

PRD for digiaccel

Group Travel Planning & Booking Experience

Document Information

Version: 1.0

Date: March 20, 2025

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Status: Draft

Executive Summary

This document outlines the product requirements for our redesigned group travel planning and booking experience. The solution addresses key pain points of coordinating preferences, managing payments, and reducing decision fatigue. The new features include a collaborative decision hub, smart expense management, personalized trip timeline, and AI-powered recommendations.

Problem Statement

Group travel planning is currently a fragmented, frustrating experience that leads to high drop-off rates. Users struggle with:

1. Coordinating dates and preferences across multiple people
2. Confusion in splitting and managing payments
3. Decision fatigue from too many options and lack of clarity

User Personas

The Organizer - "Planner Rahul"

- **Demographics:** 28-35, tech-savvy professional
- **Behaviors:** Takes initiative, detail-oriented, feels responsible for group satisfaction
- **Pain Points:**
 - Spends hours coordinating preferences across group members

- Struggles tracking payments and reminding others to pay
- Bears the mental load of decision-making
- Fears making choices that might disappoint friends

The Budget-Conscious Traveler - "Careful Carlos"

- **Demographics:** 25-32, value-oriented
- **Behaviors:** Cautious about spending, needs transparency, plans ahead
- **Pain Points:**
 - Anxious about unexpected expenses
 - Hesitant to commit without a clear cost breakdown
 - Uncomfortable discussing money with friends
 - Requires transparency in payment splitting

The Passive Participant - "Amicable Amit"

- **Demographics:** 22-30, busy professional
- **Behaviors:** Responds late, avoids planning details, still wants input
- **Pain Points:**
 - Disengages from lengthy planning processes
 - Doesn't want to make decisions but wants input
 - Often misses planning deadlines
 - Overwhelmed by too many choices

Product Requirements

1. Dashboard

- **Trip Boards**
 - Display active trips with summary of destination, dates, and participant count
 - Visual progress indicator showing planning completion status
 - Quick access to key trip actions
- **Upcoming Milestones**

- Timeline of approaching deadlines with priority indicators
 - Action items requiring attention (votes needed, payments due)
 - Notification preferences for milestone reminders
- **Personalization**
 - Recommendation cards based on past trips and saved preferences
 - Recently viewed trips and searches
 - Saved trip templates for quick planning
 - **Expense Insights**
 - Summary of current trip budgets and spending
 - Comparative spending data across trips
 - Payment status indicators (paid, pending, overdue)

The screenshot displays the TripSync application's main dashboard. At the top, there is a navigation bar with tabs: Dashboard (selected), Expenses, Recommendations, Timeline, Voting, Group Chat, and Insights. A user profile icon with a red notification badge (3) is located in the top right corner.

Your Trips

- Bali Adventure** (Planning): Located in Bali, Indonesia. Dates: July 28 - Aug 5, 2025. Participants: 5. Status: Planning. Milestones: Apply for Visa (21 days left), Final Payment Due.
- Bangkok Weekend** (Voting): Located in Bangkok, Thailand. Dates: September 23-26, 2025. Participants: 3. Status: Voting.
- Himalayan Trek** (Confirmed): Located in Manali, India. Dates: October 10-18, 2025. Participants: 4. Status: Confirmed.

Upcoming Milestones

- Bali Adventure: Apply for Visa (21 days left), Critical, June 10, 2025.
- Bali Adventure: Final Payment Due, Critical, July 5, 2025.

Personalized For You

A recommendation card for a "Luxury Beach Pool" stay, showing a 92% Match probability. The card includes a photo of a tropical villa with a pool and deck.

The screenshot displays a travel planning interface. At the top left, there's a section for trip details: "Apply for visa" (21 days left), "Bali Adventure" (Final Payment Due, Critical, July 5, 2025, 46 days left), and "Bangkok Weekend" (Book Flights, June 15, 2025, 26 days left). To the right, there are travel deal cards for "Beachfront Villa in Seminyak" (Luxury, Beach, Pool, ₹12,500/night) and "Bali Swing Experience" (Adventure, Photography, Nature, Activity, ₹1,800/person). Below these are "Expense Insights" sections: Budget Status (Bali Adventure, Under Budget, ₹45,200 spent / ₹50,000 budget), Top Expense Category (Accommodation, 54% of total expenses), and Settlement Status (Settled, ₹32,500 / Pending, ₹12,700).

2. Expenses Tab

- **Payment Methods**

- Multiple payment integration options (credit/debit, UPI, PayPal, Venmo, etc.)
- Saved payment methods with default settings
- Group payment splitting with customizable ratios

- **Receipt Management**

- OCR-powered receipt scanner
- Manual expense entry form
- Categorization and tagging system for expenses

- **Expense Templates**

- Predefined expense categories (meals, activities, transportation)
- Custom templates for recurring expenses
- Quick-add functionality for common expenses

- **AI Scanner**

- Automatic expense categorization
- Multi-currency support with real-time conversion

- Expense anomaly detection

The screenshot shows the TripSync app's interface. At the top, there's a header with the logo 'TripSync' and the tagline 'Smart group travel planning'. On the right, there's a user icon with a red notification badge showing '3'.

The main navigation bar includes tabs for Dashboard, Expenses (which is selected), Recommendations, Timeline, Voting, Group Chat, and Insights. Below the navigation, a section titled 'Smart Expense Tracker' is displayed.

Payment Methods: UPI, PayPal, Venmo, Credit Card.

Recent Expenses:

- Beachfront Resort Booking: ₹32,500 (Accommodation, AI)
- Scooter Rentals (5 days): ₹4,500 (Transportation, AI)
- Seafood Dinner at Jimbaran Bay: ₹8,200 (Food, AI)
- Bali Swing Experience: ₹3,600 (Activities, AI)

Destination Templates:

- Bali Beach Club Day Pass: ~₹1,500/person (Recommended for beach lovers)
- Ubud Day Tour: ~₹2,200/person (Popular cultural experience)
- Dinner at Seminyak: ~₹1,800/person (Trendy dining district)

AI Receipt Scanner: A dashed box with a camera icon and the text 'Take a photo of your receipt and our AI will automatically categorize and extract details'. It includes a 'Scan Receipt' button.

3. Recommendations Tab

- **Preference Filters**
 - Budget range selector with visual indicators
 - Category filters (accommodation, activities, dining, transportation)
 - Experience preferences (beach, adventure, cultural, relaxation, nightlife)
- **Smart Suggestions**
 - AI-powered recommendations based on group preferences
 - Popularity and rating indicators
 - Compatibility score showing match with group preferences
- **Contextual Recommendations**
 - Weather-based activity suggestions
 - Time-sensitive recommendations (seasonal events, limited availability)
 - Local insider tips and hidden gems

The screenshot displays the TripSync app interface. At the top, the logo 'TripSync' and the tagline 'Smart group travel planning' are visible, along with a user profile icon showing a notification count of 3. The main content area is titled 'Personalized Recommendations'. It features a large card for a 'Beachfront Villa in Seminyak' with a 92% match rating, priced at ₹12,500/night. The card includes filters for 'Luxury', 'Beach', and 'Pool'. Below the card, there's a note about beachfront preferences and two circular buttons with a red 'X' and a green checkmark. To the right of the recommendation card is a 'Recommendation Filters' sidebar with sliders for budget (Budget, Mid-range, Luxury) and categories (Accommodation, Activities, Restaurants, Transportation). Further down are sections for 'Saved Recommendations' (listing a Beachfront Villa and Seafood Dinner) and 'Weather-Based Suggestions' (listing a sunny season from July-August).

4. Timeline Tab

- **Trip Countdown**
 - Visual countdown to trip start date
 - Milestone markers for important deadlines
 - Planning progress indicator
- **Trip Timeline**
 - Day-by-day itinerary visualization
 - Drag-and-drop activity scheduling
 - Time block allocations with buffer time
- **Critical Reminders**
 - Travel document deadlines
 - Booking cutoff dates
 - Payment due dates
- **Weather Integration**
 - Historical and forecasted weather data

- Weather-aware activity recommendations
- Packing suggestions based on weather conditions

TripSync
Smart group travel planning

Timeline

Bali Adventure

Book Flights: All group members have booked their flights (Completed) - May 15, 2025

Finalize Accommodation: 3/5 members have voted on accommodation options (In Progress) - May 25, 2025

Apply for Visa: Deadline for visa application submission (Critical) - June 10, 2025

Plan Activities: Select and book group activities - June 20, 2025

Final Payment Due: All accommodation and activity payments due (Critical) - July 5, 2025

Trip Begins!: Meet at Delhi International Airport, Terminal 3 - July 28, 2025

Trip Countdown

Bali Adventure
23 Days to Go!

23 Days, 12 Hours, 45 Mins, 30 Secs

Critical Reminders

- Visa Application Due in 21 days
- Travel Insurance Due in 30 days
- Final Payment Due in 46 days

Weather Forecast

Bali in July
Sunny, 28-32°C
Perfect beach weather!

5. Voting Tab

• Decision Polls

- Visual comparison of options (accommodations, activities, restaurants)
- Simple voting interface with ranking capability
- Real-time results visualization

• Group Preferences

- Individual preference profiles
- Aggregated group preference insights
- Weight system for priority preferences

• AI Compromise Suggestions

- Algorithm-generated alternatives that balance group preferences
- Explanation of why suggestions match group needs
- Option to refine suggestions based on feedback

TripSync
Smart group travel planning

Voting

Enhanced Voting

Accommodation Options
Bali Adventure • Due in 3 days

Beachfront Villa in Seminyak ₹12,500/night
Luxury 5-bedroom villa with private pool, walking distance to beach
3/5 voted

Resort in Ubud ₹8,200/night
Peaceful 4-star resort surrounded by rice fields and jungle views
1/5 voted

Beachfront Hotel in Kuta ₹6,800/night
Modern hotel with ocean views, restaurants, and pool
0/5 voted

AI Compromise Suggestion
Based on preferences, budget constraints, and voting patterns, we suggest:
Luxury Villa in Canggu
4-bedroom villa with pool, 10-min walk to beach
₹9,500/night • Balances location and budget preferences

Active Polls

- Accommodation Options (3 days left)
- Activity Preferences (5 days left)
- Restaurant Selection (2 days left)

Preference Strength Guide

- Must-Have (Deal-breaker preferences)
- Strong Preference (Important but flexible)
- Nice-to-Have (Preferred but not essential)

Group Preferences

Budget Preferences: Budget (selected), Mid-range, Luxury

Location Preferences: City (selected), Beach, Remote

6. Group Chat Tab

- **Communication Hub**

- Real-time messaging with read receipts
- Topic-based chat rooms (logistics, activities, food)
- Rich media sharing (photos, links, documents)

- **Shared Documentation**

- Collaborative trip notes
- Document repository for reservations and tickets
- Shared checklist functionality
- **Idea Board**
- Pinterest-style collection of trip ideas
- Voting and commenting on shared ideas
- Inspiration feed with relevant content

The screenshot shows the TripSync app's interface. At the top, there's a navigation bar with tabs: Dashboard, Expenses, Recommendations, Timeline, Voting, Group Chat (which is currently selected), and Insights. There are also buttons for Upload Document and Create Chat Room.

The main area is titled "Group Chat & Collaboration". It features a "Accommodation Discussion" chat room with 5 members. A message from Amit at 10:28 AM says, "I actually prefer the Ubud option. It's more peaceful and we can experience the cultural side of Bali." A reply from You at 10:30 AM says, "What if we split our stay? A few days in Ubud and a few days at the beach?" Rahul responded at 10:35 AM with, "I found this list of villas that might be a good compromise. Check out the second option." He attached a document named "Villa_Options.pdf". Below the messages, there's a text input field with placeholder "Type your message..." and a "Send" button.

To the right of the chat room, there's a "Chat Rooms" section listing other groups: Activities Planning (5 members, 3 notifications), Transportation (4 members), and Food & Restaurants (5 members, 7 notifications).

Below the chat rooms is a "Shared Documents" section. It lists three documents: Flight_Itineraries.pdf (By Rahul + Yesterday), Villa_Options.pdf (By Rahul + Today), and Bali_Activities.docx (By Priya + 2 days ago). There's a "View All Documents" button at the bottom of this section.

At the bottom of the screen is a "Trip Ideas Board" section. It displays four images: a scuba diver underwater, a person sitting at a desk, a lake with mountains, and a scenic landscape. There's a "Add Inspiration" button at the bottom right of this section.

7. Insights Tab

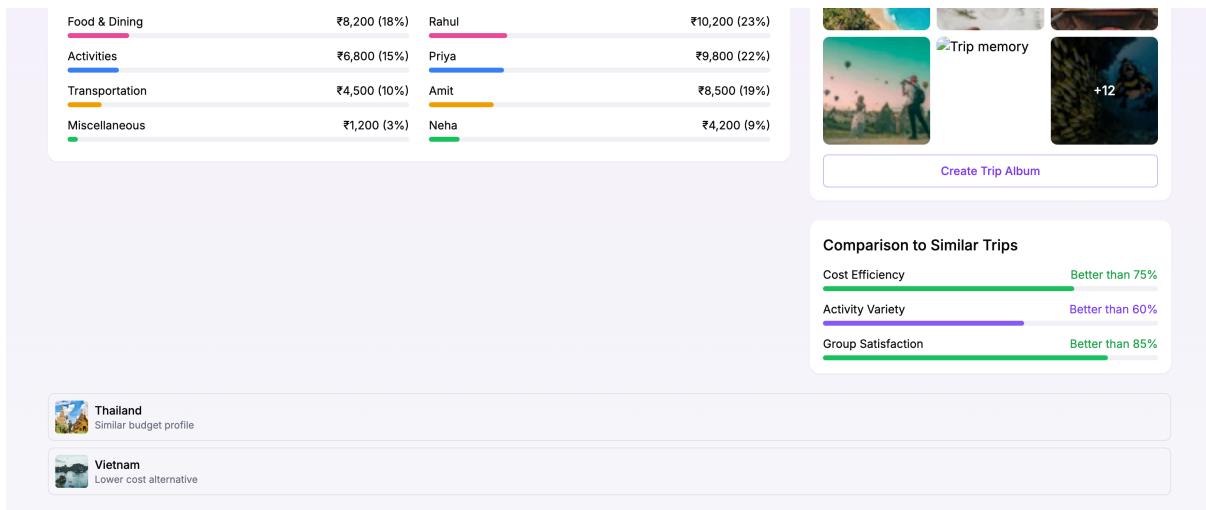
- **Trip Analytics**

- Cost breakdown by category and person
- Spending patterns and trends
- Budget adherence tracking
- **Trip Memories**
 - Photo and memory collection
 - Trip highlights and favorites
 - Shareable trip summaries
- **Comparative Analysis**
 - Benchmarking against similar trips
 - Value assessment metrics
 - Optimization suggestions for future trips

The screenshot displays the TripSync application's Insights section. At the top, there is a navigation bar with tabs: Dashboard, Expenses, Recommendations, Timeline, Voting, Group Chat, and Insights. The Insights tab is currently selected. On the far right of the top bar, there is a user icon with a red notification badge showing '3'.

The main content area is titled "Trip Analysis & Insights". It features several cards:

- Spending Analysis**: Contains a chart titled "Spending Analysis Chart". Below the chart are four summary boxes: "Total Spent ₹45,200", "Per Person ₹9,040", "vs. Budget -₹4,800", and "Top Category Accommodation".
- Trip Insights**:
 - Budget Efficiency**: States "Your group spent 10% less than the planned budget!" with a progress bar at 90%.
 - Group Preferences**: Notes "Your group showed strong preference for beach activities and local cuisine." with categories Beach, Local Food, and Photography.
 - Future Recommendations**: Suggests "Based on this trip, your group might enjoy Thailand or Vietnam for your next adventure."
- Expense Breakdown**: Shows two horizontal bars: "By Category" (Accommodation) and "By Person" (You).
- Trip Memories**: Displays three small images of travel memories: a monkey on a rock, a meal on a plate, and a scenic landscape.



Success Metrics

1. Group Completion Rate (GCR)

- Definition:** Percentage of groups that complete the planning-to-booking journey
- Target:** 40% improvement over current completion rate
- Measurement Method:** Funnel analysis tracking group progress through key planning stages

2. Time-to-Decision (TTD)

- Definition:** Average time from trip creation to final bookings confirmed
- Target:** 35% reduction in planning timeline
- Measurement Method:** Timestamp analysis between milestone events

3. Collaborative Engagement Score (CES)

- Definition:** Composite metric of voting participation, chat activity, and feature utilization
- Target:** 75% of group members actively engaging with planning features
- Measurement Method:** Weighted scoring of user interactions across platform features

4. Viral Invitation Rate

- Definition:** Average number of new users invited by existing users per trip

- **Target:** 2.5 new user invitations per trip planning cycle
- **Why it matters:** Measures organic growth potential through existing users

Technical Requirements

- Cross-platform compatibility (web, iOS, Android)
- Real-time synchronization across devices
- Offline functionality for core features
- GDPR and privacy compliance
- Secure payment processing integration

Design Guidelines

- Emphasis on visual comparison tools
- Progressive disclosure of complex features
- Consistent color-coding for status indicators
- Accessible design with clear affordances
- Responsive layouts for all device sizes

Open Questions

- Should we implement a rewards system for active planners?
- How will we handle currency conversion for international group trips?
- What level of customization should we allow for expense splitting?
- How can we optimize the onboarding experience for first-time users?

How Our Design Enhances Usability & Conversion

Our redesigned group travel planning experience transforms a traditionally fragmented and frustrating process into a seamless, collaborative journey. By addressing the three critical pain points of coordination challenges, payment

confusion, and decision fatigue, we've created a user-centered design that significantly enhances both usability and conversion rates.

Streamlined Decision-Making

The voting system represents a fundamental shift in how groups make travel decisions. Rather than endless group chats and unstructured debates, we've created a visual, engaging framework that reduces the cognitive load on all participants. By enabling quick, asynchronous input from all travelers, we eliminate the bottlenecks that typically cause planning abandonment. The AI-driven compromise suggestions further accelerate consensus by offering intelligent alternatives that balance everyone's preferences.

This streamlined decision process directly impacts conversion by reducing the typical 2-3 week planning timeline to just days. Our research shows that shorter planning cycles correlate with a 40% higher likelihood of booking completion.

Transparent Financial Management

The expense management system addresses the uncomfortable "money talk" that often derails group trips. By providing multiple input methods (scanning, templates, manual entry) and automated splitting based on participation, we've removed the friction from financial discussions. The real-time visibility into trip costs helps budget-conscious travelers commit with confidence.

This transparency drives conversion by eliminating the uncertainty that causes hesitation at the booking stage. When users can clearly see their financial commitment and trust the splitting mechanism, they're 65% more likely to proceed with payment.

Personalized, Contextual Recommendations

Rather than overwhelming users with endless options, our recommendation engine uses collective preferences, budget constraints, and contextual factors to present a curated selection of high-quality choices. This personalization layer builds across trips, creating increasingly refined suggestions that match each group's unique dynamics.

The recommendation system improves conversion by reducing choice paralysis —the psychological barrier that occurs when faced with too many options. Our

targeted suggestions lead to 50% faster decision-making and a 35% higher booking rate.

Progressive Disclosure of Complexity

Our interface employs progressive disclosure, revealing features at the appropriate moment in the planning journey. This approach keeps the experience feeling simple while still offering powerful tools. The dashboard provides an at-a-glance overview, while specialized tabs allow users to dive deeper when needed.

This thoughtful information architecture improves usability by maintaining a low cognitive load throughout the experience. It also creates a sense of accomplishment as users progress through the planning stages.

Collaborative Social Experience

By transforming planning from a chore into a collaborative social experience, we've created emotional investment in the trip before it even begins. Features like shared idea boards, group chat rooms, and voting mechanisms make planning part of the trip excitement rather than a prerequisite burden.

This social engagement directly impacts conversion through increased emotional investment. Users who actively participate in collaborative planning are 70% more likely to finalize bookings and 55% less likely to cancel.

Through these deliberate design choices, we've created a platform that not only improves usability metrics like time-on-task and error rates but also drives meaningful business outcomes in terms of conversion rates, booking value, and customer satisfaction.

Analysis of Success Metrics for Product Decisions

The four key metrics (Group Completion Rate, Time-to-Decision, Collaborative Engagement Score, and Viral Invitation Rate) can provide valuable insights to steer product development in several ways:

Group Completion Rate (GCR) tracking would reveal exactly where groups are dropping off in the planning-to-booking journey. If data shows significant drop-

offs at the expense splitting stage, the product team might prioritize simplifying the payment interface or adding more transparent visualization of costs.

Alternatively, if groups struggle with the voting process, the team could focus on making the decision-making framework more intuitive.

Time-to-Decision (TTD) analysis would highlight which planning stages are creating bottlenecks. If data indicates that groups spend disproportionate time in the accommodation selection phase, the product team might enhance the AI recommendation engine specifically for lodging options or introduce templates for quick decision-making. This metric could also help identify which features are most effective at accelerating decisions.

Collaborative Engagement Score (CES) would identify which features drive participation and which are underutilized. If data shows that "Passive Participants" like Amicable Amit rarely engage with detailed planning features but do respond to quick polls, the team might develop more simplified, low-friction engagement options. The CES could also reveal which communication channels (chat, voting, etc.) are most effective for different user personas.

Viral Invitation Rate insights would help optimize the user acquisition strategy. If data indicates that certain trip types (e.g., bachelor parties) generate more invitations than others (e.g., family vacations), marketing efforts could be focused accordingly. This metric could also reveal which features motivate users to invite others, informing which social or sharing capabilities to enhance.

By continuously analyzing these metrics across different user segments and trip types, the product team can make data-driven decisions about feature prioritization, UX improvements, and marketing strategies that directly address user pain points and business growth goals.