Case Study

Planning a Trip

Ready to take off?

Let's Go! ✨

Make my Trip

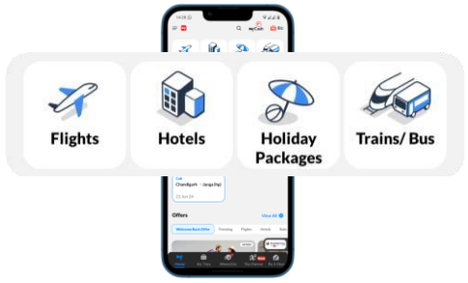
Deep Kalra

Founded in 2000

What is MMT?

Online platform for users to book flights, buses, trains, hotels and more

68 Mn+
MAU



1 India's No. 1 Online Travel Company

How does MMT earn?

Commission and Advertisement fees from service providers

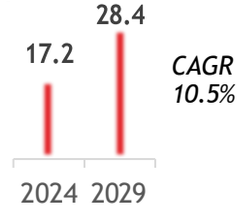
Total Revenue FY23
50k Cr

Buses & Railway	10%
Hotels	25%
Flights	65%

What industry is MMT in?

Online Travel and Tourism

Market Size in USD Billion



Growth Factors

- Rise in Disposable income and YOLO trend
- Social Media Influence
- Government initiatives to promote tourism

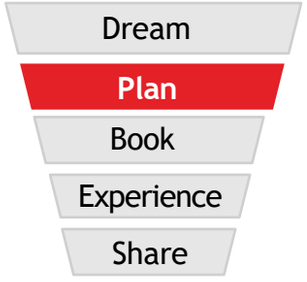
Other Players

Expedia yatra
Booking.com
cleartrip

Objective As a Growth PM at Make My Trip you need to propose a solution using GenAI that helps travellers to plan their trips/vacations

What is Travel Planning?

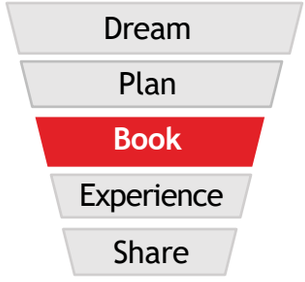
A very crucial step in traveler's journey where they visualize and organize how the journey will look like



Where to go?
How to get there?
What to do? Etc..

Should MMT care about planning?

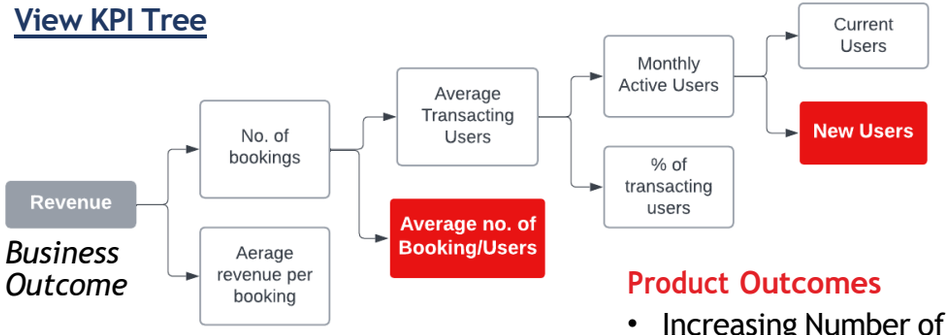
100% Yes! MMT's primary revenue comes from the booking funnel which gets converted via planning



Better Planning
↓
More Bookings
↓
Higher Revenue

What Product Outcomes should we focus on?

View KPI Tree



Product Outcomes

- Increasing Number of Bookings7Users
- Increasing New Users

Current Trip Planning Ways

Holiday Packages

Curated itineraries for popular destinations

Agents to help create and book personalized plans

Where2Go

Helps in discovering places to travel based on season, budget, travellers etc.

How is competition solving for trip planning?

Booking.com

- Save Hotels in a list for easy comparison and booking

Expedia

- Save and Book Hotels and Flights with collaborative groups
- Chat-GPT integrated chatbot

cleartrip

- Curated Packages
- Discover new destinations

What else do people use to plan?

Research

Itinerary Creation

Budgeting

Collaboration

Target segment to solve for travel planning?

- All Travellers
  - Business Travellers
    - Their trips are mostly pre planned and booked by corporates
    - Segment Catered by myBiz
  - Leisure Travellers
    - Solo Travellers
      - Simplified logistics with lesser variables and flexibility to plan
    - Group Travellers

Why choose them?

- **Big opportunity to tackle**
  They face complex challenges in trip planning, solving them can create higher satisfaction and loyalty
- **Potential Revenue and User Base Increase**
  Group Travellers represent a significant and growing segment with high overall spent

Major Problems they are facing?

Hypothesis

- Challenges in collaborating to finalize the plan for the trip
- Creating personalized itineraries
- Difficulty finalizing destinations based on available stay, commute and costs
- Budget and Splitting Issues

Let's hear it directly from our legendary TRAVELLERs now!

Survey

A user survey was conducted with 53 people

- **76%** Millennials and Gen Z
- **58%** Takes 2-4 trips each year
- **80%** Use Online Platforms to book tickets
- **85%** Likes to travel with group of friends/family

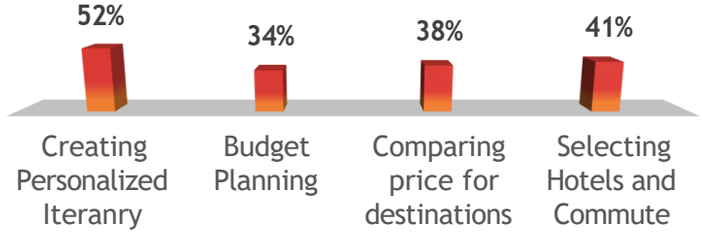
Trip Planning Personalities

36%
Likes to plan all the details

52%
Plans but go with the flow

12%
Princess Travelers

Pain Points *while Planning*



- **60%** find it difficult to get everyone on the same page
- **65%** find it difficult to decide dates, hotel and commute based on everyone's preferences
- **50%** feel lost in endless discussions

Group Planning *Challenges*

1:1 Interviews

Got to hear group travel stories of 7 people!

- "I check itineraries from agencies and then plan my own"
- "If I don't plan it myself, I don't feel that excited about the trip"
- "It's so difficult to update the group about the plan and get them on the same page"
- "I get lost in WhatsApp chats while planning with my friends"
- "Once a friend who has all the Bookings lost her phone on the trip and then it was a mess"
- "Careful Planning is good but best moments are spontaneous"

Secondary Research

- **71%** Indians prefer planning their holiday trips independently — Source
- **57%** Indians prefer a planned Itinerary while travelling — Source

No single platform available for travellers to collaborate and book tickets

People Like Planning part of Trips

"Planning a trip provides a mini-mental vacation each time we sit down to think about it". Source

Key Takeaways

- Usually, one of the thing out of place/date/type of trip is decided before starting the trip planning
- People don't have a step-by-step process of planning their travel
- A basic loose itinerary is liked by many
- People do not hate this planning as they want to peacefully enjoy and not miss things
- People are moving towards slow vacations at one destination than a hectic vacation

How our group travellers look and feel while planning?

Primary Persona Group Trip Planner

"I don't plan it to make it perfect, I plan it make it smooth!."

Organized | Passionate

Pain Points
- Finds it hard to keep a track of all information
- Finalizing different aspects of the trip with her friends
- Too many applications to plan from

Goals
- Streamline the planning process to save time and effort
- Ability to share updated itinerary with the group
- Enjoy a hassle-free trip

Secondary Persona Trip Member

"I don't mind anything; I just love travelling with my friends"

Easy-Going | Indecisive

Pain Points
- Not realizing what he is getting into until it's too late
- Getting lost in endless WhatsApp conversations

Goals
- Enjoy time with friends without the hassle of planning
- Experience new things out of his comfort zone

Aisha's Trip Planning Journey

User Journey is not actually linear while planning but pain points remain same

Phase	Research Places	Finalizing Stay	Finalizing Commute	Finalizing Itinerary	Make Bookings
Activities	• Search Places and Attractions • Discuss group's vibe for the trip	• Search Stays based on group's budget across platforms • Shares liked stays with the group • Finalize Stay	• Search commute to get to the destination • Finalize commute	• Document a plan for the trip • Share with the group • Discuss any changes or additions • Save places and activities	• Respective group members make bookings and update everyone • Keeps a track of who paid for what
Emotions	😍	😀 → 😕	😏	😎 → 😭	😎 → 😕
Thoughts	• Excited to plan and go to the trip • Finally getting a break from work and life	• Likes the stays • Finds it difficult to keep a track all the links and hotels likes by the group	• Wishes if she would have booked the flights and buses earlier for cheaper rates	• Likes creating the itinerary • Struggles to add things manually • Difficult to collaborate with group	• Excited to finally make the bookings • Difficult to share all bookings and keep a track of them with group
Touchpoints	Instagram, YouTube, WhatsApp	B., MakeMyTrip, WhatsApp	Paytm, MakeMyTrip	Excel, Google Keep, WhatsApp	B., MakeMyTrip, Gmail
MMT Solutions	Where2Go ✓	Search Stay ✓ Finalize Stay ✗	All Commutes ✓ Finalize ✗	Customized Itinerary creation ✗	Book ✓ Group ticket sharing ✗

What does seem like the TRUE PROBLEM?

Group travellers are facing difficulties in creating personalized itineraries

Why Because they are not efficiently able to collaborate and decide

Why Because there are too many things and factors(stay, commute, budget, date etc.)

Why Because there is no single tool single available for them to consolidate these and plan

Why do they even need itinerary?

- *Want to minimize challenges on the trip*
- *Do not want to end up wasting time figuring things out on the trip*
- *Do not want to feel lost in a new city and end up missing good places*

Is this a real problem?

User Survey

- **52%** people struggle to create an itinerary
- **60%** people find it difficult to get on the same page with the group
- People have to currently use 7+ application to plan their trips which is resulting into collaboration issues

Secondary Research

- **57%** Indians prefer a planned Itinerary while travelling Source
- New companies are emerging in the global market to solve this problem such as TripIt, Kayak etc.

Why should we solve it now?

Market Dynamics and Consumer Trends

- Increased demand for group travellers as people look to reconnect more with friends and family
- Increased demand for personalization
- Competitors such as Expedia and other new players have started solving for this problem

Source

What is the value generated by solving this problem?

For Group Travellers

Enhanced Collaboration

Time Savings

Personalized Itinerary

Reduced Stress on trips

For Make my Trip

Increased Users from group pull

Increased Conversion

Lesser Agents to customize Itinerary

Reduced Costs

Increased Trust with MMT

Better Community Building on the platform

What are the ways we can solve this problem?

How can MMT help group travellers efficiently collaborate to create personalized itinerary?

AI Quiz My Trip Planner

A tool where users takes a quiz to generate itinerary and then collaborate to finalize plans

Smart Group Trip Planner

Users can save hotels, commutes etc. they like and vote on items to finalize and create itinerary by self of using AI

"The Major difference is that in Sol 1 itinerary is created directly using AI based on preferences by user whereas in Sol 2 user explore the place, stay etc. and itinerary is created based on that"

Impact (I)	**Medium** Lesser user pull because of pre created itinerary	**High** More user pull due to selection with group
Confidence (C)	**High** Exact user pain point solved	**High** Exact user pain point solved
Usability Risk (U)	**Low** Easy to fill form	**Medium** User needs to select and finalize
Value Risk (V)	**Medium** AI can give generic suggestions which might not feel valuable	**Low** Users will have the ability to personalize their itinerary and get help from AI as well to optimize their trip
Business Risk (B)	**Medium** Ability to showcase variety might reduce; lesser upselling	**Low** User still explores the other aspects of the application to select and finalize
Overall (I*C) / (U*V*B)	**1**	**3**

Scale - High(3); Medium(2); Low(1)

Why might Smart Group Trip Planner work?

Market Trends

- According to a report by Mckinsey, 71% of consumers expect companies to offer personalized interactions Source
- Data shows that 53% of Gen Z and 57% of Millennials prefer personalized travel planning aided by AI travel planning tools. Source

User Psychology

- How people are already using AI to plan their tips Source
- People like planning their trips as it's an experience in itself
- Solution replicates the real-life journey of user

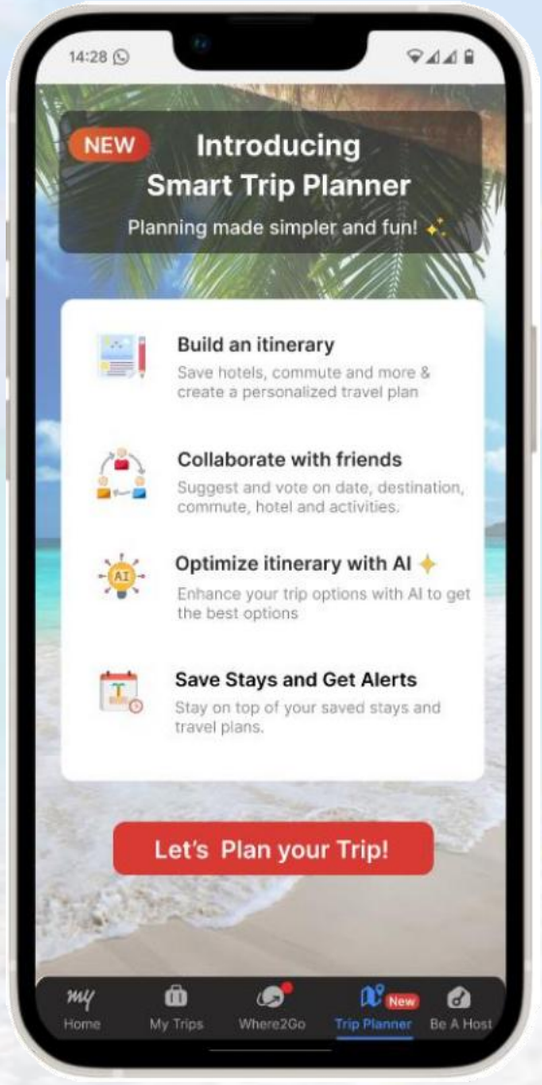
"The high value and attachment placed on products and experiences that you build yourself, regardless of the result"

How will this solution benefit MMT?

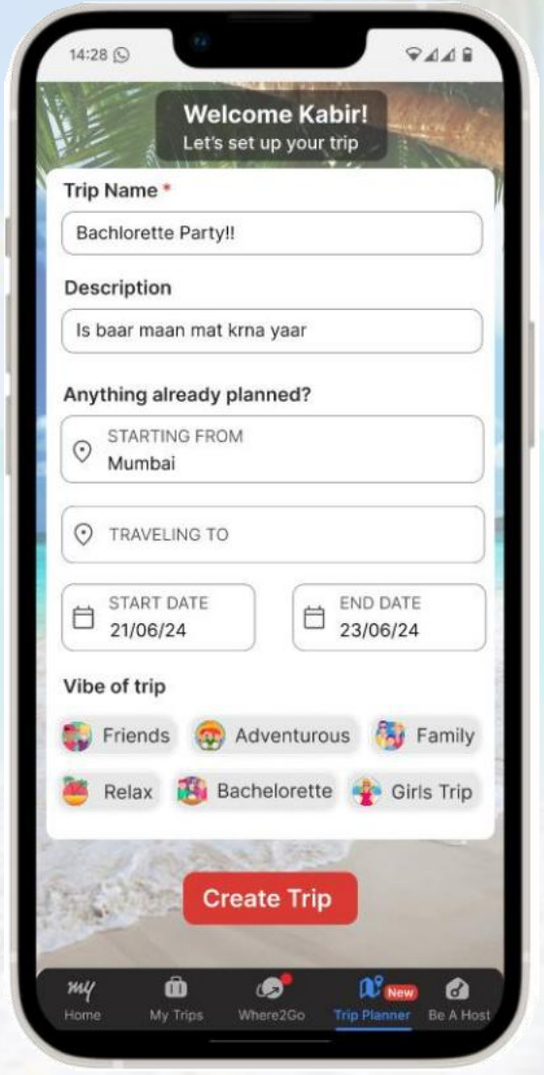
• New User Pull from Group creation effect	• Data Insights of group planning journey, preferences etc.
• Opportunity to upsell all aspects of trip through itinerary	• Innovating with the current technology trends
• Competitive Edge in the market	• Reduction in Time to book by user due to enhanced decision making with groups

How will the solution look like? ✨

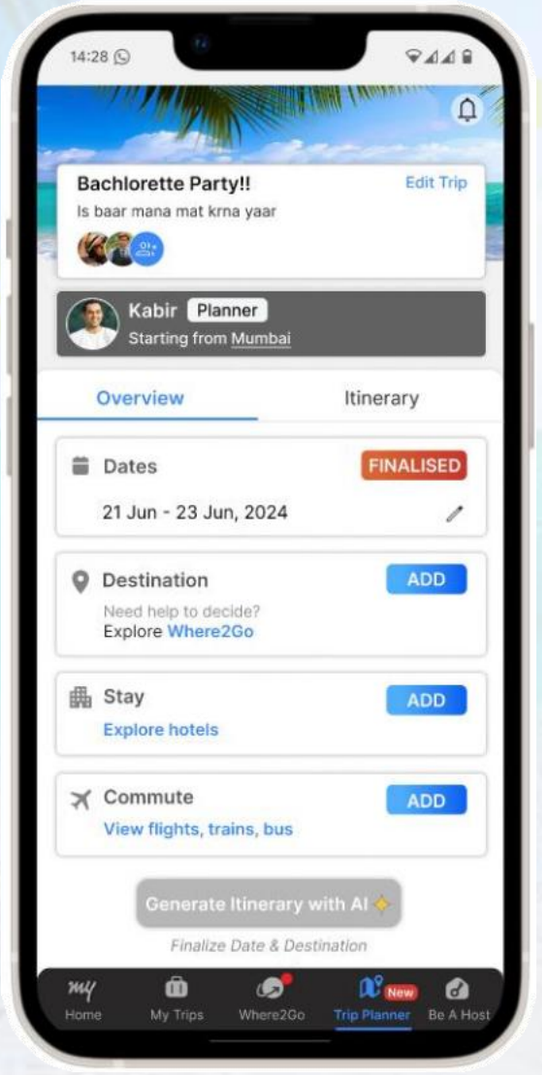
If Kabir from ZNMD would plan his Bachelorette Party using our Smart Group Trip Planner!



1 **Kabir gets introduced with Trip Planner and its features**



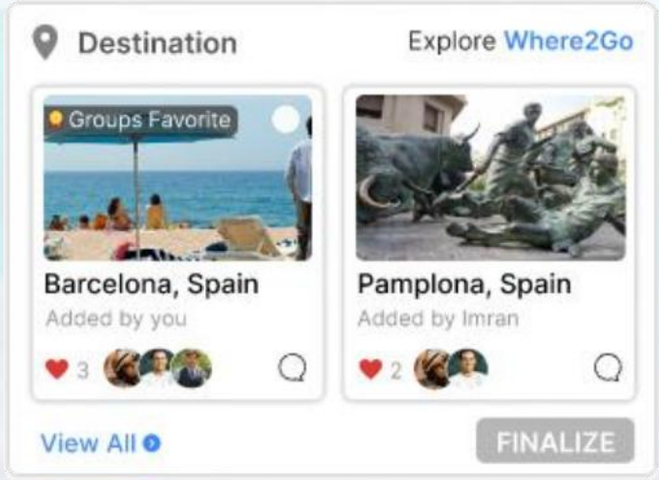
2 **Creates a Trip and shares link with Arjun and Imran**



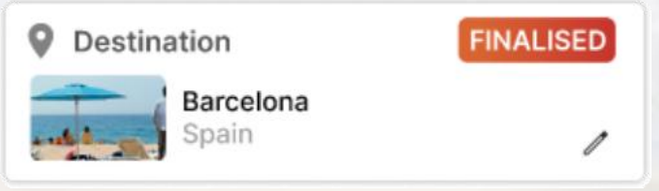
3 **Enter their decided dates and explores destinations to go**

Let's go guys pleaseeee!

4 **Kabir suggests Barcelona and Imran suggests Pamplona**



5 **They Vote and Finalize Barcelona!**



How will the solution look like? ✨

6 Explores Stays in Barcelona

Hotel Porta Fira

Hostel

• Private rooms also available

Add to trip

7 Adds liked stay to the trip

Stay ADD

Hotel Porta Fira
Added by you
2
BOOK NOW

View All | Explore hotels

8 Books the stay

Hotel Porta Fira
Deluxe Villa with Infinity Pool
21 Jun - 22 Jun '24
Check in: 01:00 AM

View Details | Cancel

✨ Added to your trip

Bachlorette Party!! View Itinerary

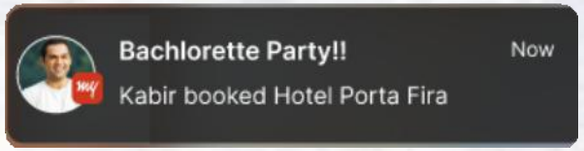
Remove | Edit

Trip gets auto updated

Stay BOOKED

Hotel Porta Fira
Deluxe Villa with Infinity Pool

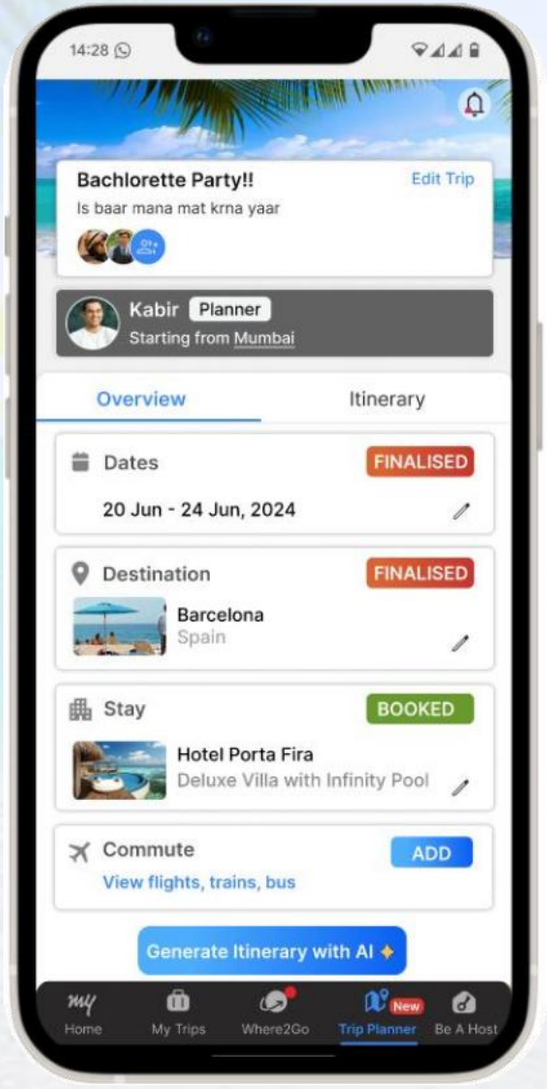
Arjun and Imran are notified about the booking



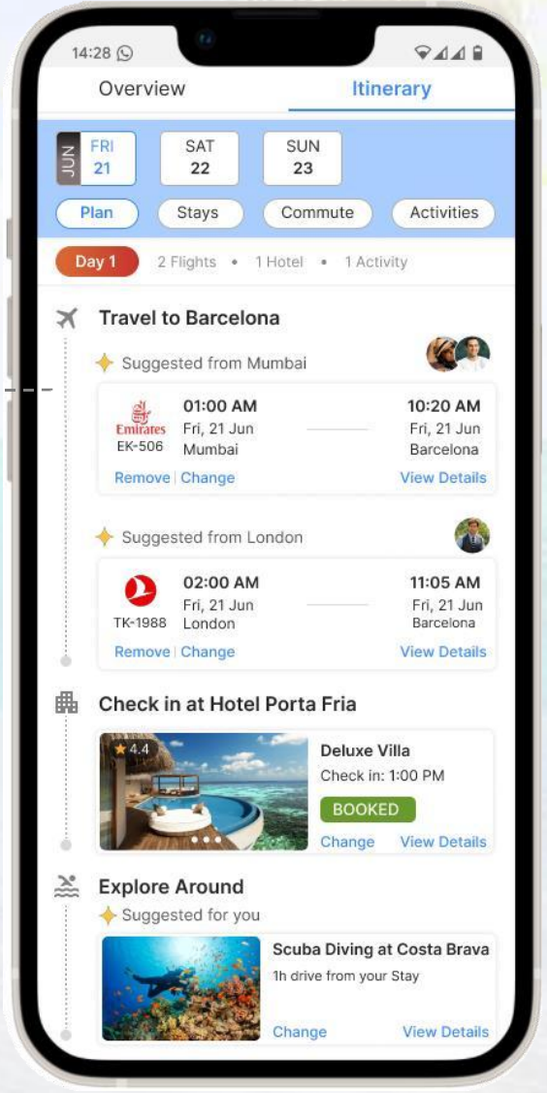
View Kabir's trip in Video!
Click to Play

View Figma Wireframes

Suggestion by AI ✨



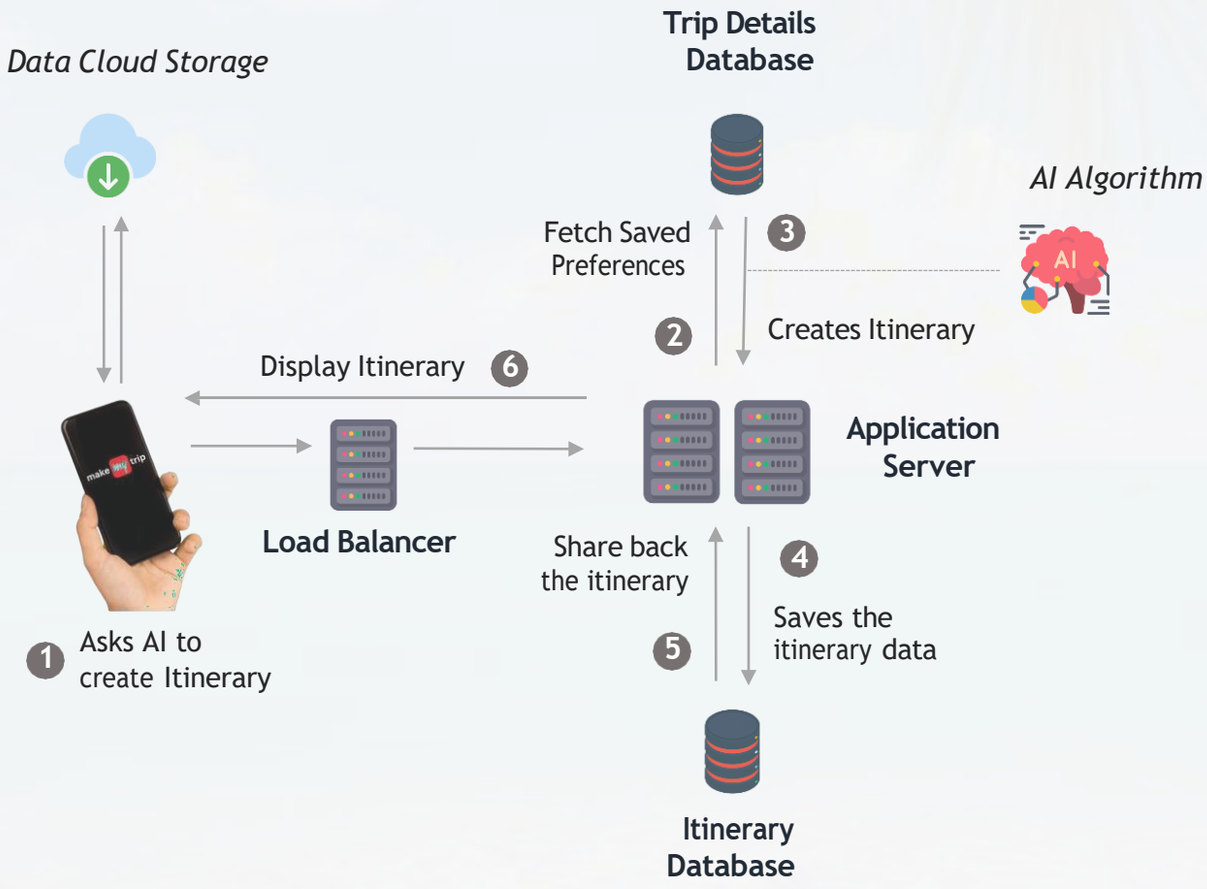
Updated Trip Details



9 Generates Itinerary with AI

Viola!

How will the high-level look for this solution?



How will we measure success of the solution?

Type	Metrics	Why?
North Star	No. of booking from Trip Planner	Our primary purpose to introduce Trip Planner is to increase the number of bookings
L1 Metrics	No. of new users joined using Trip Planner	Our secondary purpose is to increase the number of users on the platform
L2 Metrics	% of AI suggestions getting converted to booking	To understand how much conversions are increasing via AI suggestions
Adoption	% of users successfully making any bookings using Trip Planner	To understand how much users are using it and are finding value
Engagement	% of users creating itineraries using AI	To understand how much users are engaging with AI to create plan trips
Guardrail	% of Trips created without any bookings	If people are not eventually booking from Trip Planner, the feature is not giving enough value to user and business
System	Response Time of Itinerary generation by AI	To check if users are getting the AI responses smoothly

What can go wrong?

User might not be satisfied with suggestions by AI

Add option to mark AI suggestions as helpful and keep refining AI personalization

Users might have bookings at other platforms and will find the itinerary incomplete to use

Add option to add bookings manually or via email forwards to make the itinerary complete

Thank you! Wishing more Travel for you :)