

BiteSys – Product Bowl

TRAVELGUIDE PRESENTATION

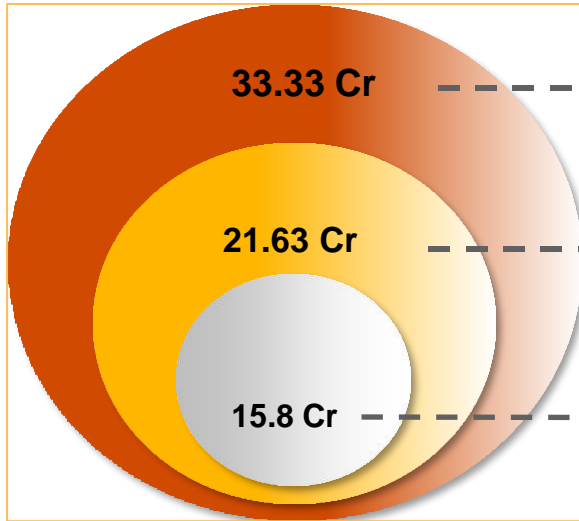
TEAM – Anonymous

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Market Potential & Opportunities

Market Size in FY25*



33.33 Cr → **Total Addressable Market (TAM)**
Total US Population

21.63 Cr → **Serviceable Available Market (SAM)**
The market size that **TravelGuide** could reach now of Age 20 - 50

15.8 Cr → **Serviceable Obtainable Market (SOM)**
Market size that **TravelGuide** is being used by

The Idea

Idea:

TravelGuide is an innovative Google Maps feature offering personalized travel itineraries, integrated guided tours, and seamless navigation. It provides recommendations on must-visit places, local attractions, and cultural insights, ensuring tourists enjoy a hassle-free experience. Smart itineraries cater to user preferences, while audio guides and interactive maps enhance exploration. TravelGuide also supports in-app booking and offline access, making it an essential tool for all travelers.

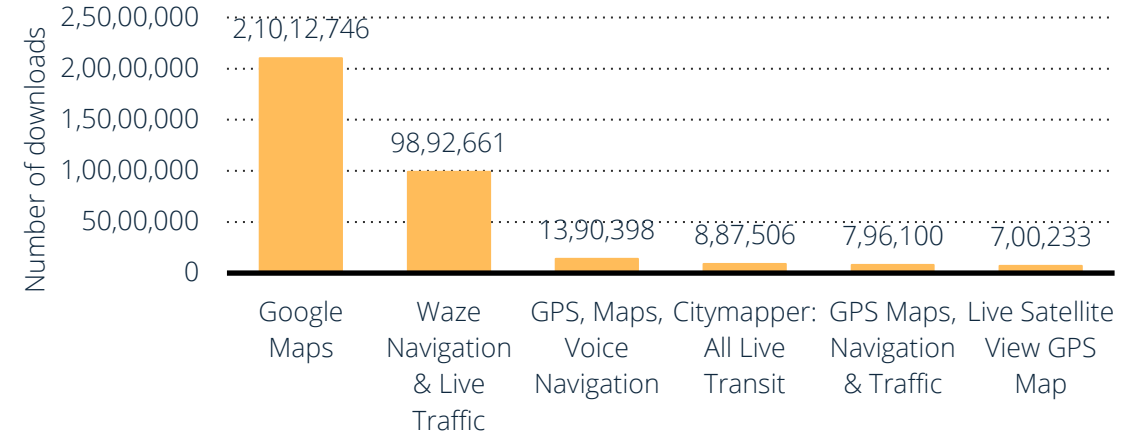
Target Persona:

Tech-savvy travelers, frequent explorers, and first-time tourists seeking a streamlined, enriched travel experience.

Feasibility & Scalability

Leveraging Google Maps' extensive user base ensures high adoption potential. Scalable through partnerships with local businesses and tourism boards, expanding into new regions can drive growth. RICE framework confirms strong reach, impact, confidence, and manageable effort.

Market Growth Potential*



Feasibility Matrix using RICE framework

Reach

Target Segments: Estimate potential users like business travelers, vacationers, and adventure seekers. **Adoption Rate:** Predict the percentage of Google Maps users likely to adopt TravelGuide in 3-6 months.

Impact:

Feature Utilization: Measure engagement with itineraries, guides, and local tips to assess user satisfaction. **Operational Efficiency:** Evaluate how TravelGuide improves travel planning efficiency.

Confidence:

Technical Readiness: Gauge confidence in integrating TravelGuide with Google Maps. **Content Accuracy:** Assess reliability of travel data and insights.

Impact:

Costs: Estimate development, launch, and maintenance resources. **Operational Complexity:** Evaluate the effort to manage partnerships, support, and data accuracy

User Persona

NAME	GUNIKA - The Frequent Business Traveler <ul style="list-style-type: none">•Age: 35•Occupation: Management Consultant•Tech Savviness: High•Location: Urban, frequent traveler	AESHNA - The Leisure Traveler <ul style="list-style-type: none">•Age: 28•Occupation: Marketing Specialist•Tech Savviness: High•Location: Suburban or urban, enjoys exploring new places	TUSHAR - The Adventure Seeker <ul style="list-style-type: none">•Age: 30•Occupation: Freelance Writer•Tech Savviness: High•Location: Urban, enjoys solo travel and adventure	YASH - The Family Vacationer <ul style="list-style-type: none">•Age: 42•Occupation: IT Manager•Tech Savviness: Medium•Location: Urban, travels with family
GOALS	<ul style="list-style-type: none">•Efficiently navigate new cities.•Find high-quality restaurants and attractions during limited downtime.•Optimize time management and travel logistics.	<ul style="list-style-type: none">•Discover unique experiences and attractions.•Plan and book activities efficiently.•Immerse in local culture and have an authentic travel experience.	<ul style="list-style-type: none">•Discover off-the-beaten-path destinations and activities.•Access real-time updates and recommendations for spontaneous travel.•Seamlessly book adventure tours and activities.	<ul style="list-style-type: none">•Plan family-friendly activities and attractions.•Ensure safety and cultural understanding for the entire family.•Manage travel logistics effectively, including accommodation and activities.
PAIN POINTS	<ul style="list-style-type: none">•Lack of local insights and recommendations.•Difficulty in finding reliable guides and activities on the go.•Balancing work commitments with exploration.	<ul style="list-style-type: none">•Overwhelming amount of information from multiple sources.•Difficulty in organizing and planning travel activities.Lack of seamless booking options within travel planning apps	<ul style="list-style-type: none">•Difficulty finding unique and less touristy spots.•Need for real-time updates on activity availability and schedules.•Navigating new locations without reliable guides.	<ul style="list-style-type: none">•Finding suitable, family-oriented attractions and activities.•Ensuring that cultural experiences are appropriate for all family members.•Coordinating travel plans and bookings for multiple people.
PREFERRED FEATURES	<ul style="list-style-type: none">•Smart itineraries for quick, impactful visits.•Seamless booking for business-related activities and dining.•Offline access to guides and maps for convenience during business trips.	<ul style="list-style-type: none">•Personalized travel recommendations based on interests.•Integrated guided tours with engaging audio content.•Local culture tips and etiquette advice to enhance the experience.	<ul style="list-style-type: none">•Smart itineraries for adventure and exploration.•Integrated guided tours with rich content and real-time updates.Offline access to ensure reliable information during remote travel	<ul style="list-style-type: none">•Custom itineraries with family-friendly recommendations.•Offline access to guides and maps for use during travel.•Local insights and safety information relevant to family travel.

Key Features of TravelGuide

Features	Use Case	Examples
Smart Itineraries	Tailored plans based on user preferences and trend	visiting historical sites in Rome or culinary tours in Paris.
Audio Guides	Rich, engaging audio content about destinations	historical facts about the Colosseum or local stories from New Orleans.
In-App Booking	Book tickets and activities directly	reserving a gondola ride in Venice or a safari in Kenya
Cultural Insights	Tips on customs and etiquette	greetings in Japan or bargaining in Morocco
Community Feedback	User reviews and ratings help make informed choices	choosing a popular restaurant in Bangkok or a well-rated tour in Barcelona.
Local Insights	Recommendations for hidden gems	like a secret café in Tokyo or a scenic overlook in Santorini.
Real-Time Updates	Live updates on hours and availability	museum timings in London or changes to a tour in Bali.
Interactive Maps	Step-by-step navigation for guided tours	highlighting landmarks like the Eiffel Tower or the Great Wall.
Personal Reviews	Leave your own travel tips	the best time to visit a New York park or hidden trails in the Swiss Alps.
Offline Access	Download guides and maps for use without internet	perfect for exploring remote areas like Patagonia or the Outback.

Value, Effort, Priority matrix of TravelGuide

Features	Value(1-5)	Effort(1-5)	Priority
Smart Itineraries	5	3	1
Audio Guides	3	4	3
In-App Booking	5	3	1
Cultural Insights	3	4	3
Downloadable Content	5	2	1
Local Insights	3	4	4
Real-Time Updates	5	5	5
Interactive Maps	4	2	3
Personal Reviews	3	1	2

SWOT ANALYSIS



Strengths

- Google Maps Integration:
- Established Platform
- Seamless Experience
- Personalized Recommendations:
- Custom Itineraries
- Real-Time Updates
- Comprehensive Features:
- Guided Tours & Booking
- Local Insights
- Offline Access



Weaknesses

- Google Maps Dependency:
- Platform Limitations
- User Expectations
- Content Accuracy & Updates:
- Maintenance
- Partnership Reliance
- Integration Complexity:
- Technical Challenges



Opportunities

- Travel Market Growth:
- Increased Demand
- New Features
- Partnerships:
- Local Businesses
- Tourism Boards
- Market Expansion:
- Global Reach
- Monetization Strategies



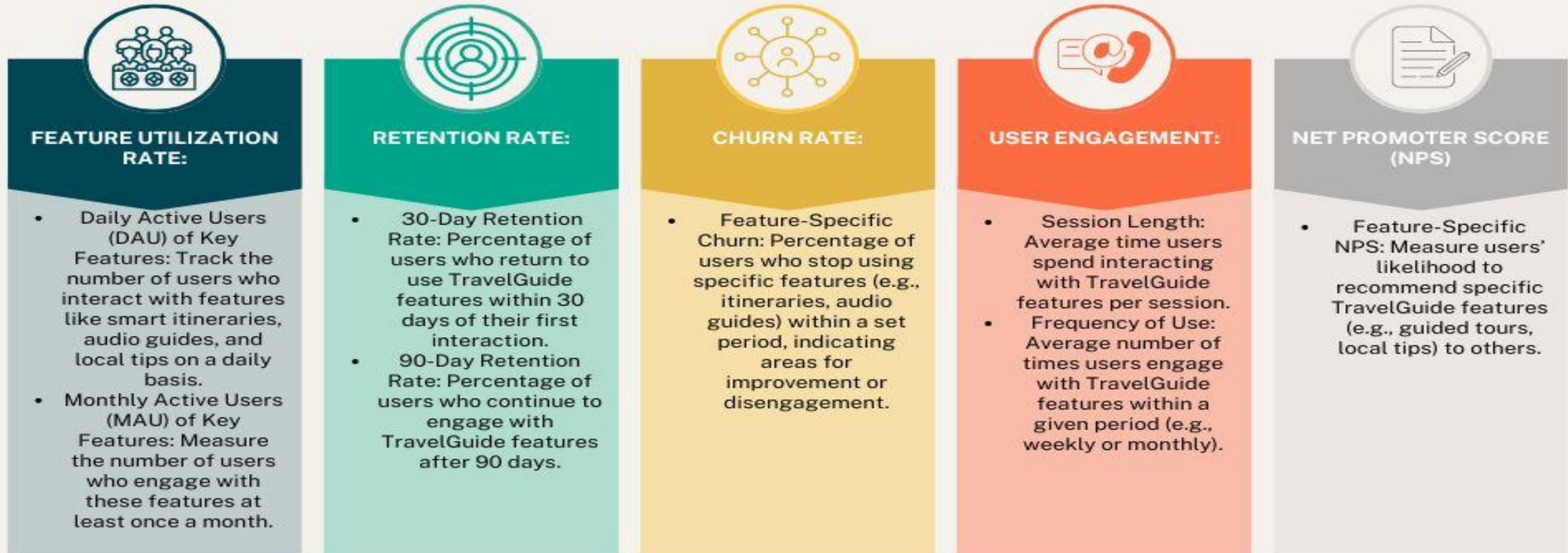
Threats

- Competition:
- Existing Solutions
- New Entrants
- Data Privacy:
- Regulatory Compliance
- User Trust
- Technological Challenges:
- Integration Issues
- User Adaptation
- Content Risks:
- Local Information

Matrixes to be Checked:

Linking this feature with Google Maps North Star Matrix ->

1. Number of Trips Completed Per Hour
2. Travel Mode



These metrics will provide insights into how well TravelGuide is performing in terms of user retention, engagement, and overall contribution to Google Maps' success.

Thank You