

**Company/Product - Concept:** Goibibo – Microstays

**Link to the Project documents:** [Link to Project Files](#)

[<https://drive.google.com/open?id=1meC6Oudr5A9AqWGWpVffNMQ9PQbWPDsm>]

**Top competitors and alternatives for Goibibo (considering Microstays)**

- *Direct* - which have similar offerings (pay by the hour)
  - a. OYO
  - b. Yatra
  - c. Booking.com
  - d. Mistay.in
- *Indirect* - which have offerings not directly in the domain of Goibibo
  - a. Airbnb
  - b. FabHOTELS

**Goibibo - Microstays**

Concept of paying by the hour, at hotels, instead of a full day booking.

**How is the Project Organised?**

The project submission is broken down into 5 documents [4 ppts and a spreadsheet] (**Link to the Project documents:** [Link to Project Files](#)):

1. Competitor Analysis – Goibibo (Talks about Goibibo and its SWOT analysis, history and further details)
2. Competitor Analysis – OYO Rooms (one of the Direct Competitors)
3. Questionnaire - User Research
  - a. This doc has competitive analysis of Goibibo considering OYO rooms as Direct Competitor
  - b. Hypothesis of the user research (“user interviews” method)
  - c. User Research – Analysis
  - d. Validation of Hypothesis
4. Capstone Project – Sketches with Usability Testing and Navigational Flows
  - a. This deck shows the initial sketches
  - b. A consolidated feedback of user feedback and a revised thought process of approaching the microstay problem
  - c. Final sketches, including NAVIGATIONAL FLOW
5. Capstone Project – Wireframes
  - a. The final wireframes based on the sketches

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