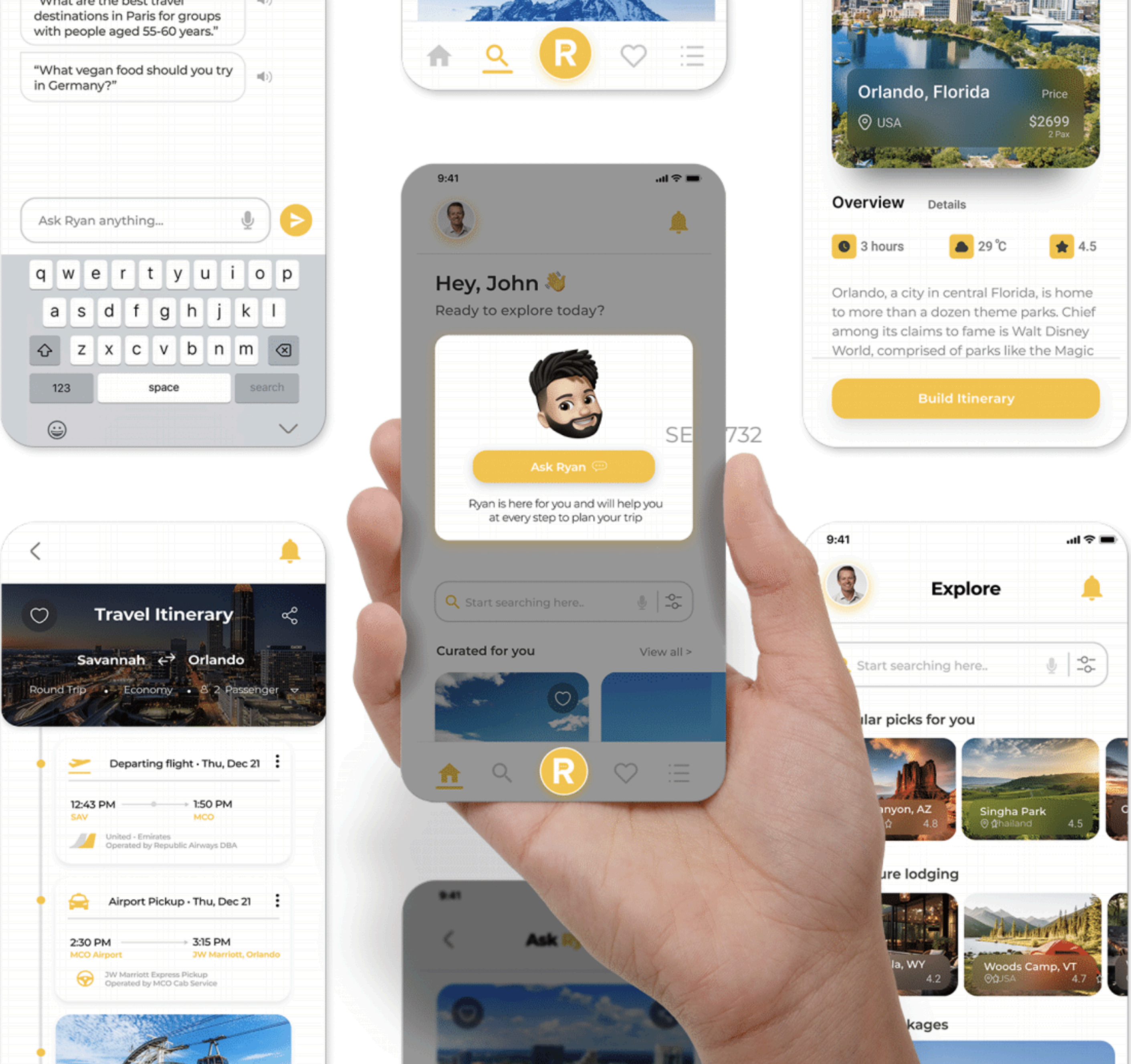


# Ask Ryan

Understanding the context.  
Exploration. Research and  
Insight Analysis.





# Executive Summary

## Current State

Baby Boomers (55-75 years), making up over 76.4 million people (U.S. Census Bureau) in the United States, are a significant force in the travel industry, accounting for more than 50% of all leisure travel spending.

Despite their increasing presence, 43% of Baby Boomers report dissatisfaction with current travel services due to complex booking systems and a lack of senior-friendly options. This creates a significant opportunity for tailored solutions that focus on accessibility and ease of use, especially as Baby Boomers’ travel spending is expected to reach \$157 billion annually by 2025.

## Proposed Solution

### Current State

AskRyan is an AI-powered travel planning and booking service designed specifically for Baby Boomers, offering a conversational chatbot for personalized assistance. The platform’s service value to customers includes:



simplified planning and booking



Tailored travel recommendations



Proactive alerts/communication

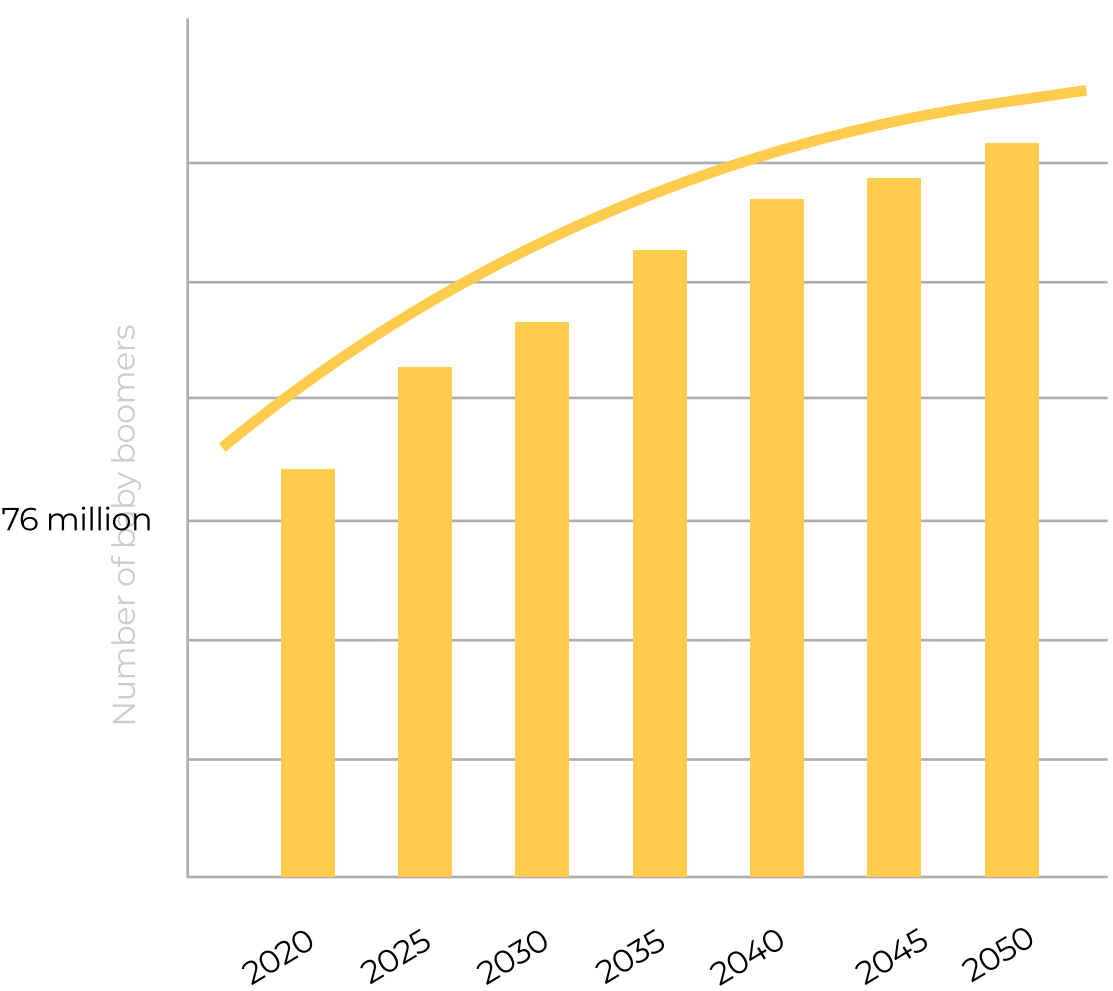


Live human assistance to tech

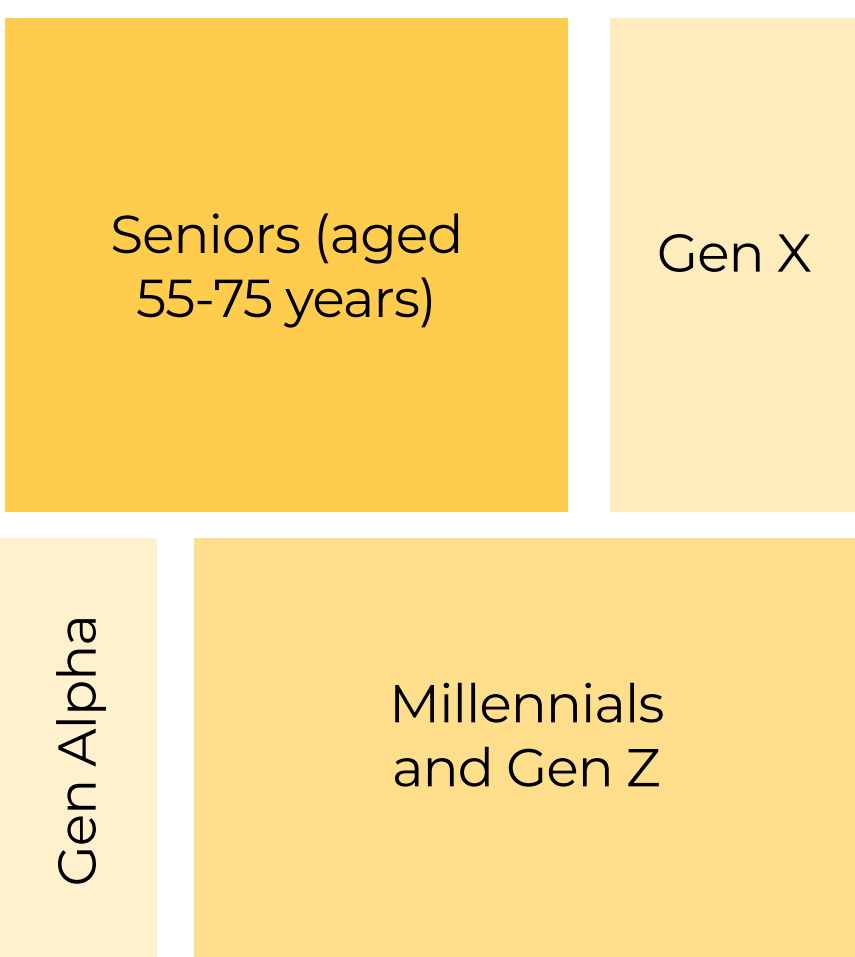
## The Opportunities

With only 30% of U.S. travel platforms catering to seniors, AskRyan is poised to fill this gap and capture a significant share of the Baby Boomer travel market, translating to millions in revenue in the coming years.

Furthermore, with the Baby Boomer and senior population projected to grow by 17% over the next decade, there is a clear opportunity to establish AskRyan as the premier senior travel solution, capitalising on a rapidly expanding and underserved market segment.



Trend in the growth of baby boomers in the United States (Oxford Economics)



Distribution of travel expenditure for the American market in the next few years (McKinsey & Company)



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About

# THE EASIEST WAY TO FIND YOUR PERFECT TRIP

## Overview

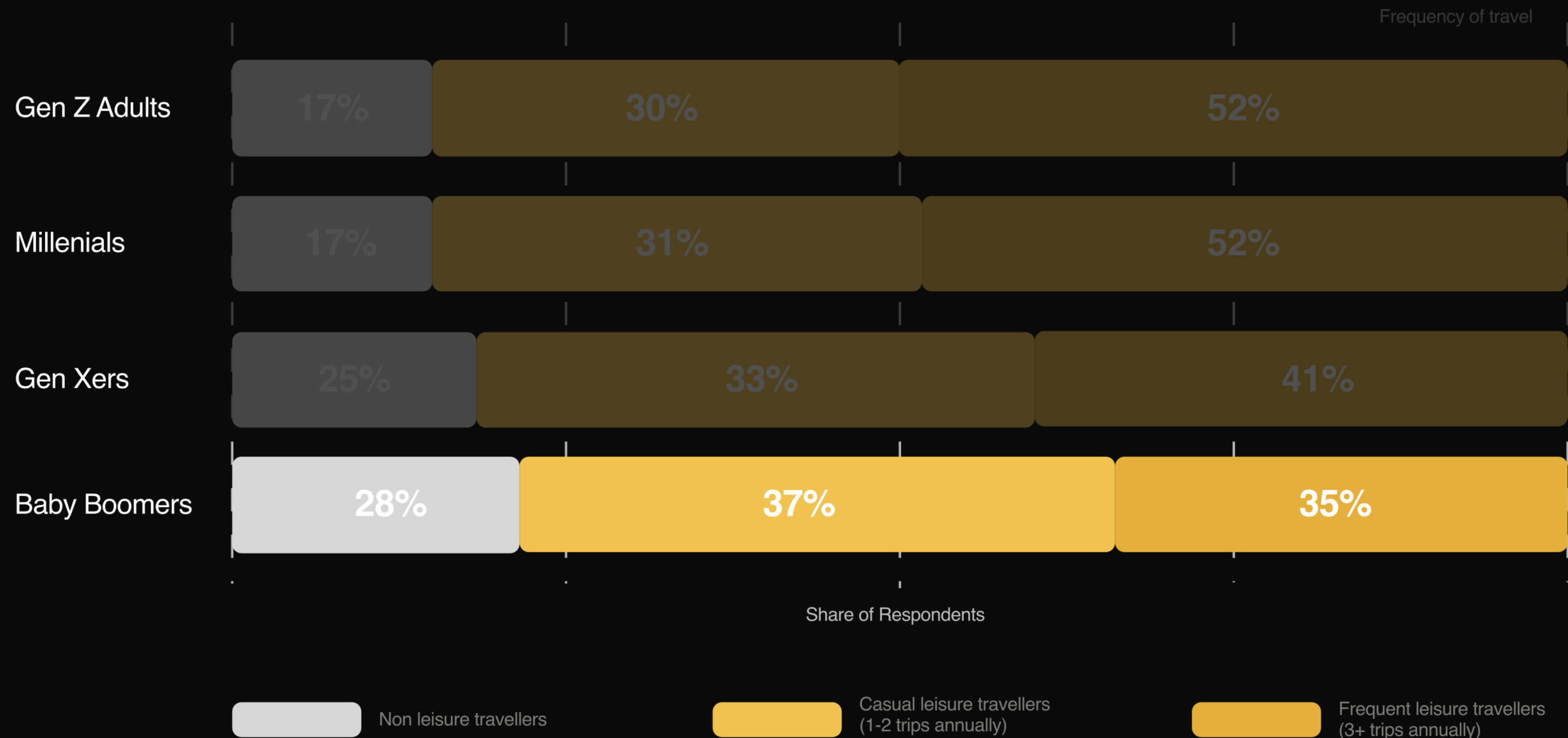
The motivation behind AskRyan was to design an innovative travel experience for the older generation and their families. Several people, especially our seniors find navigating digital travel services challenging and prefer personalised assistance. AskRyan is an all-inclusive travel application crafted just right, for them!

It offers a user-friendly conversational AI driven chatbot designed to assist with personalised end-to-end travel planning, interactive navigation and an inclusive user experience.

AskRyan makes it possible to have an accessible, stress free travel planning experience tailored to your needs.



# The Fastest Growing Demographic

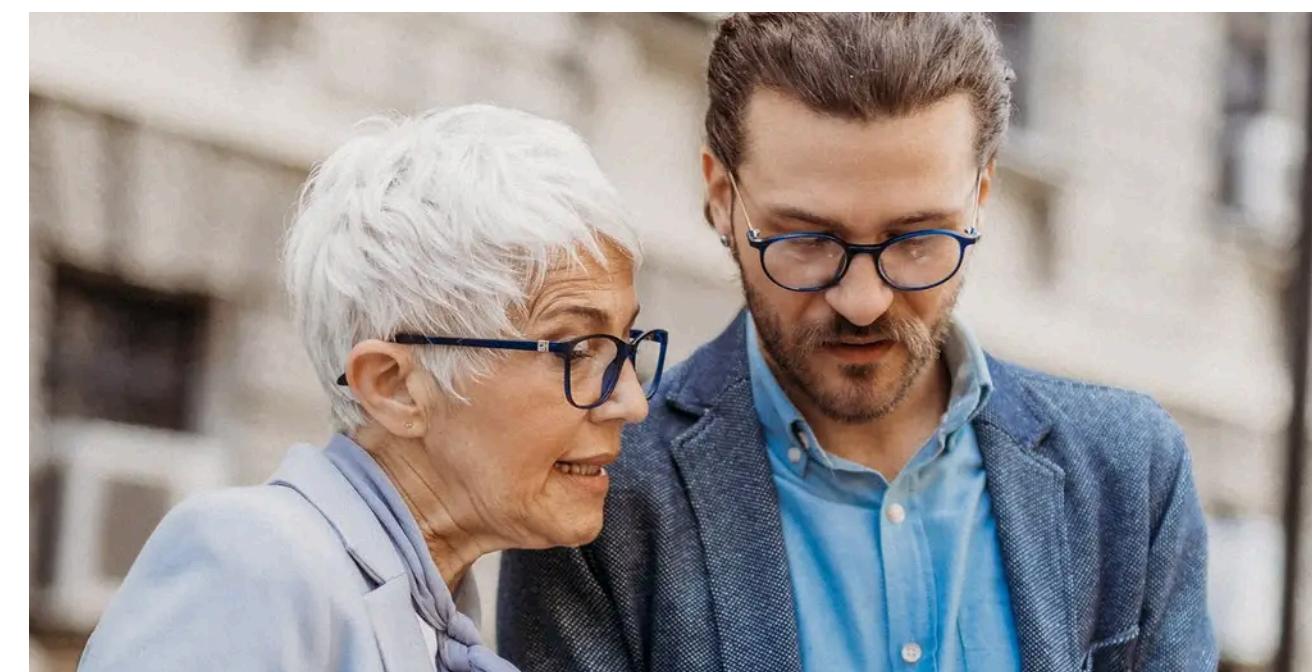
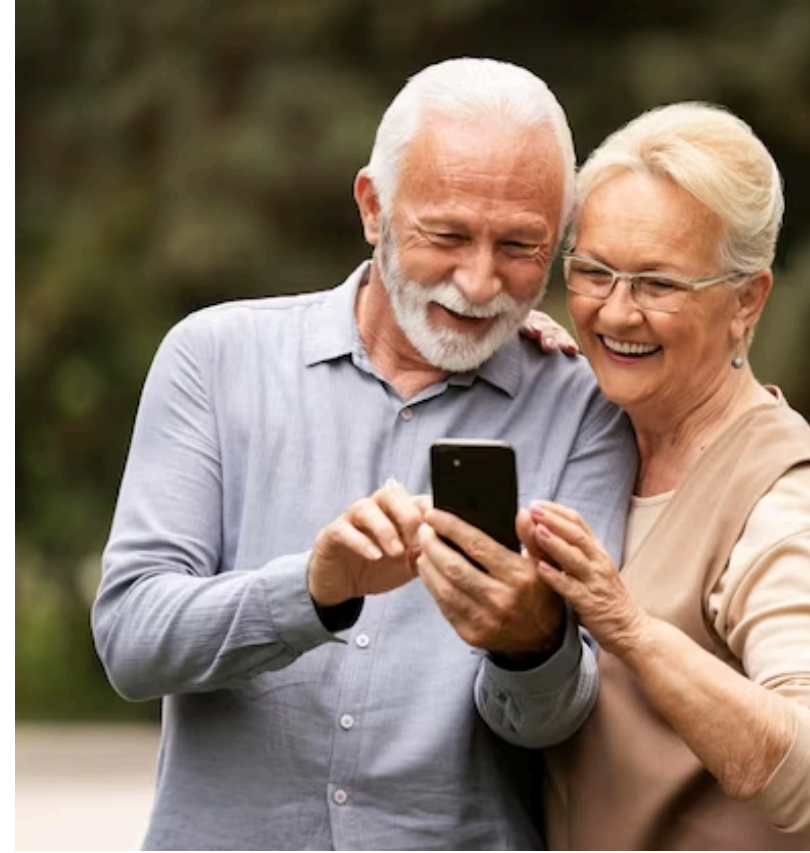




## Target Audience

AskRyan's target audience primarily includes Baby Boomers (55-75 years old) who seek simplified, personalized travel planning through an intuitive AI platform.

Secondary audiences include families and caregivers assisting senior travelers, while tertiary audiences are travel service providers looking to offer exclusive deals to this growing demographic. AskRyan caters to their unique needs, offering accessible, stress-free travel experiences.





The U.S. travel and tourism market is projected to generate approximately **\$214.40 billion** in revenue by 2024

[worldmetrics.org/baby-boomers-travel-statistics/](https://worldmetrics.org/baby-boomers-travel-statistics/)

[statista.com/statistics/1376622/wealth-distribution-for-the-us-generation/](https://statista.com/statistics/1376622/wealth-distribution-for-the-us-generation/)



The U.S. travel and tourism market is projected to generate approximately **\$214.40 billion** in revenue by 2024

with expectations to grow at an annual rate of **4.37%**, reaching **\$265.50 billion by 2029.**

[worldmetrics.org/baby-boomers-travel-statistics/](https://worldmetrics.org/baby-boomers-travel-statistics/)

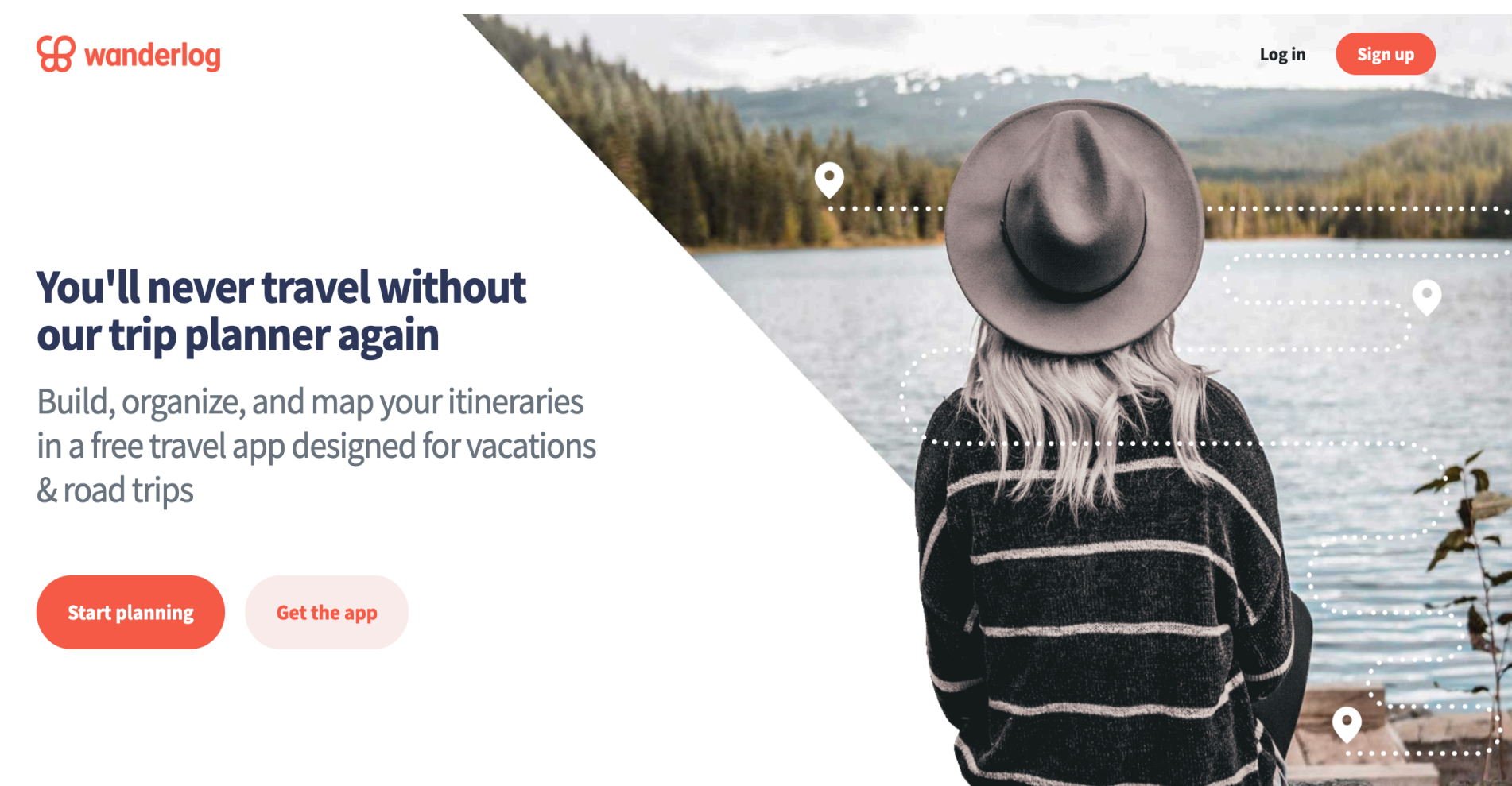
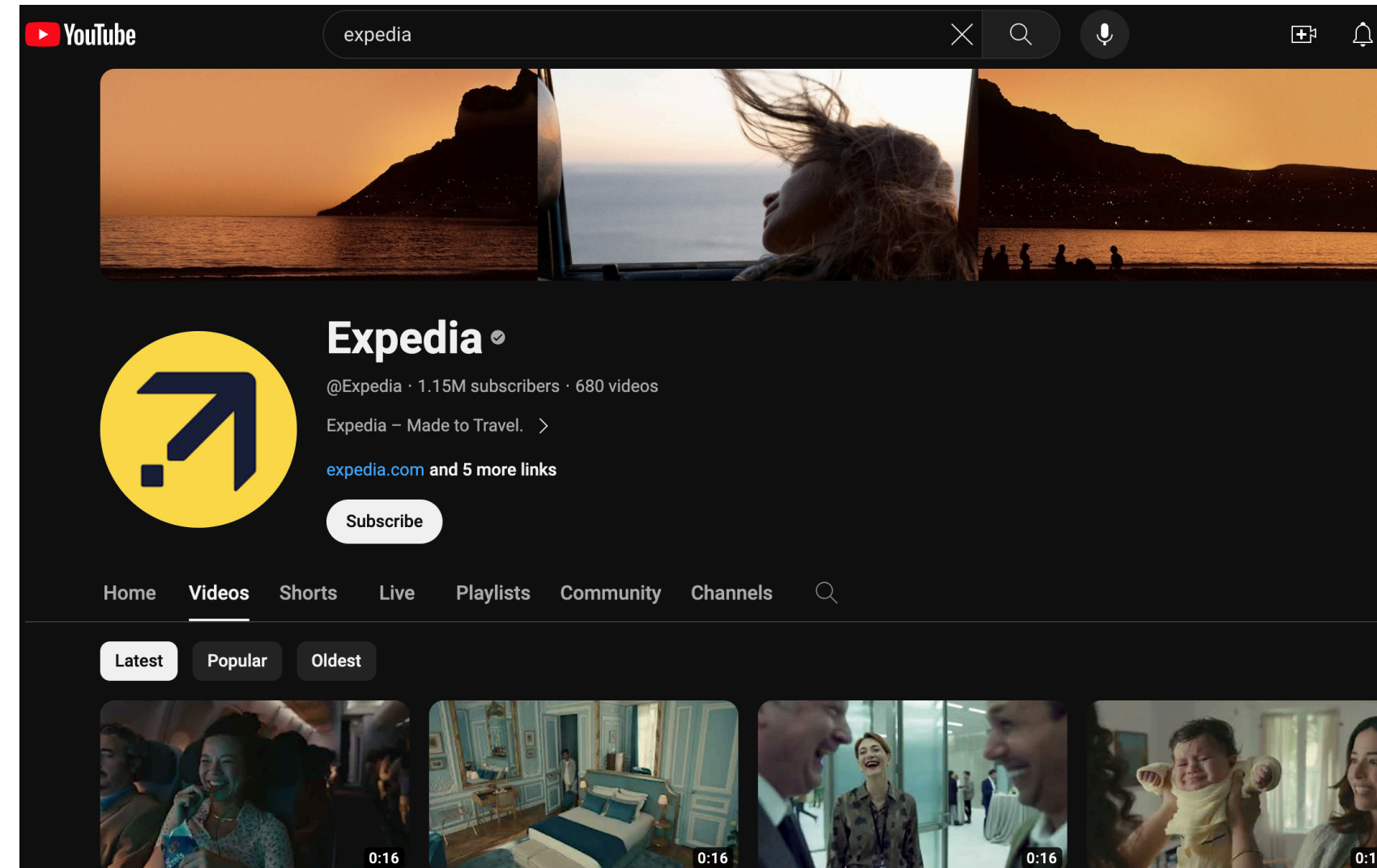
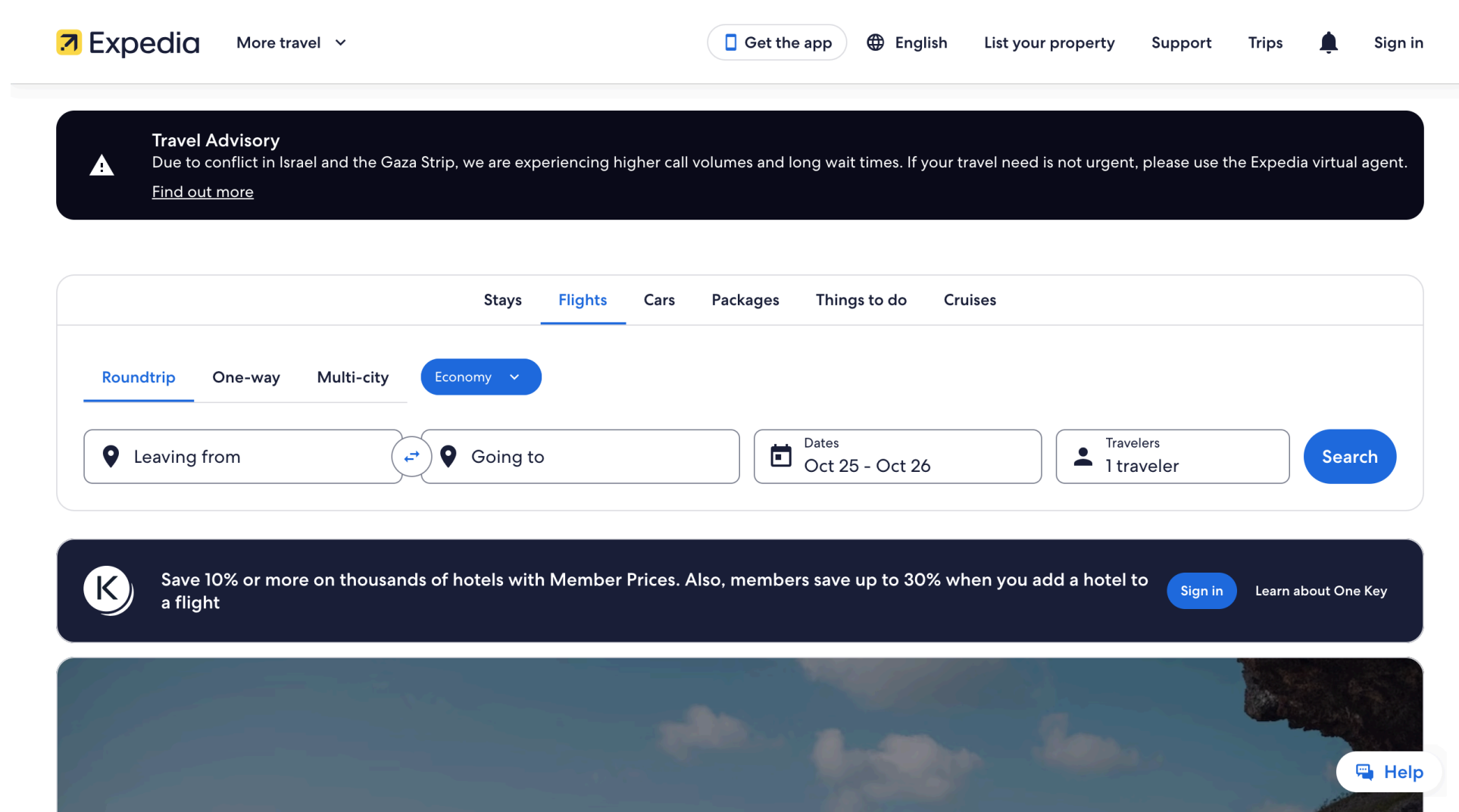
[statista.com/statistics/1376622/wealth-distribution-for-the-us-generation/](https://statista.com/statistics/1376622/wealth-distribution-for-the-us-generation/)

Given the projected market size of **\$214.40 billion** in 2024, **Baby Boomers'** spending would constitute about **56%** of the **total U.S. travel market**.

[worldmetrics.org/baby-boomers-travel-statistics/](https://worldmetrics.org/baby-boomers-travel-statistics/)

[statista.com/statistics/1376622/wealth-distribution-for-the-us-generation/](https://statista.com/statistics/1376622/wealth-distribution-for-the-us-generation/)





Almost no representation or accommodation for senior travellers and their needs

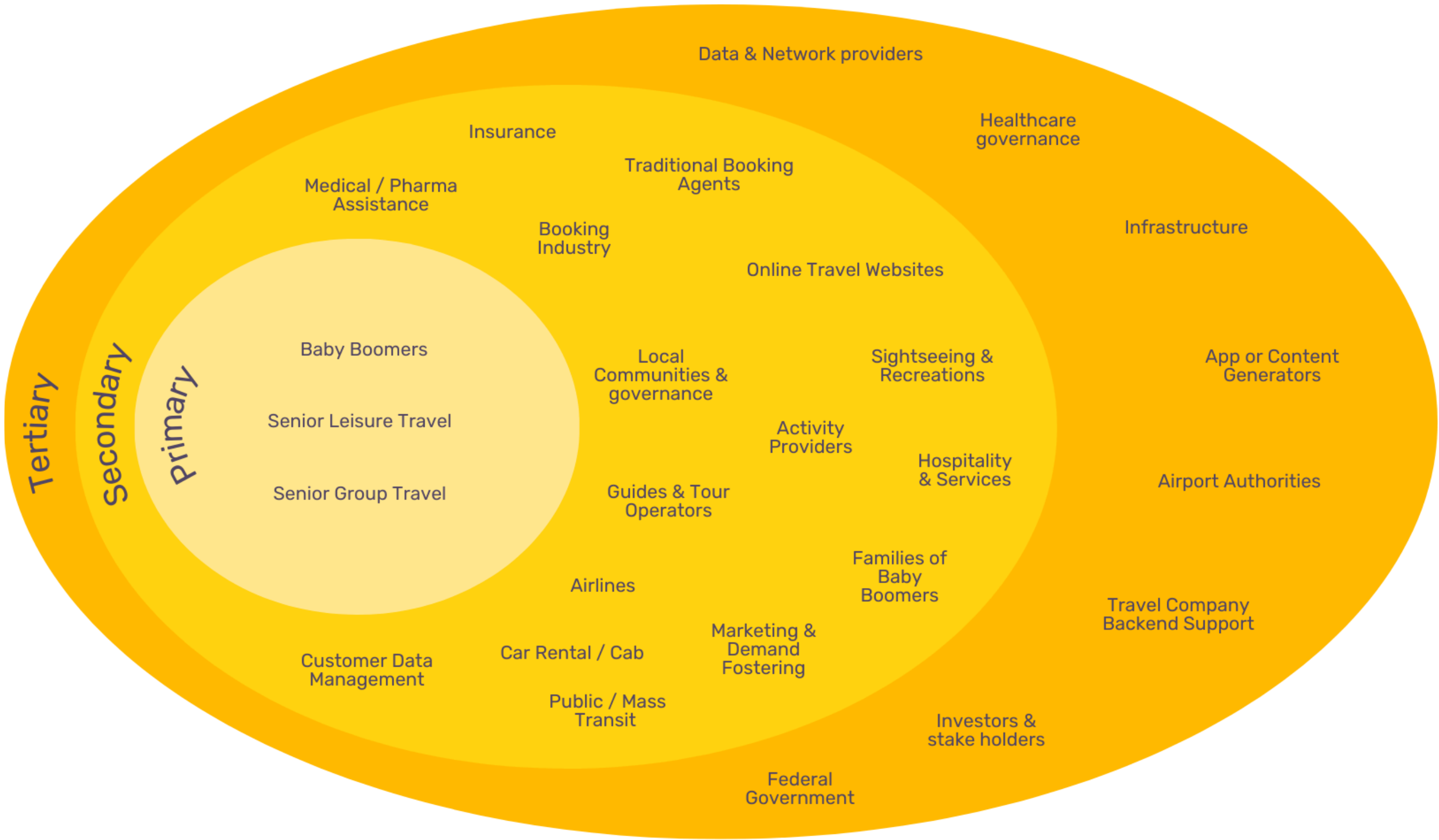


And there is a **need to cater** to this market segment and provide them with **convenient opportunities** to engage in traveling.

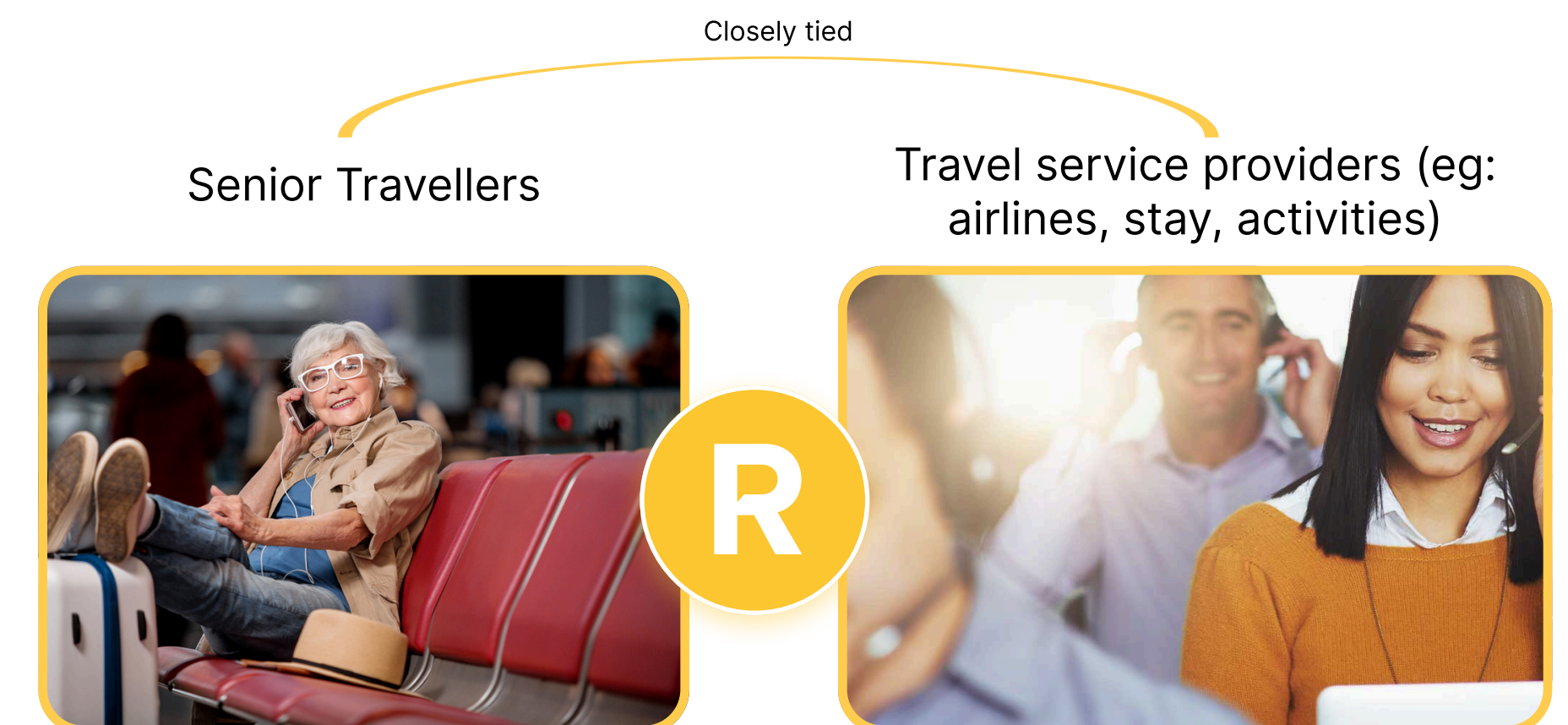
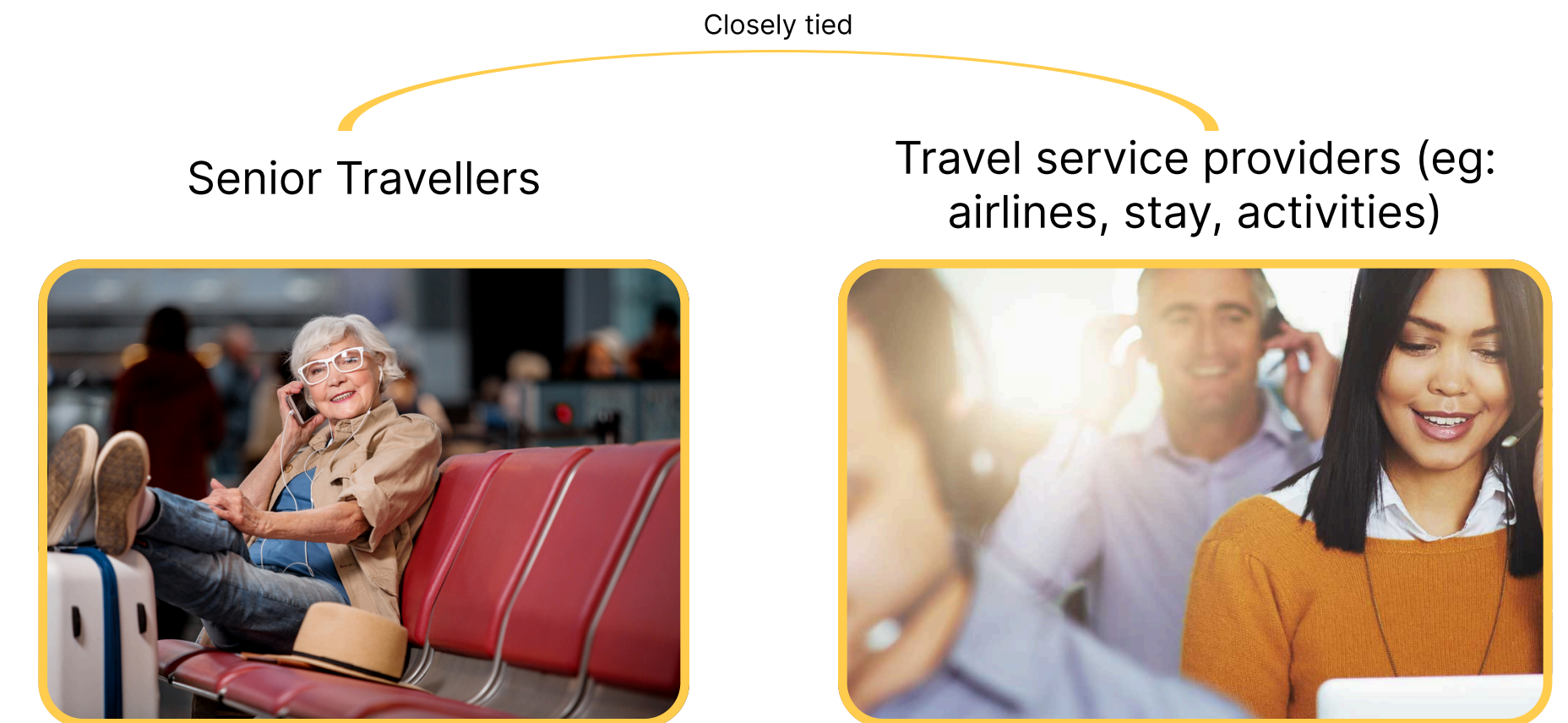
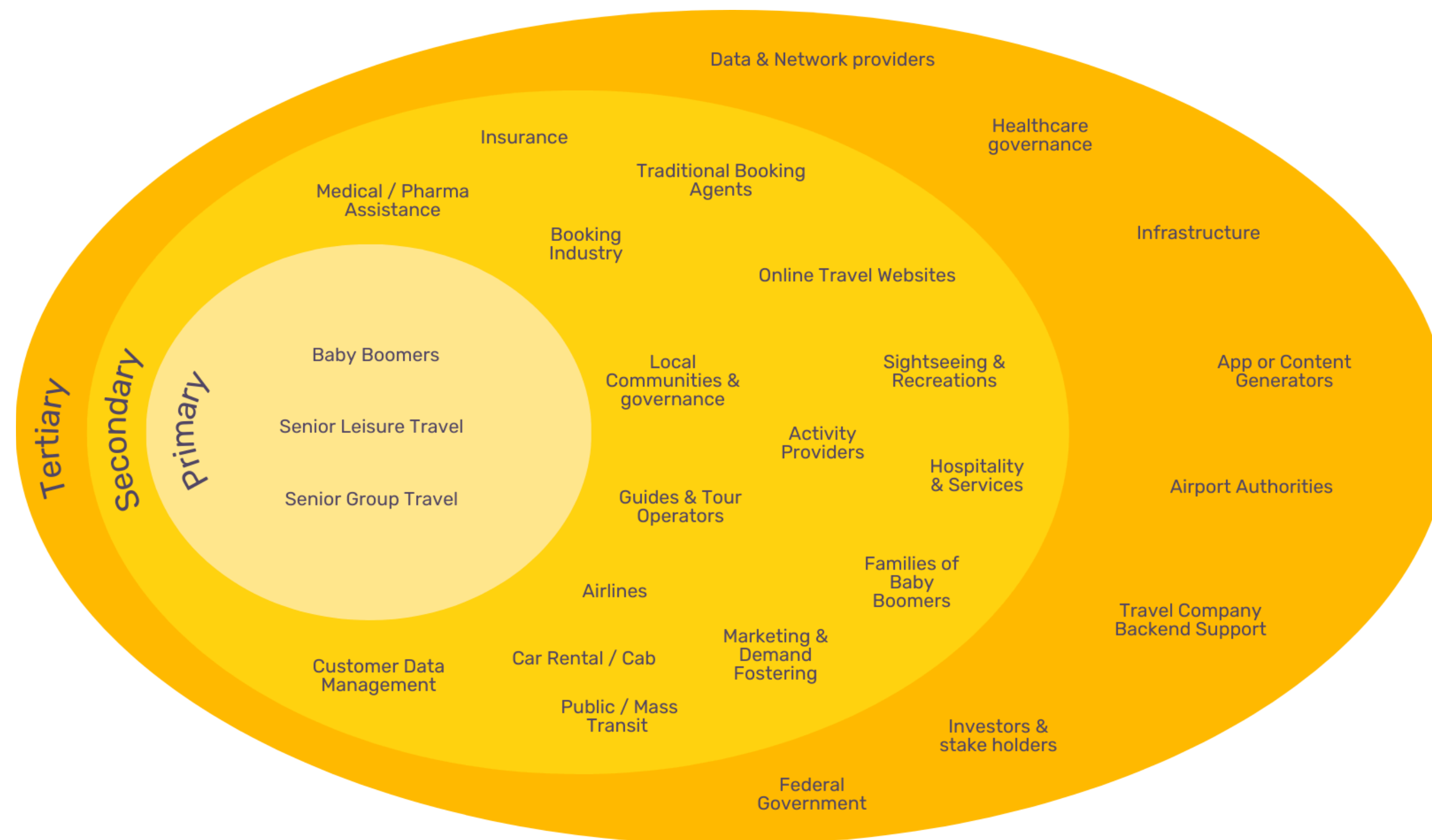
# Stakeholder Analysis

The diagram on the left is a stakeholder map for the travel service envisioned.

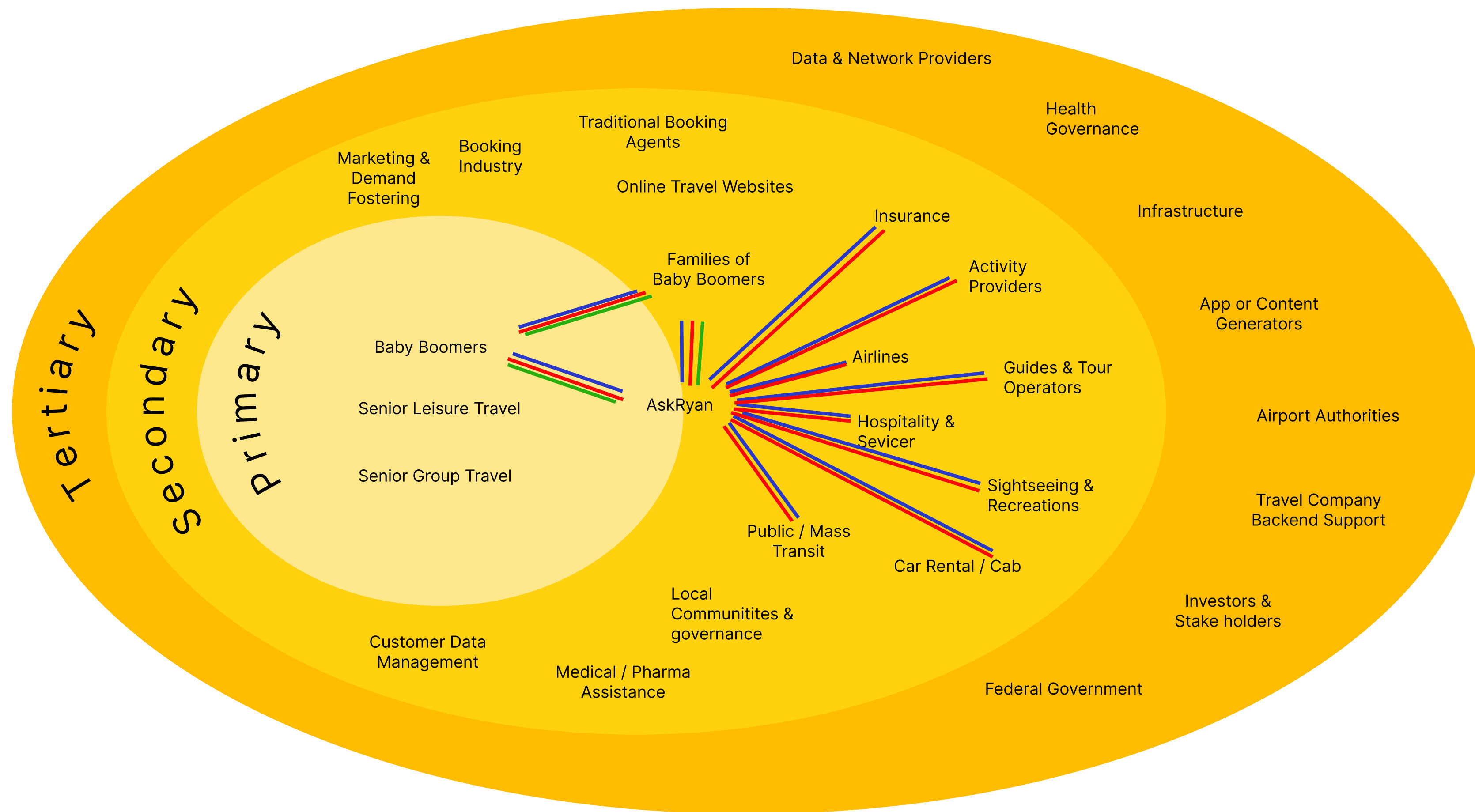
The primary users would be baby boomers (individuals born between 1946 and 1964, roughly around the age of 55 years to 75 years currently), seeking accessible and simplified travel solutions; the secondary stakeholders would be travel agencies, other service providers partnering for bookings and families who assist older travellers; and finally the tertiary sphere includes the designers, developers and investors interested in serving the growing senior market with personalised, tech-driven services for travel assistance.

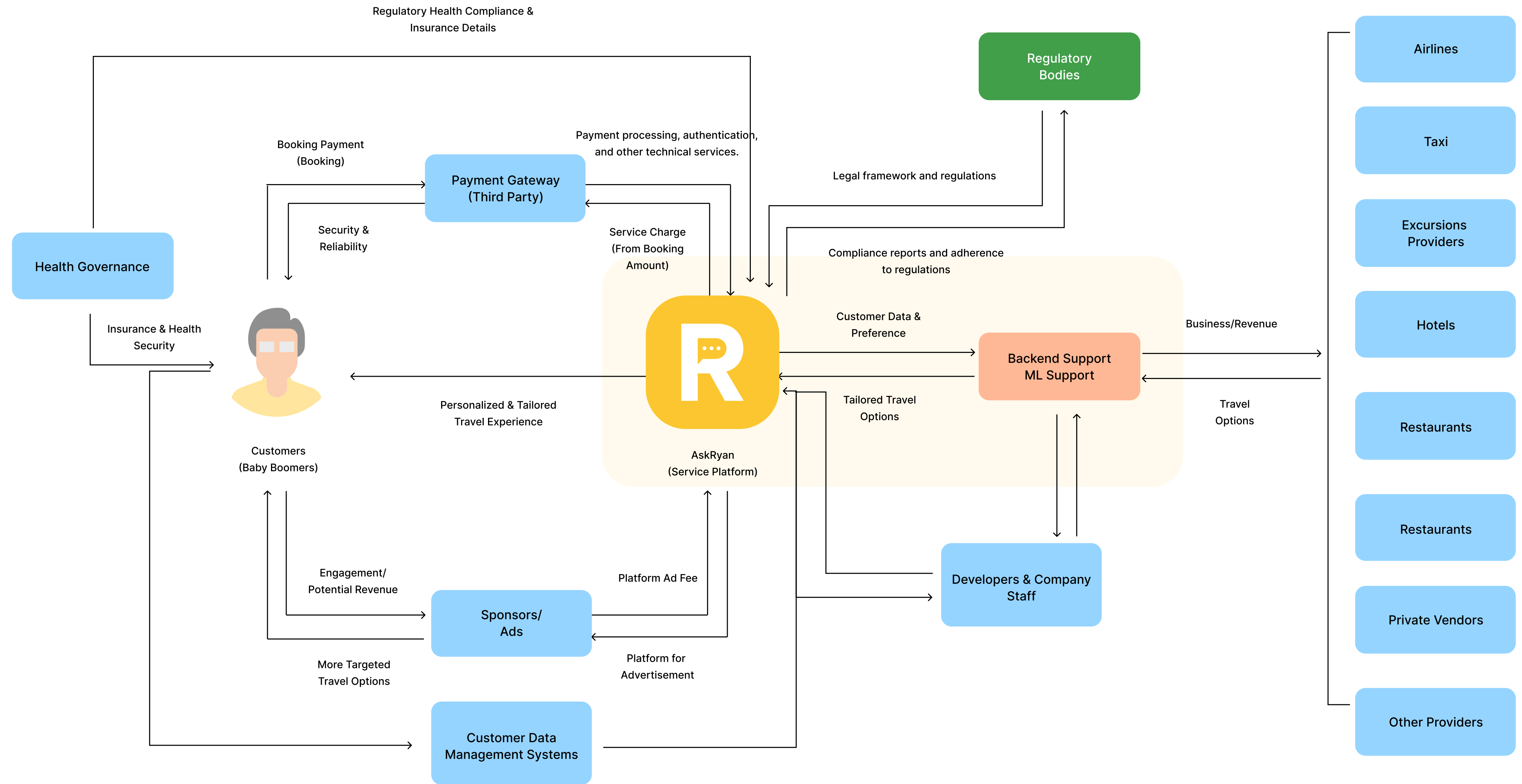














**“It’s essential for me to get recommendations quickly and easily that take into account all my preferences”**



**“Safety, security and other accessibility instructions about a place are indeed important considerations during my travel plans”**



**“I like to travel with my family/ friends and would like to be able to share my plans with them”**



**“Technology can be hard at times, so it’s a top priority for me to have a user friendly interface so I don’t have to trouble my grand children and ask them for help”**

**66%**

People look for authentic recommendations, reviews and rating before making reservation and travel plans

**75%**

Travellers believe it is essential to be able to view their itinerary and personalise it before they finalise and book

**84%**

Users are interested in AI generated travel suggestions and an application that can help enhance their travel experience



# Empathy map

## GOALS

- Ensure comfort and accessibility for accommodations and transportation.
- Choose destinations offering cultural, scenic, or relaxing experiences.
- Maintain a balanced itinerary with sufficient rest periods.
- Include activities that encourage social interaction and family bonding.
- Optimise the trip by utilising senior discounts and staying within budget.



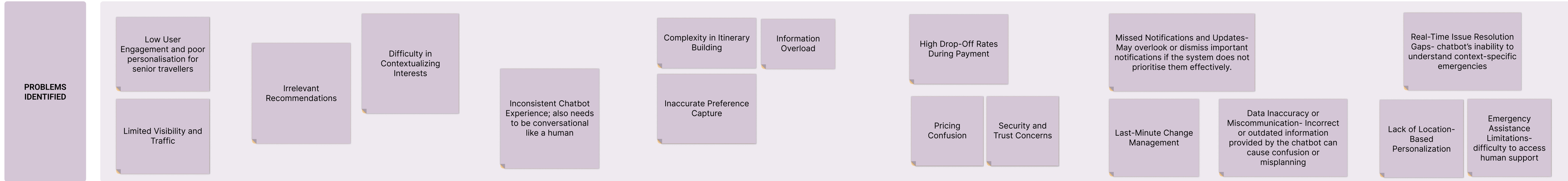
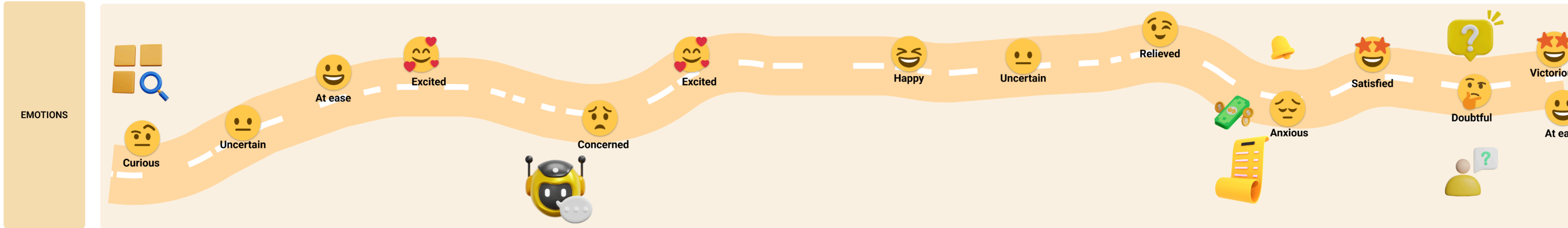
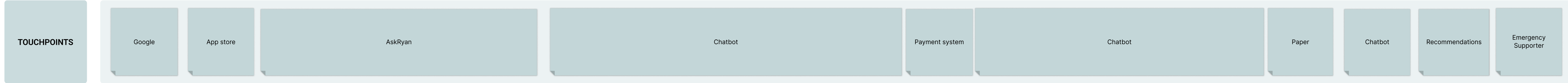
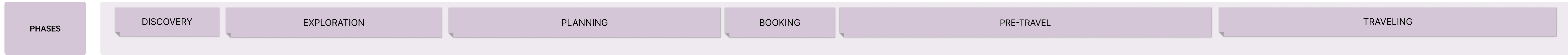
## PAIN

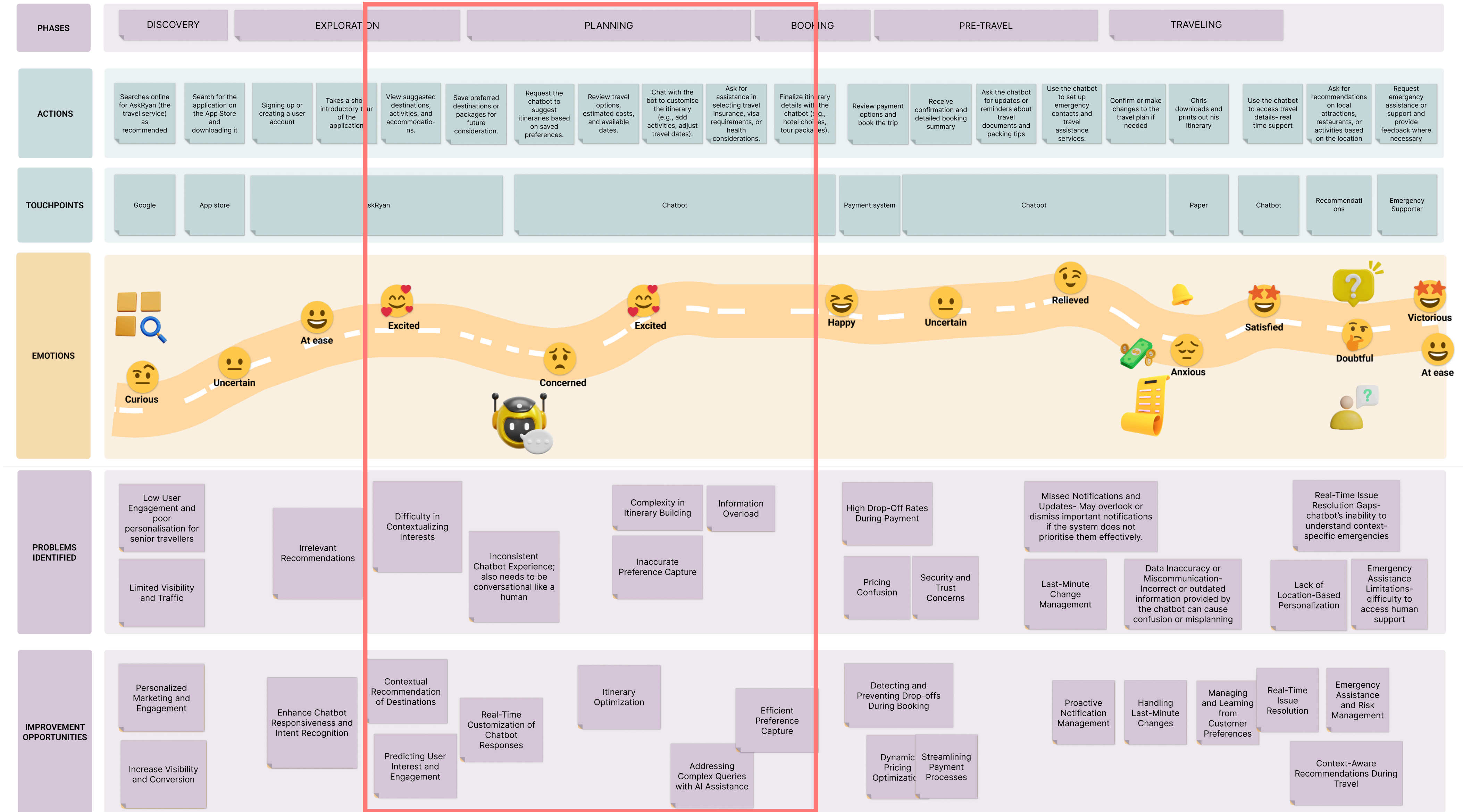
- Physically feel handicapped
- Experience mental confusion
- Fear of losing important things
- Fear of missing out
- Technologically challenged
- Hurried up all the time

## GAIN

- Want to feel young & empowered
- Want to be relaxed
- Very particular
- Curious and ready to learn
- Time and freedom
- Human interaction
- Maturity and Patience

# The Customer Journey





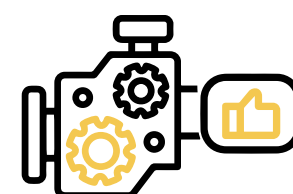


# Identified Problem Areas & Oppotunities



## New Roles for Personalized Support:

Introducing roles like Senior Travel Concierge, Personal Travel Advisor, and Itinerary Health Advisor can elevate Chris' experience with personalized guidance, blending AI-driven support and human interaction at every step.



## Technological Advancements

AI tools like a recommendation engine, itinerary builder, voice interactions, and next steps guide can transform how Chris uses the platform, making it smarter and more user-friendly.



## Collaborative and Social Features:

By allowing collaborative planning features where Chris can involve family or travel companions, AskRyan fosters a shared planning experience, ensuring alignment with expectations and safety.



## Strategic Partnerships:

Partnering with senior-friendly travel agencies, healthcare providers, etc. would enhance Chris' experience by offering trusted and well-curated travel services.



## Accessibility and Senior-Centric Focus:

Accessibility and tailored content for seniors, like mobility support and health suggestions, should be key to AskRyan's value, ensuring inclusivity for older travelers.