

Hackathon



Introducing the team



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Executive Summary

██████ is a travel experiences platform created to provide diverse cultural experiences, with assurance of a high level of trust and quality of service to the customers.

Being a new entrant to the market, ██████ needs to develop a solution that allows them to extend their care and promise and provide a seamless process from booking to on site experience.

How might we enhance customers' end to end tour and travel experience with the ██████ platform?

RECOMMENDATIONS

1. Research - Tailored recommendations with quality assurance through verified badges
2. Booking - Simple drag & drop itinerary builder with journey planner
3. On Site - AR phone experience and gamification
4. Post Event - Review and reward system
5. Overall - Improved customer service

IMPACT

Increase revenue by \$15.4 million and 1.6 million downloads for the app¹

NEXT STEPS

Develop mobile app and AR development with the providers

Key Insights



Fuss free booking process and fast confirmation

"I like online booking experience because it's fuss free, easy, fast and convenient."

"...instant confirmation."



To have the T&C and instructions clearly stated

"I needed to book slots on another website but was not communicated clearly."

"No transparency on what is in bundle. I have to google search separately to realize that there's insurance for free rescheduling in case of heavy rains."



To have recommended activities, customizable booking platform

"...helping you with right experience."

"...simplify would be good so that I don't have to read through so many options one by one."



Value is perceived by the users

"I'm willing to pay premium for flexibility."

"I'm willing to pay for convenience & security."



Stickiness to certain platforms due to past frequent use

"I will browse across different travel platforms. Despite minimal price difference, I will stay with my usual platform to make the booking."

How Might We...



Provide a fuss free and seamless planning and booking experience



Provide a differentiated and fun experience compared to other platforms



Provide an excellent customer service that supports every step of the way

Fun-loving Fiona



*"I like to try new things & explore places.
New experience excites me!"*

Goals

To find unique & fun activities to spend the weekend with her boyfriend, with ease and minimal disruptions

Tasks

- To research on fresh & unique experiences
- To make informed decisions
- Have fun!

Needs

- Quick, convenient, fuss free booking experience with fast confirmations
- Clear T&C and instructions stated in booking to prevent loss of time and frustration at physical site
- Easy redemption process at physical site
- Personalised recommendation based on interests and past bookings
- A convenient and credible platform

Pain Points

- Dislikes websites/apps that is not user friendly
- Feels insecure if confirmation is slow
- Frustrated with the hidden T&C and unclear instructions for redemption
- Having to use multiple apps to plan a trip
- What is advertised online is not translated onsite

32yo Female

In a Relationship

PMET

Tech Savvy

Easily Bored

Social Media Savvy

Loves to Travel

Story Boarding our [Redacted] Concept

Research



Fills in a quick survey allowing **tailored recommendations based on interest**

Researches activities and feeling assured booking activities with **verified badges**

Booking



Easily plans for her weekend with **all-in-one app trip planner**



Journey Planner



Itinerary Planner

Convenient one time payment set up with **scan credit card function**

On Site



Generates **QR code** for a fuss free tour redemption

Experiences an **interactive & unique mobile AR experience** during her tour



Immersive Navigation



Augmented Destinations



Augmented Gamification

Post Event

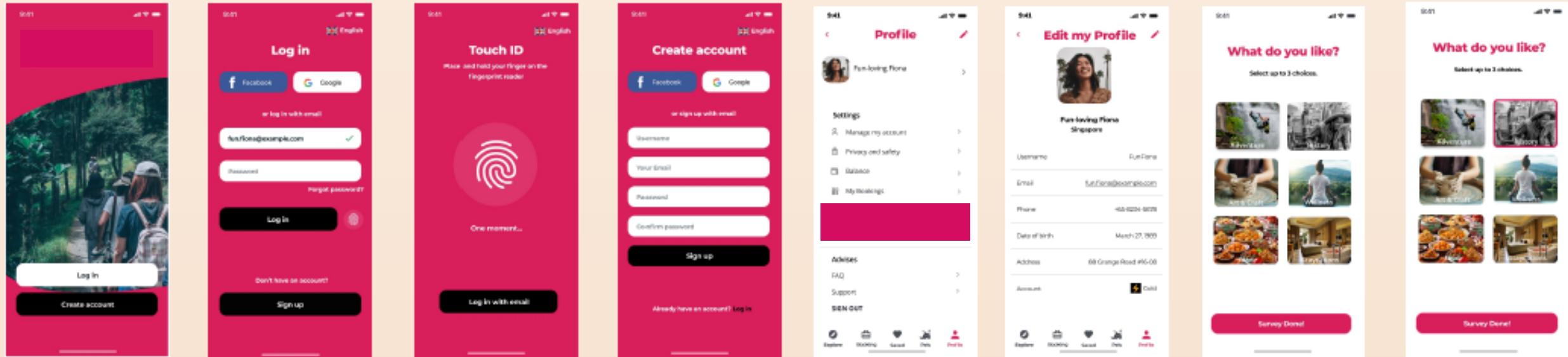


Provides feedback, reviews, uploads photos and share to social media to get **rewarded** with hints for [Redacted]

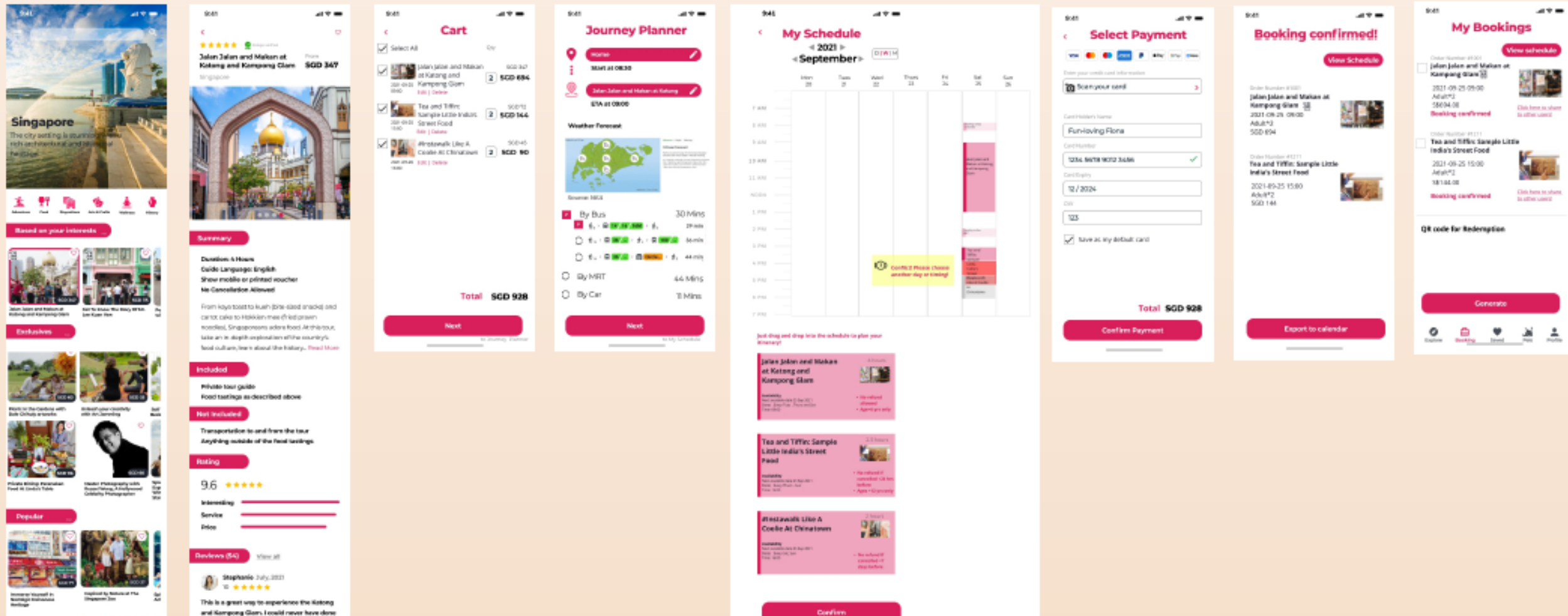
Able to reach out for customer support through **AI chatbot and real-time online chat operator** at any point

Wireframing - Sign up and fill in a quick survey for tailored recommendations based on interest

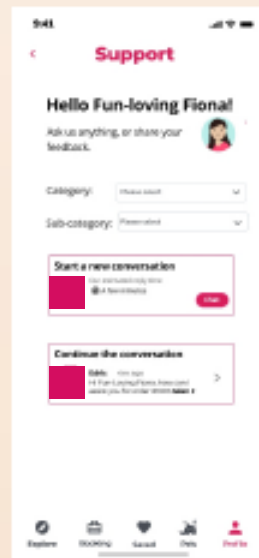
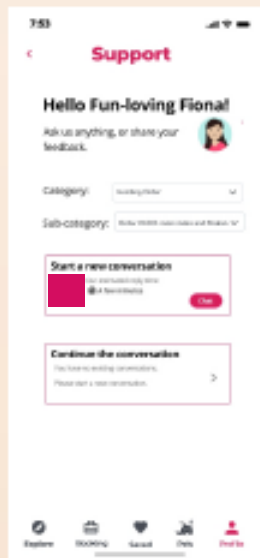
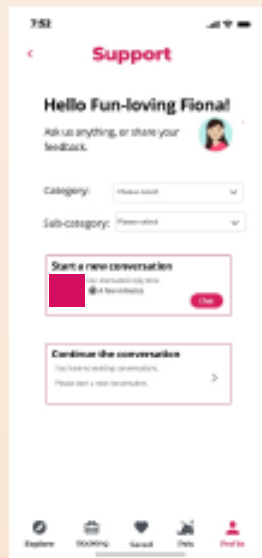
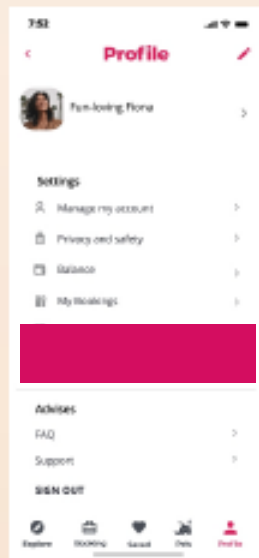
Click [here](#) to go to our Figma Prototype!



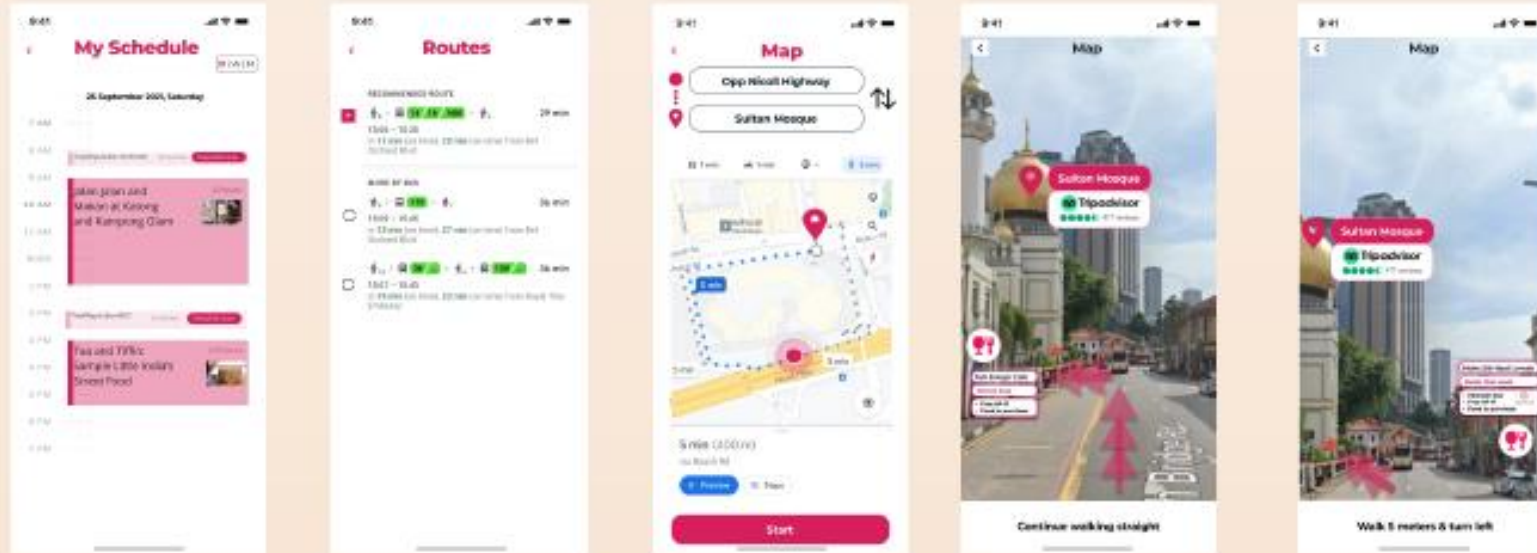
Wireframing - Book an activity and build customized itinerary with T&C clearly shown



Wireframing - Chat with AI chatbot / real time online chat operator



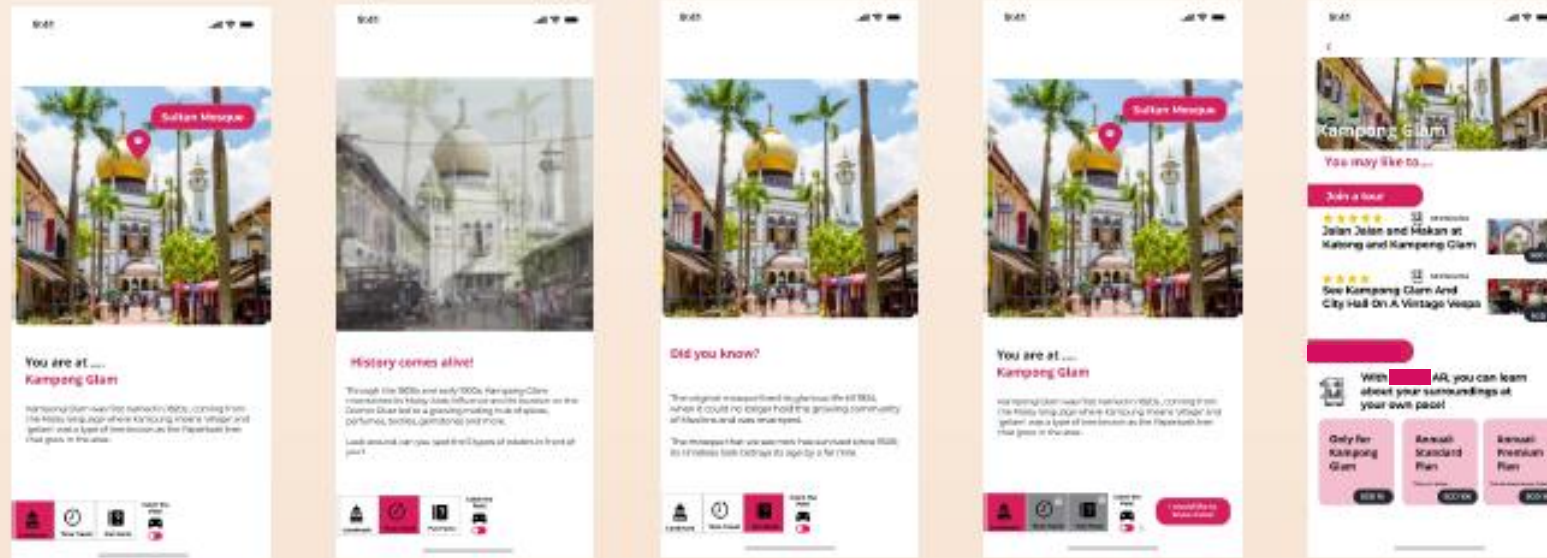
Wireframing - Use the in app journey planner for recommended directions , AR navigation to location



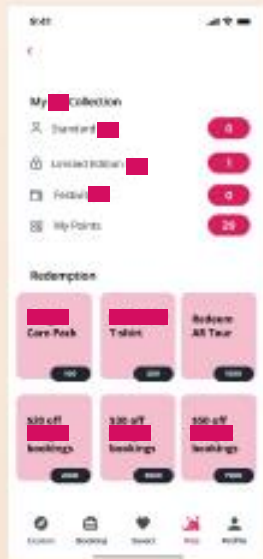
Wireframing - Open app to navigate around the site to find out interesting activities, their ratings directions etc



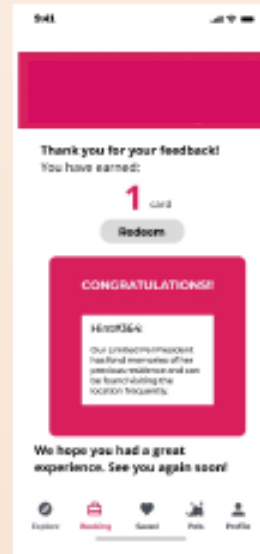
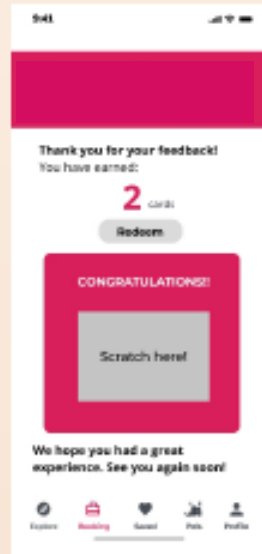
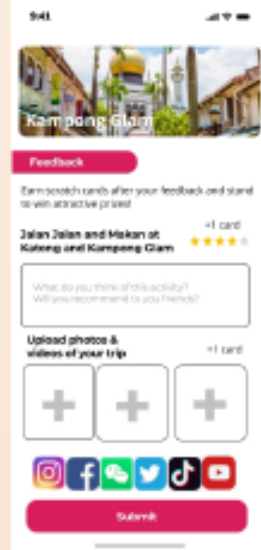
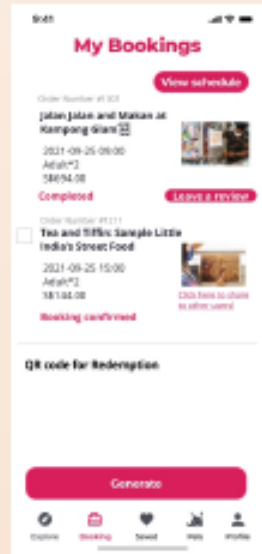
Wireframing - Use AR in app for a unique & educational experience at certain checkpoints



1. *Journal of the American Medical Association*, 2000; 283: 2689-2693.

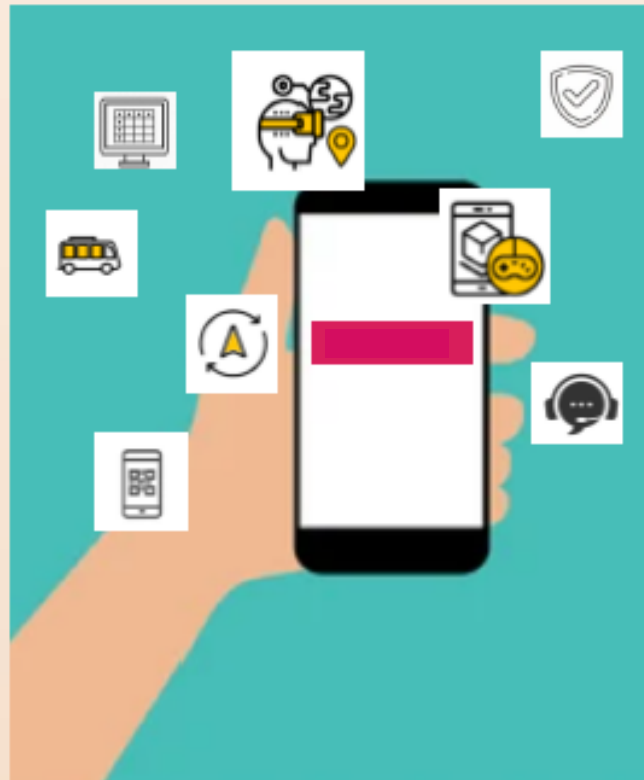


Wireframing - Earn rewards by leaving a review and sharing to social media



Concept Summary

Continuously identify and ensure vendors provide quality service via mystery shoppers and user review rating



Why might it fail?

1. **Poor Brand Awareness** - Not many have heard of [redacted]
2. **Strong stickiness to competitor** - Initial traffic to site may not necessary translate to sales due to customers' stickiness & strong competitions

Solution : To work in tandem with Marketing team & increase traffic / downloads

What can we prototype and test now?

1. Build the [redacted] App with good UI and UX
2. Work on the AR functionality in one location and test it out with Beta users

How will we know that it's working?

1. Increase user satisfaction on site experience using AR guidance
2. Increase user signing up for local tours with exclusive AR experience

Thank you

