



Stays

Flights

Flight + Hotel

Car rentals

Attractions

Airport taxis

THE PARADIGM Find your next stay OF PRODUCT

Search deals on hotels, homes, and more...

Where are you going?

KRITI'24 Check-in Date – Check-out Date
2 adults · 0 children · 1 room

Search

 I'm traveling for work I'm looking for flights

Offers

Promotions, deals, and special offers for you

Fly away to your dream vacation

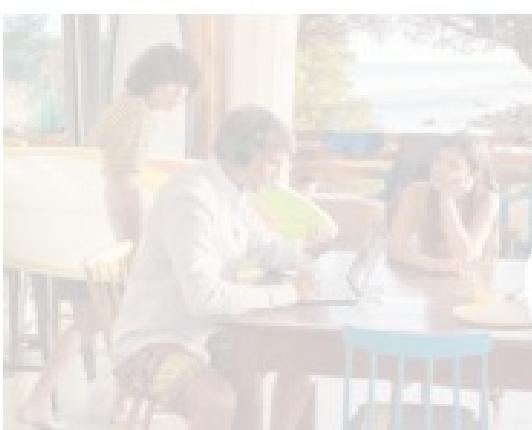
Get inspired – compare and book flights with flexibility

[Search for flights](#)

BARAK HOSTEL

Take your longest vacation yet

Browse properties offering long-term stays, many at reduced monthly rates.



ABOUT BOOKING.COM

Booking.com, a subsidiary of Booking Holdings has led its way from a small Dutch startup founded in Amsterdam in 1996 to becoming one of the world's largest travel booking apps

- Stays
- Flights
- Car rentals
- Taxi
- Attractions

STATISTICS

470 Mn+
Daily Active
Users(DAU)

\$121.3 Bn
Booking
Volume

28 Mn
Hotels
Listed

>65%
Traffic from
mobile device

\$20.63 Bn
Revenue in
2023

\$131.12 Bn
Market Cap

VISION & MISSION

Booking.com's mission is to make it easier for everyone to experience the world.

NORTH STAR METRIC

Total no. of Bookings made on the app/website.

COMPETITORS



MARKET SIZE

- The online travel industry market size is the value of online sales in the global travel and tourism market.
- It is estimated to reach between \$1,814.66 billion and \$1,835.7 billion by 2028, growing at a CAGR of 9.7% to 14.8% from 2022 to 2031.
- Online travel providers offer easy and efficient methods to plan and book travel, and customers can compare various travel alternatives.

COMPETITORS	MARKET SIZE	ACTIVE USERS
Booking.Com	\$ 15.07 B	470 M (Dec 2023)
TripAdvisor	\$ 12.07 B	152 M (Dec 2023)
Expedia	\$ 12.07 B	70M (Dec 2023)
Trip.Com	\$ 5.10 B	51.5 M(Dec 2023)
Trivago	\$ 0.84 B	4.5 M(Dec 2023)

PROBLEM STATEMENT

As the Head of the product at Booking.com, the task is of enhancing the North Star Metric to drive sustainable growth and details the steps needed to address this challenge

OBJECTIVE

The business objective is to identify and improve Booking.com's

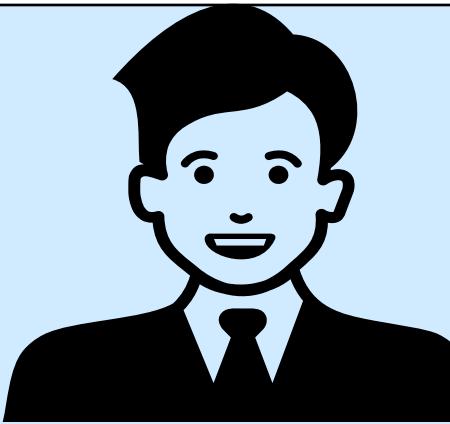
- North Star Metric through innovative product features
- Enhancing user engagement
- Increasing revenue per user
- Ensuring sustainable
- Profitable growth.

COMPARISON		Booking	tripadvisor	Expedia
One stop shop		✓	✓	✓
Affordability		✓	✓	✓
Extensive price comparison		✗	✓	✓
Traveller Community		✗	✗	✗
Restaurant bookings		✗	✓	✗

ALEX LUMBERJACK

Business Traveler

Age: 42



User's Story

Alex, a 42-year-old senior marketing professional, lives in a busy urban area, balancing work and personal commitments. He frequently travels for conferences, meetings, and events, attending both domestic and international events.

Pain Points

- Alex struggles to balance business location proximity with comfort
- Requires efficient booking processes and balanced work scheduling.
- He also has concerns about the availability of essential amenities like high-speed internet and business-friendly facilities.

GOALS

- Alex prioritizes efficient business trip planning
- He focuses on convenience, speed, and finding comfortable, productive accommodations.
- He values flexibility for last-minute changes or cancellations due to unpredictable work demands.

MAYA RODRIGUEZ

Solo Traveler

Age: 30



User's Story

Maya, a 30-year-old freelance photographer from a diverse urban environment, values independence, adventure, and exploring diverse destinations, showcasing her unique skills. Also her flexible work schedule enables her to embark on solo journeys.

Pain Points

- Maya struggles to find like-minded individuals.
- Also struggles to find cost-effective accommodation options
- Facing challenges in discovering local insights and hidden gems without a companion.

GOALS

- Maya aims to explore new cultures.
- Capture authentic photographs, and foster personal growth through travel experiences.
- She values flexibility, spontaneity, and safety, while maintaining respect for her journeys.

DAVID SCHUMACHER

Family Trip Planner

Age: 36



User's Story

David, a dedicated family man in suburban Chicago, Illinois, with his wife Sarah and two children, enjoys creating lasting memories and using limited free time for family activities and travelling.

Pain Points

- David struggles with navigating travel options.
- He is also concerned about accommodations, considering diverse needs for adults and children.
- Time constraints make it difficult to research and compare options, adding stress to the planning process.

GOALS

- David is planning an unforgettable summer family trip.
- He is aiming for a destination that balances excitement for kids with relaxation for adults.
- He prioritizes convenience, efficiency, affordability and safety for his family, despite his busy schedule.

OLIVIA STERLING

Luxury Traveler

Age: 38



User's Story

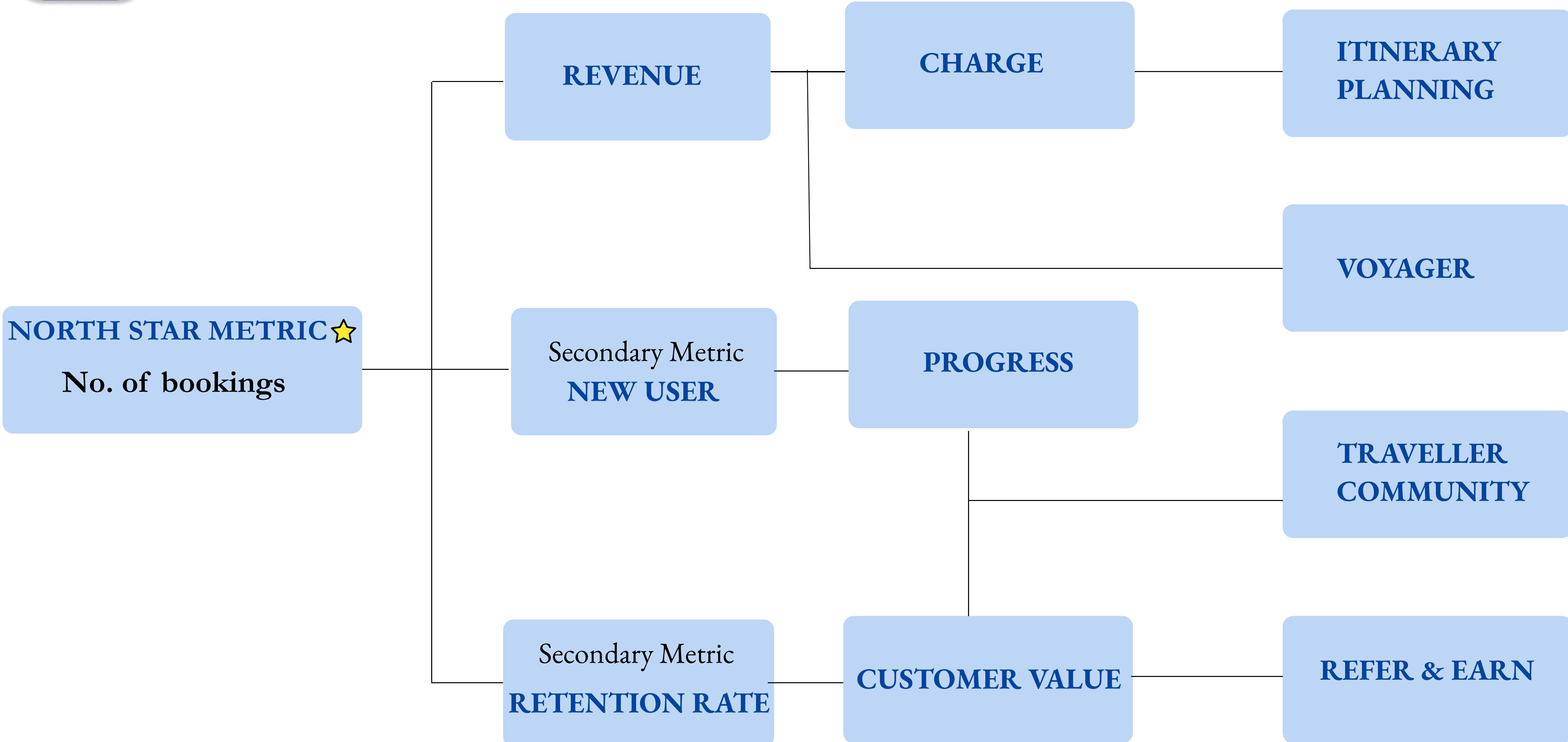
Olivia, a successful entrepreneur in a major metropolitan area, values sophistication, exclusivity, and high-quality experiences. She prioritizes luxury accommodations and services during travel to indulge in luxury experiences.

Pain Points

- Olivia faces challenges in researching luxury travel experiences due to time constraints.
- She is concerned about authenticity and exclusivity.
- She may also face difficulties in finding unique gems that align with her discerning taste.

GOALS

- Olivia values luxury, comfort, and service in her travels, ensuring they align with her refined lifestyle.
- She expects personalized, curated experiences that align with her interests in art, culture, and fine dining.



Feature	Reach	Impact	Confidence	Effort	R.I.C.E Score
Itinerary Planning	90	5	90	5	5760
Voyager	65	3	80	4	5600
Traveller Community	82	3.5	73	4	5237
Refer & Earn	60	3	45	2	4050

1

2

3

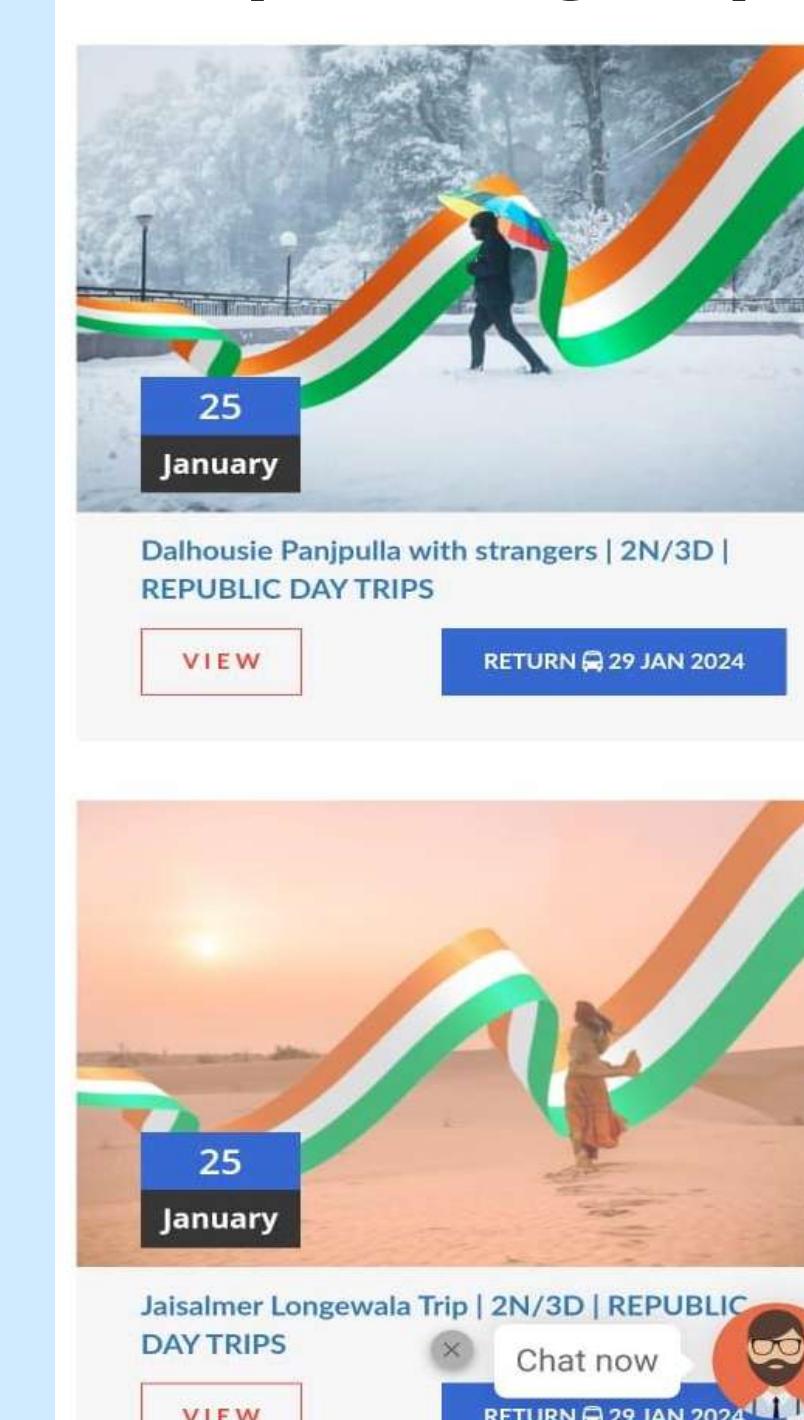
Solo Travel Packages

Feature Description :

1. Package aims to facilitate meaningful connections among solo adventurers, providing them with the opportunity to explore new destinations together and share experiences with like-minded individuals.
2. Implement an intelligent algorithm that matches solo travelers based on their interests, travel preferences, and trip goals. Consider factors such as age, travel style, and preferred activities to create diverse and compatible groups.
3. Allowing users to set preferences for their travel group, such as preferred age range, activity level, and cultural interests. Ensure flexibility by allowing users to update preferences before finalizing the booking.

Wire Frame:

Upcoming Trips



DALHOUSIE PANJPULLA WITH STRANGERS | 2N/3D | REPUBLIC DAY TRIPS

Boarding Date

25 Jan 2024

Boarding Time

20:00

Return Date

29 Jan 2024

Venue

Dalhousie Panjpulla

Chat now

How will Revenue Increase?

No of users availing solo travel package increase

No. of booking increase

Revenue Increase

Success Metric

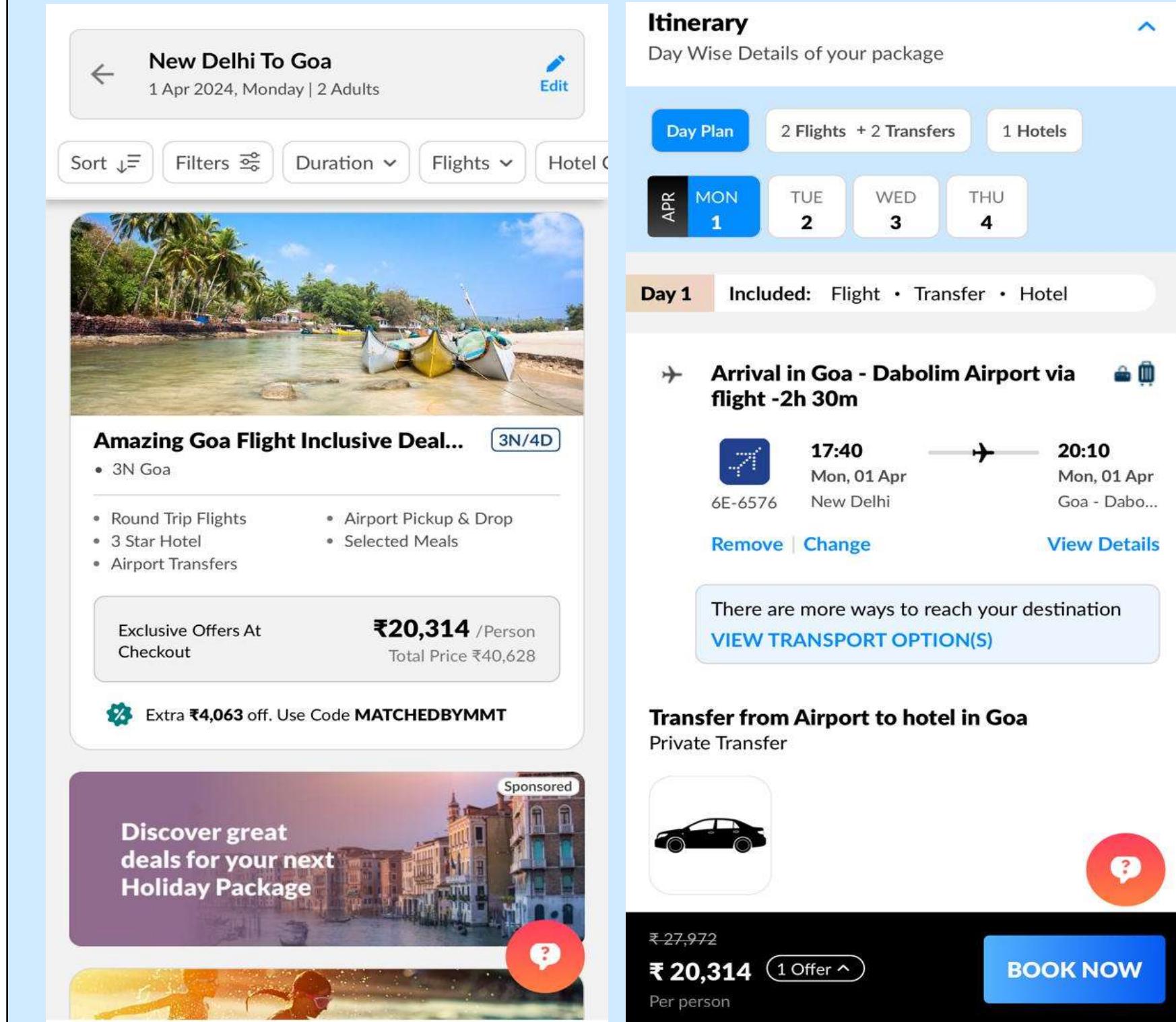
1. No. of users availing solo travel packages
2. Positive feedback and ratings from users participating in solo travel groups

Customized Travel Package

Feature Description :

1. The Customization Travel Packages feature allows users to modify and personalize every aspect of their itinerary, including flights, train tickets, accommodations, and activities.
2. Integrating artificial intelligence to provide users with intelligent and personalized itinerary suggestions. The AI-Powered Itinerary Suggestions feature leverages advanced algorithms to analyze user preferences, historical data and real-time information to recommend optimized travel itineraries.
3. Enable users to save multiple customized itineraries for future reference and Allow to share their itineraries on social media for recommendations and feedback.

Wire Frame:



How will Revenue Increase?

No of users availing customizing travel packages increase

No. of booking increase

Customization charges increases

Revenue Increase

Success Metric

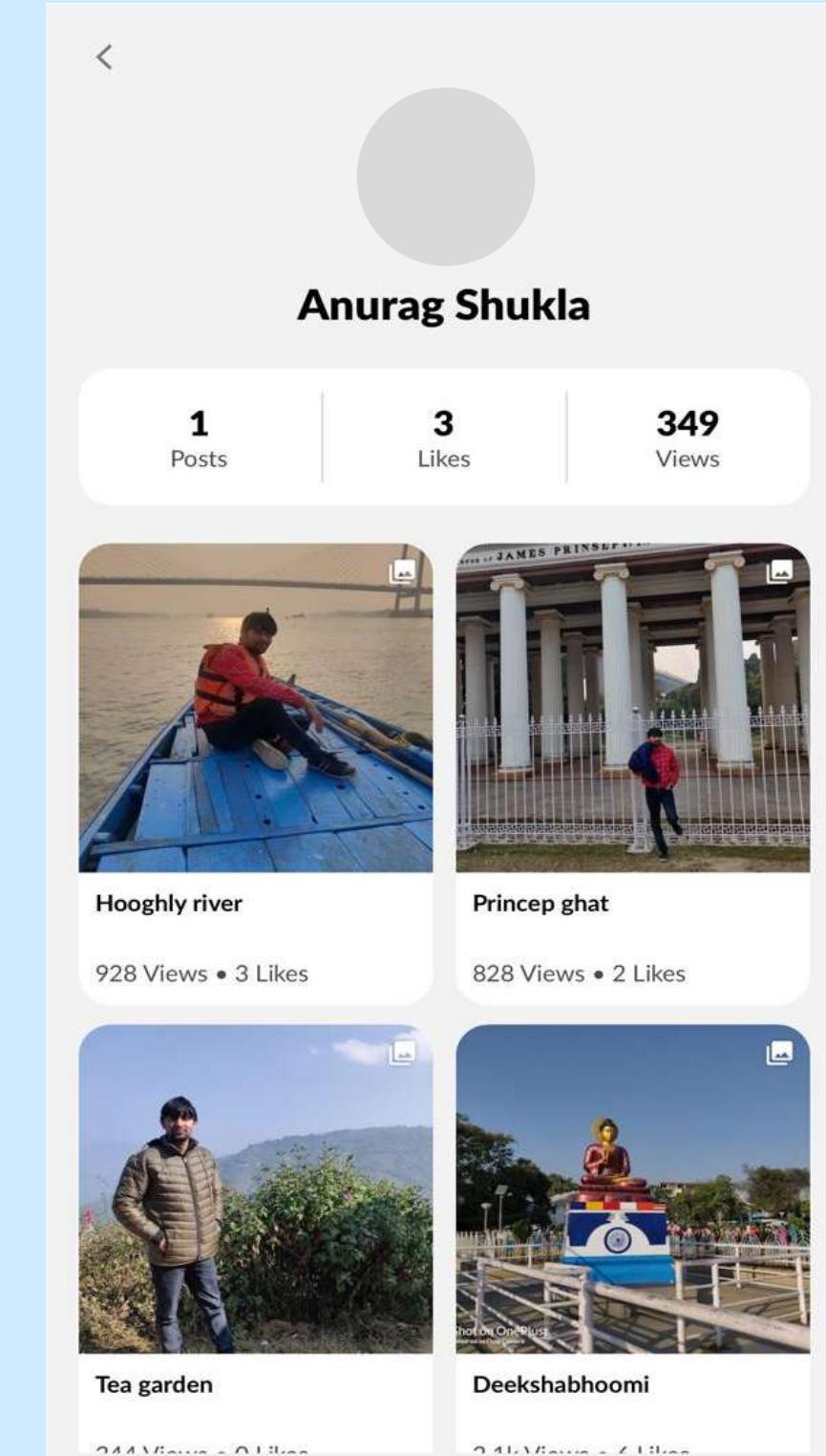
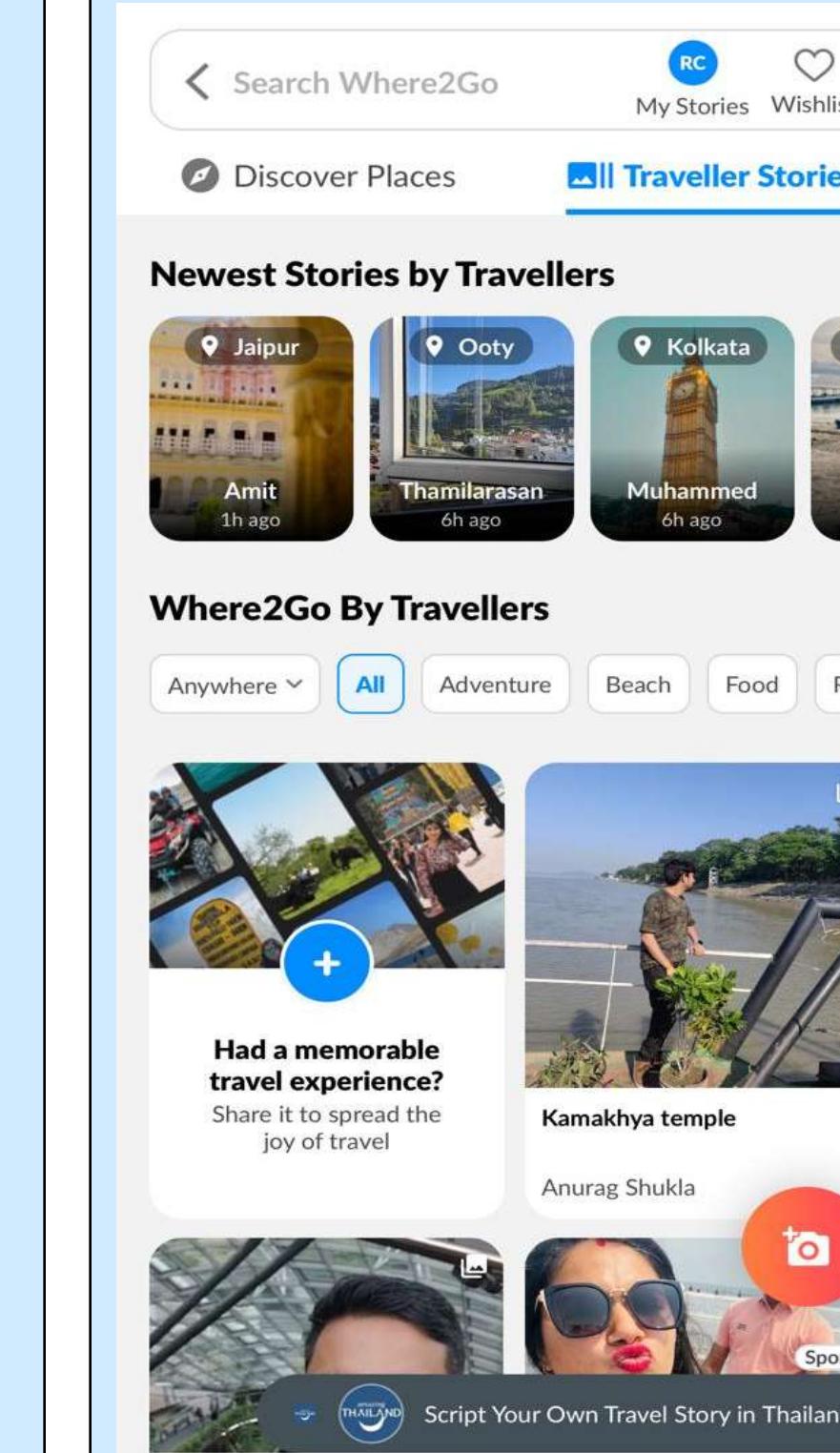
1. No. of users traveling using customizing travel packages
2. Positive user feedback and ratings.

Traveler Community Hub

Feature Description :

1. This feature allows travelers to share their experiences, upload reviews and photos directly on their itineraries.
2. Enable users to share their travel itineraries with the community
3. Allow travelers to leave reviews and ratings directly on shared itineraries
4. Introduce user profiles where travelers can highlight their travel preferences, favorite destinations
5. Implement a "Follow" feature, enabling users to connect with and follow other travelers
6. Develop an activity feed that displays recent updates, uploaded photos, and shared itineraries from the users one follows

Wire Frame:



Success Metric

1. Number of shared itineraries, reviews, and uploaded photos
2. Positive user feedback and ratings.

How will it reflect customer value?

1. Inspiration and Planning of Trip
2. Community Connections.

Net Promoter Score (NPS): Assess customer loyalty and likelihood to recommend your platform to others

$$\text{NPS} = \frac{(\text{Number of Promoters} * 100) - (\text{Number of Detractors} * 100)}{\text{Total Respondents}}$$

Bounce Rate: Measures the percentage of visitors who navigate away from the site after viewing only one page.

$$\text{NPS} = \frac{(\text{Number of Exits from a Page} * 100)}{\text{Number of Pageviews for that Page}}$$

Exit Rate: Indicates the percentage of visitors who leave the site from a specific page.

$$\text{Bounce Rate} = \frac{(\text{Number of Bounces} * 100)}{\text{Total Visitors}}$$

Average Session Duration: Calculates the average time users spend on your website.

$$\text{Average Session Duration} = \frac{(\text{Total number of all Sessions})}{\text{Total number of Sessions}}$$

User Onboarding Completion Rate: Measures the percentage of users who successfully complete the onboarding process.

$$\text{User Onboarding Completion Rate} = \frac{(\text{Number of users who completed onboarding}) * 100\%}{\text{Total number of users who started onboarding}}$$

1. Segmentation & Targeting

- The target audience for each feature is business men, family men, solo travelers, and luxury travelers
- Performing marketing campaigns involving competition and royalty programs for each sector.

2. Product positioning & messaging

- Clearly define the unique value proposition of each feature and highlight how it address the specific pain points.

3. Early excess & Beta testing

- Offer early access to a select group of users who are highly engaged and expressed interest in beta testing.
- Gather feedback from beta testers to fine tune the features and address any potential issue before the wider release.

4. Launch & promotion

- Plan a coordinated launch on social media platforms for each new feature.
- Utilized eye-catching visuals , short videos to highlight the features.

5. User on boarding & Training

- Develop user-friendly onboarding guides and tutorials to help user to understand the new feature (user may skip)

6. Social proof & Testimonials

- Leverage success stories and testimonials from beta testers like videos of their experiences, reviews and ratings.

7. Data Driven Optimizations

- Continuously monitor user engagement and feedback post-launch to identify areas of improvements and optimisation using different metrics defined for each feature.



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Find your next stay THANK YOU

Search deals on hotels, homes, and much more...

 Where are you going? Check-in Date — Check-out Date 2 adults · 0 children · 1 room

Search

 I'm traveling for work I'm looking for flights

Offers

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