

# Review of: "Startup Project Development: Travel Schedule Management App "Triplanner""

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**Potential competing interests:** No potential competing interests to declare.

Thank you for giving me the opportunity to review this study. I have a few suggestions for the authors.

1. I recommend that authors reduce the size and change the structure of the abstract to make it one paragraph or structured with sub-headings such as, Problem, Solution, Target Customers, Business Model, Competitive Advantage, Financial Projections, and Promotions. Please try to avoid repetition of ideas.
2. I recommend adding "Indonesia" in the key words.
3. In my view, in the Introduction paragraph, the authors moved too quickly from "Factors influencing demand from tour packages" to "leisure spending". I recommend a smoother transition.
4. In the Introduction section, I also recommend adding the mention of other OTAs so that the next section on Problem Statement can strengthen the gap in the market.
5. Figure 2.2 is available in the study, but no Figure 2.1 or 1.1 etc. I recommend re-do the numbering of figures to 1, 2, 3.. and so on.
6. In my view, the authors need to start the section on "Project Creation" with a sub-section on "Target Segment" because not all travelers will use technology.
7. How was Design Thinking used in this study? It is not clear. Perhaps a separate section on Design Thinking and Business Canvas Model (as a figure) will help support the authors' argument.
8. I recommend the authors to use tables for the presentation of numerical data such as demographics of the respondents and financial projections of the business.
9. I highly recommend the authors to include competitor analysis in this business plan since the other OTAs are already so popular and it is important to highlight the competitive advantage.
10. Please also add a positioning map since it will make it easy for the authors to present their case.
11. Lastly, I recommend the authors to get Grammar and Language editing done as there are multiple mistakes in the study. The authors should refrain from overusing the words, most people, some people, some solutions, some obstacles as it conveys subjectivity.

I hope that this review helps the authors to revise their paper. Best of luck.