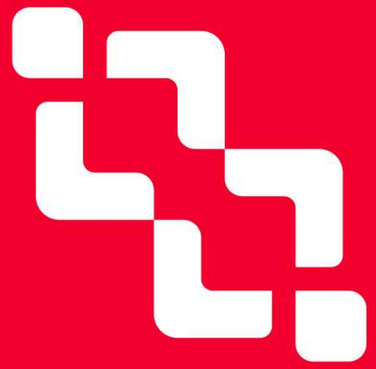


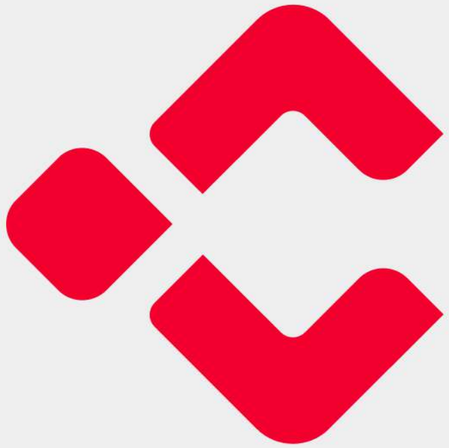
Traqueno

Booking made simple

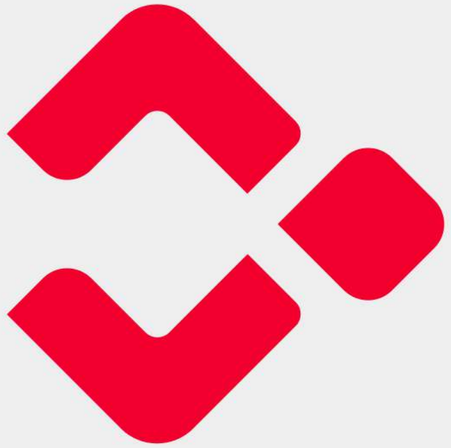
LGP Challenge June 2023 Project Management Laboratory Faculty of Engineering, University of Porto

Services

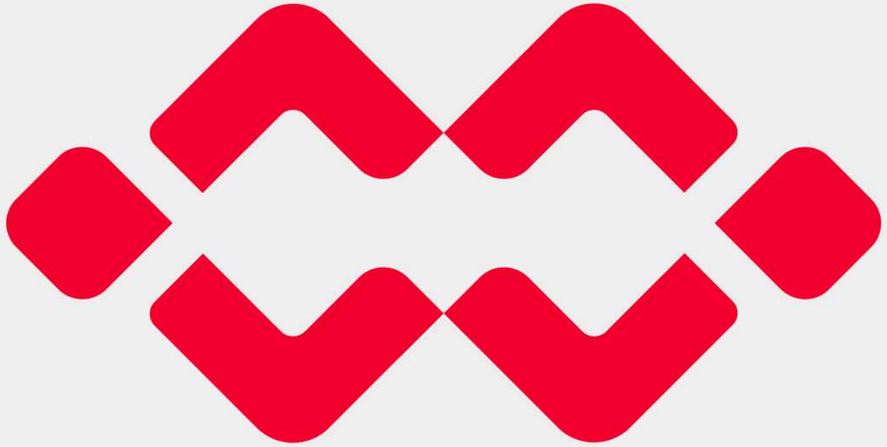
Customers



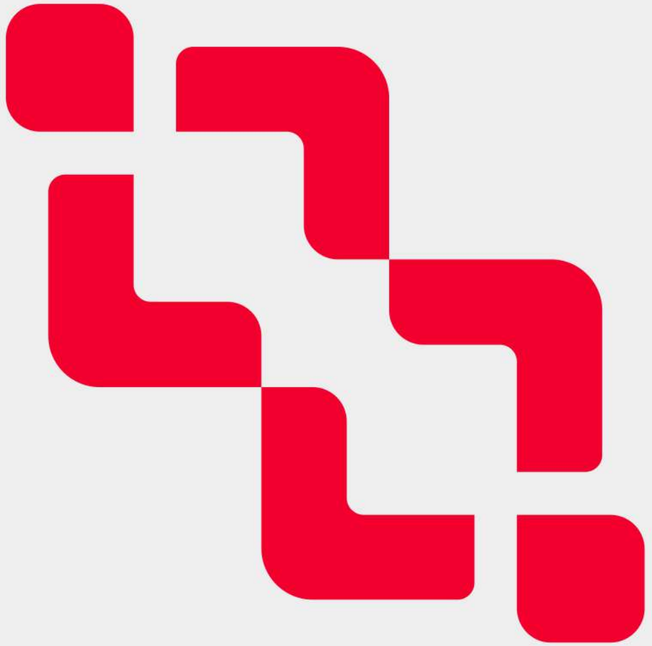
Services



Customers



Services Customers



The Bridge that

Connects Customers and Service Providers

Why?

B2B – Business to Business

Service Providers

- Limited **visibility**;
- Difficulty **managing their bookings**;
- **Spend valuable time** interacting with consumers;
- The **quality of their service** isn't easily showcased to customers.

B2C - Business to Consumers

Customers

- **Spend valuable time** searching for services;
- Can’t easily **compare services** by ratings, price and location;
- **Booking services** can be complicated and time-consuming.

How?

B2B – Business to Business

Service Providers

- Gain **visibility**;
- Have an efficient tool to **manage their bookings**;
- **Save time** by avoiding unnecessary interactions with customers;
- The **quality of their service** is valued through the rating system.

B2C - Business to Consumers

Customers

- **Broad variety of services** in one platform;
- Gain the **ability to compare services** by ratings, price and location;
- **Save time** by easing their search process for a service;
- Eases the process of **booking services.**

For Whom?

Target Audience

- 20 - 35 years old;
- Consumers and Service Providers in the City of Porto;
- Service Providers with Businesses;
- Independent Service Providers.

28.207

Potential Customers

People between the ages of 20 and 39 living in Porto, according to the census 2021.
Retrieved from https://censos.ine.pt/xportal/xmain?xpgid=censos21_populacao&xpid=CENSOS21

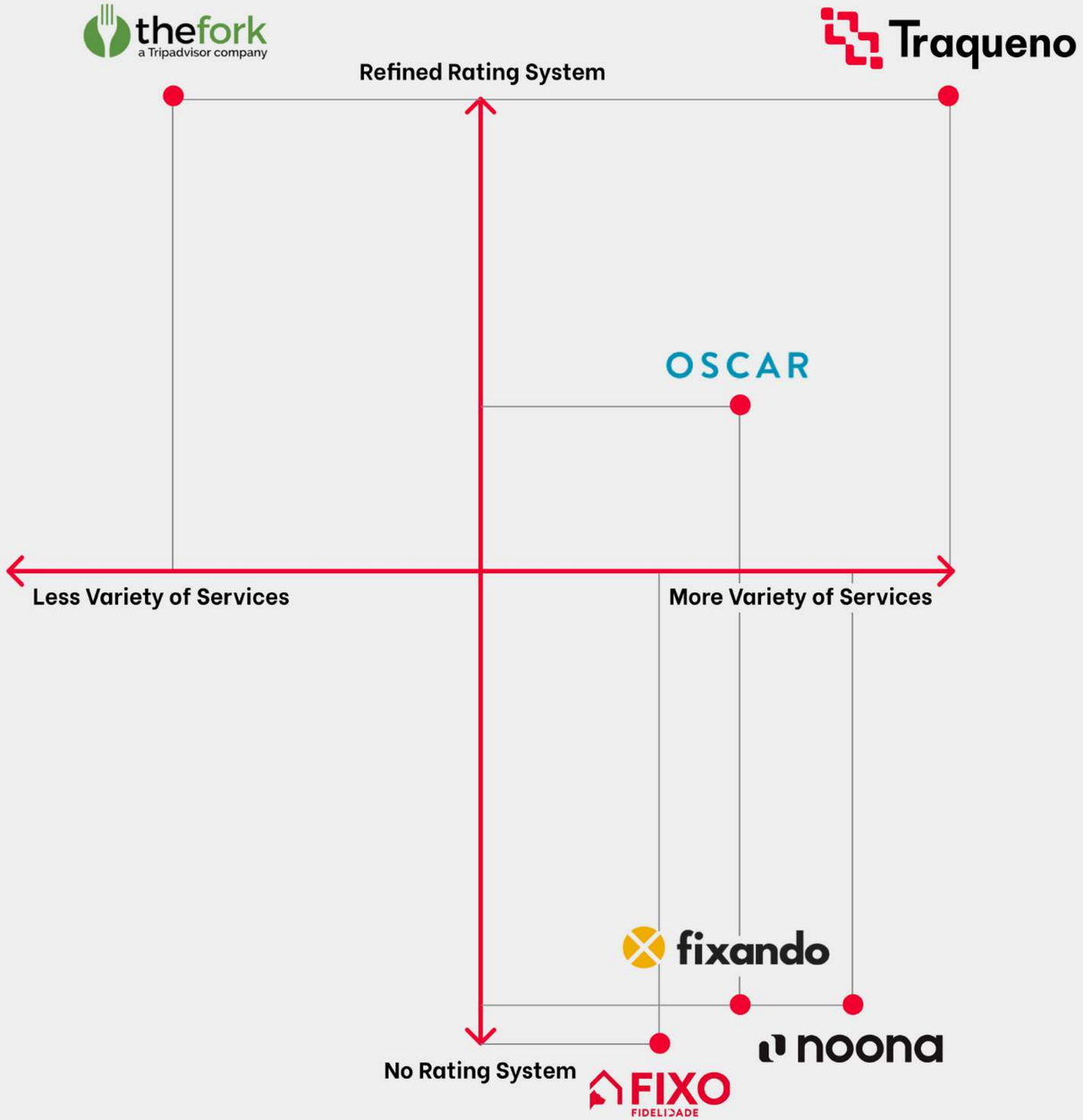
Business Model

Premium Subscription

&

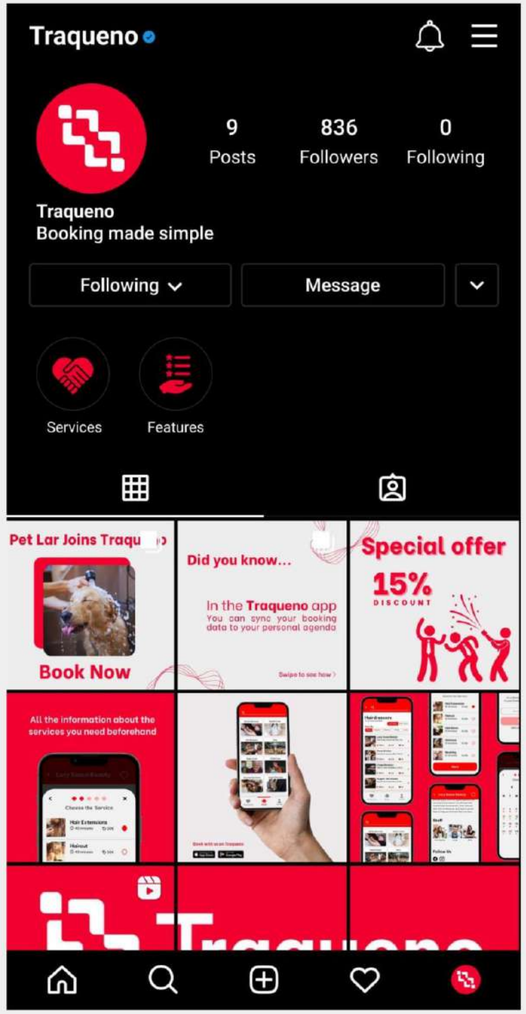
Service Fees

Competition


thefork
a Tripadvisor company
Traqueno
Refined Rating System
OSCAR
Less Variety of Services
More Variety of Services
fixando
noona
No Rating System
FIXO
FIDELIDADE

Marketing Plan

Instagram



TikTok

Traqueno

Booking made simple

Book with us on Traqueno

Download on the App Store

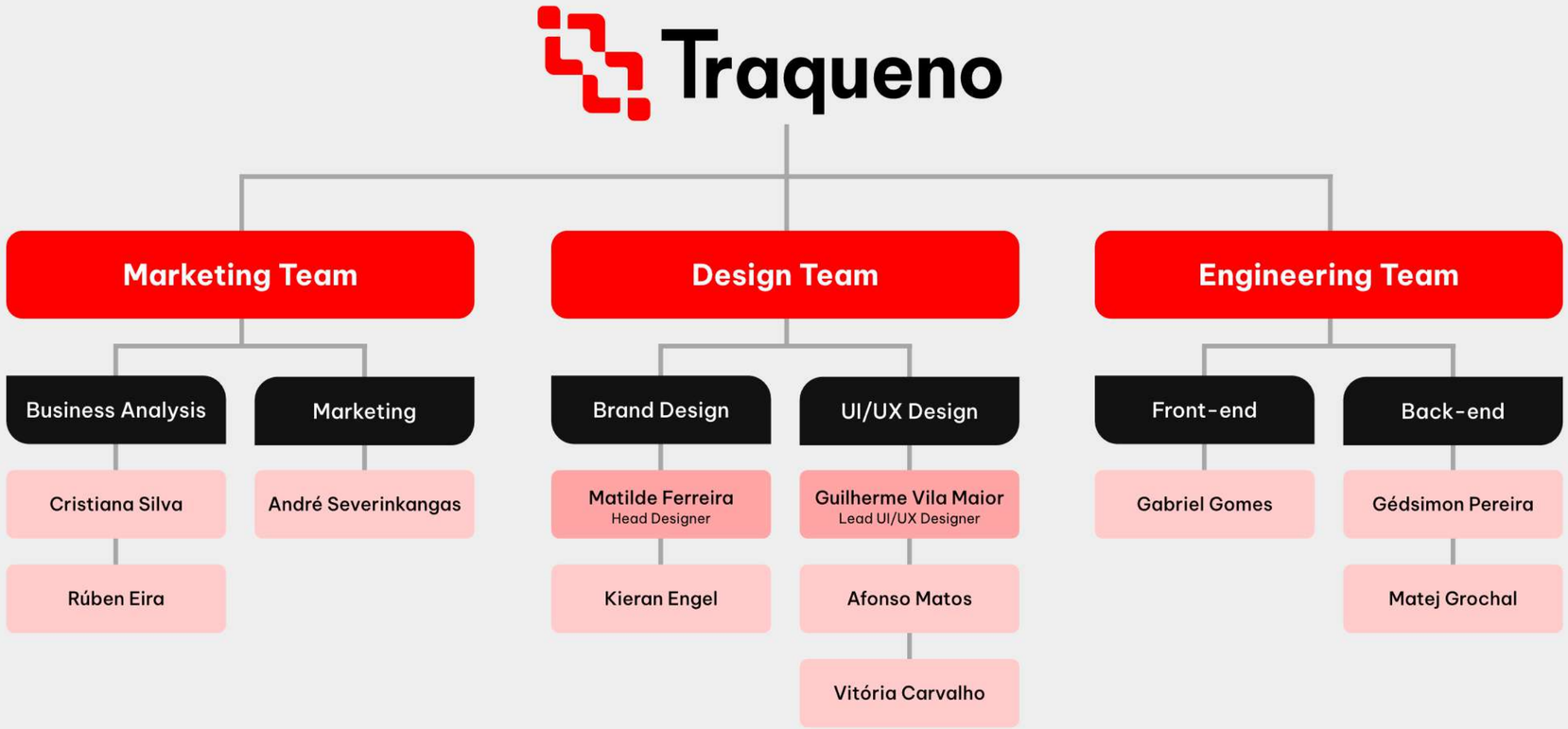
GET IT ON Google Play

Lucy Sousa Beauty

Monday - Friday: 9am to 8pm

Saturday - Sunday: 11am to 5pm

Team


Traqueno
Marketing Team
Business Analysis
Cristiana Silva
Rúben Eira
Marketing
André Severinkangas
Design Team
Brand Design
Matilde Ferreira
Head Designer
Kieran Engel
UI/UX Design
Guilherme Vila Maior
Lead UI/UX Designer
Afonso Matos
Vitória Carvalho
Engineering Team
Front-end
Gabriel Gomes
Back-end
Gédsimon Pereira
Matej Grochal

Traction

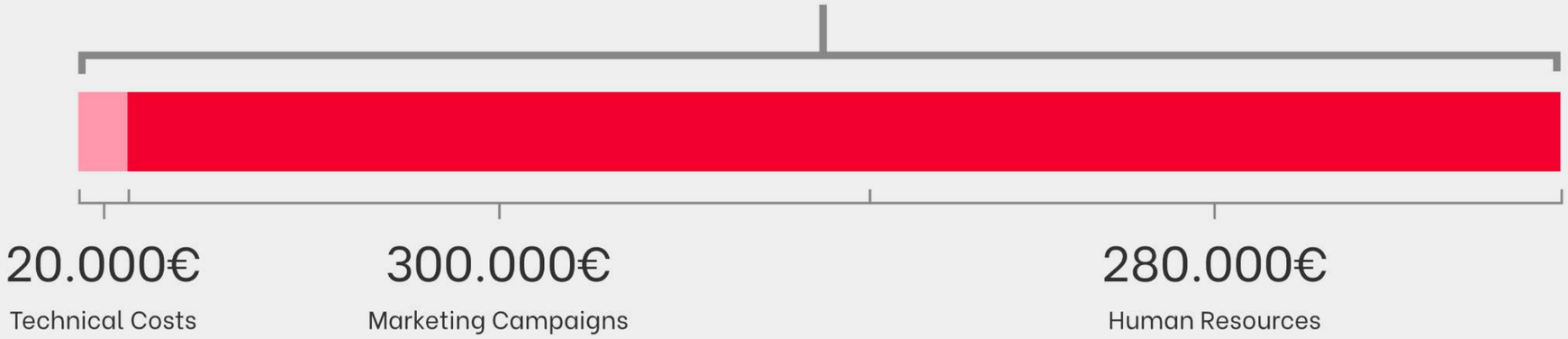
Focus Group

Prototype

MVP

Needs from Investors

600,000 €


20.000€
Technical Costs
300.000€
Marketing Campaigns
280.000€
Human Resources