

## Ideation Phase

### Define the Problem Statements

Date	20 October 2023
Team ID	NM2023TMID07286
Project Name	Competitive Analysis Of Leading Travel Aggregators



miro

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
The user experience on travel aggregator platforms, including website and mobile app design, search functionality, and customer support, plays a vital role in attracting and retaining customers. A comparative analysis of user experience is essential.	Conducting a comparative analysis of leading travel aggregators can provide valuable insights for customers who are looking to book travel. By comparing reviews, offered by different aggregators, customers can make more informed decisions and potentially save money.	In the context of improving the user experience on travel aggregator platforms, the focus is on enhancing various aspects of the platform to attract and retain customers. A comparative analysis of user experience aims to achieve several key objectives. Identify best practices by conducting a comparative analysis, you can identify	But, in today's highly competitive travel industry, the user experience on travel aggregator platforms, encompassing website and mobile app design, search functionality, and customer support, stands as the linchpin for both attracting new customers and retaining loyal ones.	Competitive analysis of tourism aggregators has also been conducted in <u>India</u> , where they have reduced information search costs and increased the economic contribution of travel and tourism	The user experience on travel aggregator platforms, spanning website and mobile app design, search functionality, and customer support, is the lifeblood of our ability to attract and retain customers. It underscores the necessity of conducting a thorough comparative analysis of user experiences

		the best practices and benchmarks in website and mobile app design, search functionality, and customer support within the travel aggregator industry.	A comprehensive comparative analysis of user experience is not just advantageous; it's imperative for our platform's sustained success		to ensure our platform's ongoing success."
<p>Travel aggregators often rely on competitive pricing and exclusive offers to attract and retain customers. Understanding the strategies and pricing models of leading aggregators is crucial for determining competitive positioning.</p>	<p>I understand that travel aggregators often rely on competitive pricing and exclusive offers to attract and retain customers. It's clear to me that comprehending the strategies and pricing models of leading aggregators is crucial for me to make informed choices and for these platforms to establish their competitive positions."</p>	<p>An attempt to emphasize that the user experience on travel aggregator platforms, encompassing website and mobile app design, search functionality, and customer support, is a critical factor in our quest to attract and keep customers.</p>	<p>When it comes to travel aggregators, they frequently bank on competitive pricing and exclusive offers to engage and maintain customers. It's evident that gaining insight into the strategies and pricing models employed by industry leaders is paramount for establishing a solid competitive stance.</p>	<p>Within the travel aggregator industry, competitive pricing and exclusive offers are the bedrock of customer attraction and retention. It's evident that grasping the strategies and pricing models utilized by top aggregators is absolutely essential for discerning our competitive positioning</p>	<p>Within the realm of travel aggregators, the reliance on competitive pricing and exclusive offers is paramount for enticing and retaining customers. It's clear that having a deep understanding of the strategies and pricing models employed by industry leaders is critical for shaping our competitive positioning</p>