



OneBoard

Discovering unexplored corners in Goa

Aditi Agarwal, Akanksha Deb, Anusha Sonpal, Gunjan Bathla, Nishtha Agarwala, Manasvi Bhura, Trinayana Saikia





Introduction

OneBoard, a Goa-based startup, focuses on connecting tourists with unique, local experiences curated by Goan providers. This "experience marketplace" offers diverse activities, helping tourists explore Goa's hidden gems while supporting local businesses and preventing scams.

What are the unique needs of college students visiting Goa and how can OneBoard tailor their offerings to provide a memorable experience that fits within a student's budget?





SWOT Analysis

S

1. Focused Niche
2. Tech-Driven Simplicity
3. Local Expertise

W

1. Limited Scalability
2. Resource Constraints
3. Brand Recognition

O

1. Expanding Target Audience
2. Monetization Strategies
3. Technological Advancements

T

1. Competition
2. Market Volatility
3. Changing Consumer Preferences



Customer Interviews



DEMOGRAPHICS

- Age, gender, hometown, current city
- How often do you travel? Visited Goa before?

INTERVIEW

- Activities interested in, budget range
- What you spend budget on? Compromise on?
- Challenges faced when planning a trip? How do you solve it?
- Apps used and problems faced?
- What would make your overall trip experience better?
- Features or perks you want in an app?
- Explaining OneBoard and asking what they would like it to have

METHODOLOGY

Interview and survey to 50+ college students ages 18-25

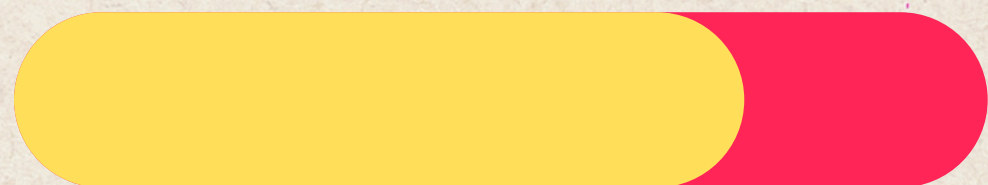




Insights & Results

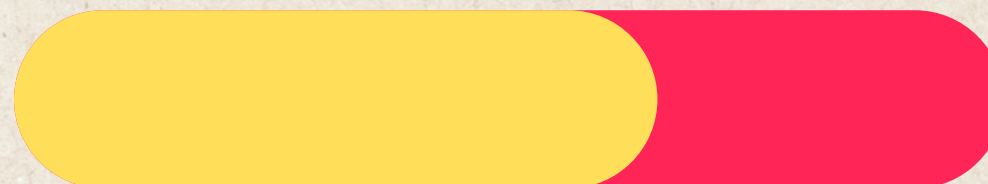
50+ students from Tier 1, 2, 3 cities who want

- Accurate updated information
- Unique, engaging experiences with range of options
- Deals and discounts
- Transport and accommodation options
- Safety is paramount with a tourist guide/local contact
- Convenient solutions



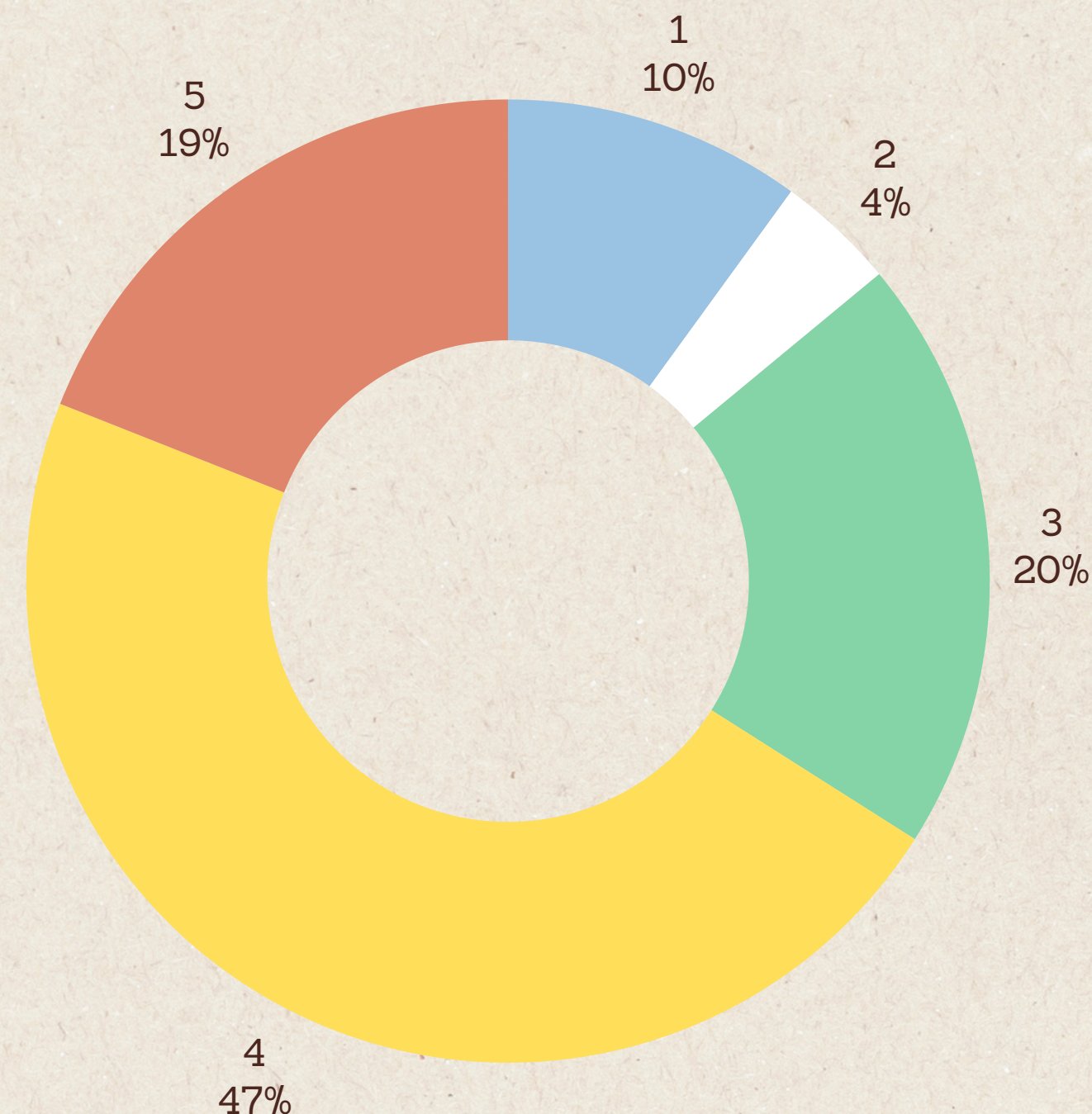
75%

Want deals & discounts & correct information



65%

Want easy to use travel apps



How much easy access to reliable & engaging activities will improve their experience



CUSTOMER PERSONAS

Gauri Gupta

- Age: 21
- Location: Pune
- Income: 8000 per month from parents + personal savings
- Education: Symbiosis University
- How she makes buying decisions: Friends/family, social media
- Hobbies: Running, Swimming, Drawing
- Travel Behaviour: Goes on trips with friends or college tours to culturally vibrant places.
- Challenges: Lack of funds, Financially dependent, Balancing family expectations, with personal goals
- What She Values: Group discounts, safety, and user-friendly booking experiences.
- Motivations: Tailored preferences, Help planning itinerary, Accurate updated information on accommodation and activities, Deals and discounts



CUSTOMER PERSONAS



Surya Singh

- Age: 20
- Location: Delhi
- Income: Personal savings/15k a month from parents
- Education: Delhi University (SRCC)
- How he makes buying decisions: Social media, Friends/Family, Income
- Hobbies: Swimming, Gymming, Going out with friends, Trying new restaurants/cafes, Clubbing
- Travel Behaviour: Prefers to travel, and looks for adventure activities like trekking and water sports.
- Challenges: Lack of funds, underconfidence, fear of failure
- Roadblocks: Competition, family responsibilities
- What He Values: Affordable, safe, and a mix of adventure and cultural exposure
- Motivation: Access to deals and discounts, tailored suggestions, a common platform to book accommodation and transportation



EMPATHY MAP



- Worried about managing travel budgets
- Thrilled for new cultural adventures, creating fresh memories.
- Feeling anxious about safety and reliability of travel
- Concerned about the time and effort needed

THINK & FEEL

- Want to hear new genres of music
- Want to hear stories from different people
- Recommendations and travel tips
- Parents and relatives caution

HEAR



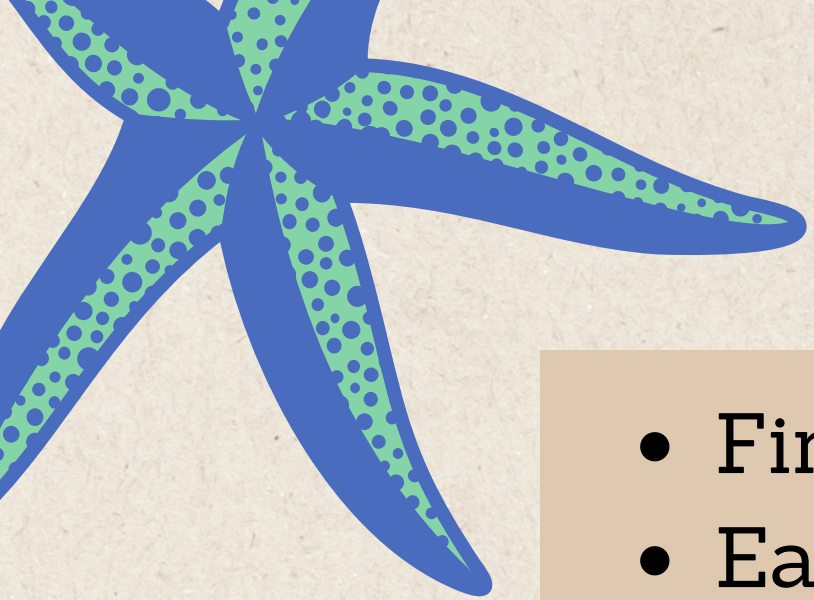
SEE

SAY & DO

- See a lack of detailed travel booking sites
- Wish to see tailored preferences
- Want help planning my itinerary

- Engage in more cultural, nature-based & educational activities
- Discuss potential travel plans with friends
- Searches online for budget-friendly travel options
- Contacts travel service providers to inquire about deals & packages





PAIN

- Finding safe, hygienic accommodation options
- Easily finding cheap local transportation
- Getting entry into activities, restaurants and clubs
- Compromising on dining, transportation and accommodation quality

GAIN

- Finding travel services that offer trustworthy, safe, and budget-conscious experiences.
- Using a platform that simplifies the travel planning process
- Opportunities for social connections and creating shared memories



Redefining the Problem Statement



OneBoard: What are the unique needs of college students visiting Goa and how can OneBoard tailor their offerings to provide a memorable experience that fits within a student's budget?

How can OneBoard attract university students from India struggling due to limited access to precise info on travel deals, accommodation, transport, and activities, hindering budget-friendly trip planning?

Who:

University students across Tier 1, 2 and 3 cities, ages 18-25

What:

- Safety
- Accurate information & costs
- Budget friendly options
- Unique cultural experiences
- Limited planning timeframes and varied preferences
- Tourist guide/local contact to prevent scams

Why:

- Students want a memorable and budget-friendly trip without compromising on cultural and social experiences



How did key insights shape our understanding of the problem?

01

Majority of students face issues with safety and trusted transportation



Introduction of a safety/help feature on the website, which ensures safe and trusted transport and contacts

Safety Features



02

Students wanted easy access to activities and events related to art, culture and history to do in Goa



A calendar could help create a wholesome list of community building activities for all

Community Building

Information

03

Students emphasized the value of having a local's perspective, and consolidated information for the trip



Having access to an available POC for a trip, in an 'Information' section

04

Students wanted deals and discounts for restaurants and clubs



Empathising with the company: Recognising their limitations



Instead of having features based on nightlife, we kept the company's interests in mind and added more info on restaurants, cafes, etc.

Deals & Discounts

Prototype



1. Deals and Discounts
2. Safety Features
3. Community Building
4. Information






Places Of Interest


Workshops & Classes


Water Activities


Wellness


Food & Drink


Shopping


Rentals

 Filters

Include D.I.Y ☒

Come Experience Goa

We help travellers find and book, authentic and quality tours & activities in Goa.

 Surfing

 Goa

 Any day



Discover new places and
Thrilling Things to do in Goa.



Chat Direct. Book Direct.
No hassles. No commissions.



Learn new skills.
Support Local.



Sign up with ASSURED for
Hassle-free bookings.

 Chat with OneBoard


Places Of Interest
Workshops & Classes
Deals & Discounts
Fitness

Packaged Deal

Food & Drink

Shopping

Rentals

 FiltersInclude D.I.Y ☐

Activities/Experiences

- Spice Farm Tour (Atreya Spice Farm)
- Wax Museum
- Butterfly Park

Dining Delights

- Marbella By The Beach
- Pink Chilli
- La Plage

Events

- Zumba Classes
- Guitar Classes
- Skating Classes

Package Details

- Enjoy up to 40% off on each activity or dining experience.
- Customizable packages available- Rs 1499 for individuals, couples and groups
- Hassle-free booking process with dedicated support.

Packaged Deal

Activities/Experiences

- Waterfall Trek
- Kayaking Tour
- Sunset River Cruise

Dining Delights

- Pousada By The Beach
- Thalassa
- Antares

Events

- Art studio
- Pottery Classes
- Woodworking Workshop

Package Details

- Up to 30% off on each activity or dining experience
- Customizable packages available- Rs 2499
- Valid for individuals, couples, and groups
- Flexible booking options

 Surfing Goa Any day

SOS



Discover new places and
Thrilling Things to do in Goa.



Chat Direct. Book Direct.
No hassles. No commissions.



Learn new skills.
Support Local.



Sign up with ASSURED for
Hassle-free bookings.

 Join Community Chat with OneBoard



 Places Of Interest

 Workshops & Classes

 Water Activities

 Wellness

 Food & Drink

 Shopping

 Rentals

 Filters

Include D.I.Y ☒

Come Experience

We help travellers find and book, authentic

 Surfing

 Goa

Join to connect with others who are in the same locale at the same time.



SOS



Discover new places and Thrilling Things to do in Goa.



Chat Direct. Book Direct. No hassles. No commissions.



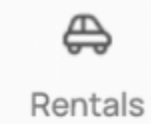
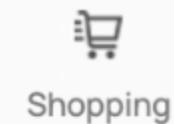
Learn new skills. Support Local.



Sign up with ASSURED for Hassle-free bookings.

 Join Community

 Chat with OneBoard



A real-time safety feature that allows students to share their location with friends and access local emergency services through the app.

Experience Goa

Travellers find and book, authentic and quality tours & activities in Goa.

📍 Goa

📅 Any day



SOS



Discover new places and Thrilling Things to do in Goa.



Chat Direct. Book Direct. No hassles. No commissions.



Learn new skills. Support Local.



Sign up with ASSURED for Hassle-free bookings.

🗨️ Join Community

🗨️ Chat with OneBoard

Month



2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5 Arrival	6 Dining	7	8 Event	9	10 Special!	11
12 Activity	13	14 Dining	15 Special!	16 Activity	17 Event	18
19 Event	20 Special!	21 Activity	22	23 Dining	24 Last day!	25
26	27	28	29	30	31	



How to Test?

Prototype Testing with Target Users:

- Conduct usability testing sessions with students travelling to Goa to refine the user interface and user experience.
- Gather data on app navigation, feature accessibility, and the overall satisfaction with the proposed solutions.

Iterative Feedback and Improvement:

- Use feedback from testing to make iterative improvements to the app features.
- Test different versions of features such as the community forum, safety tools, and package deals to see which configurations work best.

6 Thinking Hats



Process - Gunjan



- Dividing tasks
- Coordination with company
- Analysis after customer interviews



Data - Trinayana

- Proportion who want deals and discounts
- Ranking accommodation, transport, activities, food
- Key insights gained

Creativity - Aditi



- *Community calendar feature*
- Exclusive offers for unique experiences
- Interactive safety tools



Emotions - Anusha

- Excitement in ideating the prototype
- Empathy
- Difficulty finding diverse survey participants

Caution - Akanksha



- Managing profits.
- Potential privacy issues
- Hard to navigate app



Positivity - Nishtha, Manasvi

- One-stop shop for all requirements
- Consumer-centric prototype
- Encouraging constructive thinking



E

mpathised with college students through surveys and focus groups to understand their travel preferences and painpoints

D

efined the challenge: creating a student-focused app for safe, affordable, and social travel.

I

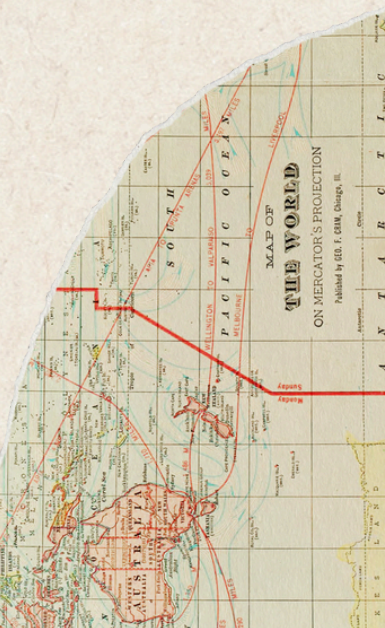
deated solutions including exclusive travel deals, real-time safety features, and a community platform designed for student interaction.

P

rototyped key features, refining them with student feedback to effectively meet their travel needs.

T

ested the app with college students, refining features to enhance usability and satisfaction based on their feedback.



Thank
you very
much!

