

# ALFRED:

YOUR PERSONAL VOICE ASSISTED TRAVEL AGENT

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Engineering Leadership Professional Program, Spring 2020



# NO 21<sup>ST</sup> CENTURY TRAVEL SOLUTION YET!

- It is cumbersome to book a trip!
  - Can take hours, days, or weeks.
  - Why can't your mobile phone assistant help?
- Airfare and lodging costs are always changing!
  - Imagine your personal travel agent working for you 24/7





# ALFRED TO THE RESCUE!!

"Alfred! Book me a trip to Mexico"

"Beach trip"

"Pacific coast"

"This spring, for a week"

"Mexico has many beautiful places to visit. Would you like a trip to Mexico City or a beach trip to a coastal town?"

"Great. There are nice beach town on both coasts. Would you like Atlantic or Pacific coast? Pacific is closer to you."

"Pacific coast is nice all year long. What time would you like to travel and for how long?"

"Wonderful. I will do some research and will come back with some options."



# ALFRED TO THE RESCUE!!

“Tell me more about option at Puerto Vallarta”

“I would like to depart May 1<sup>st</sup> and will take resort option”

“Here are a few options:  
Puerto Vallarta, air fair and stay for 2 from \$4000. [click for details.](#)  
Cabo San Lucas, air fair and stay for 2 from \$3800. [click for details.](#) Less popular options: Nuevo Vallarta ([details](#)), Mazatlan ([details](#))

One week trip to Puerto Vallarta, with departure options in April and May. Lodging options beach front resort or beach view vacation rental apartment



# ALFRED TO THE RESCUE!!

“Perfect! Click to see your trip details. I will buy once you confirm.”  
Depart May 1<sup>st</sup>, Return May 7<sup>th</sup>.  
Stay at ...  
Total Price: \$3960

“Wonderful! I am working on purchasing your trip...”

“Your trip is booked. Itinerary details will be emailed to you as well.”

“Looks good. Please purchase!”





# WHY A VOICE ASSISTED TRAVEL AGENT?

## CUSTOMER

- Easy interface
- Customer directs and disengages
- Constant vigilance
- No more headaches of aligning vacancies
- MONEY SAVER!!

## ALFRED

- Makes money by saving customers money and headaches

## PARTNERS

- Easier customer access
- Increased revenue due to increased business



# WHY WOULD YOU WANT TO USE ALFRED?



Ease of use, voice activated



AI based personalized recommendations



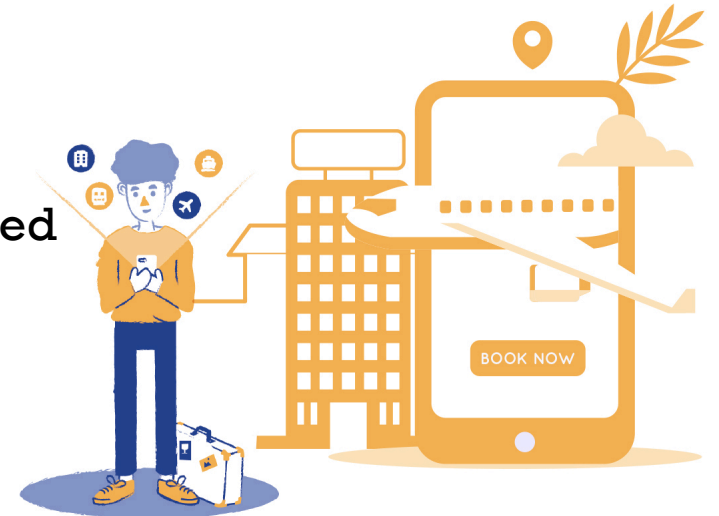
Offline research of different resources over extended time to find best matches & deals



End-to-end travel planning with no additional cost



Full service concierge, before and during the trip



# ALFRED WILL TARGET MILLENNIALS!

## Voice Assistant

- 1 billion voice activated devices
- 52% of adults use voice assistant on phone
- 82% use to seek information
- 70% millennial like or love VA

## Smartphone App

- Millennial spend \$200B on travel
- 74% research travel on smartphone
- 66% book on smartphone.
- 86% disappointed by experience

## Personalization

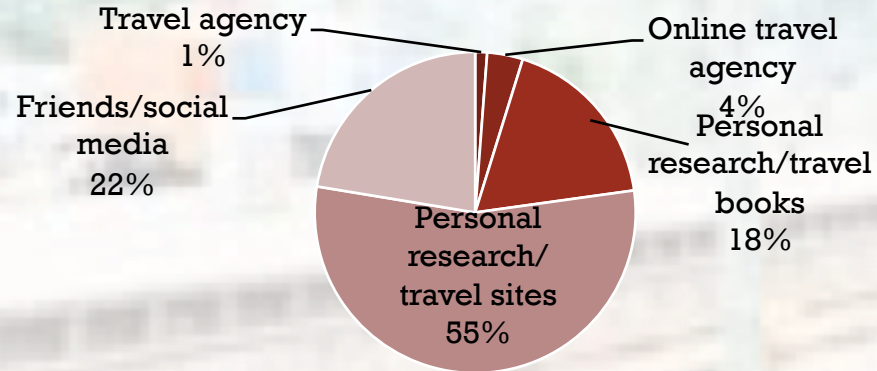
- 67% want recommendation based on personality and budget
- Willing to exchange personal information for recommendation
- Plan their own trip. Online agency down from 50% to 25%



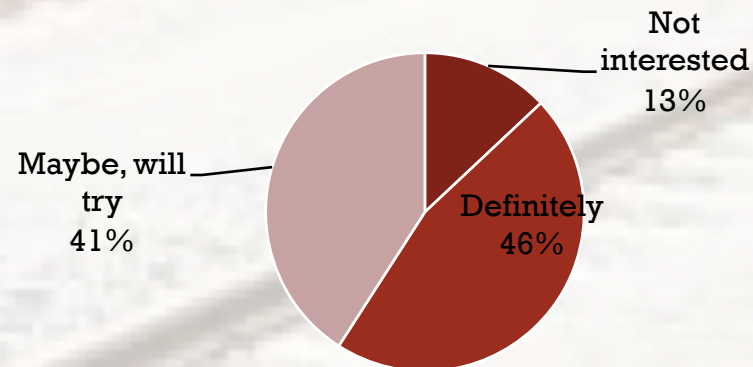


# RESEARCH JUSTIFIES ALFRED!

## How do you plan your trips?



## Would you use Alfred travel app?



## Requested features:

- Cost optimization
- Last minute planning
- Support during trip
- Personalized & location based recommendations.
- Accuracy and privacy

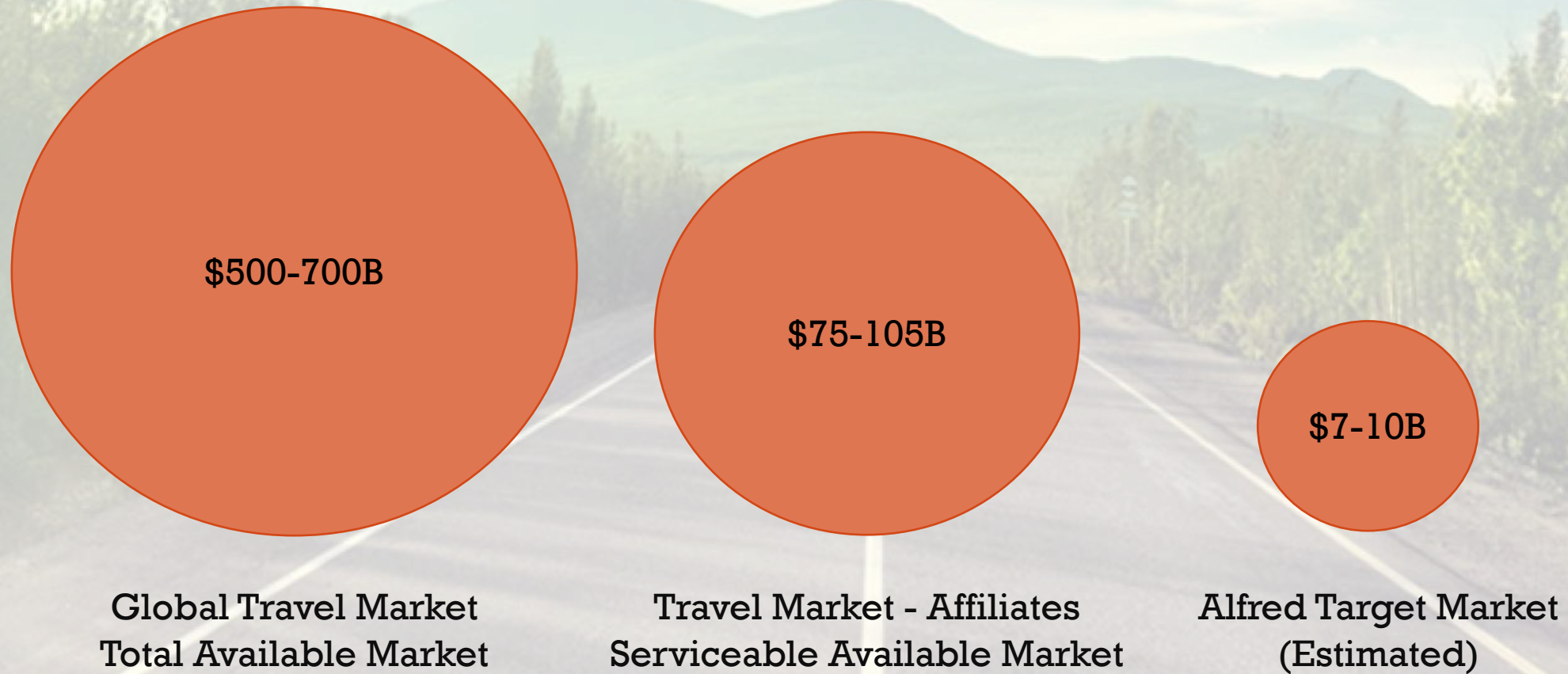


# WHO ARE THE OTHER PLAYERS?





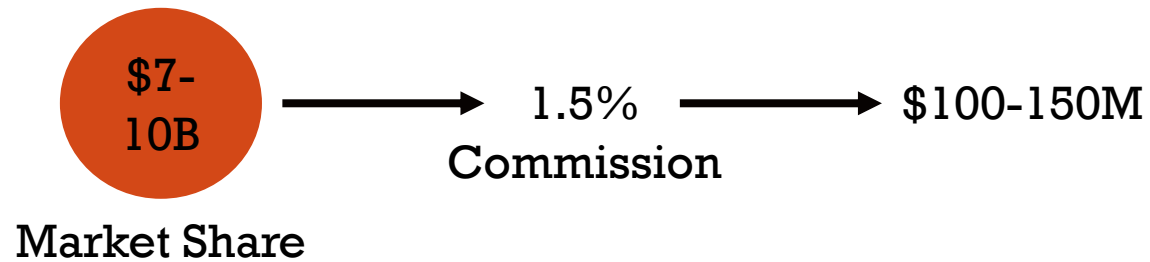
# HOW LARGE IS THE MARKET?



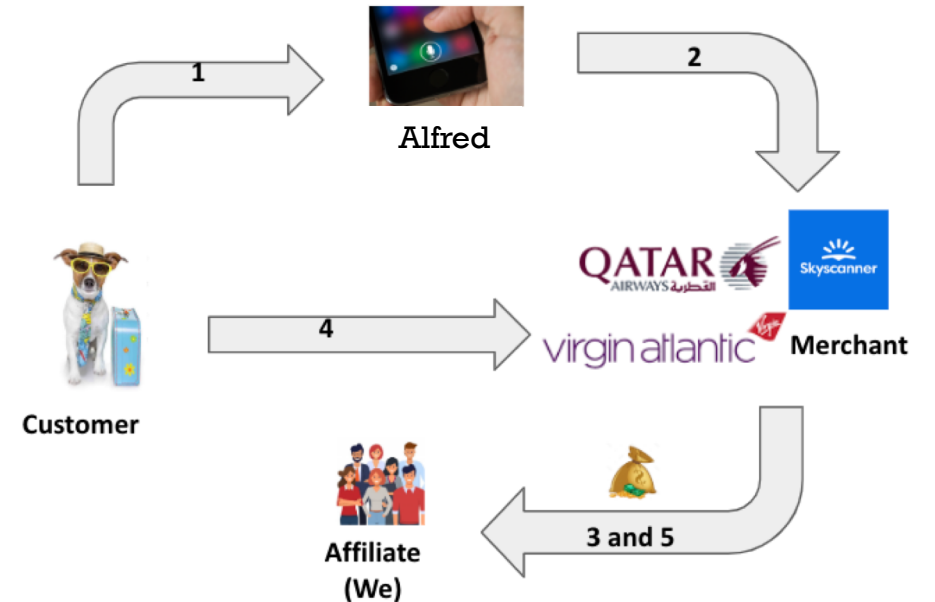
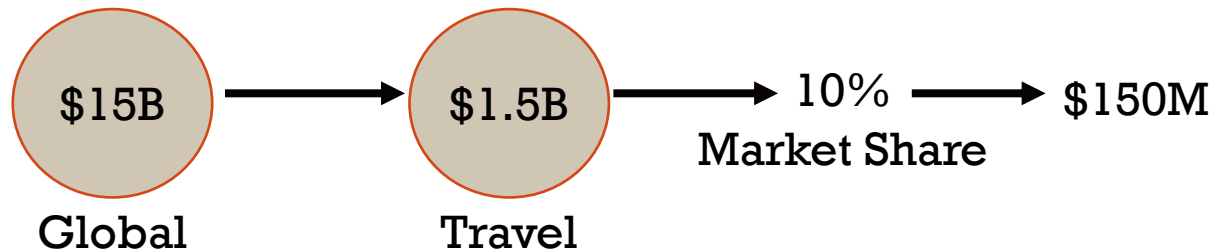


# HOW DOES ALFRED MAKE MONEY?

- 1-2 % commission on each transaction



## Affiliate Marketing Industry



# HOW WILL ALFRED BE PROMOTED?



**Social Media Campaigns**



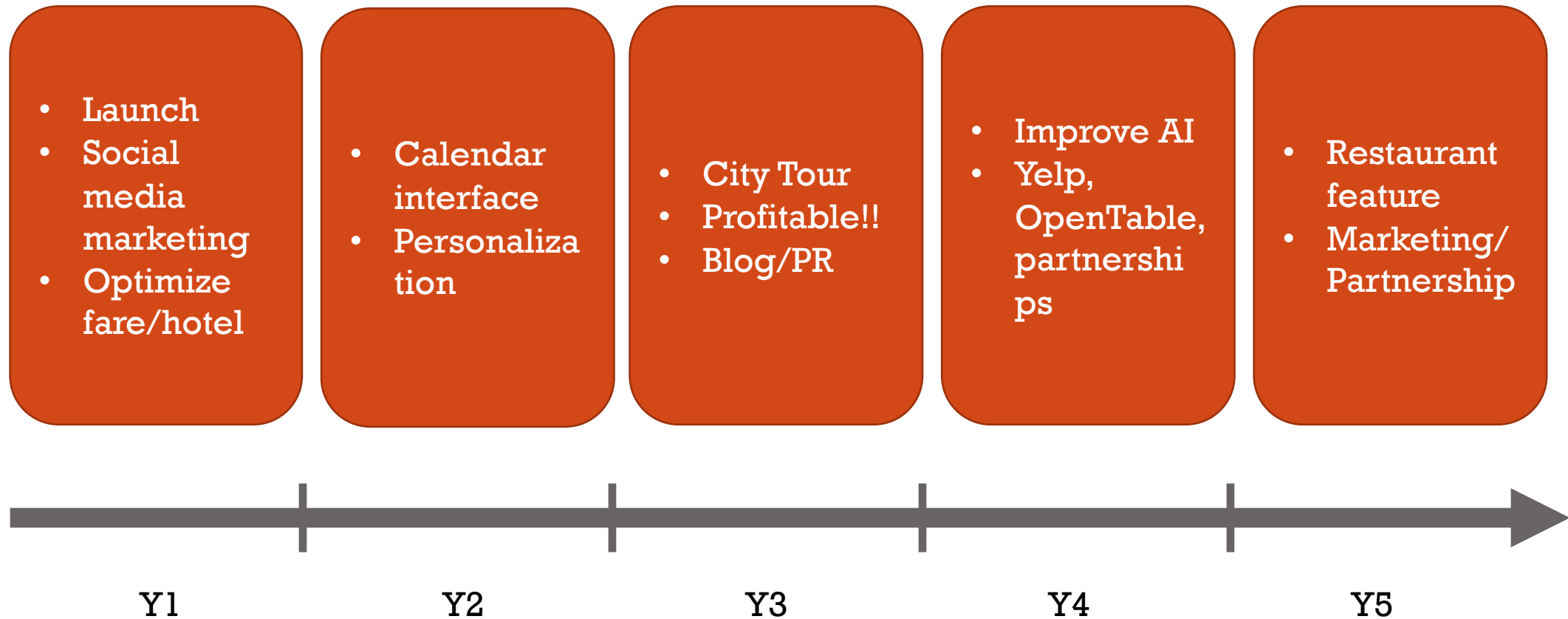
**Referrals, Travel Articles, PR**



**Strategic Partnerships**

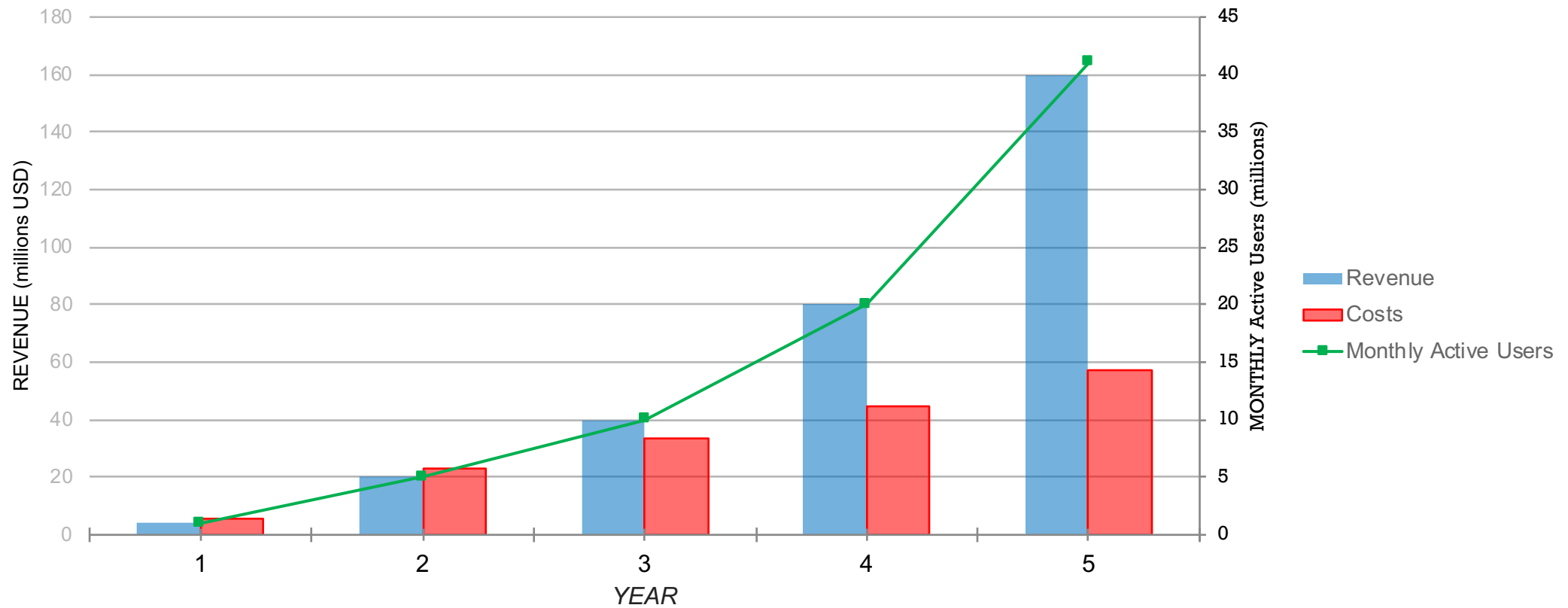


# ALFRED'S ROLLOUT STRATEGY





# HOW WILL ALFRED GROW?



# WHAT ALFRED NEEDS FROM YOU!

- \$1M
  - \$900K over 1 years for 5 people
    - Salaries and benefits
    - Space, equipment, and supplies
  - \$100K over 1 year
    - Marketing
- Advice on strategy and partnerships



# TEAM ALFRED: WHO ARE WE?



CEO: Imran has a PhD in Comp. Sci. with 10 years of industry experience at Samsung, Mercedes, and Apple. **Imran is an avid traveler and loves exotic lands.**



COO: Anahita has a PhD in Comp. Sci. from UCLA and 14 years of diverse industry experience at Intel and Samsung. **Anahita loves to travel and enjoys planning all travel details.**



CTO: Kamaljeet is an Engineering Leader @ Verizon Media/Yahoo!, IIT Bombay CSE Alumnus and **avid travel enthusiast**



**THANK YOU!**





# APPENDIX



# THE FUTURE: TOUR GUIDE IN YOUR POCKET

- City Tour feature is your personal tour guide!

Prepare  
customized  
travel  
plan



Navigate  
customer  
from  
landmark  
to next



Voice interface  
provides  
brief  
information



Able to  
reserve  
table for  
lunch/dinner



# ALFRED'S ROLLOUT STRATEGY (DETAILED)

