Google Travel

1. <u>Introduction</u>

Google Travel previously known as Google Trip is a trip management tool that consolidates travel details from Gmail and provides itinerary organization, recommendations, and booking suggestions.

Accessible at: https://travel.google/

Existing Features in Google Travel/Product Understanding:

Nowadays, most of the travel apps consolidate different features under one umbrella including flight bookings, Hotel bookings, car rentals, tour packages. Google goes extra by giving comparison scale from different websites while booking and offers us to choose the cheapest option. It also creates itinerary by syncing our Gmail with other apps like google calendar and lists the reservations by day-by-day.

Four Major Features:

Trip Organization	Booking & Reservations
Itinerary Creation – Extracts booking details from Gmail (flights, hotels, car rentals, activities). Trips Dashboard – Lists upcoming and past trips, grouping all reservations in one place. Day-by-Day View – Organizes bookings chronologically for easy reference.	Flight Search & Booking – Pulls flight prices from Google Flights, allowing users to compare and book. Hotel Search & Booking – Aggregates hotel options, reviews, and price comparisons. Vacation Rentals – Shows listings from third-party platforms like Vrbo (but not Airbnb). Car Rentals – Allows users to browse rental car options. Saved Reservations – Users can manually add bookings if they aren't automatically imported.
Travel Recommendations & Planning	**Price Tracking & Alerts**
Things to Do – AI-powered activity and sightseeing suggestions based on the destination. Day Plans (Limited AI Assistance) – Suggested itineraries for major cities	Flight Price Alerts – Monitors price changes for specific routes and sends notifications. Hotel Price Alerts – Tracks hotel prices and alerts users about fluctuations.

based on user interests. Food & Drink Recommendations – Highlights local restaurants and cafes with reviews. Nearby Attractions – Lists must-see spots and events happening during the trip. Customizable Lists – Users can save and organize places they want to visit.	Best Time to Book Insights – Suggests when to book based on historical pricing trends.

2. <u>**Pain Point in the Market - The Fragmented Trip Planning Experience**</u>

After reviewing discussions across Reddit, Y Combinator, and reports like Skift Research, one thing is clear—trip planning is a fragmented and inefficient process. Travelers constantly switch between multiple platforms like Google Docs, WhatsApp, and various travel booking sites just to create and share an itinerary. While Google Docs allows collaboration, it isn't designed for travel planning, forcing users to manually update and re-share plans. Most itinerary-sharing options are read-only, meaning that even small changes require recreating and resending the entire plan. This back-and-forth not only wastes time but also creates confusion within groups trying to coordinate their trips.

Key Numbers from Market Research:

1. According to a survey earlier this year by Skift Research, 78% of American travellers have not used ChatGPT or another AI-based app to plan their trips, and 37% were not even interested in trying.

2. The study of 1,000 Americans uncovered the three top problems encountered on travel sites and apps:

- Difficulty navigating around sites was called out as the most prevalent issue, identified by 45% of the respondents.
- Misleading pricing/lack of price transparency was identified by 39% of respondents as their biggest sore point.
- Technical glitches were named by 30% as their top issue.

Pre-product/ Feature development questions – Exploratory questions for customer development

These are the questions I have in mind to better understand the pain-points

1. How do you currently plan and organize your trips? What tools do you use?
2. When traveling with friends or family, how do you collaborate on itinerary planning?
3. What frustrations do you face when trying to coordinate trip plans with others?

4. Have you ever had to update an itinerary after sharing it? If so, how did you manage the changes?
5. How do you currently keep track of flight, hotel, and activity bookings?
6. Would you find value in a shared, collaborative itinerary page where everyone in your group can edit plans in real time?
7. If such a feature existed, how frequently do you think you would use it?
8. Do you currently use messaging apps (WhatsApp, Messenger, Email) to share travel plans? What are the challenges?
9. What would make an AI-powered trip planner more useful to you—integrated recommendations, itinerary auto-generation, or something else?
10. How often do you travel for leisure in a year?
11. How often do you travel with a group versus solo?
12. When planning a trip, how far in advance do you typically start organizing the itinerary?
13. Do you prefer to follow a structured itinerary, or do you keep your plans flexible?
14. Have you ever used an AI tool (ChatGPT, Google Gemini, etc.) for trip planning? If not, why?
15. Would you be open to an AI-generated itinerary as a starting point for your trips?
16. What concerns would you have about AI-powered trip planning?

Information gathering through 3 methods

Few Customer interviews: Refer Git Repo
Survey Results: Refer Git Repo
Online Customer Opinions:

Resources:
https://www.reddit.com/r/TravelNoPics/comments/1hrcj5t/has_anyone_used_a_site_or_app_to_create_an/

https://www.reddit.com/search/?q=itinerary&cId=919d0f31-9eff-457c-ac47-ffff08ba4534&iId=9b5e68c0-24c5-4d95-bf50-f76d4c037cbd

https://news.ycombinator.com/item?id=28481963

https://skift.com/2024/06/04/travelers-arent-using-trip-planning-apps-what-gives/

3. <u>**Feature/Solution conclusion:**</u>

Problem Statement

"Planning a trip is overwhelming because travelers have to juggle between multiple apps to research, plan, and book their itinerary. Current travel platforms either require bookings upfront (Google Travel, Expedia) or lack AI-powered recommendations (TripIt, Kayak). There is no unified solution that allows users to

generate a personalized itinerary, collaborate in real-time, and seamlessly integrate bookings—all in one place."

Opportunity Statement

"A collaborative itinerary planning feature within Google Travel, powered by Gemini AI, will let users generate an itinerary based on just the start and end destinations. Users can invite co-travelers to edit in real-time, customize their itinerary, and drag-and-drop booking recommendations for a seamless trip-planning experience—all within a single app."