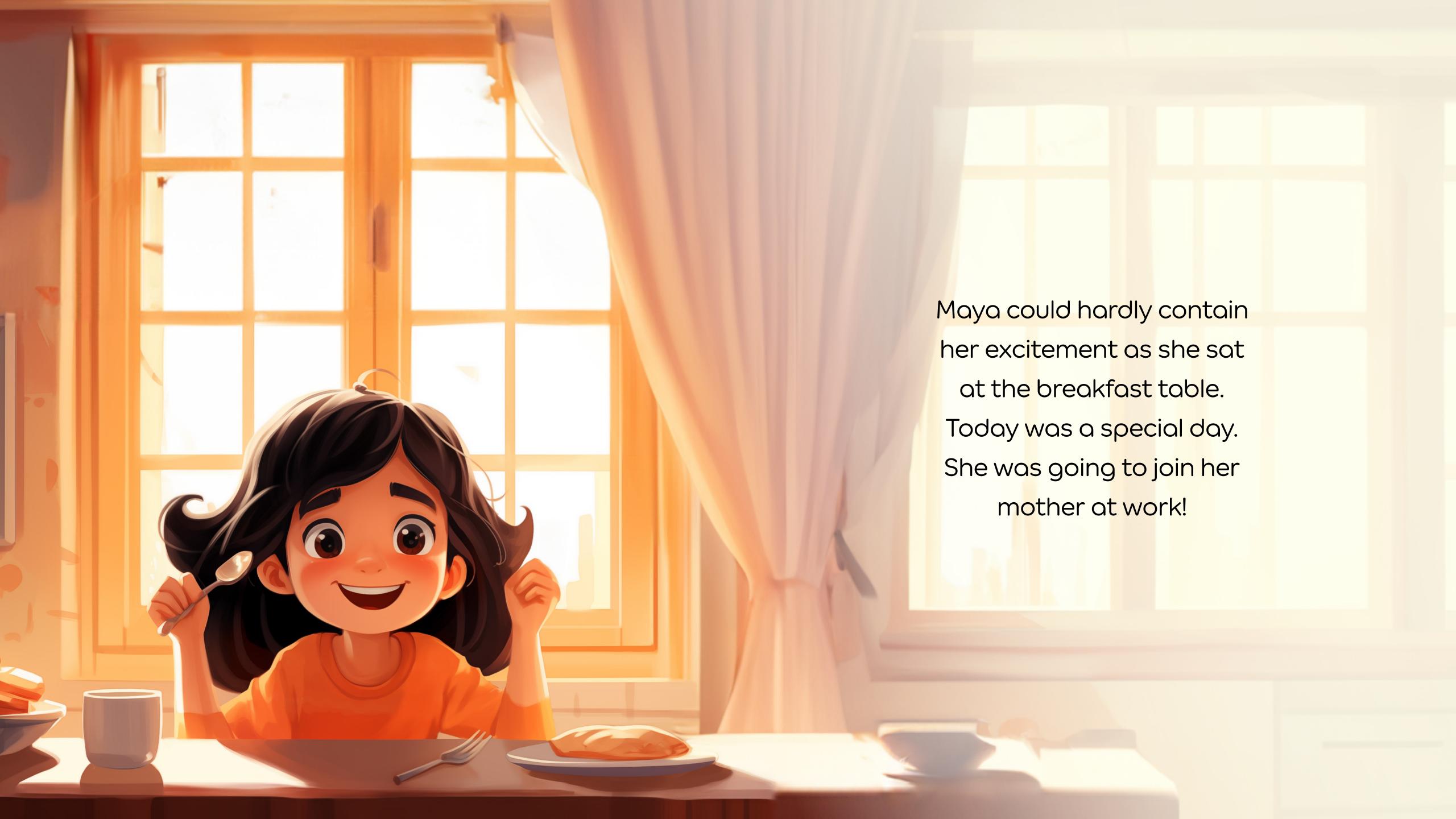


AYA and the Secret World of Agoda



By AI (and a little bit of human touch)

The content of this book was created and translated using OpenAI's GPT-3.5, under the supervision of Agoda's legal, marketing, tech, and translation teams. The visuals were generated using Midjourney v5 and further perfected by Agoda's Brand Design team. This children's book is not just a story, but a showcase of Agoda's passion for tech and innovation. Above all, it's an ode to life at Agoda and a celebration of the thousands of talented Agodans who work tirelessly day in and day out to help travelers see the world for less.











Back at Mom's desk,
Mom explained A/B testing,
something she was doing right now.
"Imagine if most people prefer
chocolate ice cream,"
Mom said. "That tells us
we need to make more chocolate
because it's everyone's favorite."





