



ANALYSIS OF APPS

Contents:

- Brainstorming
- Pros and Cons
- Empathy Mapping
- Reviews
- Competitive analysis

- Meet
- Opinion of group members
- Google form
- Conclusion
- Thanks

BY ADWAIT PURAO-2021300101
AVISHKAR MORE-2021300077
SHESHASAI REDDY-2021300104



BRAINSTORMING



Disadvantages

- Confusing UI
- Frequent updates
- Notification issues

Advantages

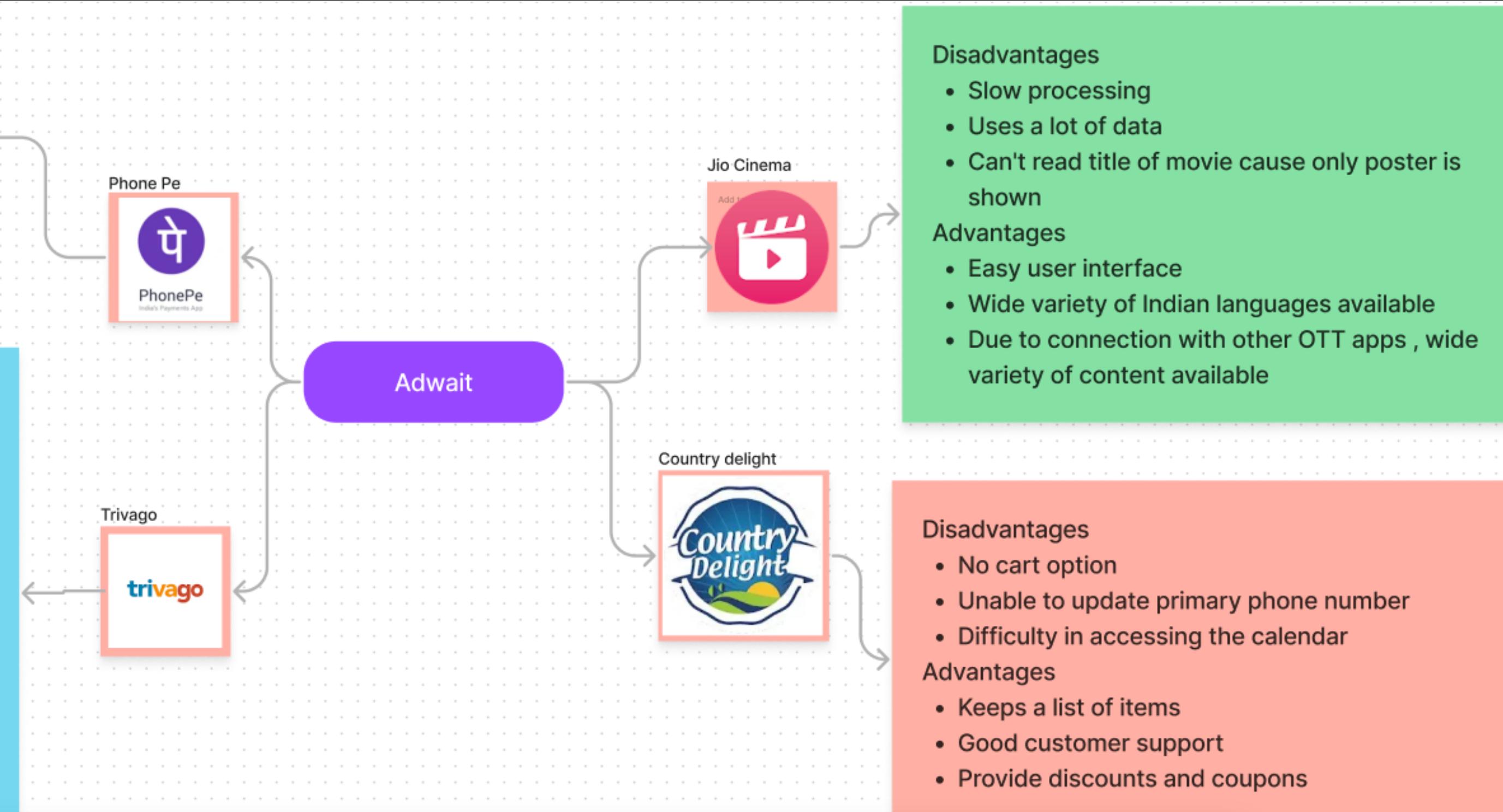
- Easy way to transfer money
- Good offers and cash rewards
- Good access to stores

Disadvantages

- Information not completely accurate
- Illusive photos of hotels
- Location is inaccurate
- Disorganized UI and only good reviews shown

Advantages

- Efficient comparisons with various sites
- Suggestions of top destinations along with history is available for ease of user
- Vast and elaborate filters
- Quick response to questions
- Three types of deals available with easy cancellations



Disadvantages

- Slow processing
- Uses a lot of data
- Can't read title of movie cause only poster is shown

Advantages

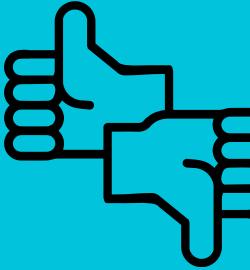
- Easy user interface
- Wide variety of Indian languages available
- Due to connection with other OTT apps , wide variety of content available

Disadvantages

- No cart option
- Unable to update primary phone number
- Difficulty in accessing the calendar

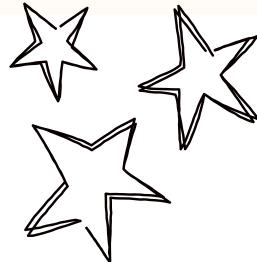
Advantages

- Keeps a list of items
- Good customer support
- Provide discounts and coupons



PROS AND CONS

ADWAIT



trivago

Trivago

Phone Pe

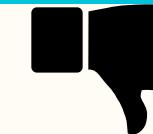


PhonePe



PROS

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CONS

- Information not completely accurate
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Phone Pe



PROS

- Easy way to transfer money
- Good offers and cash rewards
- Good access to stores



CONS

- Confusing UI
- Frequent updates
- Notification issues
- Server problems and transaction failures



Country delight

PROS

- Keeps a list of items
- Good customer support
- Provide discounts and coupons

CONS

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- Unable to update primary phone number
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Jio Cinema

PROS

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CONS

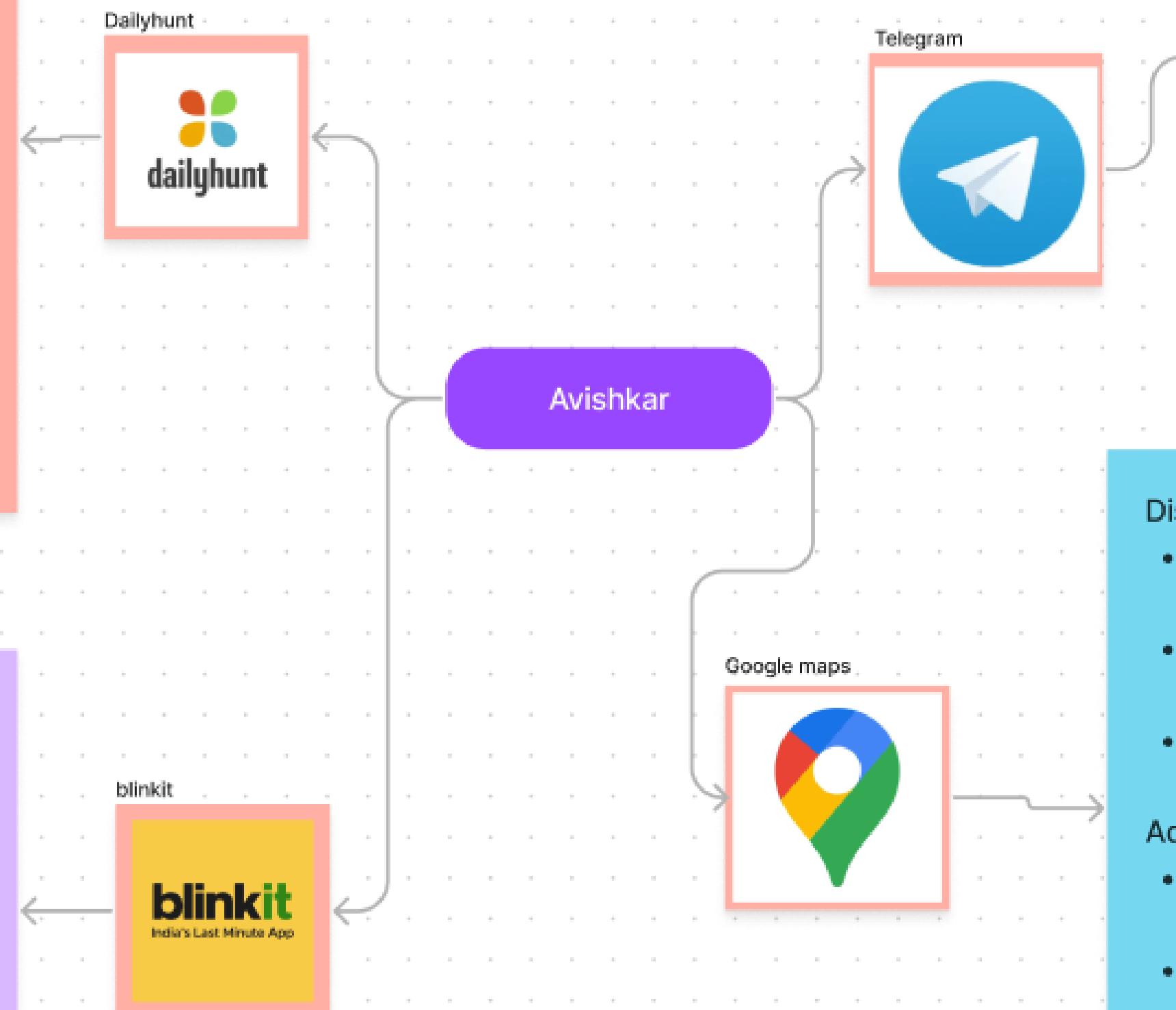
- Slow processing
- Uses a lot of data
- Can't read title of movie cause only poster is shown

Disadvantages

- Deceptive approach for increasing readers
- Old design
- Rumours are also there
- Spelling mistakes at some places

Advantages

- Easy to use and browse
- Font customization
- Knowing news without having to read it
- Impression based news



Disadvantages

- Notifications flood the desktop screen
- Search engines doesn't work well
- Navigation is not good

Advantages

- Community based
- Cross device compatibility
- Good privacy

Disadvantages

- Bad packaging
- Bad quality of vegetables
- Customer care is not good

Advantages

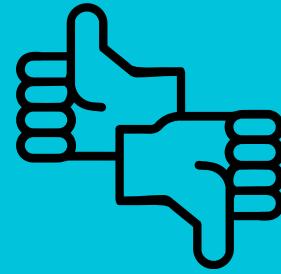
- Easy user interface
- Super-fast delivery
- Wide range of brands

Disadvantages

- Sometimes shows inaccurate location
- Does not show road damages, roadblocks
- Doesn't show the shortest route always

Advantages

- We can download offline maps
- Helps us share live location
- Shows us the traffic in the routes we take



PROS AND CONS AVISHKAR



Daily hunt



PROS

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- Impression based news



CONS

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- Rumours are also there
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Google maps



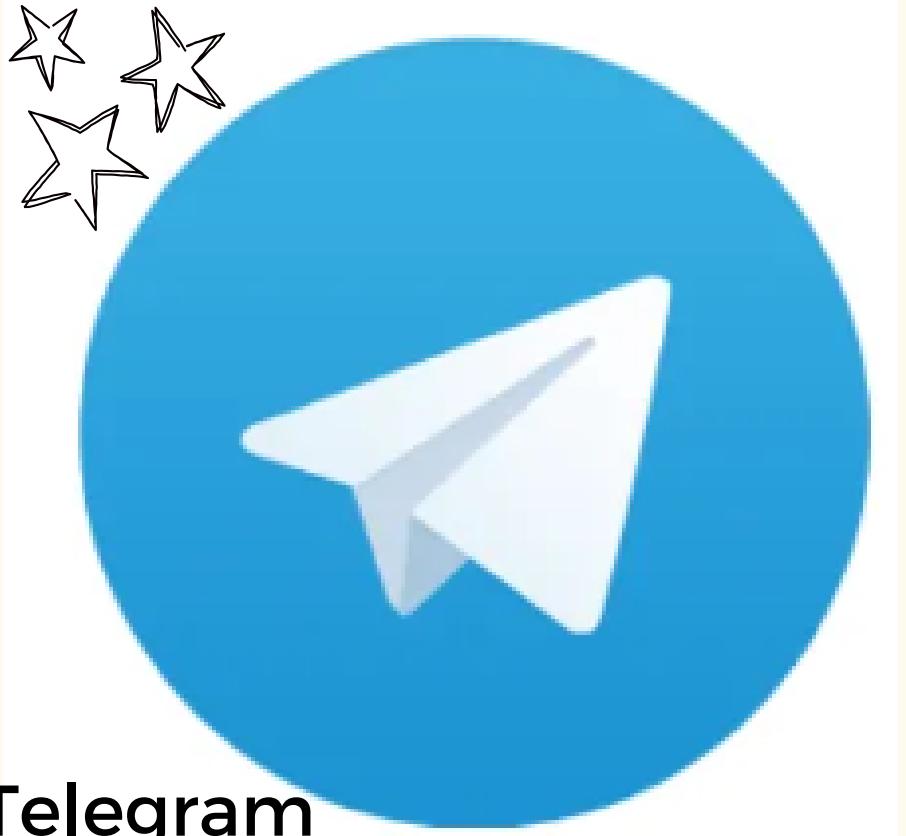
PROS

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CONS

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Telegram

PROS

- Community based
- Cross device compatibility
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PROS

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- Super-fast delivery
- Wide range of brands

CONS

- Bad packaging
- Bad quality of vegetables
- Customer care is not good

Disadvantages

- No login via other app
- Inconsistent , Not error preventive
- No tracking of order

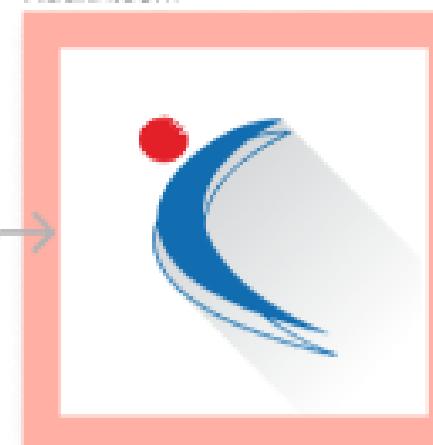
Advantages

- Easy navigation
- Concise and Minimalist design
- App works smoothly

Wow skin science.



Naukri.com

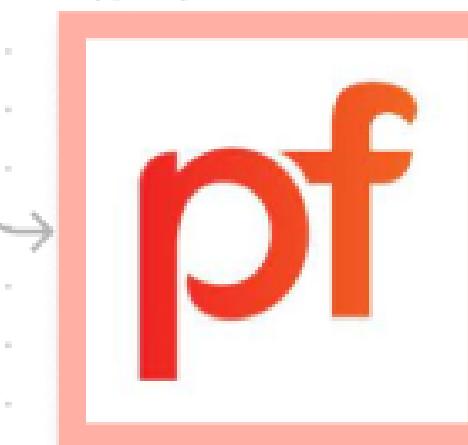


SHESHASAI

Duolingo



Pepperfry



Disadvantages

- Ads are boring
- No explanation about grammatical use
- Slow pace , some lessons repetitive

Advantages

- Wide range of languages available
- Fun way to learn via games and podcasts
- Interactive and easy to use platform

Disadvantages

- No login via other app
- Inconsistent , Not error preventive
- No tracking of order

Advantages

- Easy navigation
- Concise and Minimalist design
- App works smoothly

Disadvantages

- Price of the item goes up when moved to cart
- Mismatch between actual product and the one shown
- Bit difficult navigation

Advantages

- Variety of national and international brands
- Good customer support
- Affordable prices

PROS AND CONS

SHESHASAI



Duolingo

PROS

- Wide range of languages available
- Fun way to learn via games and podcasts
- Interactive and easy to use platform

CONS

- Ads are boring
- No explanation about grammatical use
- Slow pace , some lessons repetitive

PROS

- Easy navigation
- Concise and Minimalist design
- App work smoothly

CONS

- Login via third party app missing
- Inconsistent , Not error preventive
- No proper tracking of order status

Wow skin science





PROS

- Variety of national and international brands
- Good customer support
- Affordable prices

CONS

- Price of the item goes up when moved to cart
- Mismatch between actual product and the one shown
- Bit difficult navigation



PROS

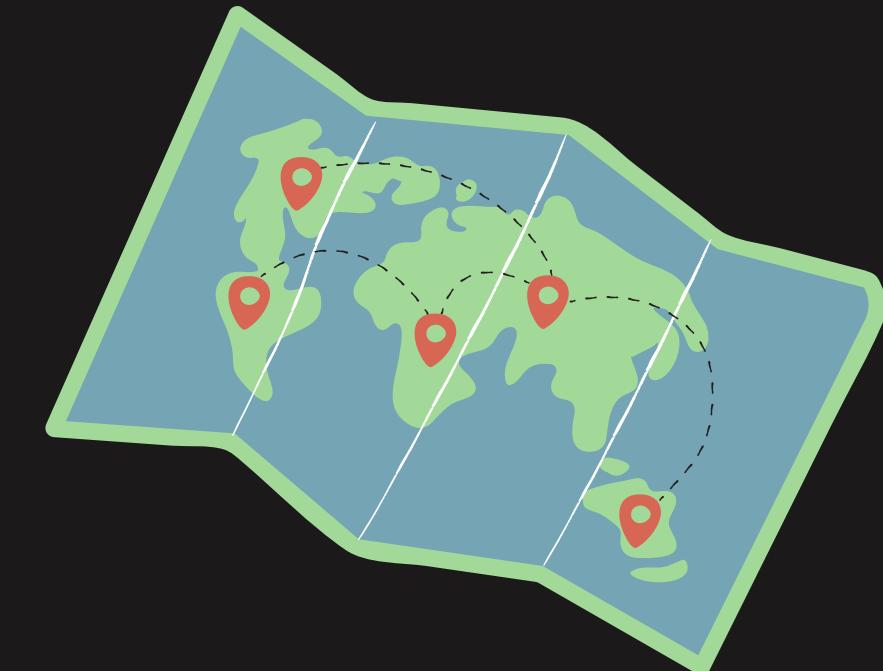
- Smooth and intuitive interface
- Genuine information
- Feature to directly connect with recruiters

CONS

- Problem connecting to the server
- Customer support is not so good
- You get scam calls sometimes

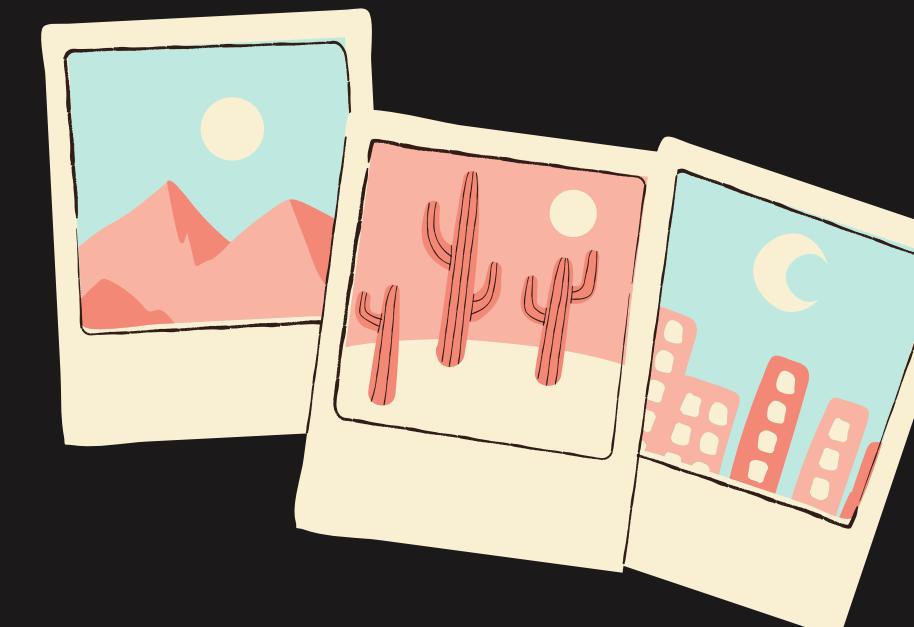
ABOUT THE APP

Trivago was first of it's kind meta search for hotel prices with headquarters at Dusseldorf,Germany. It was founded by Stephan Stubner and team in 2005. It serves in 190 countries worldwide and compares rates among 1 million hotels and 250 booking sites worldwide.



BUSINESS MODEL

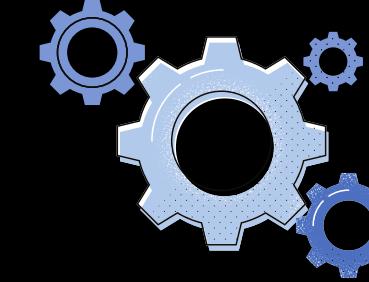
- Trivago makes money by using cost-per-click(CPC) Business model.
- They also offer free and fee-based version of hotel manager product for hoteliers to market their facilities on trivago.
- They focus on Online marketing,public relations and brand marketing(TV).



PRODUCTS

- Trivago app
- Trivago hotel manager
- Hotel manager pro
- Rate Connect

EMPATHY MAPPING



Sees

- No need to compare on various sites for better prices
- No need of middle man
- Hassle free cancellations
- Customer supportive
- Inaccurate in terms of locations and a bit confusing to find the best hotels due to various types of filters like shortest distance, least expensive etc.



Hears

- User hear about the app from TV advertisements
- Cancellation policy is very supportive
- Takes opinion from friends and family
- People suggest why would any hotel do their negative publicity

trivago



Says and Does

- I would like to cross-check by calling on the hotel no.
- User compares rates by actual booking and trivago
- The user tries the cheapest hotel , so that even in the worst case scenario he doesn't lose much money



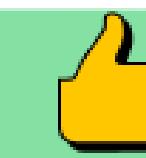
Thinks and feels

- What if hotel staff says that there's no such booking done
- What if I have done booking of the wrong hotel
- Very convenient due to one place comparisons of all hotels as per our criteria
- I still have the option of cancellation if something goes wrong



Pains

- Information is not completely accurate
- Illusive photos of hotels
- Location is inaccurate
- Only good reviews shown
- It becomes confusing for the user due to many types of filters



Gains

- Efficient comparisons with various sites
- Suggestions of top destinations along with history is available for ease of user
- Vast and elaborate filters
- Quick response to questions
- Three types of deals available with easy cancellations



REVIEWS:

Bad reviews

- Sometimes the rooms don't get booked at all
- Very difficult to navigate
- Sometimes cost is higher than physical booking
- Rooms were not as mentioned in the photos and Description
- Location is inaccurate

Good reviews

- Hotel staff is friendly, patient
- Supportive customer care
- All at one place no need to look at other sites
- Gives the best deal
- Quick response to queries
- Easy cancellations

DISCUSSION

**ADWAIT
PURAO**

COMPLETE ANALYSIS
OF ALL HOTELS OF A
PARTICULAR AREA
FROM ALL SITES AT
ONE PLACE



**AVISHKAR
MORE**

SOMETIMES
LOCATION IS
INACCURATE

**SHESHASAI
REDDY**

ANALYSIS OF THE
BEST DEALS ARE
AVAILABLE WITH
OUR MENTIONED
CRITERIA



COMPETITIVE ANALYSIS



Tripadvisor

VS

trivago

VS

Booking

Booking.com

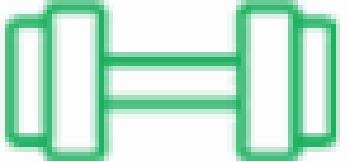


Company name	trivago
Establishment details	Founded by Stephan Stubner and team in Jan 2005 at Dusseldorf, Germany
Funding and Investors	Total funds of 1 Million Euros from Samwer Brothers , Florian Heinemann, Christiann Vollman. 1.14 million dollars from HOWZAT media LLP. Sold quarter of the company for 52.86 million dollars to Insight venture partners. In 2012 Expedia acquired Trivago.
No. of employees	800 employees in 2022
Subsidiaries	Base7Booking , Rheinfabrik , TripHappy
Revenue	361.5 million dollars(2021)
Serving countries and customers	Serves in 190 countries and more than 5 crore people use the trivago app
Product	Meta search for hotel prices and Trivago Hotel manager
Target market	Young generation, millennial (generation Y), children and also low middle class people.



SWOT ANALYSIS

STRENGTH



- Strong parent company
- Well established IT system for internal and external operations
- Strong Captured Marketing & Promotional Advertisement
- Investment In Technology & Innovation

WEAKNESS



- Limited brand offerings: Limited to hotels only
- Franchise Related Issue : Disloyalty of franchise workers
- Gaps in consumer satisfaction
- Net incomes are not matching to its actual monetary evaluations

OPPORTUNITY

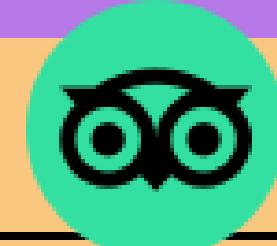


- Expansion of product portfolio : Flight , car ,bus bookings
- Demographic Changes
- Population Of Asian Countries
- New Trends In The Consumer Behaviours

THREAT



- Direct And Indirect Competition
- Health awareness and consciousness trends
- misalignment between the organisation's leadership style and its core strategic objectives



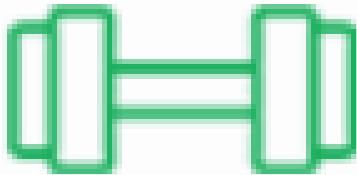
Tripadvisor

Company name	
Establishment details	Founded by Stephen Kaufer and team in Feb 2000 at Needham, Massachusetts, U.S.A.
Funding and Investors	Seed funding was obtained from Flagship Ventures, the Bolland Group, and private investors
No. of employees	2956 employees in 2020
Acquisitions	Smarter Travel Media , The Independent Traveler, Inc. ,Holiday Watchdog Virtualtourist , FlipKey.com and many more
Revenue	604 million dollars(2020)
Serving countries and customers	Serves in 45 countries and more than 10 crore people use the Tripadvisor app
Product	Hotel and flight booking ,Vacation rental ,Table reservation Guide books
Target market	Travellers and the travel service providers, i.e. hotels, vacation rentals, attractions, restaurants are the target customers

SWOT ANALYSIS



STRENGTH



- Strong international presence in 45 countries like U.S., U.K., India, France, Germany etc
- It has 300 million + unique monthly visitors
- Feature like “Just For You” which offers personalized recommendations help in its customer retention strategy
- Prominent acquisitions have made it a strong brand

WEAKNESS



- Insufficient budget for marketing and promotional activities
- Controversies regarding the validity of reviews done about hotels put a question mark on its core value proposition

OPPORTUNITY



- Acquisition of online travel booking portals to expand its portfolio
- Investment in cutting edge technology
- Low inflation and interest rate and ease of regulations

THREAT



- Popularity of online travel portals like Make my trip and Yatra erodes away a significant market share in India
- Combo packages of flight plus hotel offered by various portals is a big threat

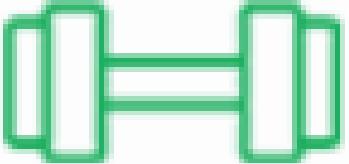
Booking.com

Company name	
Establishment details	Founded by Geert-Jan Bruinsma in Jan 1996 at Enschede ,Netherlands,(Headquarters at Amsterdam ,Netherlands)
Funding and Investors	In July 2005 was acquired by Priceline group(Booking holdings now) for 133 million dollars
No. of employees	around 10000 employees in 2022
Subsidiaries	Booking.com Consulting Services Pte. Ltd.
Revenue	14.64 billion dollars(2021)
Serving countries and customers	Serves in 226 countries and more than 50 crore people use the Booking.com app
Product	Online reservation services
Target market	Anyone with travel intent

SWOT ANALYSIS



STRENGTH



- Distribution and Reach
- Booking.com's low cost structure helps sell products at affordable prices
- Strong relationship with its dealers
- Diverse product portfolio

WEAKNESS



- Lack of critical talent
- Diversification of workforce
- High employee turnover rate
- Lower budget for quality control department

OPPORTUNITY



- E-commerce and Social media oriented business models
- Developments in artificial intelligence
- Netherlands's government have reduced the taxes
- Subsidy on the sale of eco-friendly good by Netherland's government

THREAT



- Increase in bargaining power of suppliers
- Misbehaviour with customers
- Increasing number of competitors

GOOGLE FORM

We took a scale form 1 to 5: 5:most satisfied 1:Least Satisfied

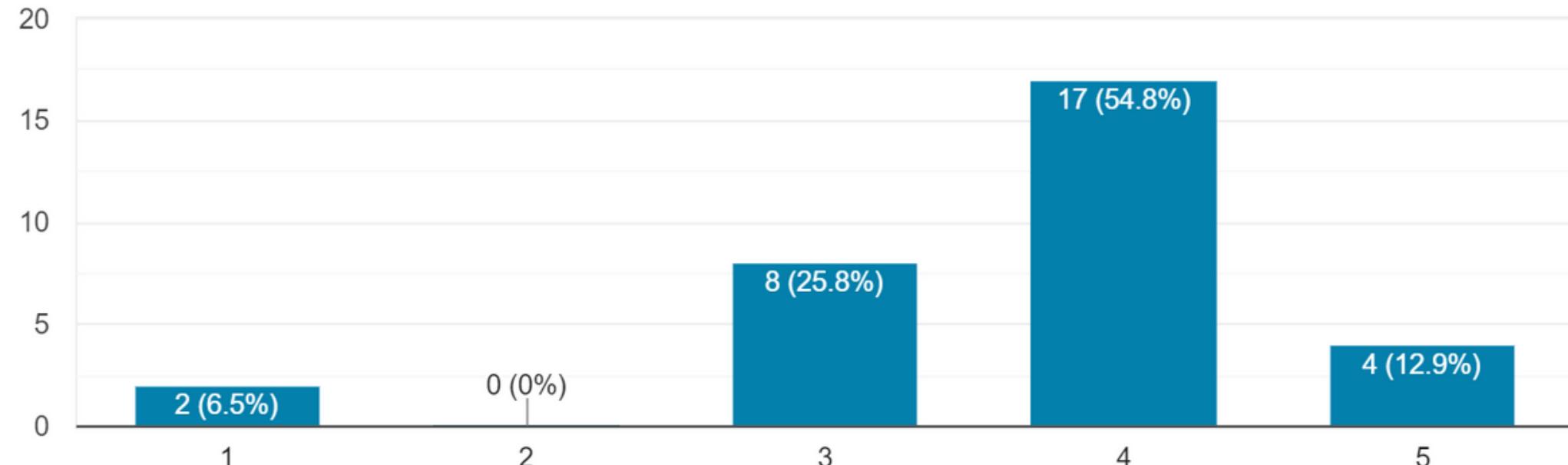
Following are the questions we asked our peers

- 1.How easy is booking rooms on the trivago app?
- 2.Are the prices really less as compared to actual booking ?
- 3.Does the location of the hotel shown in trivago app match with it's location on google maps? What amount of accuracy is there in the terms of location?
- 4.How user-friendly is the cancellation policy of the app?
- 5.Do you have a feeling of insecurity while booking rooms on Trivago? How insecure do you feel?
- 6.How good is the competitive analysis of the hotel rooms?
- 7.How often do you use trivago while booking hotel rooms?
- 8.How accurate is the information of the hotel mentioned in the app?
- 9.Does the app shows fair reviews of the hotels or are the reviews biased?
- 10.What changes do you wish to see in the app

How easy is booking rooms on the trivago app?

31 responses

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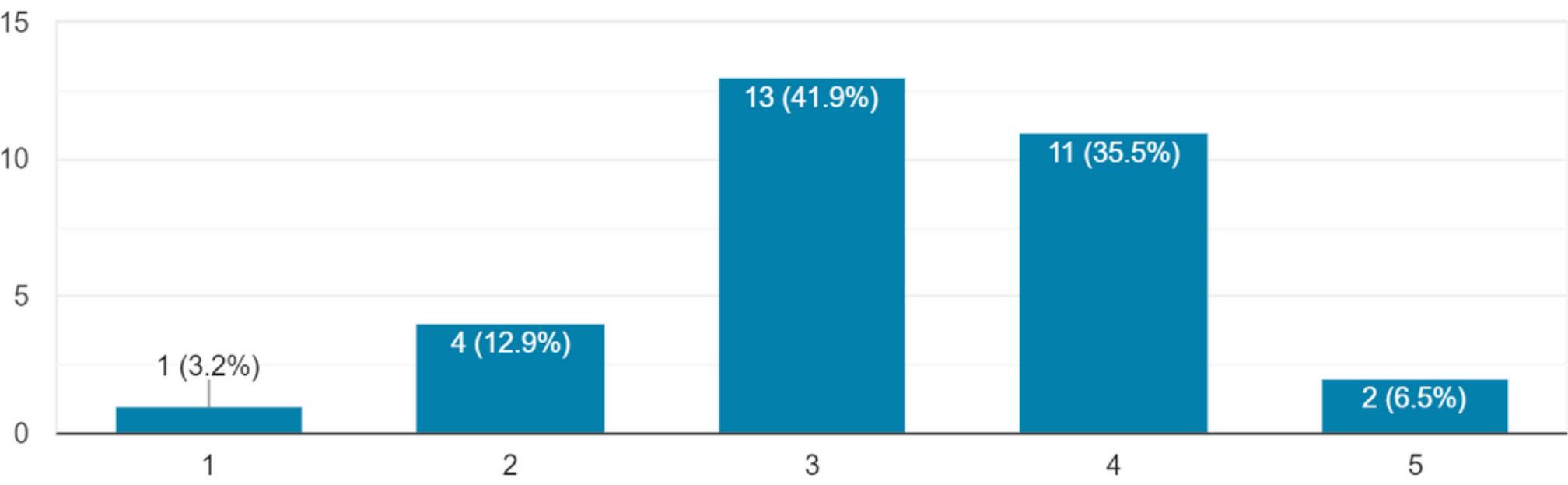


The
Reviews

Are the prices really less as compared to actual booking ?

31 responses

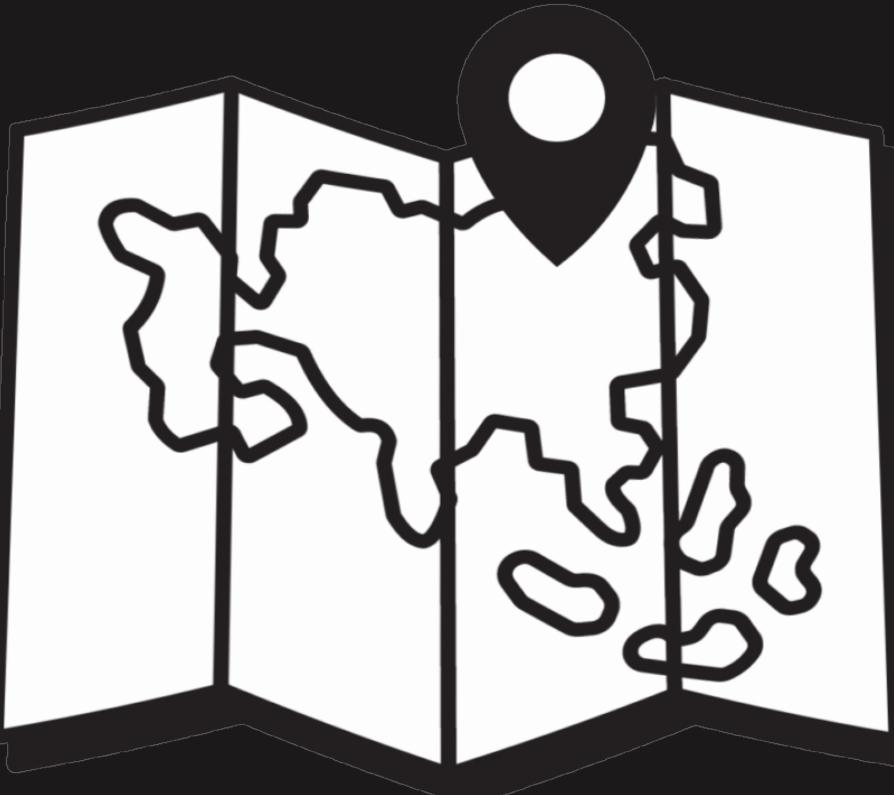
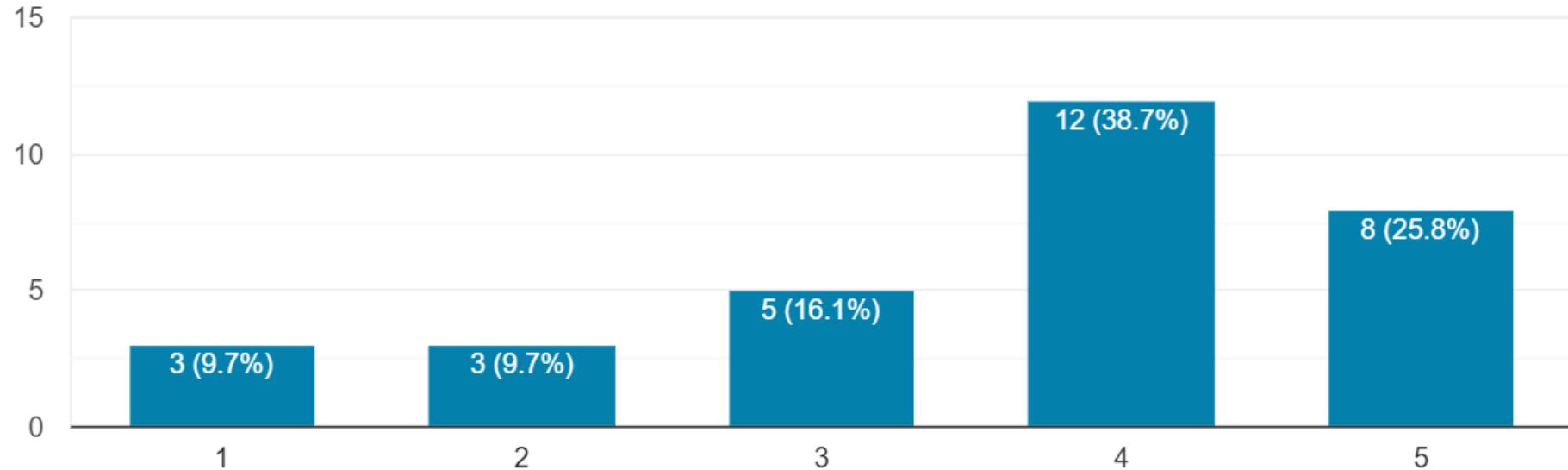
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Does the location of the hotel shown in trivago app match with it's location on google maps? What amount of accuracy is there in the terms of location?

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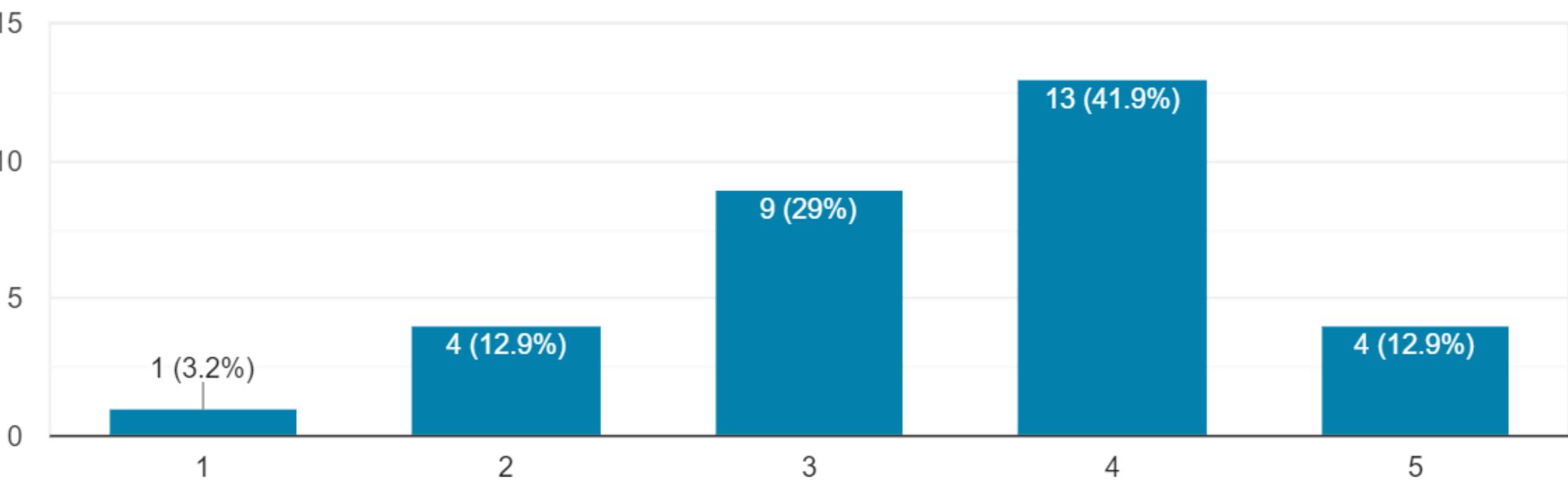
31 responses



How user-friendly is the cancellation policy of the app?

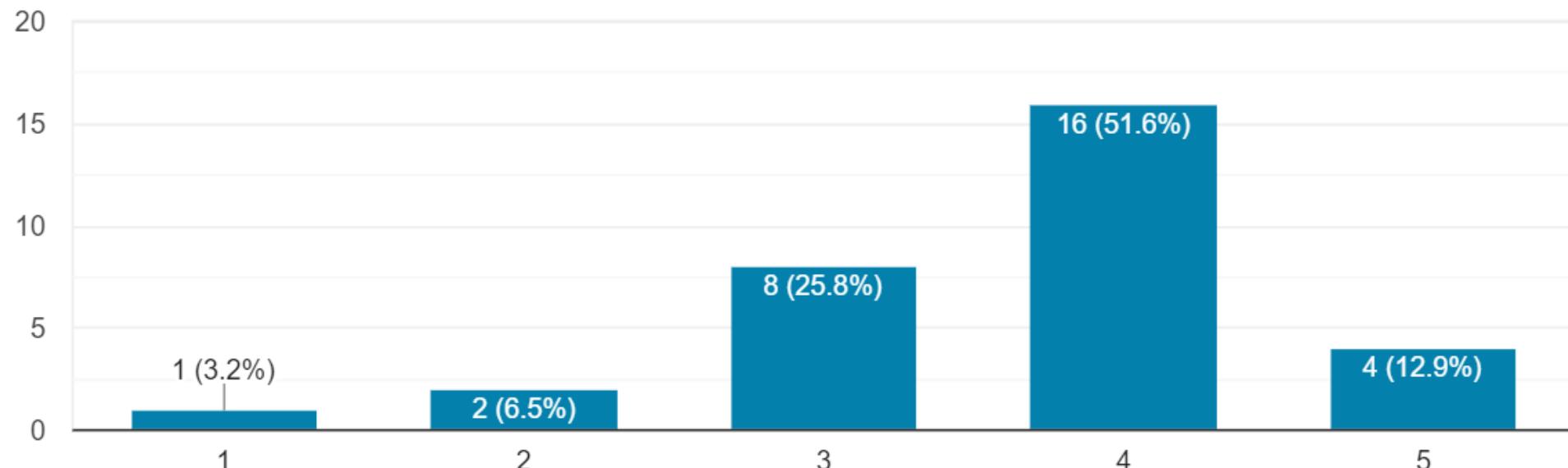
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31 responses



Do you have a feeling of insecurity while booking rooms on Trivago? How insecure do you feel?

31 responses



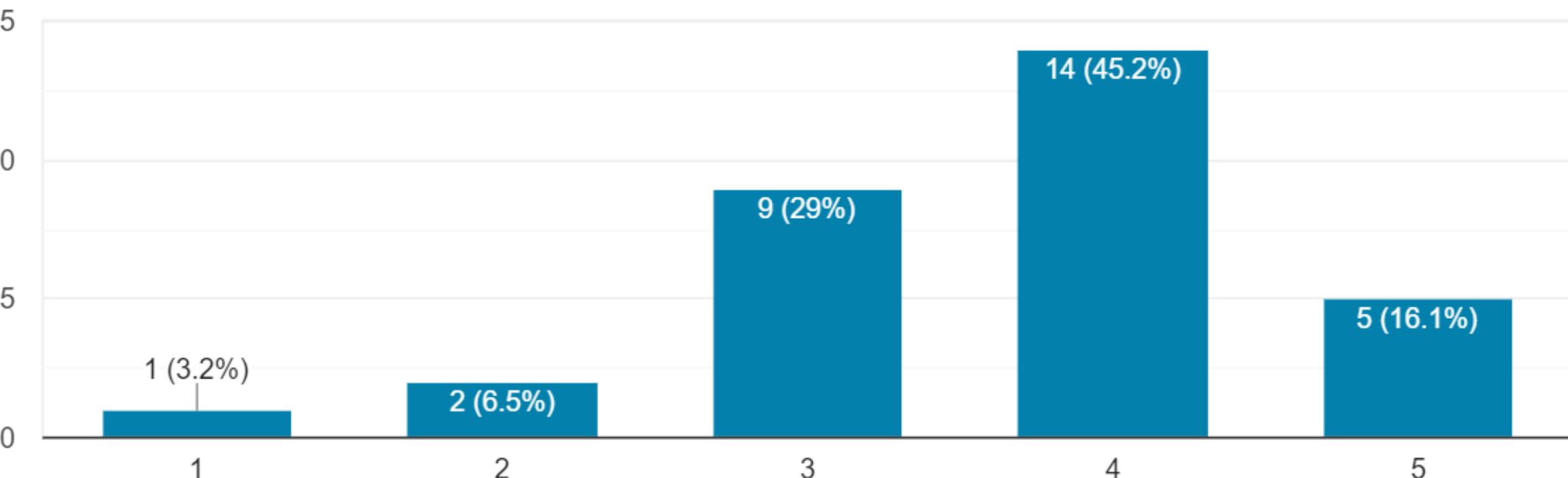
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INSECURITY



How good is the competitive analysis of the hotel rooms?

31 responses

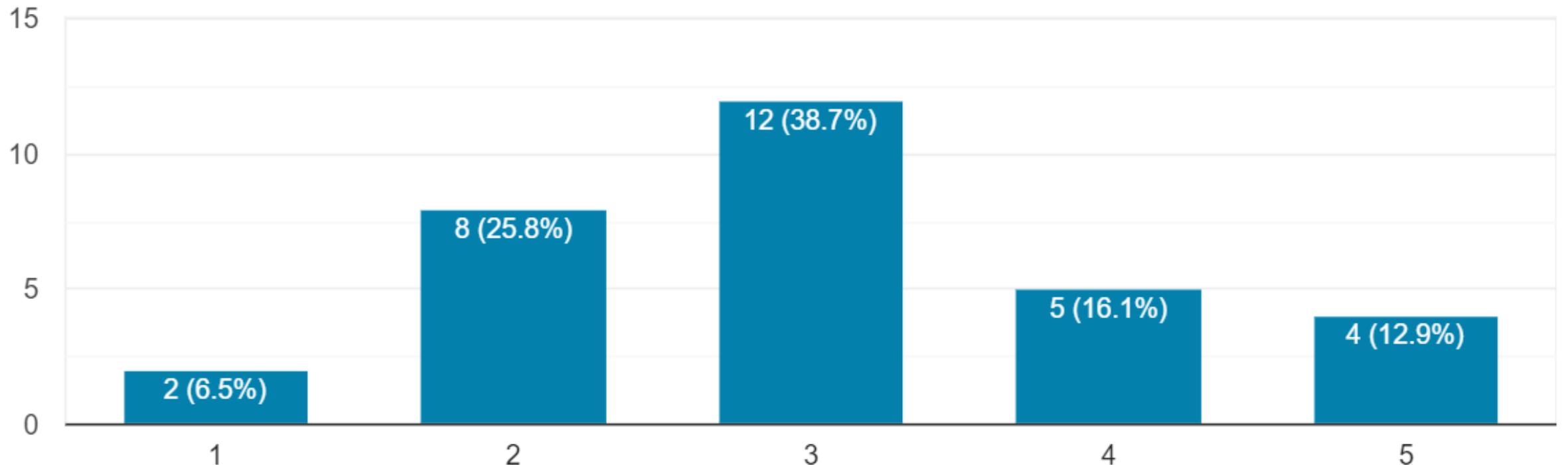


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How often do you use trivago while booking hotel rooms?

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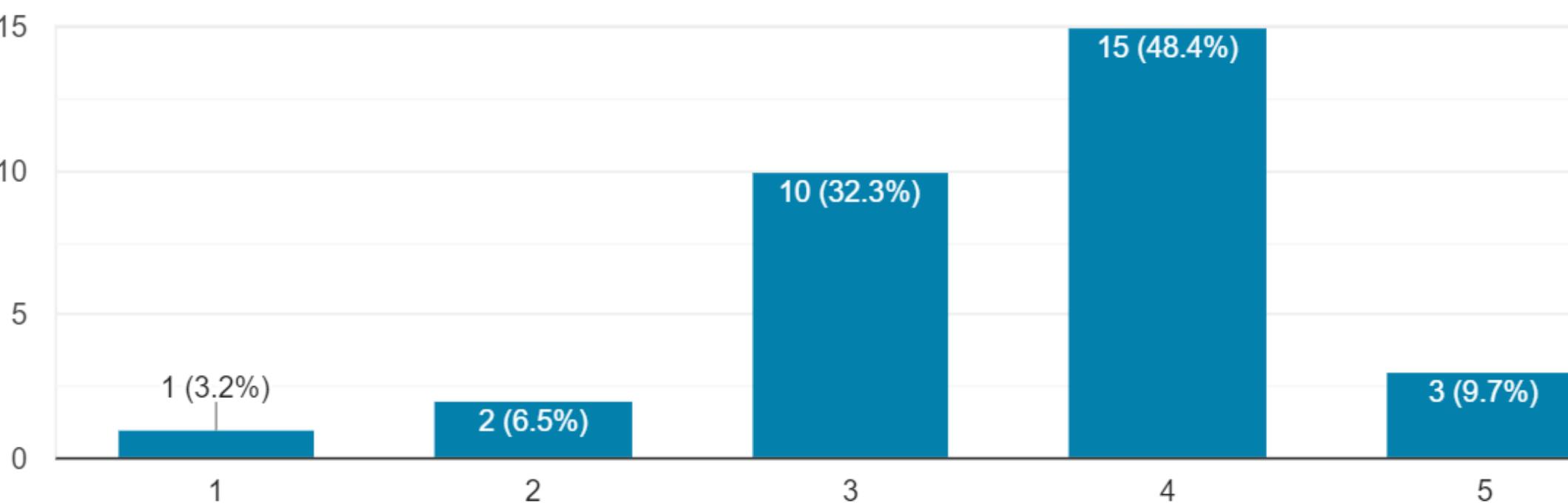
31 responses



How accurate is the information of the hotel mentioned in the app?

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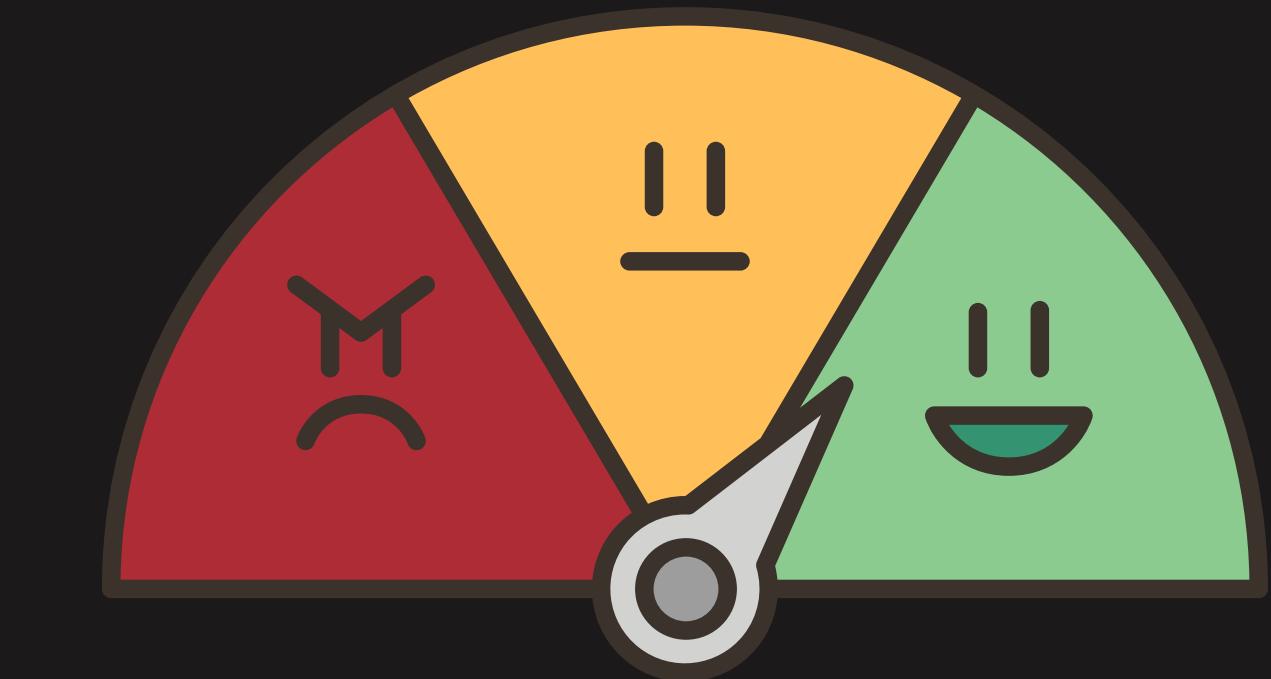
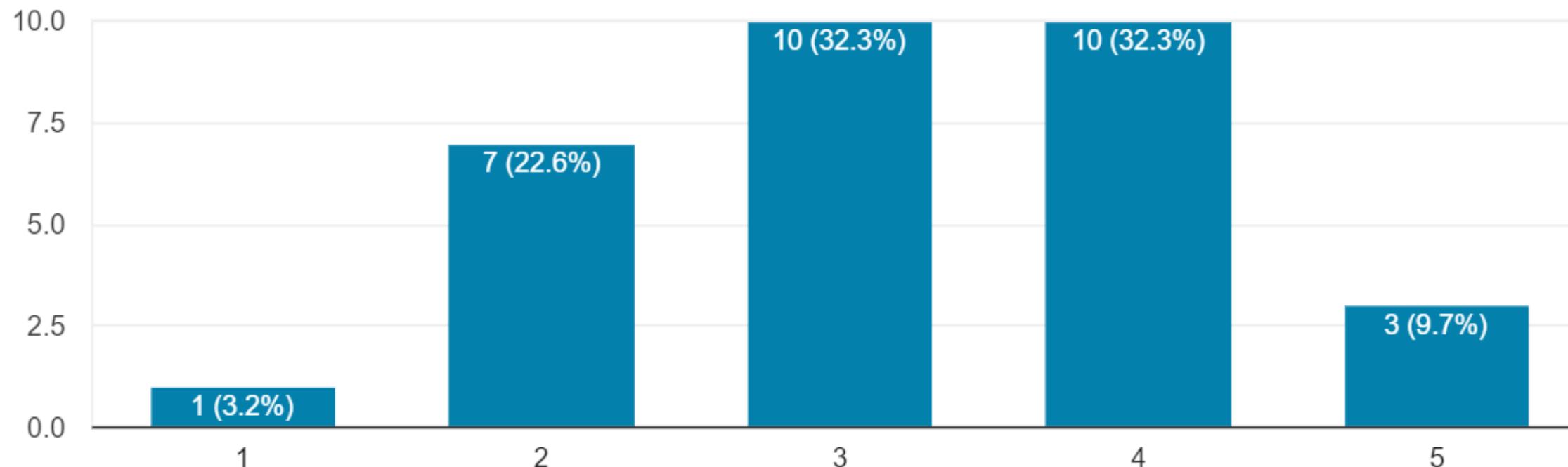
31 responses



Does the app shows fair reviews of the hotels or are the reviews biased?

 Copy

31 responses



What changes do you wish to see in the app

7 responses

Nothing

Accuracy in location of the hotel, plus cancellation policy should be improved. Also, reviews must be checked for biasness

NA

The user interface of the app need to be improved

Should include budget rooms.

Perfect

-



CONCLUSION

**LOCATION
DETECTION
NEEDS TO BE
IMPROVED**

**PHOTOS AND
REVIEWS
MUST NOT BE
ILLUSIVE**

**USER
INTERFACE
MUST HAVE
APPROPRIATE
NUMBER OF
FILTERS AND
MUST BE EASY
TO USE**

Thank
you!