

HW7-Project Team 4: Travel Genius DPD: Spring 2023

Team Number and Name: Team 04

List all students who actively worked on this Assignment:

1. Name: Shubhada Bagal
2. Name: Vishakha Harkood
3. Name: Rakshitha Appasanahalli Srinivasareddy
4. Name: Yuktha Reddy Gaddam
5. Name: Brinda Raj

Part 1

A. List Your Three Target Customer Segments (*Note: if you propose a platform that connects “buyers” and “sellers” like Uber, Airbnb or Rover, make sure to include both “buyers” and “sellers”*)

“Buyers”	“Sellers”
Segment 1: Families/Group Travelers	Segment 1: Hotels and Restaurants
Segment 2: Students (18 - 30)	Segment 2: Adventure activity providers
Segment 3: Solo travelers/Influencers	Segment 3: Travel Insurance companies and Agencies

B. Where will you find them? List three places you would go to find your customers and interview them

Place 1: College campus

Place 2: Tourist spots, Travel Event

Place 3: Social Media Platforms

C. Write your Top Three customer interview questions (*as mentioned above, you might need to do it twice, for “buyers” and “sellers”*). Use EXACT wording. AVOID “closed” questions and do not ask about FUTURE! Make sure to review lecture slides with examples.

“Buyers”

Q1: How do you usually start planning for a trip/vacation?

Q2: How do you research for a trip?

Q3: What is the most frustrating part of planning a trip?

“Sellers”

Q1: Can you describe your target customer and their typical travel behavior and preferences?

Q2: What according to you is the popular time or season when you observe surge in tourists/customers?

Q3: What challenges do you face in marketing and selling your products/services to travelers?

D. Get out of the building to validate your problem is real! *Interview five customers per person and take interview notes.*

Include specifics: person’s info (first name only, age, occupation), place where you interviewed, answers to questions and any additional insight they shared with you. NOTE: it is understood that during COVID-19 you might not be able to interview in person, do it via phone, Zoom, email, etc. * [List your notes in Appendix 1.](#)

Part 2

Summarize your findings. As a summary and also visually, as a graph, chart, etc. - something you can include in your presentation and is easy to understand. See the Examples attached.

Summary-

A survey was carried out to gain insight into the challenges experienced by both travelers and the travel industry, as well as to assess the feasibility of an app that addresses these traveler issues while also promoting the travel industry to potential customers. Table 1 shown below summarizes the data collected from travelers who would be the users of the platform.

USER SURVEY ANALYSIS	
Q1. How do you usually start planning a trip/vacation?	
Ask people who have already been there	25%
Research on social media	23.4%
Make a list of places to visit	24.47%

Set a budget	19.68%
Word of Mouth	7.45%
Q2. How do you research a trip?	
Social Media	31.4%
Browsing through websites	36.5%
Look for climatic conditions	18.25%
Word of mouth	13.87%
Q3. What is the most frustrating part of planning a trip?	
Browsing through various applications and websites	40%
Not able to decide on destination	31%
How to plan the whole trip	43%
Messing up the itinerary	39.1%
Don't know what could be the best time to visit	32.8%

Table 1

The graph below illustrates that 19.68% of individuals begin planning their trip by establishing a budget, while 23.4% conduct research on social media. Another 25% rely on the experiences of others who have visited the destination, and 24.47% create a list of specific places to visit. Based on this data, a necessity arises for a robust online presence on a platform exclusively designed for travelers to assist them in selecting travel destinations that align with their interests and budget.

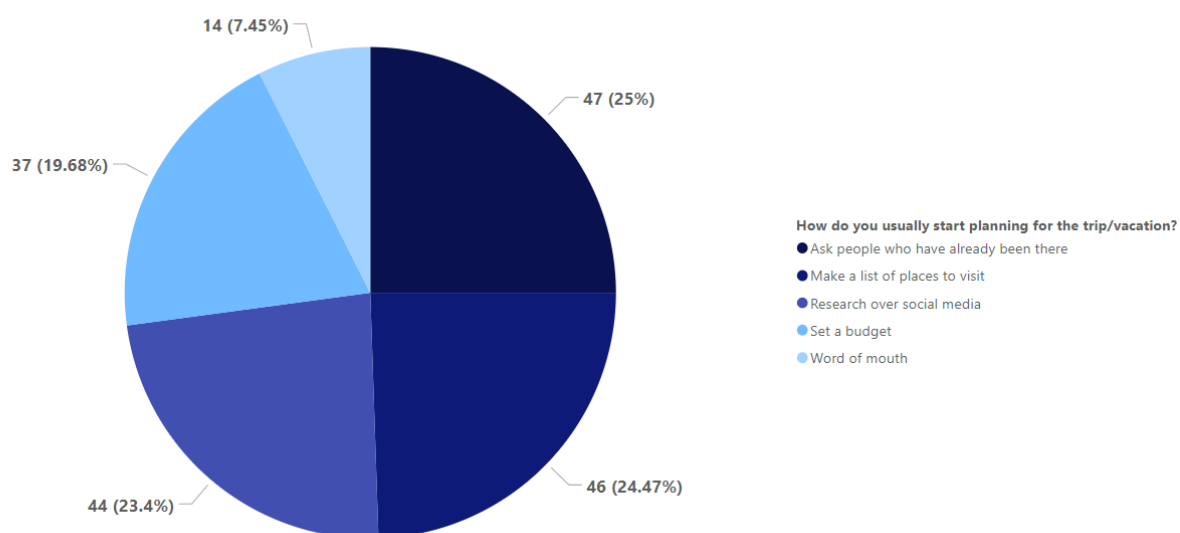


Fig. 1 How do you usually start planning for the trip/vacation?

According to the following graph, 31.4% of individuals utilize social media to research for their trips or vacations, while 36.5% browse through multiple websites. Another 18.25% look into the weather conditions and 13.87% rely on word of mouth. These findings indicate a strong demand for a one-stop application that facilitates trip planning for travelers.

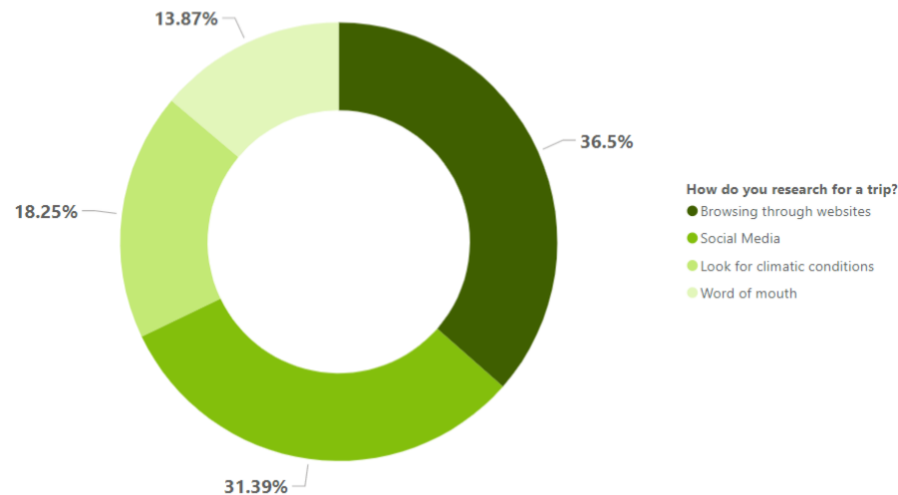


Fig. 2 How do you research for a trip?

The graph below depicts user feedback, which reveals that 40% of individuals consider browsing through different websites and apps as the most frustrating aspect of trip planning. In addition, 31% of people find it difficult not knowing the ideal time to visit a destination, while 43% struggle with the process of planning the entire trip. Another 39.1% of people express frustration with the possibility of miscalculating the itinerary. 32.8% don't know what the best time could be to visit.

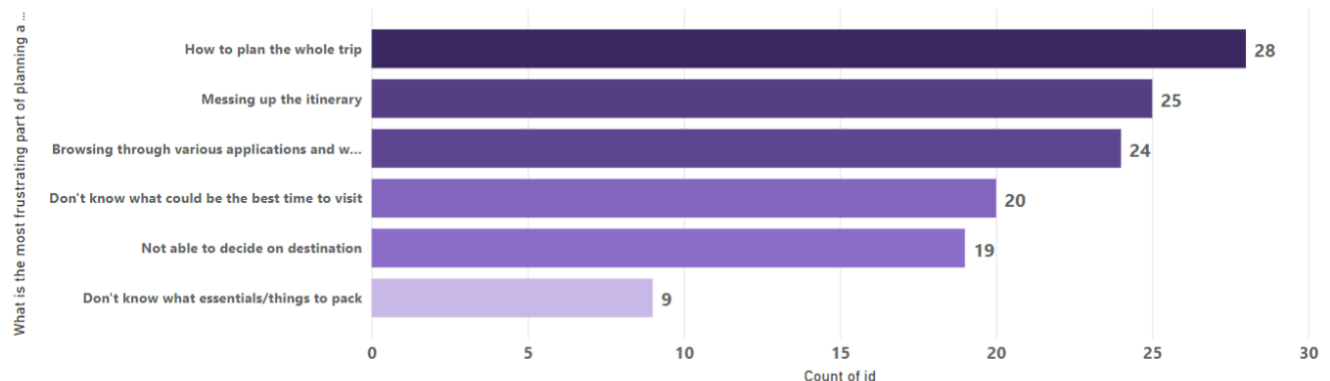


Fig. 3 What is the most frustrating part of planning a trip?

Travel Business Survey Analysis	
Q1: Who are the target customers and their typical travel behavior and preferences?	
Millennial travelers (aged 18-34) who seek adventure and unique experiences	40%
Older travelers (aged 50+) who prefer comfort and relaxation	30%
Families with children who prioritize safety and kid-friendly activities	20%
Business travelers who seek convenience and efficiency	10%
Q2: During what time or season is a surge of tourists/customers typically observed?	
Summer season (June-August)	50%
Winter season (December-February)	30%
Spring season (March-May)	15%
Fall season (September-November)	5%
Q3: What marketing and sales challenges are faced by the business in promoting their products/services to travelers?	
Competition from online travel agencies and booking platforms	40%
Difficulty in reaching and attracting target customers	25%
Managing and maintaining a strong online presence	20%
Negative reviews and word-of-mouth feedback	15%

Table 2

Below pie chart provides insights into the target customers and their travel behavior and preferences. The most targeted customers were millennials seeking adventure and unique experiences which constituted 40% and aged travelers who prefer comfort and relaxation made up 30%. Challenging customers were families with children which made up to 20% and business travelers seeking convenience and efficiency (10%).

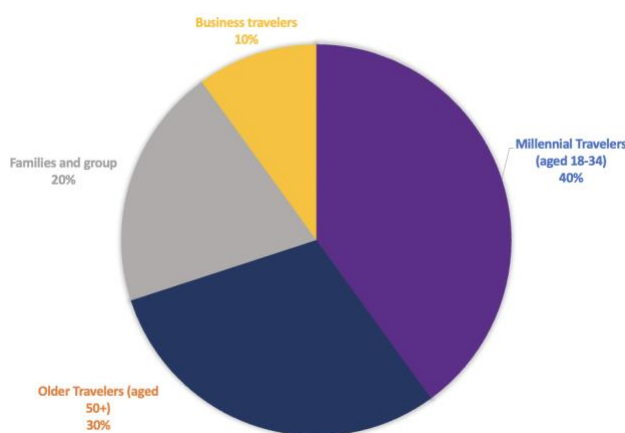


Fig. 4 Who are the target customers and their typical travel behavior and preferences?

Based on a seasonal survey the summer season, which runs from June to August, sees a spike in visitors and business, according to 50% of respondents to the survey. Second place goes to the winter season (December–February), with 30% of respondents citing a spike in visitor/customer activity.

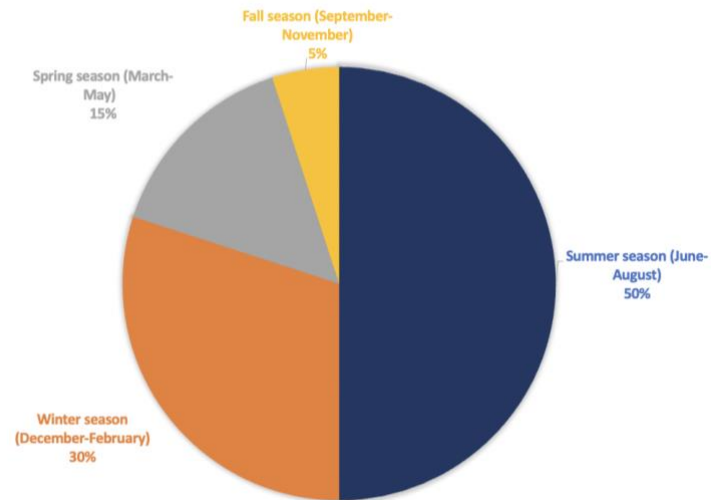


Fig. 5 During what time or season is a surge of tourists/customers typically observed?

According to the survey, competition from online travel agencies and booking platforms is the biggest difficulty facing the travel industry in terms of marketing and sales when it comes to presenting its goods and services to tourists (40%). Other difficulties identified include struggling a bit attracting and engaging target customers (25%), managing and maintaining a strong online presence (20%), and bad reviews and word-of-mouth recommendations (15%).

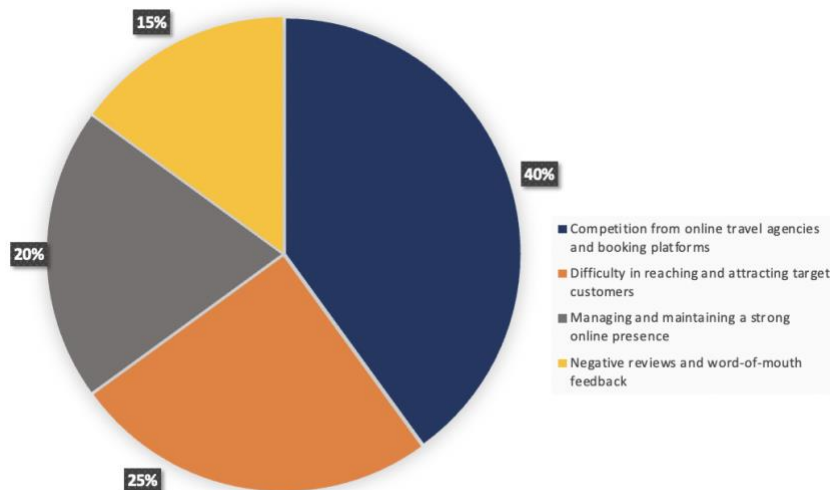


Fig. 6 What marketing and sales challenges are faced by the business in promoting their products/services to travelers?

Appendix 1: Notes from Interviews

Team member #1 name: Shubhada Bagal

Interview Notes #1:

Name: Austin Adams **Age:** 24 **Occupation:** Graduate Student, NEU

Q1. How do you usually start planning for a trip/vacation?

Response: When starting to plan a vacation, I started by narrowing down where I want to go first, then find the things I want to do around that area, and lastly look for a hotel.

Q2. How do you research for a trip?

Response: I research from trips mostly through travel websites.

Q3. What is the most frustrating part of planning a trip?

Response: The most frustrating part for me planning a trip is probably making the itinerary. I want to always try and make sure I go to the main attractions of a destination, but also find smaller local activities and places too. It can be difficult to try and see all these things but also not feel stressed about them. Vacations are supposed to be relaxing, you know?

Interview Notes #2:

Name: Ghalib Alaamri **Age:** 28 **Occupation:** Business Data Process Analyst

Q1. How do you usually start planning for a trip/vacation?

Response: Well, for me Planning is everything. Yet, leaving some room for flexibility. I usually start by confirming the dates of my trips as well as the destination. This gives a deadline to look for better deals such as plane tickets. Once everything is confirmed, I start to create the main things to do in my trip and connect with local people in my destination.

Q2. How do you research for a trip?

Response: Most of the time, I would hear about a place through friends or google then I would add it to a list. After that, I prioritize my list (what trip to do first, and start to search)

Q3. What is the most frustrating part of planning a trip?

Response: I love planning, and I really enjoy everything second of it. However, to answer the question, I am frustrated about the tickets or prices change. This usually happens when I hesitate about booking a flight or a hotel.

Interview Notes #3:

Name: Archana Mantoo **Age:** 33 **Occupation:** Manager, Thales

Q1. How do you usually start planning for a trip/vacation?

Response: Usually start by deciding the destination, which is tricky and too much work, but I narrow it down depending on my last trips, season, budget and what the group or my family prefers. Then once I have decided on a destination, I look into hotels and make travel plans.

Q2. How do you research for a trip?

Response: I generally look over social media or ask friends who have visited. Use platforms like Instagram and Online Websites.

Q3. What is the most frustrating part of planning a trip?

Response: Most frustrating part for me would be deciding on location as there are a lot of options and everyone on the group or family has some or the other location in mind.

Interview Notes #4:

Name: Dhananjay Kate

Age: 45

Occupation: Senior Manager

Q1. How do you usually start planning for a trip/vacation?

Response: I am not so much of a traveler but do go occasionally. Whenever I decide to go on a trip, I start with setting a budget and letting the trip fit in it while keeping room for sudden changes.

Q2. How do you research for a trip?

Response: I personally rely on experiences of my friends or acquaintances to learn about a location and the trip in general. Then I go over the internet browsing through sites to research a little more, plan and get bookings for the trip. Use resources like Google, Make My Trip and similar others.

Q3. What is the most frustrating part of planning a trip?

Response: For me it is going through so many websites and applications. The confusion of what to go through with is nerve cracking.

Interview Notes #5:

Name: Nanaji **Age:** 55 **Business:** Traditional Kashmiri Clothing **Location:** Dilli Haat INA

Q1: Can you describe your target customer and their typical travel behavior and preferences?

Response: Target customers are International and National Tourists, locals, wide age group, families. About the behavior and preferences, the travelers usually come here for buying souvenirs as the market has everything available from every part of the country, some rare products like Kashmiri pashmina shawls, traditional handmade products, embroidery rugs and clothing, etc.

Q2: What according to you is the popular time or season when you observe surge in tourists/customers?

Response: Usually Winters in when we observe a surge in the number of tourists as the climate in Delhi is cooler as compared to the screeching summer heat. But overall, as Delhi is capital of India with a lot of tourists' places, there are tourist activities throughout the year.

Q3: What challenges do you face in marketing and selling your products/services to travelers?

Response: Market the product to the customers, capture their attention by providing them with a wide range of products. As tourists usually prefer something authentic and of high value, we usually make those products available that reflect the culture and traditions of the country.

Team member #2 name: Vishakha Harkood

Interview Notes #1:

Name: Sonal Khanna

Age: 27

Occupation: Grad Student (BU)

Q1. How do you usually start planning for a trip/vacation?

Response: I usually look up places to visit on Instagram, speak with friends and family that have visited these places. Then roughly takeout the expenses of the trip.

Q2. How do you research for a trip?

Response: I look for online travel websites and travel agents. For flight cheapest price Skiplagged. And for accommodation I preferred to check on website or google reviews.

Q3. What is the most frustrating part of planning a trip?

Response: I always end up with too many websites, too much information which makes me harder to decide which place to visit and what activities to do. Trying to plan for a budget trip and unpredictable weather like Boston also cause frustration planning a trip.

Interview Notes #2:

Name: Jay

Age: 22

Occupation: Grad Student (NEU)

Q1. How do you usually start planning for a trip/vacation?

Response: I usually start planning based on Budget, Friends, Family, Vacations, Weather.

Q2. How do you research for a trip?

Response: I look up for suggestions, Research on Internet, Social Networking Sites (Instagram)

Q3. What is the most frustrating part of planning a trip?

Response: How to plan the whole trip, parents' permission, looking for good destinated location, weather conditions, budget.

Interview Notes #3:

Name: Jasmine

Age: 32

Occupation: Data Engineer

Q1. How do you usually start planning for a trip/vacation?

Response: Look on YouTube, ask my friends about that place. Then roughly takeout the expenses of the trip.

Q2. How do you research for a trip?

Response: For places I check Instagram, online travel websites and travel agents.

Q3. What is the most frustrating part of planning a trip?

Response: With so many options available for transportation, accommodation, activities, and dining, I end up struggling to make decisions about what to do and where to go.

Interview Notes #4:

Name: Shashikant Age: 57 Occupation: Doctor

Q1. How do you usually start planning for a trip/vacation?

Response: I make list of places, ask around people who have already visited that place, plan on budget, look for any nearby hotels.

Q2. How do you research for a trip?

Response: I looked up some websites and climatic condition sometimes through word of mouth or I reach out directly to travel advisor.

Q3. What is the most frustrating part of planning a trip?

Response: Messing up with plans and miss out some nice destined places also planning the whole trip with family and group is most frustrating part.

Interview Notes #5:

Name: Kirsten Age: 36 Occupation: Manager (Boston Tea Party Ships & Museum)

Q1: Can you describe your target customer and their typical travel behavior and preferences?

Response: Most of the customers are tourists who are interested in American history and culture and students on field trips. They are interested in cultural attraction areas and look for recommendations on where to go and what to see, which local cuisine and dining options to choose from.

Q2: What according to you is the popular time or season when you observe surge in tourists/customers?

Response: Generally, summer and fall are the busiest time, we see a lot of families visit and do outdoor activities and watch changed color leaves.

Q3: What challenges do you face in marketing and selling your products/services to travelers?

Response: The challenges we face are balancing education and entertainment as some visitors may be more interested in entertainment than education and vice versa, safety and security concerns, limited target audience, and maintaining consistent revenue during off-seasons and competition.

Team member #3 Brinda Raj L:

Interview Notes #1:

Name: Abhishek Manjunath Age: 23 Occupation: Student

Q1. How do you usually start planning for a trip/vacation?

Response: Research on google and now chatgpt.

Q2. How do you research for a trip?

Response: Considering parameters like places,prices,weather.

Q3. What is the most frustrating part of planning a trip?

Response: Not finding proper credible resources to plan.

Interview Notes #2:

Name: Pooja Padmanabhan Age: 23 Occupation: Working professional

Q1. How do you usually start planning for a trip/vacation?

Response: I start making an analysis if I'm excited about the destination and if I have the budget to do the trip.

Q2. How do you research for a trip?

Response: I research usually on Google and post which I also check on trip advisor websites and I also check with friends if any of them have visited the destination that I'm aiming at.

Q3. What is the most frustrating part of planning a trip?

Response: Convincing all the people to choose a common thing, finding the right resources at one place, other than that planning trips are fun.

Interview Notes #3:

Name: Sathvik Yashas Age: 25 Occupation: Student

Q1. How do you usually start planning for a trip/vacation?

Response: By deciding on a budget, and then deciding a place which can be seen with that money and so on.

Q2. How do you research for a trip?

Response: I usually connect to my friends who have been to that place, later I'll search for reviews about a place on Google or read blogs about a place and others.

Q3. What is the most frustrating part of planning a trip?

Response: Forming an itinerary, finding place to stay.

Interview Notes #4:

Name: K N Srinivas Age: 43 Occupation: Working professional and father of 2

Q1. How do you usually start planning for a trip/vacation?

Response: I usually start playing for trip during holidays to spend time with family and relax from work pressure.

Q2. How do you research for a trip?

Response: Research is mainly based on the place... I search in internet for details and discuss with people to understand more about places to visit and climate conditions which will help plan the trip.

Q3. What is the most frustrating part of planning a trip?

Response: Most frustrating part is the getting common date work for everyone to on trip and concise on single place, as everyone have different view on the place they want to go.

Interview Notes #5:

Name: Kate Beckman Age: 28 Occupation: Manager

Q1: Can you describe your target customer and their typical travel behavior and preferences?

- Red Jacket Resorts Boston's target customers tend to be looking for a combination of comfort, convenience, and values.
- Our target customers include Leisure Travelers, Families, Business travelers and group travelers.
- Leisure travelers prefer amenities like swimming pools, water parks, and other outdoor activities, as well as easy access to local attractions and restaurants. Families prefer family-friendly accommodations like suites or adjoining rooms, as well as activities and amenities geared towards children, such as children's pools, playgrounds, and game rooms. Business travelers prioritize convenience and proximity to work-related activities. They may also value amenities like high-speed internet, business centers, and meeting rooms.

Q2: What according to you is the popular time or season when you observe surge in tourists/customers?

- The resorts usually open in April and the most popular time to visit is the Summers.

Q3: What challenges do you face in marketing and selling your products/services to travelers?

- Competition, Seasonal Fluctuations, Changing Consumer Preferences, Digital Marketing Complexity, Economic Factors are some of the challenges the resort faces in marketing and selling their products.

Team member #4 name: Yuktha Reddy Gaddam

Interview Notes #1:

Name: Shivani

Age: 22

Occupation: Student

Q1. How do you usually start planning a trip/vacation?

Response: I start by deciding on a general location and then look for cheap flights and accommodations.

Q2. How do you research a trip?

Response: To find reasonable deals on flights and accommodations, I usually use online resources like Expedia and Kayak.

Q3. What is the most frustrating part of planning a trip?

Response: The most challenging part for me is taking the time to coordinate everything and make sure I have all the required documentation and information prior to traveling.

Interview Notes #2:

Name: Teja

Age: 26

Occupation: Software Developer

Q1. How do you usually start planning a trip/vacation?

Response: I typically start by looking for a destination and then research activities and attractions nearby.

Q2. How do you research a trip?

Response: I mostly rely on recommendations from friends and family, as well as travel blogs and Instagram accounts.

Q3. What is the most frustrating part of planning a trip?

Response: Trying to coordinate everyone's schedules and find a time that works for everyone to travel together is the most challenging aspect for me.

Interview Notes #3:

Name: Pranavi

Age: 32

Occupation: Marketing Manager

Q1. How do you usually start planning a trip/vacation?

Response: Pranavi usually starts planning her trips by deciding on a destination and setting a budget for her travels. She will also consider the time of year and weather conditions.

Q2. How do you research a trip?

Response: To find inspiration and recommendations for her trips, Pranavi often consults travel blogs, review sites, and social media sites. Furthermore, she likes to compare prices and deals on different travel booking websites.

Q3. What is the most frustrating part of planning a trip?

Response: For Pranavi, the most frustrating part of planning a trip is coordinating logistics, such as transportation and accommodations, and making sure everything fits into her budget.

Interview Notes #4:

Name: Pooja

Age: 27

Occupation: Teacher

Q1. How do you usually start planning for a trip/vacation?

A: I typically start by choosing a destination based on my budget, time off work, and what I want to do and see. Then I research flights, hotels, and activities to create an itinerary.

Q2. How do you research a trip?

A: I use a variety of sources to research a trip, such as travel websites, guidebooks, and social media. I also like to read reviews and blogs from other travelers to get ideas and recommendations.

Q3. What is the most frustrating part of planning a trip?

A: For me, the most frustrating part is making decisions about where to be and what to do, especially if I'm traveling with others who have different preferences. It can be overwhelming to narrow down options and create an itinerary that satisfies everyone.

Interview Notes #5:

Name: Maria

Age: 33

Occupation: Owner of a food tour company

Q1: Can you describe your target customer and their typical travel behavior and preferences?

Response: Our target customers are foodies and travelers who are looking to explore the local cuisine and culture. They often prefer to stay in the city center or in trendy neighborhoods, and they value unique food experiences and learning about the history and culture behind the dishes.

Q2: What according to you is the popular time or season when you observe surge in tourists/customers?

Response: We see a surge in customers during the summer months and around the holidays, as well as during big events and festivals in the area. We also see some business during the slower winter months with customers who are interested in indoor food experiences.

Q3: What challenges do you face in marketing and selling your products/services to travelers?

Response: One of the biggest challenges is keeping our tours fresh and exciting to attract repeat customers and word-of-mouth recommendations. We also have to stay on top of the latest food trends and local hotspots to make sure our tours are up-to-date and relevant. Additionally, we have to reach new customers through targeted marketing and partnerships with hotels and other travel companies.

Team member #5 name: Rakshitha A S

Interview Notes #1:

Name: Renita Mendonca Age: 47 Occupation: Owner, Dates & Olives Restaurant

Q1. Can you describe your target customer and their typical travel behavior and preferences?

Response: Our establishment primarily targets locals and travelers who stop midway in Boston. We also serve customers within a 20 km radius who order online. Seasonal trends show increased business during the festive months, but a slowdown during the budget-conscious new year. Customized meals and wraps are our popular orders, with a focus on authentic Greek and Middle Eastern cuisine, influenced by travel stories.

Q2. What according to you is the popular time or season when you observe a surge in tourists/customers?

Response: We experience high customer traffic during 4-5 time spans, including Christmas & New Years, Thanksgivings, summer holidays, and July 4th week. March to August is a thriving period, but winter months can impact business due to seasonal unpredictability. Non-locals tend to visit during the summer break.

Q3. What challenges do you face in marketing and selling your products/services to travelers?

Response: Having a strong social media presence and SEO is crucial for success in the food business, as it can attract customers and indirectly influence their choices. Non-local travelers may be hesitant to order in large quantities or stick to one location, so I utilize social media and local influencers to promote my business. Additionally, I encourage private events at my location without charging a fee to generate positive word-of-mouth publicity.

Interview Notes #2:

Name: Kashi Raman Age: 23 Occupation: Graduate Student

Q1. How do you usually start planning a trip/vacation?

Response: First I research where I want to go considering the budget. Then I get the list of places to visit, then book a hotel, and maybe plan the transportation.

Q2. How do you research a trip?

Response: Mostly Google. Sometimes travel agents & ask people who've visited those places before.

Q3. What is the most frustrating part of planning a trip?

Response: Deciding on the places to visit and making the plan. The list of places to visit is endless and its impossible to discuss and decide/reach consensus among friends.

Interview Notes #3:

Name: Srusti Sain Age: 26 Occupation: R&D Engineer

Q1. How do you usually start planning a trip/vacation?

Response: When planning a trip, one of the first things that I consider is my budget and the climate preferences for the destination. I typically start by researching potential locations online, looking for information on the average temperature and weather patterns during the time of year that I am planning to travel.

Q2. How do you research a trip?

Response: I look for reviews and recommendations from other travelers, as well as information on local attractions, accommodations, and dining options on travel websites and travel vlogs on social media.

Q3. What is the most frustrating part of planning a trip?

Response: When I am not able to find suitable places or activities that fit within my budget, planning the itinerary can be a frustrating experience.

Interview Notes #4:

Name: Ranjit Loganathan

Age: 38

Occupation: Manager, PwC

Q1. How do you usually start planning a trip/vacation?

Response: To plan a trip, I consider the purpose, destination, and budget, while also considering my work schedule to determine the best time to take time off. Then, I make arrangements for transportation, accommodation, and activities based on these factors.

Q2. How do you research a trip?

Response: When researching a trip, I rely on travel websites, guidebooks, social media, and recommendations from others. I review accommodations and attractions to ensure they meet my preferences and budget and create a well-planned itinerary.

Q3. What is the most frustrating part of planning a trip?

Response: The most frustrating part of planning a trip is dealing with unexpected changes, such as flight cancellations or hotel reservation changes.

Interview Notes #5:

Name: Shivangi Prerna

Age: 25

Occupation: Junior Architect

Q1. How do you usually start planning a trip/vacation?

Response: Filter places by affordability, modes of travel and check out which places have more activities to offer and then decide destination based on these factors.

Q2. How do you research a trip?

Response: Ask people around about their travel experiences and check on different websites on google.

Q3. What is the most frustrating part of planning a trip?

Response: Booking places, coordinating commute through the trip and deciding on a destination.