Designing and releasing ‘Along the Way’ will give our company the advantage over our competitors and increase our current revenue by moving us into the Apple ecosystem which has a customer base of hundreds of millions. This app will allow people to not only get directions on where they want to go but it will also provide them with current and up to date attractions that are along their route.

 Along The Way is an app that will provide directions from A to B. It will also tell the user about events along the way. When they type in their route the app will automatically generate places that people might want to go. Along The Way will tell people about local concerts that will be playing or festivals that are going on in small towns that people would not know about unless they were from that particular area. People will be able to add local attractions to the app. There is a menu that allows users to customize places they want to visit. People might only want to see famous attractions that are along the way or they are a music lover who wants to see all the concerts that are going on. The distance from the users designated route can be modified to show events that are in that particular radius.

 The app would have a development cost and a cost of running the servers that stored our information. The app would be free to purchase from the app store. The main source of revenue will come from people who pay for premium. The premium service will show people all of the attractions and allow them to use different tools built into the app while the free version will only show about 50% of the different events.