

GHUMI GHUMI

your buddy for Personalized Journeys

Presented by: Ayush,Nupur,Riya and Siddhi

PROJECT OUTLINE

- PROJECT OVERVIEW
- PROJECT IDEA
- INDUSTRY ANALYSIS
- COMPETITIVE ANALYSIS
- SWOT ANALYSIS
- PRODUCT STRATEGY
- CUSTOMER PERSONA

PROJECT OVERVIEW

Purpose: Develop an advanced travel app, with enhanced features and personalization.

Target Audience: Caters to diverse travelers—budget-friendly, luxury, educational, and eco-conscious tourists.

Project Vision

- **Beyond Basic Trip Planning:** A travel companion offering practical information and rich experiences.
- **Enhanced User Experience:** Smooth, enjoyable journeys with relevant insights and a highly user-centric design.

PROJECT IDEA

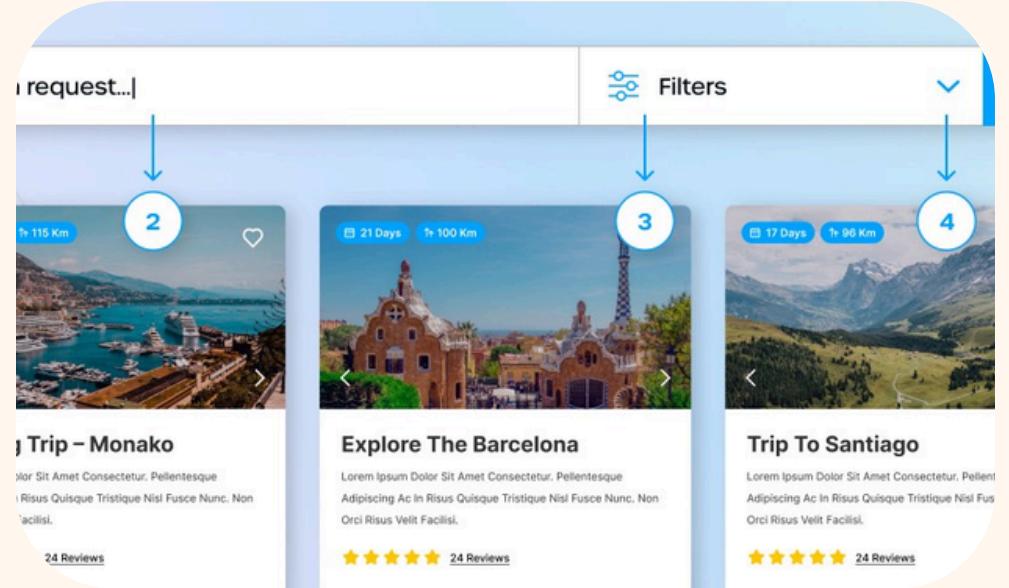


CORE FEATURES



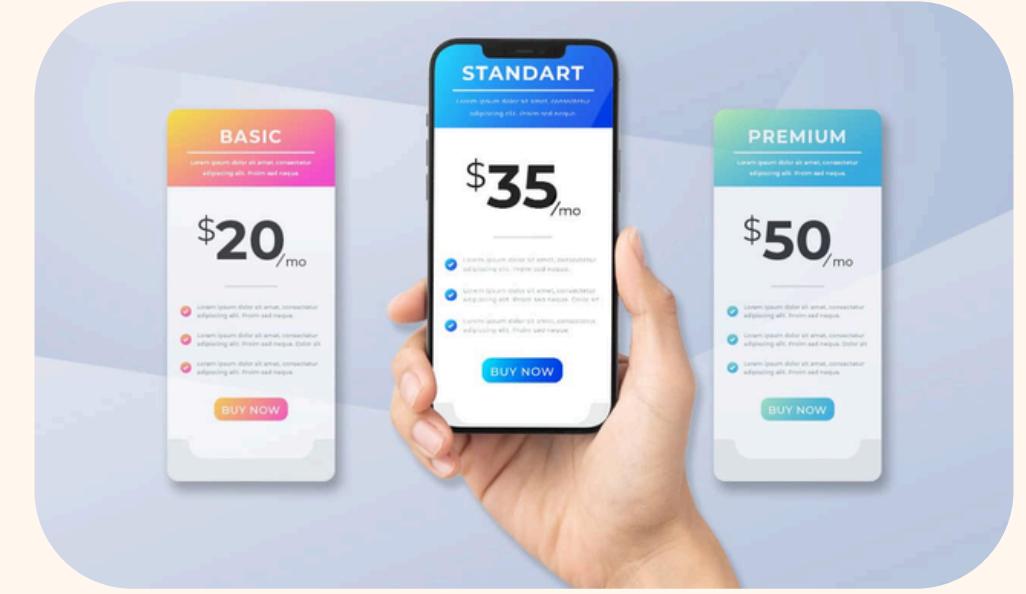
Personalized Itineraries

- Tailored travel plans based on visit purpose (e.g., education, family trip, friends' getaway).
- Budget, duration, and preferences (local food, hotels) refine itinerary details.



Custom Filters

- Options for accommodation, food types, and unique locations.
- Prioritize destinations for family, solo, or group travelers.



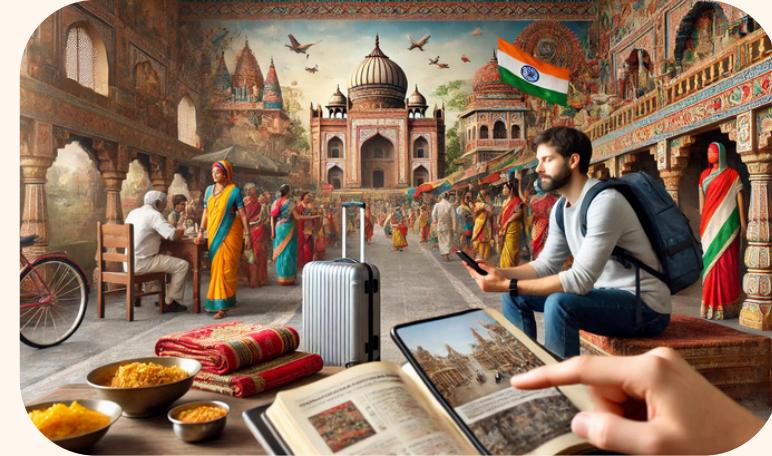
Subscription-Based Guide Services

- Flexible guide options, including:
- Chat consultations.
 - Phone guidance with locals.
 - In-person support for deeper experiences.

ADDITIONAL FEATURES



Real-time weather updates and seasonal recommendations



Insight into local customs for respectful travel.



Insurance options and emergency contacts for secure journeys



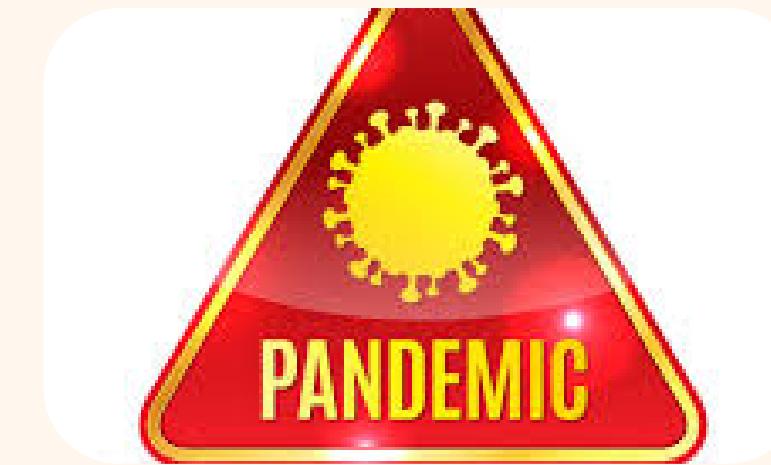
Download itineraries, maps, and guides for offline access.



Translate essential phrases for easy communication.



Eco-friendly options like green hotels and carbon offsetting.



Alerts on pandemic rules, natural events, and safety



Recommendations on local festivals and performances.

ADDITIONAL FEATURES



Book unique experiences, e.g., food tours and homestays



Access to car and bike rentals with discounts



Details on luggage storage facilities



Navigation tips for budget-conscious travelers (e.g., buses, metro)

INDUSTRY ANALYSIS

The travel and tourism industry is extensive, encompassing a range of sectors like accommodations, transportation, food services, and recreational activities.



MARKET SIZE AND GROWTH

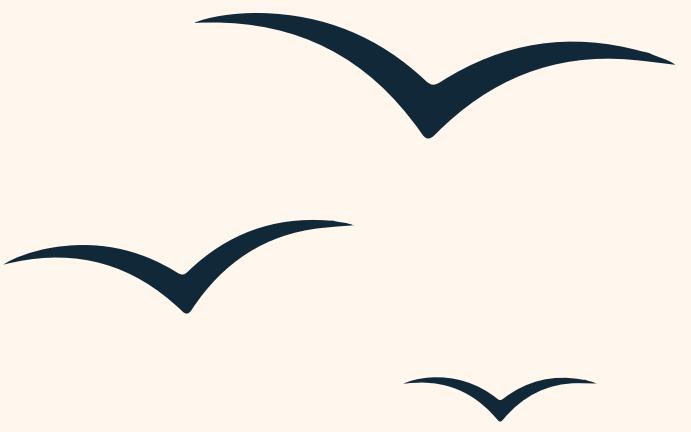
By MMGY global and Mckinsey & company

- Travel Demand Surge: Post-COVID increase in domestic and regional travel.
- \$7 Trillion Market: Massive global travel industry value.
- Growth in Asia: Intraregional travel to rise significantly by 2030.
- Sustainable Focus: Demand for tourism benefiting local economies and ecosystems.

TECHNOLOGY AND CONSUMER TRENDS

By MMGY global

- AI-Driven Personalization: AI is transforming travel with personalized experiences and itinerary planning.
- Influencer Impact: User-generated content and influencer recommendations shape travel choices.
- Demand for Authenticity: Travelers seek authentic, sustainable experiences.
- Advanced Mobile Apps: Growth in comprehensive travel apps for real-time updates and local suggestions.



PRESENT TRENDS

- Personalized Travel Planning
- Increased demands for Real-Time Updates.
- Local Experiences and Authenticity.
- Offline Access and Convenience

By TraveAge West Mckinsey & company



FUTURE TRENDS



- AI and Predictive Analysis.
- AR and VR for virtual travel experiences.
- Voice-Activated and AI-powered Assistants.
- Increased Focus on Sustainability

By TraveAge West and StratUs Insights



COMPETITION ANALYSIS



MAKE MY TRIP:

Strengths: Established brand in South Asia with extensive booking options.

Limitations: Limited in personalization, especially for unique or eco-friendly travel.

Opportunity: Add sustainable or curated travel options to attract eco-conscious users.



AIRBNB:

Strengths: Leader in unique local accommodations emphasizing local culture.

Limitations: Lacks transport, offline support, and comprehensive travel insurance.

Opportunity: Incorporate transport, offline navigation, and travel insurance for added safety.

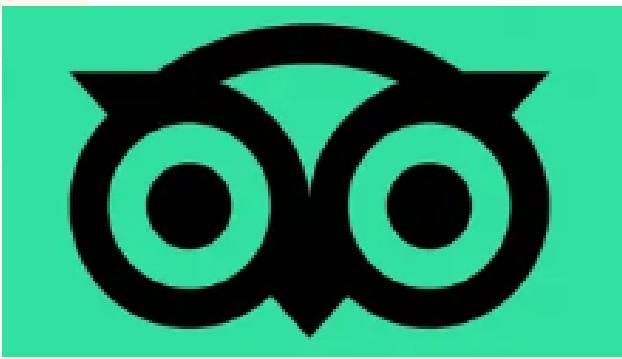


TRIPADVISOR

Strengths: Trusted review aggregator with global booking options.

Limitations: Limited in itinerary customization, eco-friendly listings, and offline mode.

Opportunity: Enhance with curated itineraries, offline features, and sustainable stays.



EXPEDIA

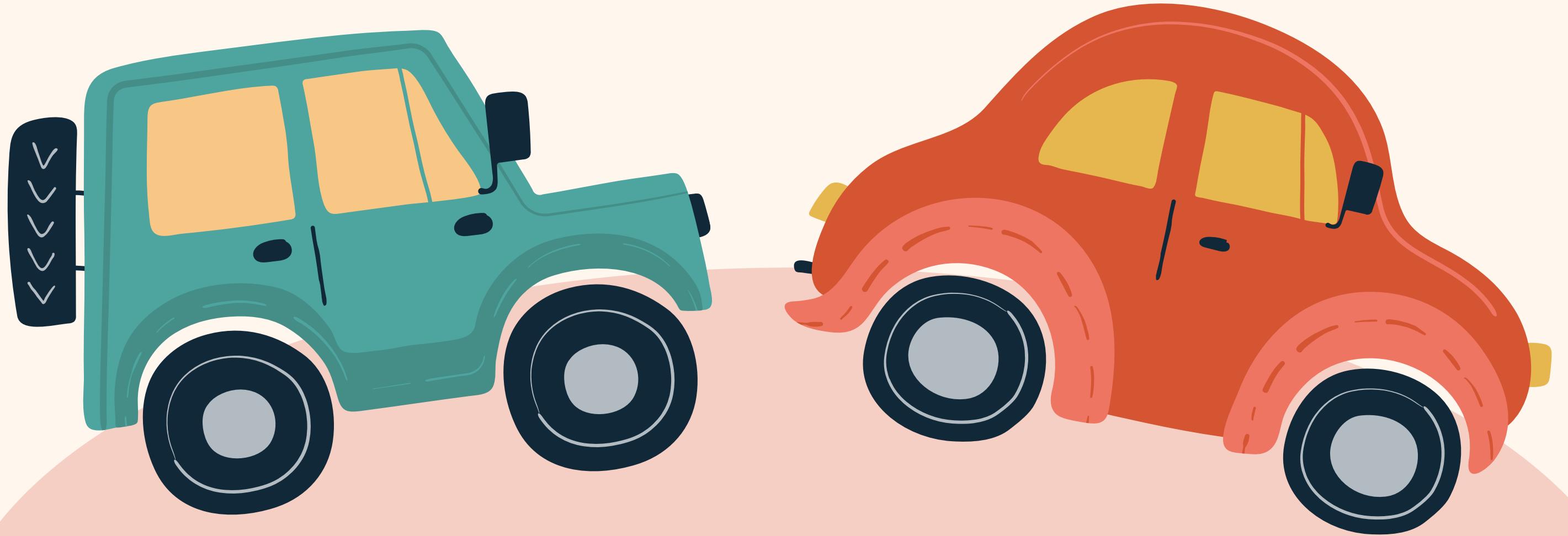
Strengths: Strong loyalty program and comprehensive booking options.

Limitations: Lacks personalization and real-time insights.

Opportunity: Provide custom experiences, cultural insights, and real-time safety updates.



SWOT ANALYSIS



Strengths

- Personalized Itineraries
- Real-Time & Offline Accessibility
- Sustainability Focus
- Collaborative Features
- Flexible Guide Service

Weaknesses

- High Development Costs
- Complex Onboarding
- Reliance on External Data
- Localized Guide Availability
- User Retention Challenges

Opportunities

- Post-Pandemic Travel Surge
- Remote Work Travelers
- Eco-Tourism Growth
- Data-Driven Customization

Threats

- Intense Competition
- Economic Uncertainty
- Third-Party Data Dependency
- Data Privacy Concerns



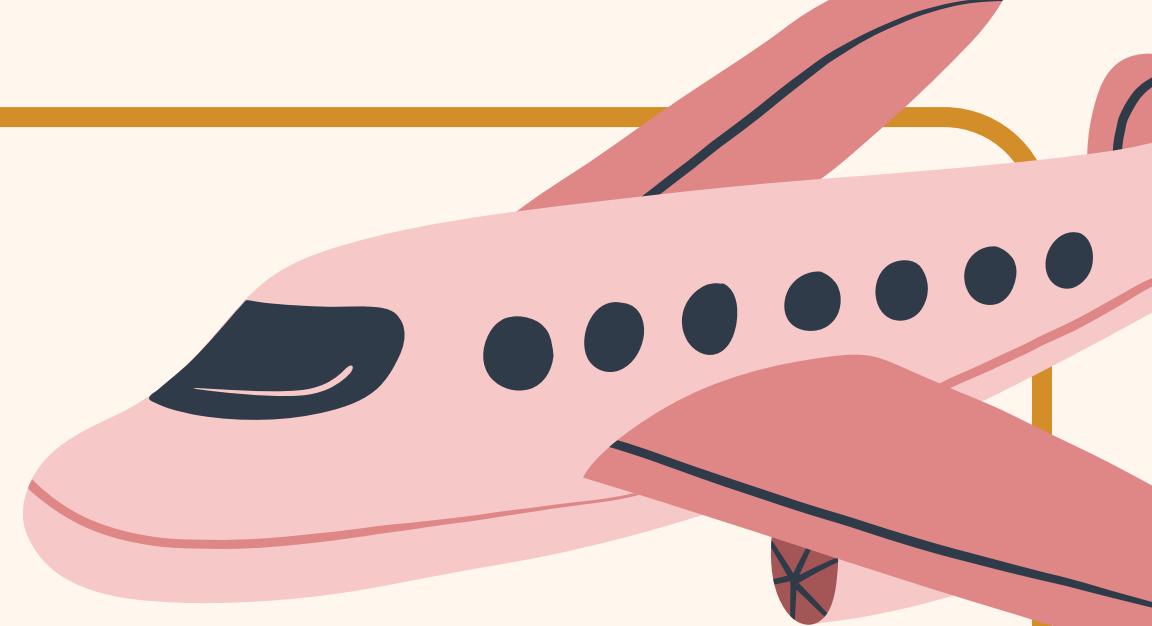


PRODUCT STRATEGY

- Personalization: AI-driven recommendations and custom itineraries.
- Local Experiences: Partner with local guides and offer language tools.
- Sustainability: Promote eco-friendly options and reward green choices.
- Safety & Offline: Real-time safety alerts and offline access.
- User Engagement: Subscription guides and a social “Traveler Stories” feature.
- Localization: Regional content and local partnerships.
- Tech Integration: AR navigation and voice assistance.
- Marketing: Eco-focused branding, influencer content, and referral incentives.



CUSTOMER PERSONA



ADVENTUROUS MILLENNIALS (25-35):

Profile: Young professionals or couples in metro cities, eco-conscious, experience-driven.

Preferences: Offbeat destinations, outdoor activities, eco-tourism, affordable and adventure-oriented guides.

Motivators: Customizable itineraries and social sharing features.

Pain points: Limited access to sustainable travel choices and safe, reliable options for remote locations.

ECO-CONSCIOUS FAMILIES (35-45):

Profile: Middle- to upper-income families, prioritize responsible travel.

Preferences: Domestic, eco-friendly travel with family-friendly options.

Motivators: Green accommodations, offline maps, and eco-tours.

Pain Points: Difficulty finding safe, family-oriented, and sustainable options in one platform; need for accurate data on travel restrictions.

FREQUENT SOLO TRAVELERS (20-30):

Profile: Young professionals, digital nomads, or students, value independence and spontaneity.

Preferences: Flexible schedules, cultural immersion, and unique local experiences.

Motivators: Local insights, cultural tips, and safety updates.

Pain Points: Lack of offline functionality, limited cultural insights, and language support.

ELDERLY TRAVELERS AND FAMILIES (55+)

- **Profile:** Retirees or families with elderly members, prioritize comfort and health.
- **Preferences:** Pilgrimage sites, nature retreats, accommodations with accessibility features.
- **Motivators:** Easy navigation, health and safety considerations.
- **Pain Points:** Complex apps are challenging, lack of senior-friendly options and health guidance.



THANK YOU

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