**1.USER PERSONA**

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| **USER A**  **USER PERSONA**  **Basic Information**  Name: Alexander  Age:45 Years  Location: Lagos, Nigeria  Profession: AgroPreneur  **Demographics and Psychographics**  Travel Habits: Weekly  Technology Usage: Expert  Preferred Travel Experience: Air  **Pain Point/ Frustration**  Alexander hardly find an App or solution that can help him plans for his travels  **Behavior**  Alexander loves listening to business news, playing football and attending Agric Business workshops/seminars.  **Needs & Goals**  To be able to find a platform that can help him plan for his travels in a cost effective way. | **USER B**  **USER PERSONA**  **Basic Information**  Name: Angela  Age:32 Years  Location: Abuja, Nigeria  Profession: Unisex Fashion Stylist  **Demographics and Psychographics**  Travel Habits: Weekly  Technology Usage: Beginner  Preferred Travel Experience: Air  **Pain Point/ Frustration**  Agela has challenges in meeting up with schedule flight in other to deliver goods to her customers thereby making her to have low sales.  **Behavior**  She likes watching movies, attending fashion shows and events.  **Needs & Goals**  Agela needs a platform or application that can help her manage flight schedule so that she can deliver goods to boost her sales and revenue. | **USER C**  **USER PERSONA**  **Basic Information**  Name: Faith  Age:45 Years  Location: Lagos, Nigeria  Profession: Logistics and Culinary  **Demographics and Psychographics**  Travel Habits: Bi-Weekly  Technology Usage: Average  Preferred Travel Experience: Air  **Pain Point/ Frustration**  Faith doesn’t know how she can make use of technology to render her service to clients without breaking the bank.  **Behavior**  She loves cooking, watching culinary videos and listening to music.    **Needs & Goals**  To have a platform where she can plan and schedule her logistics and culinary travels without delay. | **USER D**  **USER PERSONA**  **Basic Information**  Name: Gbenga  Age:50 Years  Location: Porthacourt, Nigeria  Profession: Estate management  **Demographics and Psychographics**  Travel Habits: Weekly  Technology Usage: Expert  Preferred Travel Experience: Land  **Pain Point/ Frustration**  Gbenga misses meeting a lot thereby making him not to attend to clients on time    **Behavior**  Gbenga Loves watching football and hanging out with friends    **Goals**  To have a solution that will help him plan meeting in a cost effective manner |

**2. User Research**

**Pain Points:**

1. Information Overload: Users are overwhelmed by the vast amount of travel information available online, making it difficult to make informed decisions.

2. Lack of Personalization: Existing travel apps often fail to provide personalized recommendations, leading to irrelevant search results and wasted time.

3. Difficulty in Finding Best Deals: Users struggle to find the best deals and discounts, as prices fluctuate constantly and are often hidden behind complex booking systems.

4. Inefficient Booking Process: The booking process is often cumbersome, with multiple steps and unnecessary information required.

5. Lack of Real-Time Information: Users often lack access to real-time information about flight delays, cancellations, and other travel disruptions.

6. Difficulty in Planning Complex Trips: Users struggle to plan complex trips with multiple destinations, activities, and transportation arrangements.

7. Lack of Trust in AI Recommendations: Some users are skeptical about AI-powered recommendations, fearing they may not align with their personal preferences.

Necessary Insights:

1. User Behavior and Preferences: Understand how users search, book, and plan their trips to provide personalized recommendations.

2. Travel Patterns and Trends: Analyze travel patterns and trends to identify opportunities for optimization and innovation.

3. Pain Points and Frustrations: Identify the specific pain points and frustrations users experience when using existing travel apps.

4. User Goals and Motivations: Understand what motivates users to travel and what they hope to achieve from their trips.

5. Technological Comfort Level: Assess users' comfort level with technology and AI-powered recommendations to ensure the app meets their needs.

User Needs:

1. Easy and Intuitive Search: Users need a simple and intuitive search function that provides relevant results.

2. Personalized Recommendations: Users want personalized recommendations that align with their preferences and interests.

3. Real-Time Information: Users need access to real-time information about flight delays, cancellations, and other travel disruptions.

4. Efficient Booking Process: Users want a streamlined booking process that minimizes unnecessary steps and information.

5. Trustworthy AI Recommendations: Users need to trust AI-powered recommendations and understand how they are generated.

User Personas:

1. Leisure Traveler: Aged 25-45, travels for relaxation and exploration, values ease of use and personalized recommendations.

2. Business Traveler: Aged 30-55, travels frequently for work, values efficiency, reliability, and flexibility.

3. Adventure Seeker: Aged 20-40, travels for thrill and excitement, values unique experiences and off-the-beaten-path recommendations.

4. Family Traveler: Aged 25-50, travels with family, values safety, convenience, and kid-friendly recommendations.

**3. Market Research and Competitor Analysis**

**Market Overview:**

The travel industry has experienced significant growth in recent years, driven by increasing demand for online travel booking platforms. The global online travel market is projected to reach $1.4 trillion by 2025, growing at a CAGR of 12.1%.

Competitors Analysis:

1. Traveloka:

- Strengths: Strong presence in Southeast Asia, wide range of travel products, and user-friendly interface.

- Weaknesses: Limited global presence, high commission fees for travel partners.

- Unique Feature: Traveloka's AI-powered "Recommended" feature suggests personalized travel options based on user behavior.

2. Hopper:

- Strengths: Innovative AI-powered price prediction feature, user-friendly interface, and strong social media presence.

- Weaknesses: Limited travel product offerings, high commission fees for travel partners.

- Unique Feature: Hopper's AI-powered price prediction feature helps users determine the best time to book flights.

3. Hipmunk:

- Strengths: User-friendly interface, robust travel product offerings, and strong partnerships with travel suppliers.

- Weaknesses: Limited AI-powered features, high commission fees for travel partners.

- Unique Feature: Hipmunk's "Agony" feature helps users find the best flights based on factors like price, duration, and layovers.

4. Kayak:

- Strengths: Robust travel product offerings, strong partnerships with travel suppliers, and user-friendly interface.

- Weaknesses: Limited AI-powered features, high commission fees for travel partners.

- Unique Feature: Kayak's "Price Forecast" feature helps users determine whether prices will go up or down.

5. Trivago:

- Strengths: Strong presence in Europe, wide range of hotel offerings, and user-friendly interface.

- Weaknesses: Limited global presence, high commission fees for hotel partners.

- Unique Feature: Trivago's "Price Index" feature helps users compare hotel prices across different booking sites.

Competitive Landscape:

The competitive landscape is highly fragmented, with numerous players competing for market share. The top players, such as Expedia, (link unavailable), and Airbnb, have significant market share due to their strong brand recognition, wide range of travel products, and robust marketing efforts.

Market Trends:

1. Increased adoption of AI-powered travel apps: Travelers are increasingly seeking personalized travel recommendations, driving demand for AI-powered travel apps.

2. Growing demand for mobile-first travel booking platforms: Mobile devices are becoming the primary platform for travel booking, driving demand for mobile-first travel booking platforms.

3. Rise of online travel agencies (OTAs): OTAs are becoming increasingly popular, offering travelers a wide range of travel products and services.

Opportunities:

1. Expansion into new markets: Travel apps can expand into new markets, such as Asia-Pacific and Latin America, where demand for online travel booking platforms is growing rapidly.

2. Development of new AI-powered features: Travel apps can develop new AI-powered features, such as personalized travel recommendations and real-time price tracking, to enhance user experience.

3. Partnerships with travel suppliers: Travel apps can partner with travel suppliers, such as airlines and hotels, to offer exclusive deals and promotions.

Threats:

1. Intense competition: The online travel market is highly competitive, with numerous players competing for market share.

2. Regulatory challenges: Travel apps must comply with various regulations, such as data protection and consumer protection laws.

3. Economic uncertainty: Economic uncertainty, such as recession or currency fluctuations, can impact travel demand and revenue.