



Z O S T E L

Product Teardown - Building Wireframe

AI Travel Planning Assistant

3/5 Learn in Public Challenge

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- **Zostel**, founded in **2013**, is the **world's largest backpacker hostel chain**.
- It promotes a **unique travel culture** for **Gen Z and classic travelers**, offering **Zostel Hostels, Homes, and Plus**.
- **Zostel Hostels** provide **cozy dorms, game areas, and kitchens** for a **social, comfortable stay**.
- **Zostel Homes** offer **homestays** with an immersive experience of **nature and traditions**.
- **Zostel Plus** provides **luxurious stays** with **premium services**.
The **mobile app** launched on **August 12, 2022**.

Zostel, by numbers



20+ lakhs
Travellers Hosted



5 lakhs
Solo Female Travellers



80+
Locations Unlocked



3500+
Total Beds

Zostel's Business Model

Zostel uses a **franchise-based model** where properties can be **Franchise Owned, Franchise Operated (FOFO), Franchise Owned, Company Operated (FOCO), or Company Owned, Company Operated (COCO)**, allowing flexibility in ownership and management depending on the location and investor.

Key Competitors



Overview

User Persona

JTBD Framework

User Flow

Wireframes

Use Cases



- **Name:** Keerthana
- **Age:** 25
- **Gender:** Female
- **Occupation:** Graphic Designer
- **Location:** Mumbai, India
- **Income Level:** Middle to upper-middle class (based on ability to travel solo and work as a graphic designer)

A 25-year-old graphic designer who combines her flexible job with solo travel. She loves discovering new places and finds inspiration in vibrant, budget-friendly spots like Zostel, where work and adventure blend perfectly.

Pain Point

- Needs more assurance of safety in accommodations for solo female travelers.
- Lacks personalized recommendations for secure and female-friendly stays.
- Hard to connect with fellow solo travelers during trips.
- Finds trip planning stressful due to manual research.

Needs

- Safety-focused features with verified female-friendly stays.
- More community-building options to connect with other travelers.
- Personalized suggestions using AI for safer, solo travel.
- Simplified trip planning with clear safety ratings.





When I

want to travel to a new destination and explore it while staying within a limited budget.

But

Doesn't offer AI recommendations for personalized experiences, accommodations, or travel tips based on my preferences.

Help me

by offering tailored suggestions for activities, local insights, and personalized hostel recommendations that suit my travel style and needs.

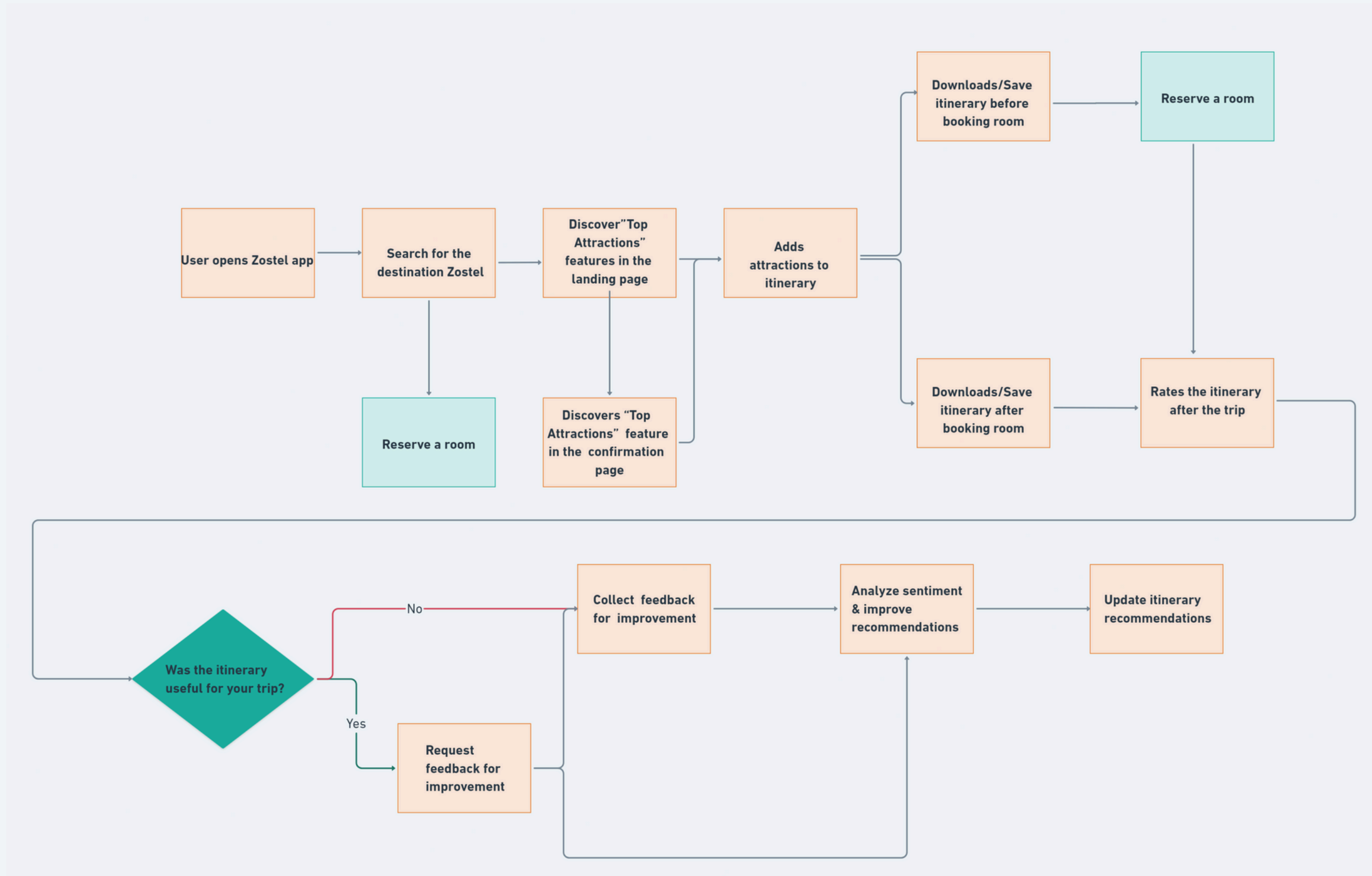
So I

can focus on enjoying my trip, making new connections, and immersing myself in local culture without worrying about costs and spending too much time researching on my own.

Solution

- **"Zozo AI Assistant"** could provide a **one-stop solution** for tailored travel experiences.
- Users could **download and easily modify itineraries** to fit their preferences.
- This would **enhance their stay** by offering curated suggestions and optimizing their trip.





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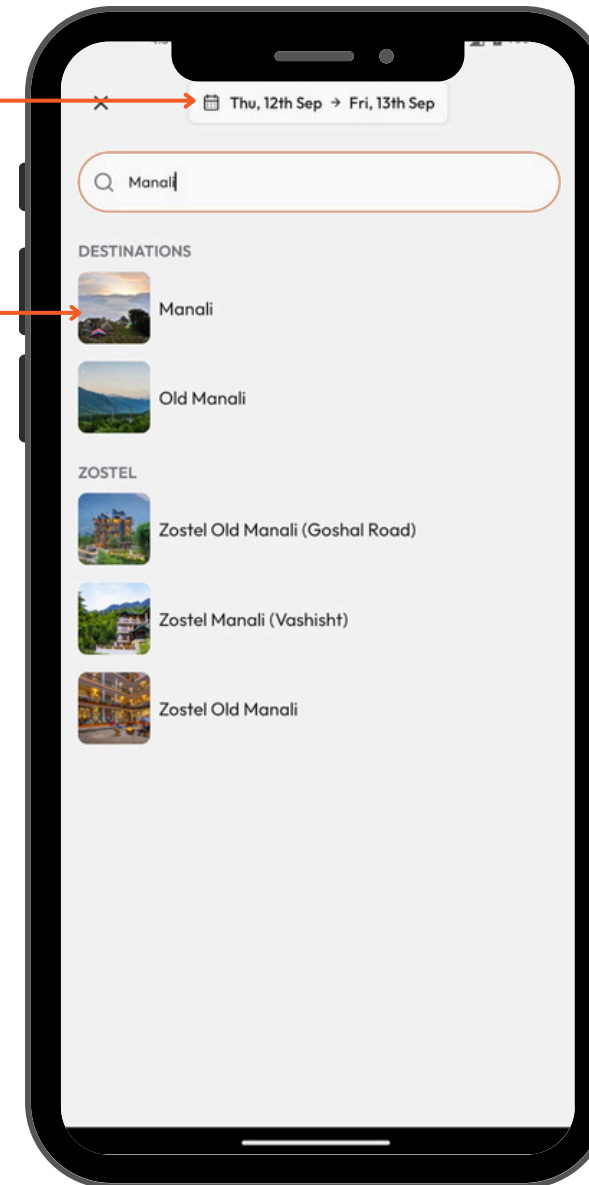
User opens the search page



Overview

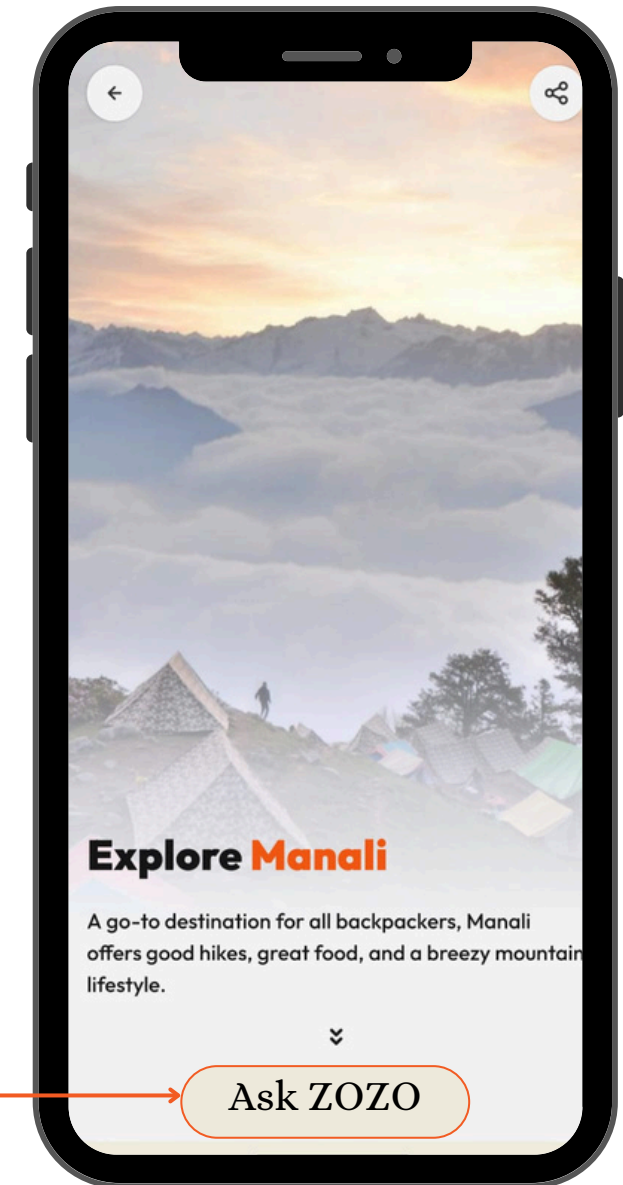
User Fills the Date

User Opens the Zostel Page



User Flow

The "Ask Zozo" button is clearly visible. Press it to receive personalized recommendations powered by AI.



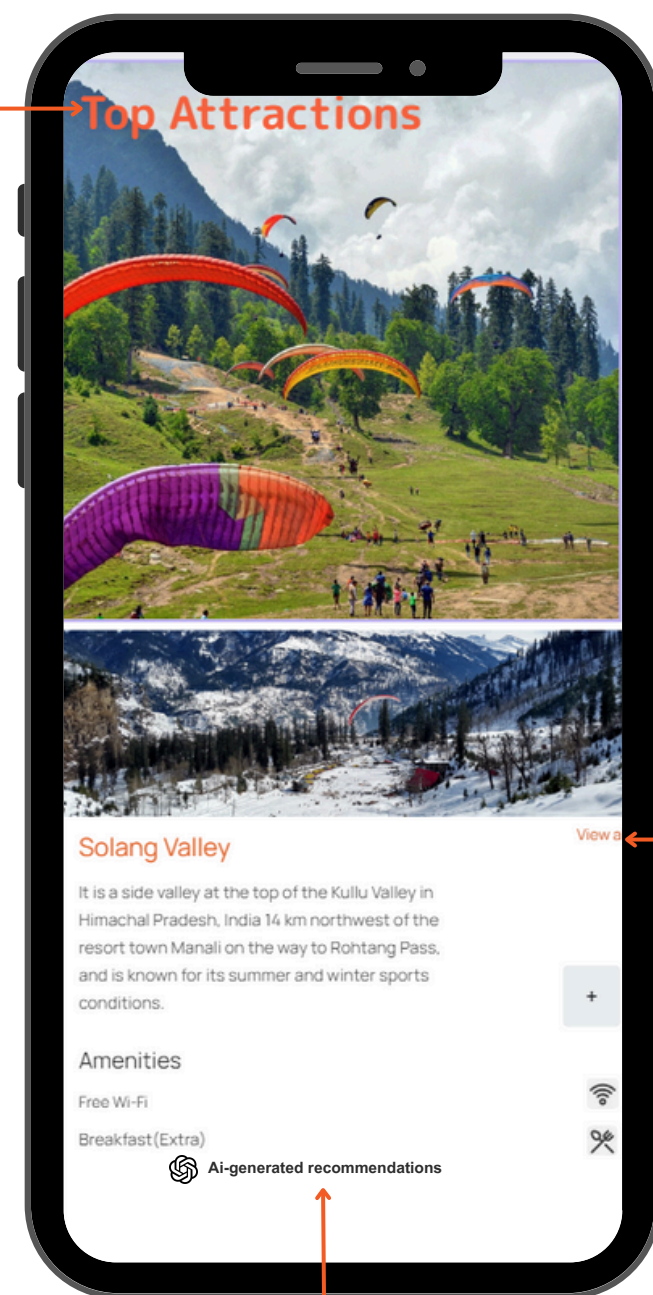
Wireframes

Use Cases






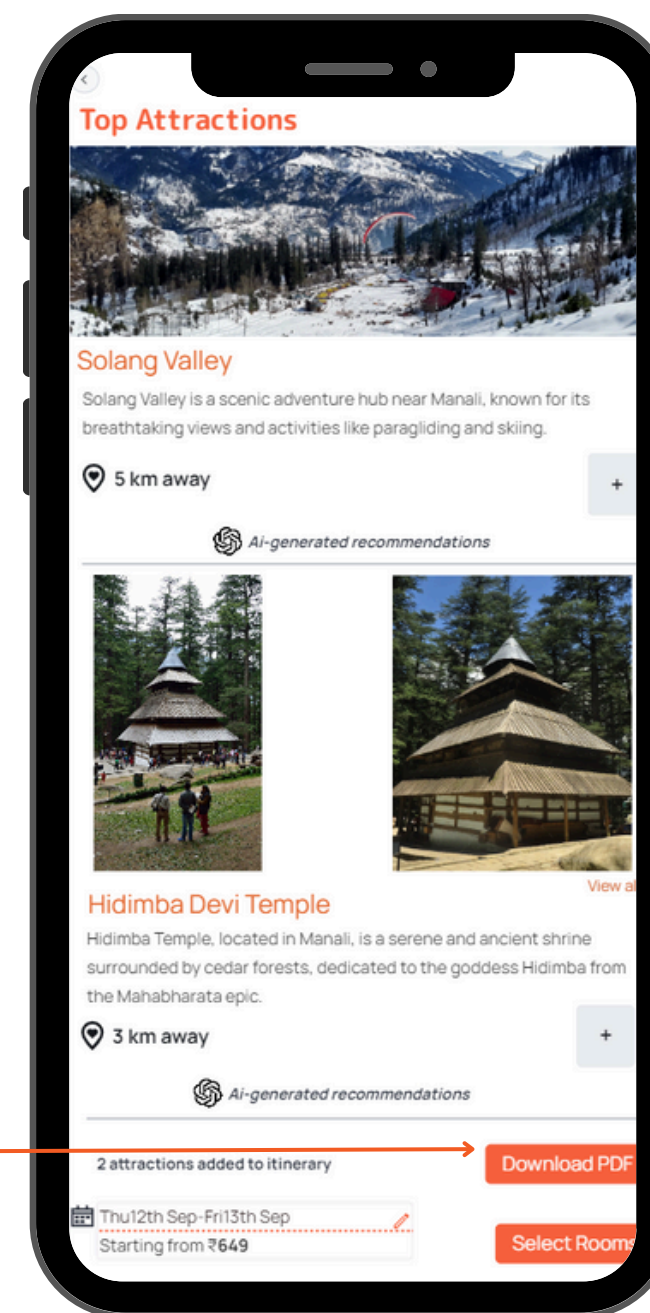
User Discovers
"Top Attractions"
Feature



User Views All
Recommendations

User Is informed that
the recommendations
are AI-generated

 AHA Moment!
User Realizes they can
download Itinerary before
booking



Overview

User Persona

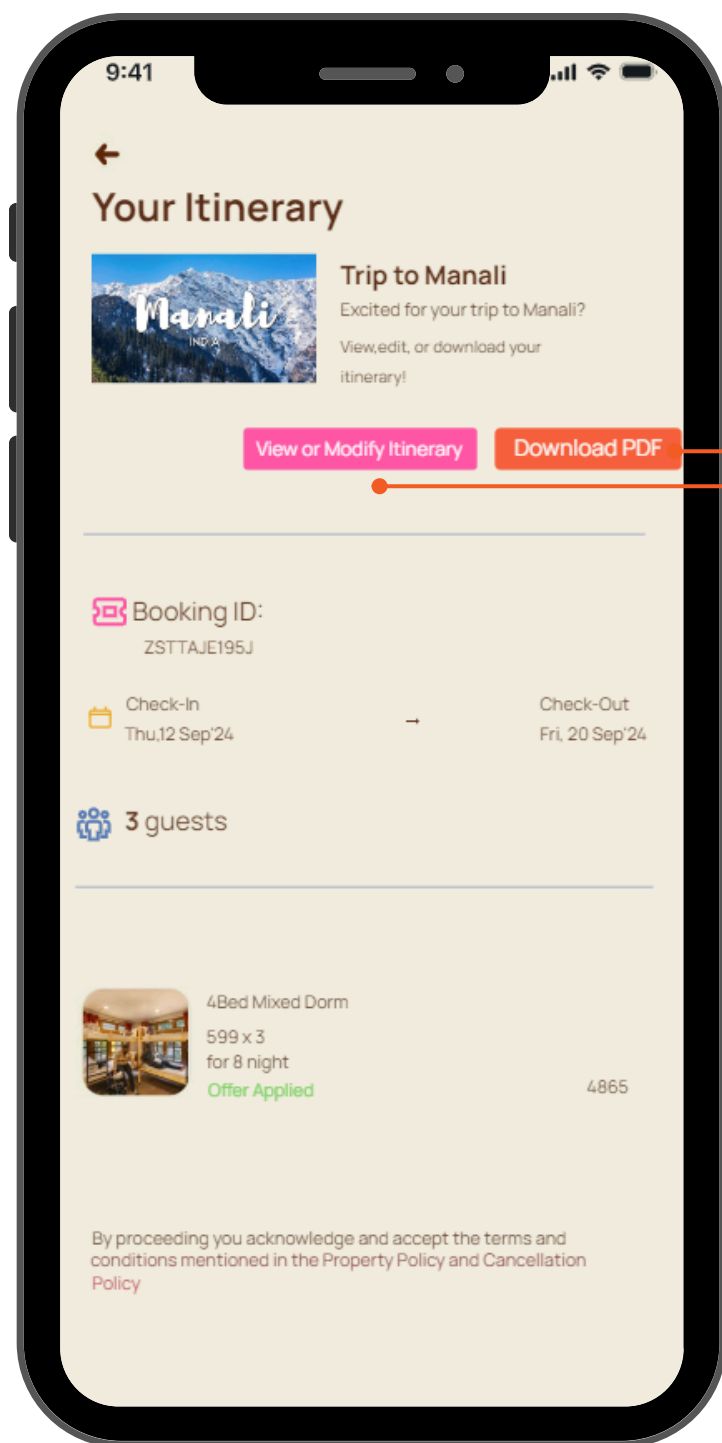
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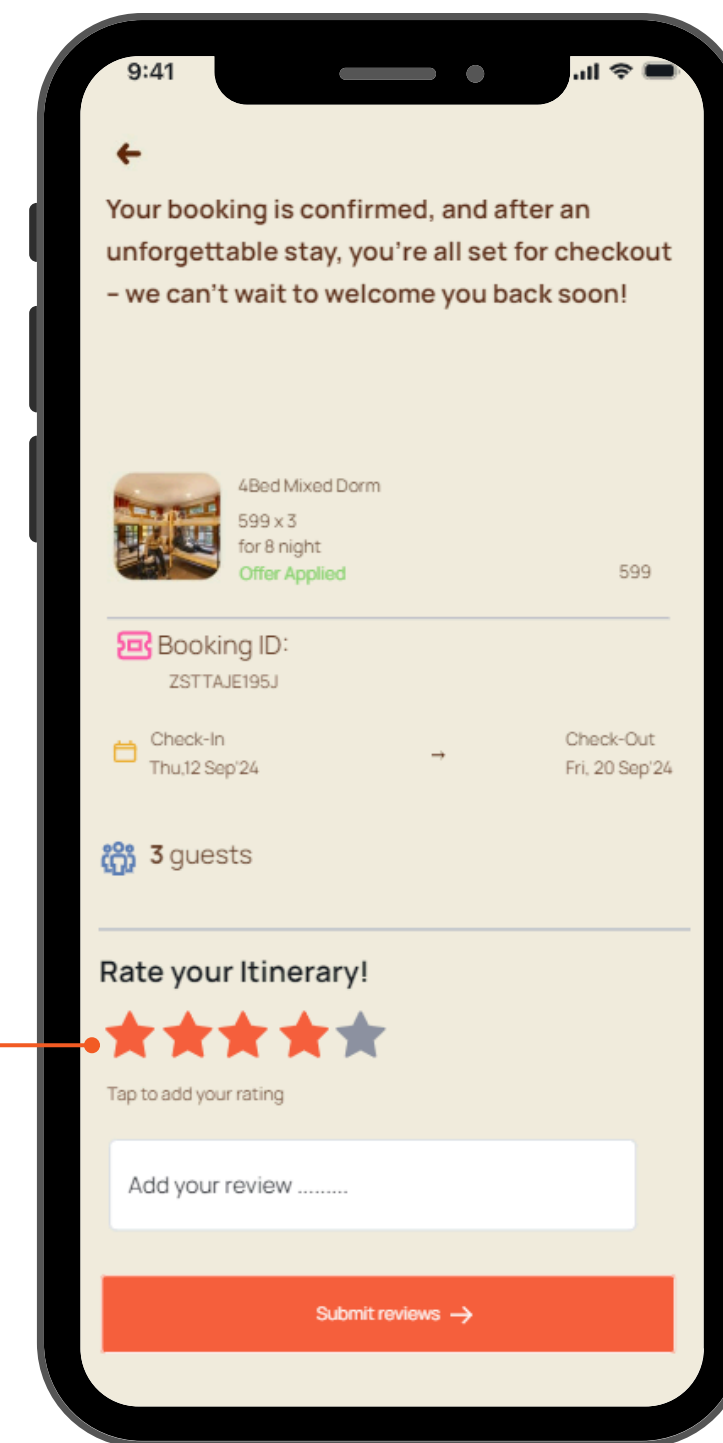




USER VIEWS OR MODIFIES ITINERARY AFTER BOOKING THE STAY

USER DOWNLOADS THE REVISED PDF

USER RATES THE ITINERARY, AI SYSTEM ANALYZES THE SENTIMENT AND IMPROVES RECOMMENDATIONS



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Personalized Travel Recommendations

- Zozo AI tailors activity suggestions based on user preferences, budget, and location.

Itinerary Creation & Modification

- Users can create, download, and modify custom itineraries based on real-time factors like weather.

Accommodation & Experience Booking

- Zozo AI assists with booking rooms and unique local experiences in a seamless process.

Real-Time Assistance During Stay

- Provides support for finding nearby restaurants, transport options, and managing last-minute changes.

Post-Trip Feedback & Engagement

- Prompts for feedback and learns from it to improve future recommendations.

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Thankyou!



Leave your feedback & stay tuned for more