TBO OneSearch

Intent–First, Trip–Aware Travel Discovery

Re-imagining travel search from ~~"finding products"~~ to "designing trips"

⚠ PROBLEM WE SOLVE

Travel search is **fragmented** and forces **instant decisions**.

Users juggle disconnected searches while facing pressure to book immediately—ignoring the real-world need to compare, discuss, and wait. This mismatch causes high drop-offs.

👁 OUR VISION

Let travelers describe *what they want*, and let TBO design the **best possible trip**—intelligently, confidently, and instantly.

What Makes OneSearch Different

💬 INTENT UNDERSTANDING

FROM KEYWORD → OUTCOME

Users don't search for "products". They search for **outcomes**:

- 🏖️ "Relaxed beach vacation"
- 💼 "Fast business trip"
- 💗 "Romantic budget getaway"

→ Converts natural language into a structured **Trip Graph**.

⊰ TRIP GRAPH INNOVATION

Unlike traditional travel search that optimizes individual products, OneSearch optimizes the success of the entire trip.

We don't search in silos. We connect data points:

- ✈️ **Flight Arrival** → affects hotel check-in
- 🏨 **Hotel Location** → affects transfers
- ⏳ **Layovers** → affect fatigue
- 🌤️ **Weather** → affects experiences

⚡ IMPACT

The system removes impractical options *before* the user sees them.

⋮≣ UNIFIED TRIP OPTIONS

OPTIONS, NOT LISTS

Users see **complete trip options**, not 50 unrelated results.

EXAMPLE "TRIP PACKAGE"

- ✈️ Morning non-stop flight
- 🛏️ Beachside 4★ hotel
- 🚗 Airport transfers
- 🎫 Curated experiences

🔗 **WORKS TOGETHER**

🧠 Behavior-Driven Booking

Our platform introduces a **Progressive Commitment Flow** that allows users to move gradually from exploration to final booking.

- ✓ Save an entire trip and return later without losing selections
- ✓ Track hotel prices and receive drop alerts
- ✓ Share trip plans with partners or family for approval before booking
- ✓ Temporarily lock flight prices while deciding
- ✓ Automatically suggest cheaper options if prices decrease

Why It Stands Out & **Works**

Trip Confidence Score
TRUST > PRICE

CONFIDENCE **94%**

✓ Delay & price volatility checks
✓ Transfer reliability & reviews

Result: Users book with confidence.

Conversational Co-Pilot
GUIDANCE, NOT CHATBOT

"Arrives late but saves ₹3k—worth it?"

"Prices drop in 48h—wait or book?"

⚡ **IMPACT: LESS FRICTION, FASTER DECISIONS.**

Context-Aware Discovery
VISUAL & SMART

🔥 **Vibe-First Maps**
Hotels by "Party" or "Quiet".

⏱ **Time-Aware**
Activities by distance/slots.

👥 **Crowd-Aware**
Real-time predictions.

Progressive Flow
STAGED COMMITMENT

⏸ **Reduce Anxiety:** Freeze prices & save trip state before booking.

👥 **Collaborate:** Share plans for approval first.

📈 **IMPACT: REDUCES DROP-OFFS, ALIGNS WITH BEHAVIOR.**

🚀 **WHY TBO CAN EXECUTE THIS**

✓ Enabled by **price tracking APIs**, temporary fare holds & trip-state storage.
✓ Utilizes existing multi-product inventory & strong supplier network.

EXPECTED IMPACT
Faster decisions, fewer drop-offs, higher cross-product bookings.

TBO OneSearch

A single intelligent entry point for the entire travel ecosystem

✓ **Intent-first**
NOT KEYWORD-FIRST

✓ **Trip-aware**
NOT PRODUCT-SILOED

✓ **Confidence-driven**
NOT CHOICE-OVERLOADED

✓ **Personalized**
FAST & FRICTIONLESS

FINAL OUTCOME

THANK YOU