



**RevoU**  
**Mini Course**

# Competitive and Market Analysis : **Hospitality App Business** Prepared by : **Febe Jovita**





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# Case

We knew that travel had opened up again after the pandemic hit the world, and now people are allowed to travel within the country and even around the world. This is actually a good time for everyone including you to start thinking about your own business around the hospitality industry.

Giving your customers all the information they need is critical to your sales. According to a study, 98% of shoppers do not complete a purchase because the information provided is either incomplete or inaccurate. Since your customers can't assess the product physically yet, your product detail page is the only way they can get a feel of it.



# CONTENT OF THE REPORT

- 01 Defining goals of product's PDP
- 02 Create a specific Comparison Feature
- 03 Create the Product Value Proposition for PDP

# VocaLoka Goals PDP's goals

- ❖ Increasing the conversion rate up to 75% on MoM (Month on Month)
- ❖ Increasing customer's time spending in PDP from 5 minutes to 10 minutes





# Competitive Market Analysis Document - Hospitality

## Competitive Market Analysis Document - Hospitality

Direct Competitors: A Comparison of PDP

Competitors	VocaLoka	<u>RedDoorz</u>	OYO
Description (key marketing, or vision and mission terms)	The new accommodation for a best and convenient traveling time.	The Largest New-Age Hospitality Company in Southeast Asia	To make it easier for everyone to experience the world.
Pricing	Affordable and Reasonable based on Facility provided	Affordable and Reasonable based on Facility provided	Affordable and Reasonable based on Facility provided
Most common features in PDP  (a must-have feature that made these apps direct competitors)  ✓ if we plan to include it	<ul style="list-style-type: none"> <li>- About Hotel                             <ul style="list-style-type: none"> <li>- Address</li> </ul> </li> <li>- <u>Wishlist</u></li> <li>- Share</li> <li>- Hotel's Pictures / Gallery (Static)</li> <li>- Rating Information</li> <li>- Reviews</li> <li>- Location</li> <li>- Stay Duration Option</li> <li>- Amenities</li> <li>- Recommended Room available from the Hotel</li> <li>- Room Type;                             <ul style="list-style-type: none"> <li>- Detail (Payment Method, Refund or Not Refundable, Breakfast</li> <li>- Pricing</li> <li>- CTA - Book Now</li> </ul> </li> <li>- Property Policies</li> <li>- Floating page                             <ul style="list-style-type: none"> <li>- Price Info</li> <li>- CTA - Select Room</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- About Hotel                             <ul style="list-style-type: none"> <li>- Address</li> </ul> </li> <li>- <u>Wishlist</u></li> <li>- Share</li> <li>- Hotel's Pictures / Gallery (Static)</li> <li>- Rating Information</li> <li>- Reviews</li> <li>- Location</li> <li>- Stay Duration Option</li> <li>- Amenities</li> <li>- Recommended Room available from the Hotel</li> <li>- Room Type;                             <ul style="list-style-type: none"> <li>- Detail (Payment Method, Refund or Not Refundable, Breakfast</li> <li>- Pricing</li> <li>- CTA - Book Now</li> </ul> </li> <li>- Property Policies</li> <li>- Floating page                             <ul style="list-style-type: none"> <li>- Price Info</li> <li>- CTA - Select Room</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- About Hotel                             <ul style="list-style-type: none"> <li>- Address</li> </ul> </li> <li>- <u>Wishlist</u></li> <li>- Share</li> <li>- Hotel's Pictures / Gallery (Dynamic)</li> <li>- Amenities</li> <li>- Stay Duration Option</li> <li>- Room Type;                             <ul style="list-style-type: none"> <li>- Detail (Food and Drink, Washroom, Media &amp; Technology, Room Facilities)</li> <li>- Pricing</li> </ul> </li> <li>- Rating Information with ISO Certified</li> <li>- Reviews</li> <li>- Pricing Details                             <ul style="list-style-type: none"> <li>- Payable amount information</li> <li>- Price breakup</li> <li>- CTA - Book Now &amp; Pay at Hotel</li> </ul> </li> </ul>

# Competitive Market Analysis Document - Hospitality

			<ul style="list-style-type: none"> <li>- Rules &amp; Policies <ul style="list-style-type: none"> <li>- Check-In &amp; Check-Out info</li> <li>- Cancellation Policy</li> <li>- Guest policy</li> </ul> </li> <li>- Floating page <ul style="list-style-type: none"> <li>- Info payable amount</li> <li>- Guest T&amp;C</li> <li>- CTA - Book Now &amp; Pay at Hotel</li> </ul> </li> </ul>
<p>Common features in PDP (normal to be included in the app with this use case)</p> <p>✓ if we plan to include it</p>	<ul style="list-style-type: none"> <li>- About Hotel <ul style="list-style-type: none"> <li>- Accomodation to this Hotel</li> <li>- Directions by travel method (car, railway, etc)</li> </ul> </li> <li>- Wishlist</li> <li>- Share</li> <li>- Hotel's Pictures / Gallery (Static)</li> <li>- Rating Information</li> <li>- Reviews</li> <li>- Location</li> <li>- Nearby landmarks</li> <li>- VocaLoka Hygienes Pass</li> <li>- Property comparison</li> <li>- Profile incomplete banner</li> <li>- Stay Duration Option</li> <li>- Amenities</li> <li>- Recommended Room available from the Hotel</li> <li>- Room Type; <ul style="list-style-type: none"> <li>- Detail (Payment Method, Refund or Not Refundable, Breakfast</li> <li>- Pricing</li> <li>- CTA - Book Now</li> </ul> </li> <li>- Property Policies</li> <li>- Hotels nearby this selected Hotel</li> <li>- Recommended Properties</li> <li>- Floating page</li> </ul>	<ul style="list-style-type: none"> <li>- About Hotel <ul style="list-style-type: none"> <li>- Accomodation to this Hotel</li> <li>- Directions by travel method (car, railway, etc)</li> </ul> </li> <li>- Wishlist</li> <li>- Share</li> <li>- Hotel's Pictures / Gallery (Static)</li> <li>- Rating Information</li> <li>- Reviews</li> <li>- Location</li> <li>- Nearby landmarks</li> <li>- RedDoorz Hygienes Pass</li> <li>- Profile incomplete banner</li> <li>- Stay Duration Option</li> <li>- Amenities</li> <li>- Recommended Room available from the Hotel</li> <li>- Room Type; <ul style="list-style-type: none"> <li>- Detail (Payment Method, Refund or Not Refundable, Breakfast</li> <li>- Pricing</li> <li>- CTA - Book Now</li> </ul> </li> <li>- Property Policies</li> <li>- Hotels nearby this selected Hotel</li> <li>- Recommended Properties</li> </ul>	<ul style="list-style-type: none"> <li>- Wishlist</li> <li>- Share</li> <li>- Hotel's Pictures / Gallery (Dynamic)</li> <li>- Offers</li> <li>- Amenities</li> <li>- Stay Duration Option</li> <li>- Room Type; <ul style="list-style-type: none"> <li>- Detail (Food and Drink, Washroom, Media &amp; Technology, Room Facilities)</li> <li>- Pricing</li> </ul> </li> <li>- Rating Information with ISO Certified</li> <li>- Reviews</li> <li>- Guest Details (Name, email, phone number)</li> <li>- Pricing Details <ul style="list-style-type: none"> <li>- Promo section</li> <li>- Payable amount information</li> <li>- Price breakup</li> <li>- CTA - Book Now &amp; Pay at Hotel</li> </ul> </li> <li>- Rules &amp; Policies <ul style="list-style-type: none"> <li>- Check-In &amp; Check-Out info</li> </ul> </li> </ul>

# Competitive Market Analysis Document - Hospitality

	<ul style="list-style-type: none"> <li>- Price Info</li> <li>- CTA - Select Room</li> </ul>	<ul style="list-style-type: none"> <li>- Floating page                             <ul style="list-style-type: none"> <li>- Price Info</li> <li>- CTA - Select Room</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Cancellation Policy</li> <li>- Guest policy</li> <li>- Floating page                             <ul style="list-style-type: none"> <li>- Info payable amount</li> <li>- Guest T&amp;C</li> <li>- CTA - Book Now &amp; Pay at Hotel</li> </ul> </li> </ul>
<p>Uncommon features in PDP (only specific app has it - unique value proposition)</p> <p>✓ if we plan to include it</p>	<ul style="list-style-type: none"> <li>- Comparison product</li> </ul>	<ul style="list-style-type: none"> <li>- Booking hygiene</li> </ul>	<ul style="list-style-type: none"> <li>- Security health</li> </ul>
<p>Platform supported (ie. Android, iOS, Windows, Web)</p> <p>✓ if we plan to include it</p>	<ul style="list-style-type: none"> <li>- Android</li> <li>- iOS</li> <li>- Windows</li> <li>- Web Apps</li> </ul>	<ul style="list-style-type: none"> <li>- Android</li> <li>- iOS</li> <li>- Windows</li> <li>- Web Apps</li> </ul>	<ul style="list-style-type: none"> <li>- Android</li> <li>- iOS</li> <li>- Windows</li> <li>- Web Apps</li> </ul>
<p>User review (Pick at least one delight that a user is clamoring about this app and one pain point that a user is complaining about the app)</p>	<ul style="list-style-type: none"> <li>- Google playstore</li> <li>- Apple appstore</li> </ul>	<ul style="list-style-type: none"> <li>- Google playstore</li> <li>- Apple appstore</li> </ul>	<ul style="list-style-type: none"> <li>- Google playstore</li> <li>- Apple appstore</li> </ul>
<p>Identified UI/UX issues (Things that you believe can be improved from your experience in using the app)</p>	<ul style="list-style-type: none"> <li>- Registration is still manual, there is no social login</li> </ul>	<ul style="list-style-type: none"> <li>- There is already a social login, but the time limit for sending OTP is long</li> </ul>	<ul style="list-style-type: none"> <li>- Social login already exists, OTP okay. But the time limit for sending OTP is only 10 seconds.</li> </ul>



# Value Propositions for Hospitality Apps

Value Propositions for PDP Hospitality Apps	VocaLoka	RedDoorz	OYO
<b>Threshold Attributes (Basics)</b>			
- About Hotel - Address	YES	YES	YES
- Rating Information and Reviews	YES	YES	YES
- Hotel's Pictures / Gallery	YES	YES	YES
- Room Type; Detail and Pricing	YES	YES	YES
<b>Performance Attributes (Satisfiers)</b>			
- Pay at Hotel Option	High	High	Medium
- Up to date Review with Proven Pictures	High	Low	Low
- Best Deals based on Room Type	High	Low	Low
- Hygiene Pass Guarantee	High	High	Medium
<b>Excitement Attributes (Delighters)</b>			
- Personalized Amenities	YES	NO	NO
- Live Map Location	NO	NO	NO
- Effortless Payment Transaction	YES	NO	YES



# THANK YOU

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