![MakeMyTrip logo]

AI IN TRAVEL
Unveiling the Next Disruption

Statistics

72 Mn+ Lifetime Transacted Users

68 Mn+ Monthly Active Users

$782.5 Mn FY24 Revenue

447 Mn+ App Downloads

53.8% Online Travel Market

Competitors

B. | ixigo | yatra | ✔

Business Model

Value Proposition
- Ease of Booking
- Cheaper Prices
- Global reach
- Diverse Choices
- Personalised recommendation

Revenue Streams
- Service based
- Advertising based
- Commission based
- Rental Service

Problem Statement

Identify untapped opportunities for AI to enhance customer experiences, streamline operations, and drive growth in the travel industry.

Offerings

- 🏝 Holiday Packages
- 🏠 Homestays & Villas
- 💵 Forex Card & Currency
- 🛡 Travel Insurance
- ✈ Flights
- 🏨 Hotels
- 🚆 Trains
- 🚌 Buses
- 🚕 Cabs

Competitor Analysis

Parameters	my	B.	✔	↗	ixigo
Smart Itinerary Planning	✘	✘	✘	✔	✔
UX Personalisation	✘	✘	✘	✘	✘
Voice Based Booking Assistance	✔	✘	✘	✘	✘
AI Based Post Travel Assistance (Flight Tracking + Belt no. Identification)	✘	✘	✘	✘	✔

KPI & Metrics Tree

Revenue

- Booking Individual Service
- +
- Booking an Entire Trip
  - No. of Transactions/user
  - *
  - No of users
    - Average Engagement Time
    - Click Through Rate of Activities
    - Page Not Found
    - User Experience
      - Visual Appeal
      - Easy Navigation
      - Instructions Clarity
    - Bounce on Activities
    - Bounce during paymnet
  - *
  - Price of each booking
- +
- Travel Insurance
- +
- Booking Tour Packages
- +
- Advertisement
  - Average Time/Session/User
  - *
  - No. of sessions
  - *
  - No. of users
  - *
  - Revenue per ad
  - *
  - No. of ads displayed in that time
- -
- Cancellation + Vouchers

Product Outcome
Highlighted in KPI Tree

Business Outcome
Revenue, New Users

User Persona

Aakriti | 22 years | Delhi | B. Tech. Student | IIT Madras

"I often travel, whether it's visiting home or embarking on solo trips to popular destinations in India or abroad."

Needs

- Simple and intuitive interface for efficient trip planning
- Tools to track expenses and find **budget-friendly options**
- Details about destination attractions, accommodation & local cuisine

Pain Points

- **Overwhelmed by many options,** making it difficult to make decisions
- Difficulty in finding **affordable options** that meet **quality standards**
- Generic recommendations that do not cater to her **specific interests** and travel style
- Skepticism towards reviews and recommendations due to potential biases, fake reviews and **safety concerns**

Sreejesh | 35 years | Bangalore | Software Engineer | Microsoft

"I prioritize convenience and efficiency when planning trips, whether for business or leisure."

Needs

- AI-driven suggestions tailored to his preferences for **both business and leisure trips**
- Instant notifications for any changes or updates in travel plans, such as flight delays or gate changes.

Pain Points

- **Frustration with the time** required to research and compare different travel options
- Difficulty in finding itinerary **options tailored with respect to kids and disabled**

What is the true problem?

Users struggle to plan their **entire itinerary** on MMT due to a lack of integrated options and **overwhelming information**. This leads to **wasted time, budget issues**, and a lack of **personalized trip experiences**, causing users to **switch** to other websites.

Who are facing the problem?

The problem is faced by customers aged **20 to 40**, including students, working professionals, & families seeking kid-friendly activities. These users have limited planning time and struggle with a lack of personalized recommendations & difficulty finding options matching their specific needs.

How do we know it's a real problem?

- 49% of potential customers find trip planning more time consuming
- 61% of potential customers struggle finding best deals
- 38% of potential customers prefer going to travel agents for itinerary
- 70% of potential customers are overwhelmed of the options

*Potential Customers are respondents of survey (243) aged between 20 to 40.

What value will be generated by solving this problem?

For Users

- AI Itinerary Planning
- AI voice Assistant
- Personalized recommendation
- Enhanced travel experience

For Business

- Increase in booking volumes & revenue
- Market differentiation
- Opportunity to cross sell
- Valuable data driven insights

Why should we solve this now?

- India Online Travel Market size is estimated at USD 17.24 Bn in 2024, and is expected to reach USD 28.40 billion by 2029, a CAGR of 10.5%.
- Market is highly concentrated, evolving consumer behavior prefer digital solutions.
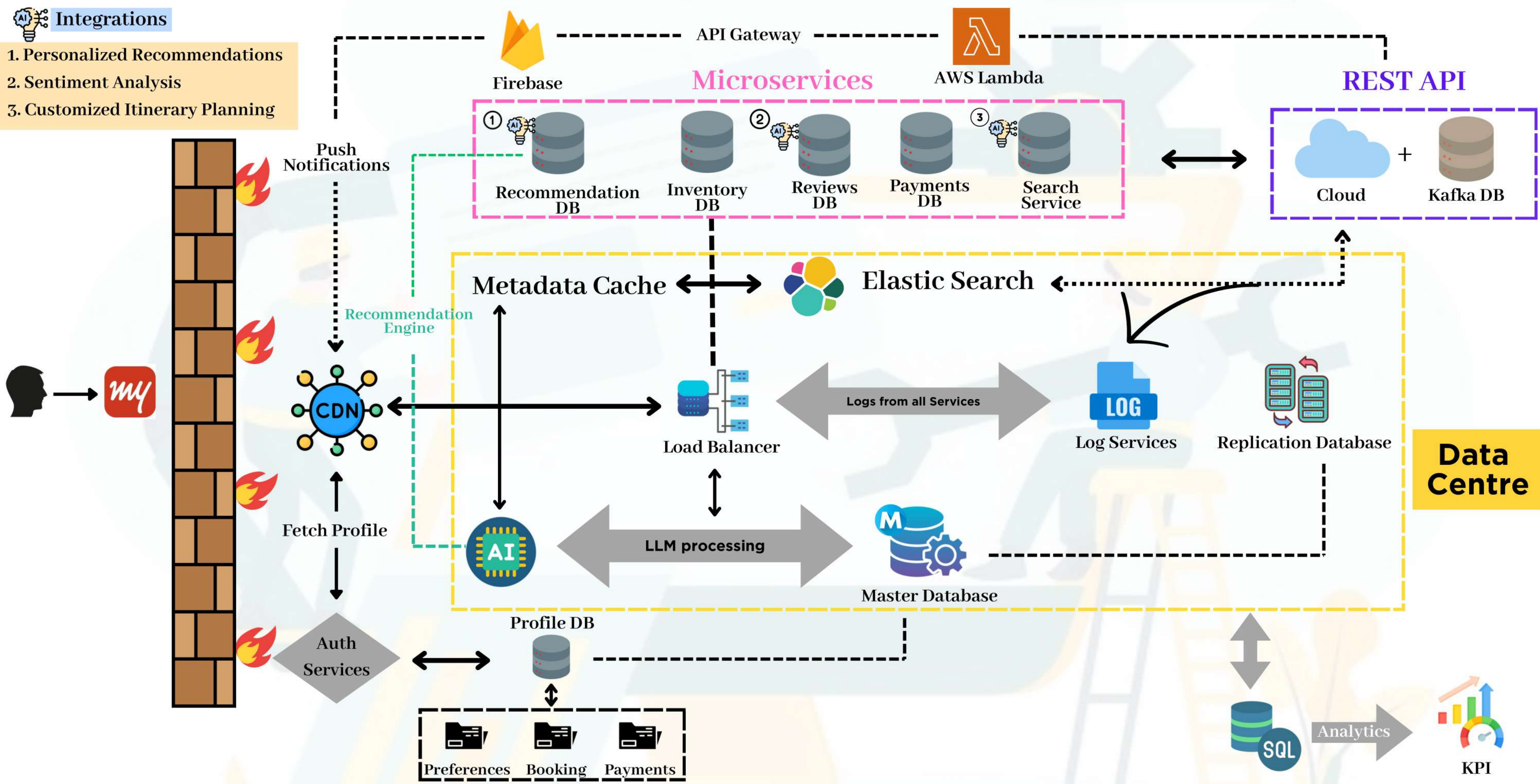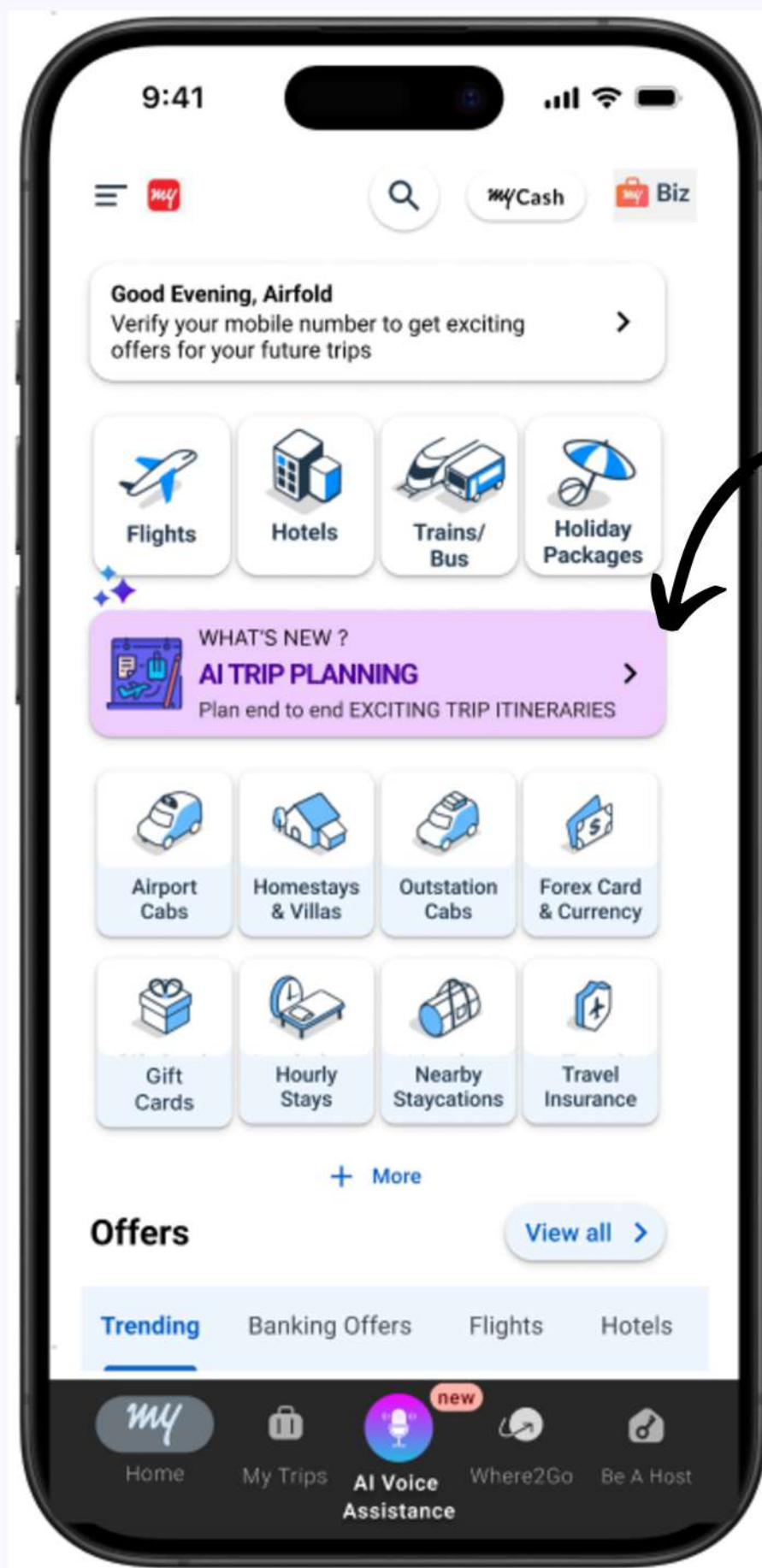
1. New features like AI Trip Planning to **build itineraries** customized to your tastes.

2. Summarizing reviews through **sentiment analysis** and sharing it with users, as well as monetizing the insights by offering them to hotel owners as a feedback improvement service.

3. Highlighting features like AI Voice Assistance on the home page to enhance visibility, accessibility and ease of use.
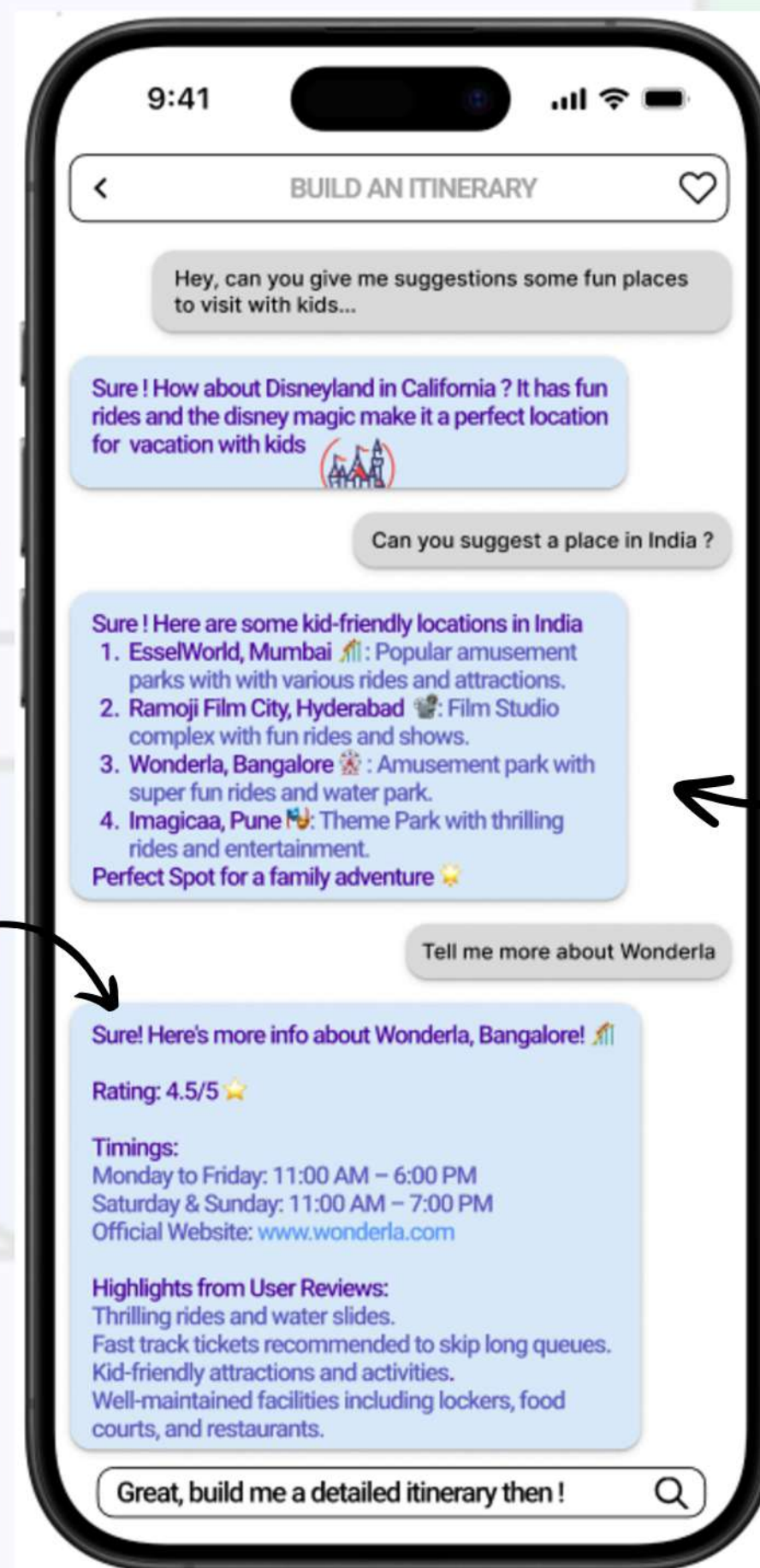
4. Whether you're traveling with kids, as a couple or solo. We have the perfect place suggestions for you with our **conversational probe** embedded AI chatbox.

5. You have the freedom to **add/edit activities, compare hotels, book cabs and tickets**, everything fully customizable at customer's fingertips.
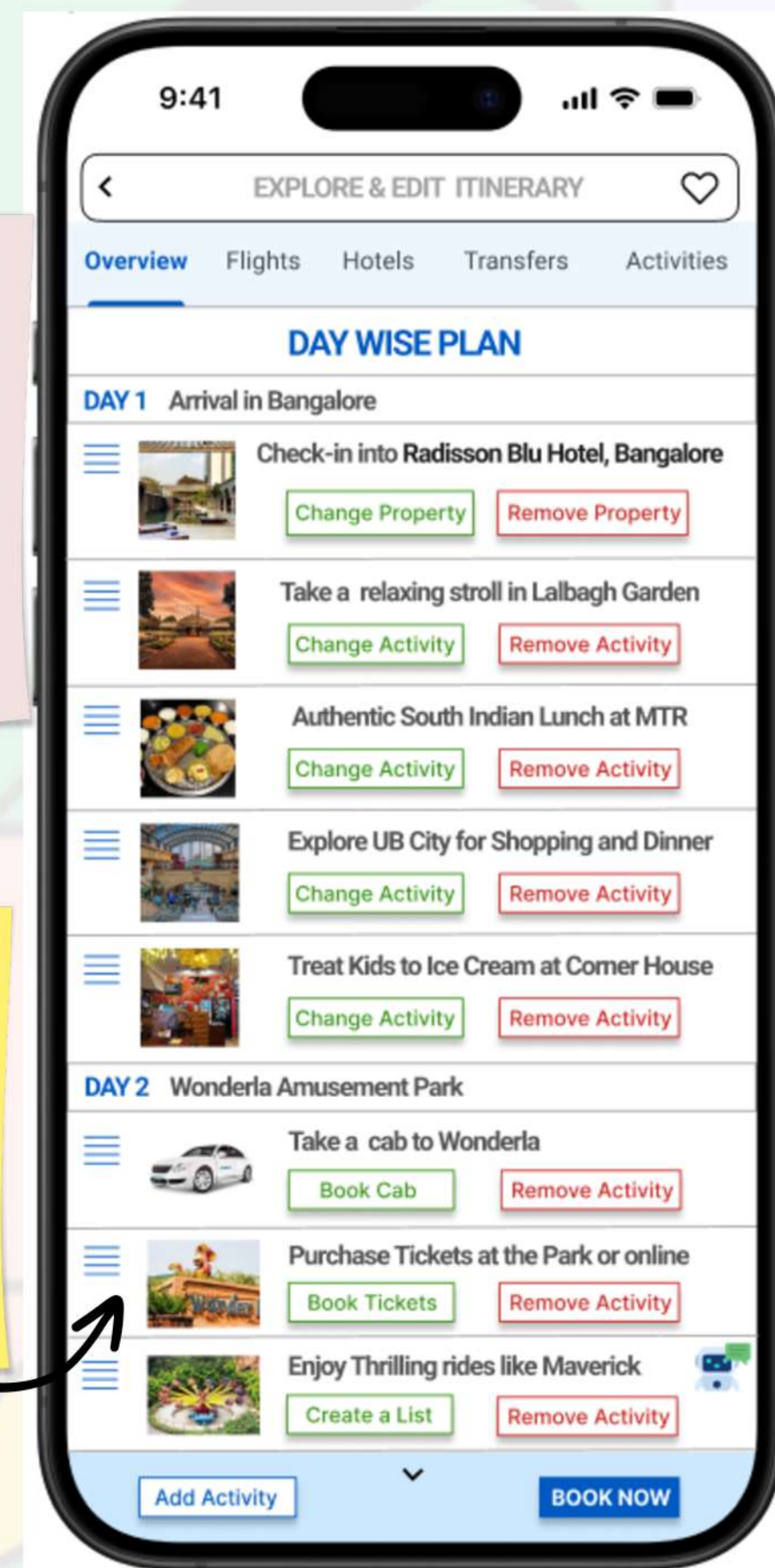
Prioritization

Feature	Reach	Impact	Confidence	Effort	RICE Score	
Customized Itinerary Planning	8	8	9	10	57.6	2
AI Voice Assistant	6	9	8	8	54	3
Sentiment Analysis on Feedback	7	7	9	10	44.1	4
Personalized recommendation	6	7	7	9	32.6	6
Post Travel Assistance (Flight Tracker, Boarding Alert, Belt No.)	7	8	6	10	33.6	5
Alternate Flight routes	6	6	5	8	22.5	7
Compare Hotels	8	8	8	4	124	1

Scale is from 1 to 10, 1 being lowest and 10 highest.

RICE Score = (R*I*C/E)

Ranking

Success
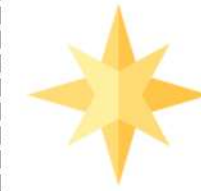
North Star Metric : (#Bookings/#users presented with deals)*100

Framework	Metrics	Goal
Awareness	No. of **clicks** on the feature/No, of **impression** on the feature * 100 (CTR)	Increase **visibility** and **awareness**
Acquisition	No. of users for **specific duration**/ Total no. of users who **clicked** * 100	Increase **no. of new users**
Activation	No. of users which **successfully planned the trip**/Total Users * 100	Ensure high **percentage of completion**
Revenue	Total **revenue** from the feature/Total **Users** who used the feature	Maximize **revenue generation by users**
Retention	No. of **returning** users on the feature/**Total no. of users** * 100	**Retain users** on a frequent basis
Referral	No. of users which **referred** the feature/Total no. of users * 100	**Encourage** users to refer this feature

Appendix

GTM Strategy and Growth Loop

(Time)

Feature Development	Pre Launch	Post Launch	Release
Conduct surveys with existing users	Launch new features to beta testers	Use feedback to refine features	Evolve features with customer need
Perform market research for insights	Gather feedback on usability	Provide in-app guidance	Push notification and SMS for existing users about the update
Understand user preferences clearly	Assess functionality of new features	Offer interactive walkthroughs	Build awareness & credibility by partnering with airlines, hotels & influencers
Enhance user experience	Identify any bugs or issues		Use gamification elements to encourage frequent use
	Optimize content for SEO		Nudge user to use AI chat bot after browsing offerings for sometime.

Users discover new feature

Growth Loop

Other users check these reviews and try personalized recommendations

Users test the new feature and give reviews both during and after their trip

Algorithm uses these reviews to refine and improve future recommendations