

## Project Part-1

Name(s):

- Bhavani Kakarla
- Manish Jha
- Sandeep P
- Sandeep Mishra

Email id(s):

- [srisayi.bhavani@gmail.com](mailto:srisayi.bhavani@gmail.com)
- [mkwhomanish@gmail.com](mailto:mkwhomanish@gmail.com)
- [Sun4sandy@gmail.com](mailto:Sun4sandy@gmail.com)
- [sandeepmishraxp@gmail.com](mailto:sandeepmishraxp@gmail.com)

Submission Date: August 7<sup>th</sup>, 2019

### Competitive Analysis

# Competitive Analysis

## Goibibo

### Introduction – Goibibo

Goibibo is an aggregator for online hotel booking and flight booking in India. Its core value differentiator is delivery of the fastest and the most trusted user experiences, be it in terms of the quickest search and booking, fastest payments, settlement and refund processes, etc.

## Target Market

Travelers living in urban areas (tier 1 and tier 2 cities) who prefer to use the internet for booking accommodations

## Direct and Indirect Competitors

Direct Competitors	Indirect Competitors
<p>Companies that are directly competing with Goibibo sharing the market.</p> <ul style="list-style-type: none"> <li>• Yatra</li> <li>• Cleartrip</li> <li>• Ixigo</li> <li>• Happyeasygo</li> </ul>	<p>Companies whose products and services are not same but could satisfy same customer need potential competitors that would affect Goibibo's market share</p> <ul style="list-style-type: none"> <li>• Travel Triangle</li> <li>• Oyo</li> <li>• Airbnb</li> </ul>

	<u>Goibibo</u>	<u>Cleartrip</u>	<u>Ixigo</u>	<u>Oyo</u>	<u>HappyEasyGo</u>
<b>Vision &amp; Mission</b>	Our vision is to make travel fun for all and our core values guide us in making this possible	To fulfil a promise of offering the single most comprehensive travel experience to users through intuitive products. We keep customers at the centre of everything we do	Our vision is to develop products to ease and simplify the life of travellers and to make travelling a fun experience	OYO is the world's fastest growing company & world's 6th largest chain of operated hotels, homes, managed living and workspace. It's vision is to make the word OYO synonymous with hotel booking and experience.	HappyEasyGo is the manifestation of the dream of affordable travel
<b>Goals</b>	To become fastest platform in India for bookings, after sales, payments and refunds & exemplify the core values in online travel sector becoming a	Cleartrip's goal has always been to create products that provide customers with the simplest and most intuitive ways to plan and book travel	Ixigo strives to simplify the lives of travellers through innovative travel planning, research & social products	The company's goal is to become the most preferred and trusted hotel brand in the world	Establish with the idea of helping people travel far and wide, it has left no stone unturned in making it happen

	leading player				
Strategy	Goibibo is a leading travel aggregator whose business transactions are performed online. It is a B2C or business to customer organisation as it likes to deal directly with its customers by providing best transportation and accommodation facilities	They always have maintained a sharp focus on capital efficiency and unit economics. Of all the consumer internet businesses, they have the highest capital efficiency ratio, which allowed them to build a \$1.2 billion business while raising a small fraction of the capital that the peers have raised. They have achieved this by having a product-led strategy instead of a capital-led or discount-led strategy	Ixigo's business model is based on lead-generation for airlines, hotels, bus-booking sites, cab-booking apps etc. and on targeted contextual advertising from brands who wish to target a premium travel audience	Oyo's business strategy is to be a hotel aggregator+. The plus sign signifies its involvement in standardisation of all the rooms listed on the app to give a uniform experience to the customers. Oyo books a part of the hotel inventory beforehand at fixed rates and lists them on the app at predetermined prices. Lately, it has diversified its product offering by introducing more hotel types as well as venturing into home rental space.	HappyEasyGo is currently operating its business in flights and hotel booking. B2C and they provide offers on referrals, special days and credit cards etc.

#### Company Background Analysis

Founders	Gibibo was founded by Ashish Kashyap and Deepak Tuli in 2009	Cleartrip is headquartered in Mumbai and was founded by Stuart Crighton (now, CEO), Hrush Bhatt (now Director of Product and Strategy) and Matthew Spacie in 2006	Founded by Aloke Bajpai and Rajnish Kumar both are graduates of IIT Kanpur. Currently, Aloke is the CEO and Rajnish is CTO.	Ritesh Aggarwal is founder and CEO of OYO. He set up the brand in 2012 and is owned by a company called Oravel Stays Pvt. Ltd.	Founded by Vivek Prabhakar and BORIS ZHA. Currently, Boris is the CEO. This Gurugram - based OTA platform founded in 2017.
----------	--	---	---	--	--

			million travelers		
<b>Employees</b>	251-500	251-500	150	4000 – 5000	59
<b>Revenue</b>	\$142M for the entire business at a valuation of \$2B	\$110M and booking value of \$1.4B	Ixigo has doubled its gross transaction value (GTV) and grown its revenue 1.7 times in FY19 at INR 113.5 Cr net revenue. It is now recording an annual GTV run-rate of INR. 2000 Cr.	\$216.2M	\$3 M
<b>Funding</b>	\$250M	Venture Round (2006) – \$3M Venture Round (2006) – \$8M Venture Round (2011) – \$40M Venture Round (2014) – \$5.4M Venture Round (2016) - \$10M	Seed Round (2008) – \$500K Series A (2011) – \$6M Venture Round (2015) – \$4M Venture Round (2016) – \$10M Series B (2017) – \$15M	Series A (2013) – \$100K Series B (2015) – \$100M Series C (2016) – \$90M Series D (2017) – \$250M Corporate Round (2017) - \$10M Series E (2018) – \$1B, \$100M Series E (2019) – \$100M, \$75M	HappyEasyGo has raised over \$130 million from a clutch of investors including Samsung. Recently, it raised anywhere between \$35 to 50 million from Korea Investment Partners (KIP) and 10 Fund, Homshin Partners, Zero2IPO capital, CV Capital and others
<b>Operational Cities</b>	India and South-east Asia	48 European and 18 Southeast Asian countries	India	Oyo's portfolio comprises more than 23,000+ hotels in 800+ cities in 18 countries around the World	80+ cities across India
<b>Social Media presence</b>	Facebook page has 2.19 M likes and 2.18 M followers • 61.5K	The Facebook page has 956K - strong community • 14K Twitter	Facebook page has 1.6M likes and 1.6 M followers • 19.8K	Oyo's Facebook page has 809K likes and 825K followers • 47.8K	Facebook page has 14K likes and 14K followers • 863

	<ul style="list-style-type: none"> <li>Twitter followers</li> <li>• 51K YouTube subscribers</li> <li>• 53K LinkedIn followers</li> <li>• 27.8k Followers on Instagram</li> </ul>	<ul style="list-style-type: none"> <li>followers</li> <li>• 13K YouTube subscribers</li> <li>• Around 25.5K LinkedIn followers</li> </ul>	<ul style="list-style-type: none"> <li>Twitter followers</li> <li>• 40K YouTube subscribers</li> <li>• 12K LinkedIn followers</li> <li>• 75.4k Followers on Instagram</li> </ul>	<ul style="list-style-type: none"> <li>Twitter followers</li> <li>• 15K YouTube subscribers</li> <li>• 445K LinkedIn followers</li> <li>• 101k Followers on Instagram</li> </ul>	<ul style="list-style-type: none"> <li>Twitter followers</li> <li>• 700 YouTube subscribers</li> <li>• 8872 Followers on Instagram</li> </ul>
<b>Product s and Services</b>	<ul style="list-style-type: none"> <li>• Flight booking</li> <li>• Hotel booking</li> <li>• Train ticket booking partnered with IRCTC</li> <li>• Cab booking</li> <li>• <b>Value Added services</b> like route planner, train status check etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Flight booking</li> <li>• Hotel booking</li> <li>• Train ticket booking partnered with IRCTC</li> <li>• <b>Express way</b> - lets users store traveler profile and payment information securely to make one click bookings</li> <li>• <b>In-app flight amendment s</b> - In April 2013 this was launched to modify flight bookings entirely on web</li> <li>• <b>Price Lock</b> - In October 2016 Cleartrip enabled its users to lock prices for flight bookings through its feature</li> </ul>	<ul style="list-style-type: none"> <li>• Air tickets, customized holiday packages, hotel bookings, railway tickets, bus tickets, car hire and facilitating access to travel insurance</li> <li>• Ixigo Entertainment: Originals and More</li> <li>• Ixigo trains app will now have news and entertainment section</li> <li>• Trip planners</li> <li>• Ixigo doesn't sell anything. All the payments are done at the third party websites</li> </ul>	<ul style="list-style-type: none"> <li>• Hotel Booking</li> <li>Differentiated hotel products like</li> <li>• OYO Townhouse – Friendly Neighbourhood Hotels</li> <li>• Oyo Silverkey – Executive Stays</li> <li>• Oyo Home – Homestays</li> <li>• Additionally Oyo has diversified in home rental space</li> </ul>	<ul style="list-style-type: none"> <li>• Flight booking</li> <li>• Hotel booking</li> </ul>

		<p><i>PriceLock</i></p> <ul style="list-style-type: none"> <li><b>Activities -</b> Launched in 2016, local things to do and activities platform Local Activities started with 15000+ experiences. Cleartrip introduced Activities with a switcher icon to keep travel and local within the same app</li> </ul>		
--	--	--	--	--

#### Business Model

<b>Revenue Model</b>	<p>Goibibo's revenue model is based on a commission earned per booking. The commission amount is between 20-35%. Margins are lower for air tickets but higher number of transaction make up the revenue</p>	<p>Cleartrip's claims to be earning a margin of 15-20% from its hotel and activities businesses and a margin of 5-6% from the flights and trains booking. With average ticket size for domestic booking is between 8,000-9,000 rupees while on international bookings it is between 24,000-25,000 rupees.</p> <p>Cleartrip carries around 2000 to 5000 transactions per day in flight and hotel bookings</p>	<p>Ixigo makes money in two ways – by generating qualified leads, and by running targeted advertising on its site. Ixigo has clocked over Rs. 113.5 crore in net revenues in FY19. With this, the company is on path to achieve profitability this financial year (FY20). In addition to this, the Gurugram-based online marketplace said has</p>	<ul style="list-style-type: none"> <li>Oyo books a part of hotel inventory beforehand</li> <li>Oyo organizes the booked rooms under their brand name</li> <li>Oyo signs a contract with the hotels to provide standardized services to their customers</li> <li>The bookings are made through the website and mobile application</li> <li>Then customer</li> </ul>	<p>Zha said HappyEasyGo charges less than its competitors. While other Indian OTAs purchase airline tickets directly from the airline companies, 90% of the tickets on HappyEasyGo are arranged by third-party travel agencies who get it for lower prices. HappyEasyGo has introduced the NASDAQ listed star social e-commerce PDD's group buying model</p>
----------------------	---	--	---	--	--

		<p>and planning to increase it to 10 to fifteen thousand in coming years. This is against 30,000 transactions per day. Which makes <b>Cleartrip market share</b> around 10 percent of total online booking market</p>	<p>crossed Rs. 1,584 crores of GTV in FY19, and is all set to cross an annual GTV run rate of Rs. 2,000 crore</p>	<p>books rooms at predetermined prices by Oyo</p> <ul style="list-style-type: none"> <li>• Oyo earns from the margin</li> <li>• Oyo does more than 15 million booking in last year and has an annual growth run rate of approximate ly 400B every year</li> </ul>	<p>in India. Users are eligible for a discount or cash backs if they share the link and invite more people to the platform. Zha said HappyEasyGo is the first investment Samsung has made globally. HappyEasyGo is listed on My Galaxy app. HappyEasyGo launched the hotel booking service early this year. Zha Yanqiu said the company is cooperating with Fab Hotel (500 plus hotels across India) to provide lowest price for users</p>
--	--	---	---	---	--

#### Strengths & Weaknesses - Analysis

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Goibibo has its biggest strength of air travel booking as it has the lowest ticket over all the ecommerce platforms of travel booking</li> <li>• Fast and easy refund and service for all the product line</li> <li>• Recently</li> </ul>	<ul style="list-style-type: none"> <li>• A simple UI aids customer experience</li> <li>• International tie-ups bring in higher margin business</li> <li>• Introduction of flexible booking option has been well received by the customers</li> </ul>	<ul style="list-style-type: none"> <li>• One of the earliest entrant in the market</li> <li>• Secured and trusted channels for payments</li> <li>• Excellent UI/UX</li> <li>• Attractive offers on flight bookings</li> <li>• Strong social media</li> </ul>	<ul style="list-style-type: none"> <li>• Standardizat ion of facilities – This allows customers to have a uniform experience across properties</li> <li>• Clearly defined products – Customers know what to expect when booking a room as</li> </ul>	<ul style="list-style-type: none"> <li>• Cashback to bank accounts feature which is unusual in market</li> <li>• Huge funding from giants like Samsung, Korean Investment partners(KIP), Zero2IPO etc.</li> <li>• Disrupting</li> </ul>
------------------	--	--	--	--	---

	acquired RedBus.in, providing it a competitive advantage over others		presence	<p>there are clear brandings for room and property types</p> <ul style="list-style-type: none"> <li>Diversified product portfolio</li> <li>Geographical Diversification allows Oyo to absorb shock like localized market downturn</li> </ul>	the market with 27000+ flight booking per day
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>Operating in a cut-throat sector, still lacks a big differentiating product</li> <li>Lack of a lean UI inhibits internet reluctant users</li> <li>Train booking drains more revenue than it earns for the company because of captive ITCRC policies</li> </ul>	<ul style="list-style-type: none"> <li>Lack the war chest to compete with market leaders</li> <li>Lack of a diversified product portfolio limits monetization avenues</li> <li>Still not one of the most familiar brand in the market</li> </ul>	<ul style="list-style-type: none"> <li>Doesn't sell anything and has to depend on third party websites and funding</li> <li>Doesn't have multiple revenue models</li> <li>Very low recall value even among existing customer</li> </ul>	<ul style="list-style-type: none"> <li>Co-branding Strategy – Every bad experience affects the image of the company directly</li> <li>Tight margins – Like aggregators in other space, a quest of market leadership has meant ever-thinning margins and high operational cost incurred on marketing</li> </ul>	<ul style="list-style-type: none"> <li>Has very few products (Flights and hotels booking) unlike competitors</li> <li>Recent entrant in the market</li> <li>Lot of negativity in the social media</li> <li>Less number of followers on social media</li> </ul>
<b>Pain Points</b>	<ul style="list-style-type: none"> <li>Ever-thinning profit margins</li> <li>Lack of a differentiating product</li> </ul>	<ul style="list-style-type: none"> <li>Brand building still a work in progress</li> </ul>	<ul style="list-style-type: none"> <li>The business model of aggregating aggregators often</li> </ul>	<ul style="list-style-type: none"> <li>Stiff competition in the budget hotel category</li> <li>Continuous diversification</li> </ul>	<ul style="list-style-type: none"> <li>They have not been able to come up with a unique offering to</li> </ul>

			confuses customers in a low-trust society	n means it has to keep re-working its revenue model and keep burning cash	make themselves stand out in a market with pre-existing well established players
<b>Product Analysis</b>					
<b>Platforms &amp; Tech stack</b>	Windows, Android, iOS. Has both webpage and mobile apps. Goibibo uses 26 technology products and services including Google Analytics, Word Press & Vimeo	Windows, Android, iOS. Uses 106 technologies for its website. These include Viewport Meta, iPhone / Mobile Compatible, and SPF	Windows, Android, iOS. Has both webpage and mobile apps. Ixigo uses 52 technology products and services including Google Analytics, WordPress & Vimeo	Windows, Android, iOS. Has both webpage and mobile apps. Oyo uses 46 technology products and services including Google Analytics, WordPress, and G Suite	Windows, Android, iOS. Has both webpage and mobile apps
<b>App rating</b>	Android - 4.3 iOS - 4.7	Android - 4.3 iOS - 4.5	Android: 4.5 iOS: 4.6	Android: 4.4 iOS: 4.7	Android: 4.1 iOS: 4.6
<b>App reviews</b>	Android - 659 K iOS - 318 K	Android - 256 K iOS - 39.7 K	Android – 1M iOS - 202.7 K	Android - 354K iOS – 55.3K	Android - 24K iOS – 3.6K
<b>User Experience</b>	<ul style="list-style-type: none"> <li>Mixed reviews about the app in itself</li> <li>User faced issue while booking trains as money was deducted but booking was not confirmed</li> <li>Hotel booking experience was admixed bag as hotels at times refused accommodation</li> </ul>	<ul style="list-style-type: none"> <li>Flight booking experience was mixed as some users were charged twice for a single ticket</li> <li>Lack of a tracking ID is a major pain point in customer tickets</li> </ul>	<ul style="list-style-type: none"> <li>Most of the reviews regarding train/hotel searching are ‘really good’</li> <li>Major issues that user faces are regarding outdated train timings and payment failures</li> </ul>	<ul style="list-style-type: none"> <li>A common concern is that hotel refuses accommodation after reservation</li> <li>Inordinate delay in reaching customer care</li> <li>Users had no complaints about app functionality</li> <li>Latest version is well liked</li> </ul>	<ul style="list-style-type: none"> <li>Booking is seamless</li> <li>A lot of negative feedback is because of customer care service and cancellations</li> </ul>

<b>Functionality</b>	In app experience is good, but since hourly booking is not advertised enough, people skip the option	In app experience is really good with an uncluttered UI adding to user delight	Very smooth and usable. Easy to understand and navigate	Lean and minimalistic design and easy to understand UI	Very smooth and usable. Easy to understand and navigate
<b>No. of downloads</b>	Android - 10M+ iOS - 3M	Android - 25M iOS - 10M	Android - 50M+ iOS - 2M +	Android - 10M + iOS - 3M +	Android - 1M + iOS – 250K
<b>Future Initiative</b>					
<b>Initiatives and Road ahead</b>	<p>At Goibibo, they have built a smart assistant – a Chabot called <b>Gia</b>, a conversational interface to support the work that was typically done through call centres.</p> <p>Value added features like seat and meal selection, auto check-in and hotel reviews and images collection through WhatsApp built-in Android APIs. They have also introduced a new feature in the app called – ‘Secret Hotel Secret Deal’ where many of the last minute travellers can book hotels within minutes in just 3 simple steps</p> <p><b>Goibibo Xpress</b> – a conversation based app</p>	<p>Cleartrip has announced the launch of an innovative 2-dimensional filter for flight bookings on its mobile application.</p> <p>The new 2-d filter will deal with the flight duration and the ticket price which are the two crucial factors that dominate users' travel decisions</p> <p>Cleartrip recently upgraded its 'Multi-city' feature to solve for the traveller challenge of booking a complex multi-city itinerary.</p> <p>Cleartrip has already demonstrated their ability to execute geographic diversification successfully by becoming market leaders</p>	<p>Rajnish Kumar, co-founder and CTO, Ixigo said,” Cheap smartphones and even cheaper data has triggered the demand for digital entertainment in India. We will provide immersive, seamless and a high-quality viewing experience which appeals to both urban and rural audiences and can be consumed on-the-go.”</p> <p>The eight-episode original series Zindagi Express is streaming live on the Ixigo trains app from June 4</p>	<p>Oyo has expanded aggressively geographically in the last one year and is seeking to enter ever new markets. It has quickly become the 4<sup>th</sup> largest hotel chain in China.</p> <p>Oyo has also added new products both in its hotel offerings and in other product segments like home rentals. It aims to become a market leader in home rental space and is target young mobile customer segment. Home rentals will serve as a stable source of revenue stream for the company.</p>	<p>Zha claims that the firm has grown about 12-15 per cent every month in terms of flight booking in FY19. Although he didn't share the numbers of daily bookings it used to execute during Jan-Feb 2018, according to Entrackr's estimates it must be in a range of 2,000-2,500 at that time.</p> <p>For perspective, during quarter third (Q3, Oct-Dec 2018 period) Yatra revealed that it had processed 2.5 million tickets. This essentially asserts the fact that it was booking little over 27,000 air tickets every day. While quarter 4 result is yet to</p>

	targeting the next 100million internet users who are fairly new to the web and primarily use budget smartphones	in UAE in a short span of time and they will continue to look for opportunities to delight customers in related travel corridors across India, the Middle East and North Africa			be filed by Yatra, Zha's claims of dethroning Yatra from the second spot seems promising
--	---	---	--	--	--

## User Research

<b>Objective</b>	To understand user needs and pain-points while booking hotels for shorter duration.
<b>Hypothesis</b>	<ol style="list-style-type: none"> <li>Small group, solo or business travelers prefer to pay per hour</li> <li>Families, larger groups prefer current booking model</li> <li>Users want to check-in / check-out mostly early in the morning for shorter stays</li> <li>Users want to check-in / check-out mostly late in the evening for shorter stays</li> <li>Users on short trips prefer to use Microstays (paying on hourly basis)</li> <li>Frequent travelers prefer Microstays</li> </ol>

### Part 1: User Interviews

Questions asked during the interview	Responses: USER - 1	Responses: USER – 2	Responses: USER - 3	Responses: USER - 1
Hi, can you give me a little background about yourself, like name, age, education and city for the record?	<b>Name:</b> Priyanka <b>Age:</b> 26 <b>Education:</b> B. Tech. <b>City:</b> Bangalore	<b>Name:</b> Ankit <b>Age:</b> 27 <b>Education:</b> B. Tech. <b>City:</b> Bangalore	<b>Name:</b> Sinku <b>Age:</b> 31 <b>Education:</b> B. Com. <b>City:</b> Bangalore	<b>Name:</b> Aditi <b>Age:</b> 23 <b>Education:</b> B. Com. <b>City:</b> Bangalore
Okay. So have you grown up here?	No. I'm from Patna	No. I'm from Hazaribag	No. I'm from Kolkata	No. I'm from Raipur
And how long have you been here?	Almost 2	A little over 4	2 years	About 1.5

	years now	years		years
How often do you travel?	Not so much really. Maybe 2-3 times a year	Probably once a quarter, to-and-fro.	I travel quite often from Feb to July end. For the rest, once or twice.	4-5 times a year
What do you mostly travel for?	Once each year, I visit my family. Rest is for short trips mostly with friends.	I visit my family couple of times a year. Rest is for short trips.	I travel mostly for work. My family visit is also covered in that.	I visit my family mostly. Sometimes there's a trip here & there.
Do you mostly travel in group with friends/family or solo?	With friends mostly. Trips to home are solo.	Short trips are almost always with friends. We do bike trips.	Work travel is solo always. Other times I take trips with friends.	We go frequently on family trips.
What do you look for in a hotel while booking one?	To me it's the facilities like A/C, hot water and cleanliness are most important. I check-out the reviews.	On bike trips, it's mostly about basic amenities and cheaper stays. If there is a pool available, it's great.	For work, basic OYO type rooms work for me. I rarely stay in except to sleep at night if needed.	My parents take care of bookings mostly. We generally go for apartment/villa type hotels.
What is your preferred check-in/check-out time?	Regular timings are mostly fine by me, but they should be flexible, with early check-ins or late check-out.	We mostly just spend half a night at a hotel on our trips each day. But the check-out time is till late morning.	I have to take pains to find hotels to check-in very early in the morning. Often I check-out early to, like by late evening on the same day. But they don't take that into account.	We plan our travels according to hotel check-in time. On the last day though, we have to check-out early avoid booking for a day more.
Does it often align with what most hotels offer?	Check-outs are too early I believe. And late charges are quite high.	We rarely use the whole stay. They should give us some discount for checking in late and checking out early.	They should have 5-6 AM check-in window, I mostly check-out by same evening, so they are still in profit.	They should allow for late check-out at reasonable rates.
Are you aware that some hotels do allow booking for shorter durations	I didn't know. We could use	No idea, although, that	I have never come across	Didn't know.

like say for 6 hours?	that option for our last day mostly.	would a great thing for us.	anything of that sort.	
Would you avail such an offer? And under what circumstances?	Yeah. We mostly travel at night but have to check-out in late morning.	Yes. That would help save us a lot and we can take more pit stops on our way.	Off course. I mostly stay not more than half-a-day at a hotel.	It would make sense for us if it's cheaper than late check-out charges.
And what about the tariffs charged for such short stays?	It should not be too high.	I don't mind paying a little more, but not too much wrt. whole day bookings.	To me pricing matters, it should be in line with the regular fairs. Maybe 5-10 % higher.	Should be lower than late check-out charges.
Anything else you'd like to include or add if you had to suggest how to build such an offering?	Check-in/ check-out timing should be flexible.	They should allow for 8 hours of night stay.	6 AM to 6 PM stay is something I'd love to have.	I'd like to book last day by hours.

## User Interviews – observations

<b>Key insights</b>	<ol style="list-style-type: none"> <li>1. Business travelers or those going for short trips prioritize expenses over facilities</li> <li>2. Fixed check-in/ check-out time is a pain point across all user segments</li> <li>3. Families prefer flexible check-out at reasonable rates to highly priced micro-stays</li> <li>4. User won't mind slightly higher tariffs for short stays</li> <li>5. Business traveler want option of early check-in and early check-out</li> </ol>
<b>Hypothesis Validation</b>	<ol style="list-style-type: none"> <li>1. Solo/business travelers or those in smaller groups are more likely to opt for shorter stays</li> <li>2. Families, larger groups prefer current booking model with flexible check-in/check-out options at reasonable rates</li> <li>3. Some users – business travelers – prefer early morning check-in</li> <li>4. Short trip travelers looking for pit-stops prefer early morning check-out</li> <li>5. Frequent travelers or those on short trips prefer shorter stays</li> </ol>

## Part 2: Survey

### Survey Artefacts

	<p><b>Target Audience-</b></p> <table border="1"> <tbody> <tr> <td>Total Internet User</td><td style="text-align: right;"><b>566</b></td><td rowspan="5" style="vertical-align: middle; text-align: center;">In Millions</td></tr> <tr> <td>Active Internet Users (87%)</td><td style="text-align: right;"><b>492</b></td></tr> <tr> <td>Urban Internet Users</td><td style="text-align: right;"><b>293</b></td></tr> <tr> <td>Upwardly mobile age group i.e., between 16 – 65 from urban users (68.2%)</td><td style="text-align: right;"><b>199.8</b></td></tr> <tr> <td>Accounting for spending power by deducting 10% unemployment rate</td><td style="text-align: right;"><b>179.8</b></td></tr> </tbody> </table>	Total Internet User	<b>566</b>	In Millions	Active Internet Users (87%)	<b>492</b>	Urban Internet Users	<b>293</b>	Upwardly mobile age group i.e., between 16 – 65 from urban users (68.2%)	<b>199.8</b>	Accounting for spending power by deducting 10% unemployment rate	<b>179.8</b>
Total Internet User	<b>566</b>	In Millions										
Active Internet Users (87%)	<b>492</b>											
Urban Internet Users	<b>293</b>											
Upwardly mobile age group i.e., between 16 – 65 from urban users (68.2%)	<b>199.8</b>											
Accounting for spending power by deducting 10% unemployment rate	<b>179.8</b>											
<p><b>Target Audience identification-</b></p> <ul style="list-style-type: none"> <li>a. <u>Data Sources</u> - <a href="http://statisticstimes.com">statisticstimes.com</a></li> <li>b. <u>Filters</u> – Urban internet users, 10% unemployment rate, age-group.</li> <li>c. Compared the figure with Census-2011 data and subsequent growth rates for figure verification.</li> </ul> <p><b>Target Population Size</b> – 180 Million</p>												
Target Audience Identification & Survey sample size calculation	<p><b>Sample size Calculation -</b></p> <ol style="list-style-type: none"> <li>1. Population = 18,000,000</li> <li>2. Confidence level = 90</li> <li>3. Margin of error = 10%</li> </ol> <p><b>Sample Size</b> = 68</p> <p>[ <i>Calculator used</i> - <a href="#">Sample Size Calculator</a> ]</p>											
Survey Response Links	<p>Survey Link →&lt;<a href="#">Microstays Goibibo Survey</a>&gt;</p> <p>Response data Link →&lt;<a href="#">Microstays Goibibo Data Report</a>&gt;</p>											

	Response data Link – Graphics → < <a href="#">Microstays Goibibo Response - Graphics</a> >
Response	<p><b>User pain points: key data and insights –</b></p> <ol style="list-style-type: none"> <li>1. 40% of survey respondents travel monthly these days and majority of them had to stay at the family's place due to lack of availability of short stays.</li> <li>2. 87% of respondents, who happen to be in the age bracket 25-40, wish to have a shorter stay with stay duration ranging from 2-3 hours to 5-6 hours mostly.</li> <li>3. Majority of them would need a free Wi-Fi, access to restaurant and laundry to be used often.</li> <li>4. Rest around 20% request for access to meeting rooms, pool &amp; bar too.</li> <li>5. Tier-I city travelers, who happen to be 80% of the total respondents, prefer railway train followed by flight and bus.</li> <li>6. And hence, the demand for shorter stay, as seen from the survey data is in the order - nearby transit junctions followed by tourist locations.</li> </ol> <p><b>Key motivations –</b></p> <ol style="list-style-type: none"> <li>1. 24% respondents require a shorter stay in between their road-trips</li> <li>2. Another 24% for taking a nap or shower</li> <li>3. 18% for attending job interviews</li> </ol> <p><b>Goals –</b></p> <ol style="list-style-type: none"> <li>1. Avail shorter stays for 3-6 hours around transit junctions.</li> <li>2. Get basic amenities such as Wi-Fi, access to restaurant and laundry</li> </ol> <p><b>Personality –</b></p> <ol style="list-style-type: none"> <li>1. 43% of respondents are 'moderate travelers' (monthly once) followed by</li> <li>2. 'hardly travel' (quarterly once) ones at 34% and then</li> <li>3. 'very frequent' ones at 15%</li> </ol> <p><b>Demography –</b></p> <ol style="list-style-type: none"> <li>1. Nearly 87% of respondents were students &amp; working professionals aged around 25 - 40.</li> <li>2. 80% of entire respondents belong to Tier-I city and rest equally in other two</li> </ol>

	<p><b>Key Action areas –</b></p> <p>Frequent travelers wish to have a shorter stay at hotels in below mentioned circumstances:</p> <ul style="list-style-type: none"> <li>a. Avail shorter stays primarily nearby transit junctions and secondarily at places to roam and explore – in that order</li> <li>b. Short stays with duration in demand - as seen from the survey data - were 5-6 hours and 2-3 hours, needs to be availed too</li> <li>c. Avail access to basic amenities such as free internet, restaurant and laundry</li> </ul> <p><b>Hypothesis Validation-</b></p> <ul style="list-style-type: none"> <li>6. Solo/business travelers or those in smaller groups are more likely to opt for shorter stays</li> <li>7. Responses did not validate customer preferences with regard to peak check-in time</li> <li>8. Frequent travelers or those on short trips prefer shorter stays</li> </ul>
--	---

## Sketch and Usability



Sketch

### Assignment Instructions

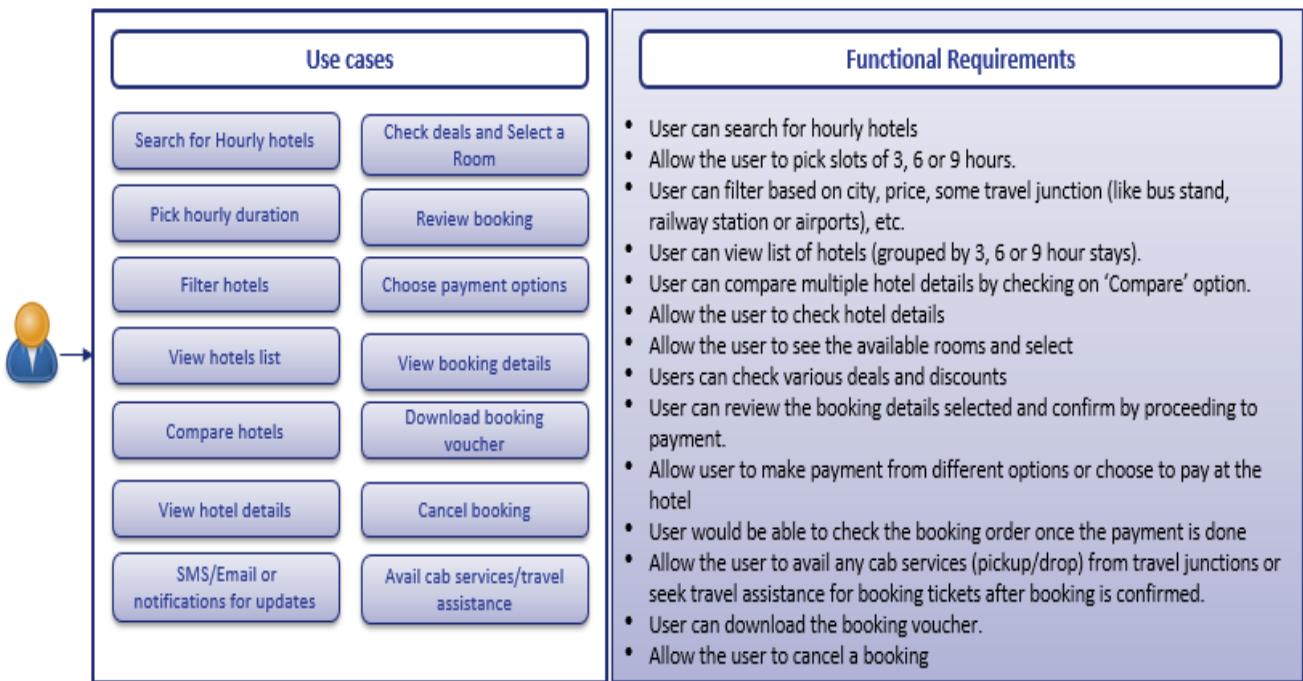
#### Context - Microstays

A common feedback from customers has been that if they are staying for a shorter duration, they shouldn't have to book the hotel for a full day. Hence, a new category of booking comes up in the industry, which is Microstays. Microstays, or 'short stays', in hotels is defined as dividing the booking time into time periods.

These time periods can vary in the range of hourly to groups of 12 hours. Customers usually book these hotels for a limited time period at discounted rates. You can read about the international market of Microstays [here](#).

Goibibo also launched the service, which is currently catering to specific travelers at religious places. Try it out on the Goibibo app, with a search filter of, say, 'Shirdi'. The features of a Microstay still need refinement. It may also be a good option to have this feature not just at religious places, but near travel junctions, such as railway stations, bus stops etc., or specific cities that people want to explore.

## Use Cases & Functional Requirements



### Choice of best solution

To extend the microstays feature on Goibibo, the user can choose hourly duration and filter the hotels as required – close to travel hubs (within 5km) or certain cities. Details of the hotels can be seen. User can choose a room and book it. In-case the user wants, the voucher can be downloaded. After booking, the travel assistance like provision of cab service or book flight/train/bus tickets can be availed. Option to cancel the booking is provided as well. Relevant notifications would be sent to users.

## New Features - Mapping with User Research insights

### Search for Hourly hotels

- Solo/business travelers or those in smaller groups are more likely to opt for shorter stays.
- 40% of survey respondents travel monthly these days and majority of them had to stay at the family's place due to lack of availability of short stays.

### Pick hourly slots

- Fixed check-in/ check-out time is a pain point across all users. Hourly stays with slots (3,6 or 9 hrs) to pick up
- 87% of respondents, in the age bracket 25-40, wish to have a shorter stay with stay duration ranging from 2-3 hours to 5-6 hours.

### Filter hotels (different cities and close to travel junctions)

- The demand for shorter stay, as seen from the survey data is in the order - nearby transit junctions followed by tourist locations.

### Compare hotels

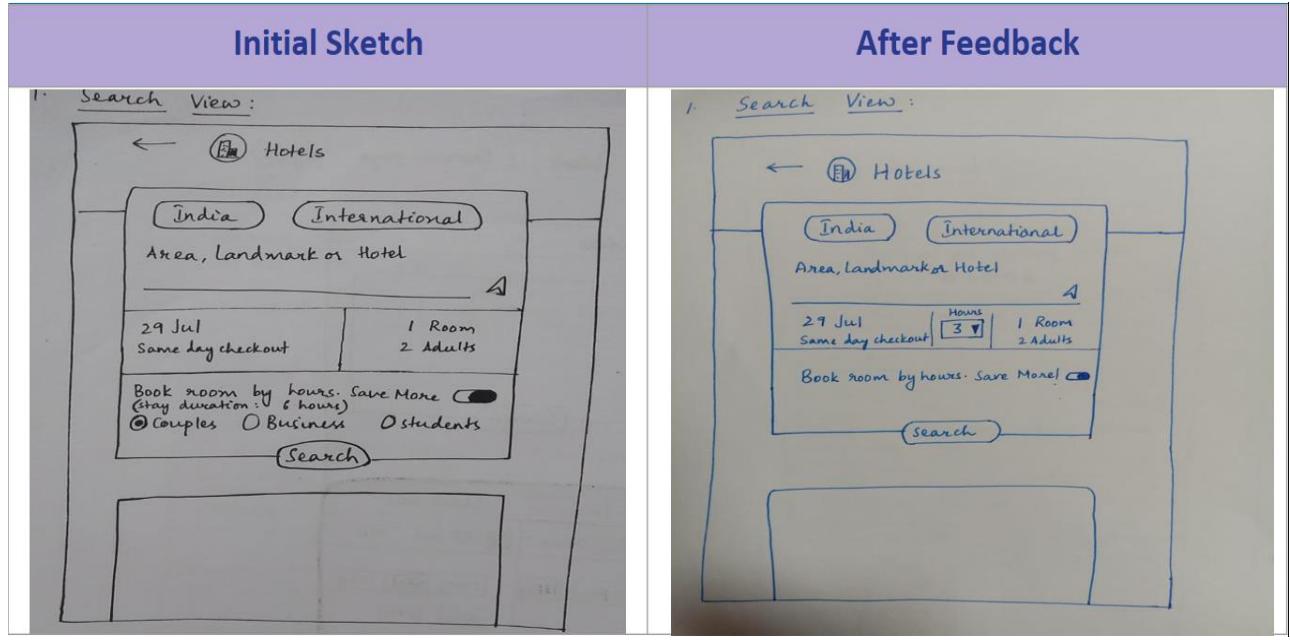
- Around 20% request for access to meeting rooms, pool & bar too. Feature to compare hotels for amenities would be beneficial

### Avail cab services/travel assistance

- Tier-I city travelers, who happen to be 80% of the total respondents, prefer railway train followed by flight and bus. Travel assistance would be a good value-added service

## Sketches – Screens

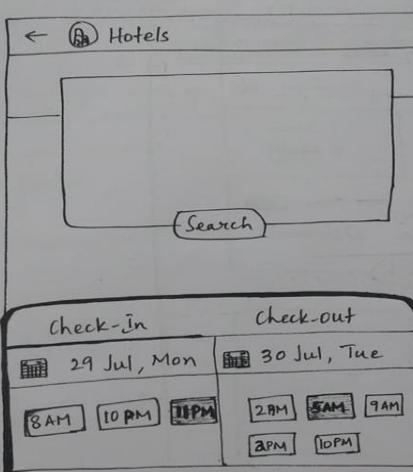
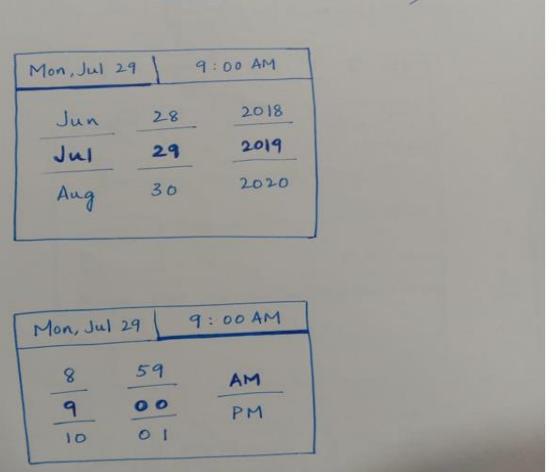
- Screen No. 1: Goibibo App Search Page



Initial Sketch - Features	After Feedback – Features Added
1. A toggle button to check, uncheck short stays to show in results	1. A dropdown for duration selection appears right when user checks hourly stays option. 2. Dropdown contains 3, 6 and 9 hour plans.
<b>Feedback received from the user:</b> Users wants a selection for duration of stay, right there in the search page, next to date and time picker.	

- Screen No. 2: Choose Hours View

Initial Sketch	After Feedback
2. <u>Pick slots view</u> (Search page - popup)	2. <u>Search View</u> <u>Date Time Picker</u> : (Appears as Popup)

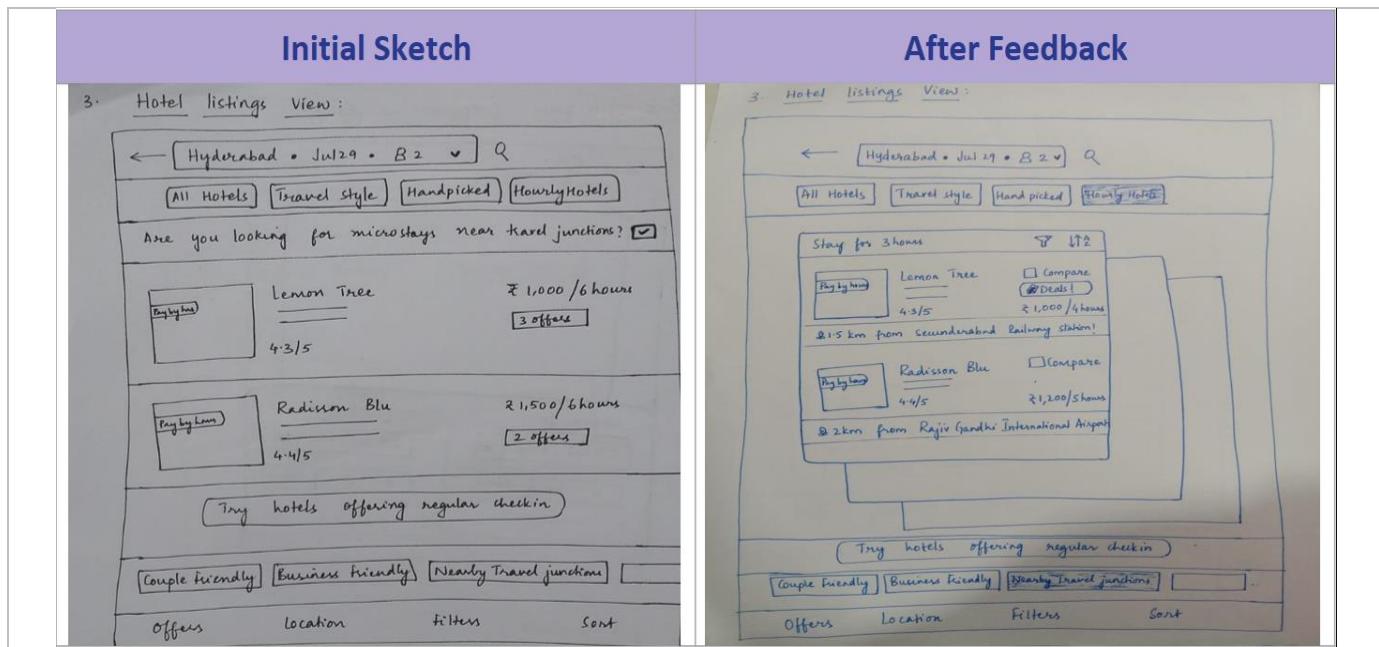



Initial Sketch - Features	After Feedback - Features
1. A date picker for the user to pick dates for his stay in the hotel 2. Date picker slides in from bottom of the screen as an overlay/popup.	1. The popup placement is corrected and transition with a fade-in fade-out effect from the center of the screen. 2. Alongside Date, Time-picker was also added, so that user is able to pick both date and time for his short stay (only when short stays is enabled)

**Feedback received from the user:**

- User wants the placement and transition of the popup to be corrected. It has to appear from center of the screen.
- User wants an option to add time in case he is booking short stays

- Screen No. 3.1: Hotel Listings View (3 hourly)

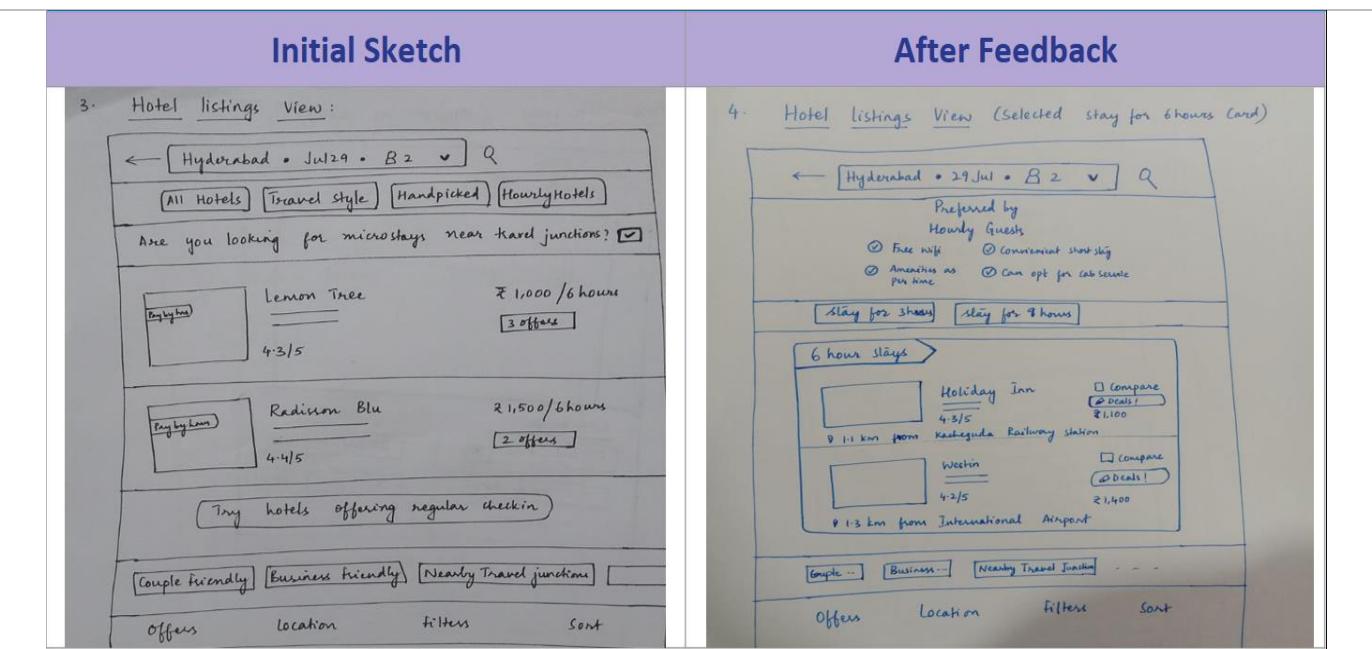


Initial Sketch - Features	After Feedback - Features
<ol style="list-style-type: none"> <li>1. Few desired filter on top of the list</li> <li>2. Hotels list with basic details like - name, pay hourly plan, user rating, tariff and number of available offers</li> <li>3. All types of room stays were listed in the same page</li> </ol>	<ol style="list-style-type: none"> <li>1. Hotels are grouped and shown in form of cards. Three cards namely <i>Stay for 3 hours</i>, <i>Stay for 6 hours</i> and <i>Stay for 9 hours</i> - is shown to user as per his search request.</li> <li>2. By default, user selected duration card is shown.</li> <li>3. User can click on filters above to view other duration cards as well.</li> <li>4. A label right under every hotel, showing how far or close is the hotel from the nearest travel junction.</li> </ol>

**Feedback received from the user:**

- User wants list of hotels to be shown in groups of duration like 3, 6, 9 hours
- User wanted to know how close is their stay from nearest travel junctions like airport, railway stations etc.

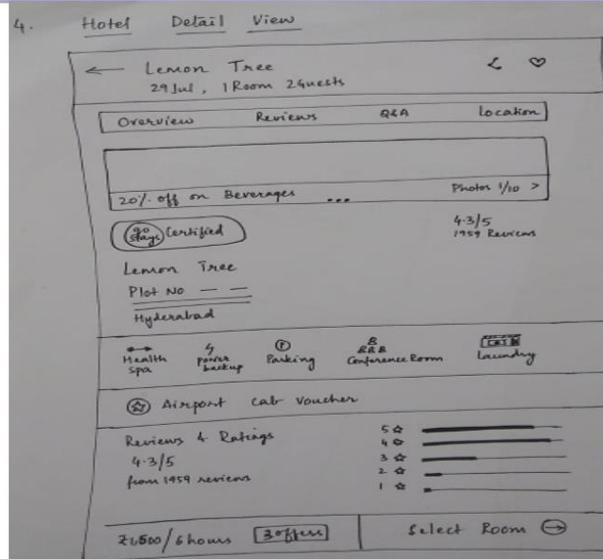
- Screen No. 3.2: Hotel Listings View (6 hourly)



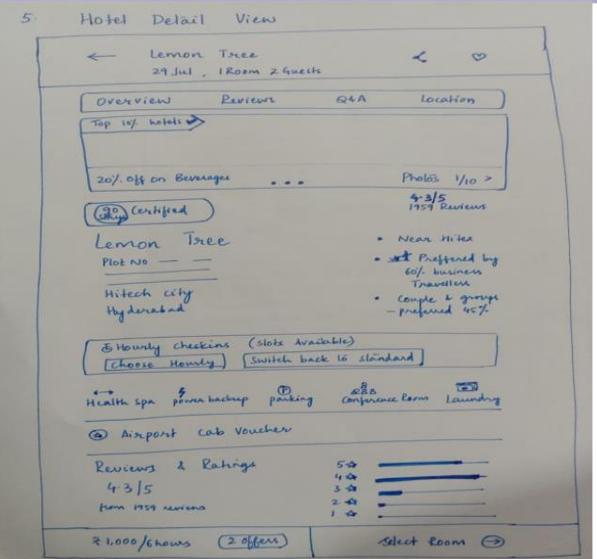
Initial Sketch - Features	After Feedback - Features
<ol style="list-style-type: none"> <li>1. Few desired filter on top of the list</li> <li>2. Hotels list with basic details like - name, pay hourly plan, user rating, tariff and number of available offers</li> <li>3. All types of room stays were listed in the same page</li> </ol>	<ol style="list-style-type: none"> <li>1. Hotels are grouped and shown in form of cards. Three cards namely <i>Stay for 3 hours</i>, <i>Stay for 6 hours</i> and <i>Stay for 9 hours</i> - is shown to user as per his search request.</li> <li>2. By default, user selected duration card is shown.</li> <li>3. User can click on filters above to view other duration cards as well.</li> <li>4. A label right under every hotel, showing how far or close is the hotel from the nearest travel junction.</li> </ol>
<b>Feedback received from the user:</b> <ul style="list-style-type: none"> <li>• User wants list of hotels to be shown in groups of duration like 3, 6, 9 hours</li> <li>• User wanted to know how close is their stay from nearest travel junctions like airport, railway stations etc.</li> </ul>	

- Screen No. 4: Hotel Details View

## Initial Sketch



## After Feedback



## Initial Sketch - Features

- Four tabs on top - Overview, reviews, Q&As, Location
- Page would contain offers, photos, hotel name, address, amenities, reviews and ratings, available offers in detail
- A button 'select rooms' to take user to rooms page

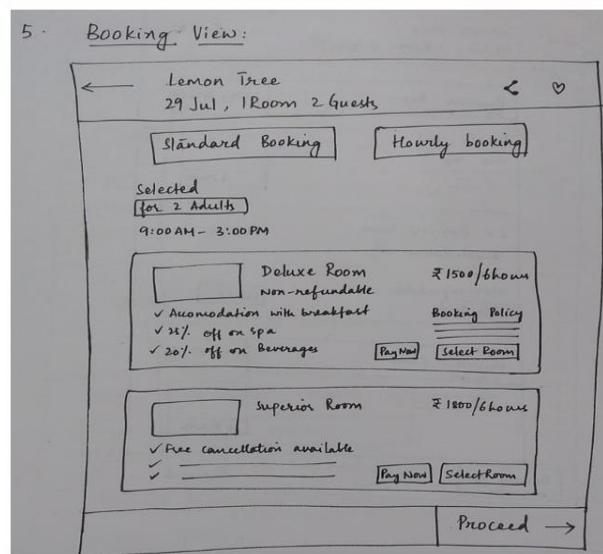
## After Feedback - Features

- To add more details about nearest travel junctions and places.

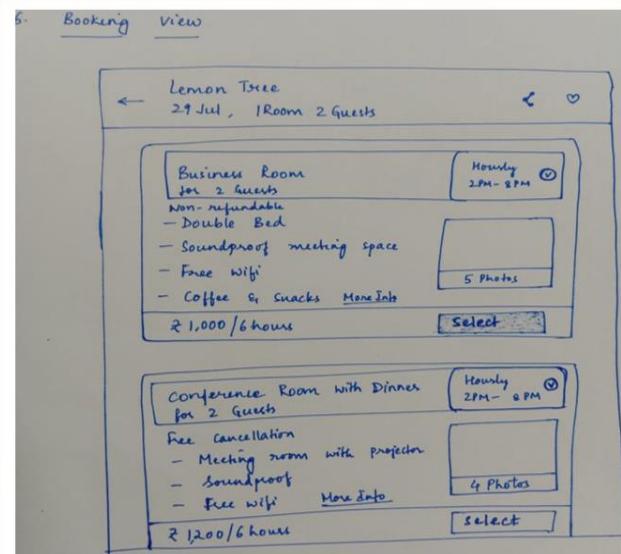
**Feedback received from the user:** Provide more details about proximity to travel junctions

- Screen No. 5: Room selection page

## Initial Sketch

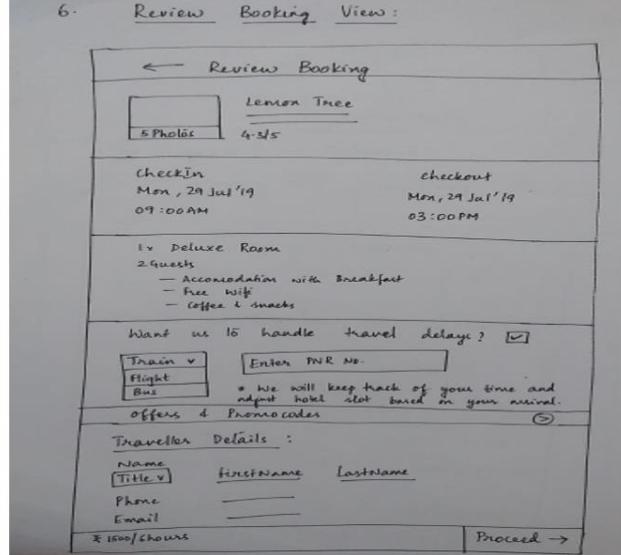
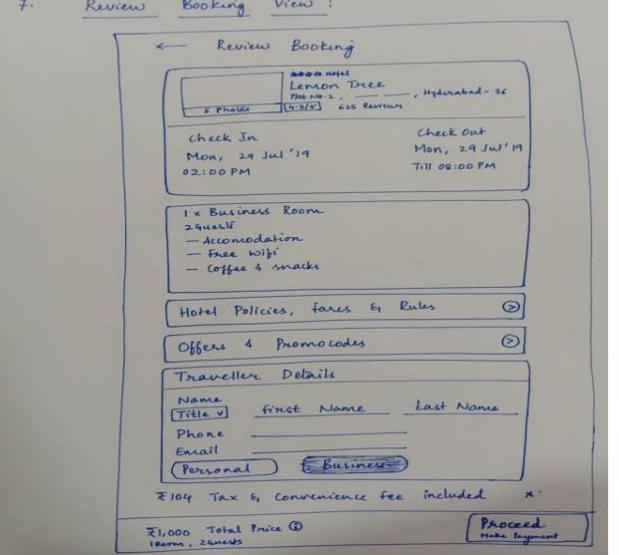


## After Feedback



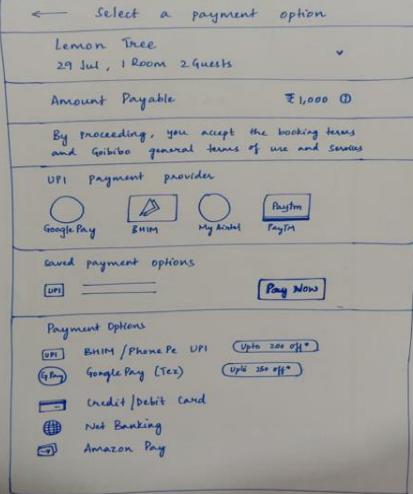
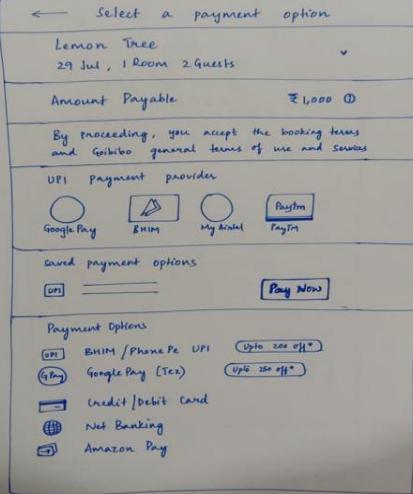
Initial Sketch - Features	After Feedback - Features
<ol style="list-style-type: none"> <li>1. Room type details</li> <li>2. Provided amenities shown as a short list</li> <li>3. Tariff plans</li> <li>4. A button to proceed to payment page</li> </ol>	<ol style="list-style-type: none"> <li>1. Design improvements</li> </ol>
<b>Feedback received from the user:</b> The UI is little cluttered and can be re-corrected a bit	

- Screen No. 6: Review booking view

Initial Sketch	After Feedback
<p>6. Review Booking View :</p>  <p>Review Booking</p> <p>Lemon Tree</p> <p>5 Photos 4/5</p> <p>Checkin Mon, 29 Jul '19 09:00AM checkout Mon, 29 Jul '19 03:00PM</p> <p>1x Deluxe Room 2 Guests - Accommodation with Breakfast - Free WiFi - Coffee &amp; snacks</p> <p>Want us to handle travel delays? <input checked="" type="checkbox"/></p> <p>Train ✓ Flight Bus</p> <p>Enter PNR No.</p> <p>We will keep track of your train and flight slot based on your arrival.</p> <p>Offers &amp; Promocodes</p> <p>Traveler Details : Name Title ✓ first name last name Phone Email ₹ 1000/Person</p> <p>Proceed →</p>	<p>7. Review Booking</p>  <p>Review Booking</p> <p>Lemon Tree Hyderabad - 36 Photos 4/5</p> <p>Check In Mon, 29 Jul '19 02:00 PM Check Out Mon, 29 Jul '19 Till 08:00 PM</p> <p>1x Business Room 2 Guests - Accommodation - Free WiFi - Coffee &amp; snacks</p> <p>Hotel Policies, fares &amp; Rules</p> <p>Offers &amp; Promocodes</p> <p>Traveller Details Name Title ✓ first name last name Phone Email Personal Business</p> <p>₹ 104 Tax &amp; Convenience fee included</p> <p>₹ 10,000 Total Price (1 room, 2 guests)</p> <p>Proceed Make Payment</p>

Initial Sketch - Features	After Feedback - Features
<ol style="list-style-type: none"> <li>1. Hotel details</li> <li>2. Check-in, check-out time details</li> <li>3. Amenity details</li> <li>4. Value added services like handle travel delays</li> </ol>	<ol style="list-style-type: none"> <li>1. Re-designed UI; less cluttered view</li> </ol>
<b>Feedback received from the user:</b> The UI is little cluttered and can be re-corrected a bit	

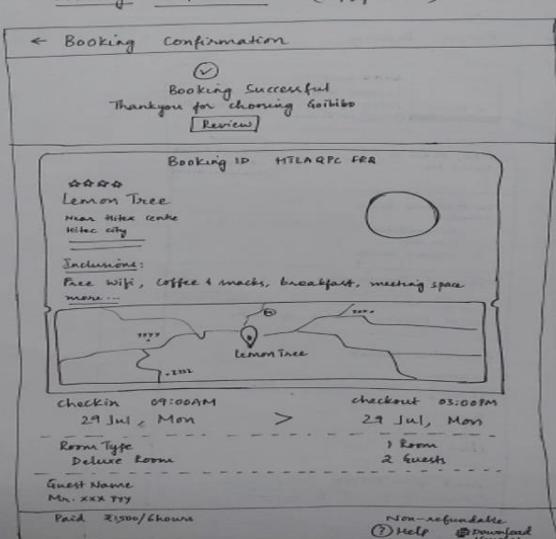
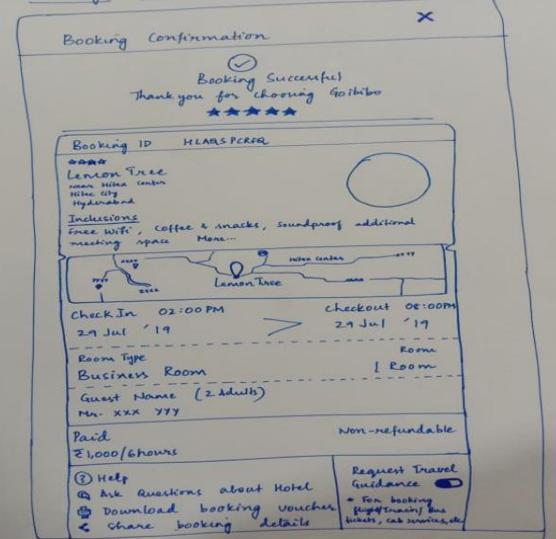
- Screen No. 7: Payment page

<h3 style="text-align: center;">Initial Sketch</h3> <p>8. Payment View :</p> 	<h3 style="text-align: center;">After Feedback</h3> <p>8. Payment View :</p> 
--	---

Initial Sketch - Features	After Feedback - Features
<ol style="list-style-type: none"> <li>1. Total amount to be paid is displayed for the user</li> <li>2. Multiple payment methods</li> </ol>	

**Feedback received from the user:** No feedback as such. The page looks fine to the user

- Screen No. 8: Booking confirmation

<h3 style="text-align: center;">Initial Sketch</h3> <p>8. Booking Confirmation : (Pop-up View)</p> 	<h3 style="text-align: center;">After Feedback</h3> <p>9. Booking Confirmation View : (Pop up)</p> 
--	---

Initial Sketch - Features	After Feedback - Features
<p>1. Contains all details related to booking such as Hotel name, address, a map location, check-in check-out time, room related details, traveller's details, amount paid</p>	<p>1. Added value added services right at the bottom of booking confirmation card, for user to use any of them right after he has made a successful booking.</p>
<b>Feedback received from the user:</b> Value added services are to be shown along with booking details	

- Screen No. 9: Booking order details

Initial Sketch	After Feedback
<p>Booking order details view:</p> <p>Booking confirmed. Details sent to given email id and contact number.</p> <p>Top things to do in Hyderabad:</p> <ul style="list-style-type: none"> <li>Golconda Fort (4/4)</li> <li>Ramoji Filmcity (4/4)</li> </ul> <p>Booking ID: HLARSPCRFA</p> <p>Lemon Tree</p> <p>Free wifi, Coffee &amp; snacks, Meeting Room, More...</p> <p>Map showing Lemon Tree location with coordinates 23.01°N 80.27°E.</p> <p>Check-in 09:00AM 29 Jul &gt; Check-out 05:00PM 29 Jul</p> <p>Deluxe Room for Mr. XXX YYY</p> <p>Paid ₹1500/Room</p> <p>Facing any delay to reach on time? [Update slot]</p>	<p>Booking order details view:</p> <p>Booking confirmed. We have also shared booking details to: maxyy@gmail.com &amp; 9999999999</p> <p>Download Cancel</p> <p>Top things to do in Hyderabad:</p> <ul style="list-style-type: none"> <li>Golconda Fort (4/4)</li> <li>Ramoji Filmcity (4/4)</li> </ul> <p>Booking ID: HLARSPCRFA</p> <p>Lemon Tree Mile marker 774 Near City Hyderabad</p> <p>Free wifi, Coffee &amp; snacks, Meeting room, More...</p> <p>Map showing Lemon Tree location with coordinates 23.01°N 80.27°E.</p> <p>Check-in 02:00 PM 29 Jul '19 &gt; Check-out 08:00 PM 29 Jul '19</p> <p>Business Room Mr. XXX YYY Paid ₹1,000/Room</p> <p>Non-refundable</p> <p>Want help in booking tickets? [View Availability]</p>

Initial Sketch - Features	After Feedback - Features
<p>1. A list of bookings done by the user.</p> <p>2. Every card contains booking details.</p>	<p>1. Value added services added in every card at the bottom of booking details.</p>
<b>Feedback received from the user:</b> Value added services are to be shown along with booking details	

# Wireframes and Prototypes

## Wireframes – Screens

- Screen No. 1.1: Search with 3 hourly

### Screen Functionalities –

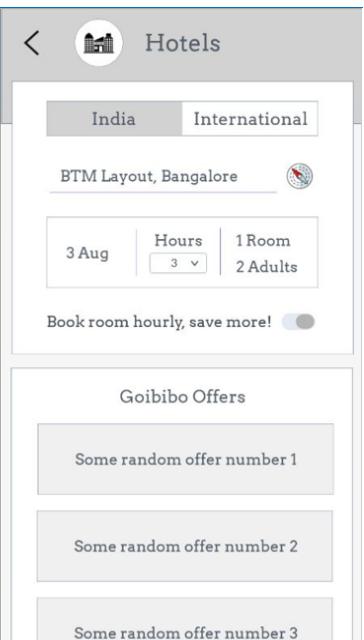
- Header contains a back button which is not active for this screen, as its considered as the starting screen
- The main section contains Tab selection for national, international locations
- Location search with a text input area
- Date and time picker, duration dropdown, No of rooms and travellers selection
- A toggle button for user to check and uncheck hourly stays search results
- Another section contains Goibibo offers as a list which scrolls downwards

### Flow –

- User checks national or international, as per his preference
- User checks hourly stays and he is shown duration dropdown. By default duration dropdown will not be shown to the user unless he turns on Hourly stays option
- User selects date, time, duration of stay, no of rooms and no of person
- User taps search icon to get the desired results based on his provided information

### Constraints –

- The hourly stays toggle button, user has to turn on in order to search for it. Else default search happens
- The offers section is scrollable so user has to scroll through the offers.



- Screen No. 1.2: Search with 6 hourly

### Screen Functionalities –

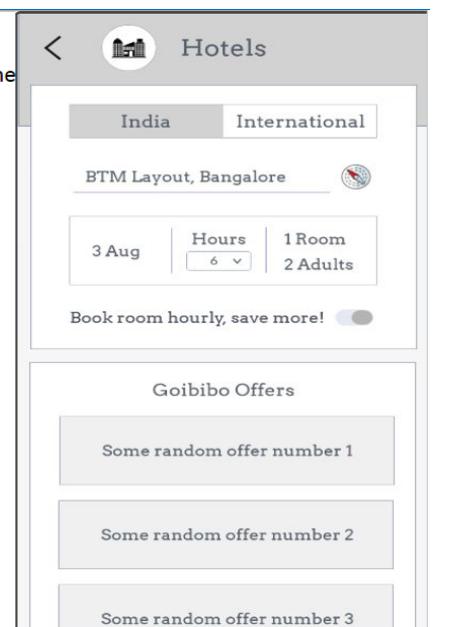
- This is an alternate view to previous screen so all the functionalities are the same

### Flow –

- Same as previous screen

### Constraints –

- Same as previous screen



- Screen No. 1.3: Normal Search

**Screen Functionalities –**

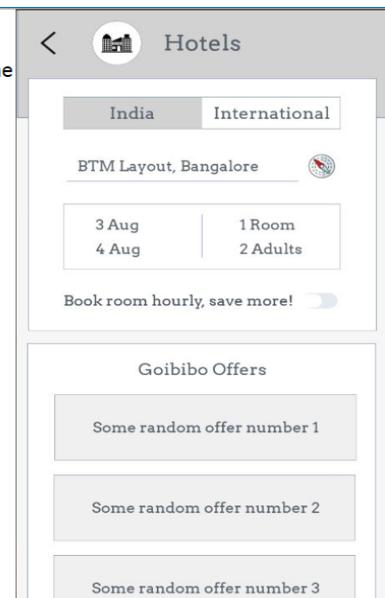
- Header contains a back button which is not active for this screen, as its considered as the starting screen
- The main section contains Tab selection for national, international locations
- Location search with a text input area
- Date picker, No of rooms and travellers selection
- A toggle button for user to check and uncheck hourly stays search results
- Another section contains Goibibo offers as a list which scrolls downwards

**Flow –**

- Same as previous screen

**Constraints –**

- The hourly stays toggle button, user has to turn on in order to search for it. Else default search happens
- The offers section is scrollable so user has to scroll through the offers.



- Screen No. 1.4: Search hourly dropdown

**Screen Functionalities –**

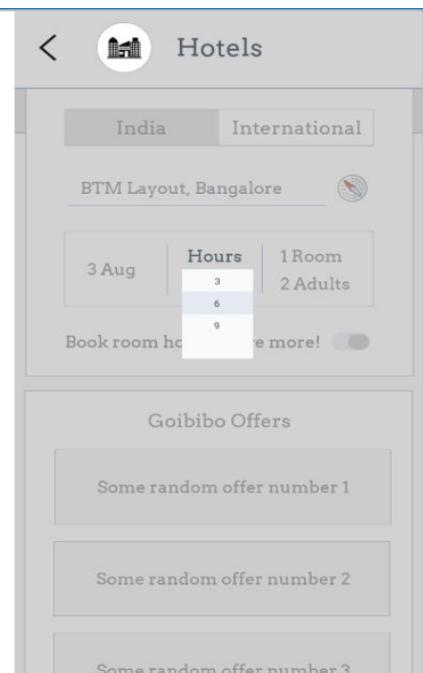
- This is a view showing dropdown containing different durations of stay a user can avail
- Dropdown contains 3, 6 and 9 hour stays

**Flow –**

- User clicks on the dropdown and 3 option shows up
- User has to select one and continue with his search
- User taps search icon to get the desired results based on his provided information

**Constraints –**

- If user has turned on hourly stay then he/she has to select one of the given options in dropdown



- Screen No. 2.1: Search date picker

### Screen Functionalities –

- This is a view showing an overlay to set date
- Year, month and date scroll are provided to the user for better selection of date

### Flow –

- User has the hourly stays turned off and taps on date picker
- User selects his desired date of stay and clicks ok
- User taps search icon to get the desired results based on his provided information

### Constraints –

- User has to provide a particular date for which he wants to perform the search action



- Screen No. 2.2: Search date-time picker

### Screen Functionalities –

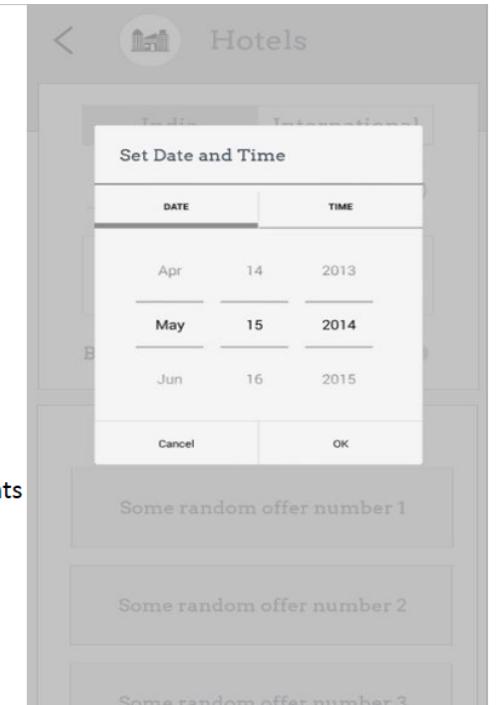
- This is a view showing an overlay to set date and time
- Year, month and date and time scroll are provided to the user for better selection of date

### Flow –

- User has the hourly stays turned on and taps on date-time picker
- User selects his desired date and time of stay and clicks ok
- User taps search icon to get the desired results based on his provided information

### Constraints –

- User has to provide a particular date and time for which he wants to perform the search action



- Screen No. 3.1: Listing 3 hours

### Screen Functionalities –

- This is a view showing a list of hotels to the user
- A back button is provided for navigating across screens
- Basic filters are provided on top for convenience of user to easily refine his search
- Under it it's a card view containing list of hotels
- Filter on basis of duration is provided on top of the card. User can tap on any of those filters like 'Stay for 6 hours', 'Stay for 9 hours' and get desired results
- Hotel description include image, an overlay of pay by hour on image if it provides that plan, user rating as an overlay on image, Hotel name, Goibibo certified or not indication, tariff and number of offers applied
- A minor description of how far a particular hotel is from nearest travel junction like airport, railway stations – is provided. This is part of demand received from user survey

### Flow –

- User taps on the search icon in the earlier screen by providing all information
- User is shown this page where it lists down hotel details
- User clicks on one of the hotel card to dive further into hotel details to book a room

### Constraints –

- The view is a card view of hotels availing stays for a particular duration
- User will have to scroll through the list and then come to a decision

< BTM Layout, 3 Aug, 2019

All Hotels	Travel Junctions	Hand
Stay for 6 hours	Stay for 9 hours	
Stay for 3 hours		
 Pay by hour 4.5/5	Hotel Swagath Bangalore go Certified Rs. 887/- 3 offers	2.1 kms away from railway station
 Pay by hour 4.5/5	Hotel Rain Bangalore go Certified Rs. 200/- 2 offers	1.5 kms away from airport
 Pay by hour 4.5/5	Hotel Anima Bangalore go Certified Rs. 400/- 4 offers	

- Screen No. 3.2: Listing 6 hours

### Screen Functionalities –

- This is an alternate view to previous screen for list of hotels providing 6 hour stay, so all the functionalities apply the same from previous 3 hourly stay screen

< BTM Layout, 3 Aug, 2019

All Hotels	Travel Junctions	Hand
Stay for 3 hours	Stay for 9 hours	
Stay for 6 hours		
 Pay by hour 4.5/5	Hotel Swagath Bangalore go Certified Rs. 887/- 3 offers	2.1 kms away from railway station
 Pay by hour 4.5/5	Hotel Rain Bangalore go Certified Rs. 200/- 2 offers	1.5 kms away from airport
 Pay by hour 4.5/5	Hotel Anima Bangalore go Certified Rs. 400/- 4 offers	

- Screen No. 4: Hotel Details screen

### Screen Functionalities –

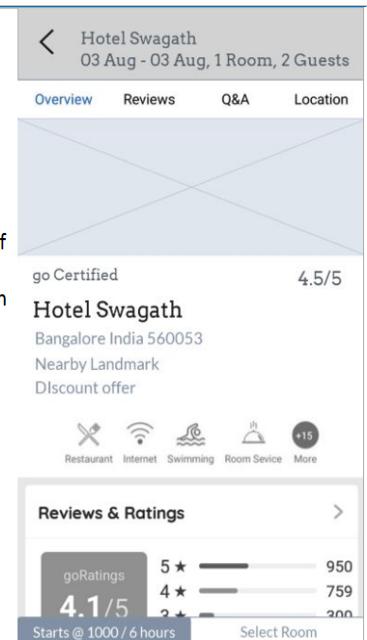
- This is a view showing an hotel details to the user
- A back button is provided for navigating across screens
- Top bar contains a tab view with 4 sections vi-a-viz ‘Overview’, ‘Reviews’, ‘QnA’, ‘Location’
- Image of the hotel is shown under
- Under it - Hotel name, short address, offers, user rating is shown
- Under it – list of amenities provided by the hotel is shown to the user
- Under it – an aggregated user reviews and ratings is shown to the user. User can, at any point of time go to ‘Reviews’ tab from top and see detailed reviews
- Basic tariff and an button to go to room selection screen is provided at the bottom of the screen

### Flow –

- User taps on the one of the hotel in the previous screen and is directed to this screen
- User will have to click on the ‘Select Room’ button to go ahead to next screen

### Constraints –

- Various tabs are on top. So user will have to switch to every tab as per his need to see more information about the hotel



### ● Screen No. 5: Rooms View

### Screen Functionalities –

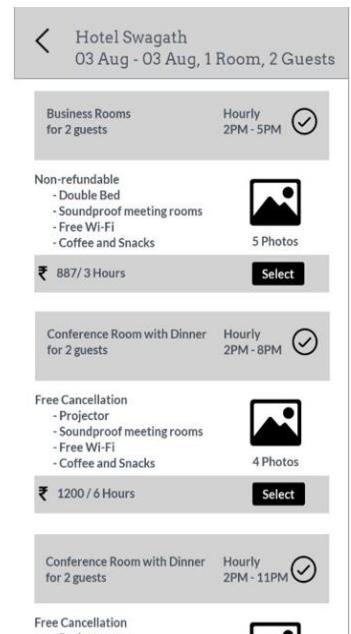
- This is a view showing list of rooms to the user
- A back button is provided for navigating across screens
- Card view under the header
- Every card contains type of room, number of guests to accommodate, type of stay, duration and time, refundable condition, basic amenities, photos, tariff and a button to select that room

### Flow –

- User taps on ‘Select Room’ in the previous screen and is directed to this screen
- User will have to click on the ‘Select’ button to proceed to the next screen and add traveller details

### Constraints –

- This is a list view will list of cards containing room types and details about it. So user will have to browse through the list and then proceed



### ● Screen No. 6: Review Booking without traveller details

### Screen Functionalities –

- This is a view showing user selected room
- A back button is provided for navigating across screens
- A section right under header contains star rating, photos, number of reviews
- Next section contains check-in and check-out time, trying to avail by the traveller
- Next section contains number of room, type of room, amenities provided
- Next section contains hotel policies, fares and rules
- Next section contains offers and promo-codes
- Next section contains traveller details which the user will have to fill here

### Flow –

- User taps on 'Select' in the previous screen and is directed to this screen to fill traveller details
- User click on the traveller details section and is directed to the next page

### Constraints –

- User will have to fill in the traveller details in order to proceed with the process of booking a room

Hotel Swagath  
03 Aug - 03 Aug, 1 Room, 2 Guests

Hotel Swagath  
Bangalore, India  
5 Photos 4.3/5 625 Reviews

Check In Sat, 03 Aug '19 From 2:00 PM Check Out Sat, 03 Aug '19 Till 8:00 PM

1 X Business Room - 2 Guests  
- Accommodation  
- Free Wi-Fi  
- Coffee and Snacks

Hotel Policies, Fares and Rules

Offers and Promocodes

Traveller Details

Name
Email Id
Phone Number

Add traveller details to proceed to payment

### ● Screen No. 7: Traveller form filled

### Screen Functionalities –

- This is a view asking user to fill-in traveller details
- A back button is provided for navigating across screens
- The below section right under header contains – text field for name of the traveller, contact details, personal or business stay radio button
- Next section shows user the total amount to be paid
- A 'agree to terms and condition' checkbox
- A 'Continue' button to take user to the next stage

### Flow –

- User taps on traveller details section in the previous screen and is directed to this screen to fill traveller details
- User fills in all the details and checks terms and condition
- User taps 'Continue' button to move ahead

### Constraints –

- User will have to fill in all the details properly before proceeding further
- User will have to agree to the terms and condition

< Traveller Details

Traveller Name  
 Ashish Kashyap >

Contact Details Your ticket info will be sent here  
+91 ▾ Mobile No  
1800 208 1060

Email  
Ashish@gmail.com

Personal  Business

Amount Payable ₹887 ⓘ

I agree to the Goibibo Terms and Conditions.

CONTINUE

### ● Screen No. 8: Review Booking view

### Screen Functionalities –

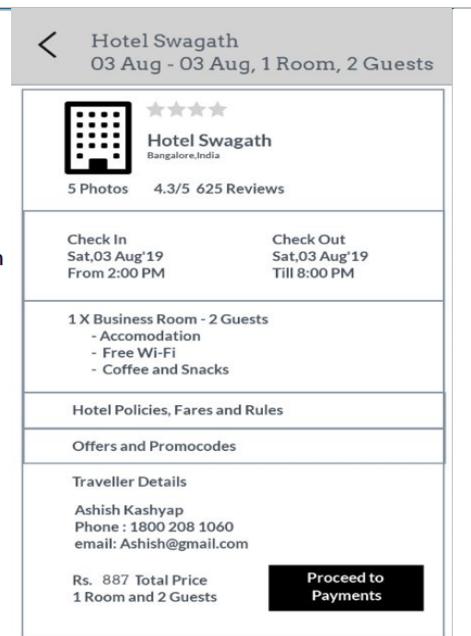
- This is a view showing user selected room and traveller details
- A back button is provided for navigating across screens
- Rest everything is same as Screen number 6 except a button at the end ‘Proceed to Payments’

### Flow –

- User taps on ‘Continue’ in the previous screen and is directed to this screen to proceed to payments page
- User clicks on ‘Proceed to Payments’ and is taken to the next page

### Constraints –

- User will have to verify his details of stay and traveler and then move to other page



### • Screen No. 9: Payment View

### Screen Functionalities –

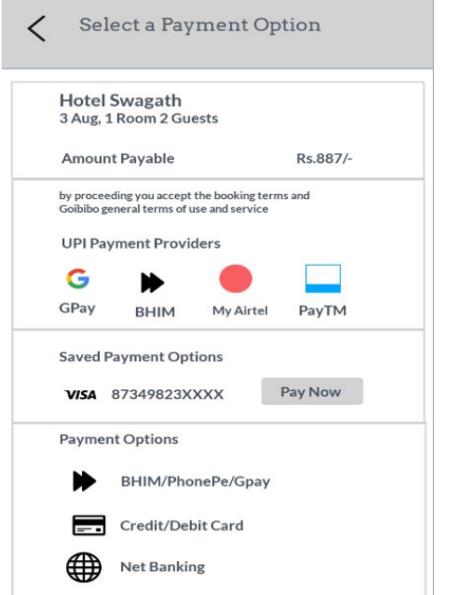
- This is a view showing user payments page
- A back button is provided for navigating across screens
- A section showing hotel name, date of booking, number of room and travellers along with Amount to be paid
- Next section contains various modes of payment
- Next section contains ‘Pay Now’ button
- Next section contains list or other modes of payment

### Flow –

- User taps on ‘Proceed to Payments’ in the previous screen and is directed to this screen to make a payment
- User selects his desired mode of payment and clicks ‘Pay Now’

### Constraints –

- User will have to verify his details and then proceed further



### • Screen No. 10: Booking Confirmation Screen

### Screen Functionalities -

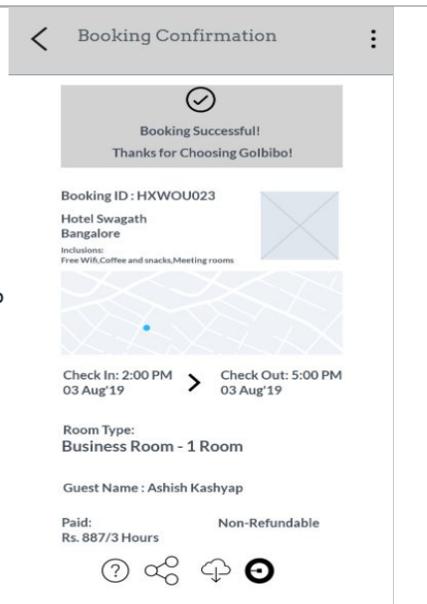
- This is a view showing user his booking confirmation details
- A back button is provided for navigating across screens and a more button on right
- A section all the details about his booking.
- Another section below it contains options to share the booking information, find help related to the booking, download the booking and a 'value added service' to book a cab, in-case user wants to avail a cab

### Flow -

- User taps on 'Pay Now' and does the payment. On successful payment user is taken to booking successful confirmation screen

### Constraints -

- No constraints as such



### Important Links

- [Navigation Flow: User Workflow](#)
- [Link to Wireframes: Images](#)
- [Link to Wireframe flowchart: Images, Document](#)
- [Link to Prototype: Microstays Interactive Prototype - Goibibo](#)

### Sources & Tools:

- <https://www.marketing91.com>
- <https://inc42.com/>
- <https://www.owler.com/>
- <https://www.crunchbase.com/>
- <https://www.quora.com/>
- <https://www.surveymonkey.com/>
- <https://marvelapp.com/>
- <https://www.youtube.com/>
- <https://www.qualtrics.com/>
- <https://the-ken.com/>
- <https://creately.com/>
- <https://whimsical.com/>

## Disclaimer

All content and material on the UpGrad website is copyrighted material, either belonging to UpGrad or its bonafide contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for your own education only and on the following basis:-

- You can download this document from the website for self use only.
- Any copies of this document, in part or full, saved to disc or to any other storage medium may only be used for subsequent, self viewing purposes or to print an individual extract or copy for non commercial personal use only.
- Any further dissemination, distribution, reproduction, copying of the content of the document herein or the uploading thereof on other websites or use of content for any other commercial/unauthorized purposes in any way which could infringe the intellectual property rights of UpGrad or its contributors, is strictly prohibited.
- No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorised purposes.
- No material in this document will be modified, adapted or altered in any way.
- No part of this document or UpGrad content may be reproduced or stored in any other web site or included in any public or private electronic retrieval system or service without UpGrad's prior written permission.
- Any rights not expressly granted in these terms are reserved.