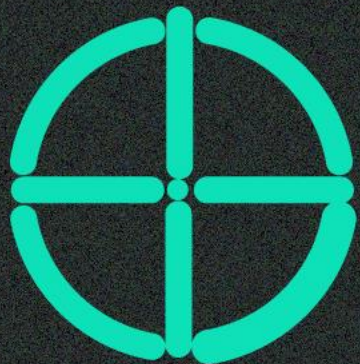
Would you be interested in exploring a tourist destination using a smart assistant?

225 responses



- Yes
- No
- Maybe





CILJANA PUBLIKA

PERSONA

Age: 20-28

Residence: Europe

Occupation: Student

Marital status: single

Student ili tek diplomirao, voli istraživati nova mjesta i putovati s povoljnim cijenama.

Većinu slobodnog vremena provodi u stvaranju novih planova s malom grupom prijatelja.



” Željna novih iskustva i istraživanja novih mjesta

POTREBE

- Druženje
- Putovati
- Opustiti se

VRIJEDNOSTI

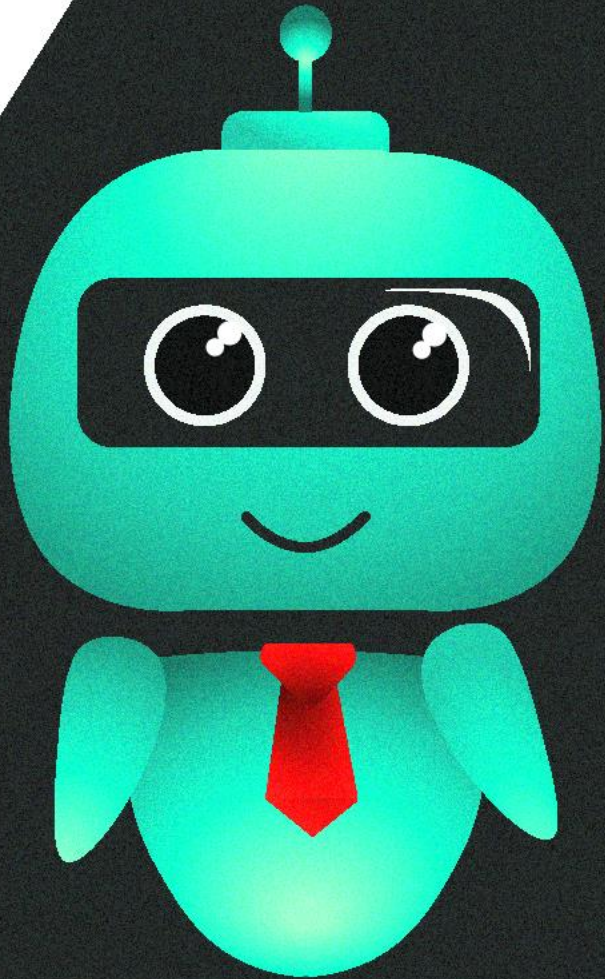
- Spontanost
- Znatiželja
- Slobodan duh

STRAHOVI

- Zaglavljenost na jednom mjestu
- Osobni neuspjeh
- "Slijedi stado"

ŽELJE

- postizanje savršene ravnoteže između poslovnog i privatnog života
- proširivanje svojih pogleda iskustvom novih stvari



- Korisnik $\neq$ **klijent**
- **B2B business model**
- Korisnicima nudimo: **infotainment value**
- Klijentima nudimo: **ad space**

POSLOVNI MODEL

HAMAG  BICRO

Interreg 
Mediterranean
 odeon

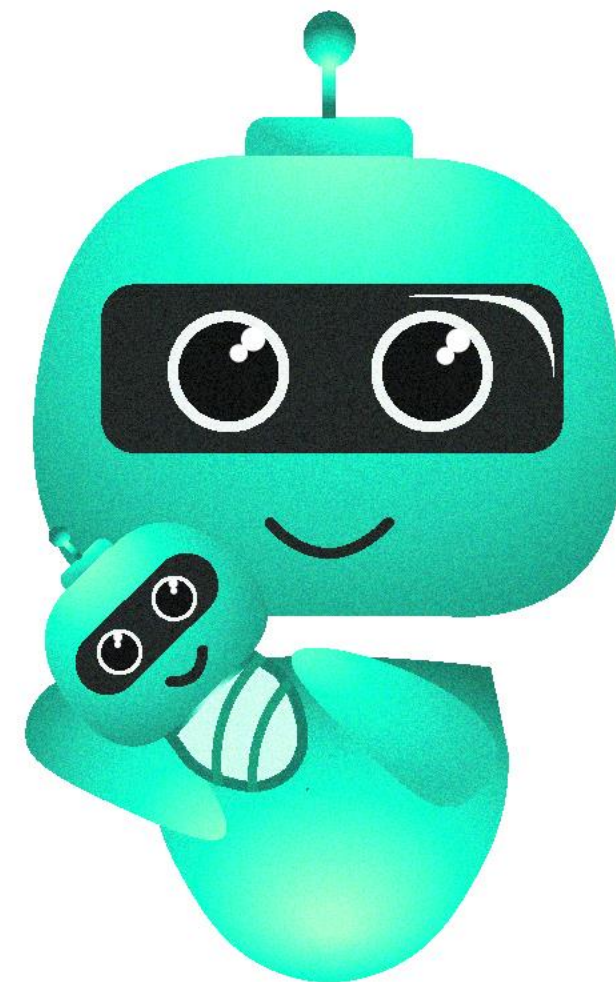
DALJNJE RAZVIJANJE

- **Lean startup** metodologija
- Povećanje broja **open data** source baza
- Međugradska povezanost
- Izravna suradnja sa turističkim agencijama

Interreg
Mediterranean



HAMAG  BIORO



HVALA NA PAŽNJI

