Who are we?

The O.Y.O. Is a society founded by a group of six young italian entrepreneurs, aged between 17 and 21, attending vocation institute I.I.S.S. Medi in Palermo.

Oyo is a llc, founded by us: Giacomo, Giuseppe, Simona, Emanuela, Valentina and Francesco.

What is "OYO"?

Our idea is to create a site where you can organize easily and independently travelling using our media services, accommodations and activities!

But that's not all: we combine the travel service with a social community , where the user can share journeys, comment and review activities, photos, and shared and visited places in order to get an opinion from other user, or just a memory!

We dream of a site where people share their experiences giving creative ideas to fans!

How is it used?

It's easy to use our website!
There is a homepage where you can choose your destination and the best way to get to it.
The criteria of your choise will be your preferences about places to visit, food to taste, experience to gain.
We think that our users should have same techinical skills in order to use the website but it is sure that people of all ages can use it!
The website shows a colourful and intuitive homepage with a smartbar that offers different outputs on the basis of one's own researches.

What does it offer?

It offers a booking space where you can book flight, train, bus, ship, taking advantage of the best offers of website like rayanair, tranitalia, cab services, car renting etc. It shows comments on places and services, a social community where you can exchange opnions and ideas among users!
You can look for a town in particular and find the best way to get to it, live it and plan someone else's journey, organized by our website, to get advice or inspirations by a few simple clicks!
Our logbook is a space entrusted to every user where you can share the journeys planned and carried out with us and comments on the visited places pictures of the journey, the shops visited, the events you've taken part. In short everything you can be witness of, by a picture or a track given by GPS.

Search...

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TRAVEL IN PISA ★★★☆☆

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Why should we use it?

Because we very often want to travel but we don't exctly know where to go, maybe we know what we would like to to do or which country to visit but we miss all the proper directions and hints about how to fulfil our dreams. So we can offer travel plans based an experiences like, for example, sightseeing, so that you can journey can bu fully carried out for you!

By means of the social space it's possible to share one's own journey and get approvals (likes) or opnions (comments) so sharing and getting a lot of approvals and positive comments, that journey can become part of our website homepage and can be seen and chosen by other users.

Who are the target?

The target of our website is everyone can use a smartphone or a computer with an internet connection, we want to try to intrigue people in general, because the simplicity of the site will be our prerogative. One way to improve our service, would be to "give" away" travel packages to the most active user , based on the points shop or through the views.

Competitors:

Our competitors are other websites that offer travel in a limited way as trip advisor, trivago, expedia, etc. Momondo.

From our market research, however, it showed that our competitors do not offer a 360 ° service like ours.

We have seen the best from our competitors, and we reworked giving a service that does not leave you alone during the entire trip planning.

Services such as trip advisor, also have a good advertising and mobile application that makes it more immediate and close at hand, and also came up with a kind of "quality certification", through the use of adhesives that are given the best services and consumption.

In this way, they create the trend and "needs" that must be met.

We also aim us to such ideas, in fact, we have implemented the stickers that will be like "bookmarks", but this web level.

Reviews I Package I Stickers I Diary

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