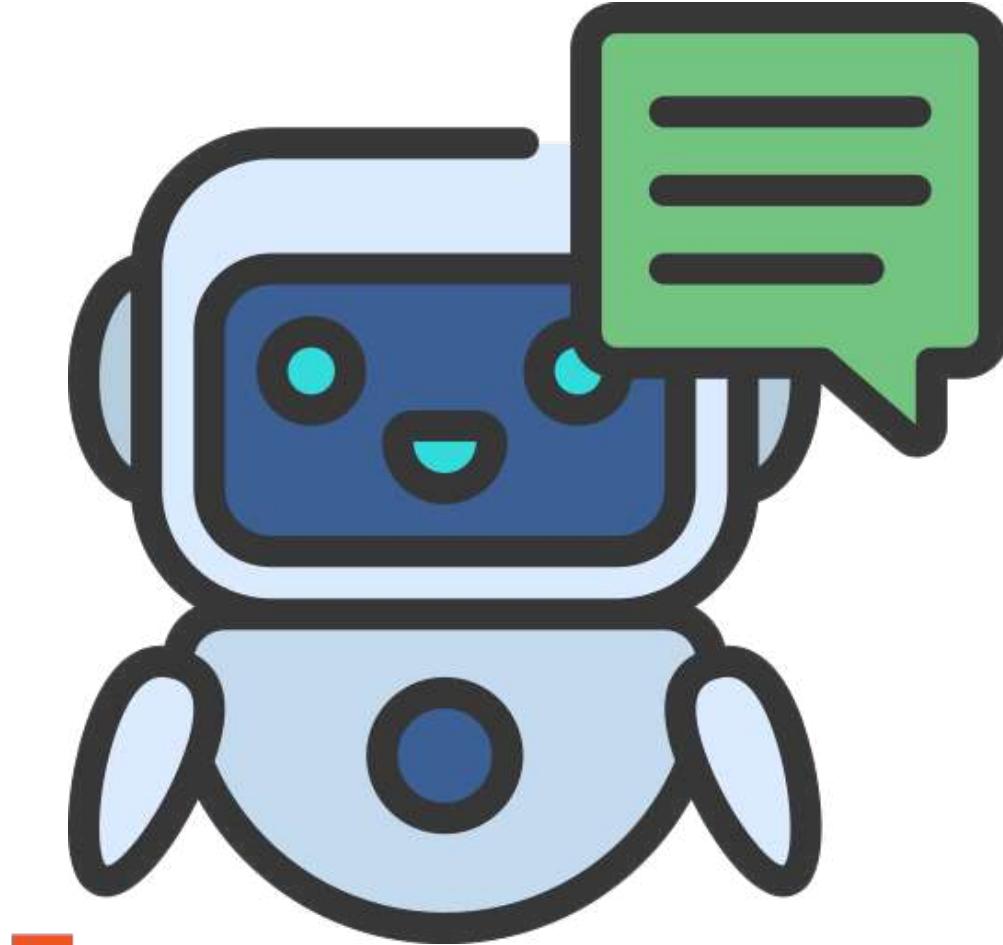


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**Ms. Danielle : GPT-4 Powered Travel
planning assistant**

Learn in Public Challenge 3/5

Sachin C | PM C28

Key Jobs to Be Done from the User's Perspective

Discovering the Travel Planning Assistant

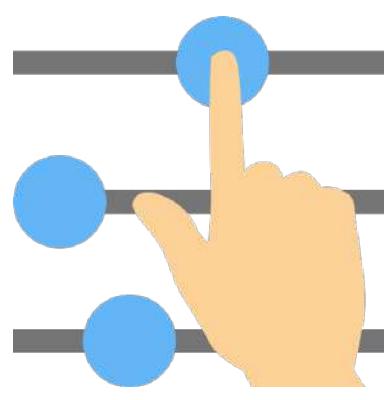


- Users need to find the travel planning assistant easily on the ClearTrip platform.
- The assistant should be accessible via the homepage, travel search pages, and dedicated sections for trip planning.



Initiating Travel Planning

- Users should be able to start planning a trip with minimal effort.
- They might enter the assistant through prompts like “Plan Your Trip” or via a section for personalized travel suggestions.



Customizing Travel Itinerary

- Users should be able to personalize their itinerary by adding or removing destinations, activities, and transportation options.
- The assistant should allow users to modify travel dates, accommodation types, and budget constraints.



Booking Travel Arrangements

- After planning, users should be able to seamlessly book flights, hotels, and activities.
- The assistant should guide users through the booking process and ensure all details are accurate.

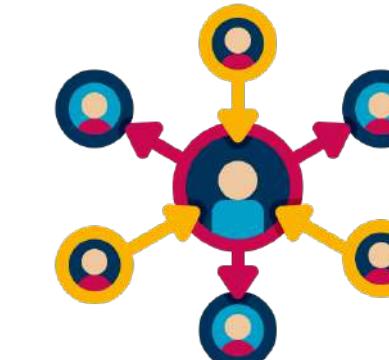


Handling Errors and Exceptions:

The assistant should handle common errors such as unavailable flights, date conflicts, or budget exceedances.

Users should be able to revise their plans easily when errors occur.

Parallel and Multi-User Planning



- The assistant should support planning multiple trips simultaneously.
- If multiple users are planning together, the assistant should allow shared access and collaboration.

Storing and Retrieving Past Conversations/Plans



- Users should be able to store, retrieve, and modify past travel plans.
- The assistant should remember preferences from previous conversations to personalize future interactions.

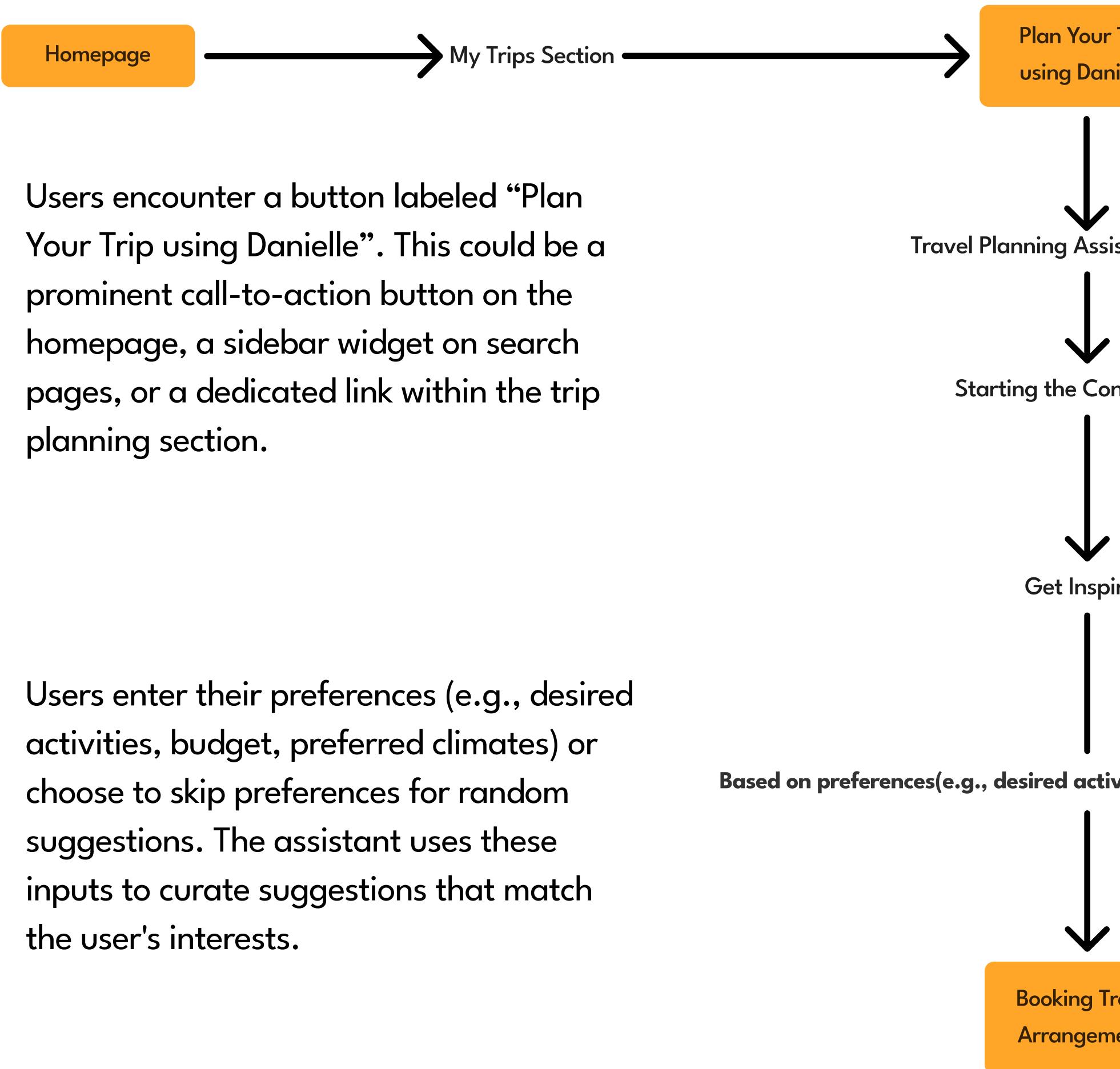
Familiar and Intuitive UI/UX



- The design should follow ClearTrip’s existing style to ensure familiarity.
- The interface should be intuitive, guiding users step-by-step with clear actions and feedback.



User flow diagram of discovering the assistant & planning the trip through danielle



Clicking on the prompt launches the travel planning assistant, bringing users to the assistant interface where they can start planning their trip. The assistant is easily accessible to encourage exploration

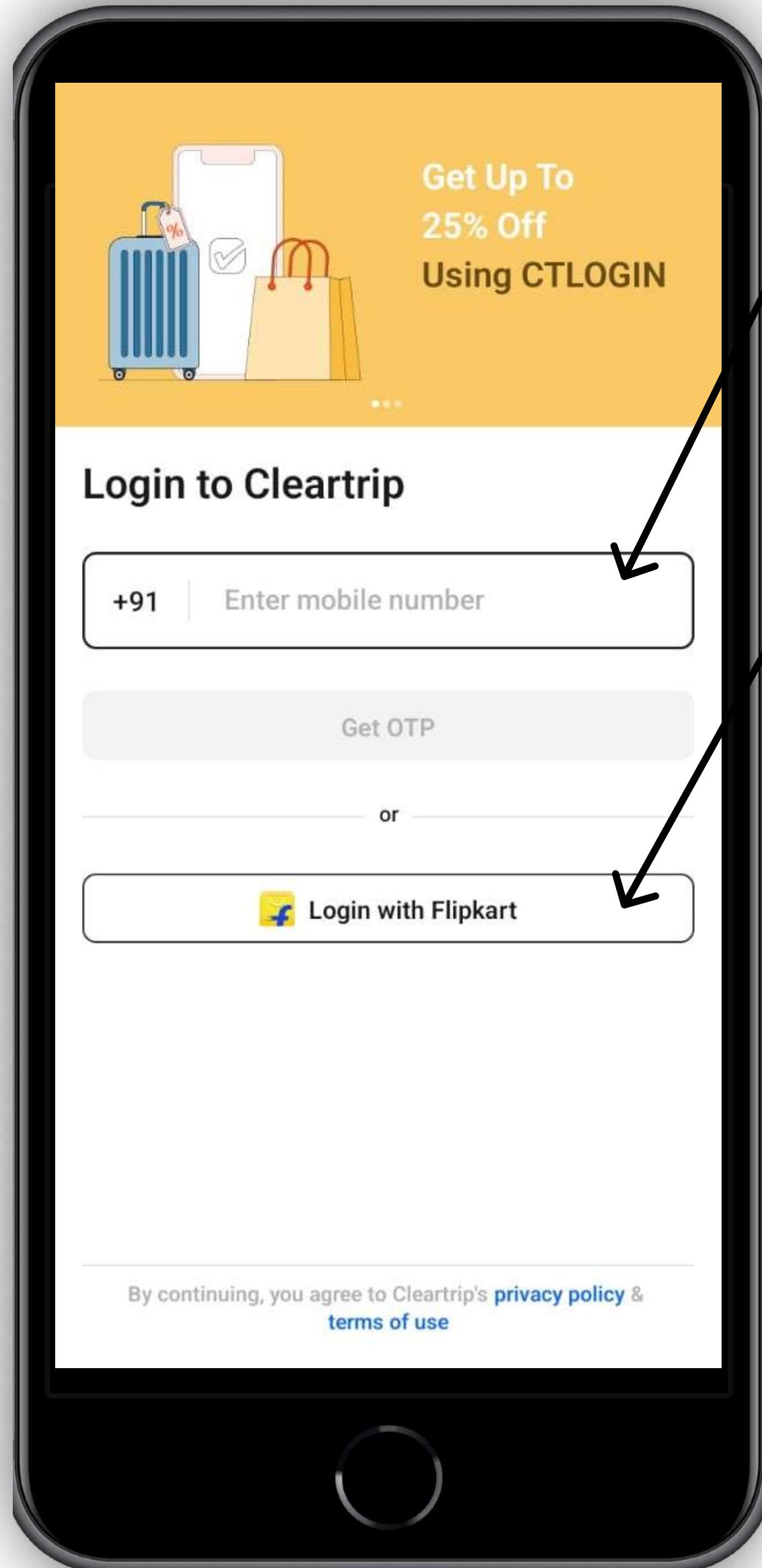


Based on the selection, the assistant prompts users to input preferences such as destination, budget, and travel dates, or shows saved plans for quick access.

The assistant guides users through the booking process, ensuring all necessary details are confirmed. Once complete, the booking is finalized, and confirmations are sent to the user, providing a seamless end-to-end travel planning experience.



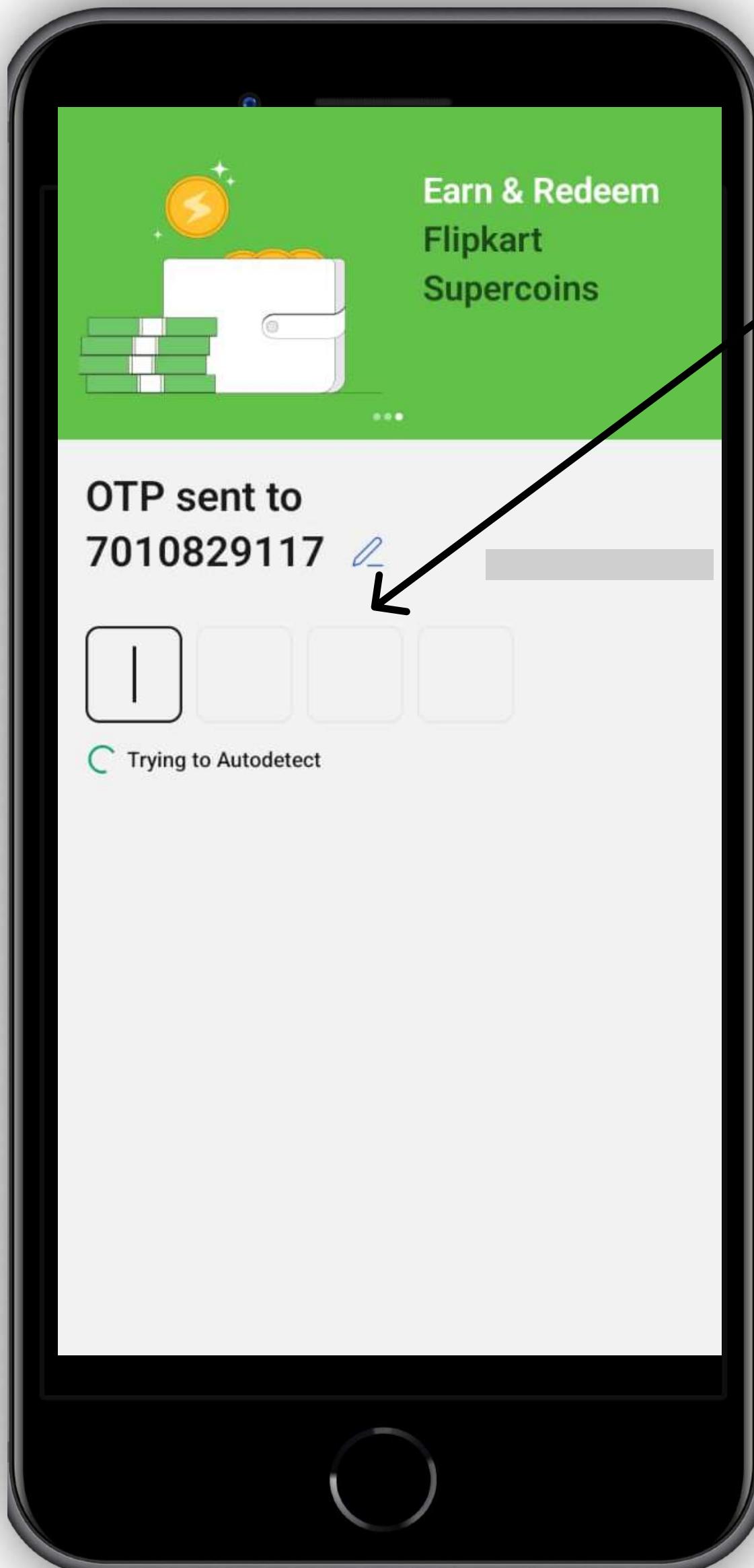
Wireframing & User Journey in action



User opens the ClearTrip app on their mobile device.

User is prompted to log in using their phone number.

Alternatively user can choose to login using their flipkart account



The app verifies the OTP; if correct, the login process is completed.

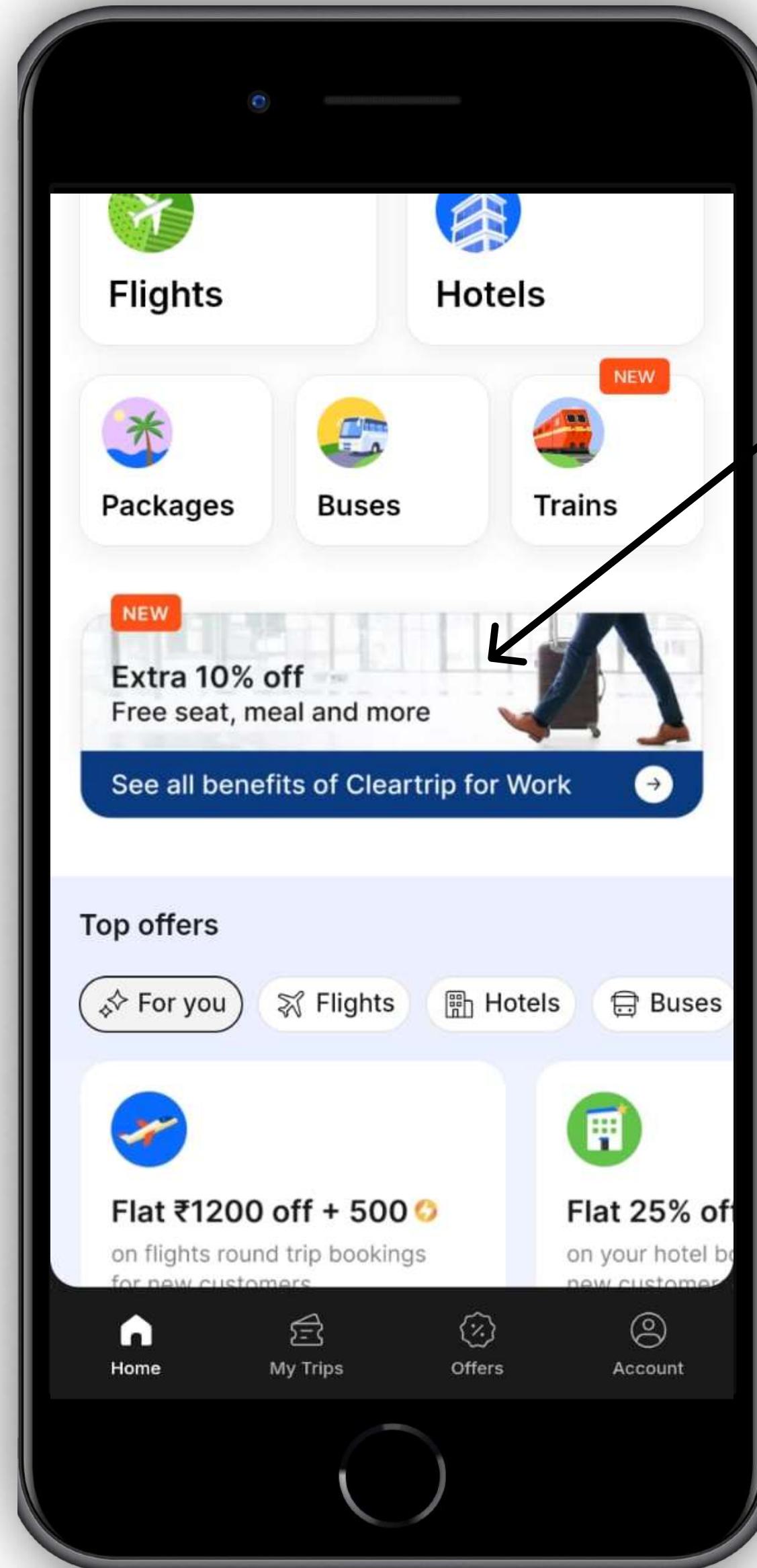
Once User enters their phone number in the provided field.

A one-time password (OTP) is sent to the entered phone number via SMS.

User inputs the OTP into the app.

Outcome is User successfully logged into their account and is directed to the app's homepage.

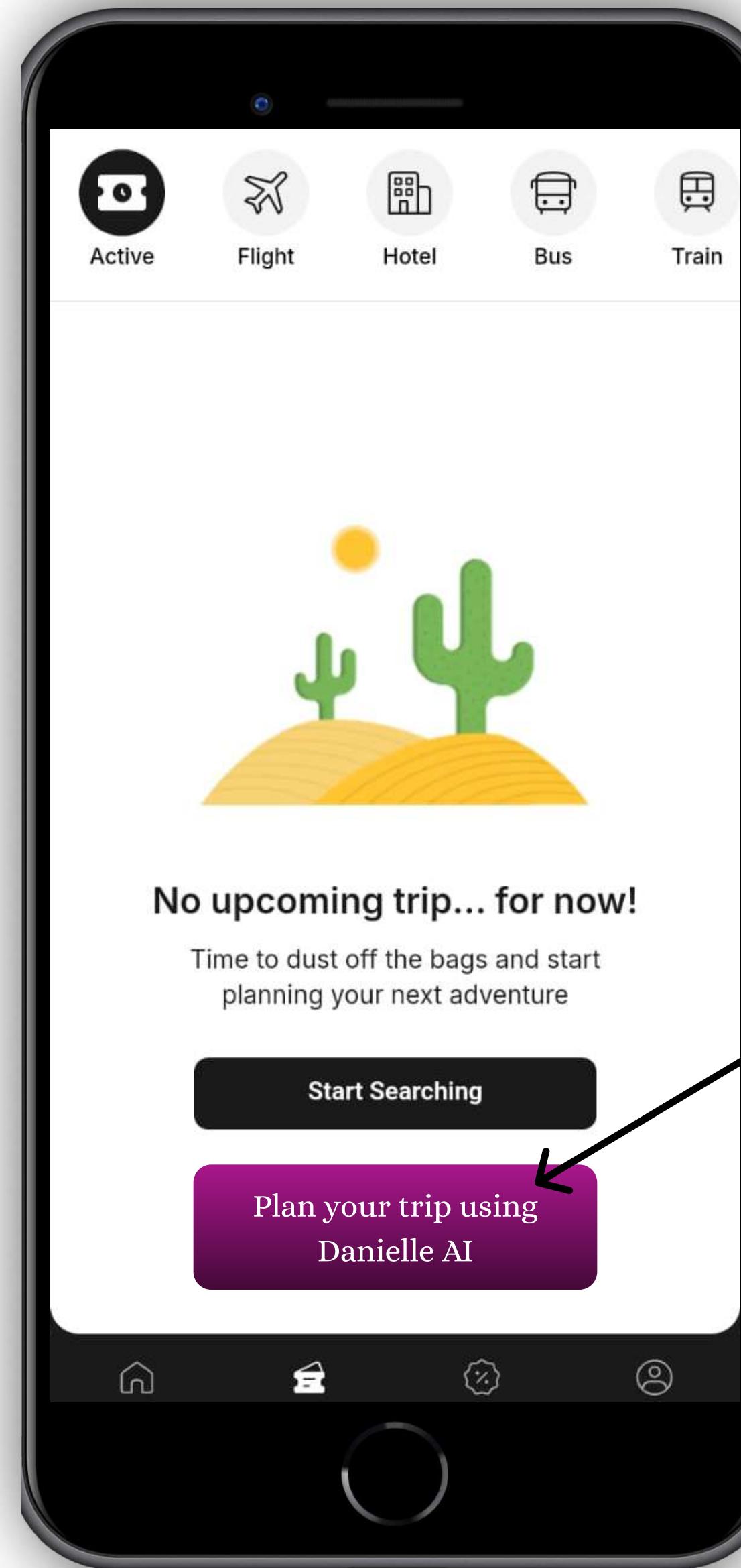
Navigating to the Homepage & Accessing the My Trips Tab



Entry point is After successful login, the user lands on the ClearTrip homepage.

The homepage prominently features various travel-related options, such as flight bookings, hotel reservations, and activity suggestions.

Clear visual elements and navigation icons guide the user through available services.



User clicks on the “My Trips” tab from the homepage

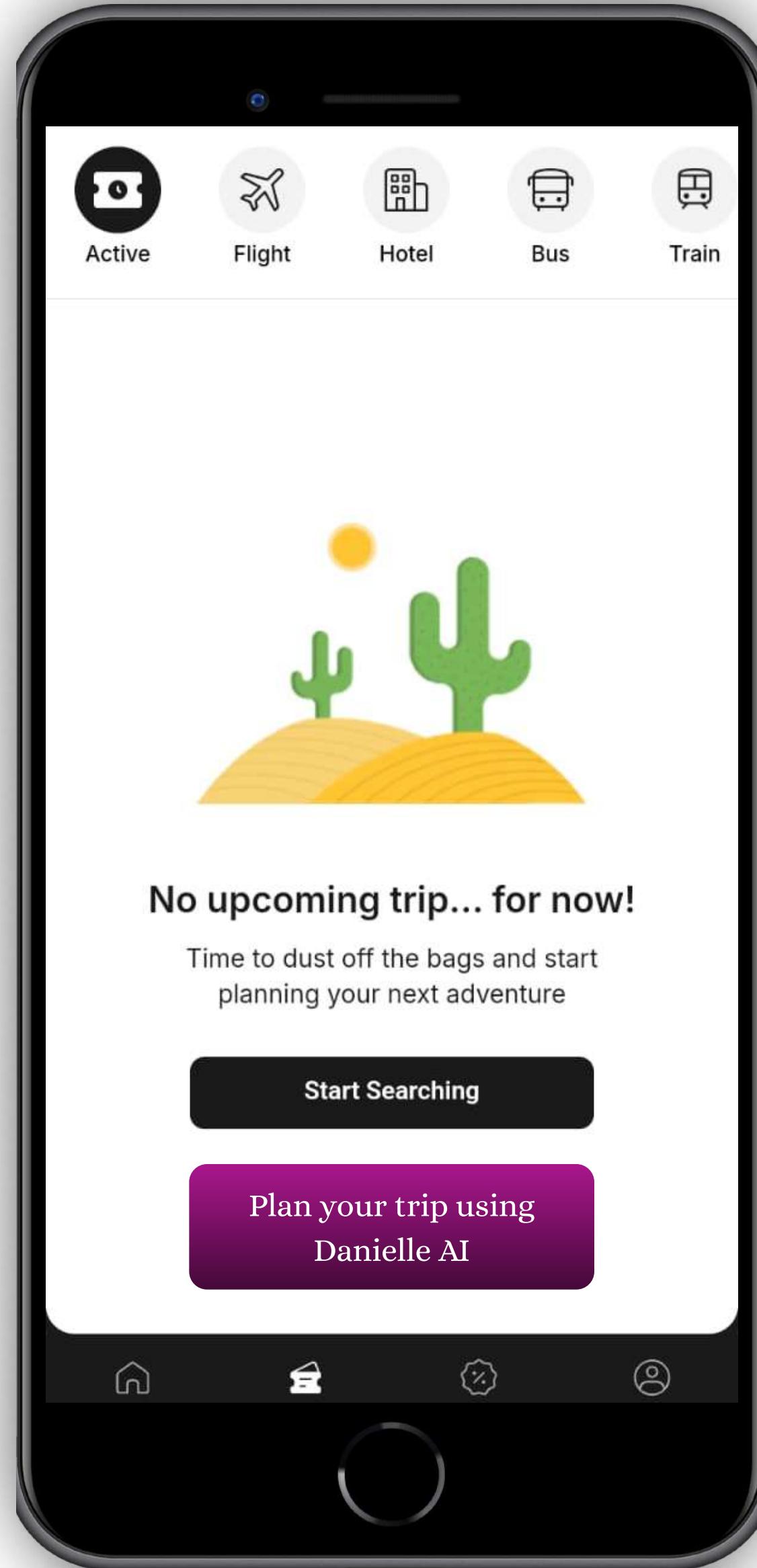
Displays a list of all upcoming and past trips that the user has booked through ClearTrip.

Includes options to manage bookings, view trip details, and access travel documents

Users can explore various features, but in this flow, they are interested in accessing their trips.

User sees a button titled “Plan Your Trip” using Danielle AI, the travel assistant powered by GPT-4, inviting users to explore personalized trip planning

Discovering Danielle, the Travel Planning Assistant



My trips page for tracking past and upcoming trips



Danielle AI Introduction page

Within the My Trips tab, the “Plan Your Trip” section is visually distinct and inviting.

A prominent button or prompt that encourages users to start planning their trip, labeled “Start Planning”.

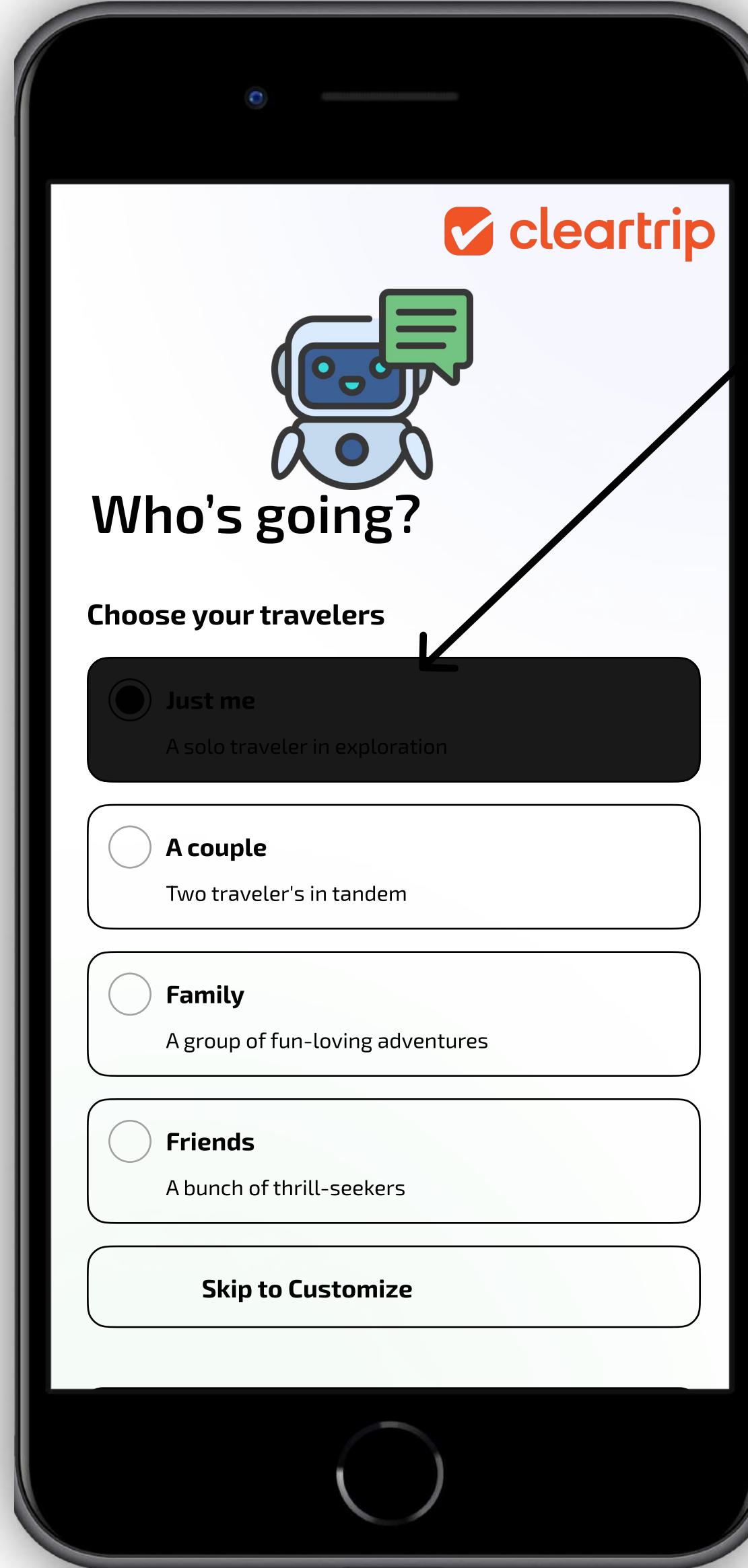
User clicks on the “Start Planning” button

The assistant, Danielle, is launched within the app, displaying a friendly and engaging interface.

Danielle prompts the user to choose from options such as “Get Travel Inspiration”, “Plan a Specific Trip”, or “View Past Plans”. This window can be accessed if user clicks “skip to customize” button

User begins interacting with Danielle, providing preferences or exploring options based on their needs.

Gathering Basic User Travel Information for Generating Travel Plan

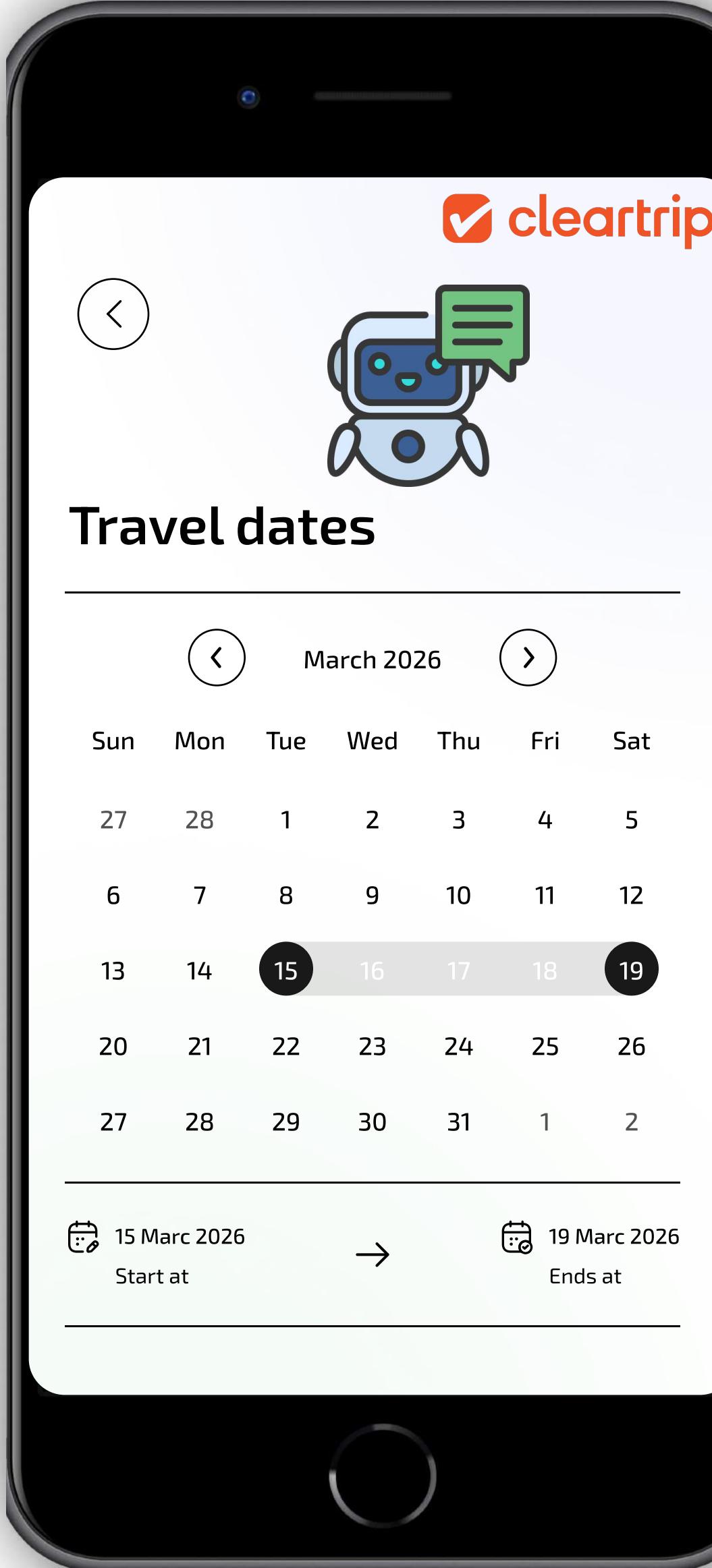


Users can select from a menu, tap on icons representing different traveler types (e.g., number of adults and children).

Danielle asks the user to specify who will be traveling, offering options like solo, couple, family, or group.

Danielle uses this information to tailor suggestions, such as family-friendly activities for a family trip or romantic spots for couples.

Entry point is choosing the preferences for the number of travellers

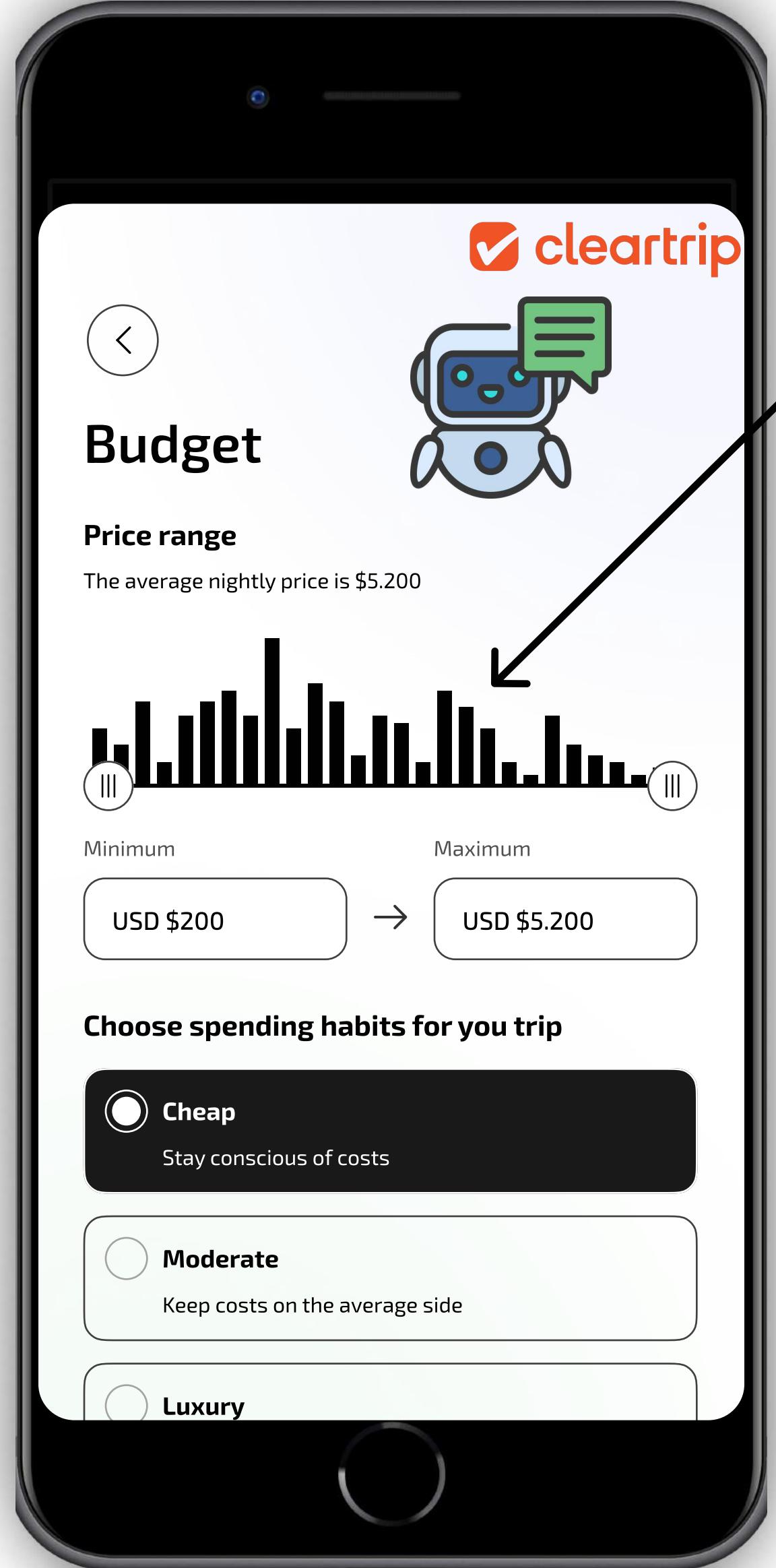


Users are prompted to input their preferred travel dates, including start and end dates

A calendar view is presented for users to select dates easily. There's also an option to indicate flexibility with travel dates, which Danielle can use to find better deals or less crowded travel times.

Travel dates are the next page user is expected choose their travel date preferences

Budget & Interests

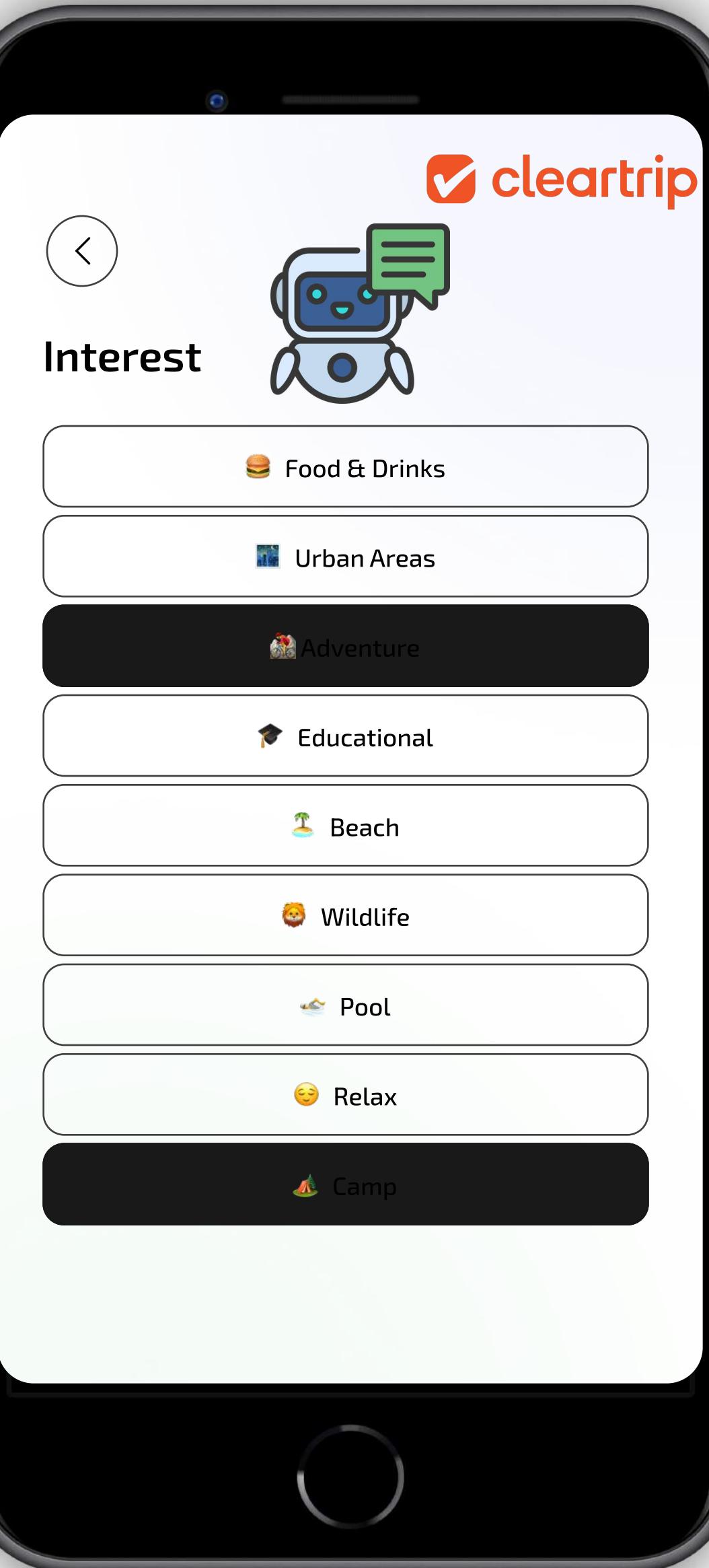


User can set budget as per their preferences

Danielle inquires about the budget range for the trip, offering predefined categories like low, medium, or high, and also an option to enter a specific amount.

Budget options are displayed as buttons or sliders, allowing users to easily select or adjust their budget.

This information helps Danielle filter options to stay within the user's financial constraints, ensuring suggested itineraries are affordable.



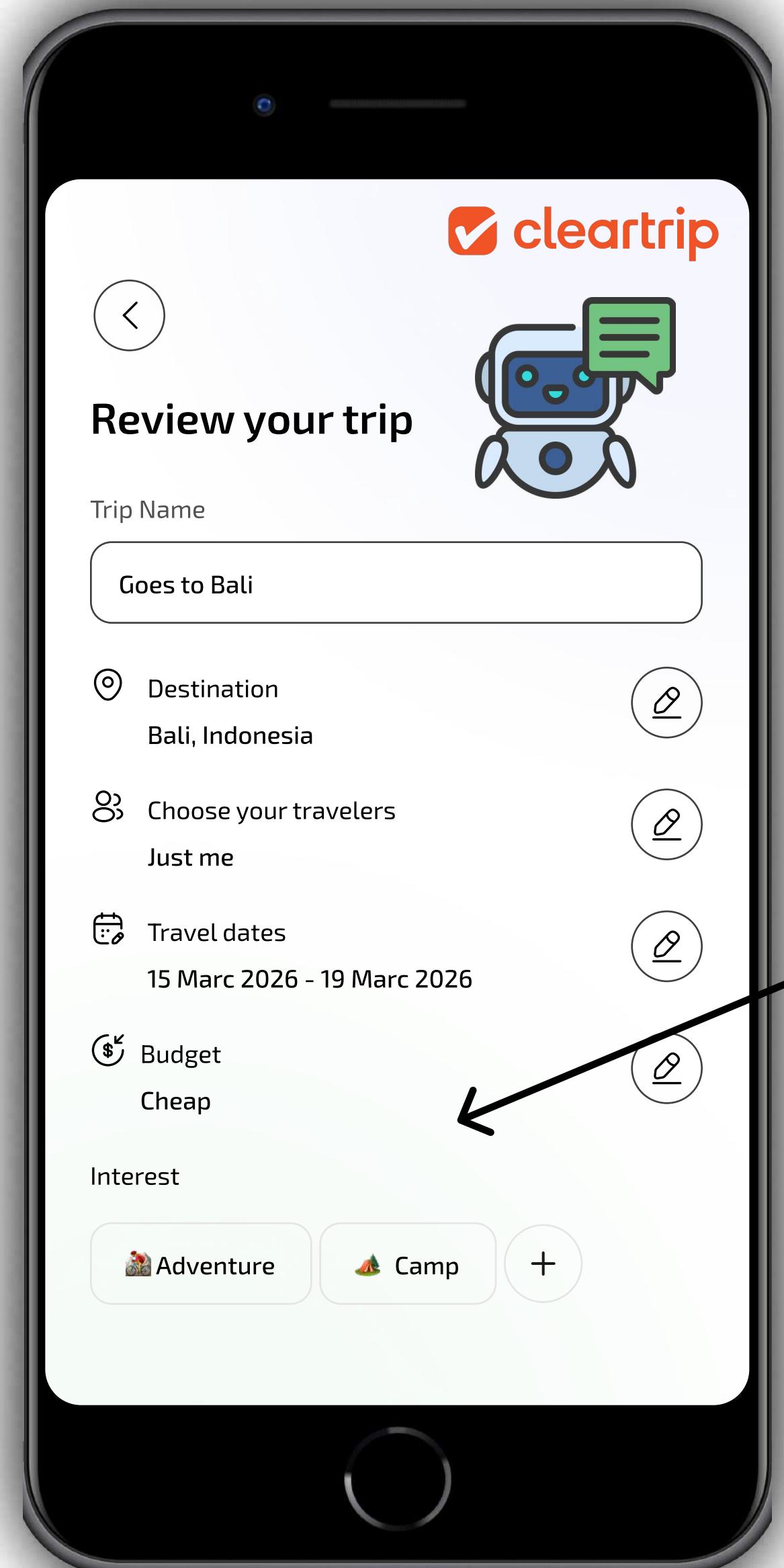
User can set their interests for Danielle to curate her suggestions based on user preference

To personalize the travel plan, Danielle asks about the user's interests, such as preferred activities (e.g., sightseeing, adventure, relaxation), types of destinations (e.g., beach, mountains, city), and any special needs (e.g., pet-friendly, accessible options).

Users can select multiple interests from a list or add custom preferences. Visual aids, like icons or images, might be used to make selection intuitive and engaging.

These preferences allow Danielle to suggest destinations and activities that resonate with the user's tastes, creating a more relevant and enjoyable trip plan.

Reviewing the Trip Preferences

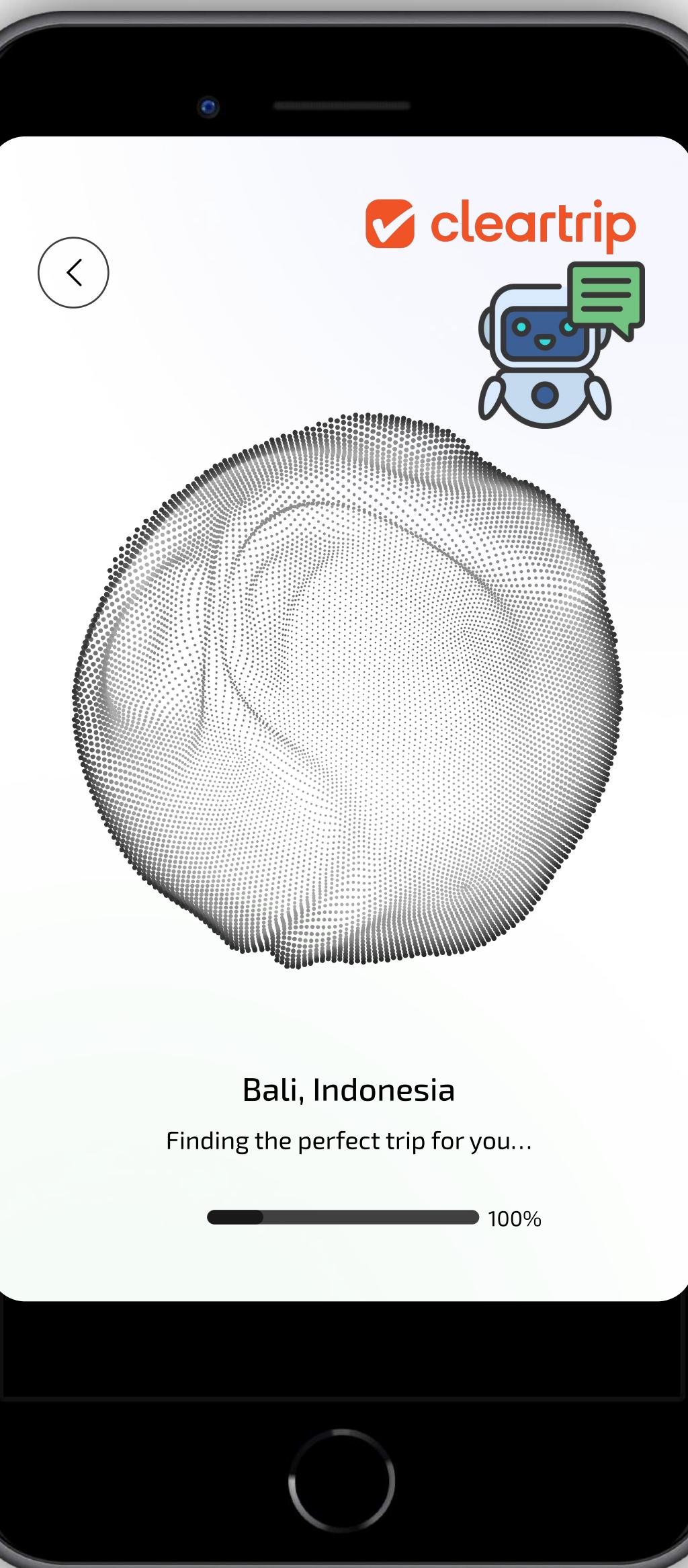


User can review their preferences before Danielle starts processing the suggestions

Danielle presents a personalized travel plan based on the user's inputs. Users can review the itinerary, provide feedback, and make adjustments like adding or removing activities, changing accommodations, or adjusting dates and budget.

The review page is user-friendly with a clean layout, interactive elements, and real-time updates. Users can click on details to make changes, enhancing the experience with visual aids like icons and maps.

The review process ensures the itinerary is tailored to the user's preferences, increasing satisfaction and confidence.

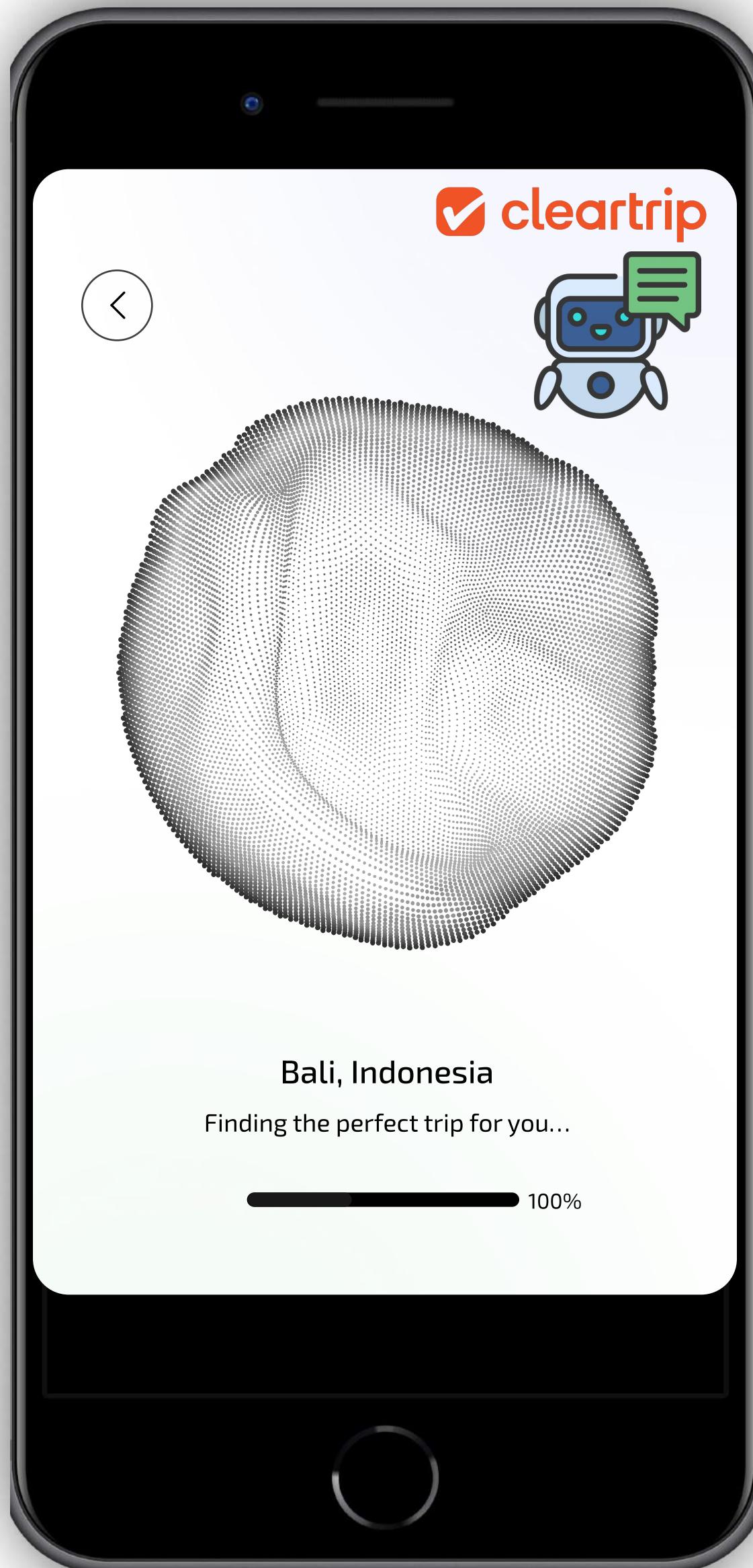


Processing : Danielle processes the gathered information using GPT-4's advanced data analysis capabilities.

- Traveler Demographics and Preferences
- Optimal Destinations
- Activities and Accommodations

Processing Time: To keep the user engaged, the app may display a brief, interactive animation or message such as "Planning your adventure...". This reassures users that the system is working on their request and enhances the overall user experience.

Customized Travel Plan Generated By Danielle AI

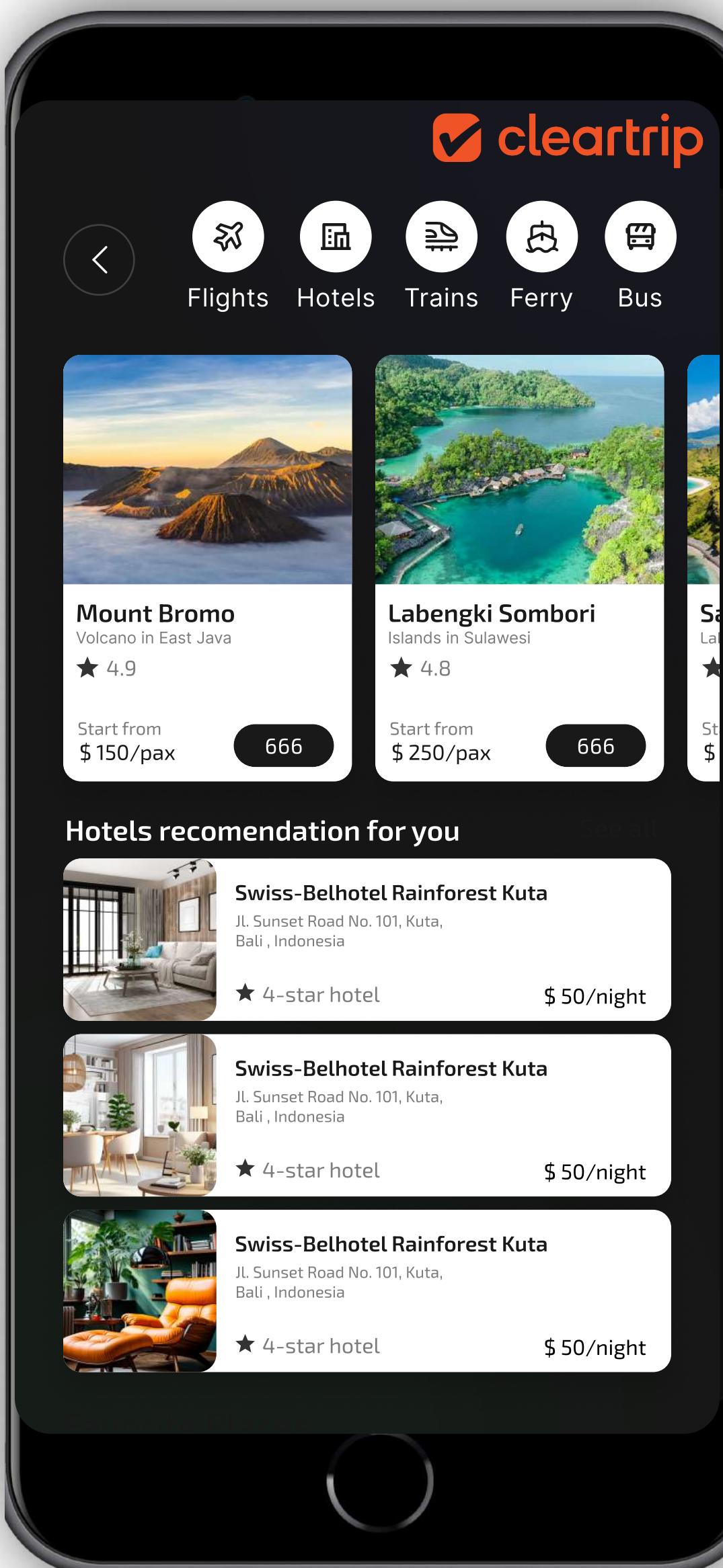


Processing the preference details and generating curated travel plan for User

Danielle offers a curated list of destination options tailored to the user's input. Each destination is accompanied by a brief description, highlighting why it fits the user's criteria

Danielle generates a detailed itinerary including suggested travel dates, accommodations, activities, and dining options.

Users can click on any destination to see more details, such as top attractions, climate, travel tips, and recommended stays.



Generated Travel Plan by Danielle AI

Users are provided with options to book flights, hotels, and activities directly through ClearTrip. Each booking option is presented with transparent pricing, cancellation policies, and user ratings.

Clear calls to action like "Book Now" or "Reserve" make it easy for users to proceed with bookings.

User Control: The plan is flexible, allowing users to make changes. For example, they can adjust dates, swap activities, or explore alternative destinations if they're not fully satisfied with the initial suggestions.

Handling Errors



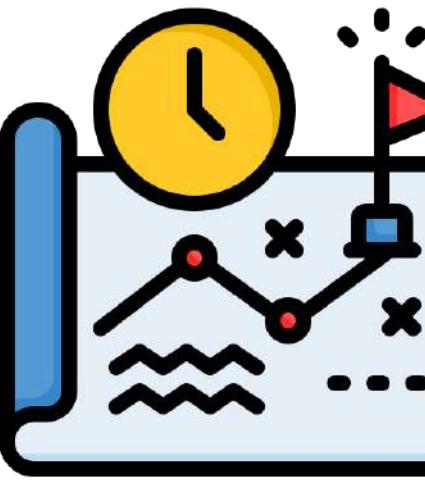
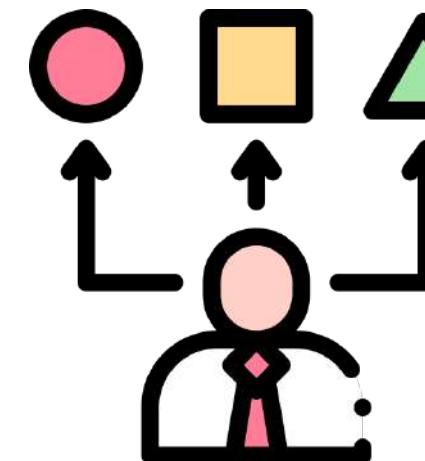
During booking or customization, errors may arise such as unavailable flights, date conflicts, or exceeding budget limits. When this happens, Danielle immediately alerts users to the specific issue with clear and concise messaging.



Alert Users: For users managing multiple trips simultaneously (e.g., a family vacation and a business trip), the assistant allows



Easy Adjustments: Users are guided through an easy revision process, where they can adjust their plans with just a few clicks. Danielle provides step-by-step guidance, ensuring that users can make the necessary changes without feeling overwhelmed.



Parallel Conversations

Provide Alternatives: The assistant proactively offers alternative solutions, such as different dates for travel, alternate flights or accommodations, or budget-friendly options that align more closely with user preferences.



Notifications and Reminders: The assistant provides notifications or reminders for pending tasks related to each trip, such as booking confirmations or incomplete planning steps. This keeps users on track with all their ongoing plans.

Storing and Retrieving Past Plans



Access Saved Plans: Users can view a list of all their saved itineraries, allowing them to revisit past plans at any time.



Modify Existing Plans: Based on changing preferences or new information, users can make adjustments to their saved plans. This might include adding new destinations, changing travel dates, or updating accommodation choices.

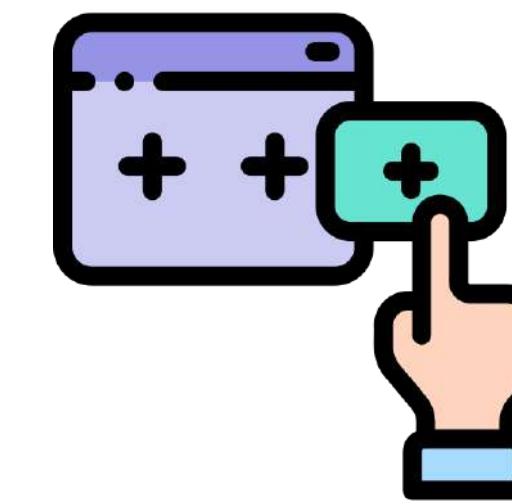


Use Past Plans as Templates: Users can start new plans by using past itineraries as templates, streamlining the planning process by reusing familiar and liked elements.

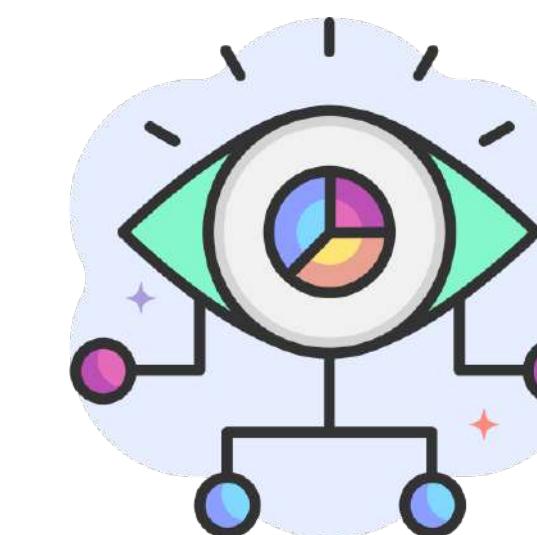
UI/UX Familiarity



Consistent Design: The interface is designed to align with ClearTrip's existing brand identity, using familiar fonts, colors, and navigation patterns that users already recognize and trust.



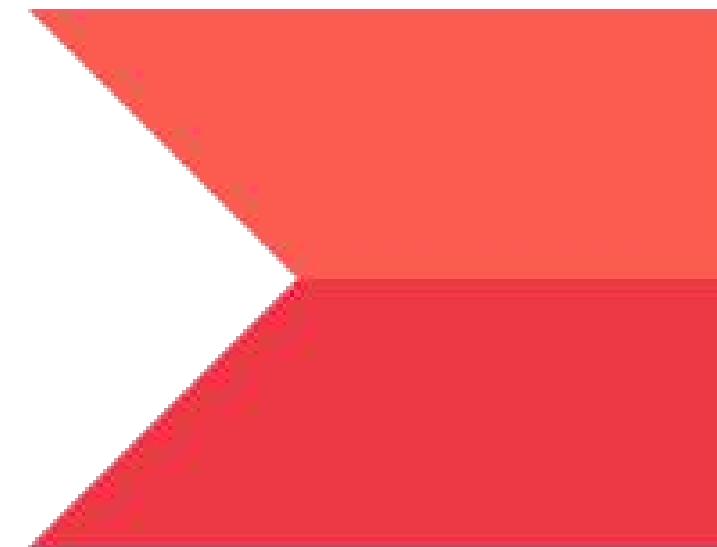
Intuitive Guidance: The UI guides users with clear and intuitive steps, providing feedback at each stage. For example, progress indicators help users track their planning journey, and success messages confirm when actions have been completed correctly.



Visual Cues: Visual elements, such as icons, progress bars, and animations, enhance the user experience by making the interaction engaging and informative.

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THANK
YOU

A red chevron graphic pointing to the right, positioned between the word "THANK" and the word "YOU".

https://nextleap.app/product-fellowship/fp/fshuxjajd7lxrqoe0m?referral=4b808480-f8a1-41c7-a933-ddcf450b0989&campaign=pm_fellowship_referral_cohort30