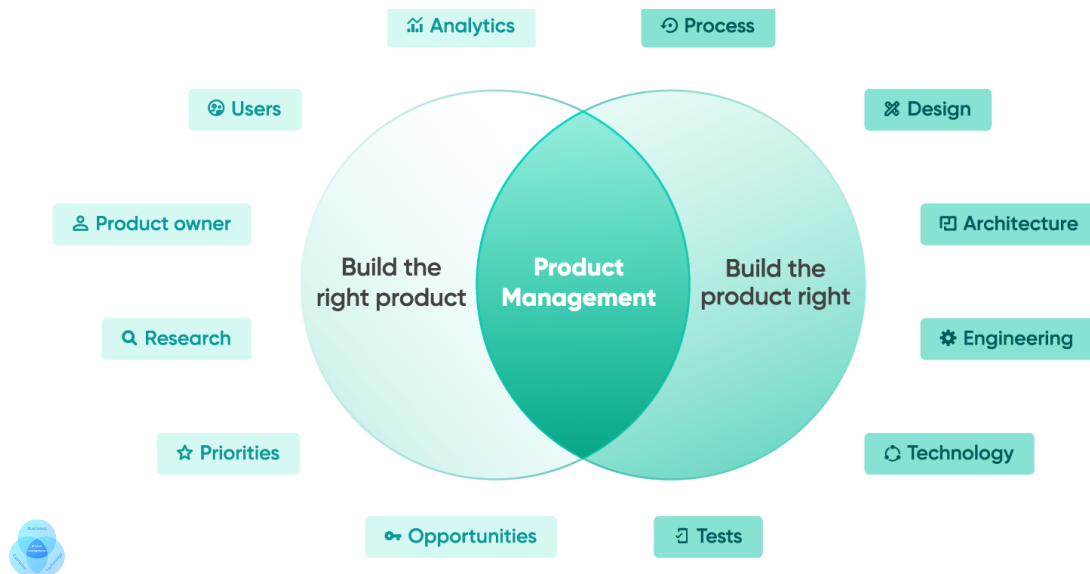




Phase 3

Step 1: Brainstorm Solutions (Diverge)

Step 2: Prioritise Smartly (Converge) - *Focus narrow*

Step 3: Wireframe Your Top 2-3 Ideas, showing user flows - *Make it visual*

Step 4: Define Success Metrics - *Plan measurement*

Step 5: Identify Pitfalls & Mitigations - *Anticipate failure*

Step 6: Create Your PRD - *Communicate clearly*

▼ Step 1: Brainstorm Solutions (Diverge)

How might we help the users get cheapest travel deal (combined or different things from different platform)

User Journey ⇒ User create account/Sign in → search for desired destination → compare prices by same OTA for a single day → check for alternate days if cheaper price available → Select the cheapest & trusted → Go to final payment page & enter details & see the final price (include service fee, etc) → check for coupons & Credit card discount → Go to other OTA & repeat the same process → At the end check for final price on Airlines website & points customer receive → then made booking

Other Industries facing similar problems ⇒ swiggy vs zomato, Flipkart vs amazon, croma vs reliance digital, blinkit vs zepto vs instamart vs minutes

RCA with 5 WHY

1st WHY	Why customer go & search for prices on different website	Because everyone is offering their own discounts & have their own service fees
2nd WHY	Why they have different rates	Everyone has different partnership with bank so offering different discount
3rd WHY		
4th WHY		
5th WHY		

SCAMPER ⇒

Crazy 8s

Constraint Reversal ⇒ What if we had unlimited money for implementation of this

Ideas -

An AI Agent that can go & search for prices from top 5 OTA & show the Final Payable Amount (including Base Fare + Airline taxes + Convenience fee + Payment gateway charges)	High Confidence	User can see prices being offered at single place
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This should also give an high level estimate that about coupon or credit card discount that customer might be able to avail In this we can provide chrome extension - but not that relevant Skyscanner like website The idea is not to be a Travel Agent but a booking partner		
Create my own price by partnering with flights, hotels & experience provider Giving assurance to the consumer that if prices drop, we will cancel this & re-book another, also show the past fare history of flight & the success rate of automatic re-booking of our previous customers	Moonshot - parked	
Show alternate cheapest options from other OTA	Low Confidence	

Break Down (Why users have to go & check for prices on different websites)

Every OTA wants to get more & more customer, they burn cash & sometime offer discount for first time customer on their site, other have different partnership

Every site offering different base fare

Some flight available at some & some at other or even with travel agent

They charge different convenience fees

Offer different point cashbacks & credit card discount

How might we help the users get the confidence we are not paid or sponsored & actually compare or give the cheapest price?

▼ Step 2: Prioritise Smartly (Converge) - *Focus narrow*

(Reach × Impact × Confidence) ÷ Effort

SOLUTION	RICE	Notes
AI agent price comparison	$(3 \times 3 \times 2) / 3 = 6$	
Self Portal	$(2 \times 2 \times 1) / 3 = 1$	
AI Agent other recommendation	$(2 \times 2 \times 2) / 2 = 4$	

AI agent price comparison

Reach = 3

Impact = 3

Confidence = 2

Effort = 3

▼ Step 3: Wireframe Your Top 2-3 Ideas, showing user flows - *Make it visual*

focus on clarity, not perfection

Step 1 :- User search for flights by entering destination, date

Step 2 :- AI Agents gets the data from different website running on scrap data from top 10 website majorly including MMT, EMT, Goibibo, Agoda, Expedia, Booking, Indigo, AirIndia

Step 3 :- Agents go & compare coupons & give the final price post discount coupons

Step 4 :- Final price is shown

Steps 5 :- Agents ask for debit or credit card available & then re-calculate the prices being offered.

Step 6 :- User chose the most reliable or cheapest option as per convenience

Step 7 :- User is re-directed to source website

Step 8 :- User finally book the tickets from the OTA.

▼ Step 4: Define Success Metrics - *Plan measurement*

what will move - users won't have to switch to different platform for price comparison

why - a single platform will be provided,

how they'll know -

Phase 2 Goal - show price comparison on all the sites

Phase 3 solution - An AI agent that can go on each site & get the best price, also showing credit card & other discount

Key Metric -

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Fare comparison	One stop Shop for all the travel booking fares comparison	People will be able to com
Secondary Metric	Booking Rate	People are comparing & then taking decision to book	if people are re-directed from our portal to other website
Guardrail Metric	Warning messages	Directly showing that these are non-sponsored fares	this will increase trust

▼ Step 5: Identify Pitfalls & Mitigations - *Anticipate failure*

Assumption at risk	Failure mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (practical)	Detection signal (metric)	Containment / rollback
AI Agents will be able to get the data from different sites	Agents are not able to crawl the website	H	H	To consume API	Blank data coming	
Speed of Fetching data from different websites	We need to fetch data from different website, so as no. of sites increase	H	H			
New user & existing user coupon & price differentiation						
Users still not trusting results being shown & then again go & manually verify the fares						
Travel agents still able to						

Assumption at risk	Failure mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (practical)	Detection signal (metric)	Containment / rollback
offer cheaper deals & same price we are not able to list						
When re-directed to actual source location price changes as per user						
Blocking of same IP by different website providers						

▼ Step 6: Create Your PRD - *Communicate clearly*