

Ask Ryan

Output. Outcome. Impact.
What works. What next.

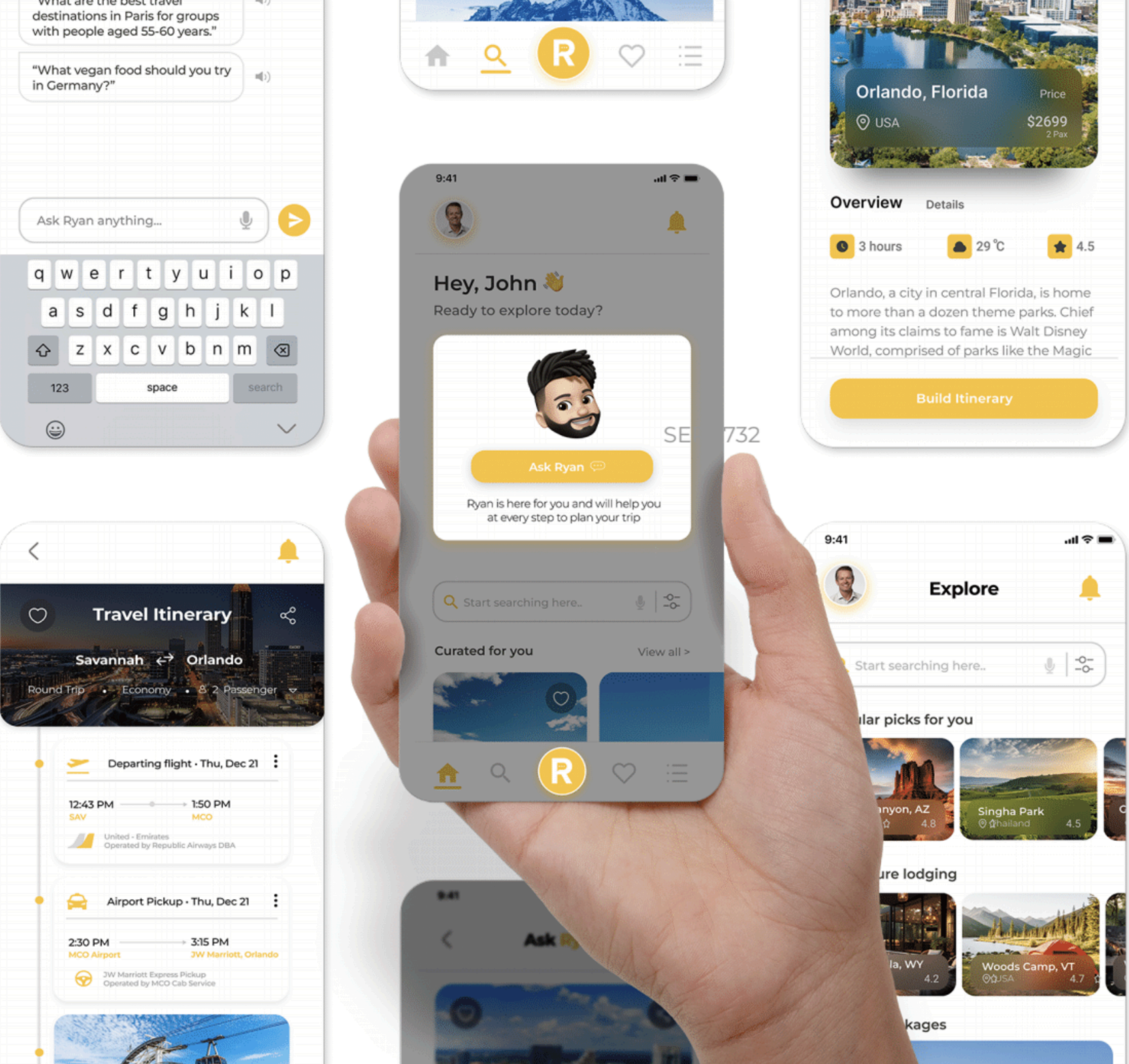


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Impactful User Statements



Testing Insights



Thomas Jen
Senior Traveler

"This is like interacting with a travel agent... It's pretty user-friendly."



Jacob Pons
Senior Traveler

"This is amazing, this is great, it's really magical"



Melissa Moore
Senior Traveler

"I'd love to share this with my friends and family."



Perry Light
Senior Travel

"I like that you can keep all the conversation recorded. So if you want to go back, you'll be able to see everything."



Susan Clove
Senior Traveler

"How did you come up with the name? Why Ryan?"



Nancy Pier
Senior Traveler

"I would like the more visual and pictorial medium to be presented to me."



Yasmin Mo
Senior Traveler

"Maybe I'd prefer more recommendations from the chatbot"



Susan Clove
Senior Traveler

"The most preferred channel for seniors would social media, facebook"

Moment of Truth

Service Goal:

Building Trust and Establishing AskRyan as Simple and Supportive for Seniors and Their Families

8/10

said they **would share** the service advert with **someone they know**

3-5 mins

per visitor on key informational content **was spent**

75%

of clicks to **sign-ups or Click-through Rates** from Campaigns

Moment of Truth

Service Goal:

Empowering Seniors to Confidently Create
Personalized Travel Plans

100%

of the **people** were **interested** to
try out the service that were
introduced to the awareness video

3-5 mins

Average Time Taken to
Complete an **Itinerary**
and feel satisfied with it.

<10%

Requested help or
Support Requests During
Itinerary Creation

10/10

people would recommend this
to a friend and a **CES of 2.75** was
reported which is quite low
compared to the **baseline of 3.8**
when asked about other similar
travel planning services.

50%

of the people had special service
needs but **60% were happy**
with the recommendations
given by AskRyan for the same.

NPS & CES

Involving Human Response

Enhance Itinerary
Customization

Encourage Feedback
for Iterative
Improvement

Maintain Simple,
Readable UI

Summarize Itineraries
for Quick Review

Steady Conversational
Flow

Improve Accessibility and
Ease of Use

Integrate Social
Sharing Options

Conversation History Is
Valuable

Budget Flexibility is
Key for Users

Understanding Service
Integration Builds Trust

Offering Multiple
Communication Channels
Enhances Accessibility

Preference for Multiple
Interaction Options

Desire for Tangible and
Accessible Information

Interest in Both Free
and Premium Versions

Consideration of Brand
Perception

Importance of
Contextual Travel
Suggestions

Clear and Transparent
Pricing Enhances User
Experience

Require Visual
Enhancements

Mo

Co

S

W

Reach + Impact + Confidence

Efforts

**More recommendations
and guided assistance
from chatbot while
planning the trip**

**A feature where user
could use voice
command while being
aware of the chat as well**

**Ability to sharing
itinerary and saving
capabilities**

**Ability to sharing
itinerary and saving
capabilities**

Key Testing Metrics



Channel Preference

Understanding the users preference of connecting the service.



Ensuring Usability and Functionality

Ensuring AskRyan resonates with users and delivers upto their expectations



Discovering Potential Break Points

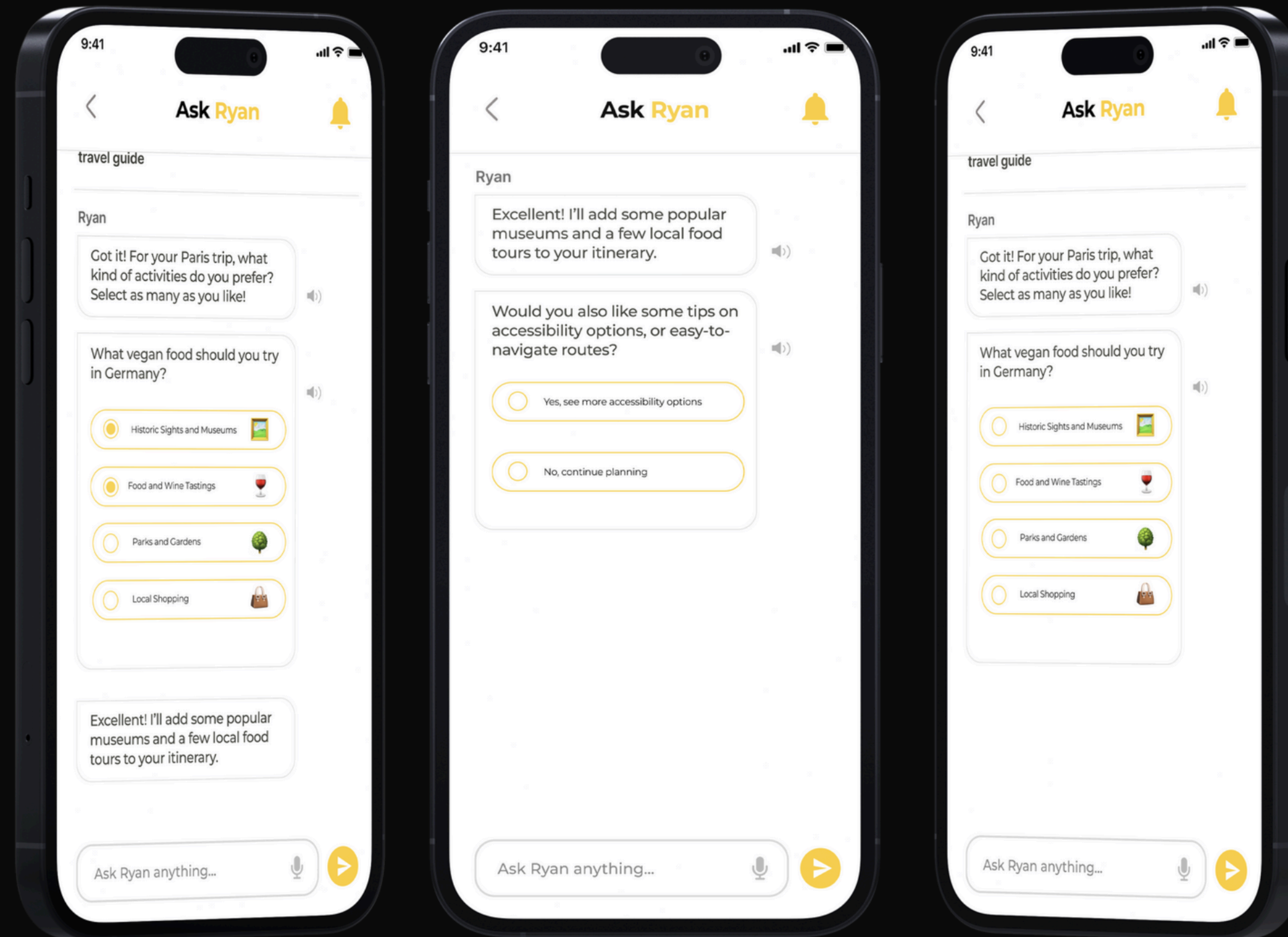
Through iteration, we gather insights that allow us to adjust and improve AskRyan to make it as intuitive as possible.

Iterations to go
ahead with

In-chat Prompt Aide

In-chat prompts offer personalized recommendations, quick itinerary-building, making planning journey more seamless and engaging.

Interactive prompts adapt to user preferences, enhancing convenience and ensuring a tailored choices.



Text Voice Chat

Text offers clear, easy-to-read prompts; Voice enables hands-free planning through simple commands; Chat provides a friendly, guided experience that feels like chatting with a travel agent, making AskRyan accessible and engaging for Baby Boomers.



Quick Itinerary Share

Quick provides instant access to travel details, Itinerary keeps plans organized and easy to customize, and Share allows seamless sharing with friends and family for smooth coordination.



Posters



*Wrinkles tell stories
that the best adventures are just getting started*

R AskRyan



Travel planning made easy

Chat with our virtual travel assistant, and create the perfect trip, just like talking to a friend!



Itineraries that feel like you

Personalized plans with details tailored to your pace, passions, and comfort.



For memories you'll keep

Discover new places, have adventures, and make moments that last a lifetime.

**Scan now to book
your next Europe
trip with AskRyan**





AskRyan

There's no age for adventure!

Download AskRyan now and
make travel planning easy-peasy!

Targeted
Youtube Ads

Login & Let the Adventure Unfold

Why **Ask**Ryan

