

# Futuristic AR/VR Solution for Travel Planning

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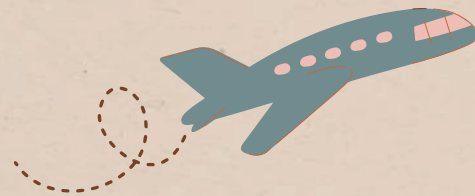
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# 01 Discover

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

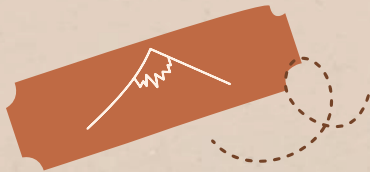


# Travel and Tourism

## 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

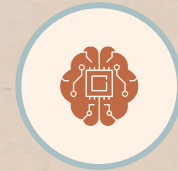
## Augmented Reality

Real-time navigation,  
interactive city guides.

03

## Artificial Intelligence

Personalized  
recommendations,  
chatbots, dynamic pricing.



# Trending Technologies

Travel & Tourism

05

## Contactless Technology

QR check-ins, digital payments,  
biometric boarding.



04

## Blockchain

Secure payments,  
verified traveler  
identities.



06

## Generative AI

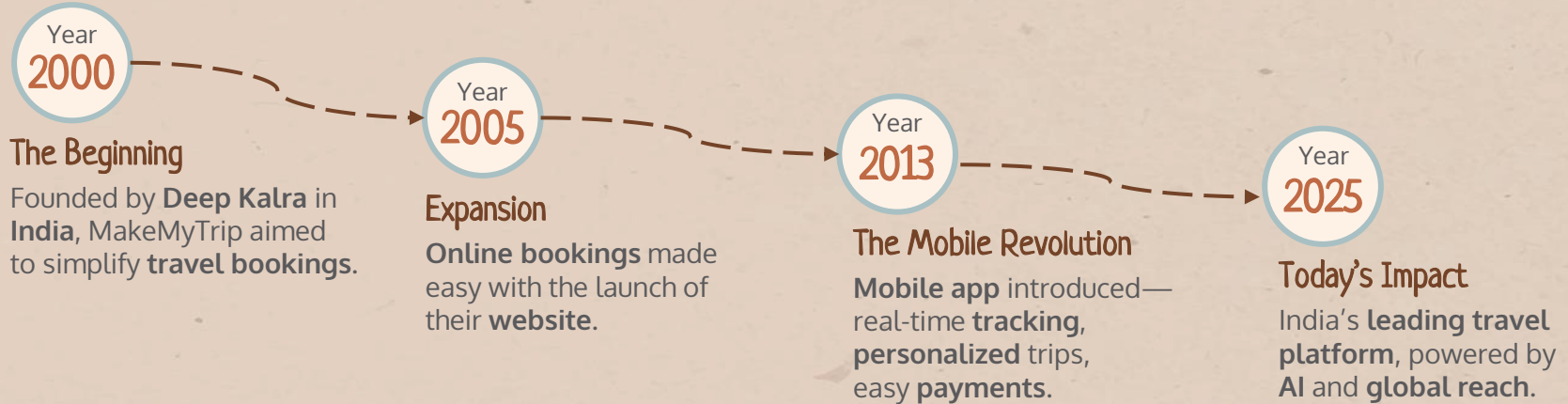
Itinerary suggestions,  
dynamic packages,  
AI support.



# 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.



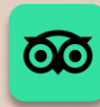
Airbnb

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.



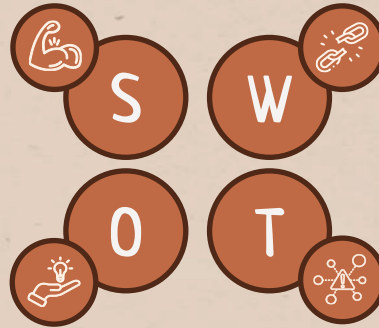
Cleartrip

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.



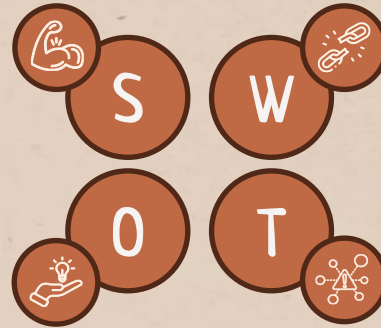
- Lack of deep personalization for trip planning.
- Inconsistent customer service across regions.
- Rising competition from Google Travel and Booking.com.
- Economic fluctuations affecting travel demand.

**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.



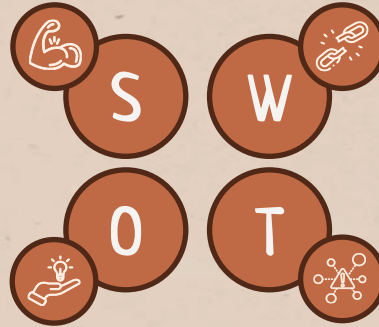
- Limited focus on integrated travel experiences.
- High service fees for partners.
- Competition from Airbnb and direct hotel bookings.
- Changing travel trends affecting hotel stays.

**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.

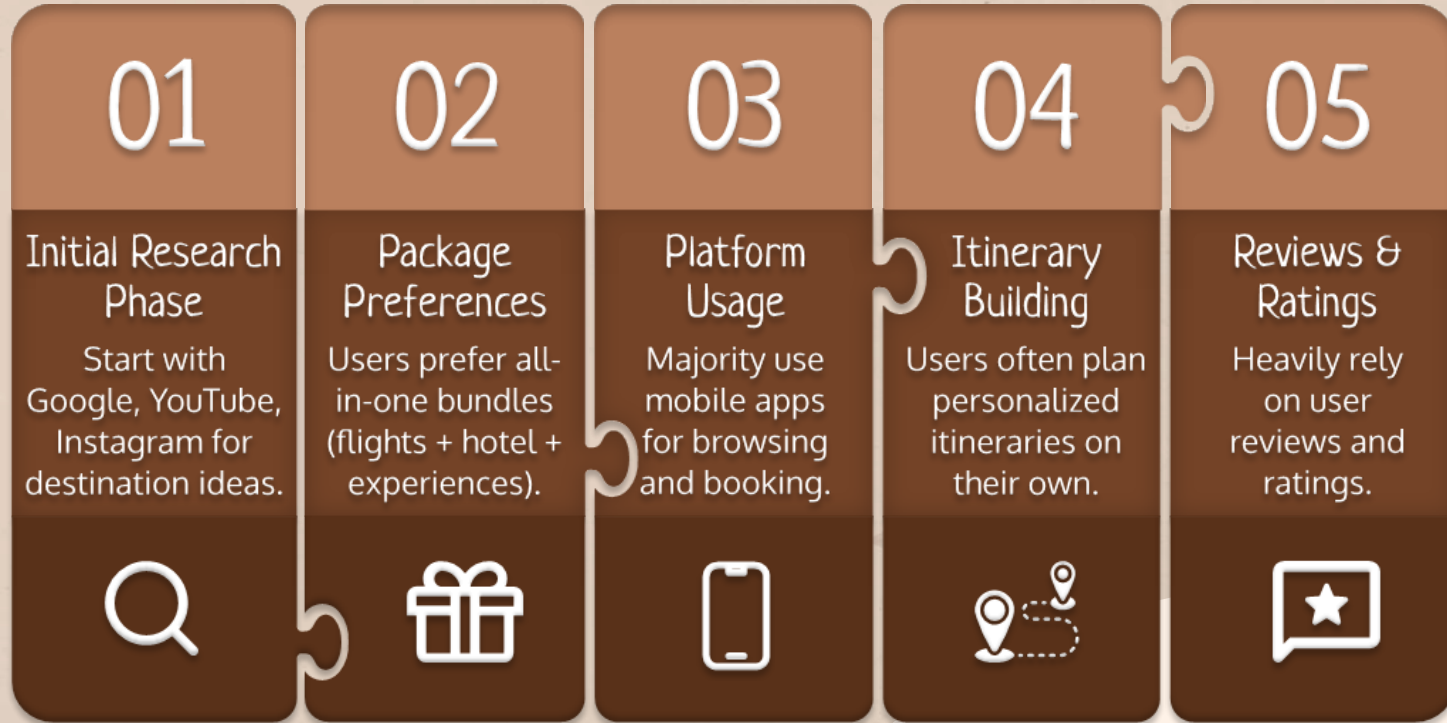


- Regulatory challenges in key markets.
- High service fees for both hosts and guests.
- Increasing government regulations on short-term rentals.
- Competition from hotels and traditional booking platforms.

**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



# 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.



## Rise in last-minute bookings

More travelers are planning spontaneous trips with minimal lead time.

## Social media inspiration

Instagram reels and YouTube vlogs are driving travel decisions.



## AI-driven personalization

Smart recommendations based on user behavior are becoming a norm.

## 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

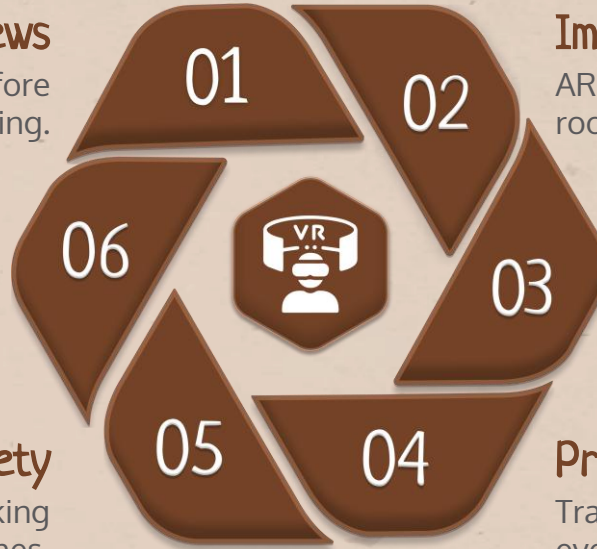
Users can explore places in 360° before making a booking.

## 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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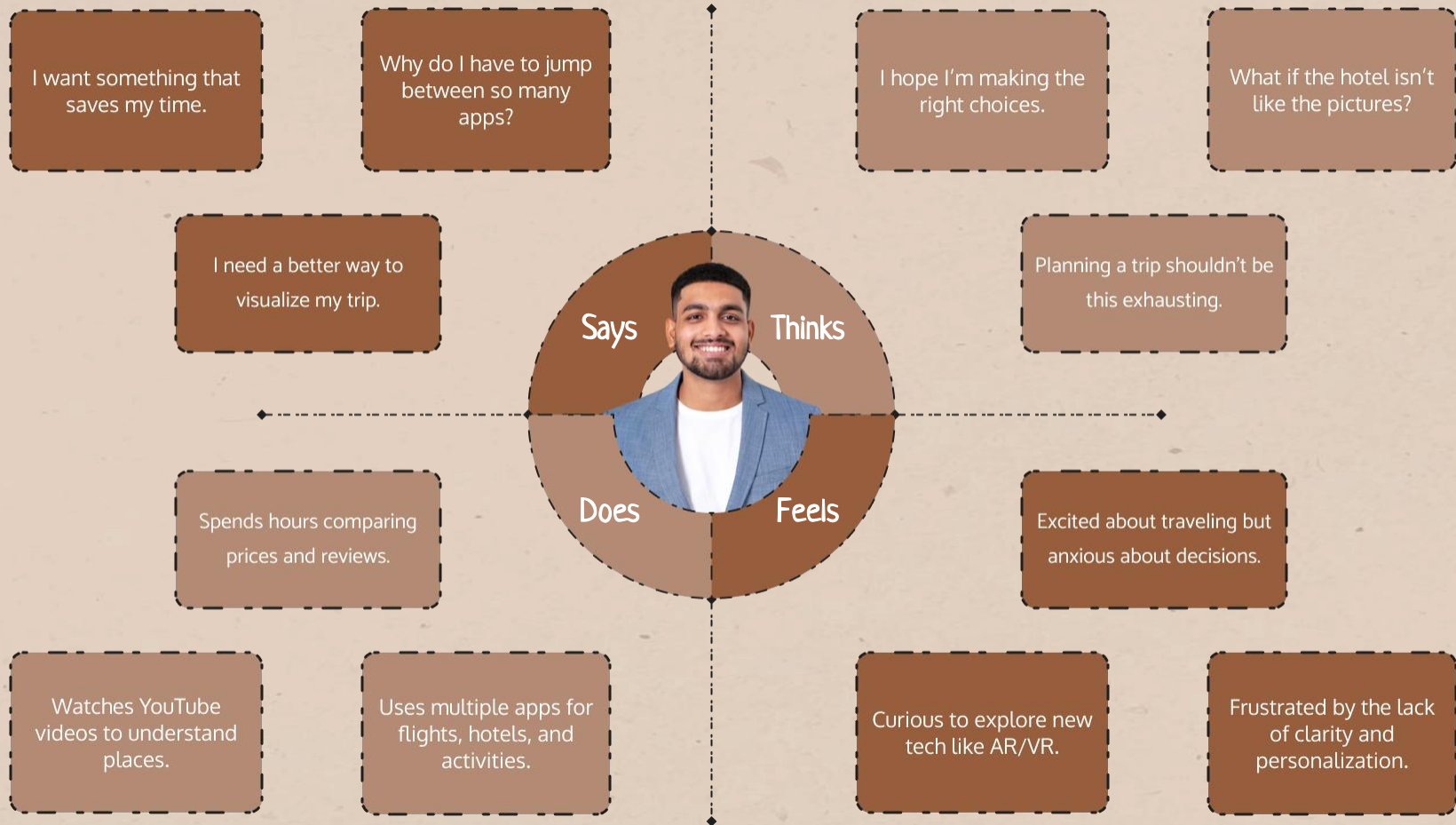
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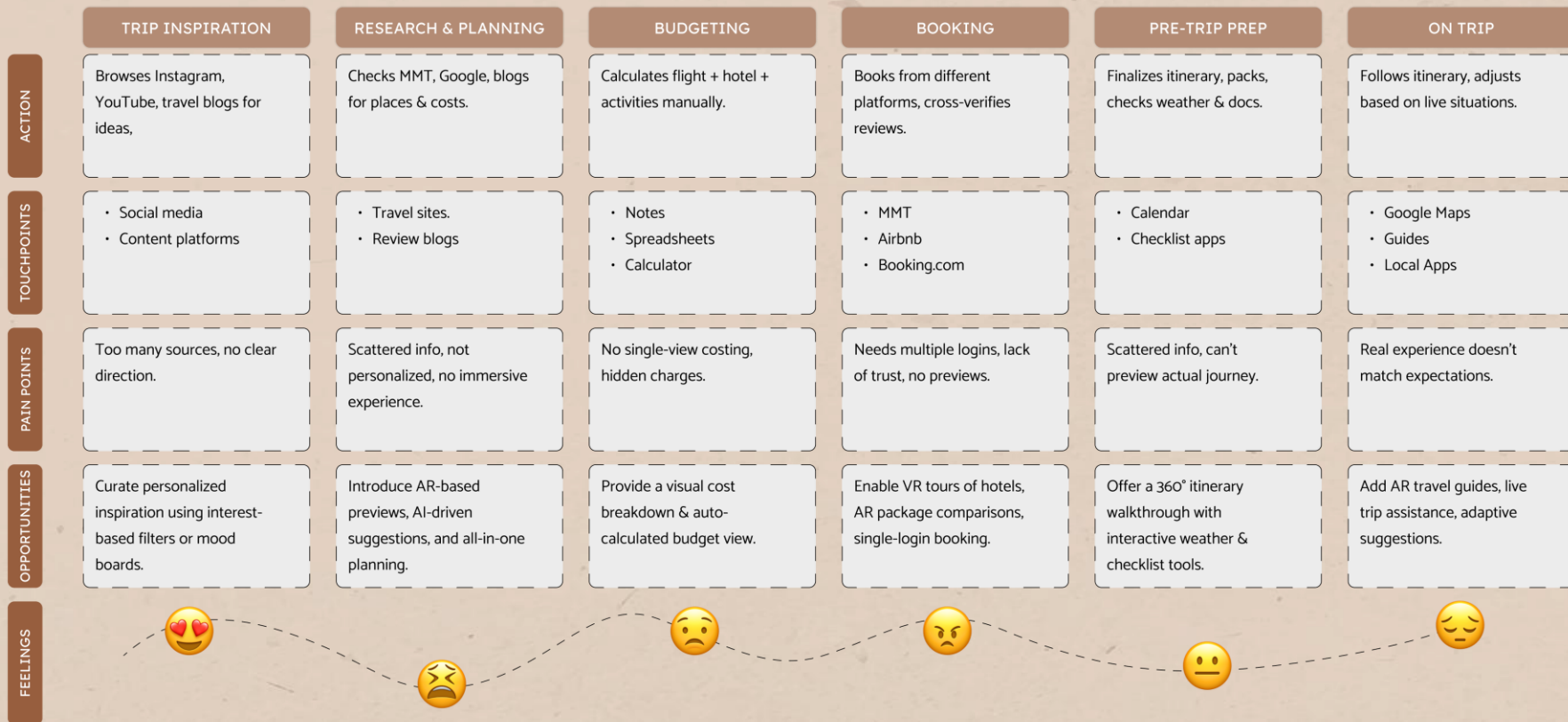
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# Customer Journey Map (as is)



# Problem Statement

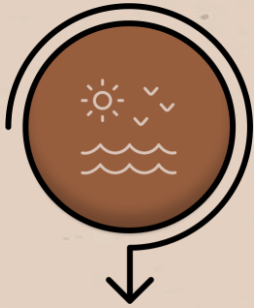
Planning a trip is often **fragmented** and **overwhelming** for users due to **scattered information**, **lack of personalization**, and **limited immersive previews**. This leads to **confusion**, **decision fatigue**, and **uncertainty** during the travel planning and booking process.





# How Might We

## Statements



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



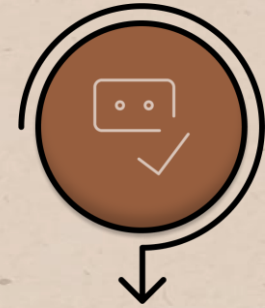
How might we  
centralize  
**fragmented  
information** into a  
single, seamless  
experience?



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?



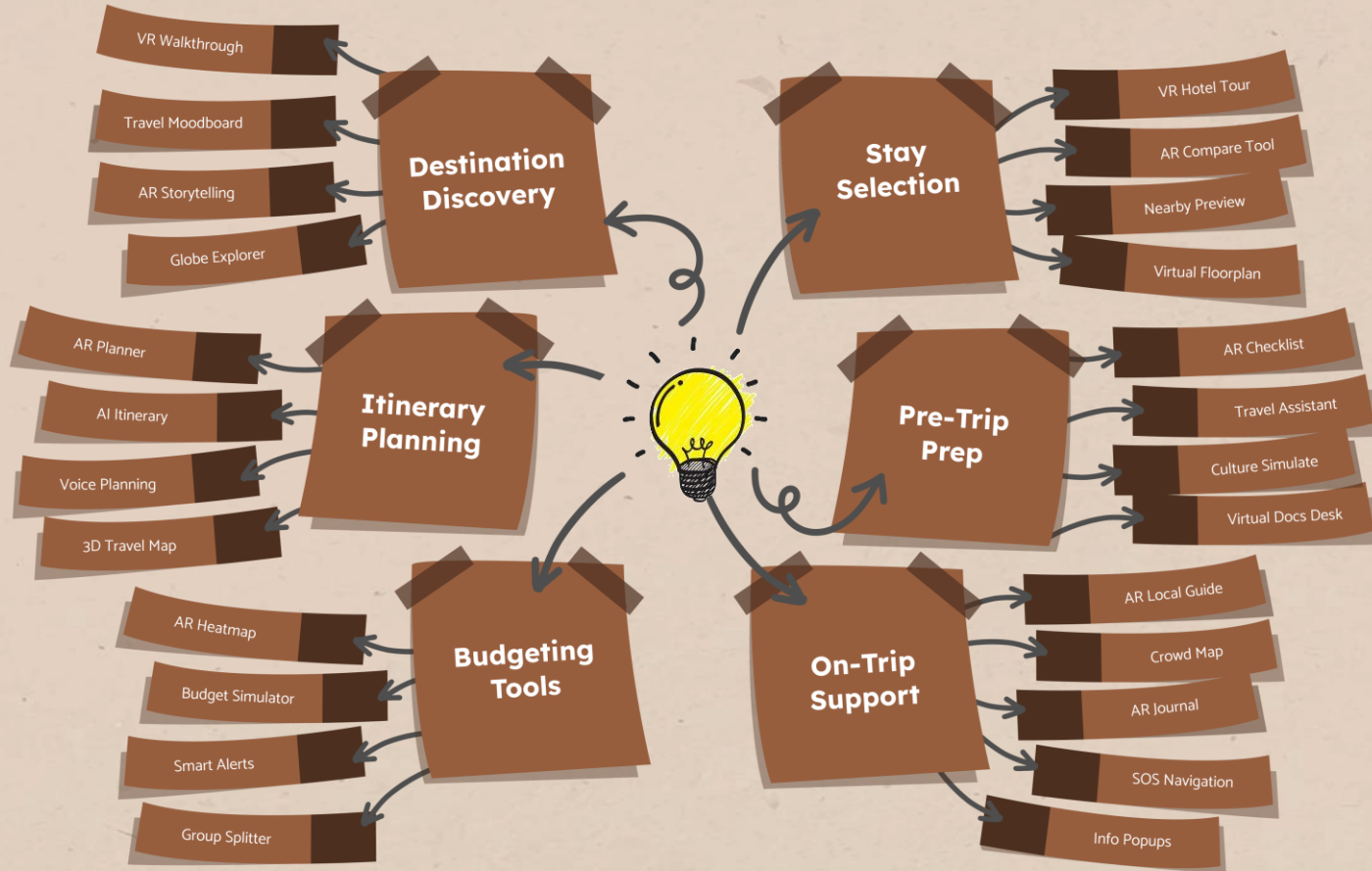
How might we  
help users make  
**confident  
decisions** without  
the fear of missing  
out or poor  
choices?



# 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

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# Desirability

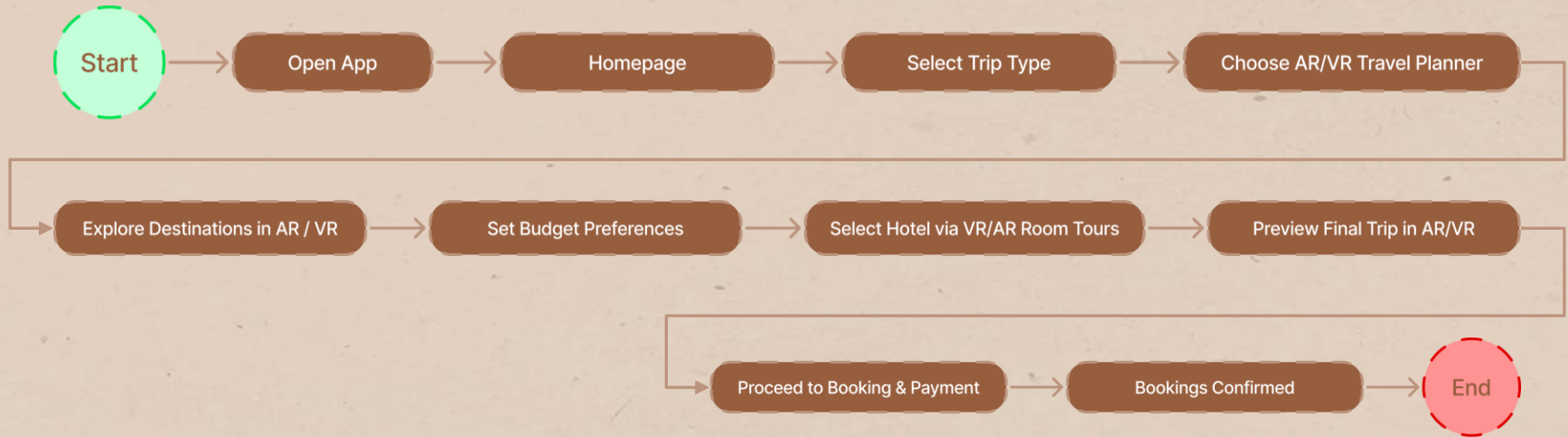
- Users want a **more engaging** way to explore holiday packages.
- They often **feel overwhelmed** with too many options and no clarity.
- Need for **trust**: Realistic previews build **confidence** in decisions.
- Travelers want **personalized planning** without doing tons of research.
- Younger users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





# Task Flow

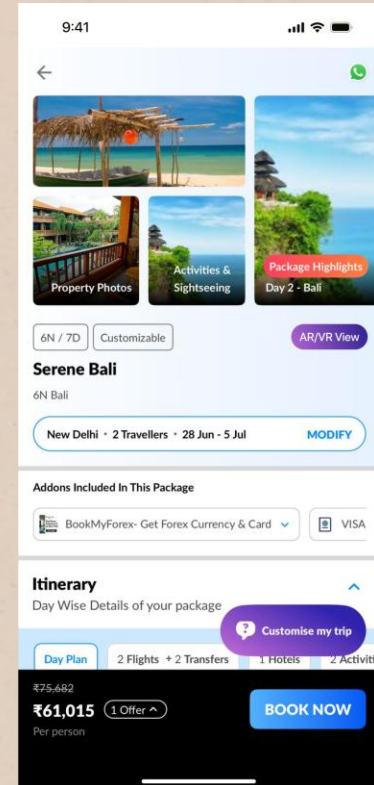
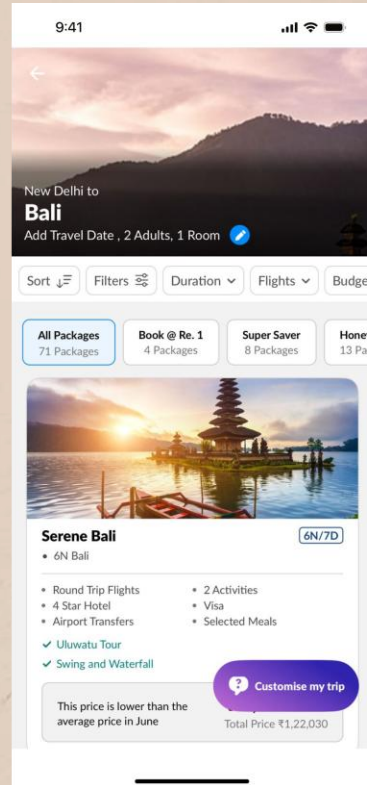
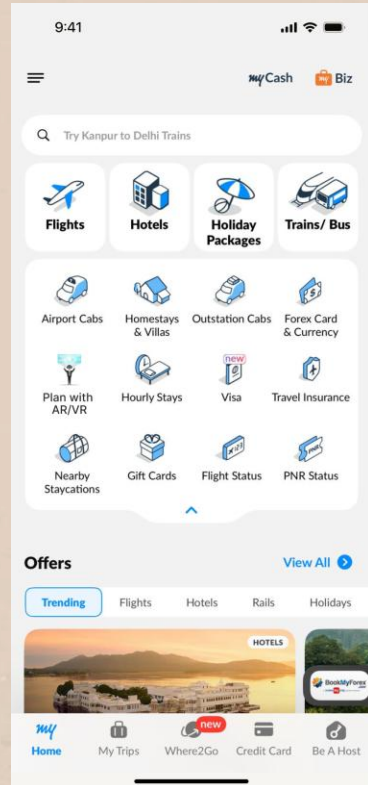
A user opens the MakeMyTrip app to plan a vacation with friends. They select the trip type and choose the new **AR/VR Travel Planner** feature. Using immersive previews, they explore destinations, set their budget, and take a virtual tour of hotels. After customizing and finalizing the trip in AR/VR,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



# 04 Design



# Wireframes Concept Visualization



**Thank you**