

Product Case: Airline Booking

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***All data pulled from [YouGov](#).

I just booked a flight home for graduation.

It took me two weeks to actually hit the purchase button.

Status Quo

People are unabashedly themselves on Reddit. Some data to back it up.

Using google flights. The prices shown often do not exist, and they often are offered by third party agents.

Also dynamic pricing, which is pure evil

price changes are the worst

you find a good deal then it jumps 100 for no clear reason

also hidden baggage fees make it hard to know the real price

and comparing flights across sites still feels messy

it should be way simpler than it is

How do you typically book flights?

■ DIY bookers

Direct with airline 63%

Through a flight
comparison
website 28%

Through online
travel agents 3%

Through offline
travel agents 2%

What do we make of this information?

Anxiety around booking flights roots itself in price. People want the best deal with maximal convenience. This should motivate the primary value proposition. And Google Flights is no help.

So, we need a solution that decreases ambiguity and makes the purchasing process seamless—**we need predictive AI.**

Solution: Use predictive AI to tell users *when* and *how* price of a specific flight changes.

Why predictive?

Generative

- Creates entirely new content based on previous data, whether that be images, text, etc.

Why it's not the right tool:

Creating text or images to repackage information will simply tell us what's happening, not how to handle it.



Agentic

- Autonomous systems designed to make decisions and execute workflows without explicit decision from its prompter.

Why it's not the right tool:

Users want to be in control of their purchasing decisions—especially such a large one.



Predictive

- Analyzes large datasets to forecast future outcomes, trends, or behaviors.

Why it's the *right* tool:

We want to forecast how flight prices will change and what they will change to—exactly what predictive AI is so good at.



The Product

Functionality: create an extension that signals whether the price is projected to increase, decrease, or stay the same. An icon appears next to the designated flight and package, allowing for a pop-up tile to demonstrate trends.

Why an extension? People book directly more than they do through a third party site, so we need to target informing users directly. Decreases friction, and increases trust; this fixes one of the most prominent pain points of third party booking platforms.

Key Considerations:

- ICP: adults 25–45, booking 1–3 leisure flights per year, household income \$60–120k.
 - AI replaces what a frequent flyer already knows intuitively or simply from experience.
- Ideal business model is B2B SaaS to airlines directly because it optimizes conversion and offers steady revenue.

Success Metrics:

- 1) *Primary:* Conversion rate at checkout for users with the extension vs. without (the core value prop)
- 2) *Secondary:* Cart abandonment rate reduction, return visit rate (did they come back after setting a price alert?), prediction accuracy over time

Example Tile



An informational, branded icon appears for each flight (dynamic positioning given differing layout for each airline).

Bar chart which shows the price on hover. Correlates to the color scale of the average price.

Increase: Buy now

Decrease: Set a price reminder

Stable: Both options

Below a certain threshold, show 'insufficient data'. A wrong prediction that causes someone to pay more is worse than no prediction at all.

Competitive Landscape



Hopper:

- **Standalone** app, so you have to go there first, then go book elsewhere or book through Hopper's own platform.
- **Uses colors** on the date-browsing site to communicate the price, which is **ambiguous** and a **turn-off** to unfamiliar users.
- Hopper monetizes partly by **selling "price freeze"** products, so they benefit from price volatility.



Google Flights:

- **Only works within Google Flights itself**; the second a user goes to book directly through an airline, insights disappear and user is redirected to airline.
- Price signal is **not actionable**, it just provides history.
- Price signal is **inaccurate** because it shows the lowest price across all third party sites.

Yeah I only use hopper to keep track of when prices rise and fall. I have heard only bad things about actually using them to book flights!

**Predictive AI wipes away ambiguity.
Extensions are easier to work with. Happier
users.**