

Ideation Phase
Brainstorm & Idea Prioritization Template

Team ID	NM2023TMID02568
Project Name	Competitive Analysis of Leading Travel Aggregators.

Brainstorm & Idea Prioritization Template:

Step-1: Team Gathering, Collaboration and Select the Problem Statement

PROBLEM

A travel aggregator is a website or platform that allows users to search and compare rates for travel-related items and services such as flights, hotels, vacation rentals, and auto rentals from many sources. Travel aggregators often offer an easy and convenient means for consumers to locate and book travel products and services, as well as extra features such as reviews, ratings, and images to assist customers in making informed decisions.

Step-2: Brainstorm, Idea Listing and Grouping

Person 1

Comparison: The user can compare the different travel options provided by the travel agencies to find the one that best meets their needs and budget.

Real Time Updates: The travel aggregators provide real-time updates about flights, hotels availability, pricing changes, and other relevant information to help the users make their informed decisions.

Reviews and Ratings: The travel aggregators provide user reviews and ratings for hotels, flights, and other travel options, which can help the users make more informed decisions based on the experiences of the other users.

Person 2

Search: The user enters their travel details, such as travel date, number of travelers, and the destination, into the search bar on the travel agencies website or platform.

Customer Support: In case of any issues or questions related to their booking, the user can contact the travel aggregator's customer support team for their assistance.

Manage bookings: Users can manage their bookings, such as cancelling or modifying them, through the travel aggregator's website or platform.

Person 3

Accessibility: Users require information about the accessibility features of each platform, such as support for multiple languages, accommodations for users with disability, etc.

Cancellations and Refunds: Users may be able to cancel or modify their bookings through the travel aggregator's website or platform, and the travel agencies offer a flexible cancellation and refund policy for certain bookings.

Safety and Security: Users can require information about the safety and security measures in place on each platform, including data privacy policies and measures to protect against fraud or identity theft.

Person 4

Filters: The user can use the filters options to filter their search results by criteria such as price, travel, airline, hotel rating, and location.

Price Alerts: The travel agencies allow users to set price alerts for specific travel options, which notify them when the price drops to a user expected level.

Customization Options: Users can customize their travel such as the ability to filter search results by specific criteria or to create personalized travel.

Group ideas

Using Data Analytics, we can analyse the different travel aggregators who provide the travels and travel packages. we make user booking their travel more easy through our website by giving the options like search, filter, compare prices of different travel agencies , reviews and ratings. We also give more features such as price alert, customer support, cancellation and refund, customizatin options, up-to-date informations and multilingual supports. We assure safety and security for user personal information. So, travel aggregator is a website or platform that allows users to search and compare prices for travel-related items and services such as flights, hotels, vacation rentals, and auto rentals from many sources. Travel aggregators often offer an easy and convenient means for consumers to locate and book travel products and services, as well as extra features such as reviews, ratings, and images to assist customers in making informed decisions.

Step-3: Idea Prioritization

