

Product Discovery: Understanding Market landscape & Competitors



Flights



Hotels



Homestays & Villas



Holiday Packages



Trains



Buses



Cabs



Forex Card & Currency



Travel Insurance

Offers personalized travel recommendations

India's Online Travel Agencies (OTAs)

Founded in 2000

Market Size: 12.4 Bn

10.5% CAGR
(2024-29)

12.4 Bn

Gross Booking value (GBV) - 2023
GBV is expected to reach USD 21.16B by 2026

USD 7 Bn

Air travel occupies largest
booking share (2023)

Ibibo Group

Strategic
Acquisition in 2016

7.77% CAGR

India Travel and Tourism Market
expected to be 132 B by 2030

MAJOR COMPETITORS

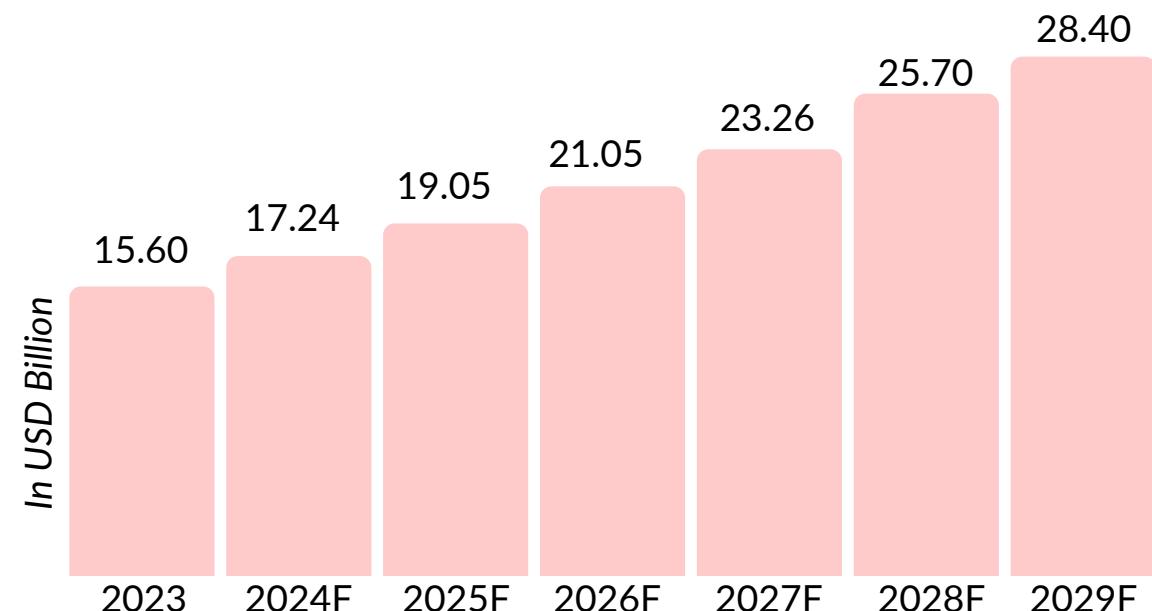


MakeMyTrip (MMT), commands a substantial dominance with 53.8% share of the Indian online travel market

Business Model

- Commissions:** Earned from bookings made through its platform
- Service Fees:** Charged to customers for bookings and modifications
- Advertising:** Revenue from travel-related advertising on its platform
- Packages:** Revenue from selling curated holiday packages

Indian Online Travel Market



Major Travel Trends 2024

- Global collaboration in Travel Industry
- Expansion of India's Middle Class
- A shift towards eco-tourism & offbeat destinations
- Digital revolution in Travel Planning
- Flexible payment options and packages

User Research, Result Analysis & Identifying Target User Segment

User Research

27 Survey Responses | 3 User Interviews



Sakshi Singh (28)
Data Analyst
Location: Tier-I City
Travels: < 3 times a year

JBTD: Few times a year for leisure travel, help him efficiently plan and book trips, including researching destinations, comparing prices, managing bookings, handling last-minute changes, and accessing customer support for assistance.

Pain Points: Navigating complex OTA platforms, uncertainty about booking reliability, concerns over hidden costs, and frustration with customer service responsiveness.

Goals: Aims to streamline his travel planning and booking process using a digital platform that offers intuitive navigation, transparent pricing, reliable booking management, & customer support.



Aryan Pandey (24)
Product Manager
Location: Tier-II City
Travels: > 5 times a year

JBTD: When I plan for my next trip, help me plan vacations that align perfectly with my preferences and budget, as I want a cohesive & stress-free experience coordinating flights, accommodations, activities, and dining options.

Pain Points: Despite his love for travel, busy schedule limits planning time, leading to rushed decisions. Balancing adventure, accessing local experiences, staying within budget, & dealing with technical issues on booking platforms add to the challenges.

Goals: To make planning trips easier and more personalized. Also aims to discover local experiences that feel real, and stay within her budget.

Hypothesis

JBTD: When people plan their trips, there's a need of personalisation and providing adequate information which could be related to destinations or services, so that MMT can also neglect the use of third party chatbots and improve user experience.

Actors Involved



Travelers



Service Providers



Tech Providers



Regulatory Bodies



MMT Team

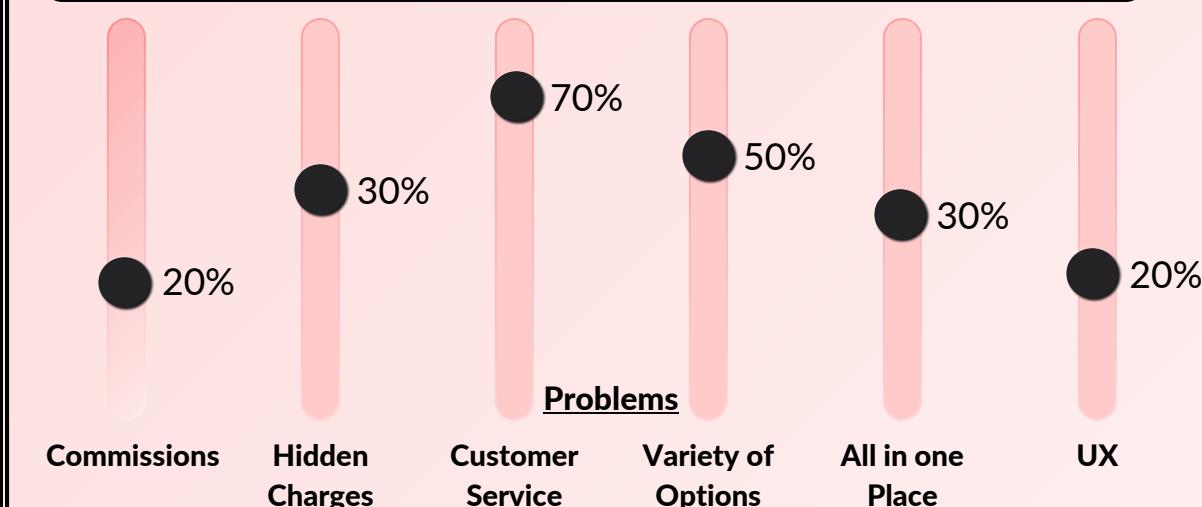


Competitors



Affiliate Partners

Insights from User Research



- People use apps like ChatGPT to plan itenary & clear their doubts
- People prefer to know about the places and book everything beforehand
- Local sightseeing, and local travel still remains one of the major problem for travelers

Mapping business outcome with relevant product outcomes

Enhanced Customer Engagement and Retention

Product Outcomes:

1. Increased User Interaction
 - **Description:** Providing a conversational and interactive experience with the AI assistant keeps users engaged longer.
2. Higher Repeat Usage
 - **Description:** Delivering personalized recommendations and real-time updates encourages users to return for future bookings.

Defining Problem & Problem Validation

True Problem

Simplifying and Personalizing the travel planning process, making it easier to find relevant and enjoyable travel options that match their preferences and budget quickly and efficiently.

JBTD

When I plan my trips, but it takes a lot of time to figure out the right place/itinerary etc depending upon my needs and constraints, help me plan it efficiently so that I can save my time and make the most out of my trip.

Why should we solve this problem now?

It is important to solve the problem now due to increasing consumer expectations for **seamless experiences**, heightened competition in the travel industry, growing complexity in travel options, and the **opportunity to leverage** advanced AI technologies for efficient and personalized service delivery.

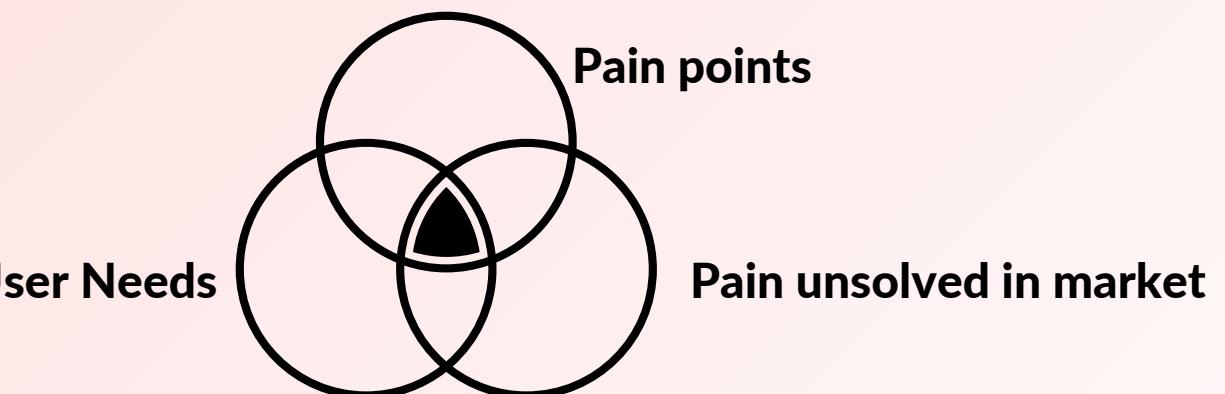
How do we know it's a real problem?

Stems from extensive market research, customer feedback highlighting frustrations with current processes, industry trends favoring AI-driven solutions, advancements in technology enabling personalized experiences, and measurable business metrics showing the impact on customer satisfaction and retention.

Value Generated

- **For Users:** By leveraging advanced AI technologies, MMT enables users to access tailored travel options that align closely with their preferences and constraints. This streamlines the entire trip planning process, saving valuable time and effort. Additionally, these solutions ensure that customers stay informed with real-time updates on travel information such as pricing, availability, and new destinations.

Opportunity in market



- **For MMT:** By delivering personalized travel recommendations and efficient booking processes, MMT enhances customer loyalty and satisfaction. This, in turn, strengthens MMT's competitive position in the travel industry by differentiating its services in a crowded marketplace.

- **Competitive Advantage:** Differentiate themselves in a competitive market by providing superior, personalized services that meet customer needs effectively.
- **Data Utilization:** Analyze data to gain insights into customer behavior, preferences, and market trends, enabling strategic decision-making.
- **Technological Innovation:** Innovation in the travel industry, attracting tech-savvy consumers and fostering growth opportunities.

Exploring Possible Solutions

TripHive

MakeMyTrip's innovative **AI assistant tailored for WhatsApp groups**, revolutionizing how group travel is planned and executed. TripHive seamlessly integrates into your group chats, understanding conversations and providing personalized travel recommendations and deals based on collective preferences.

How it helps to solve the problem:

- Unified Planning:** TripHive changes group discussions into actionable travel plans, facilitating easy decision-making
- Personalized Recommendations:** By analyzing group preferences, it offers tailored travel options that match everyone's interests and constraints
- Efficiency and Engagement:** It provides real-time updates, answering queries, and offering interactive travel suggestions directly within the group
- Streamlined Booking:** Streamlines the booking process for flights, hotels, activities, and more, ensuring a hassle-free experience for all group members

How this feature works:

TripHive uses advanced AI algorithms to analyze group conversations, extracting relevant travel preferences such as destination choices, travel dates, budget constraints, and activity interests.

Safar (*Search with AI*)

With generative AI, Search can do more than you ever imagined. So you can ask whatever's on your mind or whatever you need to get done — from researching to planning to brainstorming trips — and MMT will take care of the legwork.

How it helps to solve the problem:

- Personalized Recommendations:** By understanding user inputs through multiple modalities (text, voice, images), the AI delivers personalized travel recommendations tailored to individual preferences
- Efficiency:** Users can quickly explore options and make informed decisions without navigating through multiple screens or websites
- Enhanced User Experience:** Provides a conversational and interactive experience that enhances user engagement and satisfaction
- Real-time Updates:** Users have access to the latest travel information, including pricing updates, availability changes, and new travel options

How this feature works:

MakeMyTrip's AI-powered search feature revolutionizes travel planning by integrating advanced technologies. This innovative approach enhances efficiency, accessibility, and user experience, simplifying every aspect of trip planning from exploration to booking.

TripTech AI

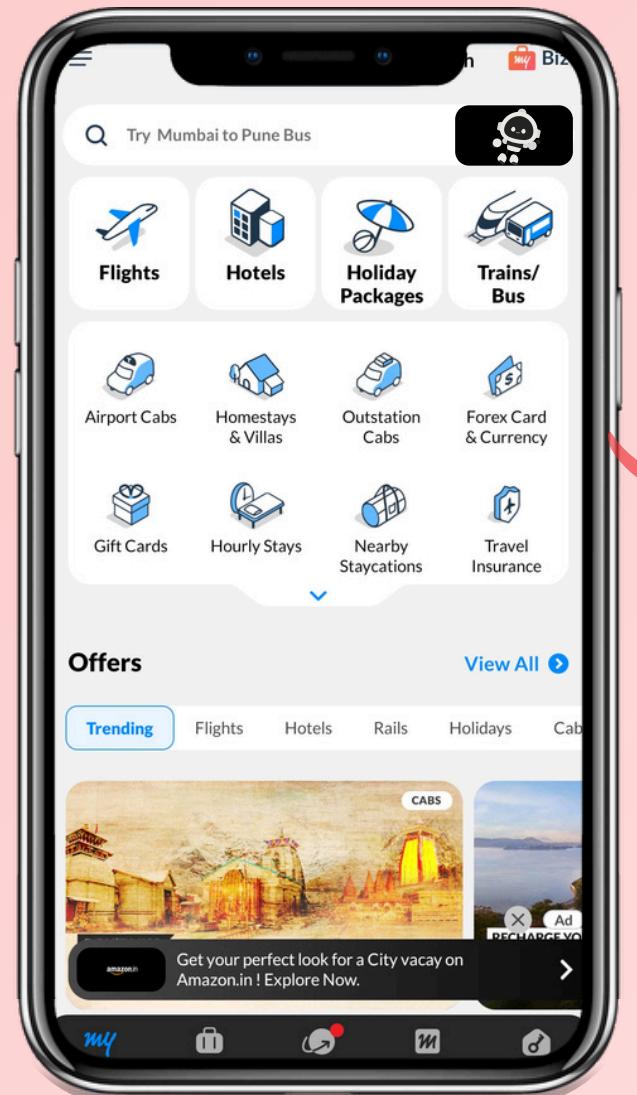
MMTs AI Chatbot offers travel planning solution designed to make trip planning easier and more personalized. It aims to help users discover authentic local experiences and stay within their budget by providing tailored recommendations for destinations, itineraries, dining, and activities.

How it helps to solve the problem:

- Personalized Recommendations:** By understanding user preferences for activities, accommodation, dining, and travel dates, the AI Assistant provides personalized destination suggestions that match the user's desired experiences and budget
- Detailed Itineraries:** The AI Assistant generates detailed day-by-day itineraries for the chosen destination, including activities
- Local Experiences:** It curates dining and activity options that introduce users to authentic local experiences and hidden gems

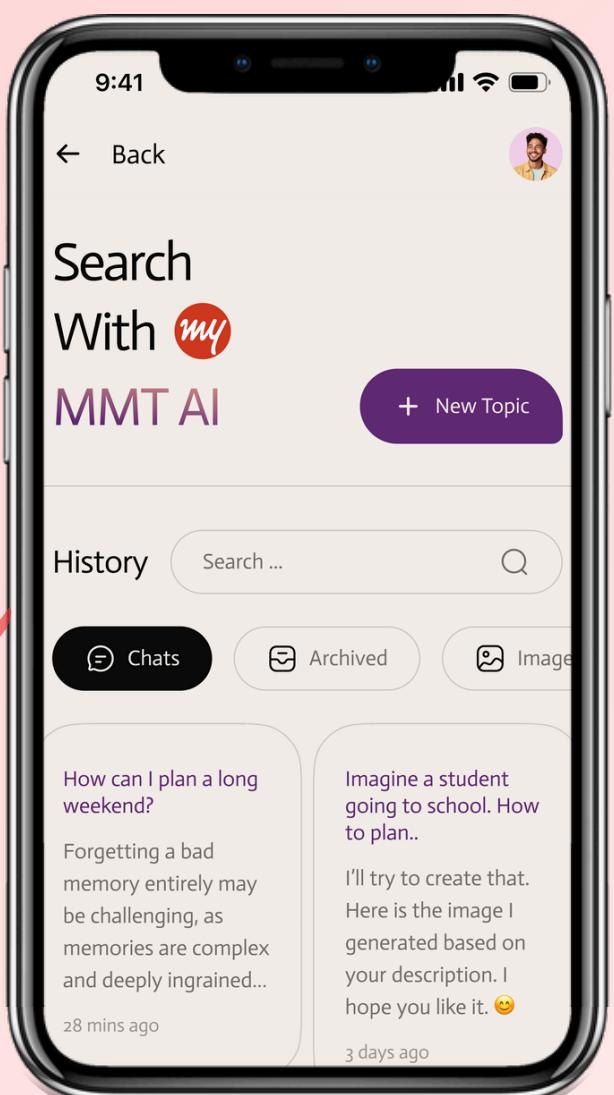
How this feature works:

MakeMyTrip's AI Assistant operates through advanced Natural Language Processing (NLP) and machine learning algorithms to understand user preferences, provide personalized travel recommendations, and access real-time travel data from integrated databases.

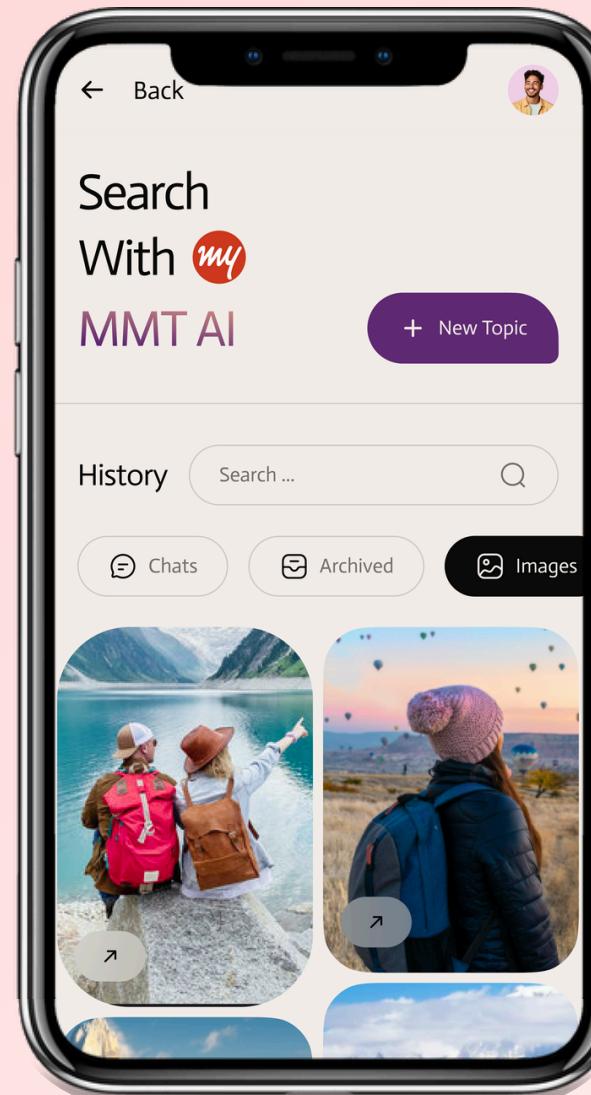


MakeMyTrip's **AI-powered search feature** revolutionizes travel planning by integrating advanced technologies. This innovative approach enhances efficiency, accessibility, and user experience, simplifying every aspect of trip planning from exploration to booking.

Users can click on the top right corner to access the search page which opens up. This feature **does not replace the traditional search**; it complements it by keeping it available alongside the new feature.



Voice-Based Interaction: Users can use voice commands to interact with the AI. The system includes a microphone icon, which users can tap to speak their queries. The AI then prompts further questions to gather detailed preferences.

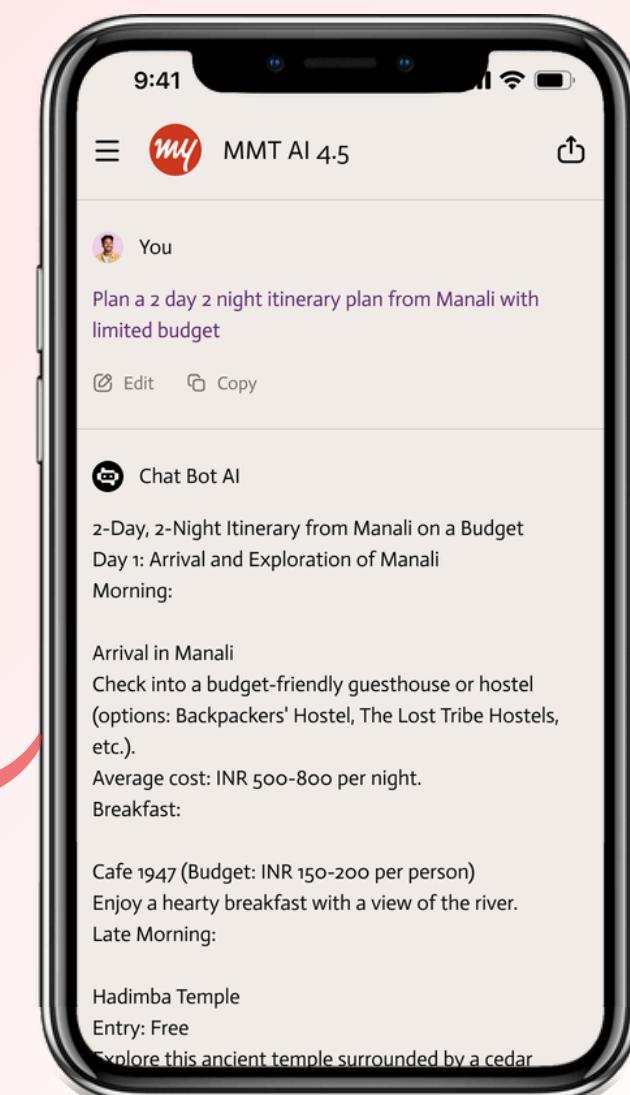


The AI presents a list of **personalized travel recommendations** on the screen. Each recommendation includes detailed information such as destination highlights, suggested activities, accommodation options, and estimated costs.

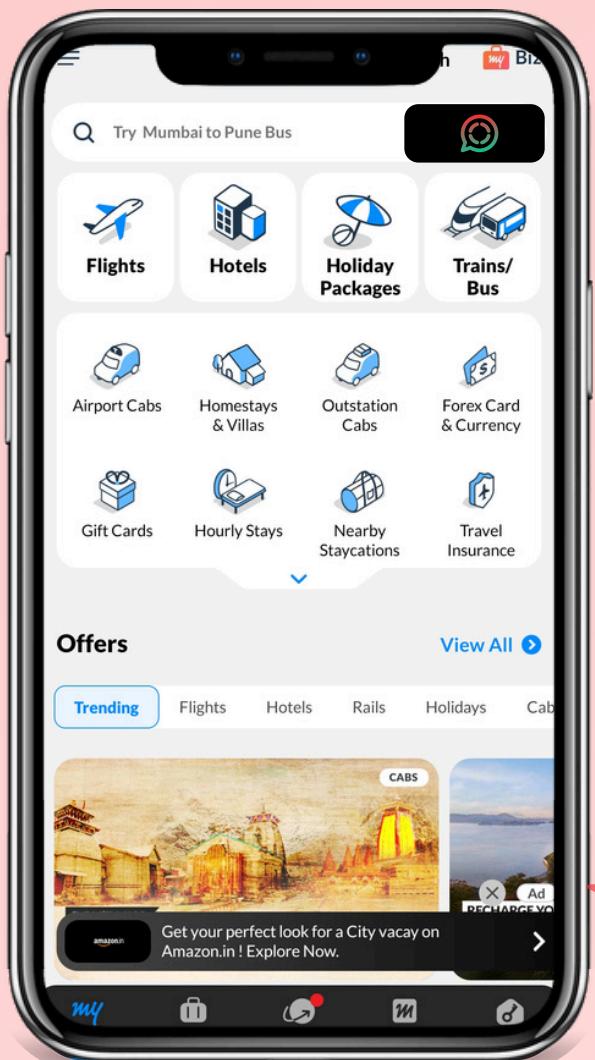
The AI continuously updates the recommendations in real-time **based on the latest travel information**, including pricing updates, availability changes, and new travel options. Users are notified of these updates through pop-up messages or notifications.

Image-Based Interaction: Users can upload images that inspire their travel plans. The AI analyzes the images to **understand visual cues** and suggests destinations or activities that match the aesthetics and themes of the uploaded pictures.

This ensures that users understand the different ways they can interact with the AI. The AI also **provides suggestions** for similar destinations or activities based on user interactions.



Solution Wireframing

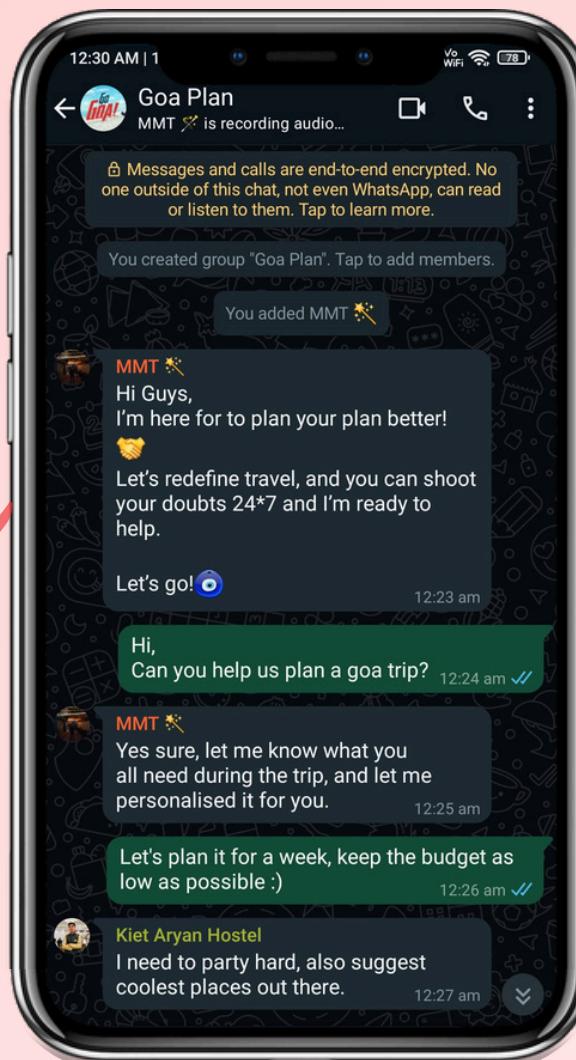
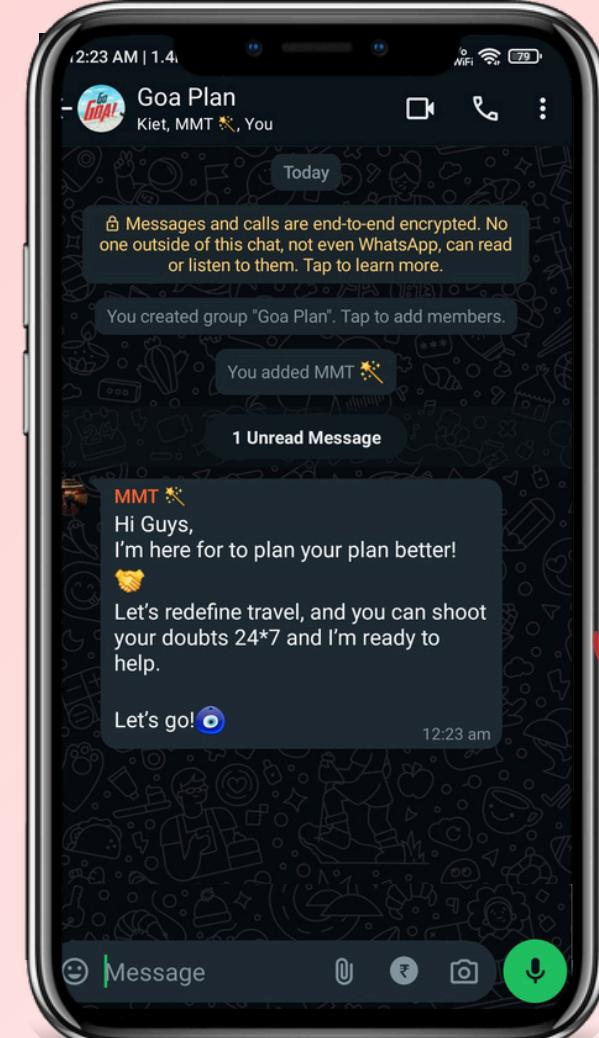


MakeMyTrip's innovative **AI assistant tailored for WhatsApp groups**, revolutionizing how group travel is planned and executed.

- Click on the top right corner to add it to your WhatsApp Group.
- This also gives a feature to talk to the agent one-on-one on WhatsApp chat itself.

TripHive asks specific questions about **destination types, activities, budget, accommodation preferences**, and any special requests. This detailed data collection ensures **personalized and relevant recommendations** for the group.

Or, you could also give your own preferences without any question-answer.



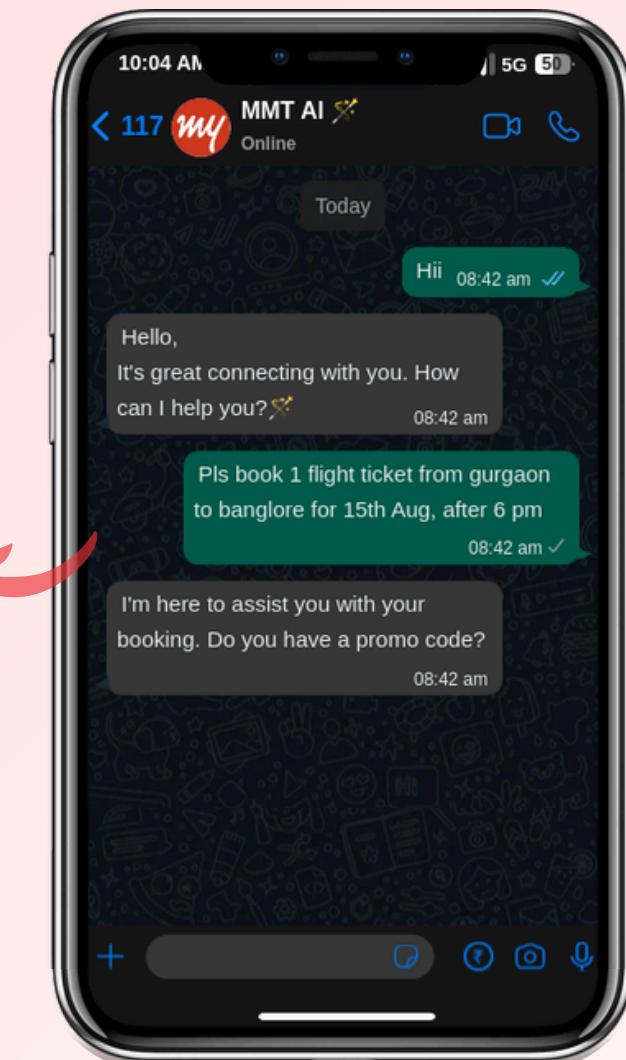
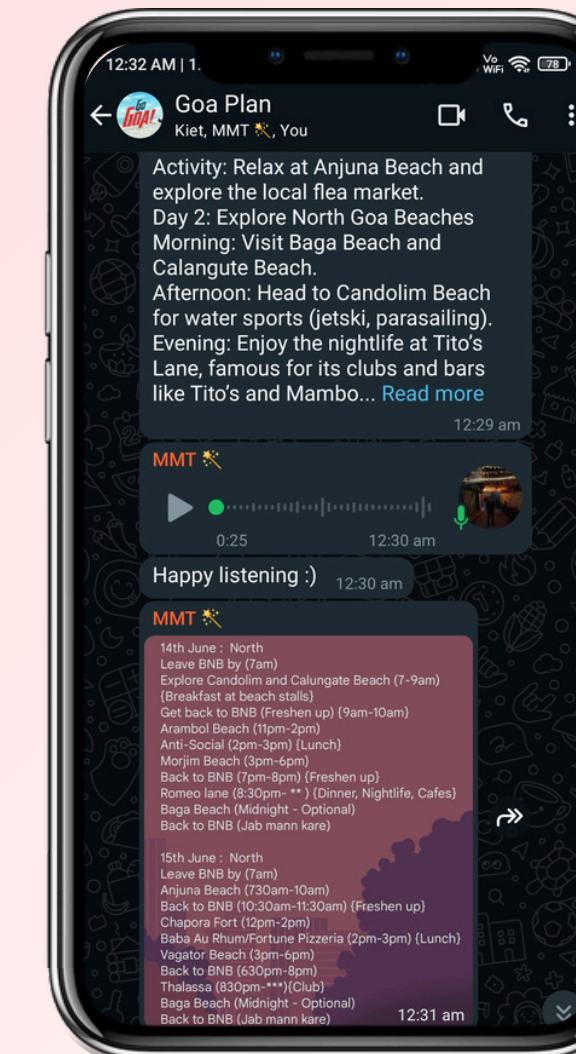
TripHive has been successfully added to your group! Let's start planning your trip -

"Welcome to TripHive! Your AI travel assistant is here to make group travel planning seamless and fun"

TripHive introduces itself to the group and starts collecting preferences.

TripHive also allows users to interact with it **one-on-one on WhatsApp**. Individual group members can chat privately with TripHive to provide their preferences, ask questions, or seek specific recommendations.

This feature ensures **personalized assistance** even outside the group chat.



After gathering all preferences, TripHive processes the information to generate tailored travel options.

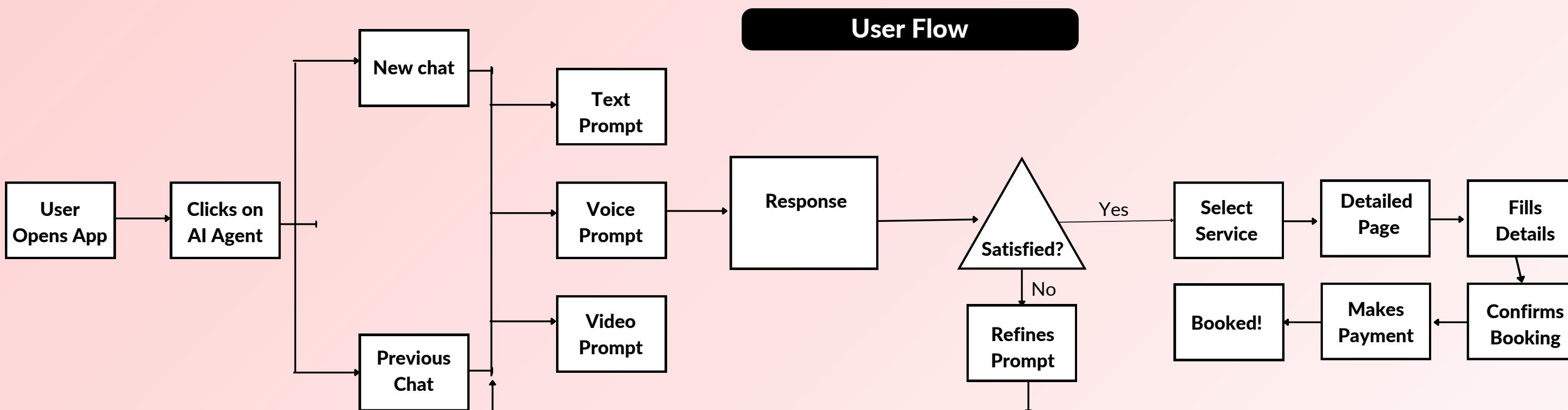
This step involves analyzing the inputs to match the best possible destinations and itineraries.

The results are given in text, audio and picture format.

Solution Prioritisation



	Confidence	Impact	Effort	Product Score	Alignment's with Company's Priority
	<u>= (Confidence * Impact) - Reach</u>				
TripHive	0.6 The problem has been validated by user research, next is alignment of stakeholders	6 We could see a good 10% usage in the initial days, a lot more to follow	0 Considering Infinite tech bandwidth	3.6 Need to prioritise, could be a gamechanger	It is essential to understand the key strategic goals and priority of the company is to help travellers to plan their trips/vacations. Typically, the sub-metrics could include enhancing customer satisfaction, driving revenue growth, improving operational efficiency, expanding market share, and fostering innovation.
Safar (Search with AI)	0.6 The problem has been validated by user research, next is alignment of stakeholders	7 We could see a good 16% in the initial days, depends lot on model fine tuning to increase	0 Considering Infinite tech bandwidth	4.2 Need to prioritise, first mover advantage in this industry	
TripTech AI	0.6 We are in the initial pages, and have no strong data as this depends more on marketing success	4 Engagement could be comparatively low, as people feel chatbots boring	0 Considering Infinite tech bandwidth	2.4 This could be something which can allow users get similar results at lower effort	



Solutions Ranking

1. Safar (Search with AI)
2. TripHive
3. TripTech AI

Detailed Prioritisation
Confidence, Impact & Effort Scales

How Success of Feature will be Measured? (Safar - Search with AI).

Product Outcome & Business Metrics

1. User Acquisition and Retention

- New User Sign-ups

New User Sign-ups = Total new users registered

- Active Users

Active Users = $\frac{\text{Total users} \times 100}{\text{Number of active users in a period}}$

- User Retention Rate

Retention Rate = $\frac{\text{Number of users retained} \times 100}{\text{Number of users at start of period}}$

2. Conversion Metrics

- Booking Conversion Rate

Conversion Rate = $\frac{\text{Number of bookings} \times 100}{\text{No of users interacting with AI}}$

- Lead Conversion Rate

Conversion Rate = $\frac{\text{No of leads converted} \times 100}{\text{Total leads generated}}$

- Abandoned Booking Rate

Abandoned Rate = $\frac{\text{No of abandoned booking} \times 100}{\text{No of booking attempts}}$

 **North Star Metric = Booking Conversion Rate**

Why? => 1. Direct Impact on Revenue
2. Reflects User Satisfaction

3. Revenue Metrics

- Total Revenue

Total Revenue = $\sum (\text{Revenue from all bookings via AI})$

- Revenue Growth Rate

Rate = $\frac{\text{Revenue (current period} - \text{previous period}) \times 100}{\text{Revenue in previous period}}$

4. Efficiency and Productivity

- Time to Book

Time to Book = $\frac{\sum \text{Time taken for each booking}}{\text{Total no of bookings}}$

- Reduction in Customer Support Queries

Reduction = $\frac{(\text{Queries before AI} - \text{Queries after AI}) \times 100}{\text{Total no of bookings}}$

5. Engagement and Usage

- Session Length

Session Length = $\frac{\sum \text{Duration of all sessions}}{\text{Total no of sessions}}$

- Interaction Rate

Interaction Rate = $\frac{\text{Number of Interactions}}{\text{Total no of sessions}}$

- Feature Adoption Rate

Feature Adoption Rate = $\frac{\# \text{ user using AI feature} \times 100}{\text{Total no of users}}$

6. Product Performance and Reliability

- System Uptime

System Uptime = $\frac{\text{Total operational time} \times 100}{\text{Total Time}}$

- Response Time

Response Time = $\frac{\sum \text{Response times}}{\text{Total number of queries}}$

- Error Rate

Error Rate = $\frac{\text{No of errors} \times 100}{\text{Total no of interactions}}$

7. Innovation and Improvement

- Feature Utilization

Feature Utilization = $\frac{\text{No of users using} \times 100}{\text{Total no of users}}$

- User Feedback and Suggestions

Feedback Volume = No of feedback submissions

- Implementation of User Suggestions

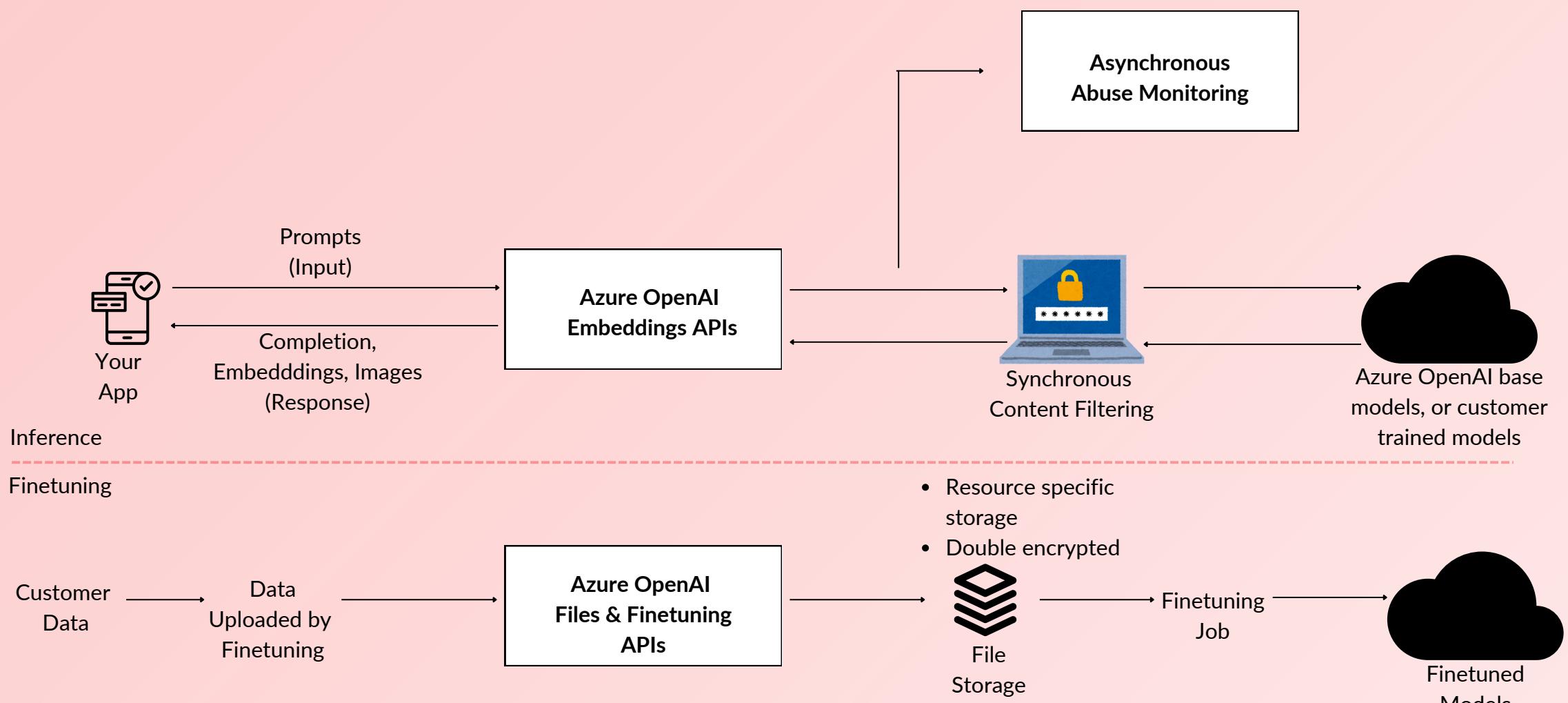
Rate = $\frac{\text{No of implemented suggestions} \times 100}{\text{Total number of suggestions}}$

Net Promoter Score (NPS)

Net Promoter Score = % Promoters - % Detractors

System Design, Risks & Mitigation (Safar - Search with AI)

System Design



Second Order Thinking

- **Cost Savings:** Reduced need for customer support and manual processing can lower operational costs.
- **Resource Reallocation:** Resources saved can be reallocated to other strategic initiatives, such as expanding services or entering new markets.
- **Dependence on Technology:** Increased reliance on AI systems could lead to vulnerabilities if there are system failures or inaccuracies.
- **Competitive Response:** Competitors may also adopt similar technologies, leading to an industry-wide shift towards AI.

Risks & Mitigations

Risk: Handling large volumes of user data can lead to potential data breaches or misuse.

Mitigation: Implement strong encryption, regular security audits, compliance with data protection regulations

Risk: Inaccurate recommendations can frustrate users

Mitigation: Continuously train and update the AI models using diverse and comprehensive datasets.

Risk: Users might be hesitant to adopt new AI features

Mitigation: Provide clear explanations and transparency about how the AI works and how user data is used.

Risk: Maintaining advanced AI features can be costly

Mitigation: Start with an MVP approach to validate the concept before full-scale implementation. Seek partnerships or third-party solutions to reduce development costs.

Risk: Relying on third-party AI solutions can introduce risks related to service availability and data handling practices.

Mitigation: Choose reputable third-party providers with robust SLAs. Consider building in-house capabilities to reduce dependency and maintain control over critical components.