

# TravelBuddy

by Team TravelBuddy

“AI-Powered Travel Planning for Budget-Conscious Explorers”



01

# Problems



Trip Planning Is Overwhelming — Even for Tech-Savvy Users

- Too many platforms to check
- Conflicting preferences in group trips
- Hard to trust reviews
- Information becomes outdated quickly



# User Persona



## More Information

**Age:** 22

**Status:** Confidential

**Education:** University Student

**Location:** Thailand

## Background

Krit is a senior university student majoring in computer science. He is tech-savvy and comfortable using social media platforms for information gathering and AI tools to support decision-making. Outside of academic activities, Krit spends most of his time with his family. They often travel or visit trendy places, not only for shopping but also for relaxation and leisure.

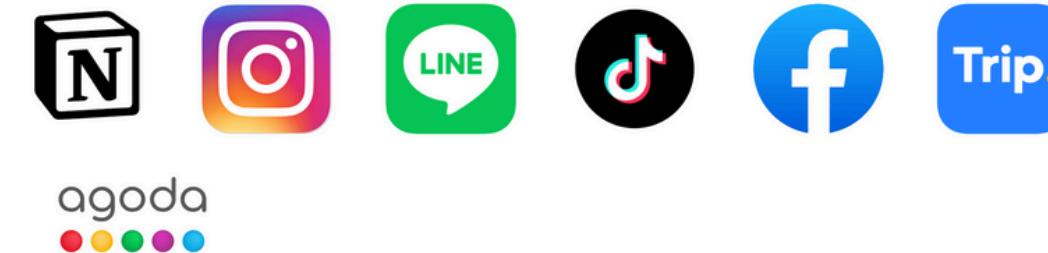
## Goals

To efficiently discover suitable places to visit and plan family trips by using digital platforms and AI tools to make informed, enjoyable, and time-saving travel decisions.

## Frustration

Krit struggles with filtering overwhelming and inconsistent information from social media and travel platforms when trying to find destinations that suit his entire family's preferences.

## Tools Used for Trip Planning



"Krit represents our core segment: 18-45 budget travelers seeking authentic experiences"

# Business Viability

●  
●  
●



# Travel Experiences Break Down

## USER JOURNEY MAP / Planning A Trip



KRIT

### EXPECTATIONS

A Super App where I can see reviews, check price and AI to plan my trip.

STAGES	PARTICIPANTS ►	LOCATIONS ►	REVIEWS
GOALS	Capture individual user preferences	Decide on a destination	Is it worth visiting?
ACTIONS	<ol style="list-style-type: none"><li>Ask about activity preferences</li><li>Ask where they want to go</li><li>Check availability for a specific day</li></ol>	<ol style="list-style-type: none"><li>Search for attractions</li><li>Check business hours</li><li>Review prices</li></ol>	<ol style="list-style-type: none"><li>Browse social media for user feedback</li></ol>
THOUGHTS	<ol style="list-style-type: none"><li>How can I meet everyone's needs?</li><li>Who will be coming on the trip?</li></ol>	<ol style="list-style-type: none"><li>Is there a suitable place that fits such diverse preferences?</li></ol>	<ol style="list-style-type: none"><li>I can't trust travel app reviews—what if they're fake?</li></ol>
PAIN POINTS	<ol style="list-style-type: none"><li>Taking all opinions into account is a headache</li></ol>	<ol style="list-style-type: none"><li>Losing track of updates</li></ol>	<ol style="list-style-type: none"><li>Don't trust reviews on agency sites</li></ol>
EMOTIONS			
TOUCHPOINTS			
OPPORTUNITIES	<ol style="list-style-type: none"><li>Enable preference-based planning for participants</li></ol>	<ol style="list-style-type: none"><li>AI-driven recommendations for destinations that suit everyone</li></ol>	<ol style="list-style-type: none"><li>Let travelers post short video reviews and earn rewards</li></ol>

# We Validated This Problem

Interview insights from users like Krit:

- “I check TikTok, Instagram, Agoda, then Google.”
- “Group trips are hard because everyone wants something different.”
- “Travel app reviews feel fake or sponsored.”
- “I forget where I saw certain recommendations.”

Current tools users rely on:

- Instagram, TikTok, LINE
- Agoda, Trip.com, Google Maps

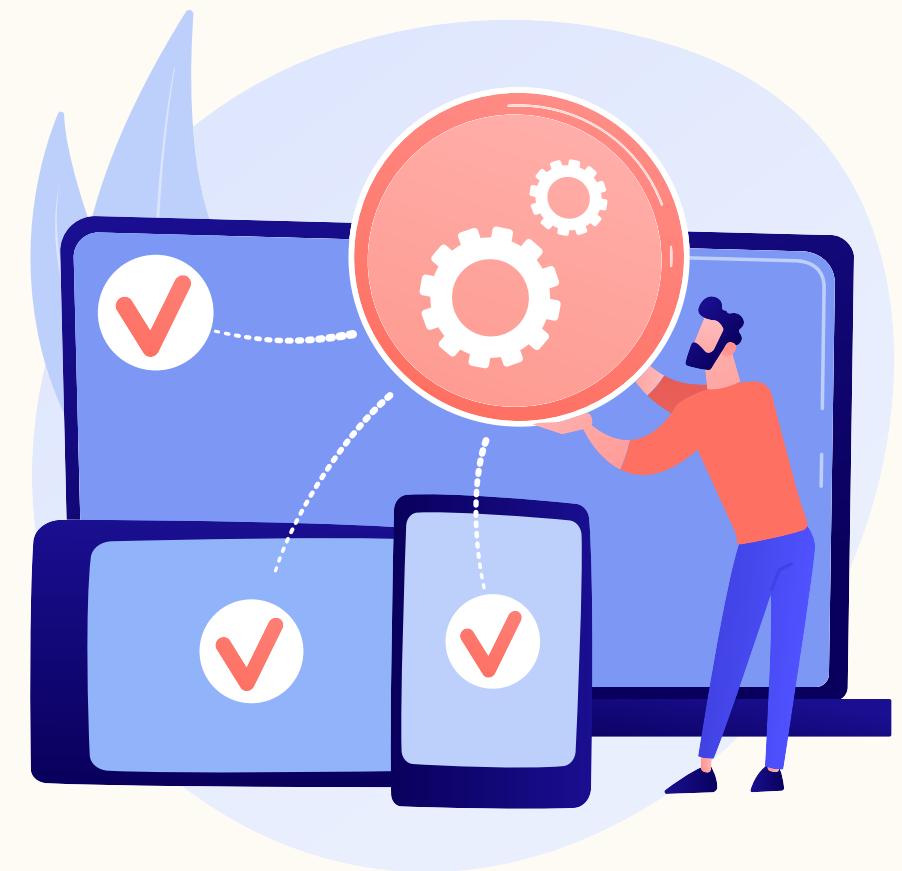




# Solutions

One smart platform for the entire trip:

- AI trip matching (preferences + budget)
- Real-time price comparison
- Custom itineraries
- Visual destination previews
- Integrated booking



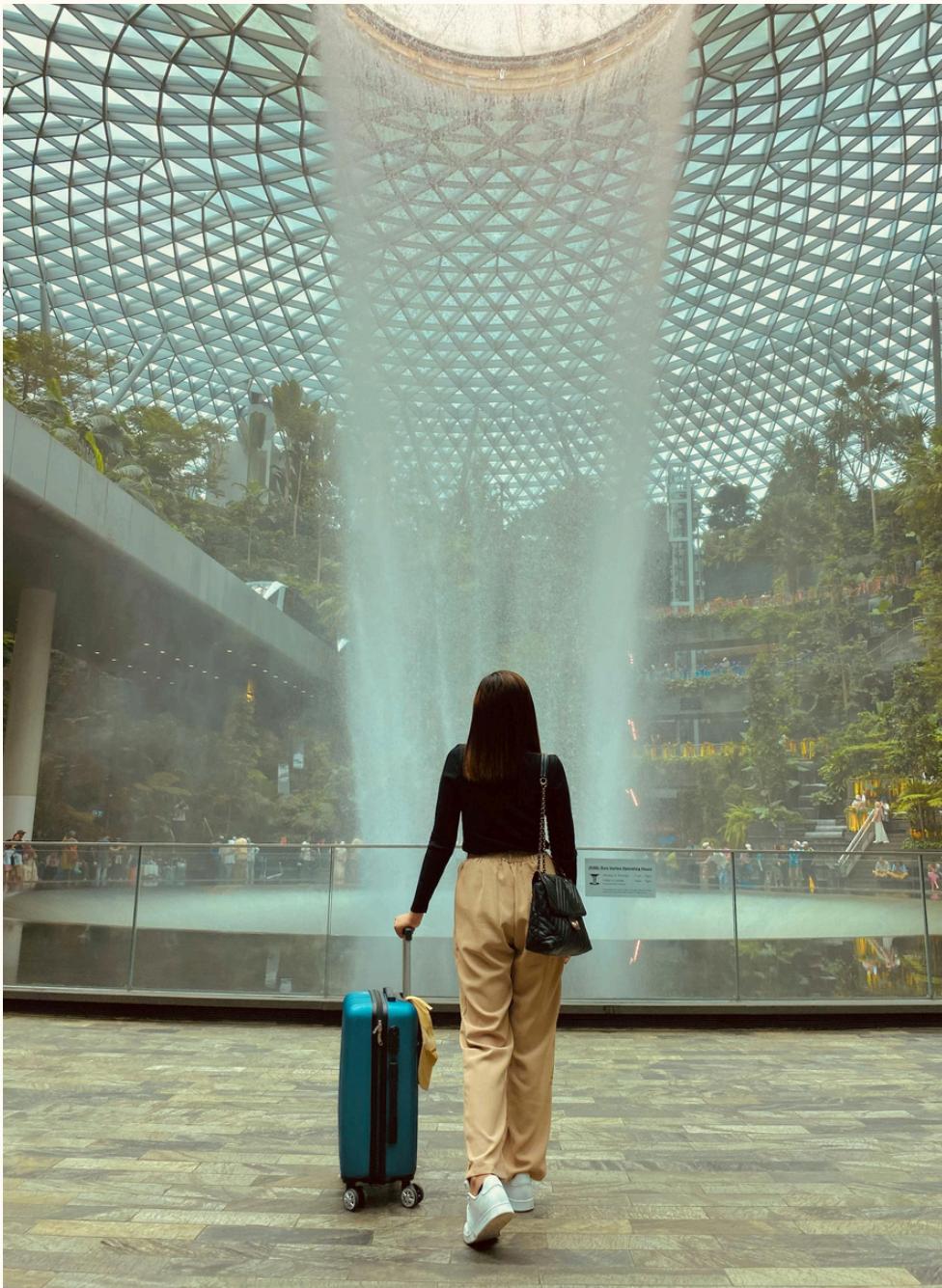


# Unique Value Proposition

“Your perfect hidden-gem trip tailored to your style and budget.”

- Personalized, not generic
- Time saved
- Budget control
- Better travel satisfaction

# Customer Segments



- Budget-conscious travelers (18–45)
- Adventure & leisure seekers
- Solo travelers & couples
- Students and young professionals
- Hidden-gem / unique-experience seekers

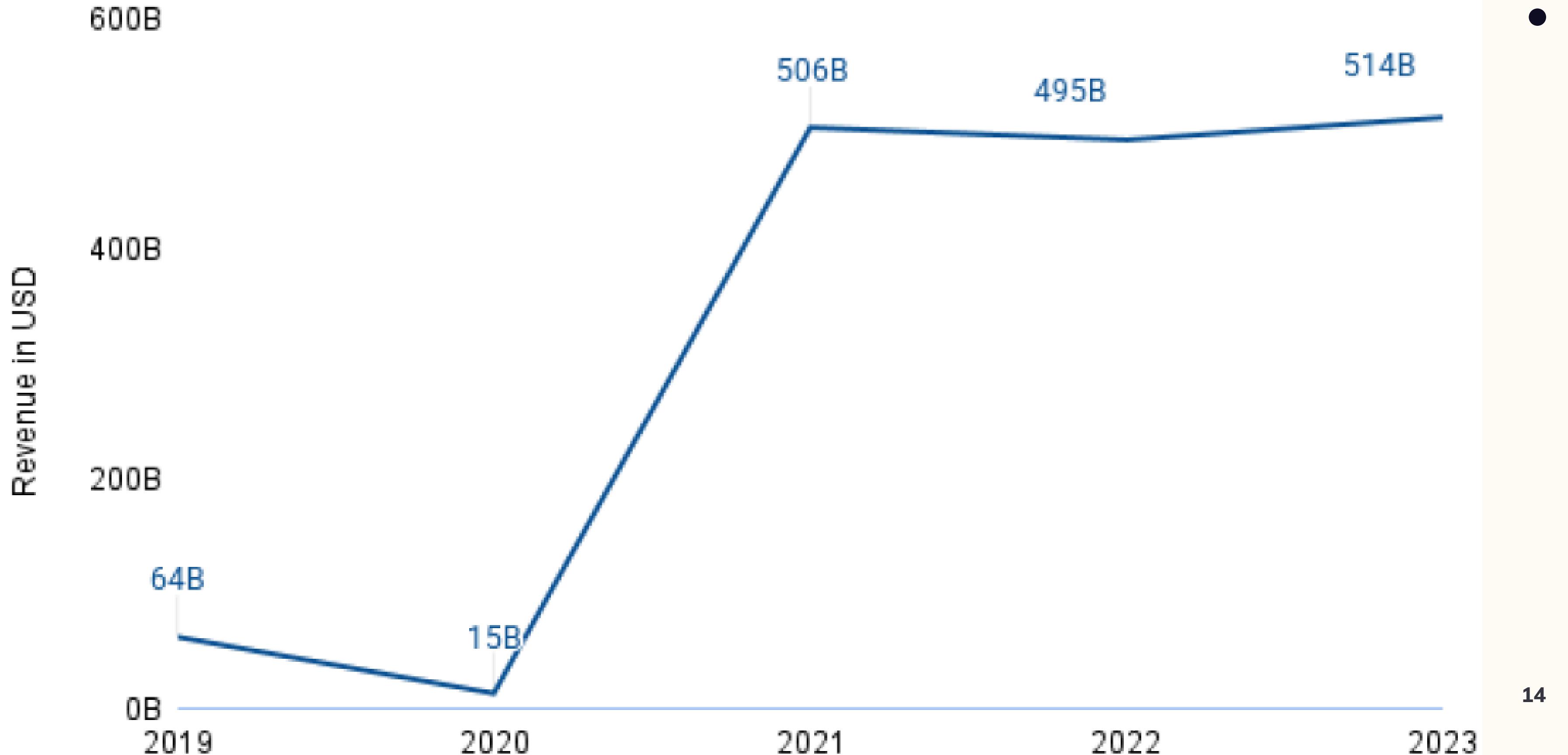
# Market Validation & Industry Proof

Trip.com reported \$2.58B revenue in Q3 2025, outperforming expectations and growing from \$2.26B YoY, demonstrating strong demand for digital travel services.

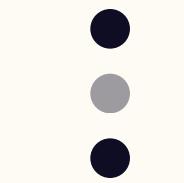
Thailand tourism alone generates \$500B+ per year, proving sustained travel demand.

Capturing just 0.001% translates to \$5M in annual commission revenue.

# Thailand's Tourism Revenue

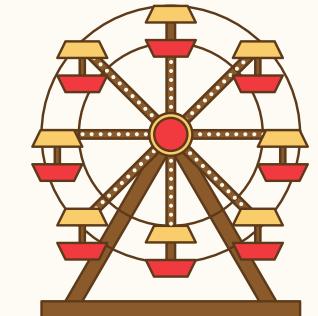
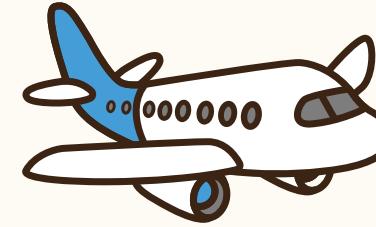


# Business Model (Revenue Streams)



## Primary Revenue

### Commissions from:



## Secondary Revenue



Referral revenue  
from partners



Personalized upselling  
of travel services, insurance, premium r



Affiliate fees from  
restaurants & events



Premium “enhanced  
travelary” features



Advertising for travel-  
related products



# Marketing Strategy

- Phase 1 (Month 1-3): Student Ambassador Program
  - Recruit 10 university ambassadors (like Krit)
  - Each promotes to their network
  - Incentive: Free premium features
- Phase 2 (Month 4-6): Social Proof Loop
  - Users share itineraries → Friends see results → Sign up
  - Target: Instagram/TikTok travel communities
  - Partner with Thai travel micro-influencers (10K-50K followers)
- Phase 3 (Month 7-12): Viral Growth
  - Referral program: "Share your trip, get \$10 credit"
  - Expected: 1.2x viral coefficient



# Technical Feasibility



# We've Tested With Real Users

USER INTERVIEWS: 12 TRAVELERS (Ages 18-45)

KEY FINDINGS THAT SHAPED OUR PRODUCT:

BUDGET TRANSPARENCY (#1 Priority)

"Show me total cost upfront, including ALL fees"

→ Solution: Complete price breakdown before booking

FLEXIBILITY (75% of users requested)

"Let me adjust timing without rebuilding everything"

→ Solution: Drag-and-drop itinerary editing

OFFLINE ACCESS (High demand)

"I need my itinerary when WiFi is unavailable"

→ Solution: Downloadable PDF itineraries (Phase 1)

COMING IN PHASE 2:

- Group voting & collaborative planning
- Real-time flight delay alerts
- Restaurant availability checking



# AI Travel Planning is Proven & Working TODAY



What This Means for Us:

- Technology is proven at scale (millions of users)
- AI personalization works in travel industry
- We can use the same AI tools they use

Our Advantage: We focus on budget travelers and personalization - a gap they haven't filled.

# All Travel Data is Available – And It's Free Tier

## What We Can Access:

What We Need	Where We Get It	Cost for Students
500+ Airlines	Amadeus API	Free tier: 10,000 calls/month
150,000+ Hotels	Amadeus API	Free tier: 10,000 calls/month
Restaurants Worldwide	Foursquare Places API	Free: 1,000 calls/hour
Tourist Attractions	Google Places	Pay-per-use
AI Recommendations	OpenAI / Claude	Pay-per-use (~\$0.003-0.015 per query)

Sources: Amadeus Developer Documentation, Google Cloud Platform

# Why This is Perfect for Our Team

- Standard Web Development - Same skills taught in web development courses
- AI via API - We don't build AI, we just connect to it (like using Google Maps)
- Proven Framework - React & Node.js have millions of tutorials online
- Build Incrementally - Start simple, add features as we go



# Our Safety Net - Backup Plans

Potential Issue	Our Solution
What if the AI gives bad recommendations?	Users can always browse all options manually – AI is a helper, not a gate
What if an API stops working?	We have backup providers for every service
What if costs get too high?	Free tiers cover thousands of users – costs only scale with success
What if it's too complex to build?	We start with basic features, add complexity gradually

link: <https://finance.yahoo.com/news/trip-com-tcom-surpasses-q3-2310021689.html>

# PHASED DEVELOPMENT

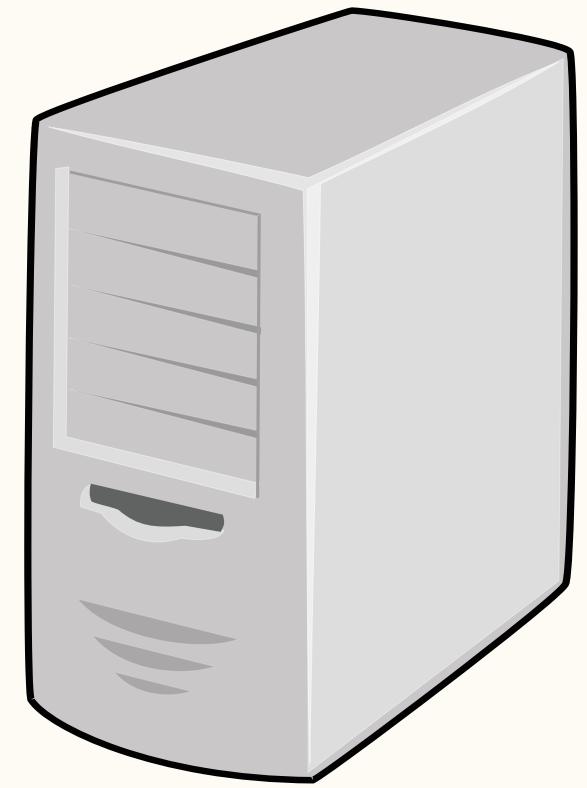
- Phase 1 (Weeks 1-4): Core booking + basic AI filtering
  - Deliverable: Working prototype
- Phase 2 (Weeks 5-8): Enhanced personalization
  - Deliverable: User testing with 20 students
- Phase 3 (Weeks 9-12): Advanced features
  - Deliverable: Launch beta



# Technical Feasibility - The Verdict

Investment Needed:

- Money: Minimal (free tiers cover development)
- Time: Standard semester project timeline
- Risk: Low (proven technologies, backup plans)



# Design Feasibility

- User-centered and simple flow designed for travelers (18–45), requiring no travel expertise
- Easy preference input using sliders and checkboxes to reduce effort and confusion
- Transparent price breakdown with side-by-side itinerary comparison
- Consistent and familiar UI

The image shows the homepage of a travel planning website called TravelBuddy. The header features the logo "TravelBuddy" in purple, followed by a navigation bar with links to "About", "How It Works", "Trust & Safety", "Blog", and "Contact". A user profile is shown in the top right corner, indicating "John Doe Signed in" with a "JD" icon. The main banner has a purple background with white text that reads "Your Perfect Trip, Effortlessly" and "AI-powered recommendations tailored to your budget, interests, and travel style". Below the banner, a large white call-to-action box contains the heading "Tell Us About Your Trip" in purple, followed by the subtext "In just 3 minutes, get personalized recommendations perfectly matched to your budget and preferences". Under the heading, there is a section titled "TRIP BASICS" with fields for "Where are you going?", "From", and "To". The "Where are you going?" field contains "New York City", the "From" field contains "15/12/2025", and the "To" field contains "22/12/2025". A blue arrow points from the bottom right towards the "Tell Us About Your Trip" box.

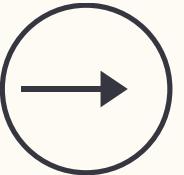
# User's feedbacks

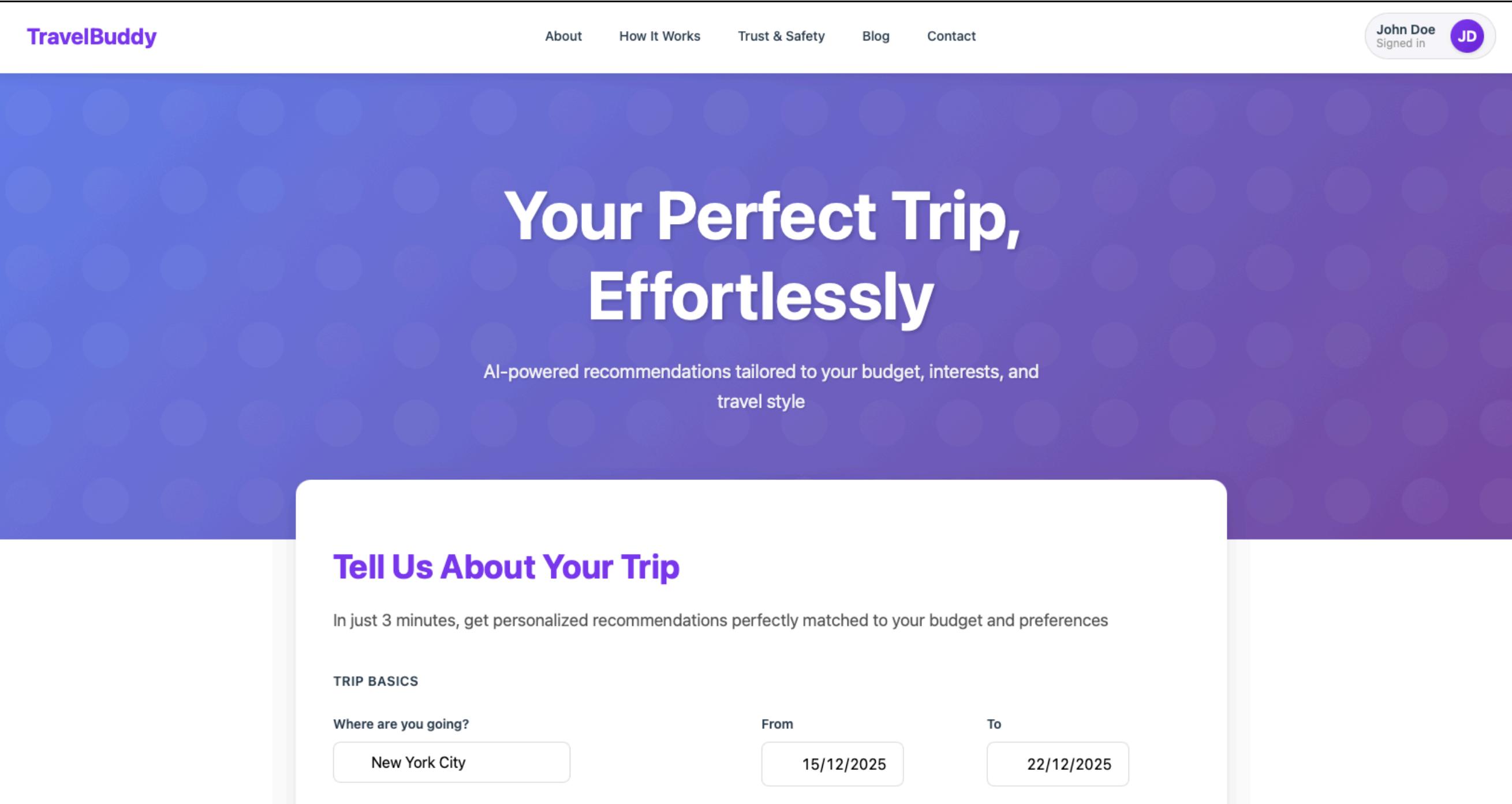
What user said on our app

- It is easy to understand, clean and not confusing.
- The layout feels familiar to use and not overwhelming.
- Feel more confident and comfortable using the app for real trip planning.
- AI place information and user reviews save time, as they don't need to search on Google or social media.



# Product Prototype





The image shows a screenshot of the TravelBuddy website's landing page. The header features the "TravelBuddy" logo in purple, followed by navigation links: About, How It Works, Trust & Safety, Blog, and Contact. A user profile is shown with the name "John Doe" and the status "Signed in". Below the header is a large purple background section with white text: "Your Perfect Trip, Effortlessly" and "AI-powered recommendations tailored to your budget, interests, and travel style". A white call-to-action box contains the heading "Tell Us About Your Trip" in purple, followed by the subtext "In just 3 minutes, get personalized recommendations perfectly matched to your budget and preferences". Under the heading "TRIP BASICS", there are three input fields: "Where are you going?" with the value "New York City", "From" with the value "15/12/2025", and "To" with the value "22/12/2025".

TravelBuddy

About   How It Works   Trust & Safety   Blog   Contact

John Doe  
Signed in

JD

# Your Perfect Trip, Effortlessly

AI-powered recommendations tailored to your budget, interests, and travel style

## Tell Us About Your Trip

In just 3 minutes, get personalized recommendations perfectly matched to your budget and preferences

TRIP BASICS

Where are you going?

New York City

From

15/12/2025

To

22/12/2025

# Landing Page

## Tell Us About Your Trip

In just 3 minutes, get personalized recommendations perfectly matched to your budget and preferences

### TRIP BASICS

Where are you going?

 Near Me ✓

Showing places near San Francisco, CA

From

To

Quick select:

This Weekend    Next Month    Flexible Dates

Can't decide? Choose flexible dates for more options

How many people are traveling?

### BUDGET & PREFERENCES

What's your total budget?

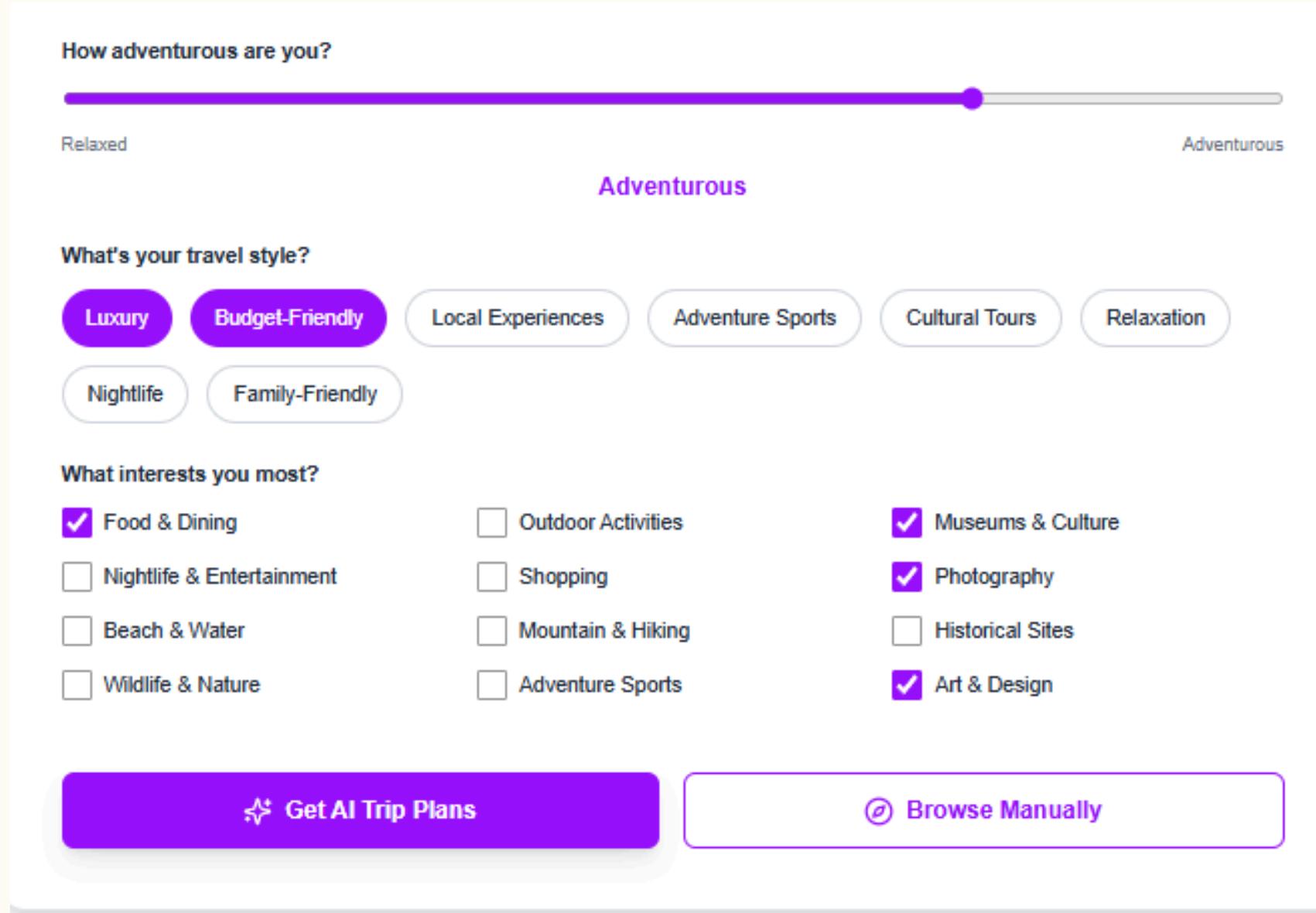
Per person for entire trip

Currency

How adventurous are you?



# Entry for traveler's preferences



# Entry for traveler's preferences

Powered by AI

# Complete Trip Plans

Based on your preferences, our AI has curated these complete itineraries. Each plan includes flights, hotels, restaurants, and activities—ready to book.



Experience the perfect blend of ancient traditions and modern innovation

📍 Tokyo, Japan

📅 7 Days / 6 Nights

👤 2-4 travelers

⭐ 4.9 (342)

🛏️ 2 🚻 6 💲 8 🕒 12

✓ Private tea ceremony in Uji

✓ Skip-the-line Senso-ji Temple tour

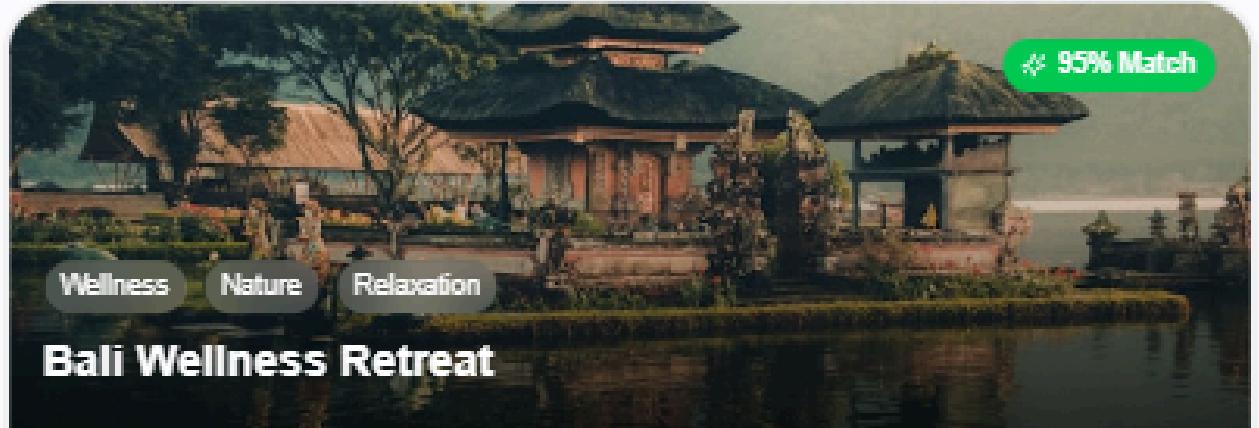
✓ Michelin-star kaiseki dinner

Total from

**\$4,850**

per person

Select Plan >



Rejuvenate your mind and body in tropical paradise

📍 Bali, Indonesia

📅 5 Days / 4 Nights

👤 2-6 travelers

⭐ 4.8 (189)

🛏️ 2 🚻 4 💲 6 🕒 8

✓ Sunrise yoga at Tegallalang Rice Terraces

✓ Traditional Balinese spa day

✓ Ubud Monkey Forest exploration

Total from

**\$2,980**

per person

Select Plan >

Ai recommended plans

Get AI Trip Plans

# Ai recommended plans

 Get AI Trip Plans

### John Doe



john.doe@example.com

8 TRIPS    24 COUNTRIES    \$18.5K TOTAL SPENT

[Edit Profile](#) [Settings](#)

#### Your Travel Preferences

[Edit](#)

**Adventure Level:** Balanced (3/5)

**Travel Style:** Budget-Friendly, Local Experiences

**Interests:** Food & Dining, Museums & Culture, Photography, Art & Design

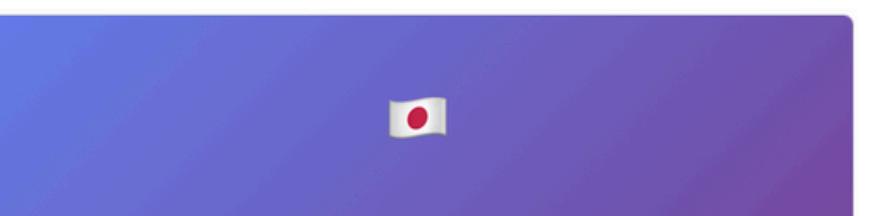
**Budget Range:** \$2,000 - \$5,000 per trip

**Preferred Travelers:** Solo, Couples, Small Groups (2-4 people)

**AI Insight:**  
Based on your 8 past trips, you prefer mid-range hotels in city centers with easy access to restaurants and cultural attractions. Average trip length: 6-8 nights. Best booking window: 4-6 weeks in advance.

#### Past Travels

[View All](#)



Tokyo, Japan

Mar 2024 • 8 nights

#### Account Summary

Email: john.doe@example.com

Member Since: Jan 2022

Account Status: Verified

Loyalty Status: Gold

#### Travel Insights

Avg Trip Cost: \$2,831

Favorite Region: Asia

Trips/Year: 2.7

Best Rated Trip: Rome 4.9★

#### Personalized Recommendations

Based on your preferences and past travels, we recommend:

Barcelona, Spain

Kyoto, Japan

Amsterdam, Netherlands

# Profile Page

# AI Recommendation

The screenshot displays the TravelBuddy AI Recommendation interface. At the top, the logo "TravelBuddy" is visible, along with navigation links for About, How It Works, Trust & Safety, Blog, and Contact. A user profile for "John Doe" is shown, indicating he is signed in.

Below the header, a navigation bar includes links for Flights (8), Hotels (12), Restaurants (24), Attractions (18), and Car Rentals (6). The "Flights" link is underlined, indicating it is the active category.

The main content area features a section titled "Recommended Flights" with the sub-instruction "Showing 8 recommendations". Two flight cards are displayed:

- Flight 1:** 95% Match. LAX → NYC. 8:00 AM - Non-stop • 5h 45m. \$450. Fits budget. Matches preferences. **Select** button.
- Flight 2:** 88% Match. LAX → NYC. 2:30 PM - 1 stop • 7h 20m. \$380. Fits budget. Matches preferences. **Select** button.

To the right, a box titled "Your Trip Selections" shows a message: "No items selected yet". It includes a "Budget Breakdown" table and a "Total" section. The breakdown shows:

Flights:	\$0
Hotels:	\$0
Restaurants:	\$0
Attractions:	\$0
<b>Total:</b>	<b>\$0</b>

Remaining budget: \$2,000. A "Save and Review Trip" button is present at the bottom of the selection box.

## Your Trip Summary

New York City Dec 15 - Dec 22, 2025 (7 nights) 2 travelers

Step 4 of 5

### Your Trip Itinerary

Day 1 - Dec 15, 2024 (Arrival)

8:00 AM

Flight: LAX → JFK

American Airlines • Non-stop • 5h 45m

\$450

[Change](#) [Remove](#)

3:45 PM

Airport Transfer

Estimated 45 minutes to hotel

Free

4:30 PM

4:30 PM

Check-in: Grand Central Hotel

★★★★★ • 0.5 mi from city center

\$850 (7 nights)

[Change](#) [Remove](#)

Days 2-6 - Dec 16-20, 2024

Day 7 - Dec 22, 2024 (Departure)

11:00 AM

Check-out: Grand Central Hotel

Check-out time

Total Budget  
**\$2,000**

Total Spent: \$1,300  
Remaining: \$700

### Budget Breakdown

Flights: \$450

Hotels: \$850

Restaurants: \$300

Attractions: \$45

Car Rentals: \$0

Restaurants: \$300

Attractions: \$45

Car Rentals: \$0

Total: \$1,645

Within budget

You have \$355 remaining

[Continue to Checkout](#)

[Compare Options](#)

# Summary Page

## Compare Itineraries

Select and compare multiple saved itineraries to find the perfect trip

Your Saved Itineraries

**NYC Winter Getaway** 

**Destination:** New York City  
**Dates:** Dec 15-22, 2025  
**Duration:** 7 nights  
**Total Cost:** \$1,645  
**Travelers:** 2 people

**NYC Holiday Deluxe** 

**Destination:** New York City  
**Dates:** Dec 15-22, 2025  
**Duration:** 7 nights  
**Total Cost:** \$2,400  
**Travelers:** 2 people

**NYC Budget-Friendly** 

**Destination:** New York City  
**Dates:** Dec 15-22, 2025  
**Duration:** 7 nights  
**Total Cost:** \$1,200  
**Travelers:** 2 people

Compare Selected
Clear Selection

## Trip Overview

## NYC Holiday Deluxe

## NYC Winter Getaway

Total Cost

\$2,400

\$1,645

Budget Status

⚠ Over Budget

✓ Within Budget

## NYC Holiday Deluxe

**\$2,400**

7 nights • 2 travelers

## DAY 1 - DEC 15 (ARRIVAL)

8:00 AM  
Flight: LAX → JFK  
JetBlue First Class • Non-stop • 5h 30m  
**\$520**

4:00 PM  
Private Car Service  
Luxury sedan to hotel  
**Free**

5:00 PM  
Check-in: Plaza Hotel  
★★★★★ Luxury • Central Park view  
**\$1,200 (7 nights)**

## DAY 2 - DEC 16

12:00 PM  
Metropolitan Museum  
Private guided tour  
**\$150**

2:00 PM  
Lunch: Michelin-star Restaurant

## NYC Winter Getaway

**\$1,645**

7 nights • 2 travelers

## DAY 1 - DEC 15 (ARRIVAL)

8:00 AM  
Flight: LAX → JFK  
American Airlines • Non-stop • 5h 45m  
**\$450**

3:45 PM  
Airport Transfer  
Estimated 45 mins to hotel  
**Free**

4:30 PM  
Check-in: Grand Central Hotel  
★★★★★ • 0.5 mi from city center  
**\$850 (7 nights)**

## DAY 2 - DEC 16

10:00 AM  
MoMA Museum  
Modern art exhibits  
**\$25**

1:00 PM  
Lunch: Local Deli

# Compare traveler's itineraries

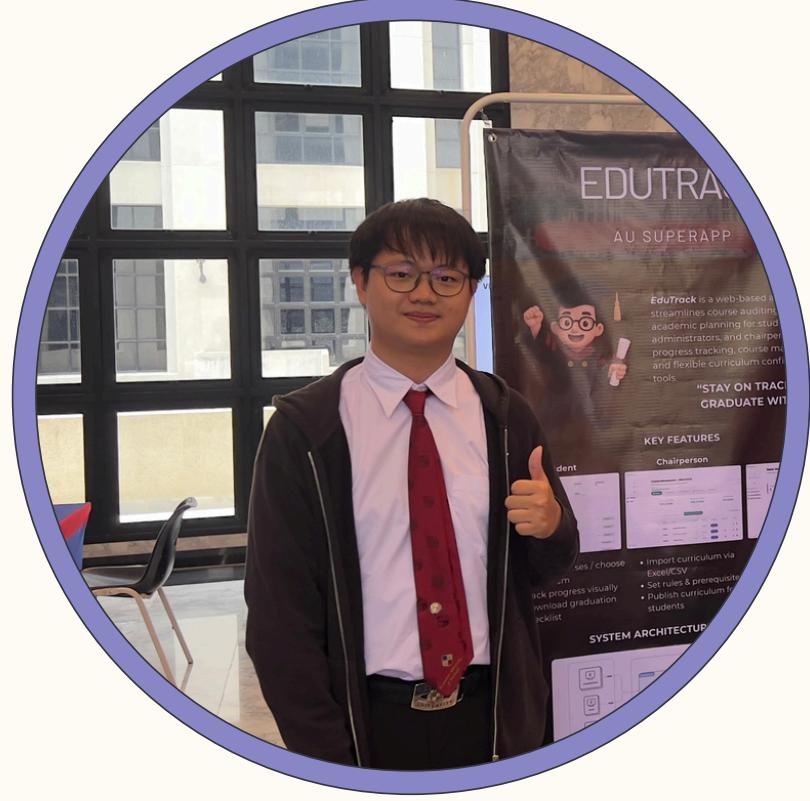
# TravelBuddy



Somavatey Heng  
6530354  
CTO



Sai Aik Sei Mouk  
6520057  
CEO



Sai Thaw Zin  
Aung  
6520152  
CMO



Moe Myint Mo  
San  
6530173  
CFO

# InterviewLinks

[https://youtu.be/Fgh\\_SkVcYeU](https://youtu.be/Fgh_SkVcYeU)

[https://youtu.be/\\_vN-Eymhyy4](https://youtu.be/_vN-Eymhyy4)

<https://youtu.be/UxdVbCKE9Po>

[https://youtu.be/\\_awJHat\\_2Ak](https://youtu.be/_awJHat_2Ak)

<https://youtu.be/ZllvUja42NY>