

Group 9





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Product Roadmap

Problem

- Inefficient Booking Many travellers find the booking process on Expedia to be cumbersome and time-consuming, leading to frustration and reduced user satisfaction.
- Lack of Personalization Expedia struggles to provide personalized recommendations and offers tailored to individual traveller preferences, resulting in missed opportunities to enhance the user experience.
- Budgetary Blind Spots Struggle to plan trips within budget due to the absence of a tool
 integrating preferences, location, and budget
- Group Travel Hurdles Inconvenience in coordinating travel plans with companions, leading to miscommunication, scheduling conflicts, and missed activities.

Our Team



Harsh Kumar Program Manager



Aditya Al Engineer



Kamna
Marketing &
Business Development
(M & BD)



Usha Sree Content Creator



Harshitha Full Stack Developer





Mission

To revolutionize travel by providing the best-inclass technology and services that inspire, empower, and connect travellers around the globe.

Vision

To be the world's leading travel platform, offering a comprehensive range of travel services and experiences that exceed customer expectations



Expedia

Expedia: Your go-to for all travel needs, offering flights, accommodations, cars, activities, and more.

- With user-friendly interfaces and innovative tech, Expedia makes travel planning easy and accessible worldwide.
- Expedia's platform equips travelers with tools to research, compare, and book seamlessly, saving time and reducing stress.
- For business or leisure, Expedia empowers travelers to explore confidently, knowing their needs are efficiently managed.

Expedia Business Goal

Mission

Our mission is to power global travel for everyone, everywhere

Vision

To be the world's leading travel platform, offering a comprehensive range of travel services & experiences that exceed customer expectations

Target Audience – Leisure Travelers

Embracing Adventure: Meet Emily, the Adventurous Explorer

- Emily is a 28-year-old marketing professional based in Los Angeles.
- As an adventurous spirit, she seeks unique travel experiences that allow her to explore new cultures and landscapes.
- With a passion for photography and outdoor activities, Emily prioritizes flexibility and affordability when planning her trips.
- Expedia's personalized recommendations help Emily discover hidden gems and off the-beaten-path destinations, ensuring every adventure is filled with unforgettable moments.
- By understanding Emily's desire for spontaneity and discovery, Expedia empowers her to embark on memorable journeys that enrich her life and expand her horizons.

Target Audience – Business Travelers

Seizing Opportunities: Meet Alex, the Savvy Entrepreneur

- Alex is a 35-year-old tech entrepreneur based in San Francisco.
- With a hectic schedule filled with meetings, conferences, and client presentations, Alex values efficiency and productivity while on the road.
- Expedia's suite of business-friendly features, including corporate travel management solutions and expense tracking tools, helps Alex stay organized and focused during his travels.
- Our smart booking assistant simplifies the booking process, allowing Alex to quickly find the best flights, hotels, and transportation options for his business trips.
- By catering to Alex's need for seamless travel experiences, Expedia
 enables him to maximize his time and resources, ultimately driving the success of his business ventures.



Target Audience Travel Agents



Partnering for Progress: Meet Sarah, the Visionary Travel Agent

- Sarah is a 40-year-old travel agent and owner of a boutique travel agency in Miami.
- With a passion for curating unique and memorable experiences for her clients, Sarah relies on Expedia's resources and support to enhance her offerings and grow her business.
- Expedia provides Sarah with valuable marketing opportunities, technology solutions, and access to a global customer base, allowing her to expand her reach and attract new clients.
- Our data-driven approach enables Sarah to optimize her offerings and tailor her services to meet the diverse needs and preferences of her clientele.
- By fostering a collaborative partnership with Expedia, Sarah continues to elevate the travel experiences she provides, inspiring her clients to embark on unforgettable journeys around the world.

Product Enhancements



Smart Booking Assistant



Personalized
Recommendations



Trip Budget Planner



Share Trip Itinerary



Beta features

- Personalized Trip Planning: Utilize machine learning algorithms to analyse user preferences, past booking behaviour, and demographic information to offer personalized trip recommendations.
- Travel Itinerary Management: Help users organize their travel itineraries by consolidating bookings, providing reminders for important dates and times, and offering suggestions for additional activities or accommodations based on their existing plans.
- Integration with virtual Al Assistants: Enable integration with popular virtual assistants like Amazon
 Alexa or Google Assistant, allowing users to access Expedia's booking assistant hands-free through
 voice commands.
- Feedback & Review Integration: Encourage users to provide feedback and reviews for their bookings
 directly through the assistant, facilitating continuous improvement and helping other travelers make
 informed decisions.

Competitor Analysis

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Competitor	Description	Strength	Weakness	Users
Google Travel	Aggregates information from various sources (flights, accommodations, activities).	Holistic view of travel options & integration with Google services	Personalized recommendations may not be as sophisticated as Expedia's Al-driven approach	200+ million
Booking.com	Offers a wide range of travel services including accommodations, flights, car rentals, and activities	User-friendly interface & extensive search filters	Personalized recommendations may not be as robust as Expedia's Al-powered assistant	500+ million
TripAdvisor	Known for its extensive database of user reviews and recommendations for accommodations, restaurants, and activities	Extensive user-generated content & community engagement	Booking process may not be as streamlined as Expedia's proposed Smart Booking Assistant	400+ million
AirBnb	Primarily focused on accommodations but expanded to include experiences and activities.	Unique properties & local hosts	Scope may be narrower compared to Expedia's comprehensive range of travel services	150+ million
Kayak	Specializes in comparing prices across different travel websites for flights, hotels, and rental cars.	Price comparison tool & quick efficiency	May lack depth of personalized recommendations compared to Expedia's Al assistant	100+ million

Product positioning



Ultimate Travel Companion

seamless and comprehensive solution for travelers worldwide.

Flights + accommodations + rental cars + activities + more

Expedia caters to every aspect of the travel journey.



Innovative Technology

Simplified booking process + Saving time + Reducing stress + Personalized recommendations + Streamlining decision making



Go-to platform

Seeking convenience + reliability + unmatched service

Pricing

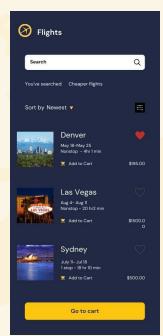
- Dynamic Bundling: Expedia could offer personalized travel packages that combine flights, hotels, and activities tailored to each customer's destination and interests, with pricing that adjusts in real-time based on market conditions.
- Pay-Per-Use Pricing: Customers pay only for the services they actually use during their trip.
- Dynamic Loyalty Rewards: Introducing dynamic rewards that adapt to each customer's booking behavior and engagement level.

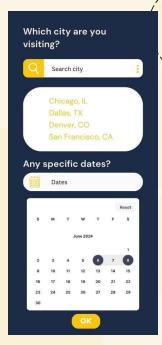
UI/UX Designs









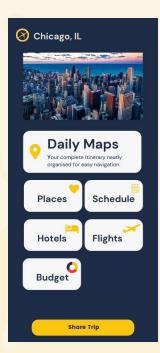


UI/UX Designs











Product Roadmap

Phase 1: Smart Booking Assistant (3 months)

- Develop Al-powered assistant to streamline the booking process.
- Integrate NLP for conversational booking interactions.
- Implement basic personalized recommendations based on user preferences.

Phase 3: Trip Itinerary Sharing (1 month)

- Enable users to easily share their trip itineraries with friends and family.
- Implement social sharing features to encourage users to share their travel experiences on social media platforms.

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Integrate feedback mechanism to allow users to provide suggestions for itinerary improvements.

Phase 5: Continuous Improvement and Optimization (Ongoing)

- · Gather user feedback and data analytics to continuously refine A algorithms and improve recommendations.
- Monitor user engagement metrics to identify areas for enhancement in the booking process.
- Stay updated with technological/ advancements and industry trends to incorporate new features and functionalities.

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Phase 2: Personalized Recommendations (2 months)

- · Enhance AI algorithms to analyze user behavior and preferences more accurately.
- Provide tailored destination, accommodation, and activity suggestions.
- Introduce recommendation engine to suggest deals and discounts based on user budget and preferences.

Phase 4: Trip Budget Planner (2 months)

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Develop a budget planning tool to help users estimate and track their travel expenses.

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- Provide recommendations for costsaving measures and budget-friendly options.
- Integrate with Expedia's loyalty program to offer personalized rewards and discounts based on users' budget constraints.

