

LSM J Component Report

MGT1022 Lean Start-up Management

Fall Semester 2023-24

Submitted to: Sridhar VG Sir

1. Title of the J-Component Project :

SwooshTrip - The most flexible & collaborative Travel Planner

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3. Student Registration No:

20BCE0076



4. What is the Pain Point ?

Planning a trip with a group of friends and family members has never been easy. Too many choices & opinions, conflicting ideas and, a lack of good communication makes the whole process complicated and cumbersome.

People traveling in a group need a way to plan an itinerary in a simple and effective way in order to travel to the places they want, efficiently.

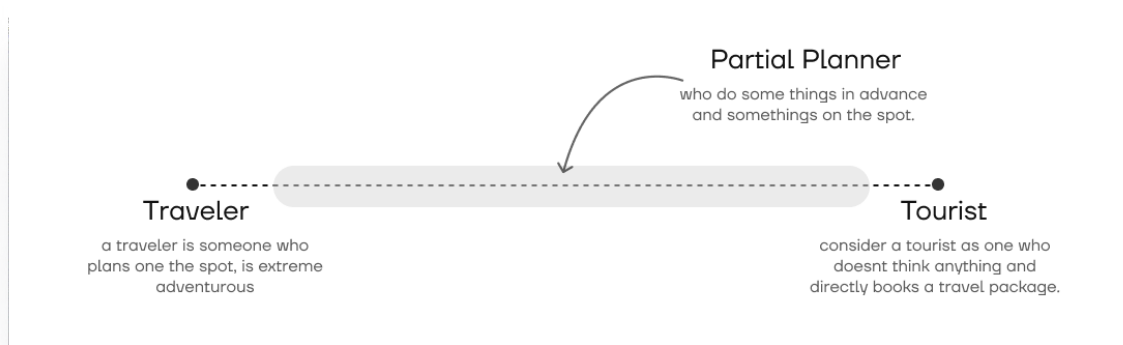
- Travel information is **scattered**.
- **Organization** and documentation of itinerary is hard and **time consuming**.
- Coordinating **trip plan into map** is tedious.
- Travelling in group are issues like **communication, coordination, decision making, tracking and managing information**.
- Some other issues like choosing an **ideal location** for a hotel, **goal alignment** with things to do, budget decisions, which place to choose, finding nearby places, finding **strange experiences**, local conveyance, packing help, getting **reliable and up to date** information.

In a nutshell, I will be designing a trip planner app which is a **one-stop solution to plan group travels** in the most organized way.

5. Who are the Target Customers and Beneficiaries ?

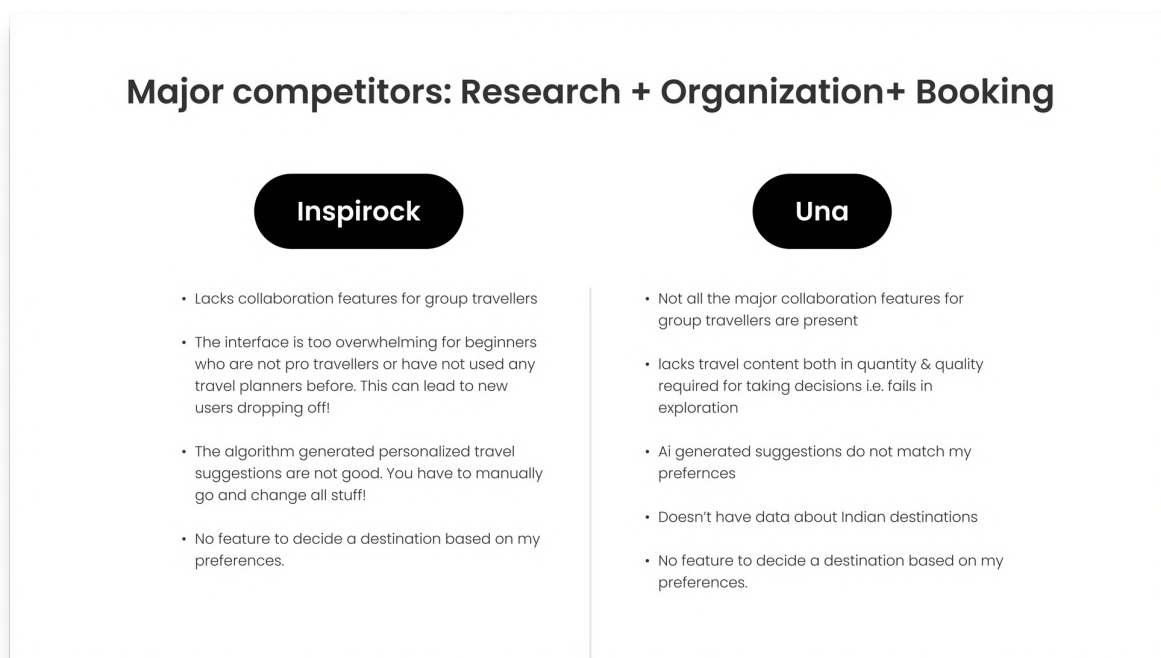
Our target users are **partial planners travelling in groups**.

Middle to upper-middle class people whose archetype is of partial planner. They are not travelers neither they are tourists. They lean more towards the touristy side but also want to explore offbeat things, but are concerned about safety, are on a budget and have limited time. **<Indian people traveling to Indian destinations>**



6. Limitations of the existing available technology /product / service and description of the gap identified

- I tried out a wide variety of travel applications and websites. This was done to find out what others are doing well in terms of UX and to identify gaps in the travel industry.
- Then I mapped them according to where in the trip planning process they fell which was defined earlier.



- Studying so many different kind of travel apps helped me to know in which phases of trip planning are most competitors present so that I could find out gaps (opportunities) in the market.

- Also I got to know about what features should be must have in travel apps, got to know about various design patterns that were being used.
- There were only two apps which I could find which were kind of solving for the complete trip planning experience. For example, the apps that helped in organization (making itineraries) do not have travel content to explore from. No one was solving for all the major problems identified by my primary & secondary research!
- Hardly any apps are India specific. Cater to a foreign audience. Indians have different needs, goals, behaviour, motivations etc. also they do not have data about Indian destinations.
- No app was solving for group trip planning in a collaborative manner & about finding an ideal travel destination. This was also my initial problem statement was is validated now.
- The gaps which were identified helped me as I prioritized to solve them from all the needs, pain points and insights which were gathered from primary research!

7. The problem for which solution was researched / customer feedback collected

1. Identify the problem that your project addresses.

*Following are the high level problems **defined after user research** →*

- Travel information is **scattered**.
- **Organization** and documentation of itinerary is hard and **time consuming**.
- Coordinating **trip plan into map** is tedious.
- Travelling in group are issues like **communication, coordination, decision making**, tracking and managing information.
- Some other issues like choosing an **ideal location** for a hotel, **goal alignment** with things to do, budget decisions, which place to choose, finding nearby places, finding **strange experiences**, local conveyance, packing help, getting **reliable and up to date** information.

We should cater to everyone's need as everyone is at **different stages of trip planning/** do things differently.

2. Explain the research methods you used to understand the problem better.

Survey, User Interviews, Secondary Research

Section 1: Looking for stories:

- Tell me about a trip of yours that you will always cherish!
 - How did it start? Who took initiative?
 - How did you decide where to go?
 - How did you decide who will do what?
 - Were there any mess-ups? Why did that happen?
 - Are there any things you think you could have done differently in the planning? What would that be?
 - If you want to relive some moments from the trip what would that be?
 - If you could back in time and tell something to yourself in the trip what would that be? And why? (Like stay here for one more night, don't eat this food, etc.)

? Questions around travel experiences, planning:

Should be asked in given order!

- How frequently do you travel for leisure?
- Whom do you travel with (friends, family, solo, etc) and what's the likely break-up? (for eg: 20%with friends, 80%with family)
- How much planning is enough for you? Do you prefer everything being planned like booking a travel package or having partial plans or traveling to and exploring the place all by yourself with no plans at all?
- How do you currently go about planning a trip? (Also ask them the problems they faced while planning)
 - Can you describe the process?
 - How does the planning process change with respect to your partners for that trip? (like solo, family, friends, couple etc)
- How much time do you spend on planning?
- How do you pick a destination for your trips?

- Do you use any apps/websites in your process? If yes, which ones and for what purpose? What do you like/dislike about them?
- What type of content on the internet is the most helpful to you for: (videos, reviews, articles etc)
 - Deciding a destination
 - Places to visit, things to do, how to travel etc
 - Bookings (Hotels, Flights, Bus, Car rentals etc.)
- How do you feel when planning trips? Clues if stuck: Do you enjoy or is it a burden, you feel lazy, neutral, just want it to get done, etc

Questions on user challenges and preferences related to trip planning:

- What are the things you spend time researching the most when planning a trip?
- What are the frustrations that you run into with using different mobile applications or websites for planning trips?
- Did you ever struggle while planning? If yes, tell me about it.
- What is the biggest pain point in the whole trip experience according to you?
- What do you like about how you currently plan your trips?
- Have you ever switched how you plan trips? (like trying something different from your normal way of doing things) Tell me about it.
 - What could convince you to switch?
- What is your goal with traveling? (Give clues if not clear: Spending time with your family, taking a break, etc.

Questions focussed on Group Travel

- How did you plan your budget before planning the group trip?
- While planning a group trip if there is a conflict of opinion, how do you solve that?
- Do you find it is important to bring everyone on the same page or just go with what the majority says?

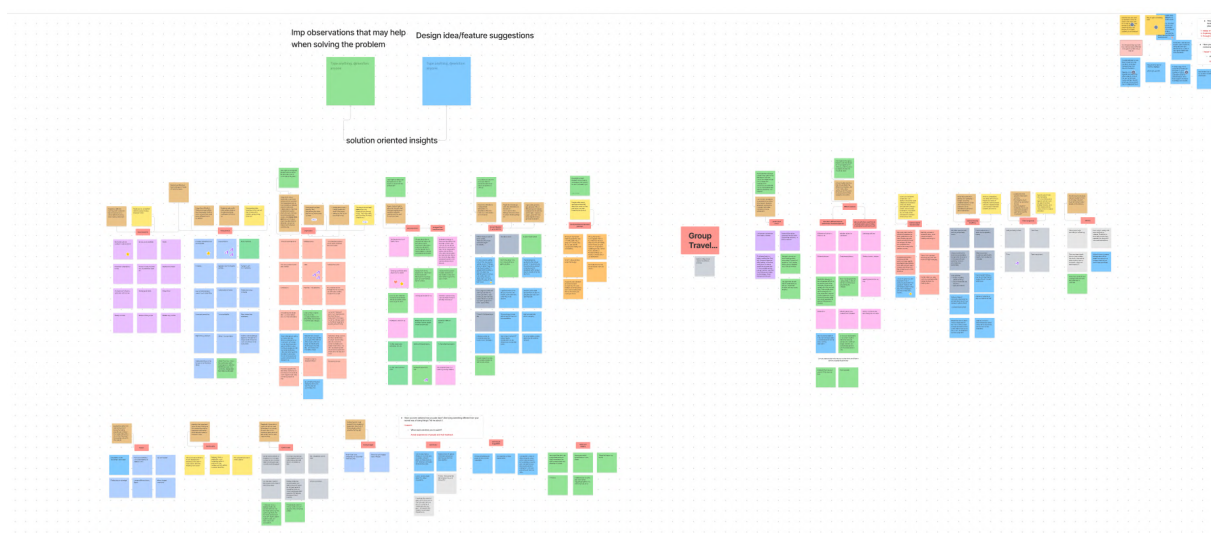
- What are the most important things while planning a group trip for you? (Like the budget, everyone's availability i.e. dates, etc)
- What are you currently doing to make planning easier?
- Are you looking for a solution or alternative for making your group travel planning more organized?

🧐 Questions on Proving or Disproving my hypothesis:

- Do you think this is a real problem or not? Do you resonate with it? Or I'm just assuming it?
- Will making a digital app that solves these problems for you add value to your process?
- What are some of the features you think the application should have?
- How would it work if it were magic?
- Do you prefer dark mode or light mode?

Survey form: <https://tally.so/r/nGx8lQ>

- I interviewed **7 people** who are different kinds of travelers, have different goals with traveling, and are from various age groups.
- After collecting all the data, I analyzed it and found various themes emerging by affinity mapping. These themes made way to various high-level insights around my problem.



<https://www.figma.com/file/7b3qECklkh4rq4cLenYkpG/Affinity-Mapping?type=whiteboard&node-id=0%3A1&t=vL679nvGZjYtuO01-1>

I went on to turn the pain points, insights, opportunities collected during user research into **how might we statements!**

Key Prioritized How Might We Statements / Focus Areas/ Redefined Problem Statement

Key Prioritized HMV'S	How might we help group travellers communicate & track and manage information shared by everyone participating collaboratively?	Even if the trip is towards touristy side, how might we make strange experiences happen so that users have a story to tell once they get back home?
	How might we help group travellers plan trips based on mutual agreement of interests, preferences so as to simplify the decision making for them?	How might we ensure that the app is flexible to accomodate the different trip planning processes used by different people?
	How might we help the lead planner of a group trip keep everything organized, get feedback, suggestions and coordinate with other members of a group?	How might we help users to find that balance between planning & not planning?
		How might we help users find places & trips that match the most with thier preferences?
How might we help users in getting all the necessary info that is needed to plan a trip in a single place so they don't end up wasting time and effort researching 100s of different types websites, blogs videos, posts etc		
How might we help users in documenting the trip plan in the easiest way so as to minimize the time spent?		
How might we arrange the places to visit in a trip in its best route so as to make a day by day plan ?		

8. Description of the J-Component Project include suitable wherever necessary

The modern traveler is often caught in a conundrum of choice and organization, especially when it comes to group travel. Recognizing this, our project introduces a cutting-edge trip planner app tailored to simplify and streamline the planning process for group travels. Our vision is to create a one-stop solution that caters to the unique needs of partial planners—individuals who fall between the spectrum of a traveler and a tourist. This application is not just another travel tool; it is an innovative approach to blending structured tourist attractions with off-the-beaten-path experiences, all while ensuring safety, affordability, and efficient use of time.

Introduction to Group Travel Dynamics

In the realm of travel, group excursions represent a unique challenge. The dynamic of coordinating multiple individuals, each with their personal preferences, schedules, and expectations, turns trip planning into a complex puzzle. This complexity is compounded when the group seeks to blend the comfort of tourist hotspots with the thrill of offbeat exploration. The challenge lies not just in deciding 'where' to go but 'how' to create a cohesive plan that accommodates everyone's desires while staying within budget and ensuring safety. Our app, Swooshtrip, is conceived to transform this chaotic process into a seamless, enjoyable experience.

Identifying the Gap

Traditional travel planning often involves a mishmash of tools – spreadsheets, group chats, shared documents – none of which are designed for the complexity of group dynamics. These methods are time-consuming, error-prone, and can lead to miscommunication. They lack real-time synchronization, and the ability to track changes and preferences across a group is often a manual and frustrating task. Swooshtrip aims to streamline this by integrating all aspects of travel planning into one intuitive platform.

User Research and Insights

Our exploration into the travel planning space began with extensive user research. We engaged with diverse groups of travelers to understand their habits, preferences, and pain points. Through surveys, interviews, and observational studies, we uncovered a common thread – the need for a centralized, easy-to-use platform that supports collaborative decision-making. These findings were instrumental in shaping Swooshtrip's features, ensuring we address real-world problems with practical solutions.

Defining the User Persona

The "partial planner" persona emerged as our focal user, a profile representing individuals who enjoy organized travel with a zest for something unique. They are not content with pre-packaged tours nor comfortable with impromptu adventures. This persona demands a blend of structure and spontaneity, safety and adventure, all within the constraints of time and budget. Understanding this user was key to tailoring Swooshtrip's functionality to their specific travel planning needs.

Swooshtrip: The Solution

Swooshtrip addresses these needs by offering an all-in-one platform for itinerary creation, group decision-making, and real-time coordination. Its features are designed to ease the process of collecting and organizing travel information, facilitating democratic decision-making, and integrating a smart bot for efficient itinerary planning. This ensures that every member's preference is considered, making the journey as rewarding as the destination itself.

Unique Features and Technological Innovations

Swooshtrip stands out with its unique combination of features. The app includes:

1. Collaborative Itinerary Builder: Allows users to propose, discuss, and vote on activities, ensuring everyone's voice is heard.
2. Smart Route Optimization: A sophisticated algorithm that plans the most efficient route, saving time and resources.
3. Real-Time Updates: Offers up-to-date information on local attractions, weather, and safety advisories.
4. Budget Management Tool: Helps track and manage group expenses.

User Experience and Design Philosophy

Swooshtrip's design philosophy is centered around user-friendliness and inclusivity. The interface is intuitive, catering to both tech-savvy users and those less comfortable with digital tools. We prioritize accessibility, ensuring the app is easy to navigate for all users. Special attention is given to the app's aesthetic, making it not just functional but also visually appealing, enhancing the overall user experience.

Safety and Security Features

Understanding the paramount importance of safety and security in travel, Swooshtrip incorporates several measures:

- Real-time Safety Alerts: Keeping travelers informed about local safety conditions.
- Secure Data Handling: Ensuring personal and payment information is protected with robust encryption.
- Emergency Services Locator: Quick access to local emergency contacts and services.

Monetization Strategy and Business Model

Swooshtrip's business model is based on a freemium approach. Basic functionalities are free, encouraging wide adoption and user engagement. Premium features, such as advanced route optimization, personalized travel recommendations, and exclusive deals, are available for a subscription fee. This model strikes a balance between accessibility and revenue generation, catering to a broad user base while monetizing advanced features for power users.

Marketing and Launch Strategy

Our marketing strategy for Swooshtrip is multi-pronged, focusing on digital marketing, partnerships with travel influencers, and engagement with travel communities. We plan a phased launch, starting with a beta version to gather user feedback, followed by a full-scale launch. Post-launch, we will use targeted advertising and social media campaigns to reach our intended audience, with a strong emphasis on user testimonials and success stories.

Customer Feedback and Iteration Plans

Post-launch, we will actively seek customer feedback through in-app surveys, social media engagement, and user forums. This feedback will be crucial for continuous improvement, helping us refine features and introduce new ones that better meet user needs. Regular updates and iterations based on user input will ensure that Swooshtrip remains relevant, user-friendly, and ahead of market trends.

Sustainability and Future Growth

Swooshtrip aims for long-term sustainability and growth by continuously adapting to changing market conditions and user preferences. We plan to expand our service offerings, explore partnerships with local businesses and travel agencies, and potentially extend our reach to international markets. By staying attuned to the evolving travel landscape and leveraging technological advancements, Swooshtrip will remain a leading solution in group travel planning.

To sum up, our project is not just about developing an app; it's about fostering a new culture of group travel. It's about bridging the gap between the desire for structured tourism and the thrill of exploration. With meticulous research and a clear

understanding of our target segment, we are confident that our trip planner app will redefine group travel planning, making it as exciting as the travel itself.

9. USP- Unique features about the work done with respect to available Competitors

Swooshtrip stands out with its unique combination of features. The app includes:

Collaborative Itinerary Builder (Shared List): This feature revolutionizes group travel planning by allowing members to contribute to a shared list of potential destinations, activities, and experiences. Users can easily add suggestions to the list, discuss options, and vote, ensuring a democratic and inclusive planning process.

Smart Route Optimization (Itinerary): The app's itinerary feature goes beyond basic scheduling. It intelligently optimizes travel routes, considering factors like distance, travel time, and user preferences. This optimization ensures that the group can experience the maximum number of desired activities in the most efficient way.

Real-Time Updates (Trip Home & Collections): The 'Trip Home' and 'Collections' aspects of Swooshtrip ensure that users have access to the latest information about their chosen destinations. This includes updates on local events, weather conditions, and any other relevant data that could impact their travel plans.

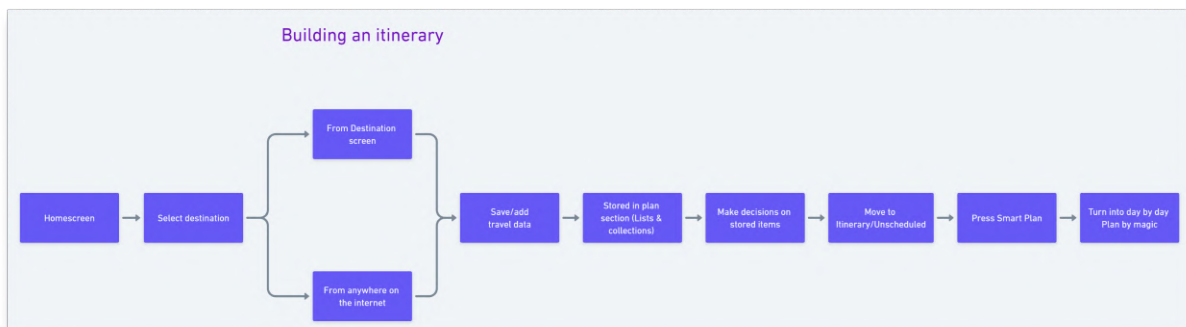
and more, find the screenshots below to know about them in detail.

Introducing SwooshTrip & User Flow

Some features

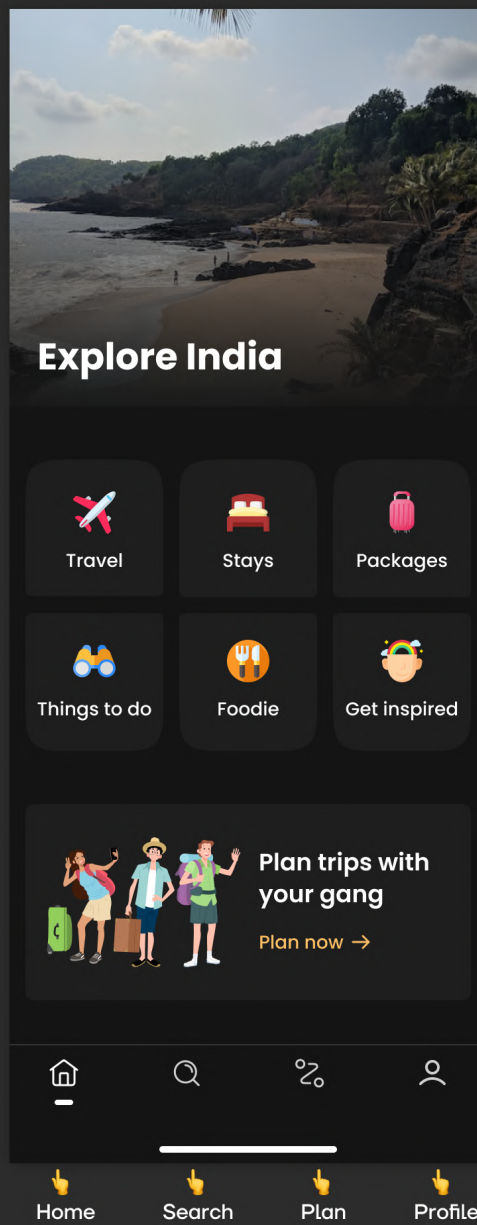
<p>For Itinerary</p> <ul style="list-style-type: none"> • arrange all selected places into a day by day plan using smart plan • optimize route • magic add places from any type of content using only a link • get stay suggestions based on the places in your itinerary • recommendations based on free time in itinerary 	<p>For Discovery</p> <ul style="list-style-type: none"> • Offbeat category • Food category • Discover experiences • Crowdsourced budget • how to reach from anywhere • Personalize with smart tags
<p>For group decisions</p> <ul style="list-style-type: none"> • get expert advice on how many places/activities to finalize based on your time • create events and divide into personal and group • Conduct Polls based on lists 	<p>Secondary</p> <ul style="list-style-type: none"> • get budget insights from group • checklist suggestions • auto add reservations • get date suggestions

Our app has lots of cool features, but if I just draw out the basic **user flow of building an itinerary** which is the main feature, this is what it would look like →












Design/Prototype

If Users know what they want to do 🙌

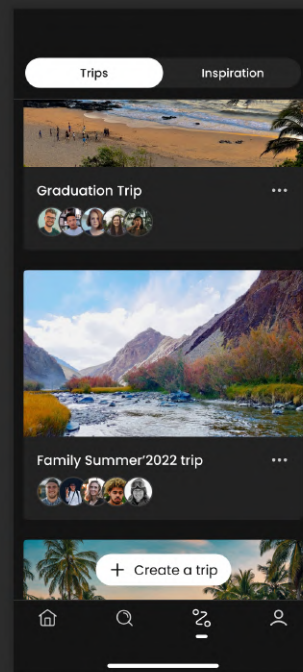
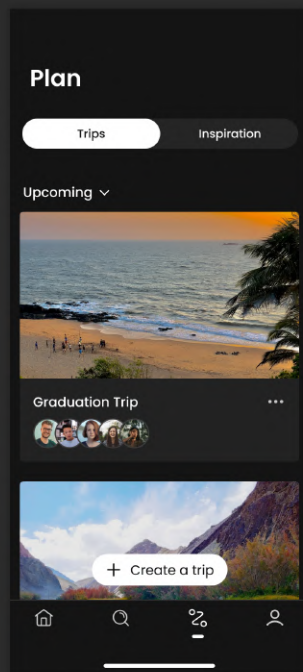


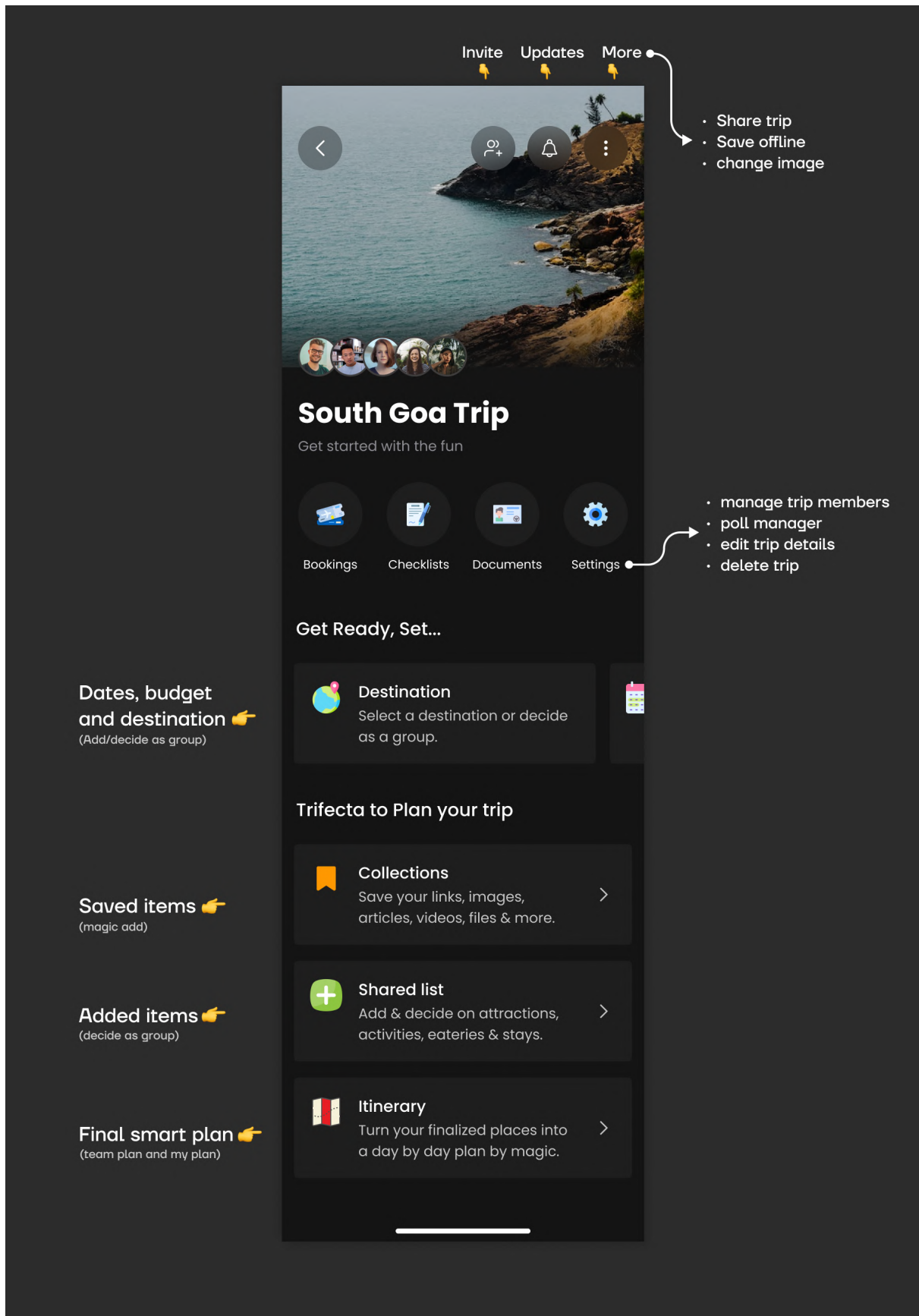
🙌 Highlighting Trip Planning feature

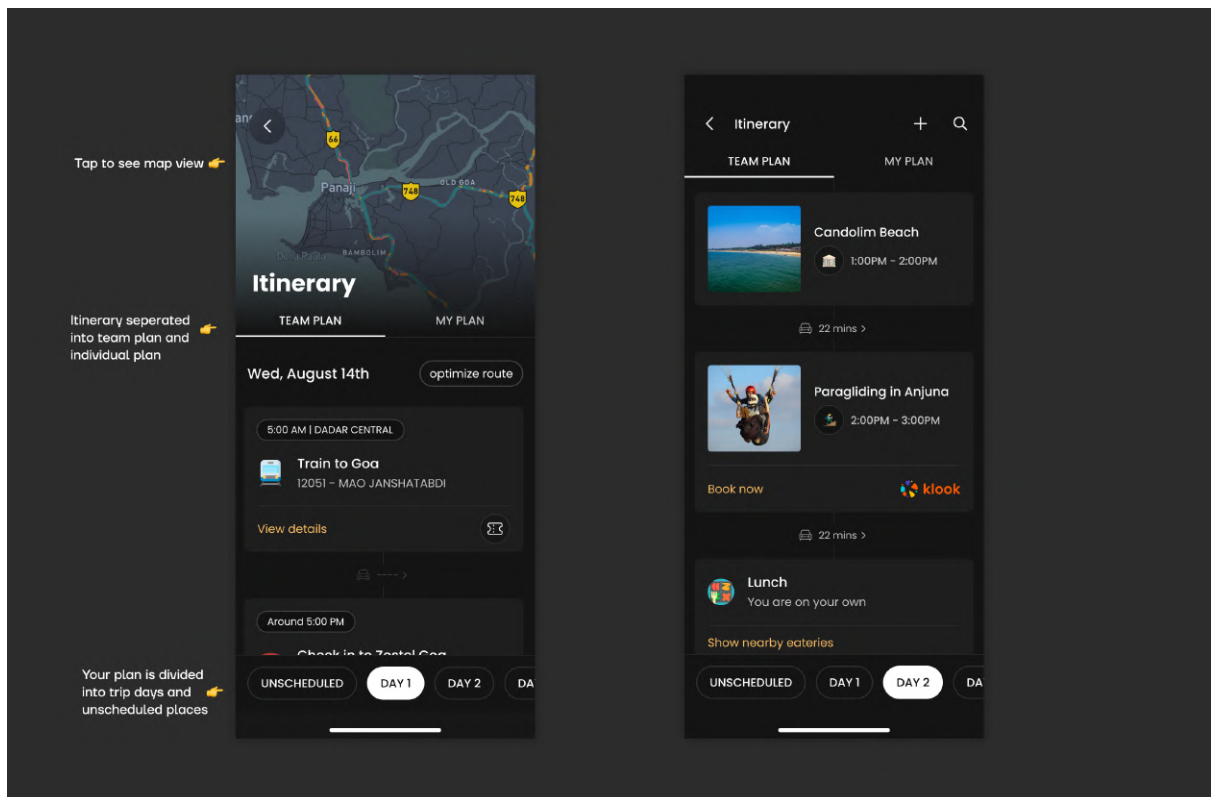
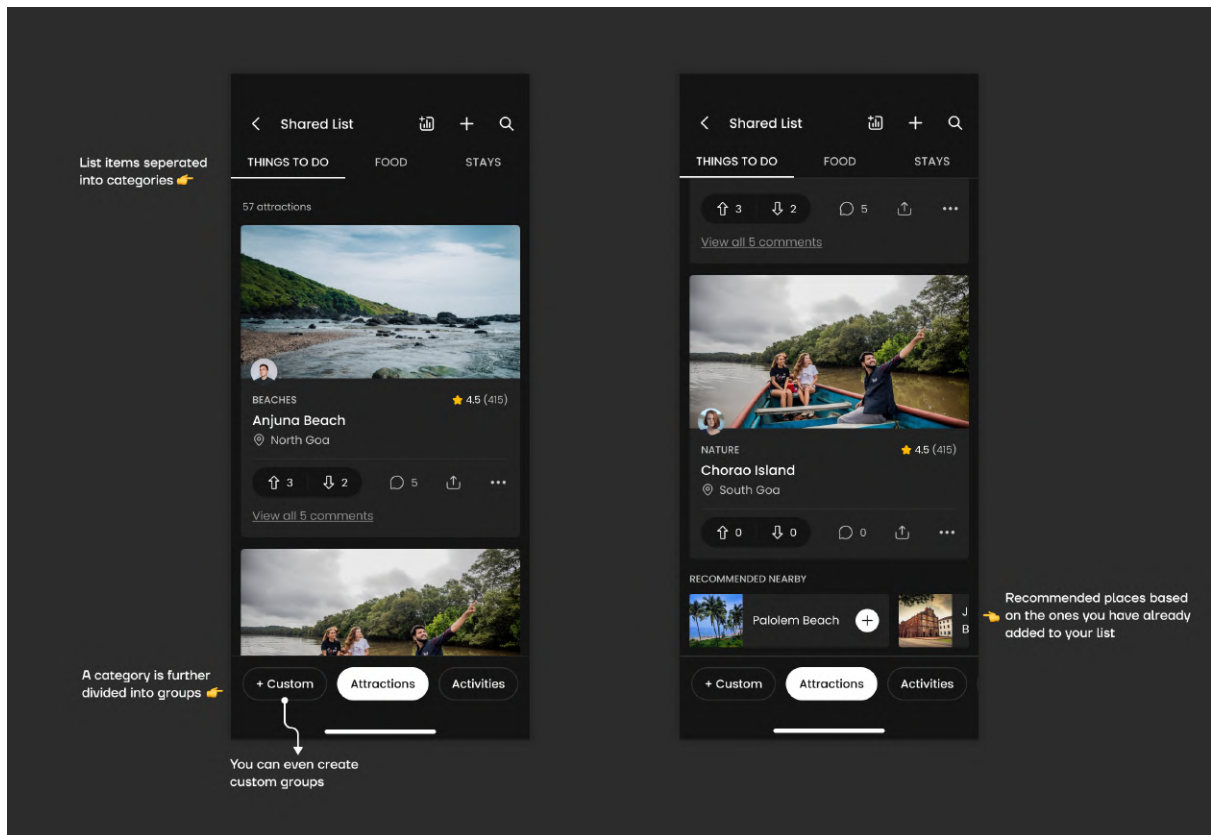

Goa
 33°C / 27°C - Sunny & humid
Panaji, Goa
 Wed, isolated thunderstorms
 30°C 
 3%  76%  14 km/h

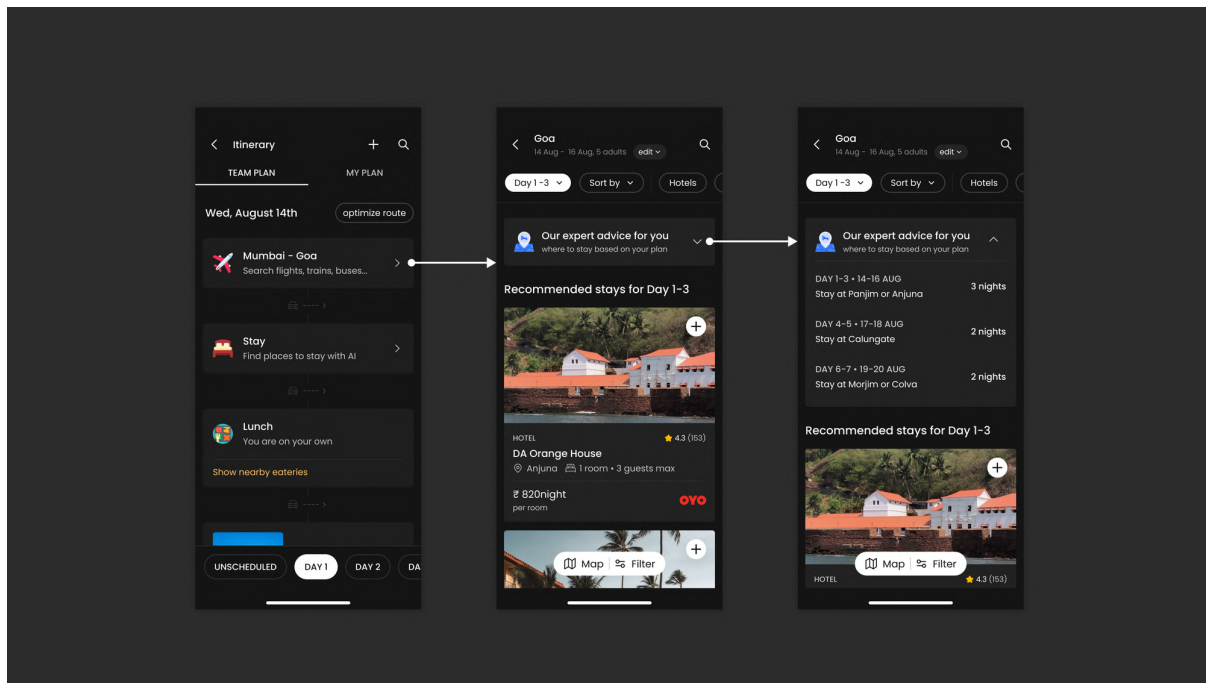
WED	THU	FRI	SAT
			
33°	33°	33°	33°
27°	27°	27°	27°

Average Daily Cost Per Person, Per Day	
Rs 2130	
Accommodation	Rs 1034
Local Transport	Rs 354
Food	Rs 653
Entertainment	Rs 778
Tips & Handouts	Rs 25
Alcohol	Rs 812
Water	Rs 40
Close	









10. Sales & Marketing aspect for your work

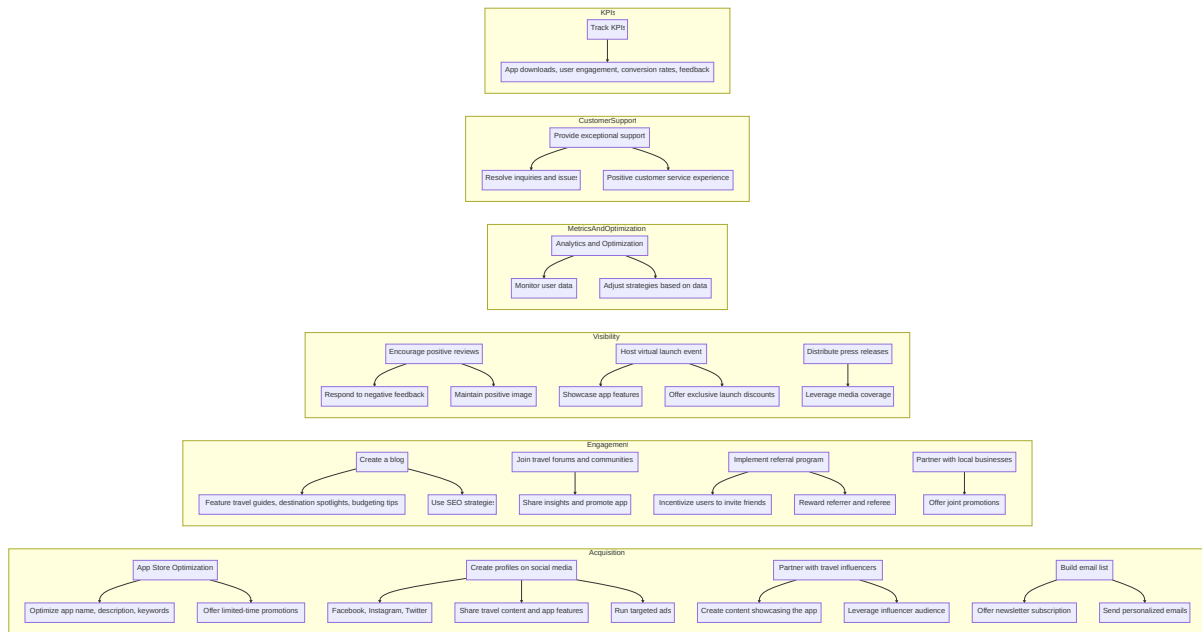
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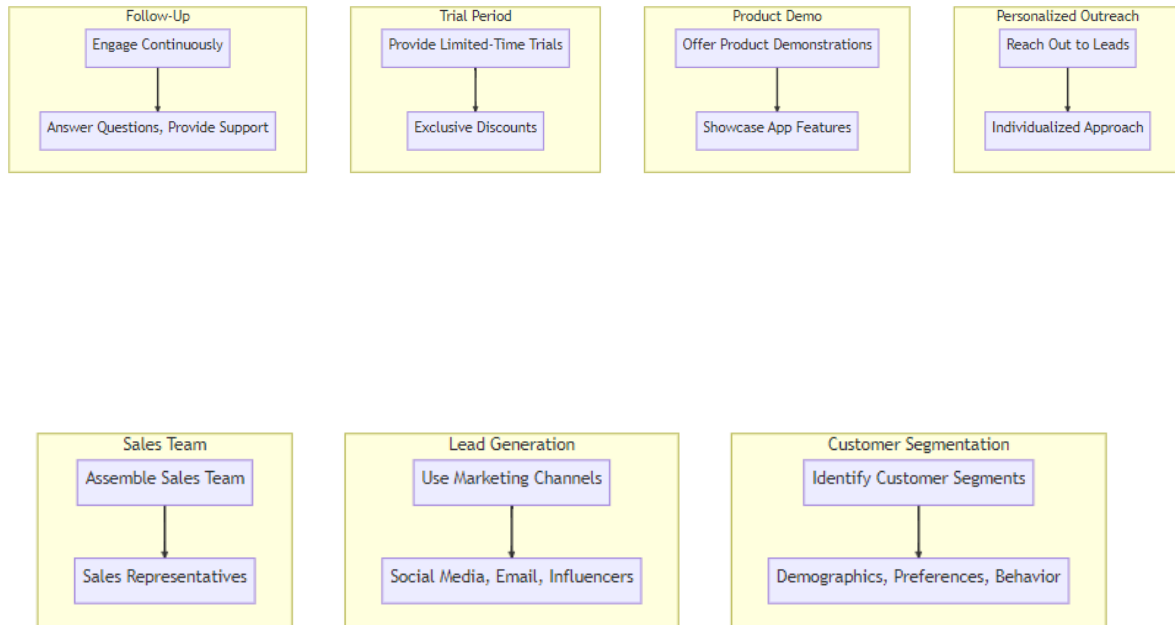
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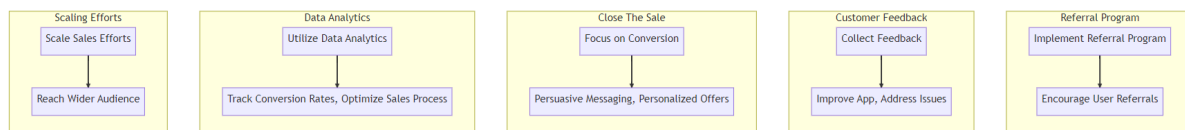
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Marketing Strategy



Sales Strategy





11. Initial Investment / Costing model

- **Development Costs:** Estimated at \$200,000, including app development, software, and staff salaries.
- **Marketing and Launch Costs:** Budgeted at \$50,000 for digital marketing campaigns, influencer partnerships, and promotional activities.
- **Operational Costs:** Approximately \$30,000 for the first year, covering customer support, server costs, and app maintenance.
- **Miscellaneous Expenses:** A contingency fund of \$20,000 for unforeseen costs.

12. Sales Target / ROI / Profit (projection for next 12 months)

- **Sales Targets:** Aim to acquire 50,000 users in the first year, with 5% converting to paid subscriptions.
- **Revenue Streams:** Expecting \$5 monthly subscription fees, with additional revenue from in-app purchases and partnerships.
- **Break-even Analysis:** Break-even point expected at 10,000 paying subscribers.
- **ROI Estimation:** Estimated ROI of 50% in the first year, considering initial investment and operational costs.
- **Profit Projections:** Forecasting a profit of \$150,000 by the end of the first year after covering all expenses.

13. Have you submitted the same work elsewhere or is it an extension someone else work ?

The work presented in this project, Swooshtrip, is entirely my original creation. It has not been submitted to any other entity nor does it extend or replicate the work of others. This project is the result of my independent research, innovative thinking, and dedicated effort in addressing the specific needs of group travel planning.

14. Give names of any two companies who are in the market similar to of your work.

In the travel planning market, companies like Inspirock and UNA serve as notable examples. Both focus on providing itinerary planning solutions, similar to Swooshtrip's offerings. These companies have established themselves in the domain of travel technology, offering tools and features that align with the objectives of Swooshtrip in streamlining and enhancing the travel planning experience.

15. What is the feedback you have obtained from target customer on your prototype?

Feedback from Target Customer 1:

1. "I found the app's initial interaction to be smooth and engaging. The onboarding process was helpful in getting started."
2. "Navigating through the app was mostly straightforward. However, I had a bit of trouble editing the itinerary once it was created."
3. "The budget planning features were excellent. They provided a clear estimate of trip costs, which made financial planning easier."
4. "The safety information for each destination was comprehensive and reassuring. It's a critical feature for travelers."
5. "I wish the app included more offbeat destinations. While it had popular locations, I was looking for unique experiences."

Feedback from Target Customer 2:

1. "The app's design and user interface are visually appealing. It made me feel more excited about planning my trip."
2. "Overall, navigation was smooth, but I got a bit confused when trying to add destinations to the itinerary."

3. "I found the budget planning features very helpful. They helped me stick to my spending limits during the trip."
4. "The communication tools within the app were a lifesaver for coordinating with my travel group. They made planning discussions efficient."
5. "While the app had great destinations, I was hoping for more suggestions on cost-effective transportation options."

Feedback from Target Customer 3:

1. "The app's first impression was positive. It seemed user-friendly, and I appreciated the onboarding tutorial."
2. "Navigating the app was generally straightforward. However, I had some trouble setting dates and times for my itinerary."
3. "The budget planning tools were fantastic. They provided a clear breakdown of expenses, which was essential for my trip planning."
4. "The safety information for each destination was reassuring. I knew I could rely on the app for important travel information."
5. "I was pleasantly surprised by the range of offbeat destinations in the app. It met my desire for unique experiences."



Details of the Improvements that has been incorporated in your final J-Component work. (Product details / photographs / Codes / Screenshots, etc.)

To enhance the trip planner app based on user feedback, we plan to implement several key improvements. Firstly, we will develop a clear and concise onboarding tutorial to assist new users in navigating the app's features. We'll also focus on refining the user interface to make editing itineraries more intuitive and enhancing overall navigation throughout the app.

Additionally, we will expand and promote the budget planning features that received positive feedback, offering more specific recommendations for cost-effective transportation and accommodations. The safety information for each destination will be consistently updated to provide comprehensive and current details. Furthermore, we'll continuously optimize in-app communication tools for efficient group planning and coordination. To cater to users seeking unique experiences, we'll diversify the selection of offbeat destinations.

We'll also work on improving the visual appeal of the user interface to enhance the overall user experience. The process of adding destinations to itineraries and setting dates and times will be simplified. Detailed information on local experiences, activities, and attractions within each destination will be provided. Lastly, we'll refine the initial user experience to ensure that new users find the app approachable and user-friendly from the start, while further optimizing the app's navigation for a smoother user journey.

