Hashout

Travel, Dine and Explore - Together

Who we are?

We are a team of 4, with

- Manas working on the backend
- Ravindra working on the frontend
- Rachit as the Product Manager
- Ayush N working on business analytics and research

What are we solving?

Making tours and experiences more enjoyable by matching customers going alone with other customers also going alone and having similar interests.

Travelling Solo - Why they do it?

Several surveys have revealed that travellers who travel solo prefer doing so for the following reasons -

- Lesser expenses on both travel and stays
- Flexible schedules

Travelling Solo - The problems

The same surveys have also shown that a major chunk (10 out of 14) of these *prospective* solo travellers face the following problems -

- Safety concerns
- Social constraints - *"having no one", humans being innately social etc.*

What's the impact of this problem?

The same surveys (*again?!smh, boring*) also revealed that a whopping 73% of travellers, across generations (boomers, generation Z, millennials), are interested in solo travel. But as a result of the constraints mentioned before, only 11% *(quick google search)* of the total travel market is associated with solo travellers.

How might we solve this for them?

By matching solo travellers with similar interests post booking, we are keeping the pros of solo travel, by not affecting costs or flexibility, but we are wiping out the cons, by addressing both safety concerns and social concerns.

Which of our business goals does this advance?

One of the main goals of Headout as an organisation is to make travelling more accessible and enjoyable. By solving the problems and bolstering the advantages we are making travel accessible and definitely more enjoyable*(the social aspects)*.

Does this fit the need/problem/goal better than what they have already?

With conventional options being cumbersome, adding to the already complex and long process of booking and planning, most users don't even consider the market options viable.

Internal numbers

Number of Guests	Count Completed Bookings	Count Guests	Revenue	Distribution - Booking
1	1,248,506	2,659,469	$22,876,940.91	27.986%
2	2,240,761	5,476,903	$38,949,557.50	50.228%
3	451,549	1,662,768	$12,267,632.85	10.122%
4	324,442	1,495,119	$11,763,625.23	7.273%
5	97,815	555,960	$4,440,646.71	2.193%
6	51,906	352,019	$2,772,400.63	1.164%
7	20,111	156,786	$1,255,881.48	0.451%

With a booking distribution percentage of around 28%, we aren't just solving a problem that's on research papers *(phew)*, but also addressing an actual audience in an actual organisation *(yayy, that's us 🛸).*
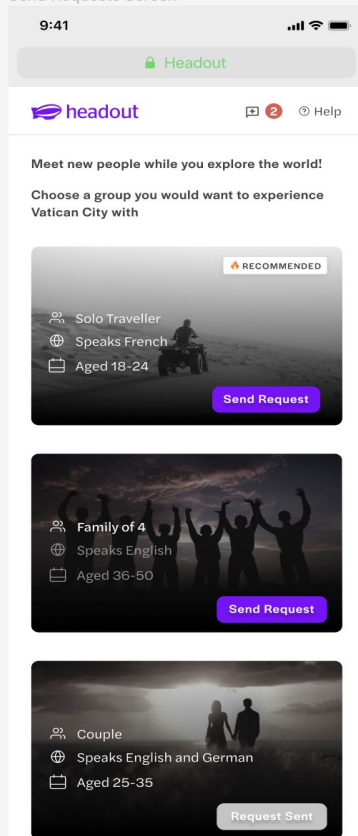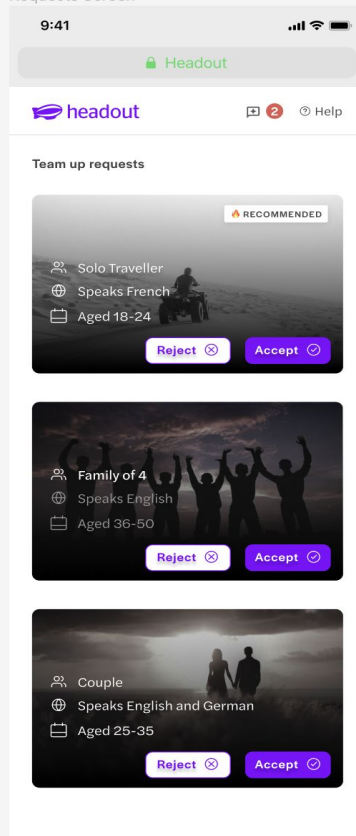
How we did it?

Technical Aspects

- Taking user preference and extracting data points.
- Using user matching algorithms to suggest groups of similar interests.
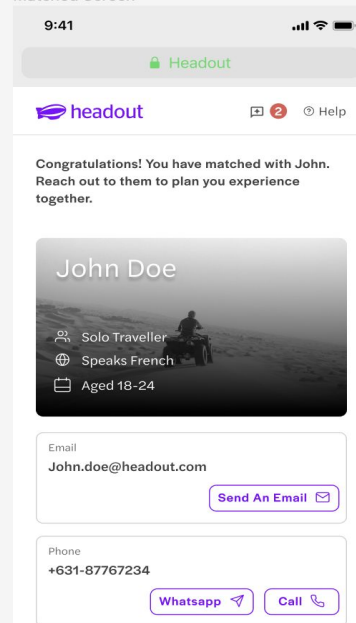- Communication between matched groups over Email / whatsapp.

Design Aspects

9:41

🔒 Headout

headout   2 ⊘ Help

Meet new people while you explore the world!

Choose a group you would want to experience Vatican City with

🔥 RECOMMENDED

≈ Solo Traveller
🌐 Speaks French
🗓 Aged 18-24

Send Request

≈ Family of 4
🌐 Speaks English
🗓 Aged 36-50

Send Request

≈ Couple
🌐 Speaks English and German
🗓 Aged 25-35

Request Sent

9:41

🔒 Headout

headout   2 ⊘ Help

Team up requests

🔥 RECOMMENDED

≈ Solo Traveller
🌐 Speaks French
🗓 Aged 18-24

Reject ⊗   **Accept** ⊘

≈ Family of 4
🌐 Speaks English
🗓 Aged 36-50

Reject ⊗   **Accept** ⊘

≈ Couple
🌐 Speaks English and German
🗓 Aged 25-35

Reject ⊗   **Accept** ⊘

9:41

🔒 Headout

headout   2 ⊘ Help

Congratulations! You have matched with John. Reach out to them to plan you experience together.

John Doe

≈ Solo Traveller
🌐 Speaks French
🗓 Aged 18-24

Email
John.doe@headout.com

Send An Email ✉

Phone
+631-87767234

Whatsapp ➤   **Call** ☎

Moving Ahead - Feature Additions

- Add more parameters to filter out and better match prospective companions.
- Add ML to rank and suggest companions based on interests.
- Add in a messaging interface to protect privacy, instead of sharing contact details

References

Very important research paper*(also very boring)*

Questions/Queries

Thanks folks!