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**1. Introduction**

This document will serve as a companion brief for the developers and client.

*Describe your project:*

|  |
| --- |
| The main idea is to provide travellers with a holiday package that suit their real requests. Today, all tour operators websites and apps show hundreds of holiday packages and the costumers have to choose one of them after spending much time trying to find the best one (which maybe not the best) according to dates and destination they want. Our system will work differently because we will not ask the customers where do they want to go for a holiday, we will show them a maximum of 4-5 destinations and they need to choose one of them. The choices will be showed according to the information they provide such as age, job (office based or something different), are they solo traveler, couples, family, mother with children only, fathers with children only, do they like extreme sports and activities and many other criteria based on social and psychological researches to provide them with right choice of holiday that they will really enjoy not what they think they enjoy. The second point is that we believe that the holiday means a peace of mind and relaxation so we don't want our costumers to think about anything except enjoying the holiday, we will provide them with all products they need during the holiday from A-Z, this includes (cosmetic products, swimwear, skiing wears, even baby nappies and home automation system so they can check their houses in case of emergency situation. Briefly, we will provide our costumers with all they might need during their holiday. The third point is providing them with (in-app) chat and calling services that will be connected to our customer Services Centres in different countries. In case of any problem during the holiday they can contact our team to ask any help in languages they speak or the language of the country that they are having the holiday at.  |

**2. About *EUME E-commerce and Travel Services***

*New started up company.*

|  |
| --- |
|  |

**3. Point of Contact (POC) Information**

|  |  |
| --- | --- |
| Name: | *AMMAR ZADE* |
| Role: | *Owner* |
| Office number: | *+90(850)5320128* |
| Mobile: | *+905393726468* |
| Email:  | *ammarzade@gmail.com* |

**4. App platform(s)**

**Native iOS and Android Apps** are specific to the platforms they are developed on, meaning they run most smoothly. **HTML5 and Hybrid Apps** are cross platform apps, meaning that code can be reused and opened in any browser, and on any device. A **Web version** is a website (usually mobile responsive too) which gives users access to some/all the features of the app.

*Describe your coding methodology, and why this is best for your app:*

|  |
| --- |
| Native IOS and Android APPS or Hybrid APPS |

**5. Core features**

Think through your user journey in detail. What screens will your app have and what are their specific functionalities? Consider what buttons will lead to what screens, and how you want your app to flow.

Can you provide wireframes or visuals? NO

|  |
| --- |
| Firstly the users will build profiles for themselves by providing information about age, interests, job..etc. then they will be redirected to the page that will ask the date of departure and for how many days they will stay, then to the page that will shows them holiday packages choices, after choosing one of them they will be redirected to the (e-commerce site) so they can add products and services to the chart.  |

*Describe the core features of your app:*

**6. Additional features**

Think about whether you would like additional features:

Eg) Google Analytics (for data insights) / push notifications / Adverts using Google Admob / social media sharing / a search engine / a GPS tracker / Favourites, etc.

*Describe your additional features:*

|  |
| --- |
| push notifications, GPS tracker, in app chatting, sharing moments to inspire others.  |

**7. Branding**

Consider your logo, colour scheme, and font. How will you use branding to appeal to your target audience? And do you have these these already or are they yet to be designed?

*Describe your design ideas:*

|  |
| --- |
| Working on it. |

**8. 3rd Party Integrations and API’s**

Do you have an existing database you would like to integrate with the app? Yes

**If yes, please fill in the box below.**

*Describe your existing system(s)… Will your app require web services connectivity with the database? And if so, who will be providing these?*

|  |
| --- |
| will be integrated with flight search API, (we are thinking about AMADEUS)  |

**9. Expected Go Live Date**

*\*Insert date here\**

**10. Security**

If your app includes personal details, security is very important. We suggest having (as a minimum) an SSL certificate to encrypt all data between the app and the backend.

If you store medical or financial data, the level of security required will be much higher. We recommend that an independent security audit is performed, as well as encrypted data for the app and the backend.

*Describe your security requirements:*

|  |
| --- |
| We will not store any financial data. |

**11. Maintenance & Post Live Feature Development**

Would you like app maintenance and post live feature development to deliver new functionalities and updates? Yes/No

**If yes, please fill in the box below.**

*What level of maintenance would you like?*

|  |
| --- |
| To be decided later |

**12. Hosting**

Do you want to submit the app to App Stores using Red C’s developers account?

Or do you want to submit them under your own existing account?

*Describe how you would like to host your app:*

|  |
| --- |
| under own account |