

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	29 October 2023
Team ID	NM2023TMID07286
Project Name	Competitive Analysis of Leading Travel Aggregators

Brainstorm & Idea Prioritization Template:

Brainstorming is a creative process that involves generating a large number of ideas without immediate judgment or criticism. Once you have a list of ideas, you can prioritize them to determine which ones are worth pursuing further.

Competitive Analysis Of Leading Travel Aggregators

1

Define your problem statement

In the highly competitive and rapidly growing travel industry, it is critical for travel aggregators to understand the strengths and weaknesses of their competitors. A comprehensive competitive analysis of the leading travel aggregators can help companies identify market trends, consumer preferences, and potential opportunities for growth. The objective of this study is to conduct a thorough analysis of the top travel aggregators and provide insights into their business strategies, product offerings, pricing models, and customer experience. The study will help companies in the travel industry to develop a better understanding of their competition and make informed decisions to improve their market position.

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Devatha

Assess the market share of major travel aggregators

Investigate the partnerships and supplier networks

Evaluate the marketing and advertising strategies

Deepthi

Analyze the pricing strategies of various travel aggregators

Investigate the social media presence of travel aggregators

Investigate the data security and privacy measures

Shivani

Examine the user experience of travel aggregators

Explore the use of technology and innovation by aggregators

Compare the quality and reputation of customer support services

Sanjula

Analyze the pricing strategies of travel aggregators

Investigate the partnerships and supplier networks

Evaluate the marketing and advertising strategies

Srividhya

Assess the market share of major travel aggregators

Investigate the partnerships and supplier networks

Evaluate the marketing and advertising strategies

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

1. Conduct research to identify the leading travel aggregators in the market. This may include well-known brands like Expedia, Booking.com, and TripAdvisor, as well as newer companies that are gaining traction.
2. Look at the different types of travel products and services that each aggregator offers, such as flights, hotels, rental cars, and vacation packages. Determine which companies have a strong presence in each category and identify any gaps in the market that could be filled.
3. Compare the pricing strategies of different aggregators and identify which ones offer the best value for consumers.
4. Look at the marketing strategies used by each aggregator, including their advertising campaigns, social media presence, and partnerships with other travel companies. Evaluate their branding and determine which companies have the strongest brand recognition and loyalty among consumers.
5. Evaluate the strengths, weaknesses, opportunities, and threats of each aggregator to gain a better understanding of their competitive position.
6. Analyze the social media presence of each aggregator and determine which companies are using social media effectively to engage with customers and promote their brand.
7. Evaluate the distribution channels used by each aggregator, including their partnerships with airlines and hotels, to determine which companies have the strongest distribution network.

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

