

Core Purpose and Vision

Vision Statement: To build the most intelligent hotel management and booking platform that effortlessly connects travelers to their ideal accommodations while equipping hotel staff with powerful AI-driven automation and real-time insights.

Core Purpose: To transform the hospitality industry by streamlining both guest bookings and hotel operations using AI-driven design, intelligent automation, and predictive analytics.

Primary User Groups

- **Leisure Travelers** – Individuals(Solo/Couple) or families booking vacations
- **Business Travelers** – Corporate guests needing fast, reliable service
- **Hotel Managers** – Oversee operations, revenue, and guest experience
- **Front Desk & Operation Staff** – Handle check-ins, guest support, and room upkeep
- **Hotel Owners/Admins** – Manage single or multi-property portfolios
- **Travel Agents** – Make bulk bookings and manage corporate clients

Top 5 Priority Features

Score ≥ 13 = High Priority
Score 10–12 = Medium Priority
Below 10 = Consider later

Total Score = User Value +
Business Value + Effort Score

Value Proposition

Leisure Travelers

Personalized hotel suggestions with filters and reviews

Faster, relevant, and easier bookings

Hotel Managers

Unified dashboard to manage rooms, staff, and pricing

Efficient control over daily operations

Hotel Owners/Admins

Real-time analytics on performance, revenue, and staff

Smarter decisions and growth visibility

Business Travelers

Quick, tailored bookings with auto check-in and invoicing

Smooth, time-saving travel experience

Front Desk & Ops Staff

AI tools for check-in, room status, and guest requests

Reduced manual effort, faster response

Travel Agents

Interface for group bookings, billing, and client tracking

Easier corporate and bulk booking handling

FEATURE	USER VALUE	BUSINESS VALUE	EFFORT (INVERTED)	TOTAL SCORE	PRIORITY
AI-Powered Personalized Suggestions	5	5	3	13	High
Real-Time Availability & Dynamic Pricing	5	5	4	14	High
AI Concierge / 24x7 Chatbot	4	5	4	13	High
Seamless Booking & Flexible Payments	5	4	5	14	High
Smart Filters + AR Room Preview	4	4	2	10	Medium

Persona 1: Business traveler Booking a Hotel**Persona 2:** Hotel Manager**ANANYA SHARMA****PRODUCT ANALYST AT UNIFYAPPS****GOALS**

- Book reliable, well-reviewed hotels fast
- Get best value & seamless experience
- Receive GST invoices for business trips

MOTIVATIONS

- Values efficiency, clarity, and smart tech
- Travels frequently (business + leisure)
- Expects consistency & control in travel

CHALLENGES AND PAIN POINTS

- Unclear pricing & hidden fees at checkout
- Poor personalization
- No easy business/leisure travel separation
- Irrelevant hotel suggestions
- No digital check-in or 24x7 help

PREFERRED SOLUTIONS/TOOLS

- Booking.com, Airbnb, TripIt
- Google Calendar, Slack
- Needs: filters, final pricing, digital keys

AGE - 28**Location**

Mumbai, India

Tech Comfort Level

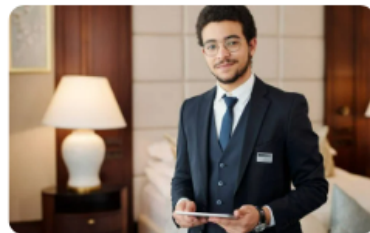
High – regular user of Zomato, Uber, Airbnb, and mobile banking apps

RAJIV MENON**OPERATIONS MANAGER AT A MID-SIZED HOTEL (50 ROOMS)****AGE - 42****Location**

Bangalore, India

Tech Comfort Level

Medium – Comfortable with Excel, OTAs, hotel software, and mobile apps, but not a tech expert

**GOALS**

- Maximize occupancy & revenue
- Avoid overbooking & manual errors
- Simplify staff coordination & guest service

MOTIVATIONS

- Compete with bigger hotels using tech
- Improve efficiency with fewer resources
- Boost guest satisfaction & online ratings

CHALLENGES AND PAIN POINTS

- No real-time OTA sync
- Manual rate updates
- Poor staff coordination tools
- Overbookings from unsynced channels
- No dynamic pricing to match demand
- No centralized task or analytics dashboard

PREFERRED SOLUTIONS/TOOLS

- Cloudbeds, StayFlexi, eZee
- Google Sheets, WhatsApp (internal ops)
- Needs: OTA sync, AI pricing, mobile PMS

PROBLEM IDENTIFICATION & SOLUTIONS

Problem 1: Fake Listings, Misleading Photos & Reviews

Problem: Travelers struggle to trust listings due to fake or outdated photos, overly positive (or spammed) reviews, and lack of transparency about the property.

User Persona Affected: Business traveler booking a hotel

UX Impact

Boosts **traveler trust** by showing “Verified by AI” badges.
Reduces **booking anxiety**, especially for solo or business travelers.
Improves transparency and **credibility of listings**, leading to more bookings.

If I can't trust what I see, I can't trust the platform
- Traveller

Solution:-

1. Verified Listing Layer



Feature Name: AI-Verified Listings & Smart Review Filter

Use AI to **verify images** by detecting stock photo reuse or outdated metadata.
Flag and de-rank listings with mismatched descriptions or incorrect locations.
Apply **NLP** to **filter out fake reviews** and surface authentic, balanced feedback

Problem 2: Poor Internal Staff Coordination



Solution:-

2. Smart Staff Command Center

Feature Name: AI-Powered Task Allocator & Coordination Dashboard

AI auto-assigns tasks to staff based on:

- Role (housekeeping, maintenance, front desk)
- Availability, proximity, and workload
- Guest priority (e.g., VIPs, early check-in)

Real-time **task dashboard** for hotel managers to track who's doing what

Staff receive **mobile alerts** and can mark tasks as completed with voice input or one-tap updates.

Problem: Housekeeping, front desk, and maintenance staff often lack a unified platform, causing delays in room prep, service fulfillment, and poor guest experience.

User Persona Affected: Hotel Manager

"I can't be everywhere at once — but I'm expected to be."

- Hotel Staff

UX Impact

- Greatly improves **internal coordination**, reducing wait times and service errors.
- Ensures rooms are ready on time = **higher guest satisfaction**.
- Gives hotel managers a **bird's-eye view** of operations, even remotely.

PROBLEM IDENTIFICATION & SOLUTIONS

Problem 3: No Loyalty or Retention System 🛡️

Problem: No system to recognize repeat users, suggest loyalty perks, or nudge hotel managers to upsell/upgrade based on guest history.

User Persona Affected: Both Traveler & Hotel Manager

If I'm giving you repeat business, I expect you to recognize and reward it.

- Traveller

Solution :

3. Loyalty & Retention Engine

Feature Name: AI-Personalized Loyalty Hub

"If I book elsewhere, I might lose my rewards."

Track booking behavior and preferences to auto-classify users into tiers (New, Frequent, VIP).

Offer **customized perks**: e.g., late checkout, free upgrades, exclusive deals.

Use AI to **predict churn** and send personalized re-engagement offers (e.g., "10% off your favorite property").

Provide hotel managers with **guest insights** to upsell intelligently.

UX Impact

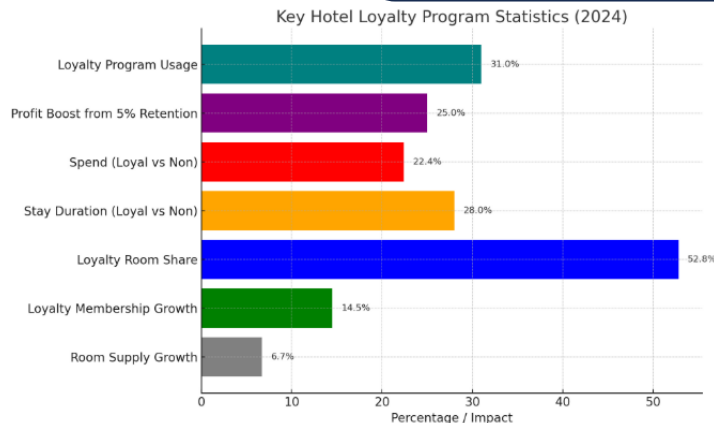
- Builds emotional connection** through personalized perks, increasing user retention.
- Encourages repeat usage** with smart, timely re-engagement offers.
- Improves guest satisfaction** by enabling VIP recognition and tailored service.

MARKET RESEARCH (Why select these problems?)

TripAdvisor Review Fraud

1 in 12

Fake Reviews Legitimate



35%

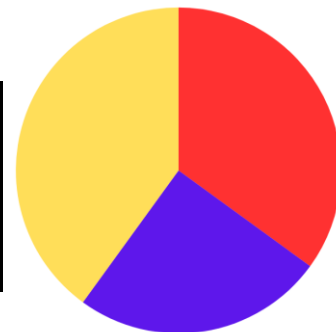
Time lost in unscheduled syncs & meetings

25%

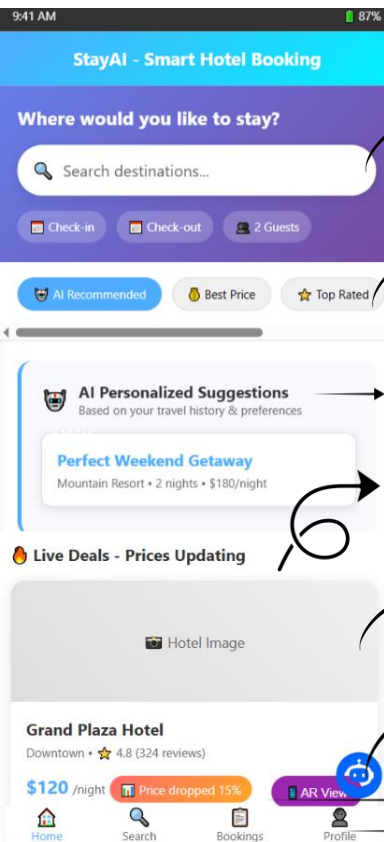
Staff shortage & overload (strikes)

40%

Manual Coordination (Whatsapp/Spreadsheets).



Homescreen (Traveller)

**Search Bar & Filters**

Quick booking access; reduces friction.

AI Recommended / Best Price / Top Rated Toggles (Villa, Hostels, Resorts)

Lets users personalize how results are sorted.

AI Personalized Suggestions Card
Recommends smart deals based on user behavior—saves time.

Live Deals – Prices Updating
Creates urgency; encourages faster decision-making.

Hotel Card with Ratings, Price Drop Badge

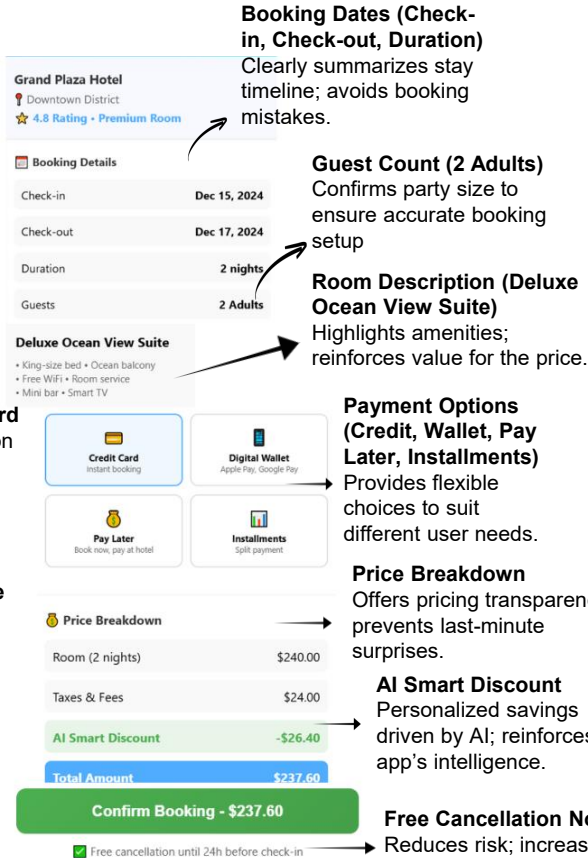
Key info at a glance; highlights offers to boost bookings.

AI Chatbot - 24x7 support;
assists with booking, queries, and changes

AR View Button
Builds trust with immersive previews.

Bottom Navigation
Ensures easy navigation through core user flows.

Booking and Confirmation Page

**Booking Dates (Check-in, Check-out, Duration)**

Clearly summarizes stay timeline; avoids booking mistakes.

Guest Count (2 Adults)

Confirms party size to ensure accurate booking setup

Room Description (Deluxe Ocean View Suite)

Highlights amenities; reinforces value for the price.

Payment Options (Credit, Wallet, Pay Later, Installments)

Provides flexible choices to suit different user needs.

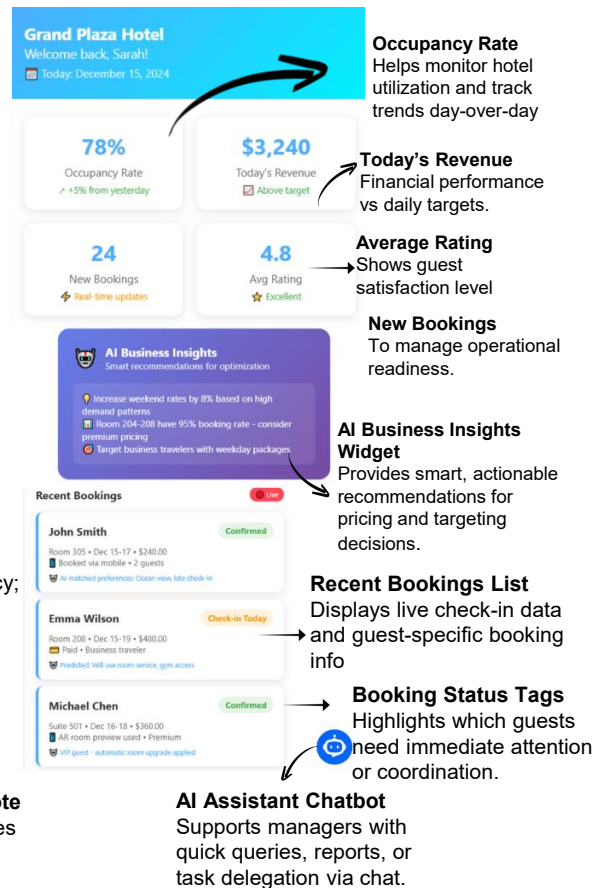
Price Breakdown

Offers pricing transparency; prevents last-minute surprises.

AI Smart Discount
Personalized savings driven by AI; reinforces app's intelligence.

Free Cancellation Note
Reduces risk; increases user confidence in booking.

Dashboard (Hotel Manager)



Occupancy Rate
Helps monitor hotel utilization and track trends day-over-day

Today's Revenue
Financial performance vs daily targets.

Average Rating
Shows guest satisfaction level

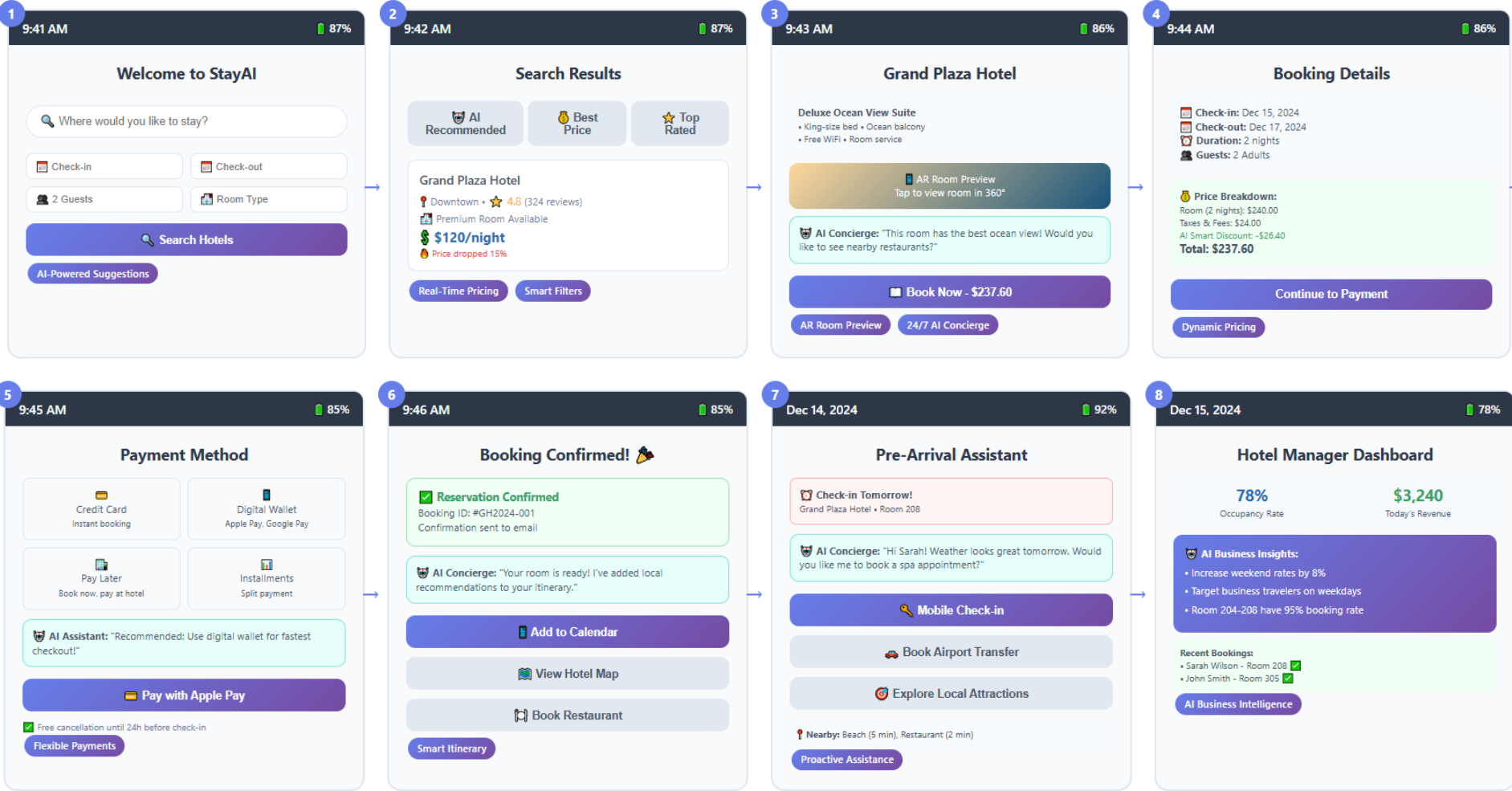
New Bookings
To manage operational readiness.

AI Business Insights Widget
Provides smart, actionable recommendations for pricing and targeting decisions.

Recent Bookings List
Displays live check-in data and guest-specific booking info

Booking Status Tags
Highlights which guests need immediate attention or coordination.

AI Assistant Chatbot
Supports managers with quick queries, reports, or task delegation via chat.



4

9:44 AM

86%

Booking Details

Check-in: Dec 15, 2024

Check-out: Dec 17, 2024

Duration: 2 nights

Guests: 2 Adults

Price Breakdown:

Room (2 nights): \$240.00

Taxes & Fees: \$24.00

AI Smart Discount: -\$26.40

Total: \$237.60

Continue to Payment

Dynamic Pricing

5

9:45 AM

85%

Payment Method

Credit Card

Instant booking

Digital Wallet

Apple Pay, Google Pay

Pay Later

Book now, pay at hotel

Installments

Split payment

AI Assistant: "Recommended: Use digital wallet for fastest checkout!"

Pay with Apple Pay

Free cancellation until 24h before check-in

Flexible Payments

6

9:46 AM

85%

Booking Confirmed! 🎉

Reservation Confirmed

Booking ID: #GH2024-001

Confirmation sent to email

AI Concierge: "Your room is ready! I've added local recommendations to your itinerary."

Add to Calendar

View Hotel Map

Book Restaurant

Smart Itinerary

7

Dec 14, 2024

92%

Pre-Arrival Assistant

Check-in Tomorrow!

Grand Plaza Hotel • Room 208

AI Concierge: "Hi Sarah! Weather looks great tomorrow. Would you like me to book a spa appointment?"

Mobile Check-in

Book Airport Transfer

Explore Local Attractions

Nearby: Beach (5 min), Restaurant (2 min)

Proactive Assistance

8

Dec 15, 2024

78%

Hotel Manager Dashboard

78%

Occupancy Rate

\$3,240

Today's Revenue

AI Business Insights:

Increase weekend rates by 8%

Target business travelers on weekdays

Room 204-208 have 95% booking rate

Recent Bookings:

Sarah Wilson - Room 208

John Smith - Room 305

AI Business Intelligence

MORE AI CENTRIC FEATURES

1. AI-Powered Affiliate & Loyalty Management System

What It Does:

- Uses AI to analyze which affiliates (travel agents, platforms, influencers) bring **high-LTV guests**.
- Suggests **targeted loyalty perks** for repeat or referred guests.
- Gives hotel managers a **dashboard** to manage affiliate performance and conversion.

Decision-Making Impact:

- Helps managers decide **which affiliates to invest in**
- Drives **data-informed loyalty campaigns**
- Boosts **referral-based bookings**

2. AI-Powered Predictive Booking & Room Readiness System

What It Does:

- Predicts future booking trends based on:
 - Seasonality
 - Local events
 - Cancellation likelihood
- Automatically alerts housekeeping to **prepare specific rooms in advance**
- Uses AI to estimate **room turnaround time** based on past cleaning pattern

Decision-Making Impact:

- Lets managers **prepare staff and inventory ahead of time**
- Avoids overstaffing or under-preparation
- Enhances **guest readiness planning**

3. Digital Check-In/Out System with AI Load Balancer

What It Does:

- Automates check-in/check-out through QR codes, OTPs, or face recognition
- Uses AI to **predict peak check-in/out windows**
- Suggests **staff scheduling adjustments** to avoid lobby congestion

Decision-Making Impact:

- Helps front desk managers optimize shift planning
- Reduces wait times during peak periods
- Improves guest flow and staff efficiency