

Phase 3: Features & Prioritization

Product: EaseMyTrip
Target Segment: Budget Travelers
Phase 2 Goal: Increase search-to-booking conversion by 15% in 6 months
P0 Problem: Budget travelers struggle to identify the best-value travel option across flexible dates and destinations, leading to excessive manual effort, decision fatigue, and booking abandonment.

STEP 1: Brainstorm Solutions (Diverge)

Root Causes Identified from Phase 2

- 1. Manual date comparison across multiple searches
- 2. Lack of budget-led discovery
- 3. No confidence signal (“Is this the best price?”)
- 4. Overwhelming search results
- 5. Cross-platform comparison behavior

Brainstormed Solutions

S.no	Solution	Description	Key Assumption	Category
1	Flexible Date Price Calendar	7-day and 30-day visual price grid	Users want visual comparison, not repeated searches	High Confidence
2	“Best Value” Smart Tag	Highlight flights combining low price + reasonable duration	Users want simplified decision cues	High Confidence
3	Budget Input Mode	User enters budget first, EMT shows possible destinations	Users are flexible with location	High Confidence

4	Price Confidence Indicator	"Price likely to rise" / "Good deal for this route" label	Confidence reduces hesitation	High Confidence
5	Auto-Compare Summary	"This price is ₹1,200 lower than last 3 days average"	Context reduces doubt	High Confidence
6	One-Tap Date Optimizer	Suggests 2 cheaper nearby dates automatically	Users want automation	High Confidence
7	Multi-OTA Comparison Snapshot	Show comparison vs market average	Transparency builds trust	Low Confidence
8	Destination Inspiration Map	Map showing cheapest cities under budget	Exploration increases booking	High Confidence
9	"Stop Searching" Prompt	After 3 searches, suggest best available option	Decision nudge works	Low Confidence
10	AI Travel Assistant Chat	Conversational interface to find cheapest combo	Users prefer guided booking	Moonshot
11	Budget Lock Option	Lock price for 24 hours for small fee	Reduces hesitation	Low Confidence
12	Smart Sort Default	Default sort by "Best Value" instead of cheapest	Reduces overload	High Confidence
13	Decision Score Meter	Visual meter showing price quality	Gamified confidence	Low Confidence
14	Flight + Hotel Budget Combo	Suggest optimized total	Users evaluate total value	Low Confidence

		trip under budget		
15	Smart Comparison Panel	Sticky comparison drawer across searches	Reduces screenshot behavior	High Confidence

STEP 2: Prioritize Smartly (RICE)

Using scale:

- Reach (1–3)
- Impact (1–3)
- Confidence (1–3)
- Effort (1–3)

Formula:

$(R \times I \times C) \div \text{Effort}$

RICE Scoring

Solution	R	I	C	E	Score	Notes
Flexible Date Price Calendar	3	3	3	2	13.5	Strong research backing
Budget Input Mode	3	3	3	2	13.5	Directly solves flexibility
Best Value Smart Tag	3	2	3	1	18	Quick win
Price Confidence Indicator	3	2	2	2	6	Needs logic layer
Destination Inspiration Map	2	3	2	3	4	Higher effort
Smart Comparison Panel	3	2	3	2	9	Reduces manual effort

Top 3 Selected Solutions

1. **Best Value Smart Tag** (Quick Win – Highest Score)
2. **Flexible Date Price Calendar** (Core friction solver)
3. **Budget Input Mode (Budget Explorer)** (Strategic differentiator)

These directly address:

- Manual date search
- Decision fatigue
- Budget-led flexibility

STEP 3: Wireframe (User Flow Description)

1. Solution: Best Value Smart Tag

User Context

User searches: Delhi → Mumbai

Screen 1: Search Results Page

- Flight list appears
- One option marked:
 - “Best Value” Tag
 - Tooltip: “Balanced price + duration. 8% cheaper than average today.”

Interaction:

User clicks tooltip → sees:

- Average price range for this route
- Why this is recommended

Value:

Removes mental math and builds confidence.

Delhi → Mumbai

12 March, 2026 • 1 Passenger • Economy

8 flights found

Average price: ₹4,986

Filters



IndiGo
6E 345

Best Value

₹4,850

per person

06:00

Delhi (DEL)

2h 15m

Non-stop

08:15

Mumbai (BOM)

Select Flight



Air India
AI 657

₹5,200

per person

07:30

Delhi (DEL)

2h 20m

Non-stop

09:50

Mumbai (BOM)

Select Flight

2. Solution: Flexible Date Price Calendar

User Context

User searches: 12 March

Screen 1: Search Results

New toggle: “View Flexible Dates”

Screen 2: Calendar View

Grid showing:

- 10 Mar – ₹4,500
- 11 Mar – ₹4,200
- 12 Mar – ₹5,100
- 13 Mar – ₹3,900 (highlighted cheapest)

User taps cheaper date → Auto-updates results

Value:

Eliminates repeated manual searches.

Delhi → Mumbai

12 March 2026 • 1 Passenger • Economy

8 flights found

Average price: ₹4,986

Hide Flexible Dates

Filters

Choose a Flexible Date

Prices vary by date. Save up to ₹1700

< Previous Week

March 2026

Next Week >

Sun 9 ₹4,700 +₹800	Mon 10 ₹4,500 +₹600	Tue 11 ₹4,200 +₹300	Wed 12 ₹5,100 +₹1,200	Thu 13 ₹3,900 +₹1,700	Fri 14 ₹5,600 +₹1,700	Sat 15 ₹5,400 +₹1,500
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☐ Cheapest option ☒ Currently selected

IndiGo
6E 345

Best Value

₹4,850
per person

3. Solution: Budget Input Mode (Budget Explorer)

Entry Point:

Homepage → New Tab: "Travel Under My Budget"

Screen 1:

Input:

- Departure City
- Budget (₹5,000)
- Month (March)

Screen 2:

List of destinations:

- Jaipur – ₹3,800
- Goa – ₹4,900
- Bangalore – ₹4,600

The user selects destination → lands directly on the optimized flight list.

Value:

Shifts experience from destination-first to budget-first.

Discover Destinations Within Your Budget

Tell us your budget and we'll show you where you can fly

Departure City

Delhi (DEL) ▾

Your Budget (per person)

₹ 5000

We'll show you destinations you can afford

Travel Month

March 2026 ▾

🔍 Find Destinations

<https://www.figma.com/make/inpsk0kaNcaNktES92IEcR/Search-Results-Page?t=6PC2brxuT ypPL8Q5-1>

STEP 4: Success Metrics

Phase 2 Goal:

Increase search-to-booking conversion by 15%.

Metric Type	Metric Name	Definition	Why It Matters
Key Metric	Search-to-Booking Conversion Rate	% of users who complete booking after search	Direct success indicator
Secondary	Flexible Date Usage Rate	% of users toggling flexible calendar	Shows feature adoption
Secondary	Best Value Click Rate	% of bookings using tagged flight	Indicates trust in recommendation
Secondary	Budget Mode Engagement	% of users completing budget search	Measures discovery success

Guardrail	Cancellation Rate	% bookings cancelled post-confirmation	Ensure confidence signals are accurate
Guardrail	Time to Book	Avg time from search to payment	Should decrease

STEP 5: Pitfalls & Mitigations

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation	Detection Signal	Containment
Users trust “Best Value” tag	Bookings increase but cancellations rise	High	Medium	Conservative tagging logic; start with limited routes	Cancellation Rate (Tagged Flights)	Remove tag from underperforming routes
Budget mode reflects true availability	Shown prices increase at checkout	High	Medium	Real-time pricing sync before display	Checkout Price Variance	Hide outdated fares
Flexible calendar reduces effort	Users ignore feature	Medium	Medium	Default show cheaper date suggestion	Flexible Date Usage Rate	A/B test positioning
Over-simplification reduces control	Power users feel restricted	Medium	Low	Keep advanced filters available	Filter Usage Rate Drop	Restore prior sort option