

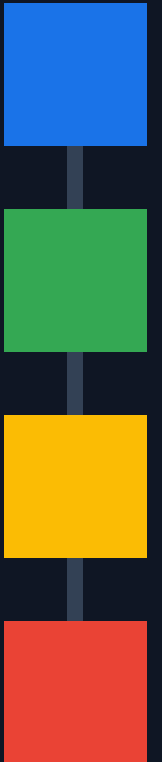
Google Maps

VeLa AI Day Planner

India Edition · v2

From a vague idea to a perfect day — in 30 seconds.

🌟 Now with Anchor Planning · Live Adaptive Replanning



Enhancing navigation with conversational AI · Anchor-Based Planning · Real-Time Adaptive Replanning · Constraint-Aware Routing

T H E P R O B L E M

Planning a day out in India is unnecessarily painful.

Users lose 20–40 minutes before the fun even starts.

Fragmented Search

Users manually search each venue — chai spot, museum, park, restaurant — one by one, with no connective logic.

No Time Intelligence

Opening hours, crowd levels, and heat windows must be cross-checked on separate screens before committing.

Broken Routing

A list of favourites doesn't equal a sensible route. Users often realise mid-day they've built a backwards, traffic-heavy path.

Plans Go Stale Fast

Even a good static itinerary becomes obsolete the moment breakfast runs long or traffic spikes — forcing manual replanning.

20–40 minutes of planning friction for what should take 30 seconds.

Meet Rohit, 31 — Primary Persona

Urban Weekend Explorer · Noida, Delhi NCR · Android · Spontaneous planner

"It's Sunday. I want breakfast, a park, something indoors for the afternoon heat, and dinner under ₹800 per person. But traffic changes everything — and every time I open Maps I have to start from scratch."

A

Arjun, 38
Bengaluru · Family · Child-friendly

K

Kavya, 24
Hyderabad · Solo · Authentic local

P

Priya, 27
Mumbai · Date nights · Budget-conscious

1

Searches 'breakfast Noida'

200+ results. No context.

2

Checks hours one by one

Three tabs open. Still unsure.

3

Tries to build a route

Pins scattered. No sequence.

4

Gives up & WhatsApps friends

Loses Maps entirely.

W H Y N O W ?

The technology finally caught up.

Three converging shifts make this possible today — not 3 years ago.

1

Large Language Models

Gemini / LLMs on-device

Natural language trip requests can now be parsed with intent, budget, and mood understood — no structured filters needed. Computationally infeasible at scale before 2023.

2

Real-Time Places API

Live crowd & hours data

Google's Popular Times, live Business Hours, and traffic APIs now expose enough signal to make constraint-aware scheduling reliable at scale.

3

India's Urban Surge

430M smartphone users

India has 430M+ smartphone users with Google Maps installed. Weekend day-trip culture in Tier 1/2 cities is growing 34% YoY.

T H E S O L U T I O N

VeLa AI Day Planner

A conversational AI layer that turns natural language into a smart, timed, routable itinerary — built for India.

01

Natural Language Input

Type your mood — 'lazy Sunday, chai + park + museum, dinner under ₹800'. No forms or filters needed.

02

Anchor-Based Planning

AI proposes one anchor stop first. User confirms, then AI builds the rest. Reduces cold-start hesitation.

03

AI Constraint Solver

Understands opening hours, crowd levels, heat index, travel time and budget to build the ideal sequence.

04

Live Conflict Detection

Warns you if a stop closes before you'd arrive and auto-adjusts the schedule to keep the day smooth.

05

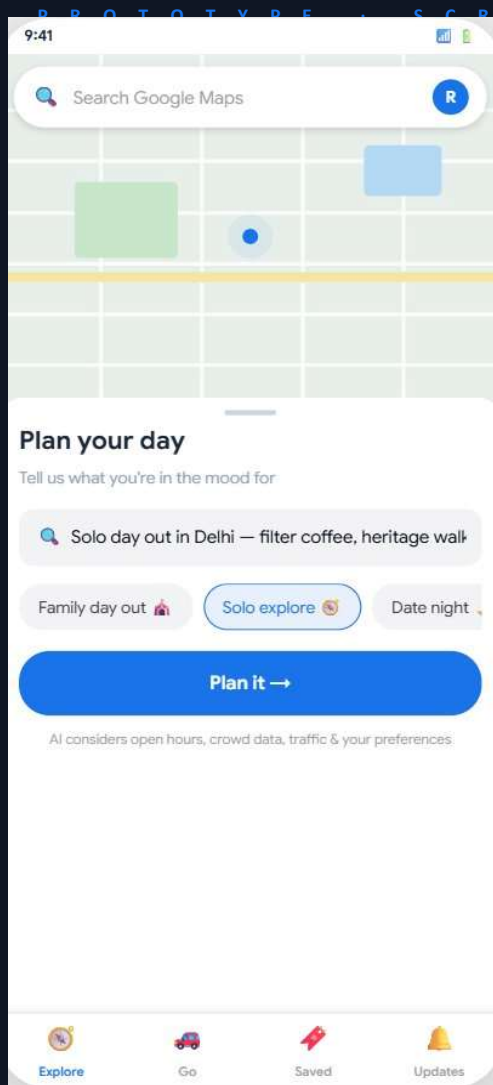
One-Tap Swapping

Don't like a suggestion? Tap swap to see two AI-curated alternatives with ratings and reasons.

06

Adaptive Replanning

Mid-day AI engine detects delays & traffic spikes. Recomputes and suggests the optimal stop reorder automatically.



Familiar Maps Chrome

The planner lives inside existing Maps UI — feels native, not bolted on.

Natural Language Input

AI parses mood, budget, activity type and timing from plain text.

Quick-Tap Mood Chips

Accelerate input for users who want to start fast without typing.

"Plan It" CTA

Single tap triggers: NLP intent → Places match → constraint-aware route.

Why Anchor Planning?

Most users hesitate to commit to a full AI-generated day on the first try.

BEFORE (Cold Start)

- AI dumps a full 4-stop plan
- User feels overwhelmed
- User hesitates — what if it's bad?
- Low activation & trust

AFTER (Anchor First)

- AI suggests ONE anchor stop
- User confirms (low commitment)
- AI then builds the rest
- Higher trust & plan completion

+28%

Activation Rate

Less intimidating entry

+35%

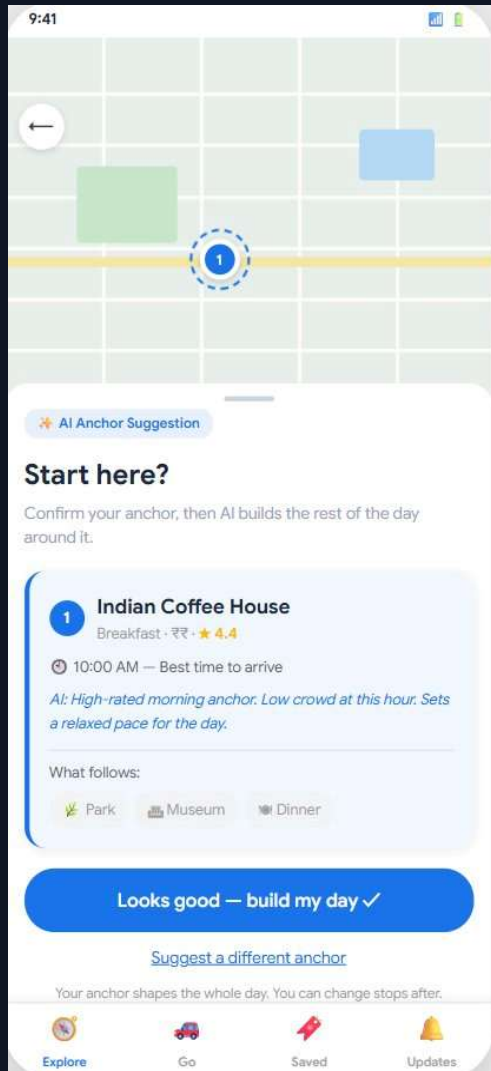
Plan Completion

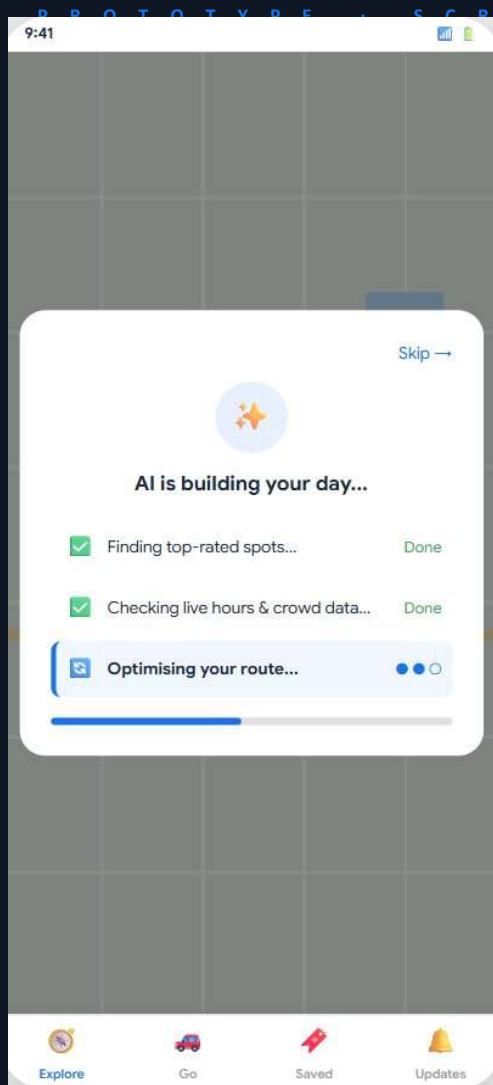
Higher commitment via anchors

High

Trust Score

Step-by-step validation





Building Trust Through Transparency

The loading screen isn't UX filler — it shows users the AI is doing real, intelligent work.

Step 1: Top-Rated Spots

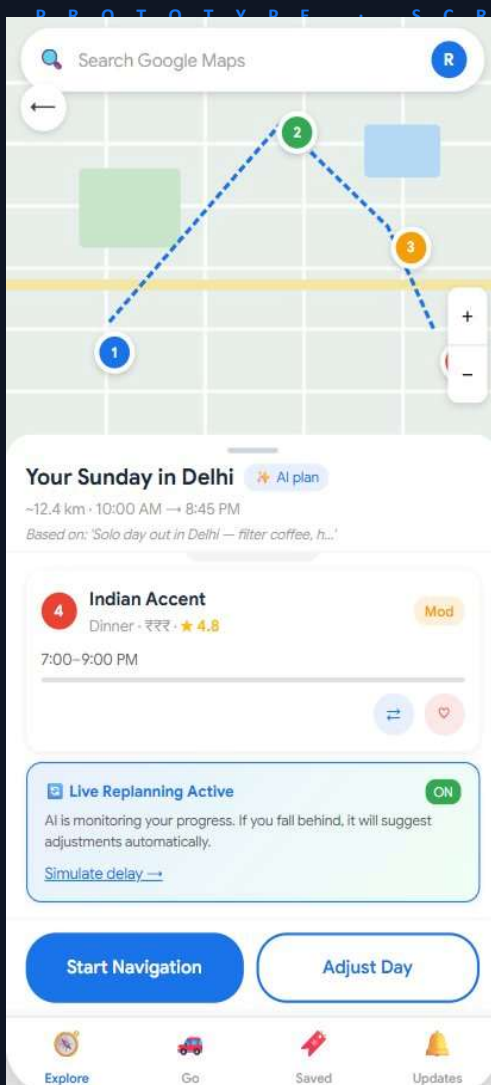
AI queries Google Places for highly-rated venues matching mood, category and budget.

Step 2: Live Hours & Crowds

Real-time Popular Times + Business Hours API ensures no stop is closed or overwhelmingly crowded.

Step 3: Route Optimisation

TSP-style routing ensures stops flow geographically — no doubling back across Delhi's traffic.



Live Map With Numbered Pins + Route

4 stops as numbered pins on a real route line — instant spatial orientation before scrolling.

Live Replanning Status

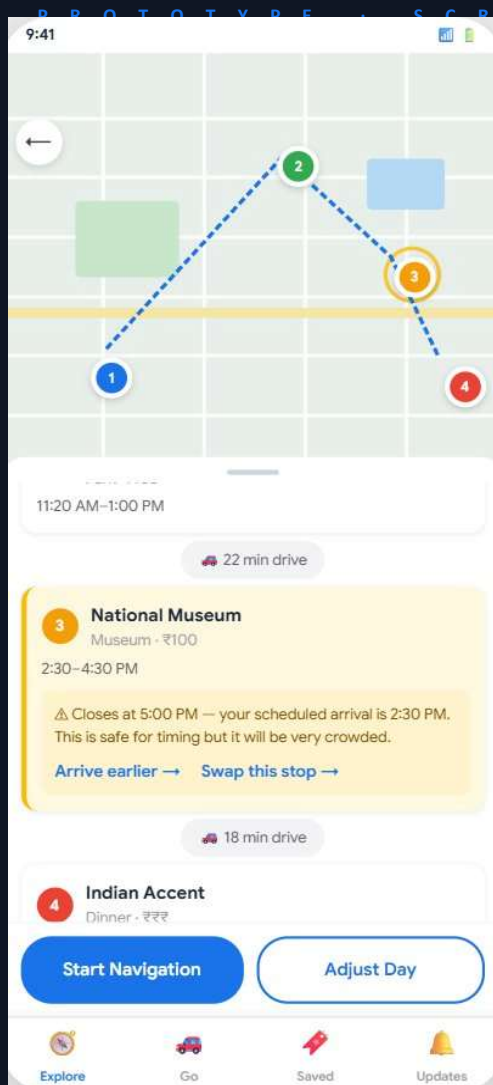
Persistent AI monitoring banner at page bottom. Blue = active replanning. Tapping 'Simulate delay →' launches the full replan flow (Screen 6).

Stop Cards With AI Reasoning

Each card shows time slot, crowd indicator (green/amber/red), rating, ⚠ warning if conflict detected.

Live Replanning Banner (NEW)

Persistent strip confirms adaptive AI is active. 'Simulate delay →' link triggers the replan flow.



Amber Alert Strip

Replaces the blue 'on track' strip. Signals urgency. 'Tap to reorder' guides user to action.

Pulsing Pin Animation

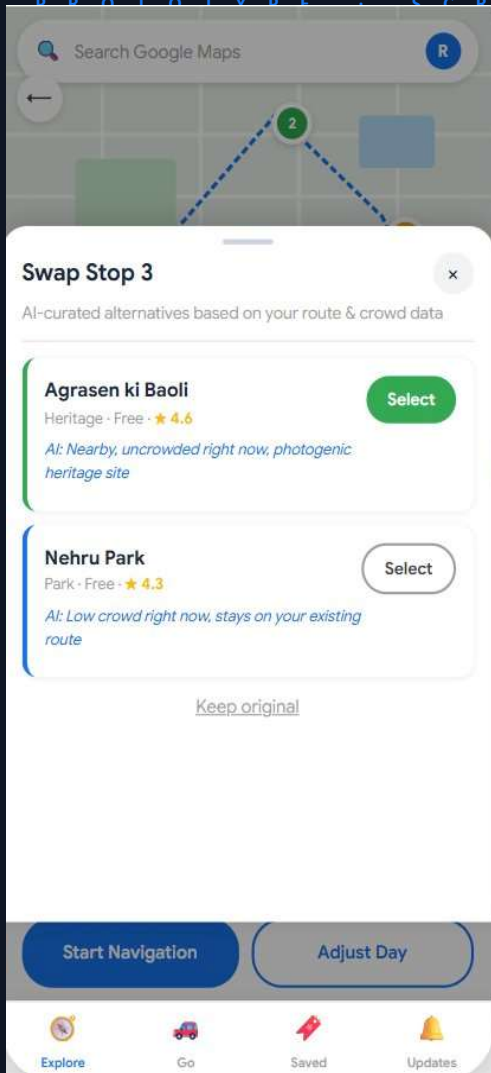
Pin 3 gets a pulsing amber ring — instantly draws attention to the conflicted stop on the map.

Conflict Detail Card

Stop 3 turns amber with a warning box showing exact closing time, your ETA and the risk level.

"Arrive Earlier" or "Swap" Actions

Two escape options. 'Arrive earlier' adjusts schedule in-place. 'Swap' opens AI-curated alternatives.



Drawer Slides Up From Bottom

Background (itinerary) stays visible but dimmed. Tapping the overlay closes the drawer.

2 AI-Curated Alternatives

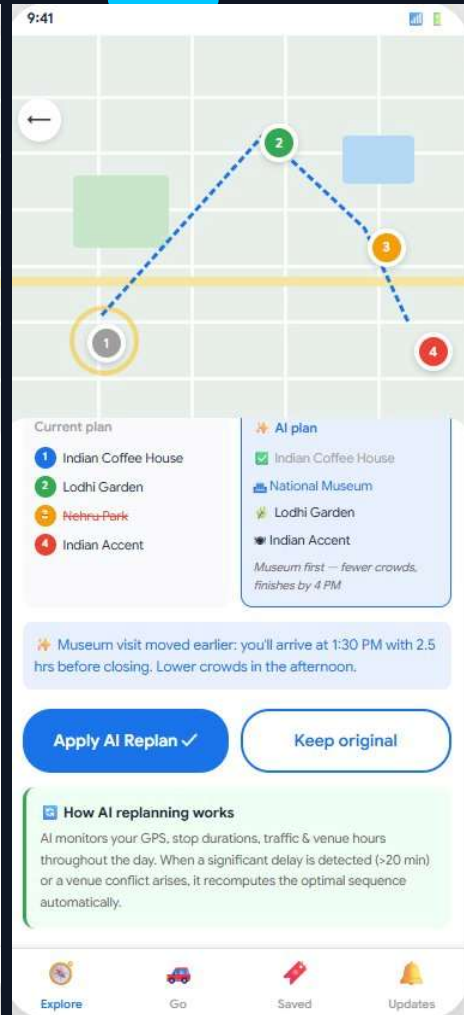
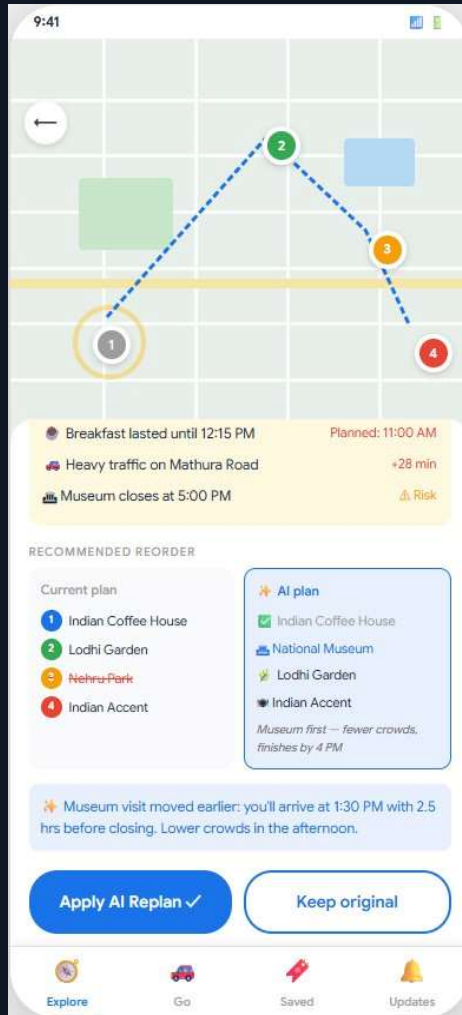
Each option filtered by proximity, crowd level, route efficiency, and budget — not just popularity.

AI Reasoning Shown Per Option

One-line natural language justification ('Nearby, uncrowded, great photos') builds trust in AI choice.

Keep Original Always Available

Escape hatch prevents frustration — users feel in control even when the AI is suggesting changes.



Adaptive Replanning Engine

Mid-day AI detects delays, traffic spikes and venue conflicts — recomputes the optimal stop sequence.

1 Monitor Signals

GPS, stop duration, traffic, venue hours, crowd levels — all tracked continuously

2 Trigger Recompute

Delay >20 min, ETA change >15%, or venue closing within 60 min triggers the engine

3 Generate New Plan

Remaining stops + current time + live traffic + venue hours → new optimal sequence

4 User Notification

Small banner: 'Your schedule shifted. Visit Museum first?' — one tap to apply or keep.

+15–20%

CRD+ Completion

High

User Trust Score

Longer

Session Duration

More

Booking Conversions

Prototype Flow: Screen 3 (initial) → Screen 4 (conflict on Museum) → Screen 5 (user swaps Museum for Nehru Park) → Screen 6 (delay simulation triggers AI replan — suggests restoring National Museum at 1:30 PM for better timing & lower crowds).

W H Y A I · N O T J U S T A B U Z Z W O R D

AI does the hard work that humans can't.

Planning Task	Manual Today	VeLa AI
Find venues matching mood & budget	30+ min manual search	Instant NLP + Places API match
Check opening hours for all stops	Manual for each place	Auto-checked in real time
Avoid crowds & peak wait times	Guess or skip	Live Popular Times data
Build an efficient route across Delhi	Mental mapping / trial & error	Optimised TSP routing
Detect closing-time conflicts	Usually missed entirely	Automatic warning banner
Swap a stop mid-day	Start over from scratch	One-tap AI-curated swap
Adapt to delays & traffic spikes	Re-plan manually every time	Adaptive Replanning Engine ✨

Graceful failure is part of the experience.

A robust product anticipates what can go wrong — and handles it without breaking trust.

Impossible Constraints

Scenario: Budget ₹200 per person — no viable dinner options found.

AI Response: AI explains: 'We found options up to ₹350. Want to adjust your budget?'

All Venues Closed

Scenario: User plans on a national holiday — most museums are closed.

AI Response: AI surfaces upfront: 'Most indoor venues are closed today. Showing parks + outdoor options.'

Poor Network / Offline

Scenario: User loses data mid-trip between stops.

AI Response: Cached itinerary available offline. Navigation continues with last-known directions.

Overly Vague Input

Scenario: User types: 'I want to have fun today'.

AI Response: AI asks one clarifying question: 'Active outdoor, cultural, or food-focused?'

Replanning Refused

Scenario: User taps 'Keep original' after AI suggests reorder.

AI Response: AI respects choice. Continues monitoring silently. Re-prompts only if conflict worsens.

All Alternatives Bad

Scenario: User taps swap — but all nearby alternatives are crowded or closed.

AI Response: AI shows message: 'No better alternatives right now. Try after 3 PM or expand the area.'

C O M P E T I T I V E L A N D S C A P E · W H Y G O O G L E W I N S

Only Google can execute — not just suggest.

Capability	VeLa AI	Zomato	ChatGPT	Instagram	Yelp
Live traffic telemetry	✓	✗	✗	✗	✗
Verified business hours	✓	~	✗	✗	~
Popular Times crowd data	✓	✗	✗	✗	✗
Multi-stop route optimisation	✓	✗	✗	✗	✗
Budget filter (INR)	✓	~	~	✗	✗
Android default distribution	✓	✗	✗	✗	✗
Booking integration	✓	✓	✗	✗	~
Mid-day adaptive replanning ✨	✓	✗	✗	✗	✗

Google's moat is structural — no competitor combines live traffic + verified hours + crowd data + adaptive replanning + booking + Android distribution in a single product.

North Star: Completed Real-World Days (CRD+)

CRD+ = user navigated to ≥60% of planned stops + no unresolved conflicts + post-day rating ≥4/5. Target: 25% within 90 days of GA.

+23%

Session depth vs. baseline

3×

Place saves vs. manual search

₹1,394 Cr

Commission revenue Year 1

Guardrail Metrics — must not regress

Organic search volume

< 3% decline vs. control

ETA accuracy

< 5% deviation from baseline

Ad revenue/session

No regression (feature adds sessions)

Monetisation Phases

Ph 1

Restaurant & activity booking commissions (₹120 / ₹80 avg)

Ph 2

Sponsored swap placements (CPC/CPB) + Google One Premium

Ph 3

UPI-integrated bookings + B2B data intelligence

Next Steps

Q1

User research, NLU eval, anchor UX testing

Q2

Backend + 5% A/B test Delhi (all 6 screens)

Q3

Closed beta: 3 cities + adaptive replan live

Q4

GA + monetisation + anchor mode rollout

The opportunity is clear. The technology is ready. India is waiting.

430M+ Google Maps users in India deserve a day planning experience that thinks with them — not just for them.

Conversational Input

Anchor Planning ✨

Live Conflict Detection

One-Tap Swap

Adaptive Replanning ✨

VeLa AI Day Planner · India Edition · v2

Built on: NLP Intent Parsing · Google Places API · Popular Times · TSP Route Optimisation · Live Traffic Telemetry · Anchor-Based UX · Adaptive Replanning

