Hi,

We are team Hackiwi. The name comes in place for a simple reason. We have hacked the Kiwi app to be smarter and better.

Over the period of last 24 hours we have been busy building a product that we believe will change how travel apps work. We have developed a smart personal assistant that proactively offers you the best trips based on numerous data sources. We have integrated with Instagram, machine learning system LUIS and Microsoft Vision API and other services to provide an outstanding experience.

But instead of me talking let’s observe a real world use case of how our product can be used, integrated deep into the kiwi application.

Adela is traveling home on Friday afternoon from work. She had an eventful week and is exhausted. She would love to just relax and leave the stressful week behind her. On her way home she receives a notification from Kiwi app asking her if she would like a small getaway. She is absolutely down for it so she clicks on the notification and goes into the app.

You can see that this is the standard version of the app with one enhancement. A cool looking floating icon! She clicks on it and smart assistant Kiwi starts talking!

[Adela opens up floating button and listens to Kiwi. She is very interested in hearing the news and so she says yes!]

You can now see that based on Adela’s posts on Instagram and the people she is following, Kiwi suggested going to Portugal. Photos look intruiging! All are pulled from Instagram in real time. Adela likes the idea of going there but she rather checks the weather. Because she doesn’t want to freeze in there.

Ouch. The wind is very strong in there! Let’s see if Adela is satisfied with the choice. Now she asks for another trip. This one is to Rome. And you can see that Kiwi suggested her the destination again based on the Instagram data. We have also used Microsoft Vision API that recognized that the person is eating an ice-cream. Perhaps a sign of good weather. But Adela still wants to check if it is satisfiable! She checks other photos, the weather and is ready to buy! Kiwi suggests her automatically the best trips. Including the train transportation and Adela choses the cheaper one because she is just starting in her career.

After the confirmation of payment which leverages iphone X’s Face ID, she receives directly boarding passes, because the flights are tomorrow.

You have seen a great user experience for the user, but more importantly, this presents a great opportunity for Kiwi. In the age of raising smart assistants like Siri from Apple or Cortana from Microsoft, people are starting to leverage voice activated assistants and Kiwi could be the first travel app integrating the feature.

This will significantly boost the conversion rate of Kiwi app not just by providing engaging conversational environment but also by providing better recommendations for the users. We take into consideration many factors and build on strong and growing platforms like Instagram that has reached 800 million users recently and is still growoing. But even if the user is not on Instagram, they can heavily benefit from the recommendation engine which remembers their past travel and how they want to travel.

To summarize, we have built a smart assistant that understands not only people’s voice but also their needs by analyzing data from over the internet. This assistant reaps huge benefits not just for the user but also for the company. It drives engagement and increases conversion rate by providing better recommendations.

Bára: It’s a freezing cold Friday afternoon in Prague. Adéla is on her phone and is tired of the whole week. She gets a notification from her Kiwi.com application. She clicks on a button to open the Kiwi assistant.

Kiwi: “Good afternoon Adela, I think you might be in the mood to travel to Portugal.”

Bára: Kiwi suggests Adela to travel to Portugal. It is based on the following data:

* It’s cold in Prague (according to Weather API)
* Adela likes travelling to warm places (according to her Instagram posts and flight history with Kiwi.com)
* People she follows on Instagram have recently been to Portugal
* Adela has not yet been to Portugal (according to her Instagram and flight history with Kiwi.com)
* Adela likes travelling to places off-season (according to her Instagram and flight history with Kiwi.com)

Adela: “Hmm you might be right, what can I see there?

Kiwi: [Data pulled from Instagram] Check this out.

Bára: Pictures of Portugal from people she follows on Instagram.

Adela: “Oh my god, it looks really great. What’s the weather there?”

Kiwi: It’s currently 19 degrees during the day and the wind reaches 25 kilometers per hour.”

Adela: “Hmm, it sounds nice, but can you show me something else? I don’t like windy weather.”

Kiwi: Sure, what about Rome? It’s 22 degrees, the wind reaches only 5 kilometers per hour. You can go to the Piazza de Navona and taste some delicious gelato like your friend @klara\_fai last week.”

Adela: “Oh that sounds much better. What can I see there?

Kiwi: [Data pulled from Instagram] Check this out.

Adela: How much are the tickets?

Kiwi: You have two options. You can fly today from Prague for 2.5k or tomorrow morning from Vienna for 1.4k including RegioJet ticket. The flight back to Prague is on Sunday at 9pm.

Adela: Ok, please book the option from Vienna, including the RegioJet ticket.

Kiwi: No problem. Checking Face ID, I can see it’s you. Are you sure you want to purchase it?

Adela: Yes, go ahead.

Kiwi: Here is your boarding pass. I wish you nice travels.

Adela je na telefonu v patek po praci. Byl to narocny tyden. V Praze je zima. Adela dostane notifikaci od Kiwi. Adela otevre aplikaci. Kiwi nabidne letenky do Portugalska na zaklade:

* V praze je zima
* Adela rada jezdi do teplych krajin (podle instagramu a podle historie nákupu letenek na Kiwi)
* Pratele tam byli (podle instagramu)
* Adela tam nebyla (podle instagramu a historie nákupu letenek na Kiwi)
* // Je to v cenové relaci, kterou má určenou na víkendy
* Ví se, že nemá ráda hlavní sezónu a nyní je tam méně lidí

//Adela: That’s great! And what about accommodation there?

//Kiwi: In your budget option is this two hostels, one is for 15 euro per night 5km from city center and second is for 20 euro per night in the city center.

Best travel joke ever

Sorry, I don’t understand. What do you mean?