

# Increasing hotel bookings on



*Take it Easy* \_\_\_\_\_



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# Overview

Founded in 2008 by Nishant Pitti, Rikant Pitti, and Prashant Pitti, EaseMyTrip is a New Delhi-based Indian online travel company. It offers a range of services, including hotel bookings, air tickets, holiday packages, bus bookings, and white-label solutions. The company has achieved a revenue of Rs. 37,156 mn and has catered to a total of 10 Mn Customers.

## What they do.

### End-to-end travel solutions

Air tickets



Hotels



Holiday packages



Rail tickets



Bus tickets



Ancillary value-added services



### Differentiators:

- Well recognized brand
- Only listed OTA player in India
- Minimal Capex required for growth
- technology-enabled innovation

### Fastest-growing travel portal

Growing at 75% GBR over previous year

### Among India's first 100 unicorns

Our market capitalisation crossed over US\$1 billion in September 2021

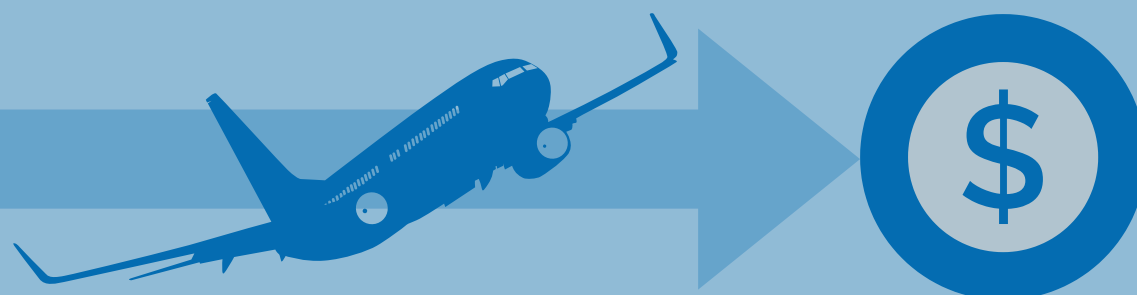
### Some important numbers to look at:

- 11 Million happy customers
- Rs. 37156 Million Gross Booking Revenue in FY2021-22
- 400+ International & Domestic airlines access
- 4% Look to Book ratio
- 99% Booking Success Rate
- 10,00,000+ Hotels Partnered in India

Source: Company Statement

## Problem Statement

**EaseMyTrip**.com



Majority revenue is from flight booking, Ease my trip wants itself to be the go to platform for hotel booking too.



# Competitor Analysis

Aspect



Established In:

2000

2000

2000

Products and Services

Hotels, Flights, Packages

Short Term rentals

Hotels, Flights, Buses,

Market Share

25% in Hotel Booking

< 10% in hotel booking

18.9% in Hotel Booking

Target Market

Individual, Business travelers  
adventure seekers, budget  
travellers, tech-savvy.

Travelers seeking rentals,  
Covering wide variety of  
customers

Various Customer Segments

SWOT

Wide Network  
High Competition  
Growing Travel Market  
Economic Instability

Unique Accomodation  
Legal and Regulatory  
Expansion in India and globally  
Regulation Changes

Mobile App  
Service Complaints  
Partnerships  
Changing User Trends



# User Personas



## Business Traveler - Rita

Rita is a 35-year-old marketing executive who travels frequently for business meetings and conferences. She often has tight schedules and requires a convenient and efficient hotel booking process.

**Goals:** Her primary goal is to find hotels near her meeting locations, with amenities such as free Wi-Fi, a business center, and a comfortable workspace. She values loyalty programs and perks for frequent business travelers.

**Pain Points:** Rita needs a seamless booking experience to save time and reduce stress during her trips. She also seeks reliable customer support in case of last-minute changes or cancellations.



## Family Vacationer - Rocky and Rani:

Rocky and Rani are a married couple in their early 30s with two young children. They love exploring new destinations during their annual family vacations and prefer staying in family-friendly hotels.

**Goals:** Rocky and Rani look for hotels with spacious rooms, kids' play areas, and proximity to popular tourist attractions. They want to easily compare hotel features and prices to make the best choice for their family.

**Pain Points:** Rocky and Rani want to avoid surprises and ensure a smooth check-in process, especially when traveling with young children. They also value recommendations and reviews from other family travelers.



## Budget Traveler - Sid

Sid is a 25-year-old college student who loves traveling during semester breaks. With limited funds, he seeks affordable accommodation options without compromising on safety and cleanliness.

**Goals:** Sid's main goal is to find budget hotels with good customer reviews and a convenient location near public transportation or popular areas.

**Pain Points:** Sid faces challenges in identifying budget-friendly hotels that meet his basic requirements and may worry about hidden costs during the booking process.

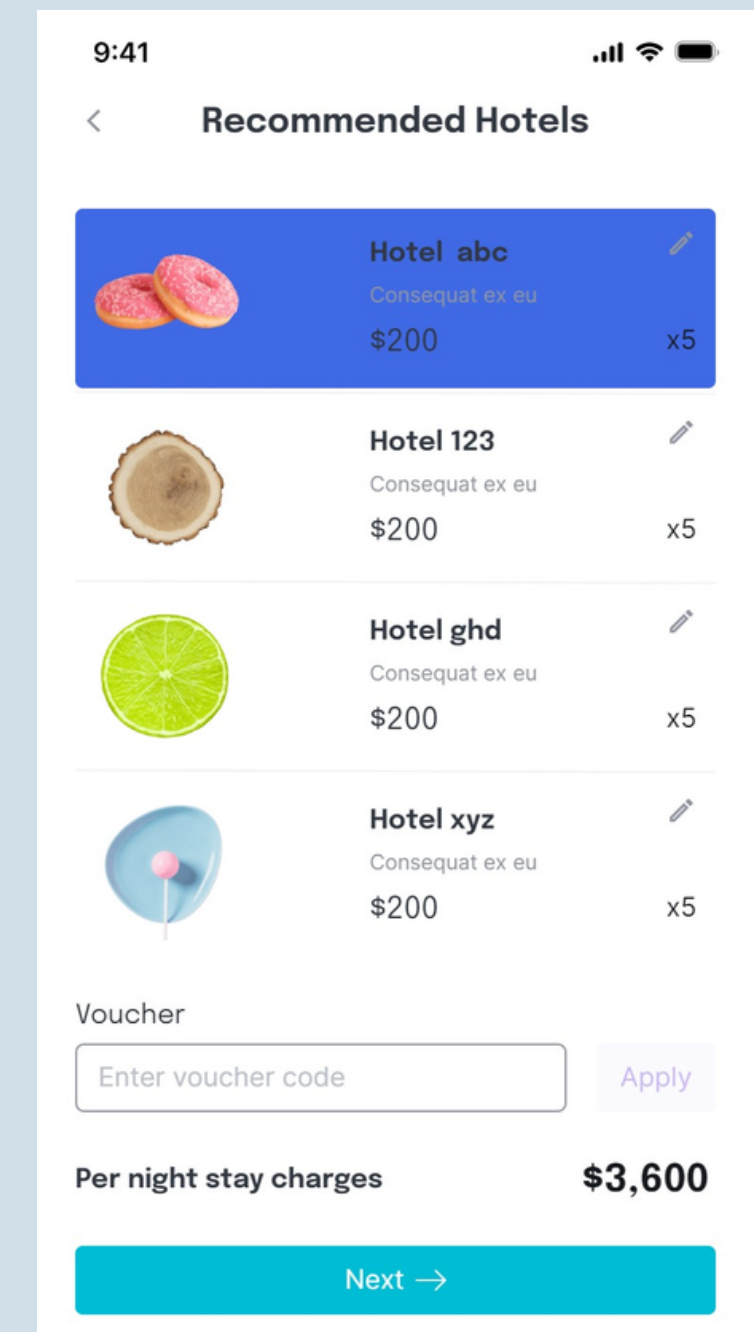
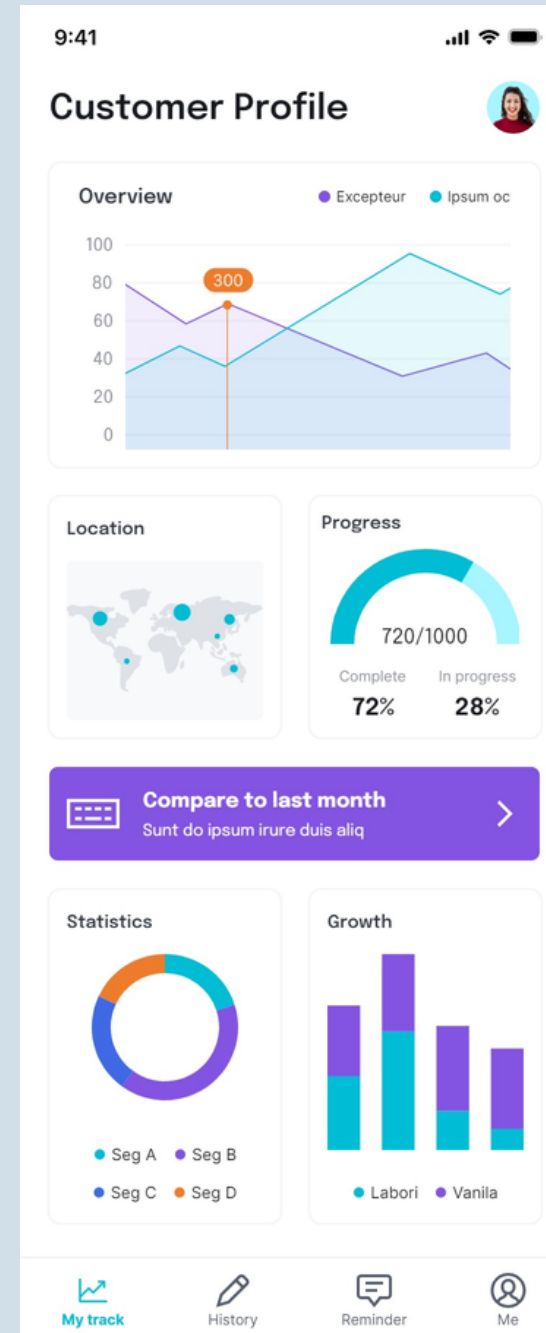
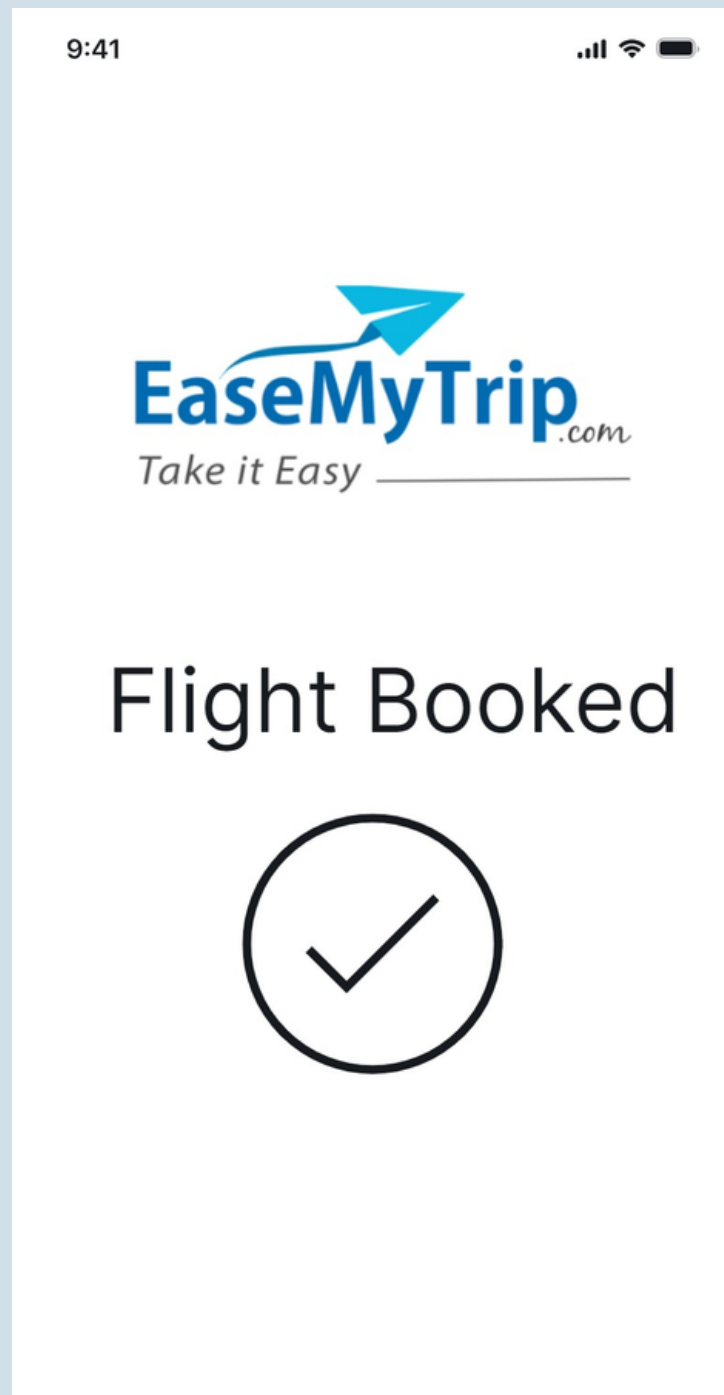
# Features & Suggestions :

## Personalized Recommendations:

Leverage user data and behavior to suggest hotels aligned with individual preferences and travel history.

Analyze previous bookings, location preferences, favored amenities, and feedback for tailored hotel options.

Business travelers receive hotel recommendations with corporate facilities, while family vacationers get family-friendly hotel suggestions, enhancing user satisfaction and engagement.

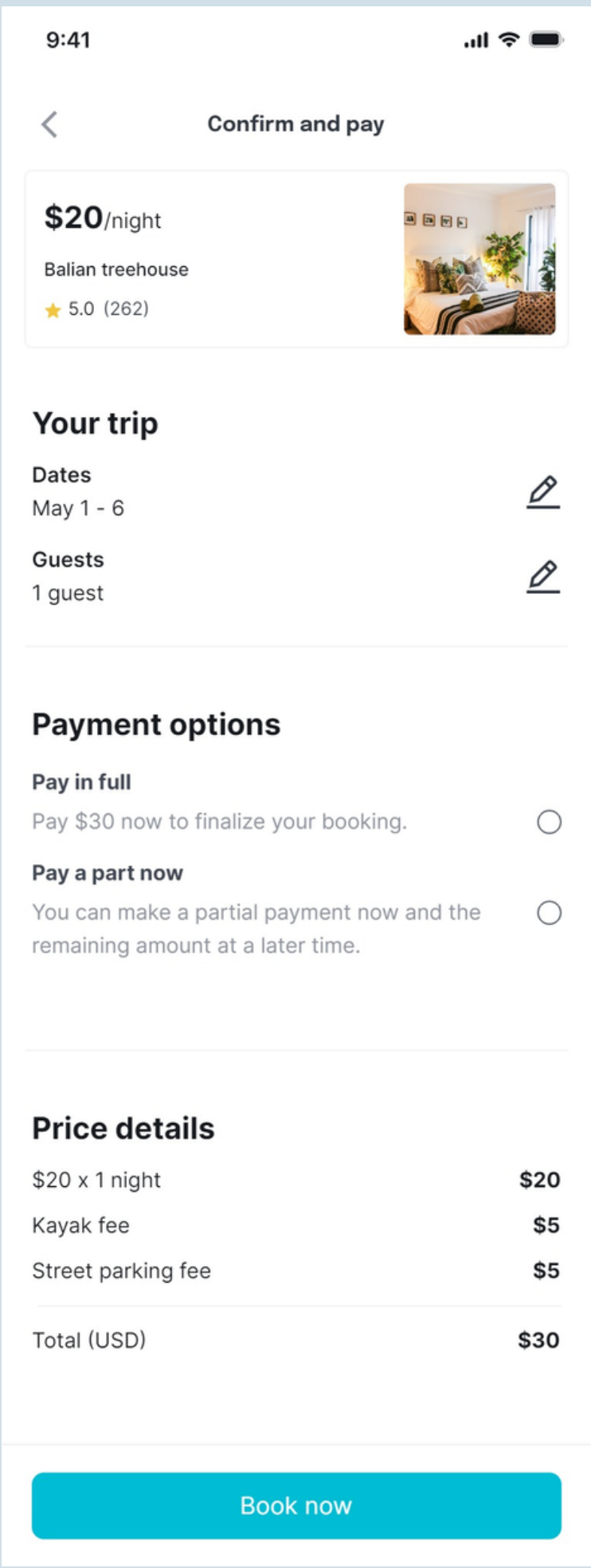
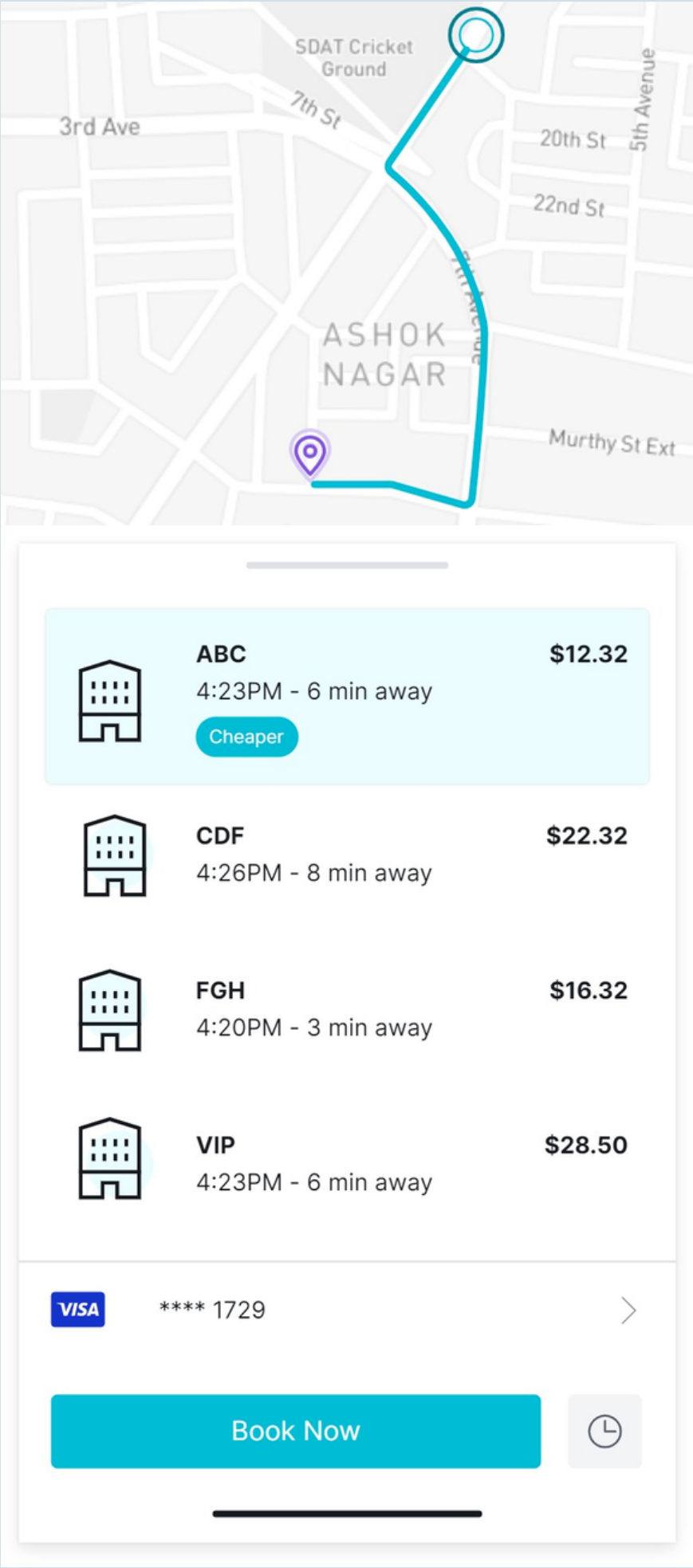


## Real-Time Availability:

- Displays up-to-date information on hotel room availability and pricing.
- Ensures users have access to the latest room status before booking.
- Helps business travelers and families secure rooms promptly, preventing disappointment during peak seasons.

## Instant Booking Functionality:

- Allows users to reserve preferred hotel rooms immediately.
- Avoids the risk of rooms being sold out during the booking process.
- Streamlines the booking process and reduces potential app abandonment.



## Prioritization:

Prioritization is done using RICE Framework:

Feature	Reach (1-10)	Impact (1-10)	Confidence (1-10)	Effort (1-10)	RICE Score
Real-Time Availability	9	8	8	5	115.2
Personalized Recommendations	8	9	7	6	84
Instant Booking Functionality	8	7	8	6	74.7



# Success Metrics :

## Feature 1: Personalized Recommendations

Click-Through Rate (CTR) on Recommendations

Recommendation Accuracy

Upsell Rate

Crosell Rate

## Feature 3: Instant Booking Functionality

Instant Booking Adoption Rate

Booking Confirmation Time

Instant Booking Error Rate

User Feedback on Instant Booking

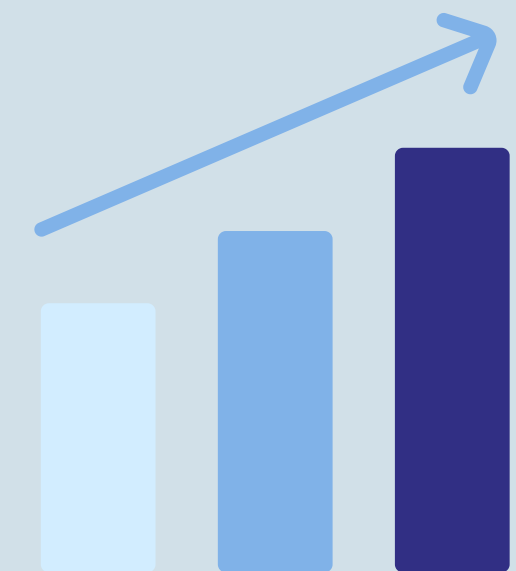
## Feature 2: Real-Time Availability

Booking Abandonment Rate

Response Time for Availability Updates

Successful Booking Rate during Peak Hours

System Uptime



# Idea Backlogs:

- Smart Filters and Sorting Options
- Virtual Reality (VR) Hotel Tours
- Hotel Bundles and Package Deals
- Flexible Date Search
- Guest Reviews and Verified Ratings
- Hotel Room Comparisons
- Multi-Language Support
- Weather Information and Travel Tips
- One-Click Rebooking or Reservation Modifications
- User Travel History and Preferences
- Social Media Integration
- In-App Customer Support



# Thank you!



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