

**O**dmor

- Relaxation

**P**riroda

- Nature

**G**astronomija

- Gastronomy

Web page: <https://infokarlovac.wixsite.com/infoka>

Team: Toni Bogović, Bruno Jurković, Stella Polović

# STARTING POINT

- ▶ Project idea - to create an application representing local specialties offered by family farms in a certain area and thus attract tourists to Karlovac and other counties
- ▶ Project vision - to become recognizable on the Croatian market through the means of an application that provides tourists with information about rural tourism
- ▶ Project mission - to offer tourists an application with a quality representation of local specialties offered by family farms in Croatia



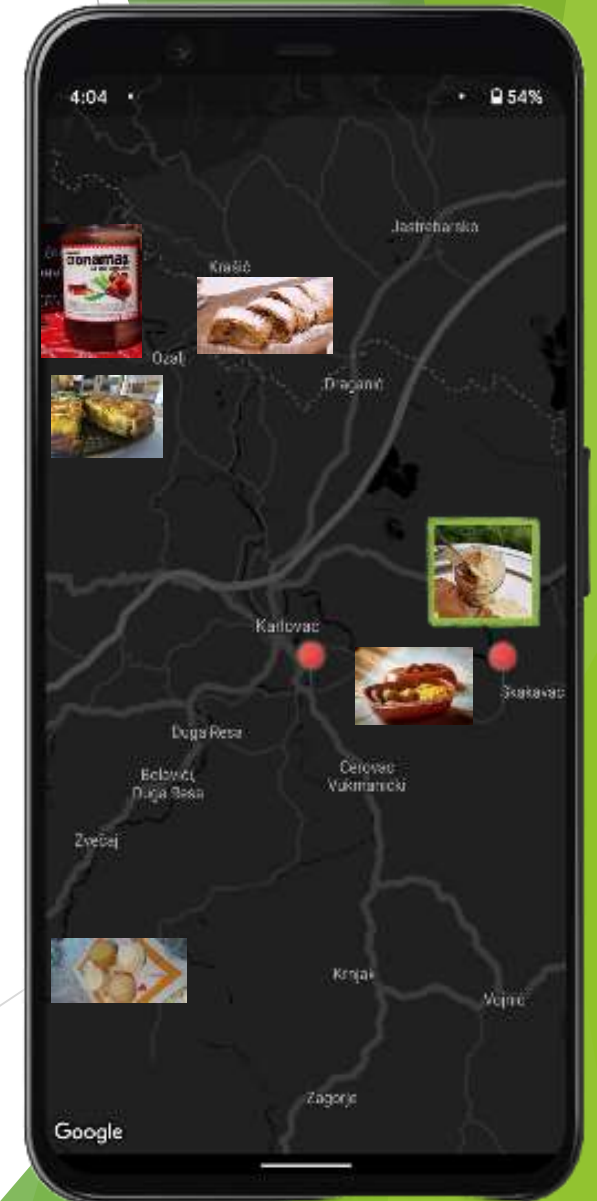
# MARKET JUSTIFICATION

- Strengths: product quality, young and creative team, good location
- Opportunities: unmet needs of customers/tourists, encouraging the local community, increasing the number of tourists, Croatia as a recognizable tourist country and the fact that there is no database that offers specialties specific to a particular area and made on family farms

# APPLICATION

- ▶ Interactive map
- ▶ Clearly visible local specialties by family farms
- ▶ User-friendly, easily understandable

The app is modern, simple, interesting and designed in a way that will attract a great number of users



# INFORMATION ON SPECIALTIES AND FAMILY FARMS

- ▶ Information on local specialties
- ▶ A photo of the specialties
- ▶ Information on the family farm and their contact



# THE APP DISTRIBUTION THROUGH SOCIAL NETWORKS

- ▶ We have an Instagram profile called "opgodmorprirodagastronomija"
- ▶ Web page: <https://infokarlovac.wixsite.com/infoka>

# Thank you for your attention!

Team:

- ▶ Odmor - Relaxation
- ▶ Priroda - Nature
- ▶ Gastronomija - Gastronomy