

# The Mobile App Idea Competition



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## Name of the App: *Itinerant*

**Idea:** This is a guided tour app for the tourists. The tourists can just select the spot they want to travel to. The GPS system will keep track of the tourists' movements. Then a recorded voice will start, guiding the tourists towards their destination. The voice will not just talk about directions but also the special things, shops or monuments that come in the way, giving a brief description of each. When the tourists arrive at the spot they will be guided thoroughly about the place, its history, its importance, what to do there etc.

It will also communicate special offers in restaurants or shops that come in the way.

Second function of the app is to help tourists find accommodation and food, giving a list of hotels and their tariff. Also the tourists can locate the taxis nearby and can call them.

Tourists can be asked write testimonials about their experience in a hotel, restaurant or the tourist spot.

**Earning model for the app:**

1) The restaurants, hotels and shops, whose ad is being put up as a banner on the app's interface or if the recorded voice talks about them, they can be asked to pay for it.