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



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.













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 and break it up into smaller sub-groups.

① 20 minutes

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.

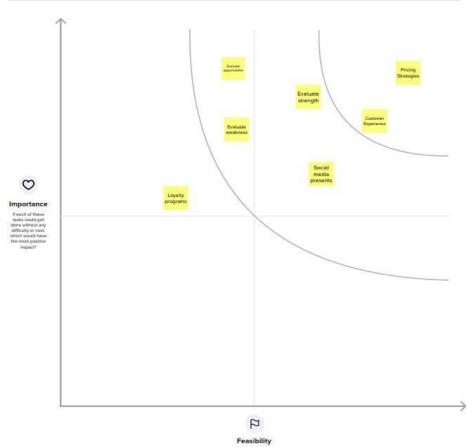


Prioritize

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.

① 20 minutes

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



Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)