

Anna Laugelle, Bryan McCormick, Hailey Tremaine

Professor Marlyn Tadros

GRA-410 Advanced Digital Graphic Design for Web

January 26, 2020

Concept Paper

As a group, we have all come to the agreement of making a mobile app that provides guided audio and visual tours at some of the world's most famous attractions, cities, and places. It will be available both on and offline (you can download specific locations for offline use) and will provide its users with the possibility of making their own adventures. Users will have the ability to design tours for other users, highlighting their experiences and sharing with others. They can add photos and other visuals to show off their personal experiences. Users can search for tours based on their interests and likes, and they can choose categories like museums, hikes, restaurants, etc.

Our name for this company at the moment is "Cloud Tours" and the target audience is anyone who likes to travel. Because of the range of options and personalization, anyone can find something they like on this app. The major issue we're trying to solve is having all of your ideal locations and attractions all in one place and they can easily be filtered to your likes. Companies can add their own tours, and users can add their own tours as well, making it open to all.