



Futuristic AR/VR Solution for Travel Planning

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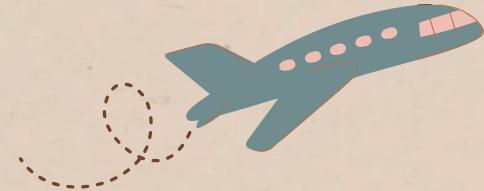
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01 Discover

Understanding the **travel industry** by identifying **user needs**, analyzing trends, studying competitors, and uncovering challenges and opportunities.

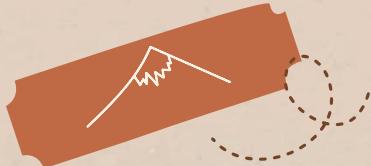


Travel and Tourism

An Introduction



- ▶ The travel and tourism industry is one of the **largest** and **fastest-growing** sectors worldwide.
- ▶ **Market Size (2025):** Expected to reach **\$11.45 trillion**.
- ▶ **Growth Drivers:**
 - Increasing **disposable income**.
 - Improved **travel infrastructure**.
 - Growing interest in **personalized experiences**.



Trending Technologies

Travel & Tourism

01

Virtual Reality

Virtual tours,
immersive booking
experiences.



02

Augmented Reality

Real-time navigation,
interactive city guides.

03

Artificial Intelligence

Personalized
recommendations,
chatbots, dynamic pricing.



Trending Technologies

Travel & Tourism



04 Blockchain

Secure payments,
verified traveler
identities.

05

Contactless Technology

QR check-ins, digital payments,
biometric boarding.



06

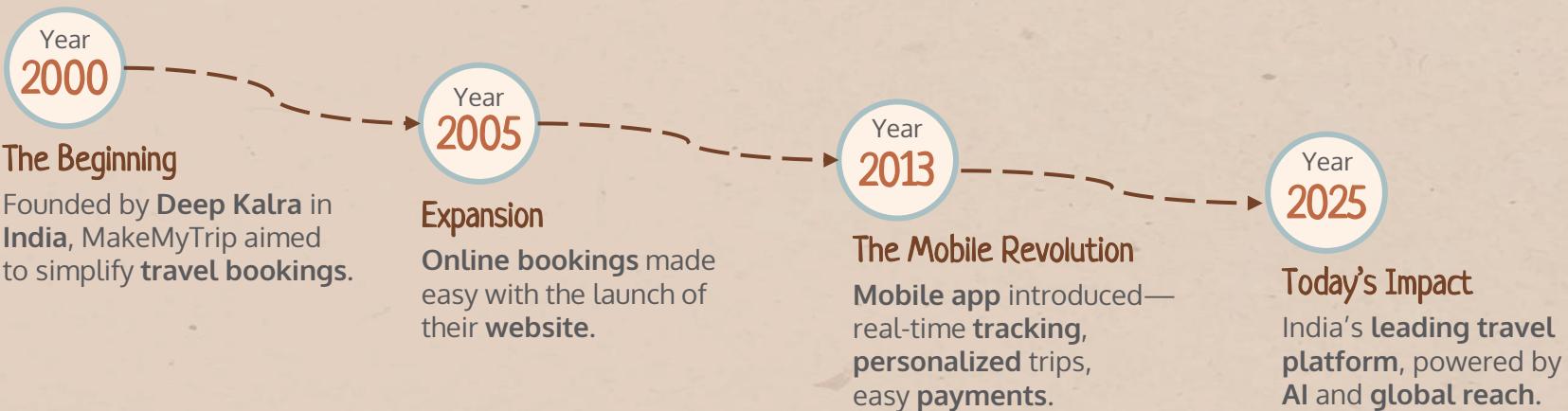
Generative AI

Itinerary suggestions,
dynamic packages,
AI support.

MakeMyTrip

An Introduction

MakeMyTrip is India's leading online **travel company**. It offers a one-stop solution for **all travel needs**.



Offerings

MakeMyTrip



Flight Bookings

Domestic and international flights with flexible options.



Hotel Reservations

Wide range of hotels from budget to luxury.



Holiday Packages

Customized travel packages for family, honeymoon, and more.



Bus & Train Bookings

Easy booking for buses and trains across India.



Car Rentals

Rent cars for self-drive or chauffeur-driven trips.



Travel Insurance

Protection for trip cancellations, medical emergencies, etc.



Competitors Overview



Expedia

Global travel platform for flights, hotels, cars, and vacation packages.



Booking.com

Leading hotel and flight booking site with flexible options.



Airbnb

Unique accommodations and local experiences directly from hosts worldwide.



Google Travel

Aggregates flights, hotels, and activities with smart recommendations.



TripAdvisor

Review-based platform for hotels, restaurants, and travel experiences.



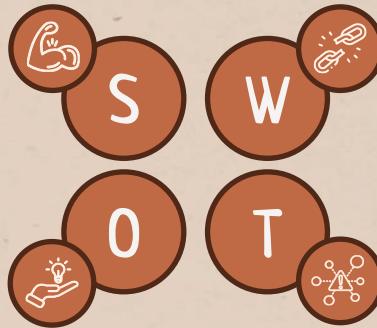
Cleartrip

Indian-based platform for booking flights, hotels, and trains.

SWOT Analysis

Expedia

- Strong global presence
- Brand Recognition
- Comprehensive travel packages
- Established loyalty program
- Growth potential in emerging markets.
- Partnerships with airlines and hotels for exclusive deals.



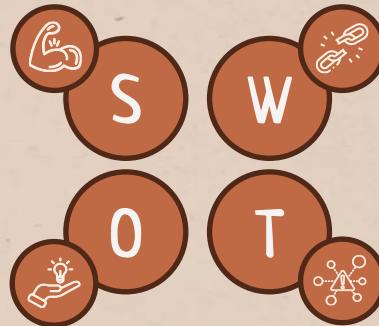
- Lack of deep personalization for trip planning.
- Inconsistent customer service across regions.
- Rising competition from Google Travel and Booking.com.
- Economic fluctuations affecting travel demand.

Expedia dominates the **travel market** with strong offerings but lacks **personalization**. Growing **AI-driven planning** and **partnerships** can boost its edge, but **competition** is tough.

SWOT Analysis

Booking.com

- Extensive accommodation inventory with global reach.
- Strong brand trust and user loyalty.
- Expansion into flight and transport bookings.
- AI-driven personalized recommendations for better trip planning.



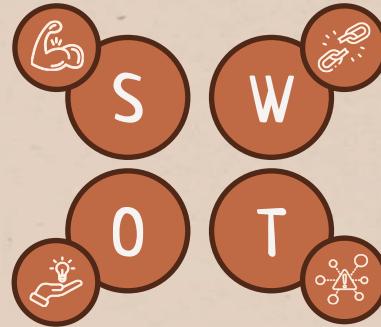
- Limited focus on integrated travel experiences.
- High service fees for partners.
- Competition from Airbnb and direct hotel bookings.
- Changing travel trends affecting hotel stays.

Booking.com excels in accommodation booking but lacks a connected travel experience. Expanding AI-driven personalization and transport integration can boost its competitive edge.

SWOT Analysis



- Unique, local, and personalized travel experiences.
- Strong community-driven.
- Wide variety of accommodations
- Expansion into flight and experience bundles.
- Leveraging AR/VR for immersive virtual property tours.



- Regulatory challenges in key markets.
- High service fees for both hosts and guests.
- Increasing government regulations on short-term rentals.
- Competition from hotels and traditional booking platforms.

Airbnb thrives on **unique stays** but faces **regulatory challenges**.

Expanding **AR/VR experiences** and **bundling travel services** can strengthen its **market position**.

How Users Plan Their Trips

01

Initial Research Phase

Start with Google, YouTube, Instagram for destination ideas.



02

Package Preferences

Users prefer all-in-one bundles (flights + hotel + experiences).



03

Platform Usage

Majority use mobile apps for browsing and booking.



04

Itinerary Building

Users often plan personalized itineraries on their own.



05

Reviews & Ratings

Heavily rely on user reviews and ratings.



Pain Points in Travelling

01

Overwhelming Information

Users face decision fatigue due to too many options and lack of clear comparisons.

02

Limited Personalization

Most packages feel generic; users want trips tailored to interests, budgets, and travel styles.

03

Switching Between Apps

Travelers frequently jump between platforms for booking, reviews, and itinerary planning.

04

Time-Consuming Process

Users are frustrated by extra charges and missing info like visa rules or local guidelines.

05

Hidden Costs & Transparency

Trip planning takes too long, especially for new travelers, causing them to give up.



Trends in Travel Booking

Mobile-first mindset

Users now prefer planning and booking trips directly from their phones.



Social media inspiration

Instagram reels and YouTube vlogs are driving travel decisions.



Rise in last-minute bookings

More travelers are planning spontaneous trips with minimal lead time.



Shift toward experiences

Users expect free cancellations, refunds, and adjustable travel plans.



Flexibility is key

Travelers prefer meaningful, local experiences over generic sightseeing.

AR/VR in Travel

Virtual destination previews

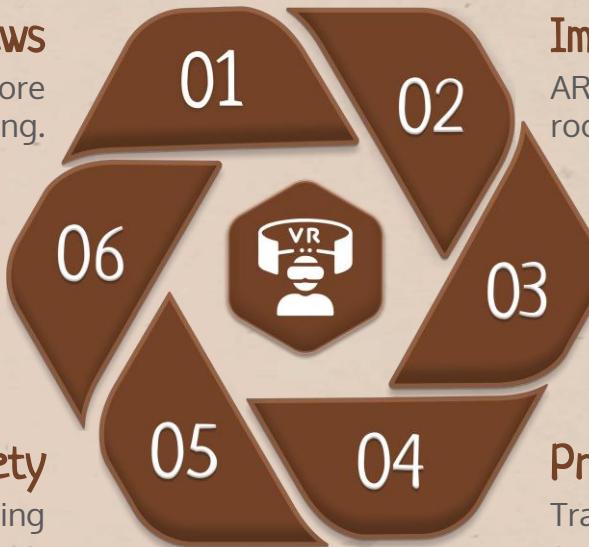
Users can explore places in 360° before making a booking.

Cultural experiences from home

Virtual heritage tours and festivals give a taste of local culture.

Reduced decision anxiety

Users now prefer planning and booking trips directly from their phones.



Immersive hotel tours

AR/VR lets travelers walk through hotel rooms virtually.

AR navigation at destinations

On-trip AR guides help with maps, translations, and hidden gems.

Pre-trip planning with immersion

Travelers feel connected to the journey even before it begins.

Personalization Demand

One-size-fits-all is outdated

Users expect experiences tailored to their interests and mood.

01

AI suggestions feel smarter

Travelers want recommendations based on preferences, not popularity.

02

Custom trip planning is rising

People prefer building their own itineraries over fixed packages.

03



04

Adaptive pricing expectations

Users look for deals aligned with their budget and flexibility.

05

Personalized reminders/updates

Smart alerts for weather, delays, or events enhance user trust.

06

Mood-based experiences

Travelers explore based on vibe – adventure, chill, cultural, romantic.

Stakeholder Mapping

Onion Model

Intermediate Layer

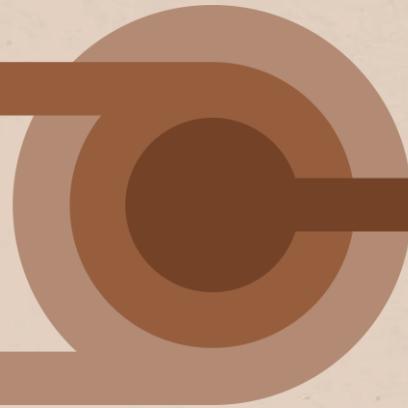
- Travel Agencies
- Tour Operators
- Hotels/Accommodation Providers
- Customer Support Teams

Surface Layer

- Marketing & Sales Teams
- Investors/Business Stakeholders
- Travel Influencers/Vloggers
- Frequent Travelers

Core Layer

- Travelers
- MakeMyTrip Product/Business Team



Personal Interview Questions

Primary Research

- How do you usually plan a trip?
- What platforms or tools do you use?
- Have you felt overwhelmed? What caused it?
- Do you prefer fixed package or custom plans?
- What features do you wish existed?
- Have you experienced AR/VR?
- What ruins or delays your trip planning?
- Would you feel confident booking if you could explore virtually?



Personal Interview Insights

Primary Research

- Most users **search online, compare multiple sites**, but feel **confused and overwhelmed by scattered information**.
- **80% of users** start with **Google searches**, then move to **MakeMyTrip, Booking.com, and YouTube** for reviews.
- Many users feel **overwhelmed** due to **too many package options, hidden costs, and lack of real visuals** of destinations.
- **70% prefer customized trips** but **struggle** because options are **poorly visualized**.
- Lack of transparent information, fake images, and complicated comparisons add to the confusion.
- Only a few have used AR/VR in gaming but are **excited to use it in travel**.



02 Define





Rohan Mehta

Age : 27

Occupation : IT Professional

Location : Bangalore, India

Income : ₹9 LPA

Travel Type : Frequent
Domestic

Bio:

Rohan is a tech-savvy professional who loves to explore new places during **long weekends** and **company vacations**. He usually travels with **friends** or his **partner** and prefers **personalized experiences** over **generic travel packages**.

Goals:

- Find **well-reviewed, safe, and personalized** travel options
- **Save time** during trip planning
- **Explore destinations virtually** before booking
- Book everything from **one platform** — flights, stay, sightseeing

Frustrations/Pain Points:

- **Overwhelmed** by too many options
- Can't fully trust hotel images and package reviews
- Gets confused comparing multiple platforms
- Finds trip planning too time-consuming
- Wants more visual clarity and immersive planning

Tech Comfort Level:

Very comfortable with digital tools, open to trying AR/VR



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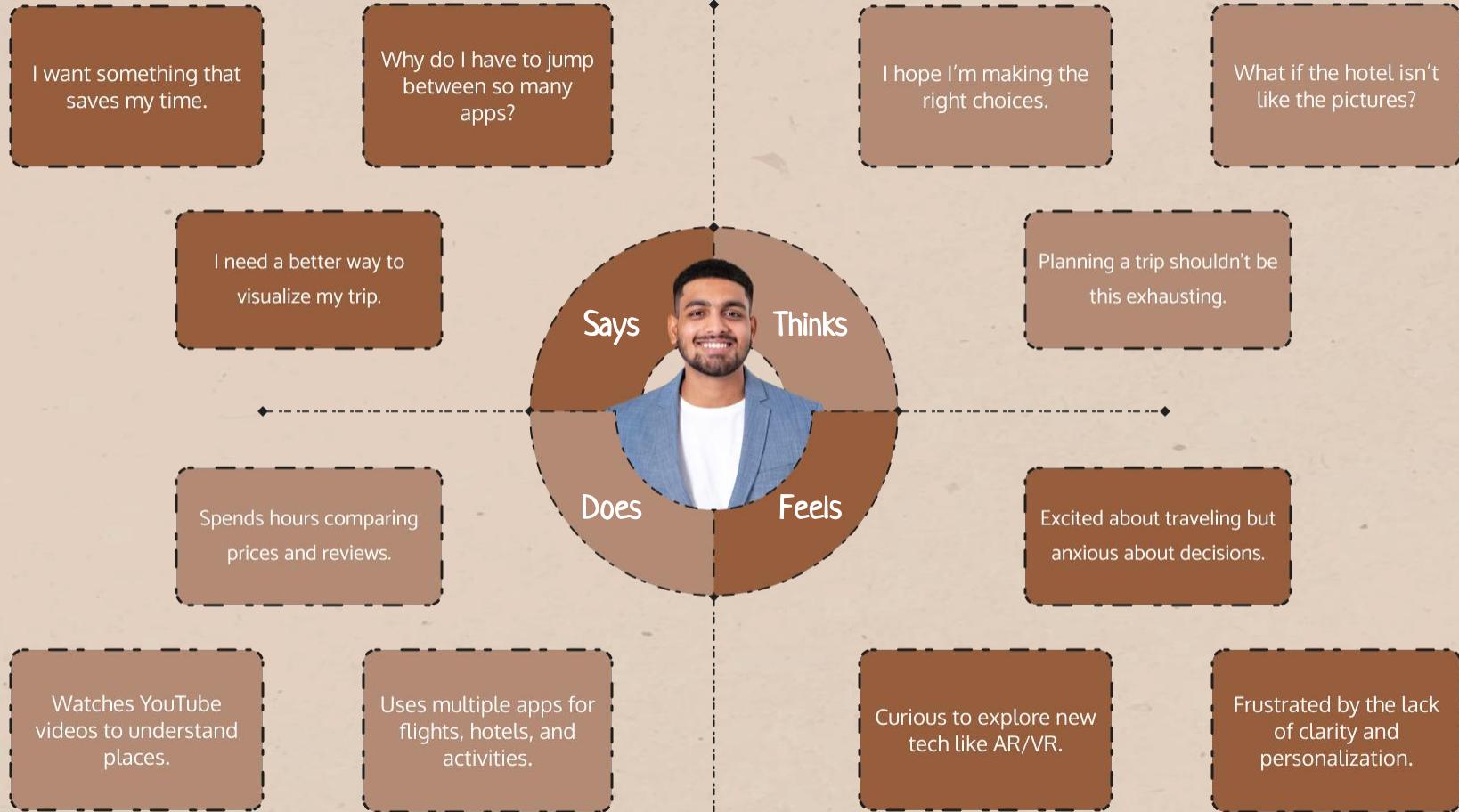
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Customer Journey Map (as is)

	TRIP INSPIRATION	RESEARCH & PLANNING	BUDGETING	BOOKING	PRE-TRIP PREP	ON TRIP
ACTION	Browses Instagram, YouTube, travel blogs for ideas.	Checks MMT, Google, blogs for places & costs.	Calculates flight + hotel + activities manually.	Books from different platforms, cross-verifies reviews.	Finalizes itinerary, packs, checks weather & docs.	Follows itinerary, adjusts based on live situations.
TOUCHPOINTS	<ul style="list-style-type: none"> Social media Content platforms 	<ul style="list-style-type: none"> Travel sites. Review blogs 	<ul style="list-style-type: none"> Notes Spreadsheets Calculator 	<ul style="list-style-type: none"> MMT Airbnb Booking.com 	<ul style="list-style-type: none"> Calendar Checklist apps 	<ul style="list-style-type: none"> Google Maps Guides Local Apps
PAIN POINTS	Too many sources, no clear direction.	Scattered info, not personalized, no immersive experience.	No single-view costing, hidden charges.	Needs multiple logins, lack of trust, no previews.	Scattered info, can't preview actual journey.	Real experience doesn't match expectations.
OPPORTUNITIES	Curate personalized inspiration using interest-based filters or mood boards.	Introduce AR-based previews, AI-driven suggestions, and all-in-one planning.	Provide a visual cost breakdown & auto-calculated budget view.	Enable VR tours of hotels, AR package comparisons, single-login booking.	Offer a 360° itinerary walkthrough with interactive weather & checklist tools.	Add AR travel guides, live trip assistance, adaptive suggestions.
FEELINGS						

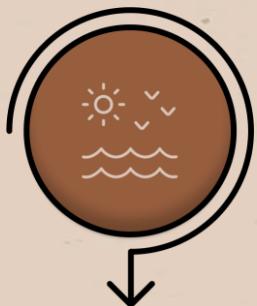
Problem Statement

Planning a trip is often **fragmented** and **overwhelming** for users due to **scattered information**, **lack of personalization**, and **limited immersive previews**. This leads to **confusion**, **decision fatigue**, and **uncertainty** during the travel planning and booking process.

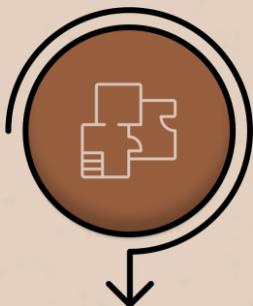


How Might We

Statements



How might we reduce the overwhelming nature of travel planning for users?



How might we centralize fragmented information into a single, seamless experience?



How might we personalize trip planning based on user preferences and behavior?



How might we use AR/VR to provide immersive previews of destinations and stays?



How might we help users make confident decisions without the fear of missing out or poor choices?

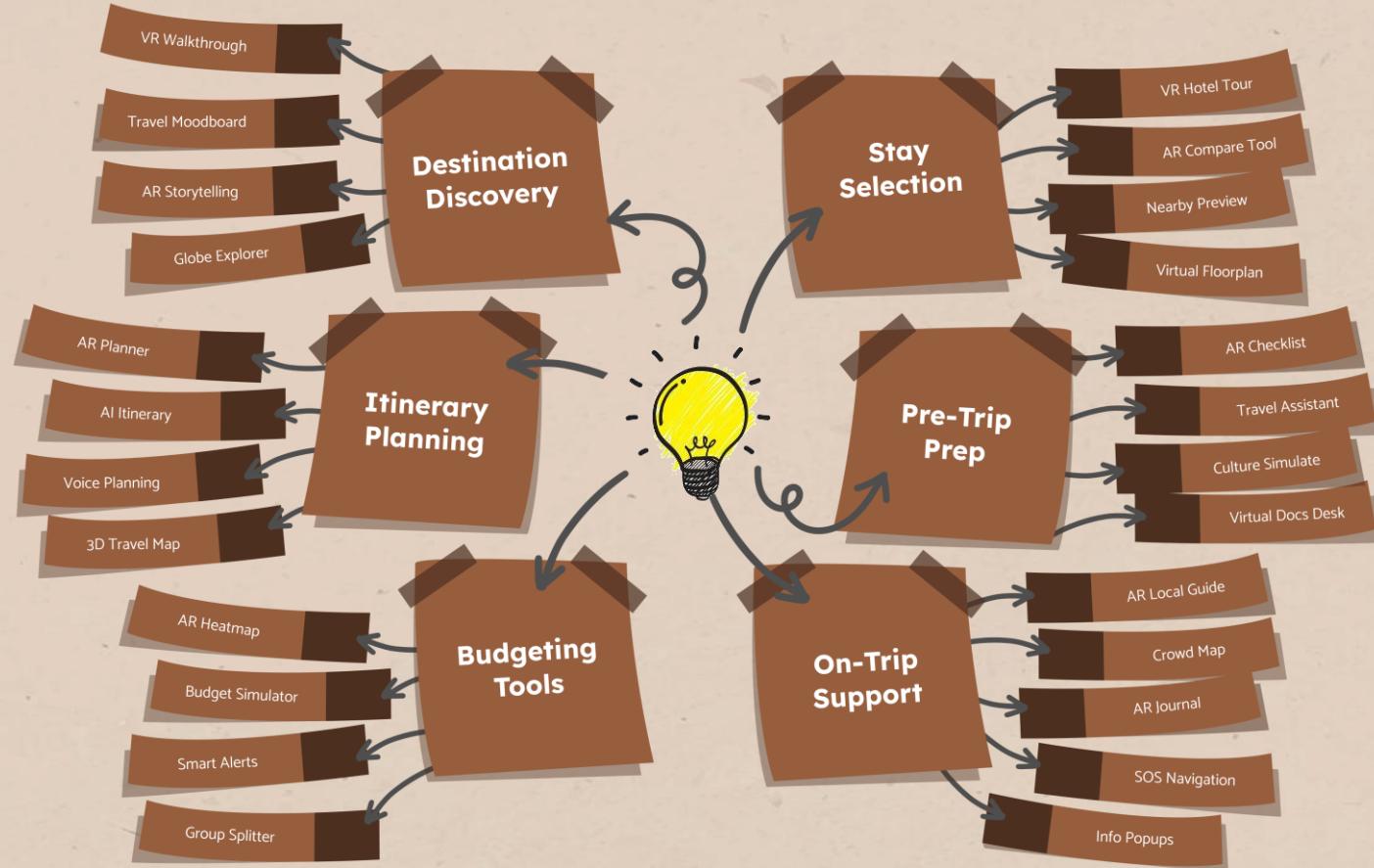


03

Dream



Brainstorming



Feasibility

- **Higher conversions** through immersive AR/VR previews of trips.
- **Increased engagement time** → Better chances of booking.
- Opportunity to offer **premium add-ons** (e.g., VR previews, AR-based guides).
- Enhances **brand perception** as an innovative platform.
- Encourages **user-generated content** (travel journaling via AR).
- Allows for **strategic partnerships** (e.g., VR content from tourism boards or hotels).
- Can target **tech-savvy travelers** & Gen Z/Millennials more effectively.



Viability

- **Higher conversions** through immersive AR/VR previews of trips.
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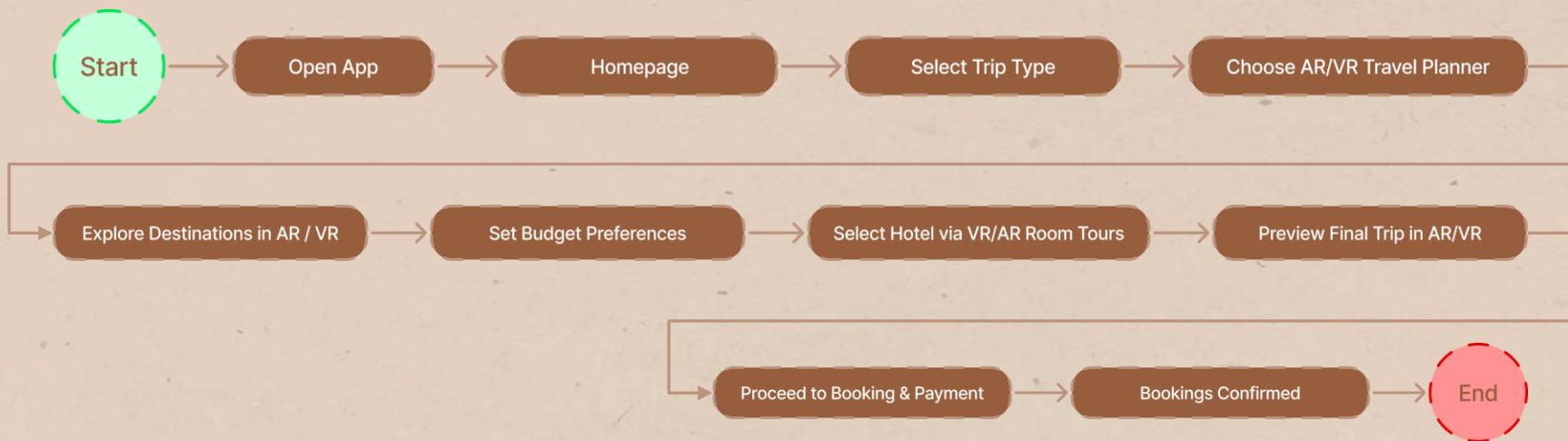
Desirability

- Users want a **more engaging** way to explore holiday packages.
- They often **feel overwhelmed** with too many options and no clarity.
- Need for **trust**: Realistic previews build **confidence** in decisions.
- Travelers want **personalized planning** without doing tons of research.
- Younger users love **tech-driven experiences** (AR/VR feels futuristic).
- Planning with family/friends is easier when visuals are **shared**.



Task Flow

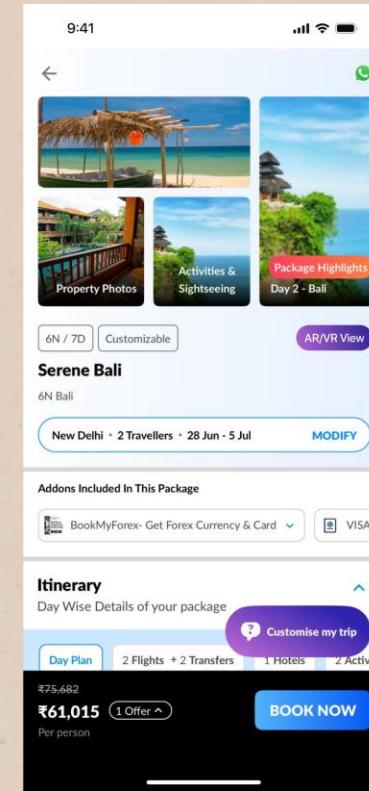
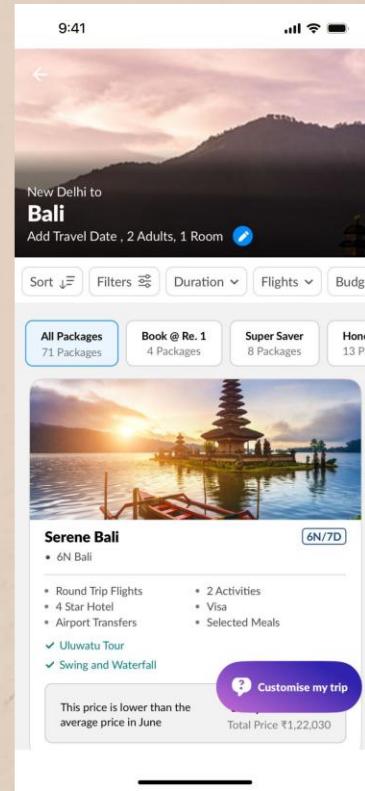
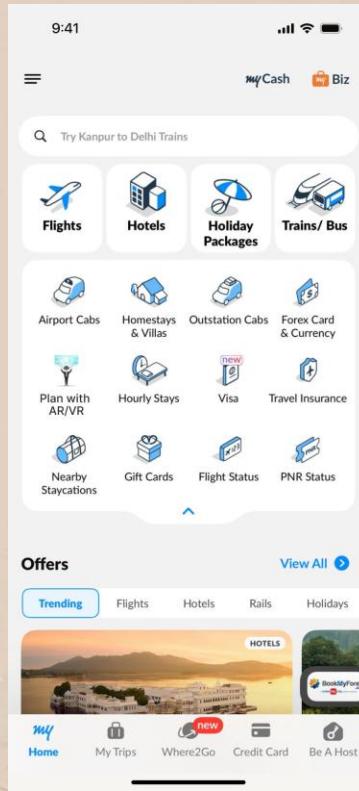
A user opens the MakeMyTrip app to plan a vacation with friends. They select the trip type and choose the new **AR/VR Travel Planner** feature. Using immersive previews, they explore destinations, set their budget, and take a virtual tour of hotels. After customizing and finalizing the trip in AR/VR, they proceed to book.



04 Design



Wireframes Concept Visualization



Thank you