



# Personal Travel Assistant Group 1

30<sup>th</sup> June 2025

Nitya Guruvayurappan

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Sparsh Choudhary

Shaun Sit

and with extra help from Adrian Radev

# Agenda

1. Scope of presentation

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2. Vision / USP

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3. 5Y UX walkthroughs

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4. How will we know our product is getting better?

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5. MVP priorities

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1. Scope of presentation

2. Vision / USP

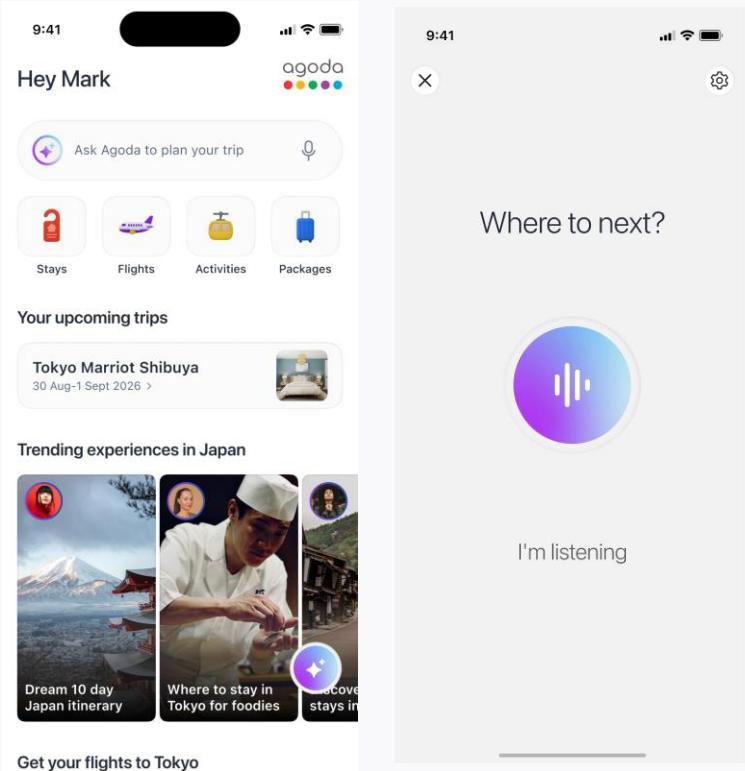
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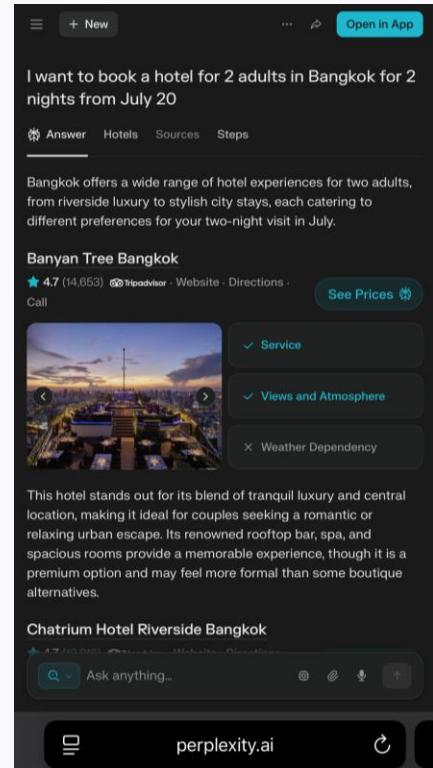
5. MVP priorities

# Scope of Presentation

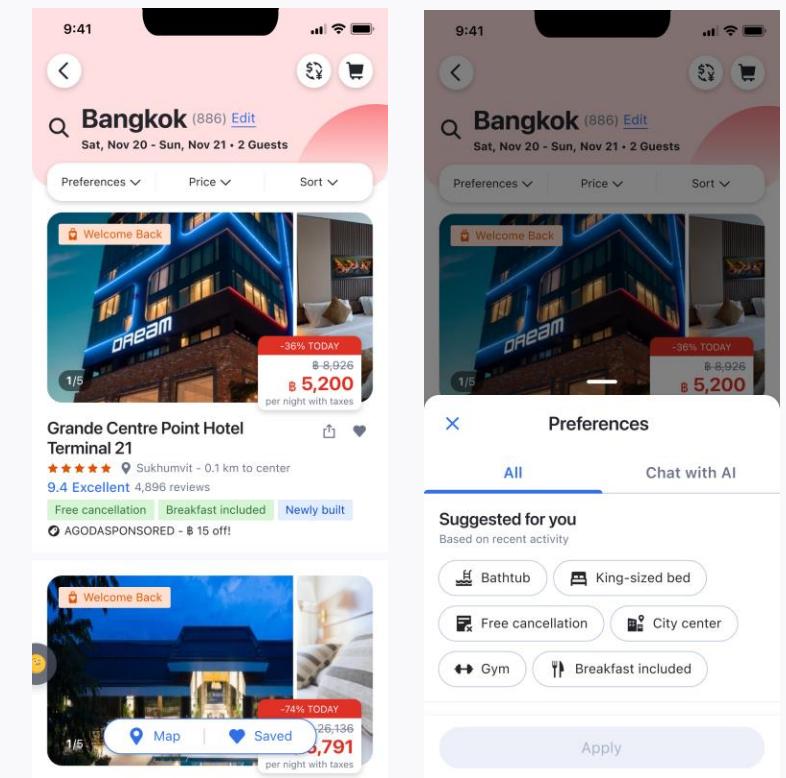
Agoda assistant which can be directly accessed by users



Integrating with other assistants / virtual assistant



Embedded AI – funnel enhancements through under-the-hood AI



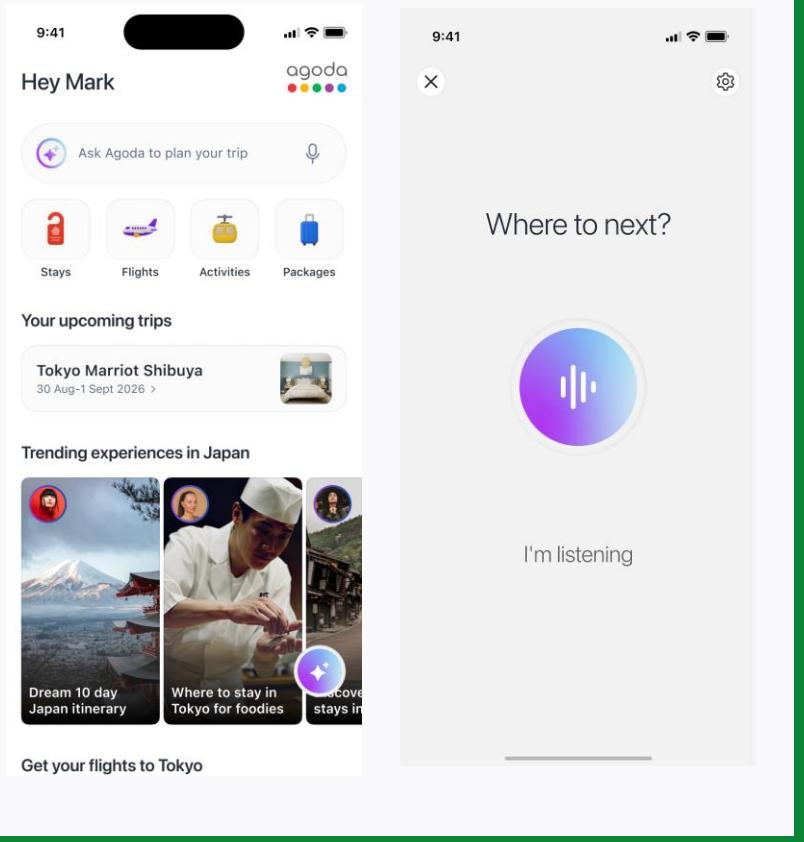
High

Low

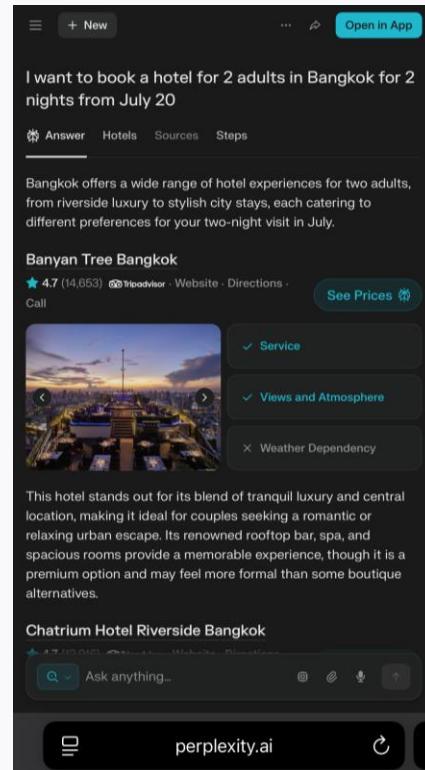
Flexibility of UX  
Difficulty of driving adoption

# Scope of Presentation

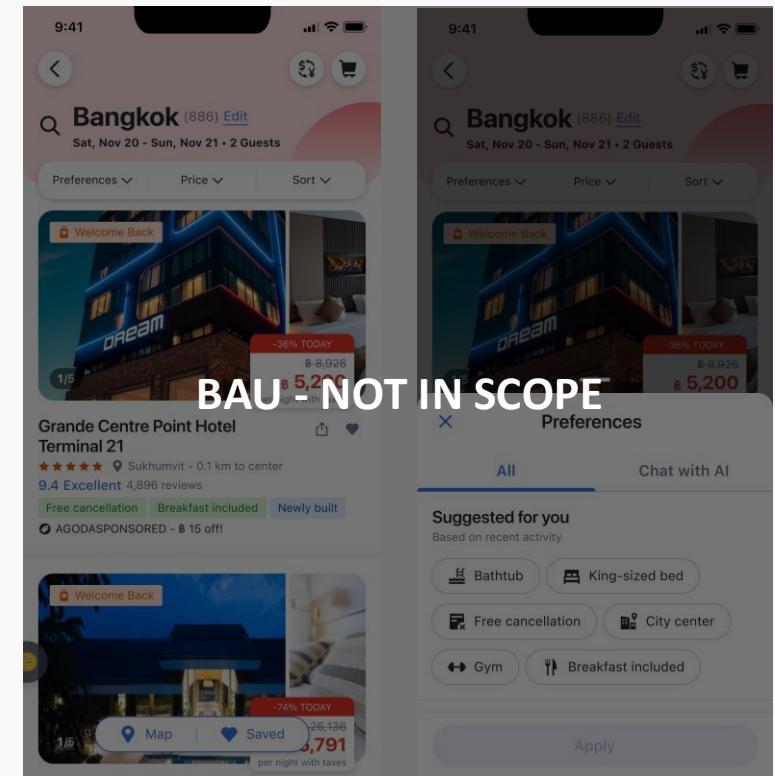
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# Key Principles for 5Y vision



## Full funnel presence

Users can want assistance anywhere from inspiration to in-trip



## Follow the user

We aim to influence behavior but will follow the landscape and where users go



## Pick our battles

Raise the bar on Seamless, Efficient UX and Personalization



## Take on a challenge

Move fast on a real complex travel problem that has no clear winners today and will drive stickiness

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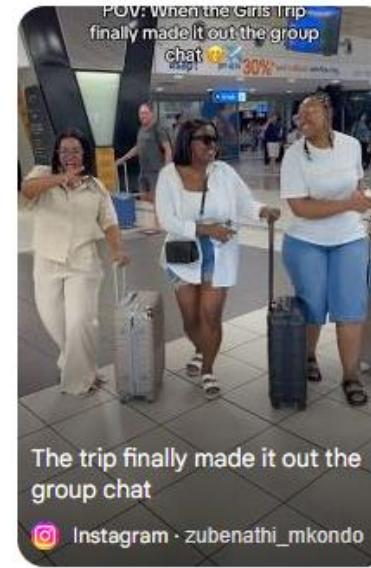
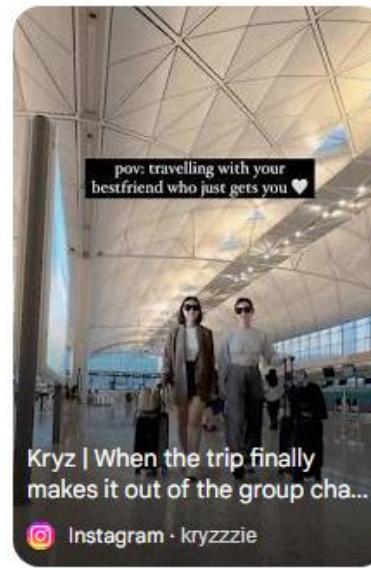
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5. MVP priorities

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# Agoda Travel Assistant

## Ensuring EVERY trip makes it out of the group chat



Type: Group Traveler (Male)  
 Style: The Meticulous Planner  
 From: Thailand  
 To: Japan (Upcoming)

Zain is a young, 25 yr Thai professional who thrives on meticulous planning. Currently organizing an October'25 trip to Japan with friends, he's been preparing for over three months to ensure every moment counts. Zain carefully coordinates with his group, gathering input and collaborating via detailed spreadsheets as he loves researching for the travel. Every day of their 8-day itinerary is documented—down to maps, routes, and schedules from 5 am to 8 pm—reflecting his drive to maximize the experience for everyone. However, he likes to keep the plan open around – eating/ drinking, hence doesn't show up on his planning.

**Per person**

- Airfare round trip: 20,000 x 2
- Train pass 5 days east: 2,500 x 2
- Disney hotel x 2: 35,000 x 2
- Other hotel: 10,000
- Food: 10,000
- Shopping: 5,000

**Map**

**Itinerary**

Tue Oct 7	Wed Oct 8	Thu Oct 9	Fri Oct 10	Sat Oct 11	Sun Oct 12	Mon Oct 13	Tue Oct 14	Wed Oct 15
05:00 - 6:00	6:00 - 7:00	7:00 - 8:00	8:00 - 9:00	9:00 - 10:00	10:00 - 11:00	11:00 - 12:00	12:00 - 13:00	13:00 - 14:00
14:00 - 15:00	15:00 - 16:00	16:00 - 17:00	17:00 - 18:00	18:00 - 19:00	19:00 - 20:00	20:00 - 21:00		

**g: hotel will**

**Check-in Spa & Hotel Malhamo**



- **Group travel is HARD – many variables and preferences, and consensus is time-consuming and exhausting**
- **No one clean tool or solution to Zain's problems**
- **Planner resentment leading to dead trips or broken friendships!**

**With a large group, there are some nuances on how money is paid and split. There will be 2 pocket**

1. Group pocket - Money shared by everyone to pay for group stuff (anything that everybody in the group will get benefit, e.g., food for all to try out, tickets, etc.)
2. Personal pocket - To pay for individual stuff (anything you get benefit for yourself, e.g., food that I want to eat alone, souvenir, etc.)

**Note:** Most of the time, one person pays for everything (e.g., a friend who wants to get credit card points, so we use her card for all payments). However, it's not always the case; sometimes, if one person has already spent over their monthly budget, we spread out the payments, depending on the situation and convenience (lol)

*I ended up booking everything because no one else would commit, and then people complained about the choices.*

-- reddit

*I wish there was an easier way to share the itinerary and responsibilities with my partner—one person always ends up doing all the planning.*

-- reddit

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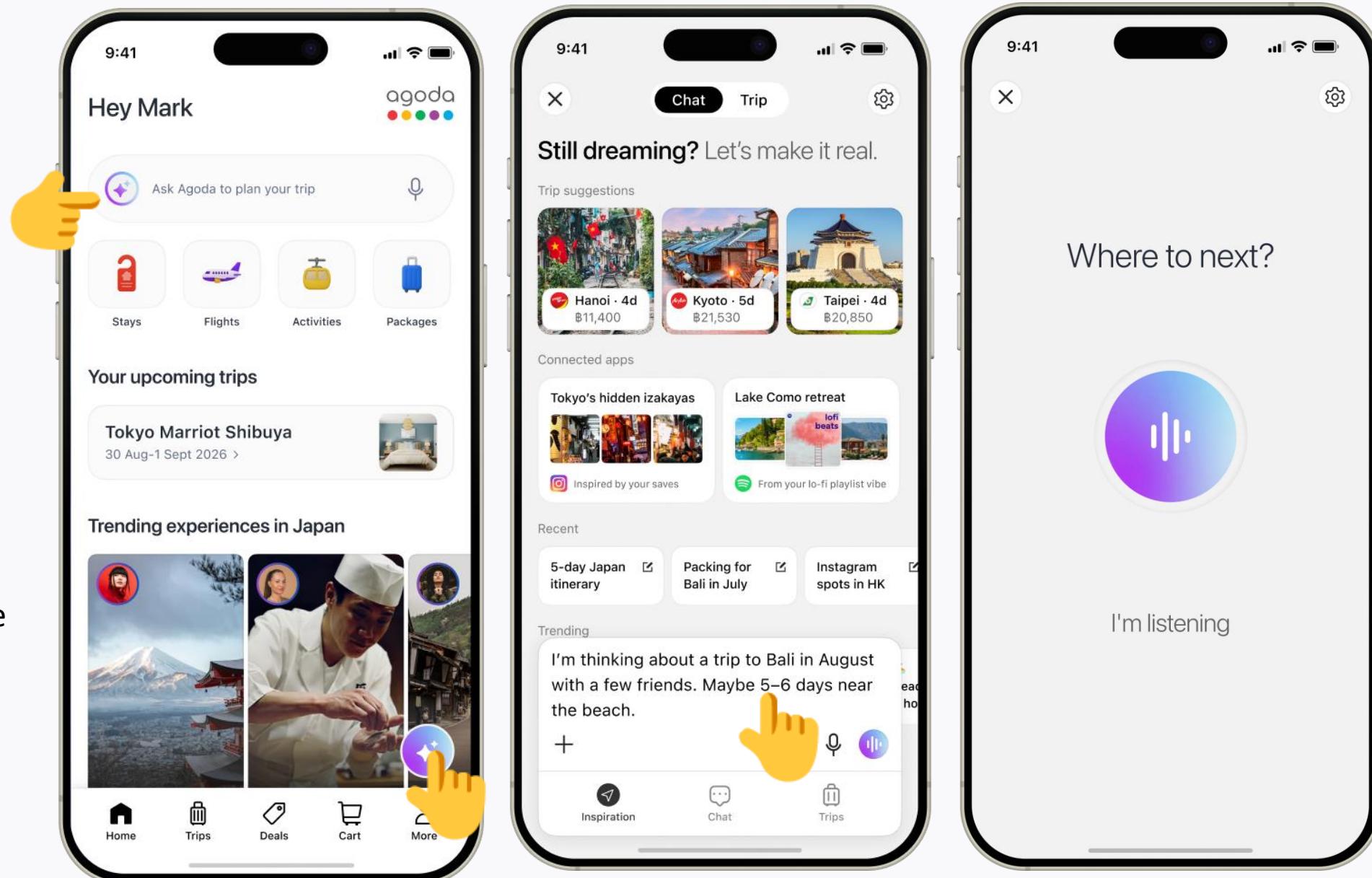
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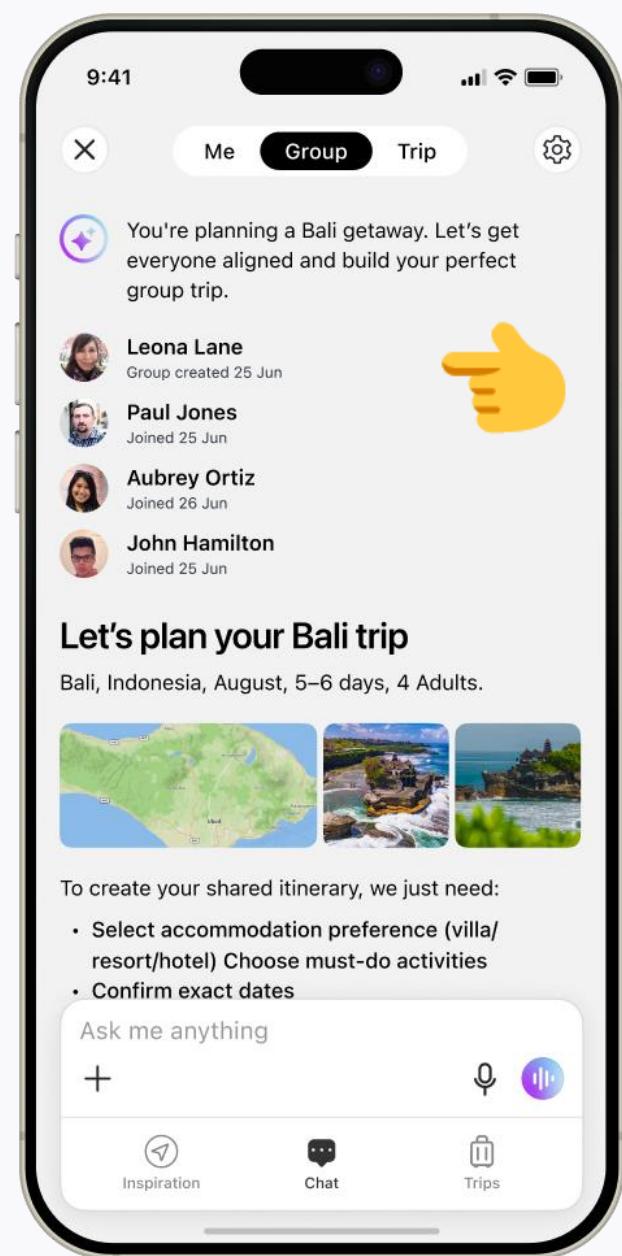
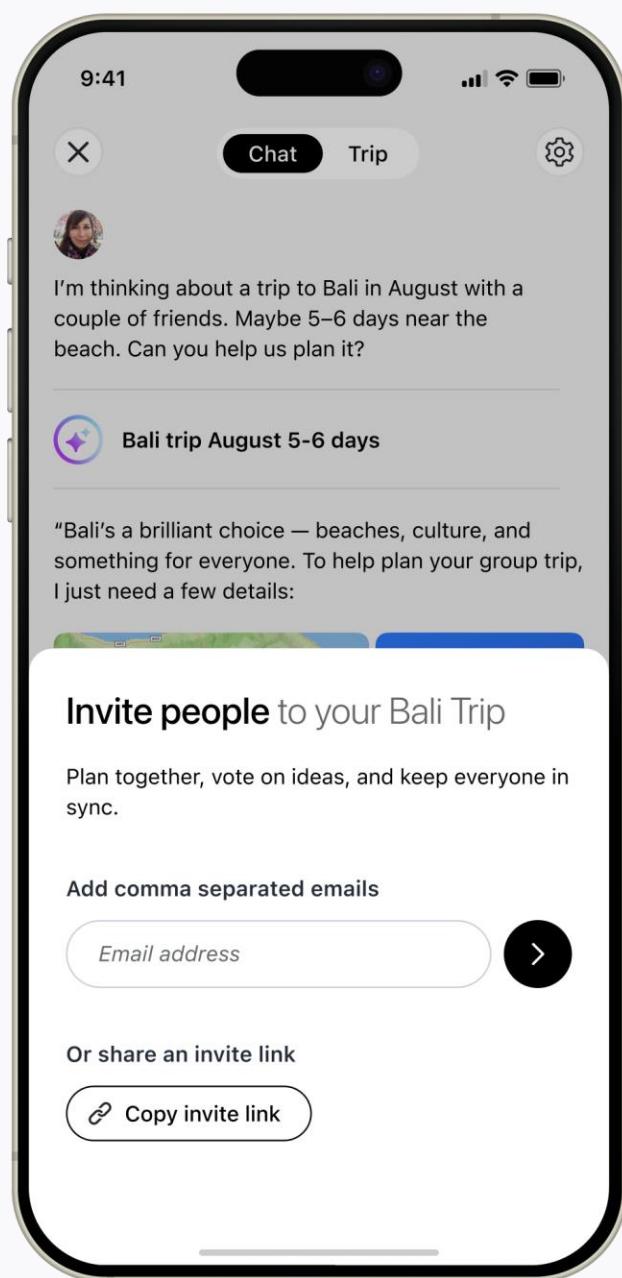
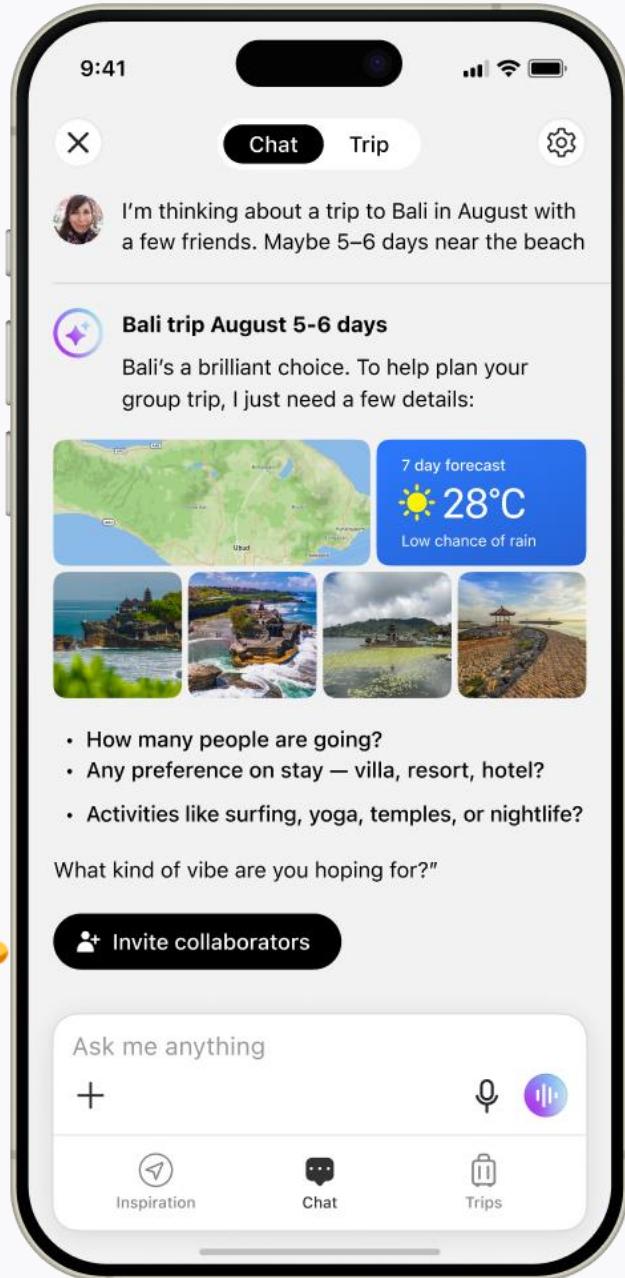
# Zain's friend (ZF) heard of a new assistant useful for group trips

- In-Agoda App,  
not standalone
- Universally Accessible
- Chat + Voice
- Available on Desktop,  
Tablets, Foldables, Mobile  
Web



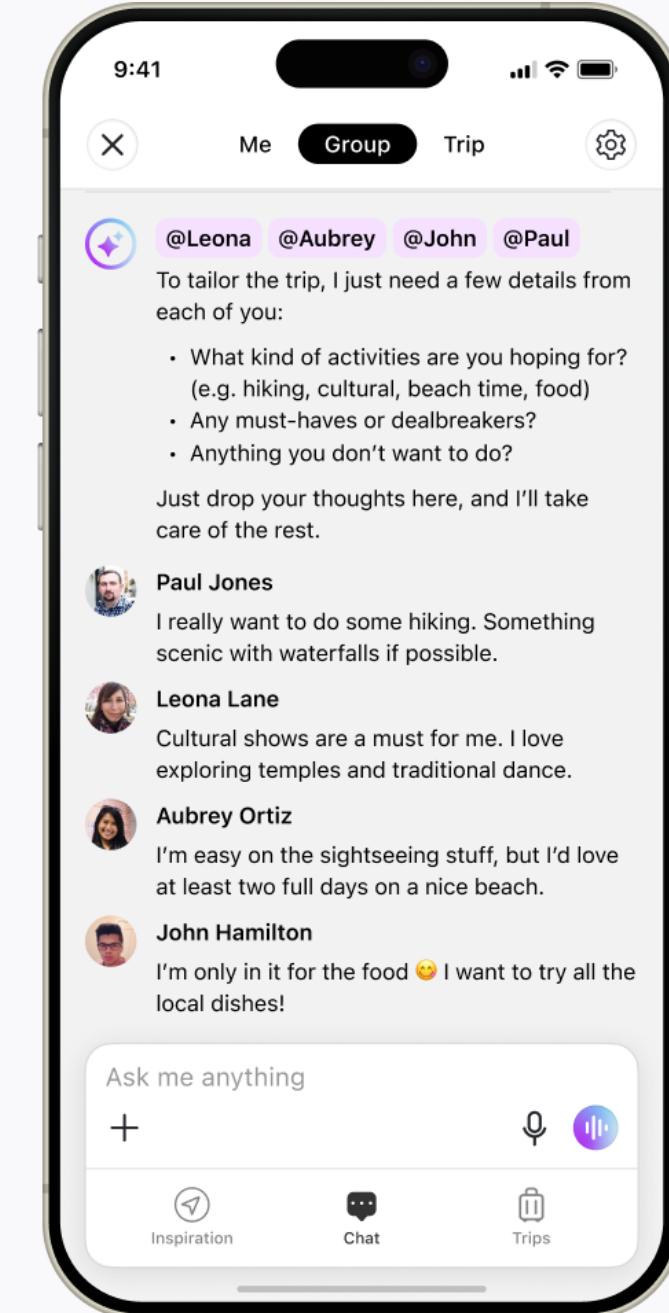
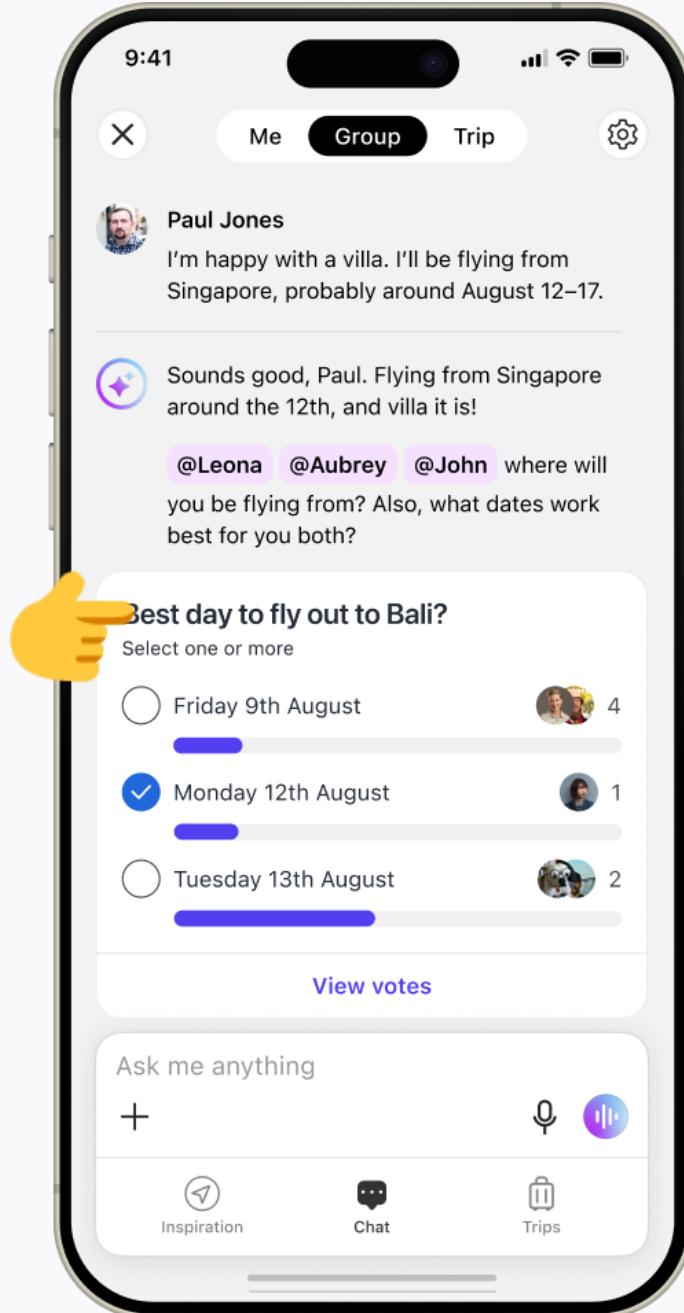
ZF starts a chat,  
adds their group

Group Mode ON

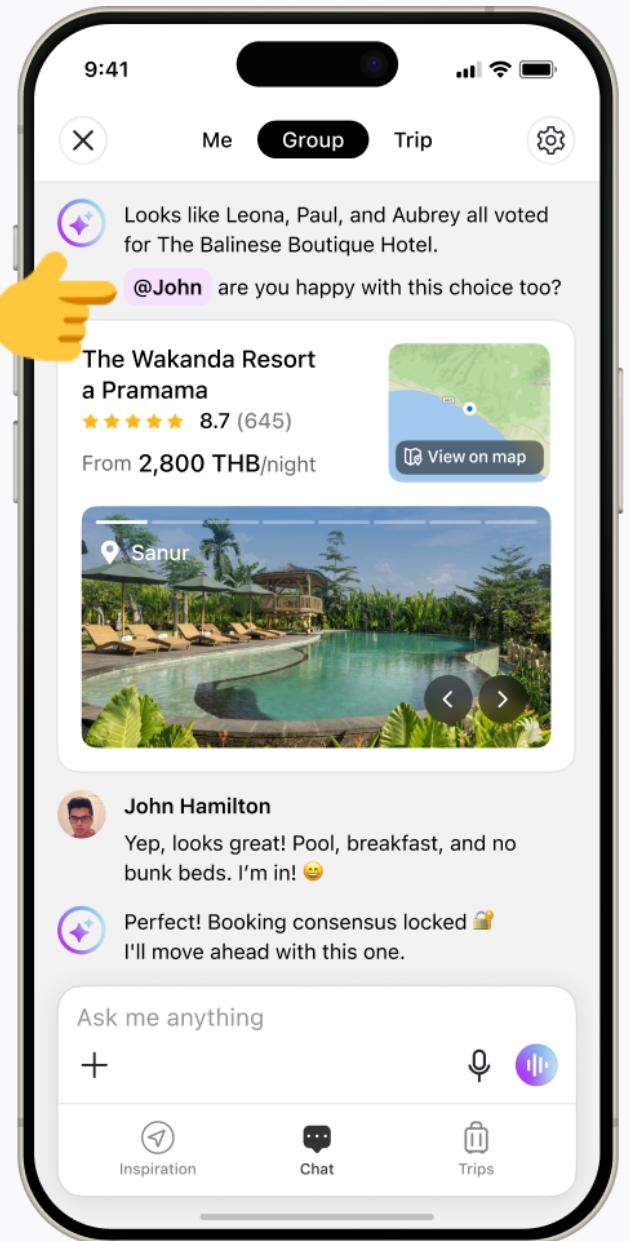
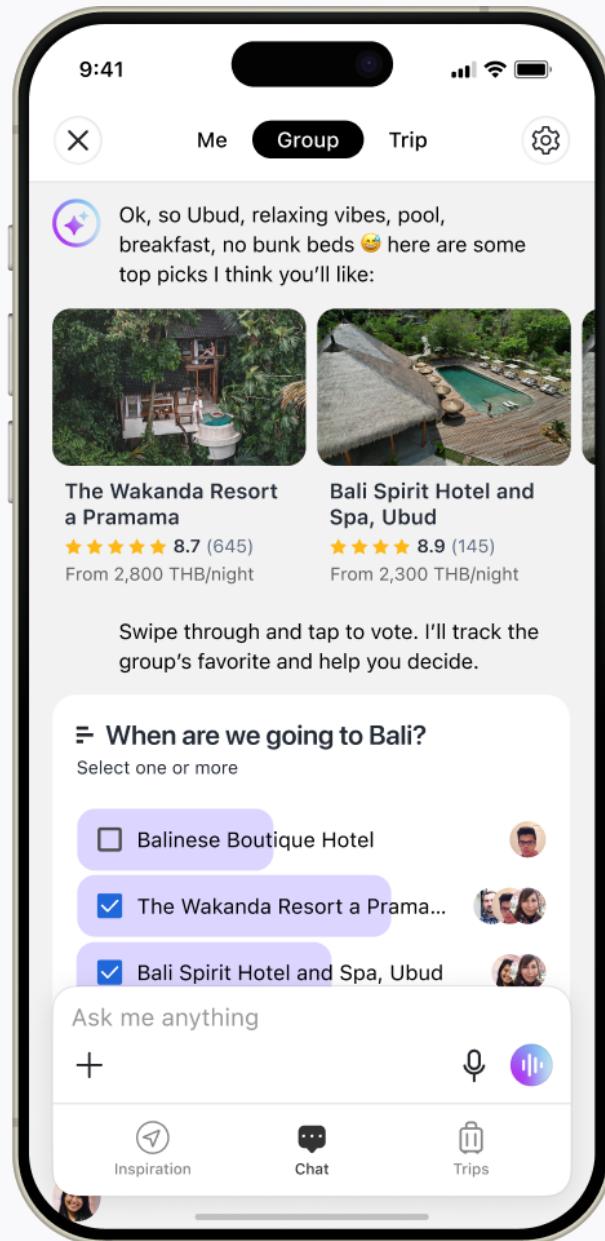
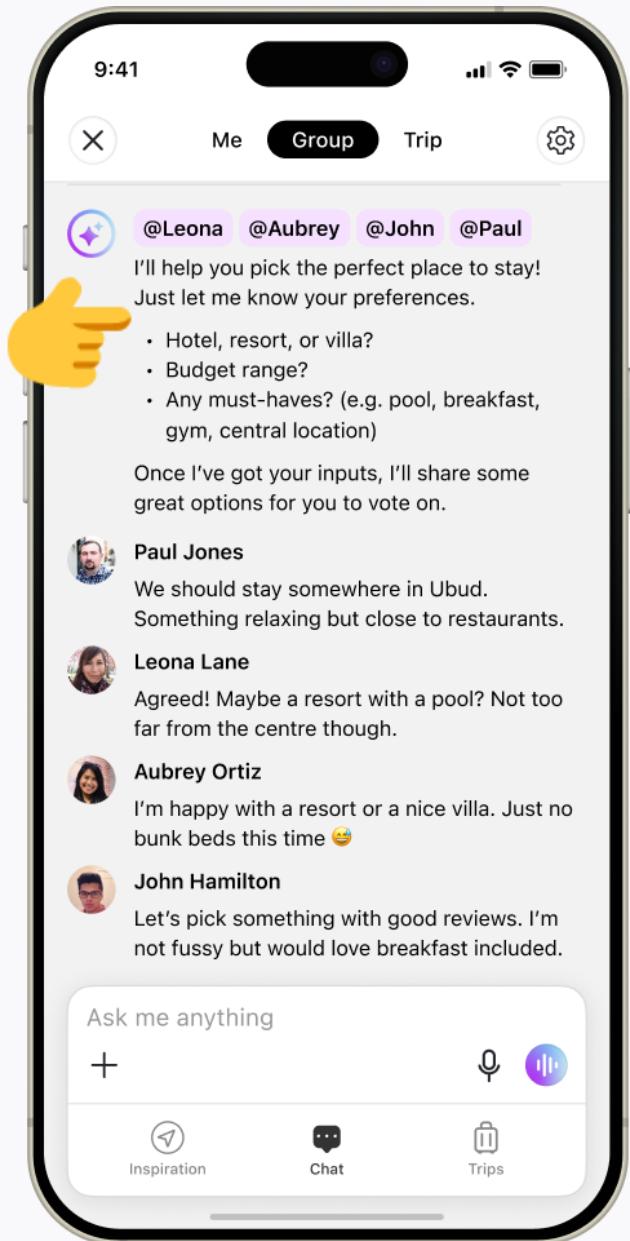


## Some choices are easy with polls...

## Others, needs a little “thoughtfulness”

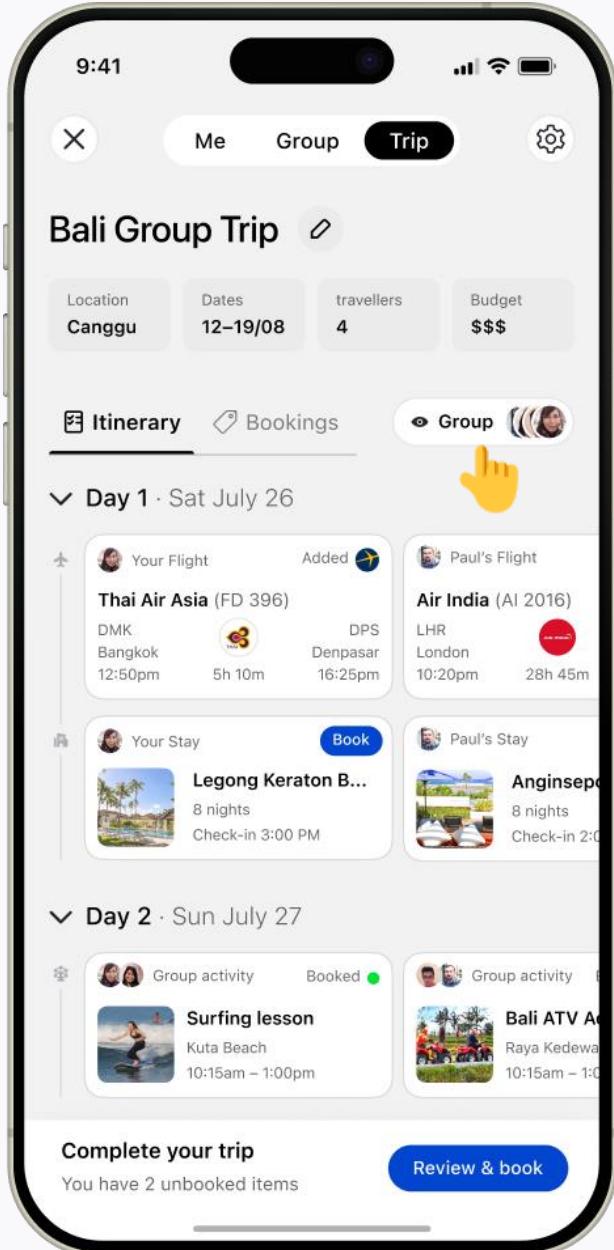
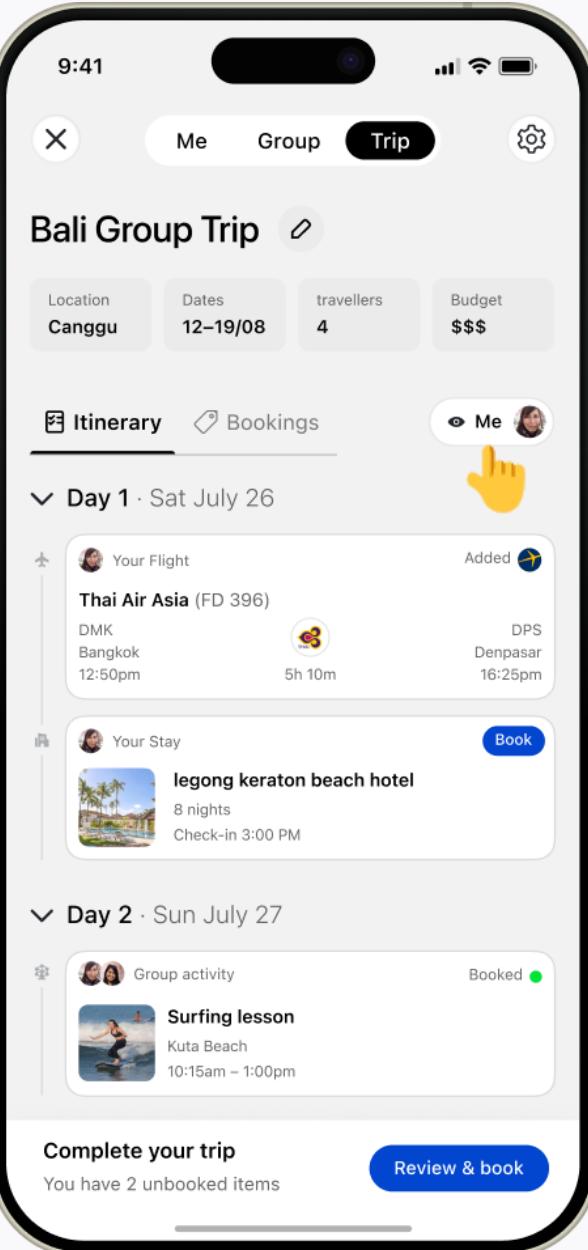
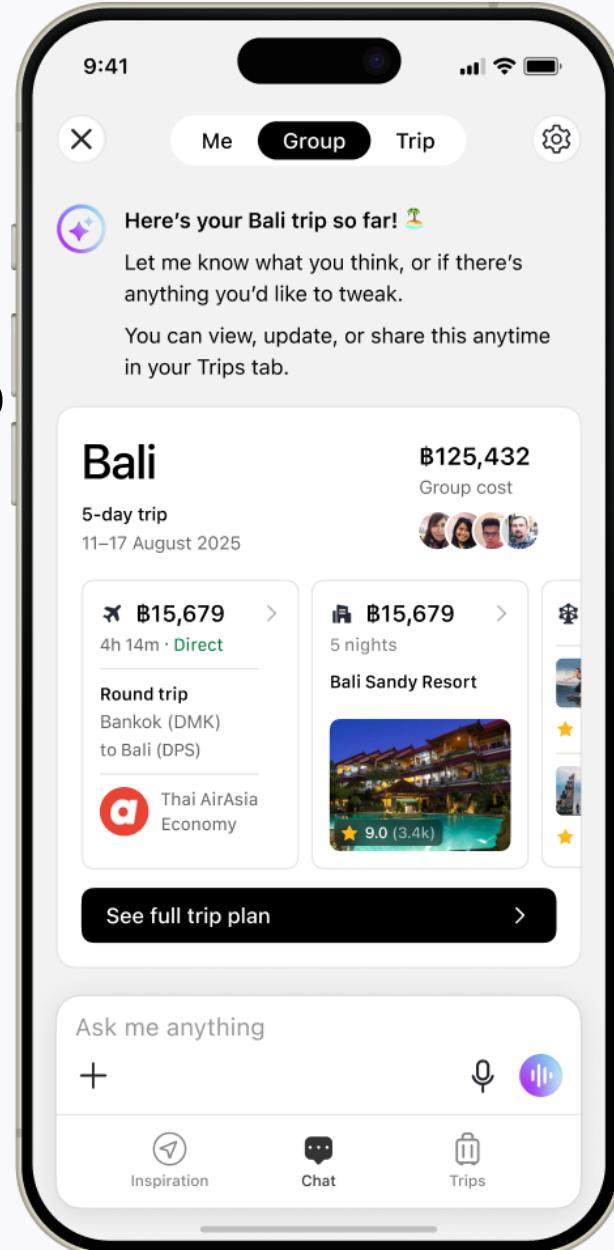


And some decisions just need a nudge from a proactive assistant



## Assistant builds some itineraries

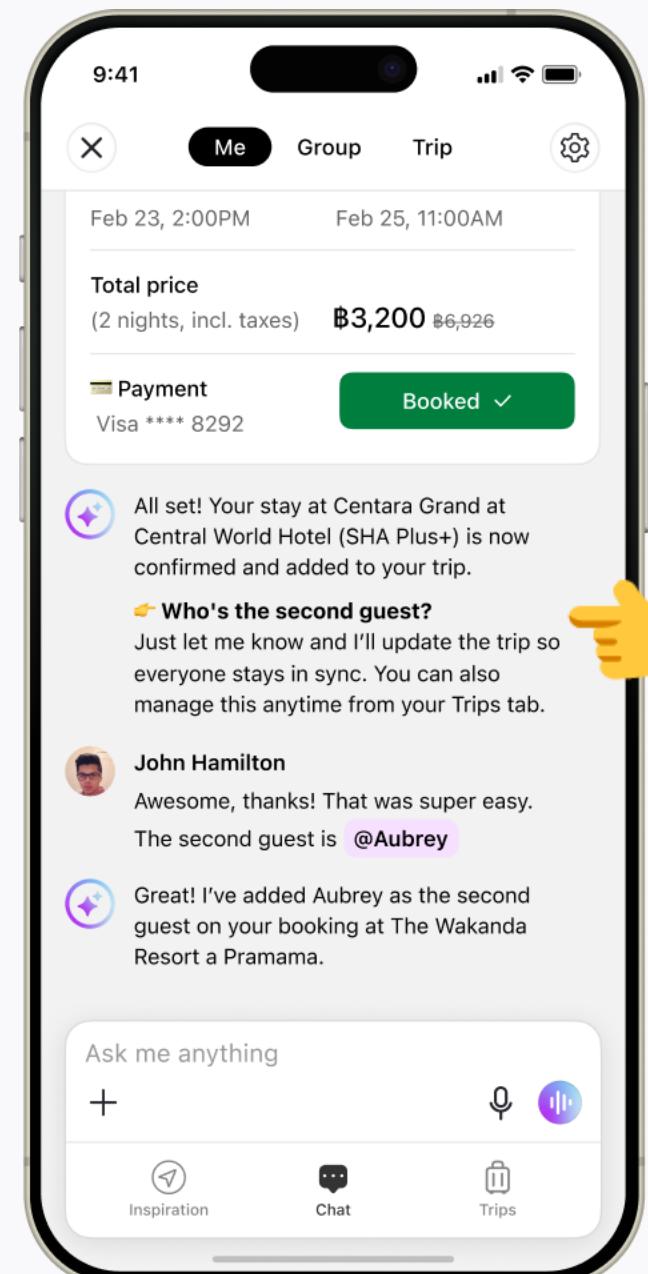
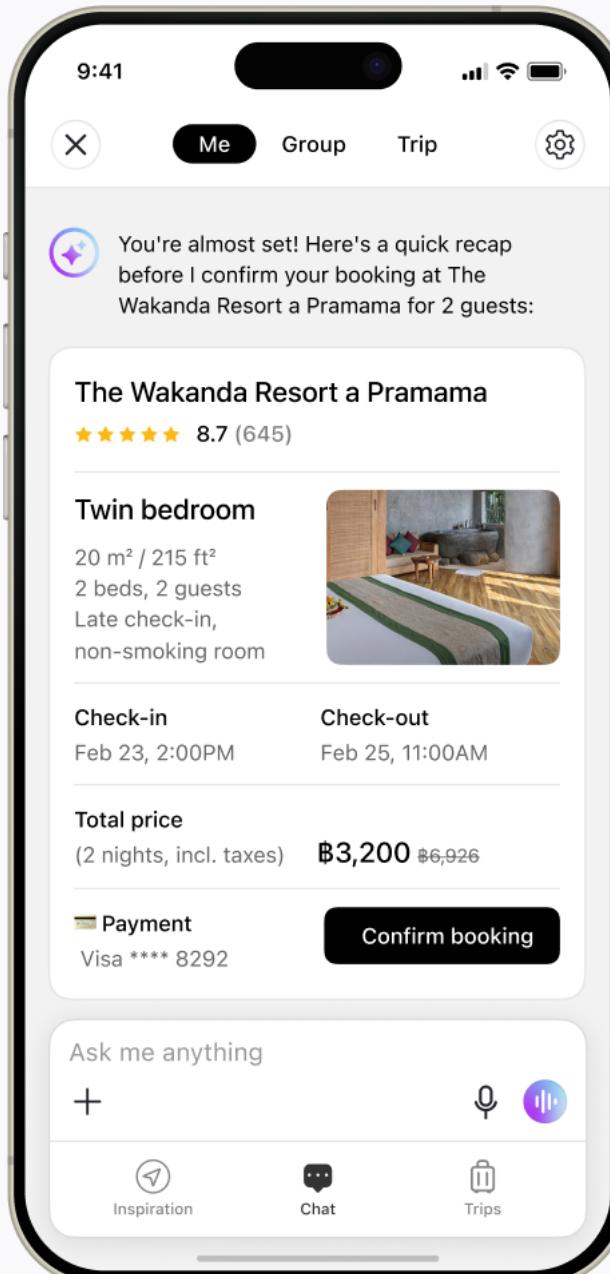
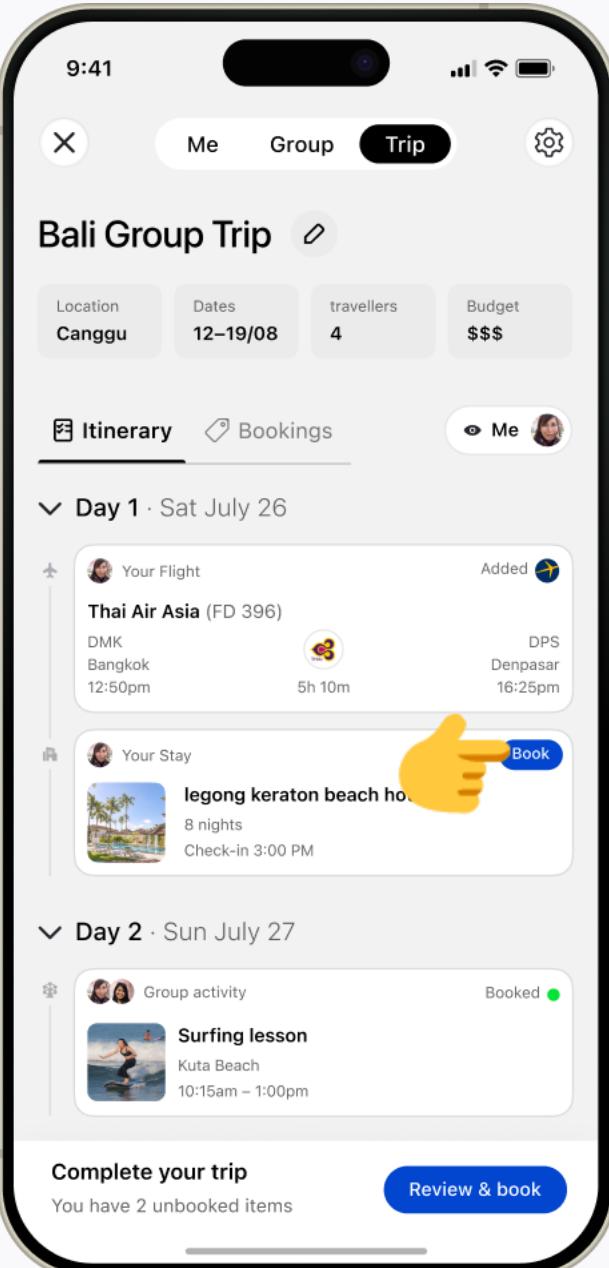
And soon the group has a trip outline - both group and personal views



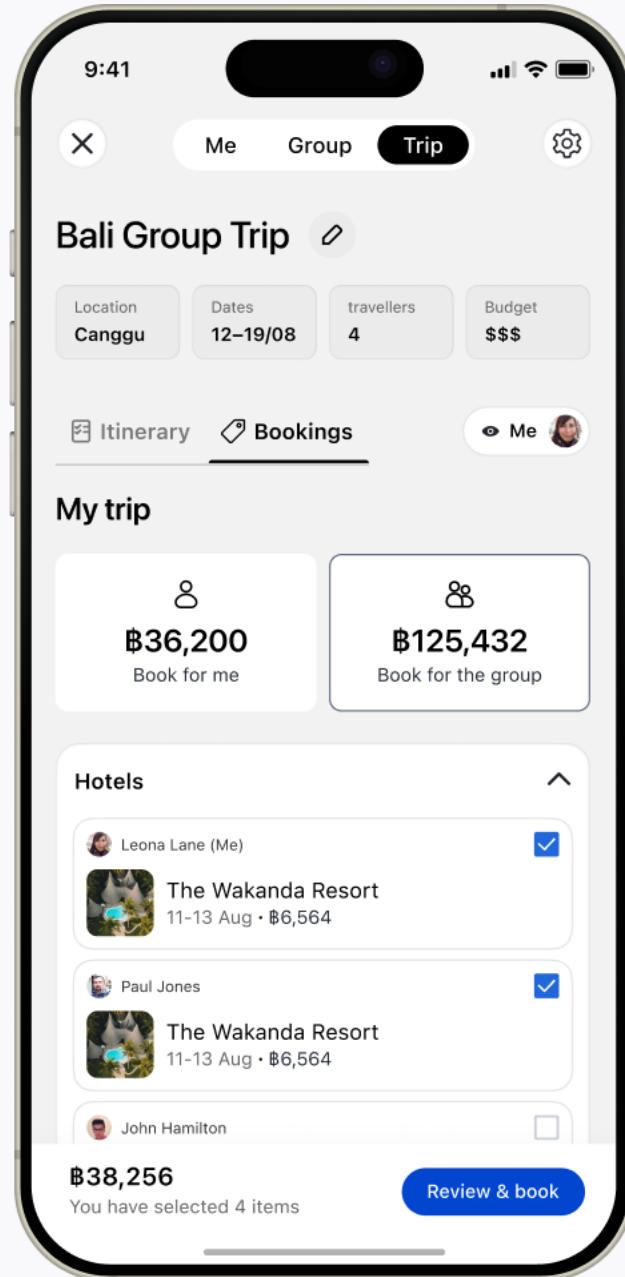
Time to book!

ZF makes a  
quick hotel  
booking for two

Assistant (cheekily)  
asks about the 2nd  
guest and adds  
the hotel to both their  
views



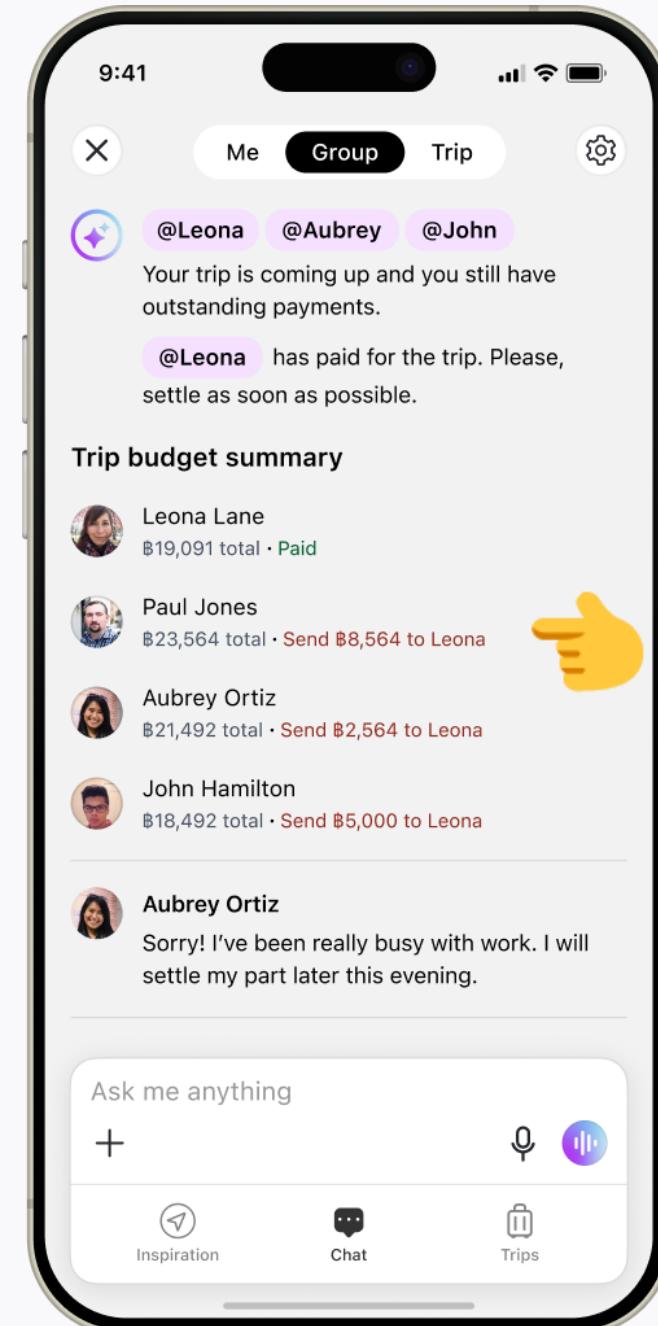
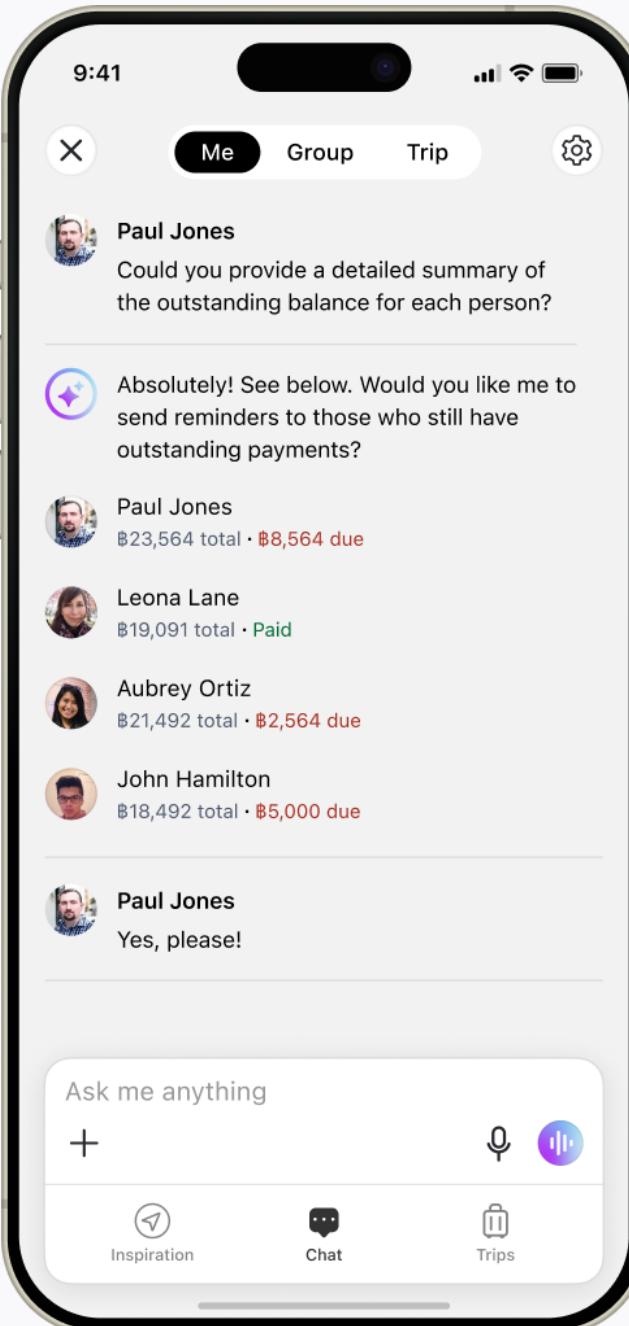
**Any one of them can also book on behalf of the whole crew -every room, every flight, every day**



## Tracking spends and chasing payments?

Assistant handles it all!

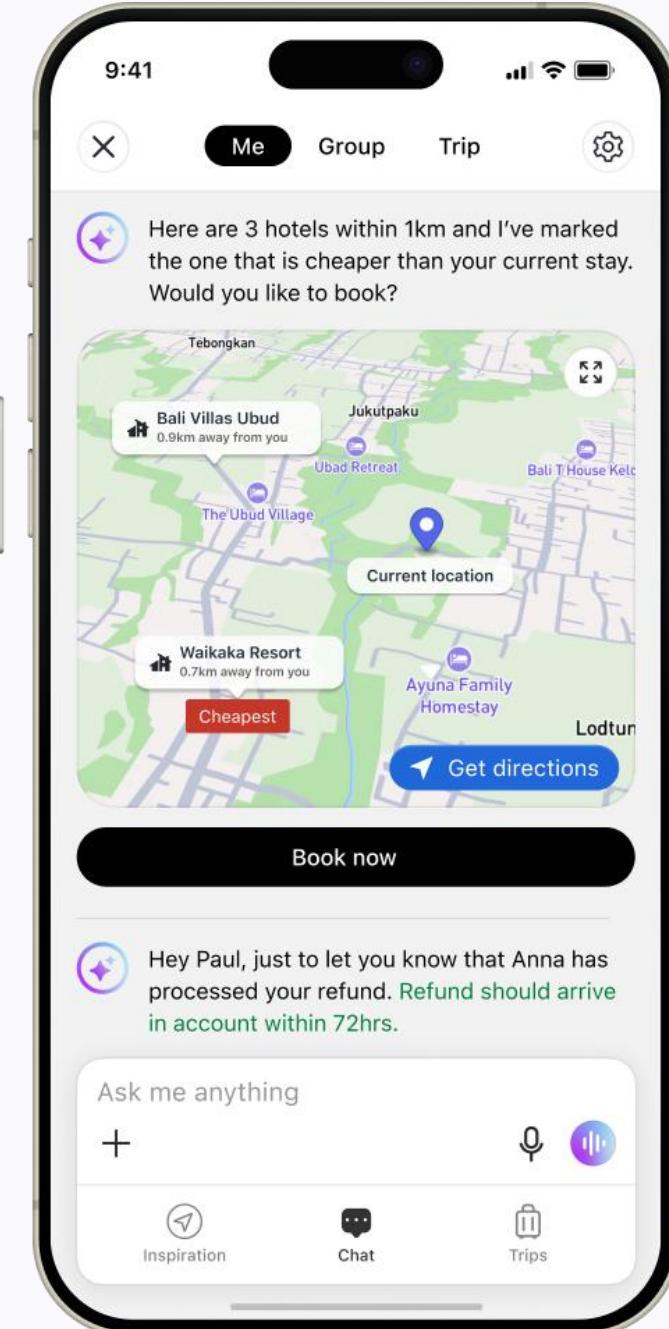
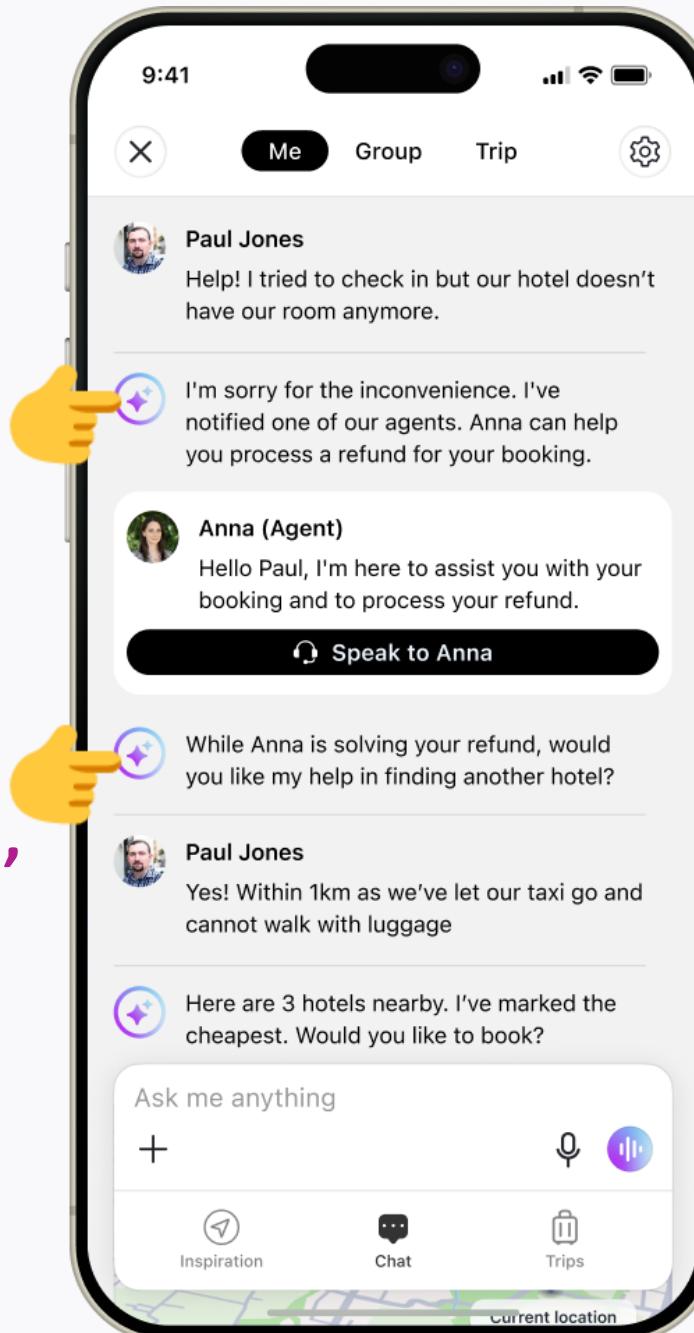
Plus, timely reminders:  
Tracking every 💰  
and trip essentials from  
sunscreen 🌸  
to scooter rentals 🚲



# The trip is ON!

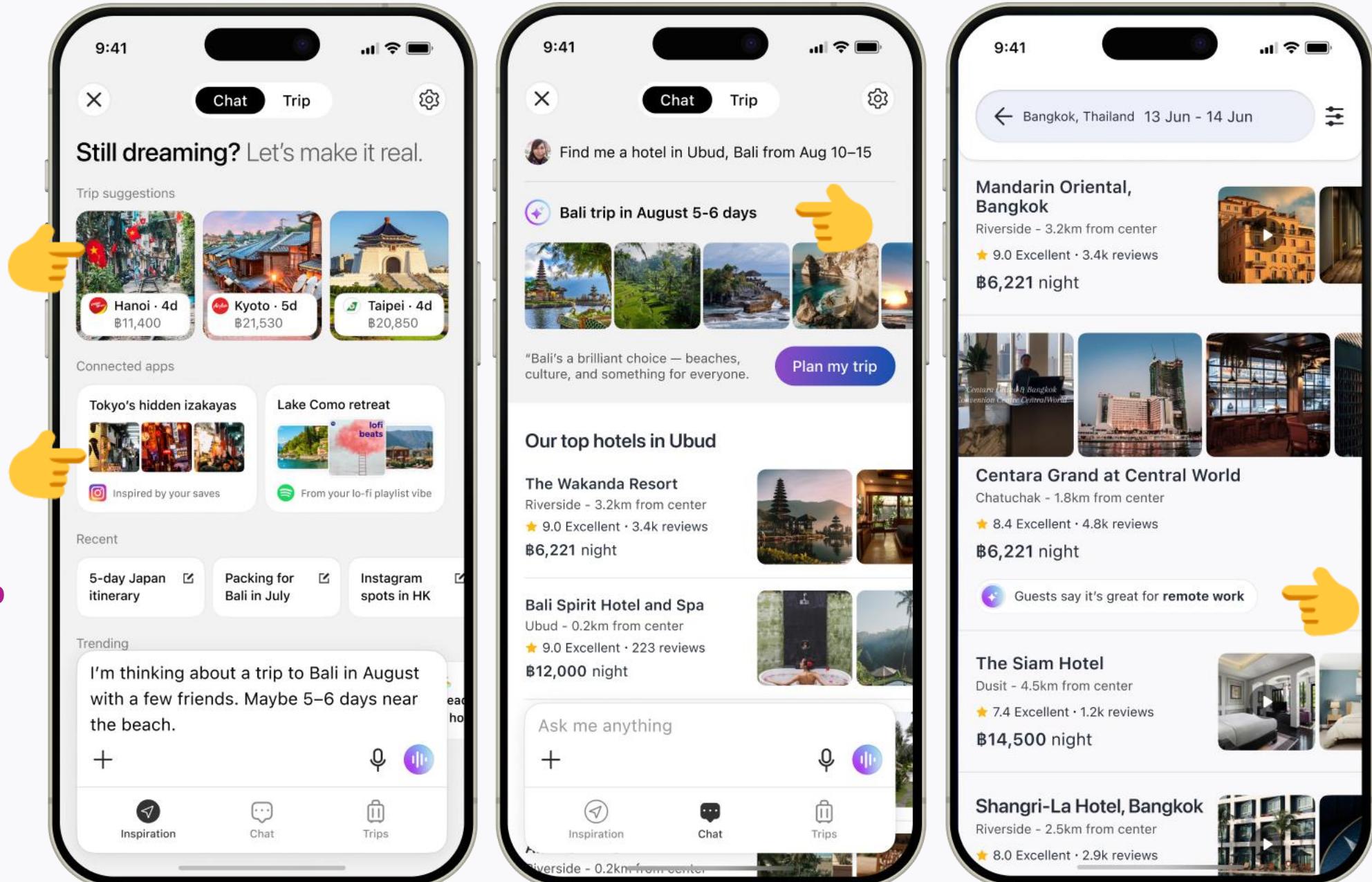
But something  
went wrong and  
Paul's anxious...

The assistant takes charge,  
in more ways than one



**The next time,  
Zain will show  
up to get early  
inspiration...**

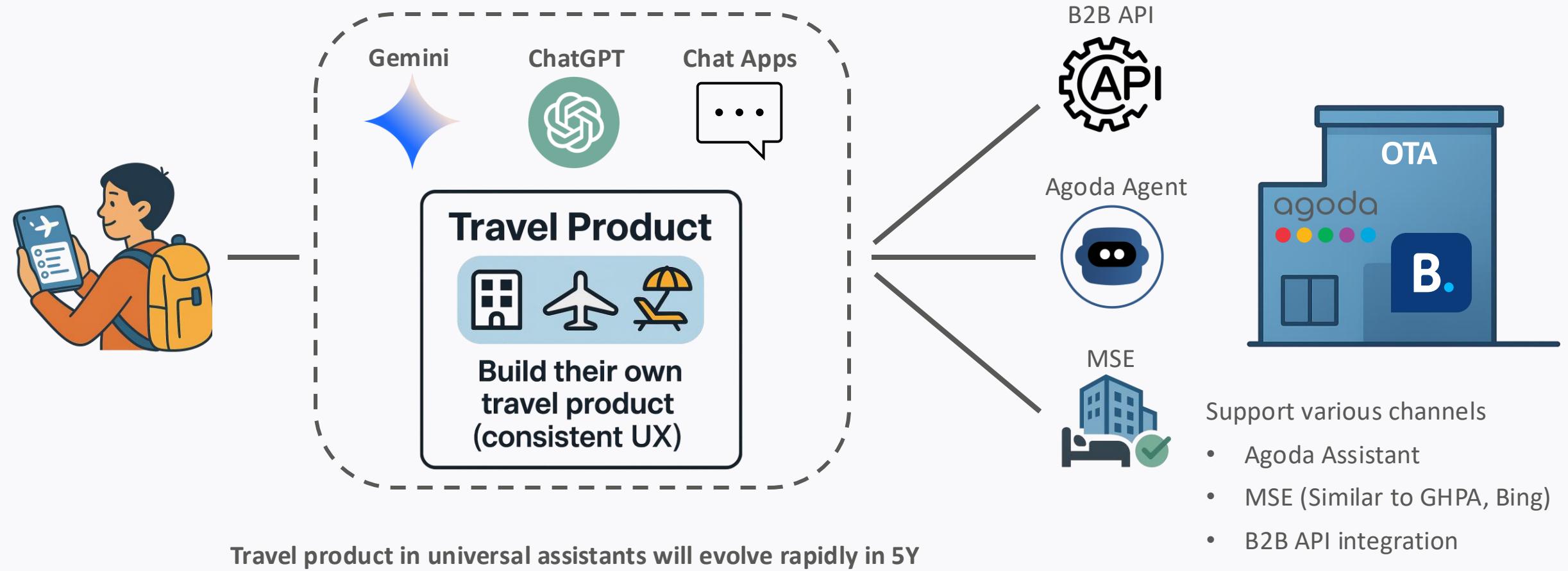
**... while others  
will be pleasantly  
surprised by the  
assistant deeper into  
the decision funnel**



# Expanding beyond the Agoda App



# Expanding Beyond the Agoda App – Being where users are



**Our Aspirations:**  
Agoda Travel Assistant  
**Ensuring EVERY trip**  
**makes it out of the**  
**group chat**



9:41



< Chats

## Group Trip 2026

4 members



So where do we go?

10:10 ✓✓

Paul Jones

So where do we go?



How about [vt.tiktok.com/abc](https://vt.tiktok.com/abc)

11:40

That looks awesome

@Agoda plan the trip

11:43 ✓✓

That looks like Seminyak, Bali. Is  
the trip for 4 person? And what  
dates do you want to travel?

11:45



Leona we good for

17th - 23rd of March?

11:43 ✓✓

That looks like Seminyak, Bali. Is the trip for 4 person? And what dates do you want to travel?

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Leona we good for  
17th - 23rd of March?

11:43 ✓

Yes

11:40



@Agoda 11:43 ✓

I've created an itinerary trip for you to Seminyak Bali for 4 person this 17th - 23rd of March. Click the link below to get more details or continue chatting with me.

11:40

[agoda.com/abc123](http://agoda.com/abc123)



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[agoda.com/abc123](http://agoda.com/abc123)

agoda

9:41



Start a new search



Flight sp

Bali

"Bali's a  
somethi

# agoda



★ Plan my trip

That looks awesome  
@Agoda plan the trip

[See more flights](#)

That looks like Seminyak, Bali. Is the trip for 4 person? And what dates do you want to travel?

11:45



Leona we good for 11:43 ✓  
17th - 23rd of March?

Yes

11:40



@Agoda 11:43 ✓

I've created an itinerary trip for you to Seminyak Bali for 4 person this 17th - 23rd of March. Click the link below to get more details or continue chatting with me.  
[agoda.com/abc123](http://agoda.com/abc123)

agoda

## Things to do in Bali

### Hike to Campuhan Ridge

★ 9.0 · 3.4k reviews

฿6,221 night



### Ubud: Waterfalls and Rice Terrace Day Trip

★ 9.0 · 3.4k reviews

฿6,221 night



### Legong dance show in Ubud

★ 9.0 · 3.4k reviews

฿6,221 night



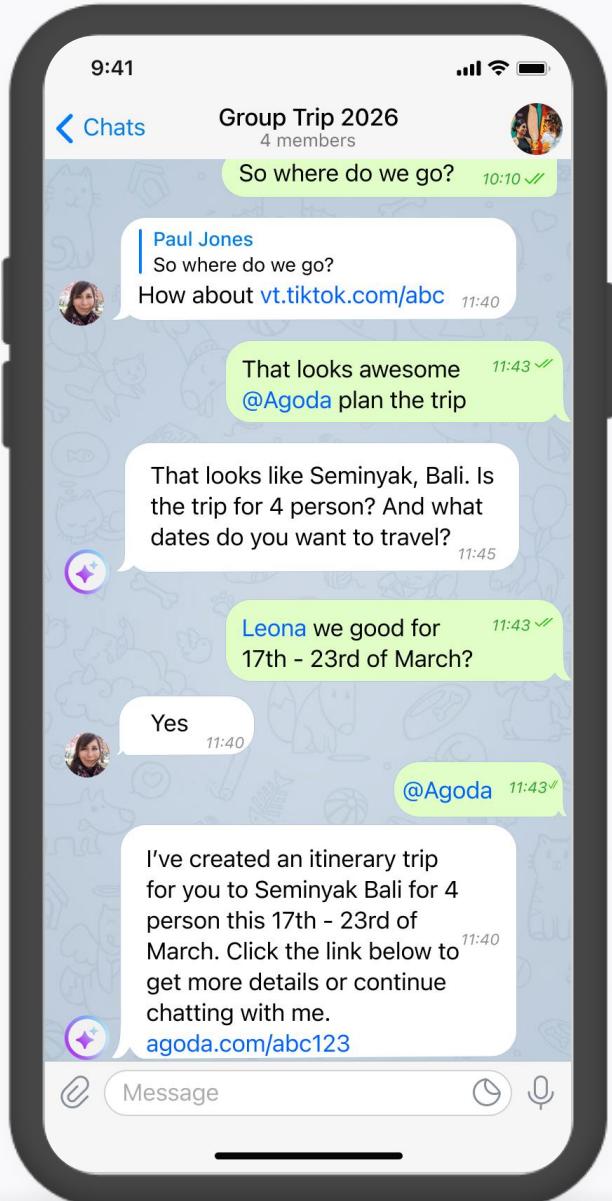
### Sunrise Mount Batur Hike with Breakfast

★ 9.0 · 3.4k reviews

฿6,221 night

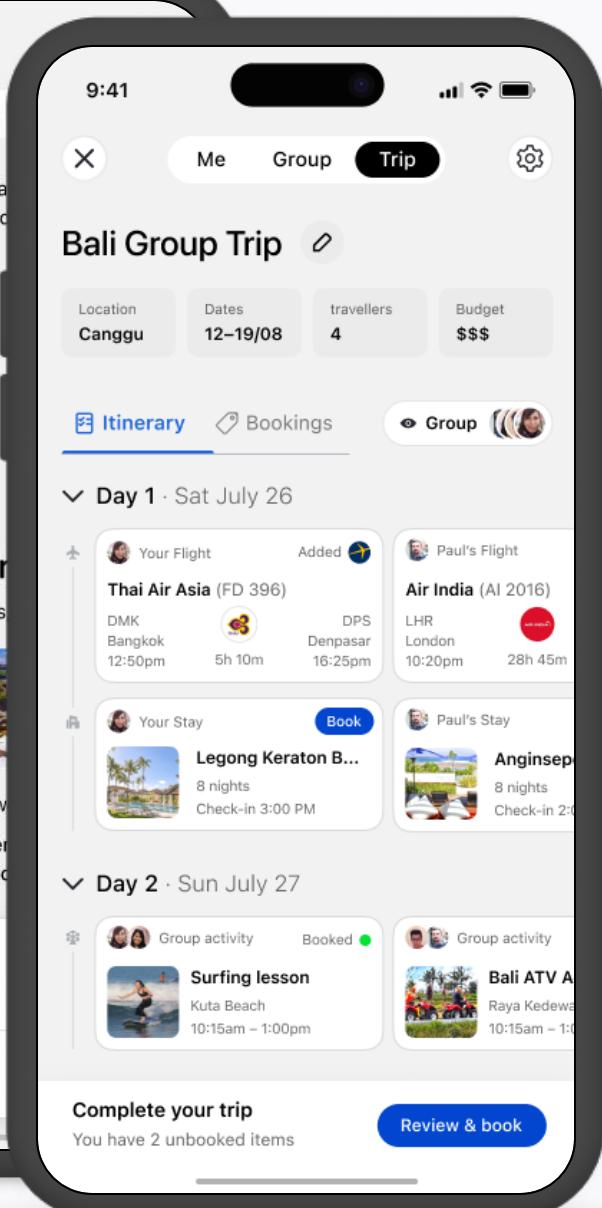
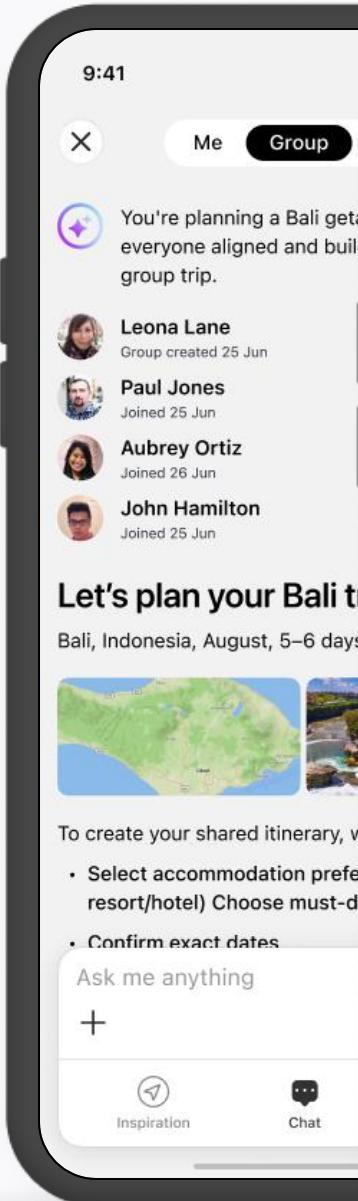


[See more activities](#)



## Complex Interactions kept within Agoda's App

But, otherwise try to be where the users are



## Shortlist Feedback & Asking Questions

**Group Trip 2026**  
4 members



John shortlisted [W Hotel](#) -  
Spectacular Ocean Facing, Guest  
room, 2 Queen, Resort view,  
Balcony \$466 a night

11:45



Ooo that looks good  
[@Agoda](#) how far from  
the beach?

11:43 ✓



W Hotel has a private beachfront  
on the resort grounds

11:45

## Polling

**Group Trip 2026**  
4 members

Guys lets vote which hotel @Agoda

11:43 ✓

1 - W Hotel - Spectacular Ocean Facing, Guest room, 2 Queen, Resort view, Balcony \$466 a night

2 - Leona shortlisted Uma Sapna Seminyak Villa \$489 a night

3 - Lloyd's Inn Bali \$349 a night

1 11:40

1 11:40

2 11:43 ✓

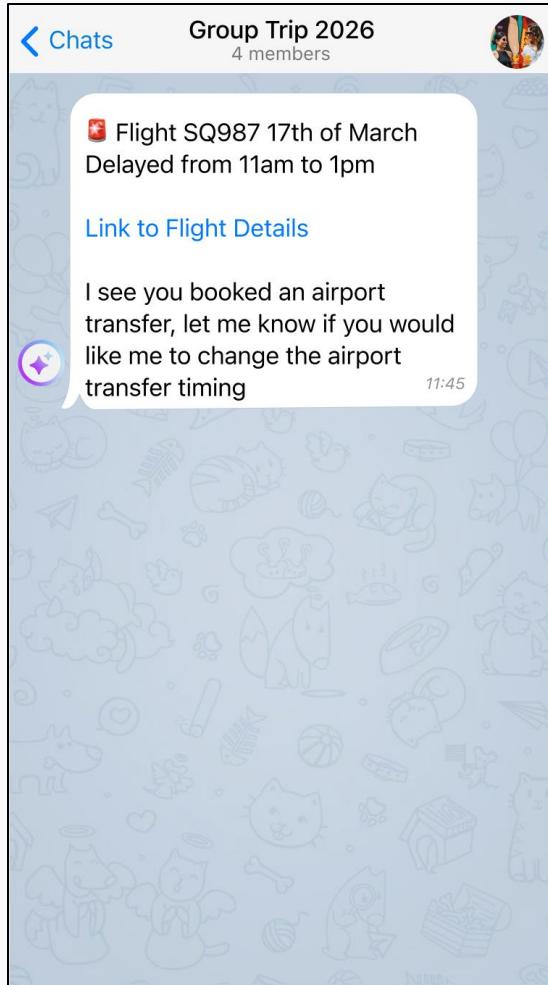
# Import Almost Anything (flight e.g.)

The screenshot shows a mobile application interface for a group trip. At the top, it says "Group Trip 2026" and "4 members". Below this, there are two flight booking sections for "PARIS DE GAULLE, FRANCE". The first section is for "ARRIVAL SATURDAY 21 MAY" and the second for "ARRIVAL SUNDAY 22 MAY". Both flights are from "AFR AIR FRANCE AF 0223" to "CDG PARIS DE GAULLE, FRANCE" at 09:55 (May 21) and 10:55 (May 22). The return flights are from "NEW YORK JDN, NY" to "CDG PARIS DE GAULLE, FRANCE" at 09:55 (May 23) and 10:55 (May 24). The total distance for each leg is 3630 miles. The departure date is "FRIDAY 27 MAY" from "NEW YORK JDN, NY" to "CDG PARIS DE GAULLE, FRANCE" at 08:20. The return date is "MONDAY 31 MAY" from "CDG PARIS DE GAULLE, FRANCE" to "NEW YORK JDN, NY" at 10:55. The total distance for the round trip is 3630 miles. A message from a travel agent (@CHRONOBUSSELL) says "Guys, i've booked our flights" and "Alright lets book the hotels @Agoda". The travel agent's profile picture shows a woman with dark hair.

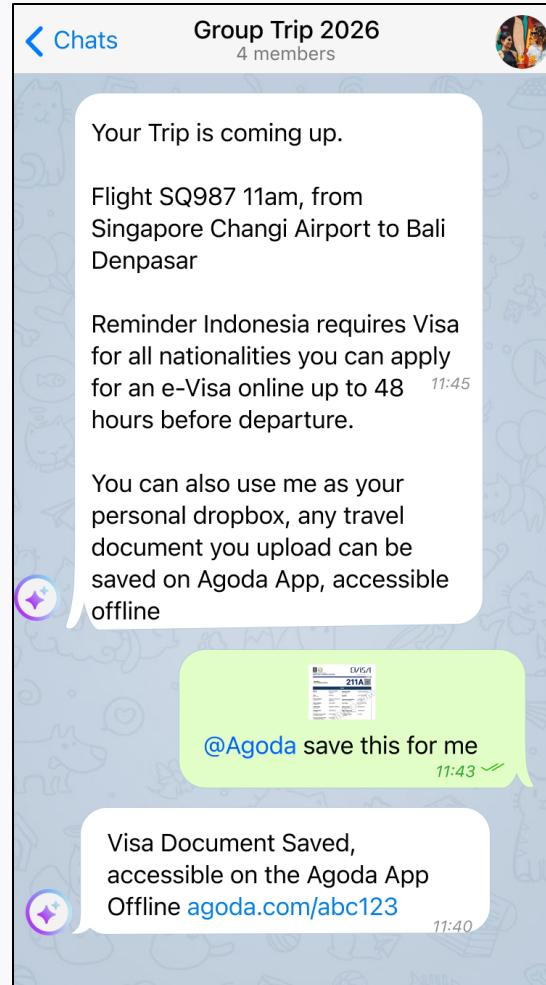


**Be where the discussion happens (pre-booking)**

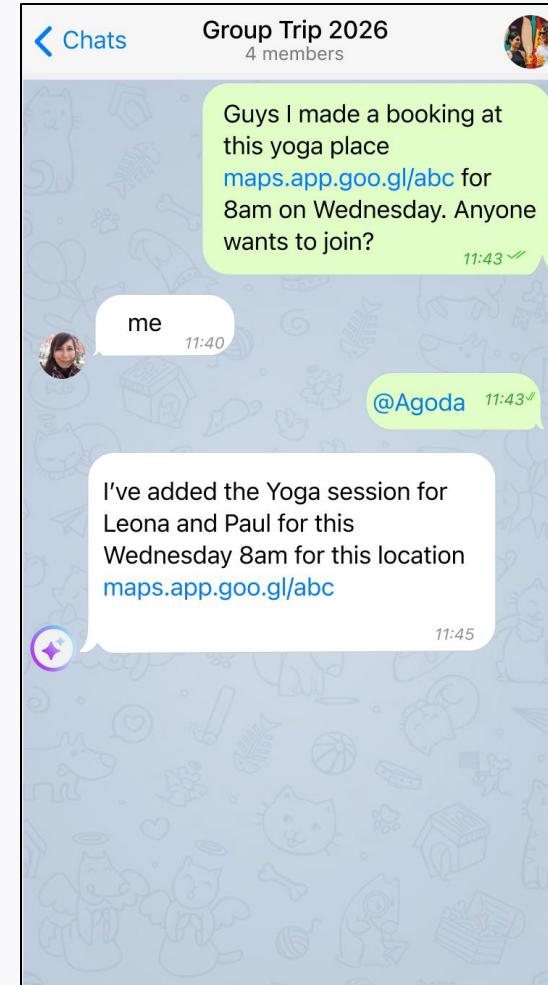
## Helping With Delays



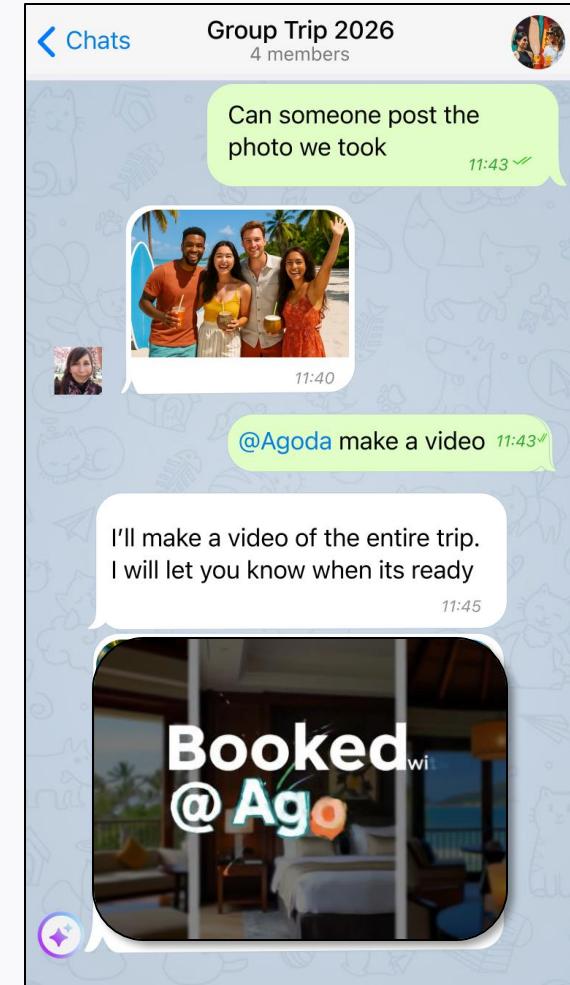
## Travel Requirement Reminders



## Chat with the Itinerary



## UGC (Share on Social)



AND MANY MORE...

Be where the discussion happens (post-booking)

# Our Aspirations: Agoda Travel Assistant Ensuring **EVERY** trip makes it out of the group chat



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# How Do We Know Our Chatbot Is Improving (Despite Changing Flows)?

## What we can measure easily

- Product & Biz Success Metrics (conversion, bookings etc.)
- Trip Conversion Rate
- Turn Count to Reach Decision Point
- AI Suggestion Acceptance Rate
- Avg. Group Engagement with the bot
- User Satisfaction (NPS)
- A/B Testing
- List of many more ideas...

## What's harder to Test (Flow -Sensitive)

- Same user intent -> Different flows if the bot changes tone, order or memory
  - Users don't follow a script, behavior changes depending on what the bot says and when
  - Even if the user **goal stays the same**, may take **different path to get there**
  - **Regression** may not look like an error – might make user go in circles, get confused or give up
  - **Must evaluate whole flow**
- Small prompt tweaks can cause big shifts in how users respond

## Real-World Complexities

- Multi-turn interactions mean context and pacing matter
- **Hard to spot regressions when users take a different paths**
- Success isn't just a good answer – it's about smooth goal-oriented journey

⚠️ **Key Risks:** How to test before new improvements / features before release?  
How to use previous captured convo to apply to new changes?

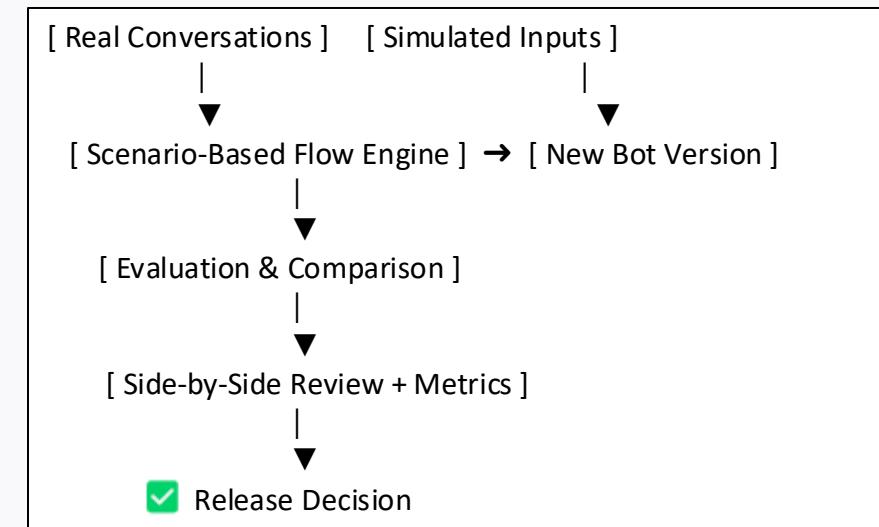
# Chatbot / Agent Evaluating New Versions or New Features

## Scenario-Based Flow Tests (Using Real + Simulated Conversations)

- Defined real travel tasks (e.g. book hotel, change flight, add to itinerary)
- Use historical user conversations or simulated inputs to represent realistic flows
- Run both old & new bots through the same flows
- Compare: Tasks success, context retention, efficiency, clarity
- Build synthetic edge-case flows where needed to stress test behavior

## Side-by-Side Flow Reviews

- Humans and LLMs compare full conversations: Was the experience better?



## Key Objectives That Matter

- Goal success. Context memory Fewer repeats More thanks, less frustration

# Chatbot / Agent Evaluating New Versions or New Features

## Not Starting Entirely from Scratch

- Property Page Bot
  - [Evaluation Deep Dive](#)
  - [Topic Classification](#)
  - [Hermes Improvement to PP Chatbot](#)
- Booking Form Bot
- CEG Related Initiatives

**Learn From and Build Upon those Efforts and Expertise!**

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# 1Y MVP: Building Agoda Personal Travel Assistant

Scope: Pre-trip up to booking + Itinerary suggestions, travel product results and app redirects

The screenshot displays the Agoda app's trip planning features:

- Top Bar:** Me, Group (selected), Trip, Settings.
- Group Chat:** "You're planning a Bali getaway. Let's get everyone aligned and build your perfect group trip." Shows participants: Leona Lane (Group created 25 Jun), Paul Jones (Joined 25 Jun), Aubrey Ortiz (Joined 26 Jun), and John Hamilton (Joined 25 Jun).
- Invite collaborators:** "Best day to fly out to Bali? Select one or more." Options: Friday 9th August (4 votes), Monday 12th August (1 vote, selected), Tuesday 13th August (2 votes). "View votes" button.
- Bali Group Trip:** "Let's plan your Bali trip" for Bali, Indonesia, August, 5–6 days, 4 Adults. Includes a map and three scenic images.
- Itinerary:** "To create your shared itinerary, we just need:"
  - Select accommodation preference (villa/resort/hotel)
  - Choose must-do activities
  - Confirm exact dates
- Ask me anything:** Input field with a microphone icon, and buttons for Inspiration, Chat, and Trips.
- Bottom:** "Complete your trip" section with "You have 7 unbooked items" and a "Review & book" button.

## Agent Fundamentals

- Multi-agentic setup – intent detection and functional / product wise
- Consensus model for group optimal-fit

## Group Chat

- Interface for inviting users and group chat in assistant

## Hero Features

- 2 levels of trip view with planning / consideration and booked / partially booked views

## Addressing Gaps

- Restaurants, public transport, visa and travel policies
- Better maps

## Reusability & seamless handoffs

- Search and property components from app
- Limited search & details views embedded with 'See more' to app
- Context persistence
- Booking always on app

# Thank you for allowing us to share our idea with you!

## We are Group 1



Nitya Guruvayurappan  
Principal Product Manager



Sunny Bharwani  
Senior Director of Product



Joe Allison  
Senior Product Design Manager



+REINFORCEMENTS  
Adrian Radev  
Senior Product Designer



Ayyappan Sampath  
Director of Engineering



Sparsh Choudhary  
Director of Engineering

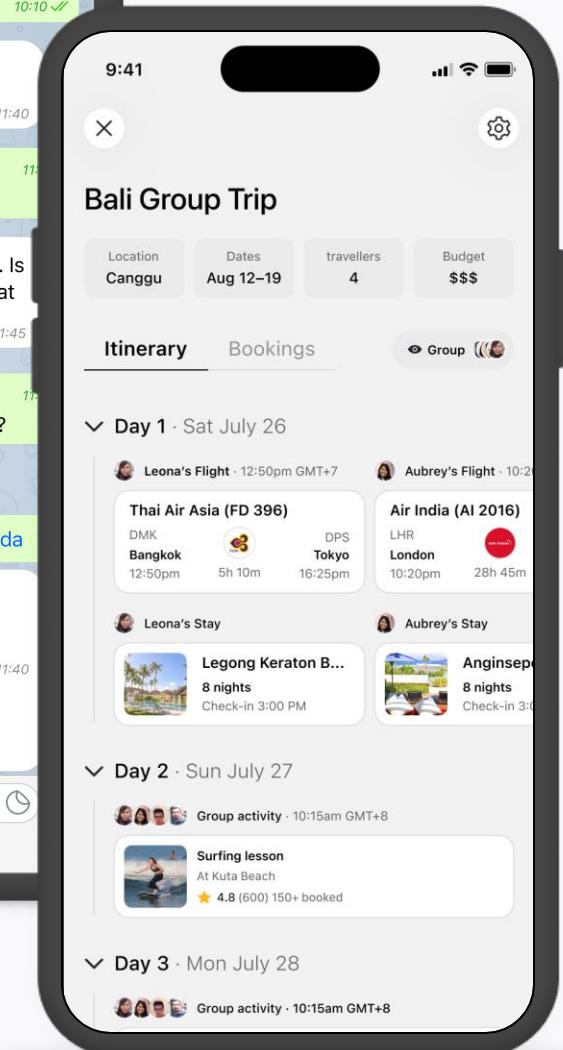
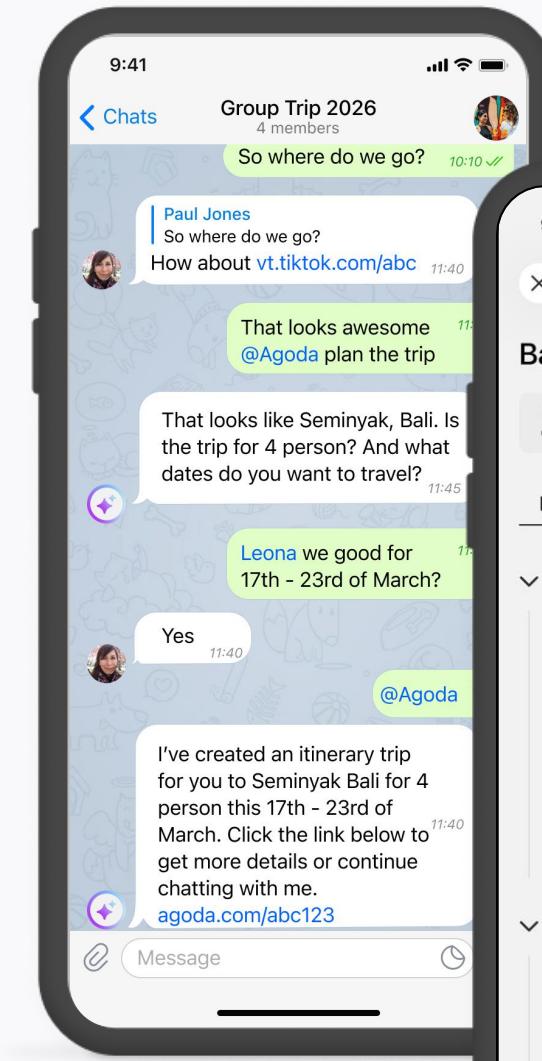
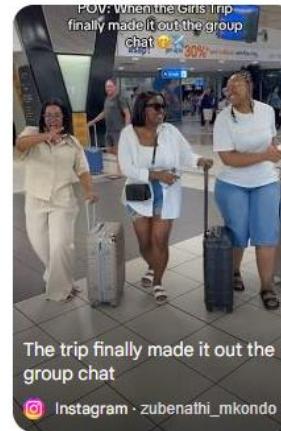
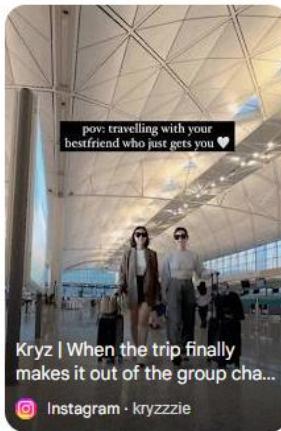


Shaun Sit  
Director of Engineering



## Agoda Travel Assistant

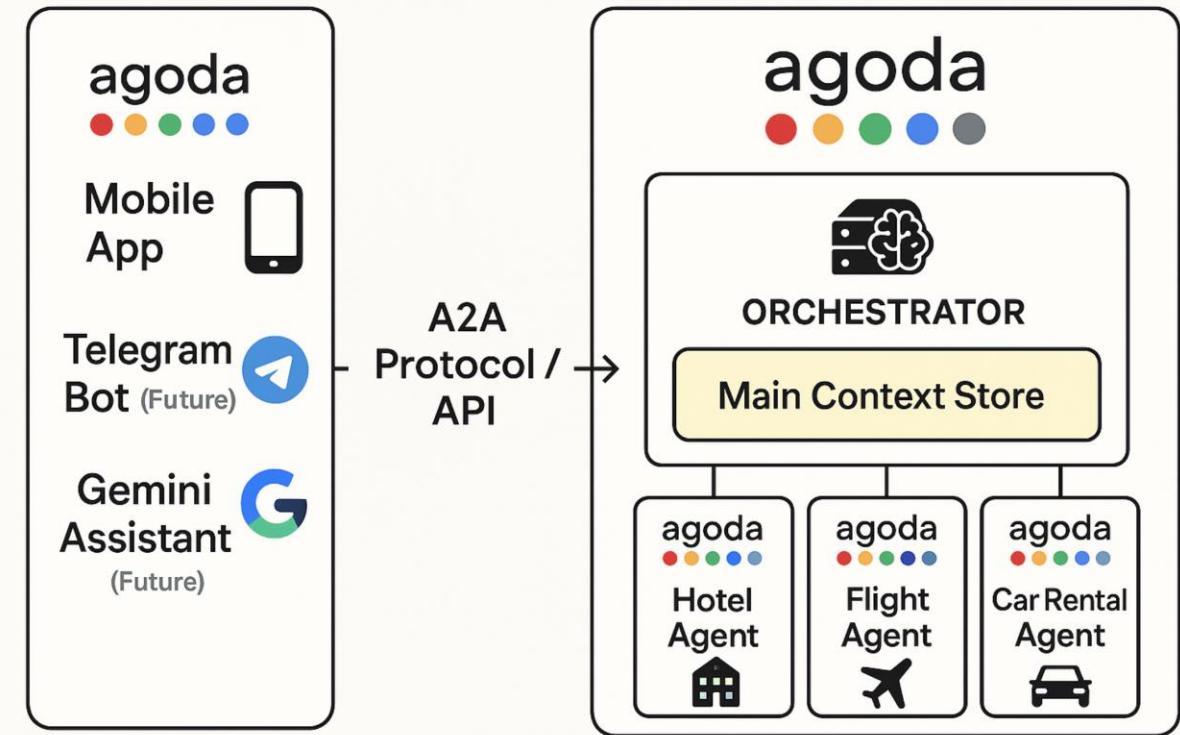
Ensuring **EVERY** trip makes it out of the group chat



# Appendix

# Tech Powering Agoda's Internal PTA usable elsewhere

- Multi-Agentic Chat Setup
  - Itinerary Builder Agent
    - include separate feasibility agent on proposed plans, travel time etc.
  - Personalization and Preferences Agent
  - Hotel Search Agent
  - Flight Search Agent
  - Car Rental Agent
  - Orchestrator (main chat app)
- Other “Clients” would just be a different interface on top of the Core PTA Multi Agentic Chat Bot
  - Matrix of features of what is permitted by each “Client”
  - Agoda Host App (a client by itself) being the most feature rich
  - Other eventual clients will start off text based and (hopefully) open up to more capabilities with time



## **Why do you focus only on Group Travel what about solo travellers?**

All the features added for group travel can also be used for solo travelers, so in essence focusing on groups also benefits solo travelers with the features we would be building

The extra parts are Group Chats, Group Views, Spend allocation, Consensus models etc. but the core product works for ALL types of travelers, even solo, couples and families

Taking a step back on why groups:

1. We have made a choice to not be middle-of-the-pack for PTA
2. Differentiation is harder with generic buzz words and table stakes like ‘better personalization’ and ‘great UX’ alone. We think this is a user-backwards, real, complex problem that can help us standout in the landscape and we have the capability to take on.

## **Would Payments be complicated especially if the trip is now made off several people**

- Yes, payments can become complicated with multiple people on a trip.
- We propose starting with the current approach: one person pays for the entire itinerary.
- In the future, we will explore more flexible payment options, such as:
  - Allowing individuals to pay for their own share
  - Supporting payments by sub-groups within the trip

# FAQ

**Why not do a Telegram Bot as your 1Y MVP with handoff to Agoda App today without trip planning itinerary features? Do you know of any such bots today?**

- A Telegram Bot MVP is possible, but not ideal.
- Core functionalities (like collaborative trip planning) would be missing.
- Some level of collaborative itinerary/plan is essential, even at MVP stage.
- It's better to build these features directly in the Agoda App first.

## **Would it be confusing to have a group chat in both external chat apps and Agoda Internal App?**

- Yes, having group chats in both external apps and Agoda could be confusing.
- We propose disabling Agoda Group Chat (not enabled by default) if the entry point is from a supported external group chat app with our bot.
- Add indicators in Agoda Trip view to show if the conversation started from an external group chat, reducing confusion.

# FAQ

**Will the ChatApps allow you to collect that much data? Or Give you that much flexibilty? Is it not risky that it can be disabled at any time.**

- There is a risk, true of ANY Platform: Chat apps can limit data access or disable bots at any time.
- We chose not to be “middle-of-the-pack” for PTA; data is crucial for any LLM-based solution.
- Key assumptions:
  - Most group trips start in a chat app.
  - The same chat group is likely used throughout the trip.
  - Bringing value to users in their chosen chat app increases Agoda adoption.
- This approach offers the potential to capture invaluable data—high risk, high reward.
- Currently:
  - All chat apps allow some form of chatbot.
  - Only LINE and Telegram support chatbots in multi-user chats (can start with these).
- If chat app access fails:
  - Agoda’s own group chat features will be the fallback (our “ground zero”).
  - PTA in external chat apps will always be an add-on, not the core.

## **Are there any key features that will be impossible or difficult to achieve if we use webview as our fundamental approach for MVP (e.g. maps, native navigation, bottom sheets)?**

- Webview is our chosen approach for the MVP
- No major features are expected to be impossible with webview (including maps, navigation, bottom sheets, etc.)
- Map integration is feasible in webview (e.g., similar to mindtrip.ai); however, we may need to run a POC to confirm performance
- UI elements that look native (bottom sheets, nav, etc.) can be implemented within a webview
  - Agoda today already uses Webview in Room Grid
- We'll address final details and technical nuances in the execution plan

## **How will you ensure the bot hallucinate and Agoda is viable for the things it says**

- Same as any other chat interface, whether its in our app or an external app wouldn't change much
- At most within Agoda app you can maybe prevent certain customer inputs from making it into the chat to begin with
- Risk of hallucinations will exist, always.