

Improving user trust and credibility of reviews on the OYO platform through OYO Social



Hrithik Jain | BITS Pilani | 2022
hrithik123jain@gmail.com

Introduction

Problem Statement

Users are often misrepresented with the actual conditions of the property which they book via OYO platform which leads to :-

- **Negative Feedback**
- **Cancellations**
- **Bad User Experience**
- **User Churn**

Objective

- Improve user experience
- Increase transparency of reviews and build trust
- Prevent cancellations and user churn

Approach

- Understand user pain points
- Analyzing gaps in the current app
- Note out the solutions
- Detail out selected solutions
- Impact of that solution
- Metrics to measure the performance of that solution



Whom are we solving for?



Demographics

Ayushi is 25 and professionally a banker living in Jaipur
Ayushi wants to spend the weekend with her boyfriend on a staycation, she tries to book a hotel from OYO

User Needs

- Larger room
- Clean room and beddings
- Co-operative staff

Pain Points

- Lack of genuine reviews while booking the room
- Less transparency in images of different types of rooms, lower trust

User Story

She wants to spend some quality time with minimum obstructions in the visit and want the stay to be smooth and hassle-free but she has low confidence as she couldn't find many reviews to validate



Rishabh is 27 and professionally a software engineer living in Delhi
He often goes on trips to nearby cities during the weekends with his friends

- Cheap accommodation
- Larger rooms
- Helping staff who could help him with the transportation and other stuff there
- Find that the rooms allotted to them were not the same as the rooms shown in the image
- Manager not willing to change the room and asks for more money

He wants to chill with his friends but because of this experience he gets into a hot argument with the manager which ruins all the fun and he thinks he will never book from OYO

Let's dive deep !



Hotel Ratings & Reviews Page



1

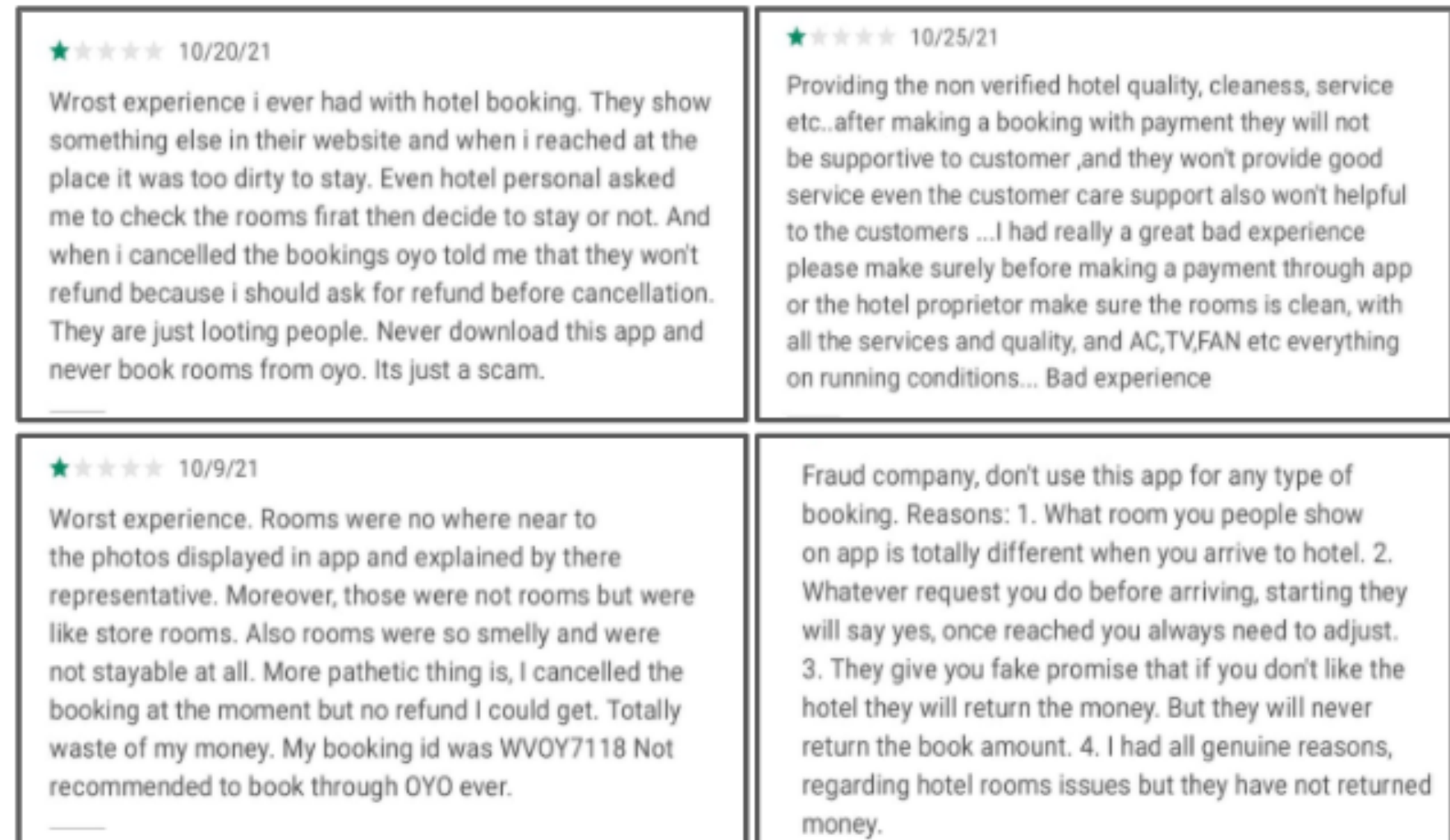
3

Insights



1. There are not enough reviews that can be trusted, positive reviews are often highlighted
2. Photos are vague and multiple rooms are there with different pictures
3. It was time-consuming to select a hotel as they couldn't trust the images and positive reviews
4. After reaching the hotel they can't cancel
5. Last moment cancellations are not allowed

Play Store Reviews

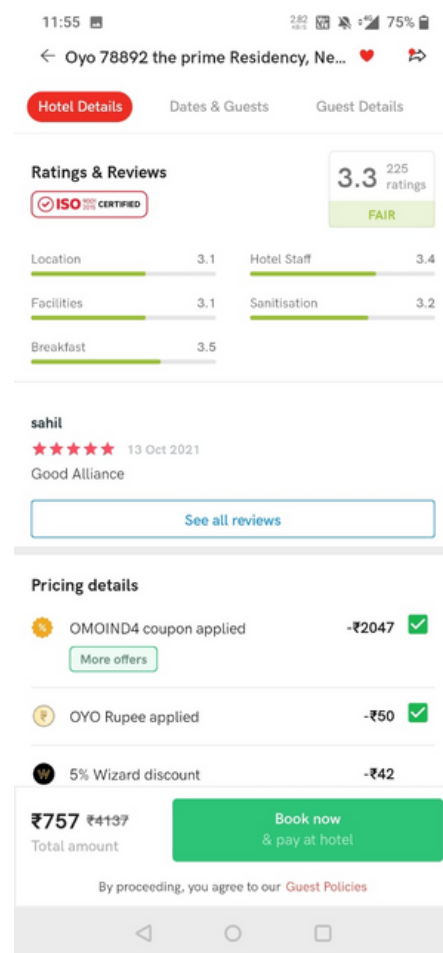


Solution - Revamping the UX - Review Section

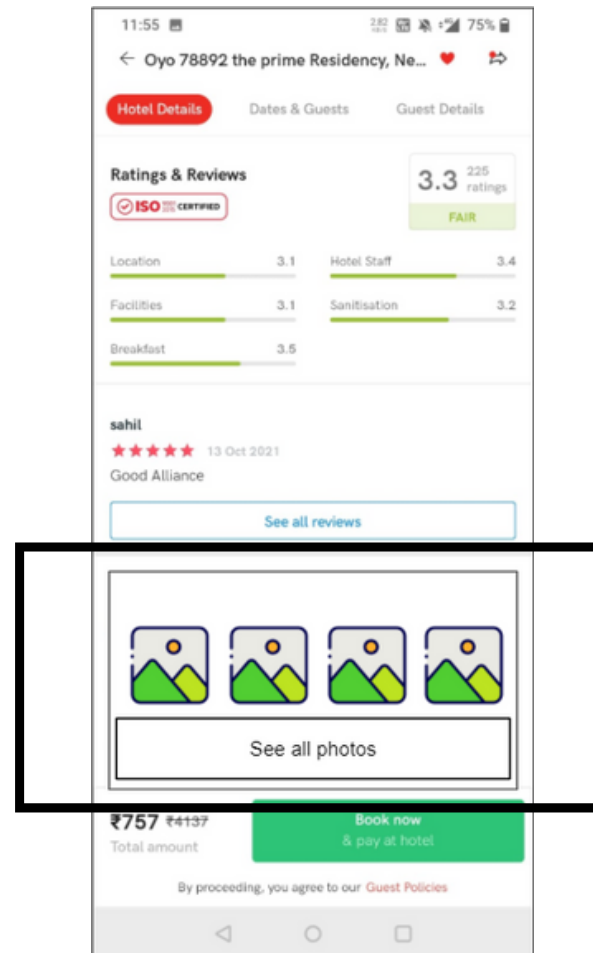


1. Allow users to add photos

In the current interface, users can't put pictures of their rooms and their stay which makes the review incomplete from a viewer's point of view



Current State



Proposed State

What's new?

- Guests photos with reviews added
- Complete information on the type of room

What problem does it solve?

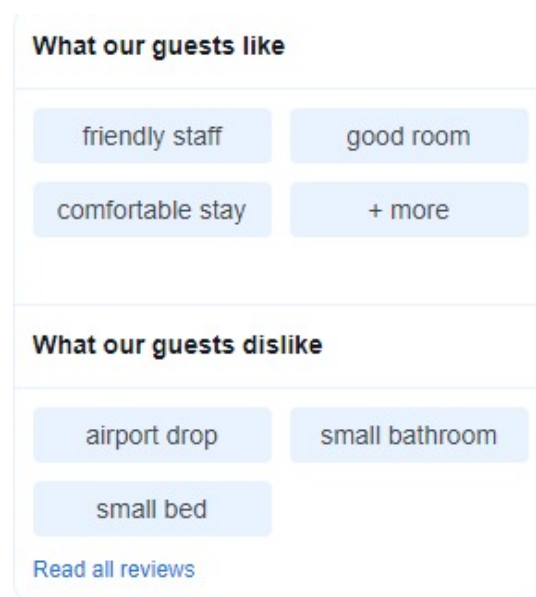
- Irrelevant hotel uploaded pictures eliminated with the real guest uploaded pictures
- Lack of credibility will be removed as now the reviews just got genuine

How will it work?



2. Allow users to add what they didn't like about the hotel

Only positives and no negatives makes no sense



What's new?

Users can now see what they didn't like about the hotel and what part of the visit they liked

What problem does it solve?

Highlighting only the good things about the hotel doesn't make sense as it doesn't show the real picture, having negatives will let users decide better and won't leave users in a false



What is OYO Social?

OYO social is an end to end review platform for visitors where they can **ask, post, and read reviews** to make an informed decision while booking a hotel

Features?

- Ask for review
- Post a review
- Read reviews
- Hotel Review Feed

What problems will it solve? What's in it for OYO?

- Lack of credibility
 - Lack of reviews
 - Transparency issues
 - Trust issues while booking
- Increased Engagement
 - Improved Customer Experience
 - Uplift in user trust
 - Increase in overall revenue, as cancellations will dip

Which solution to choose now?

Solution	Engineering Effort	Impact	User Effort
Adding photos to the review	Low	Medium	Medium
Capturing likes and dislikes of the user.	Medium	Low	Low
OYO Social	High	High	Low

Comments

- Solution 1 and 2 are low in effort but they are not wholesome and they can only be used as an alternative for the short term
- OYO Social is a wholesome feature that covers all aspects of the problem and gives a transparent view of hotels that the users explore
- Therefore, keeping in mind the impact and long-term view, implementing OYO Social seems to be a viable option

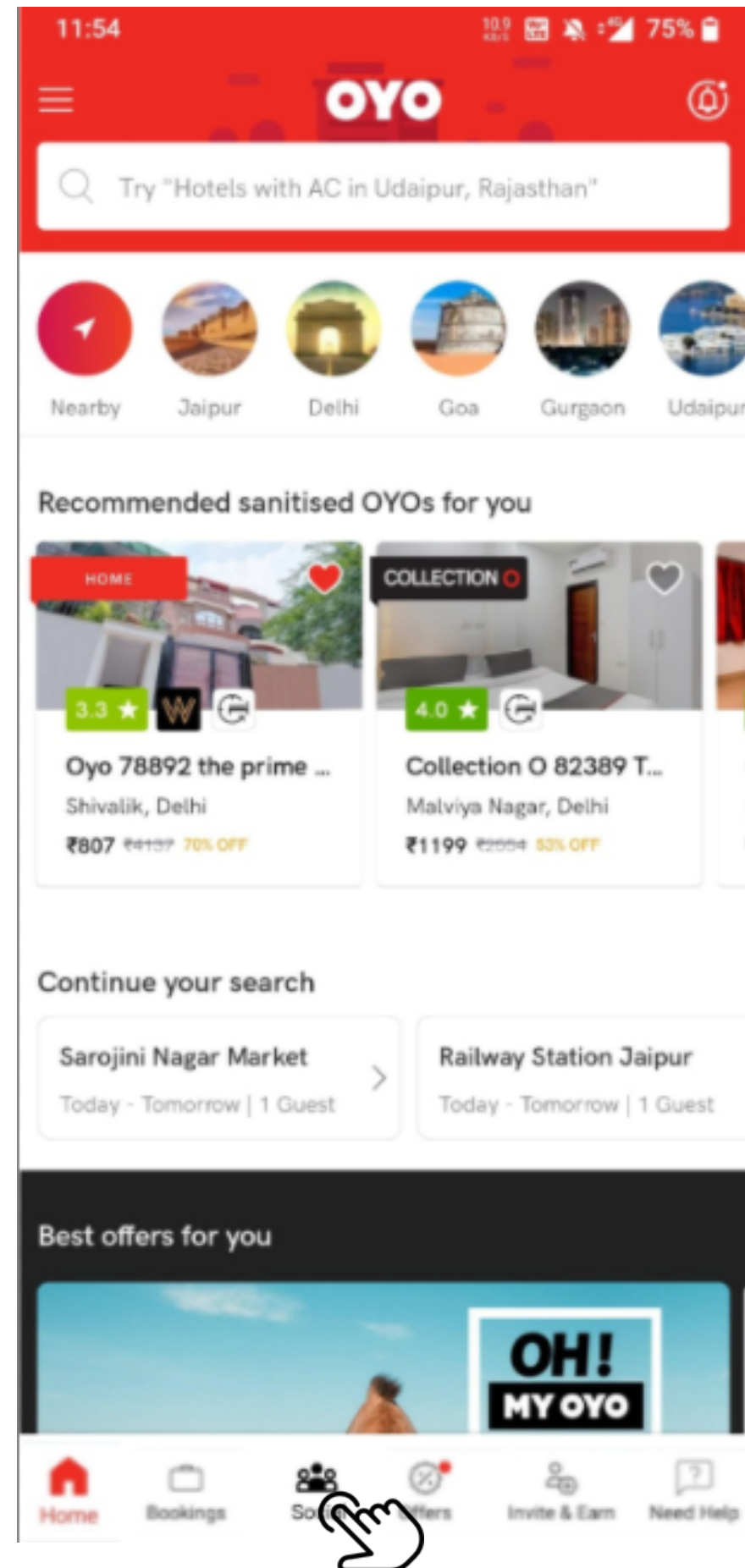
OYO Social - Explained

Social - Review feed

A review feed is a place where users can post about their experience and let other users know about their stay.

Offerings

- Platform to post your experience and interact with fellow visitors.
- Latest reviews of hotels based on the city help in identifying hotels easily.
- Quality check and help us improve
- Earn rewards for helping others by sharing your valuable review.



Components

Filter hotel/city

Select the city



Feed refreshes according to the selection

Share your experience with the community



Post which can consists of text, image, and video

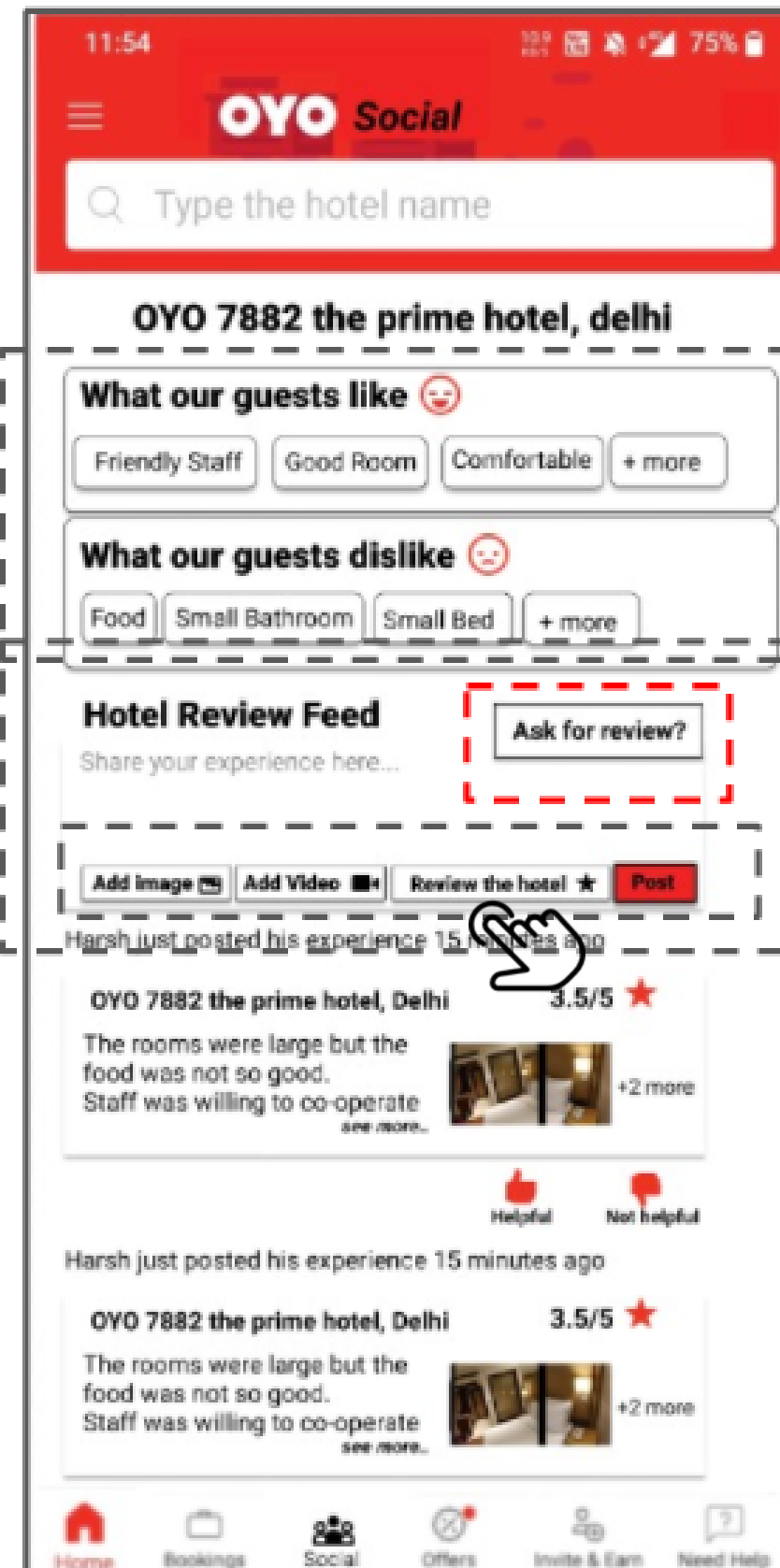
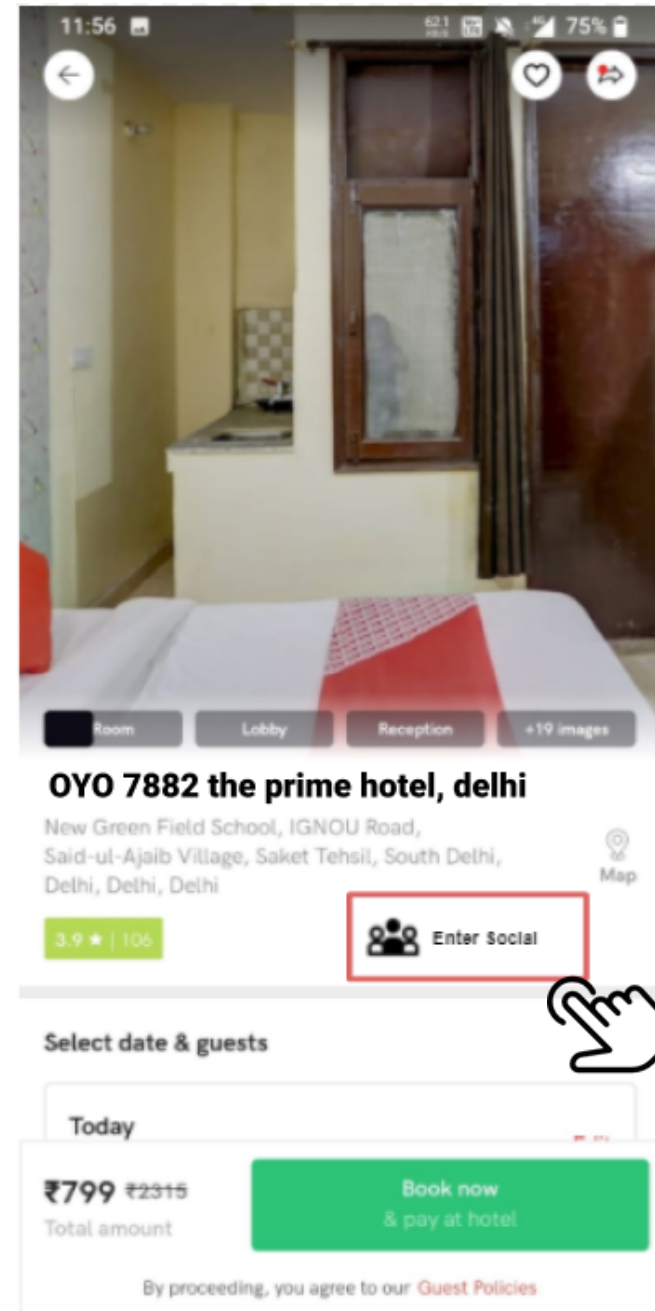
Quality check

Hotel Review Feed



Hotel review feed - Social

Hotel page



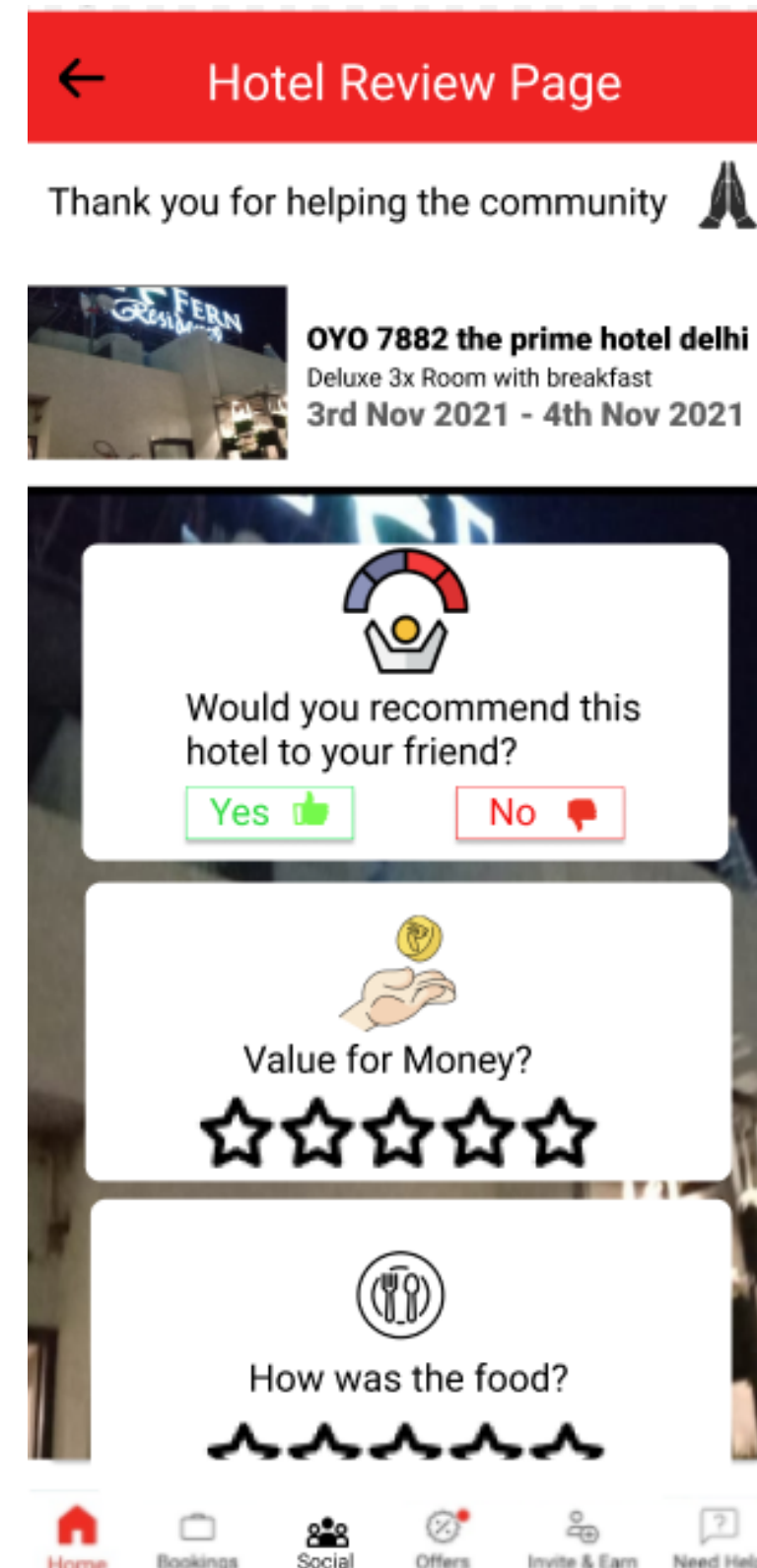
Components

- **Likes and dislikes** are extracted from the reviews and posts of users using **sentiment analysis**
- **Ask for review** from recent visitors - After clicking on this button recent visitors who have not given their reviews gets a notification to help and post their reviews

Additional Points

- **Only users who have visited the property can give a review**
- For each review posted, users will earn some jewels which would act as an incentive for users to help fellow visitors
- The platform can also be used to build a community of visitors with similar interests

Hotel Ratings Page



Components

- NPS
- Ratings for different aspects of stay

Additional Points

- This would be helpful in determining the likes and dislikes of the users
- Cards will be changed according to the stay amenities and bookings

Metrics

Core metric for OYO - Number of room bookings

Core metric for OYO social - % of OYO social active users booking an hotel

A
D
O
P
T
I
O
N

S
A
T
I
S
F
A
C
T
I
O
N

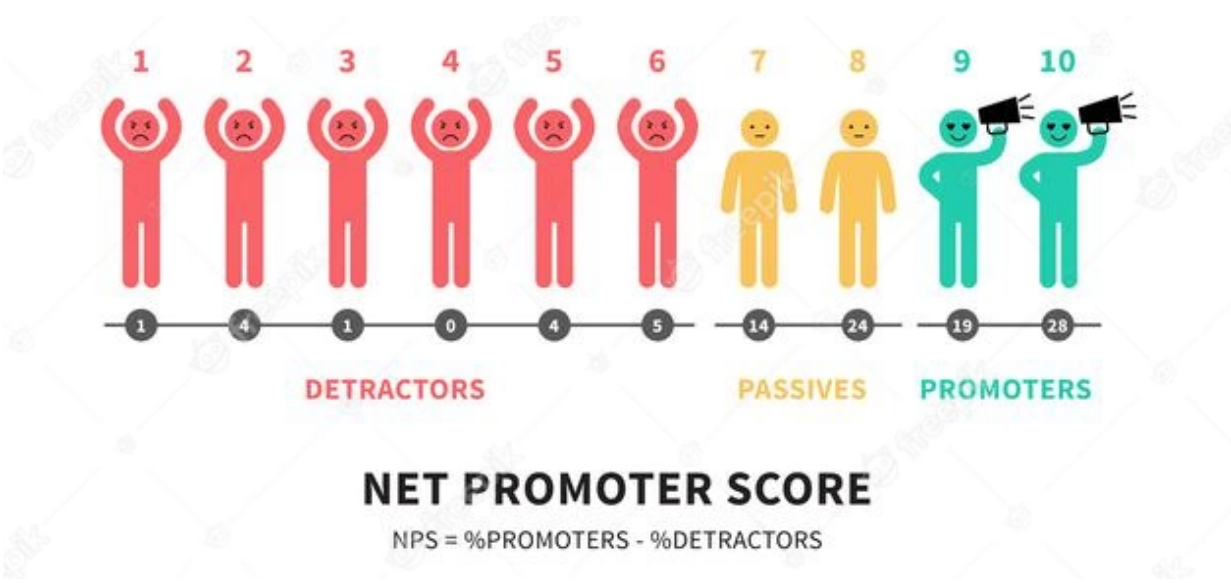
- Ask** No. of users asking for reviews
- Post** No. of users sharing their experience
- Rate** % of users rating the hotel through the automated survey button ('Review the hotel')

Are the reviews helpful?

% of users finding the reviews helpful

=

$$\frac{\text{Total Users finding helpful}}{\text{Total users reacting on the review}}$$



Landing Page Analytics

- Total Unique Visits - 32** **CTR - 46.8%**
 - Total Clicks on final CTA - 15** **Conversion - 37.5%**
 - Total Reviews given - 12** **Final rating - 3.83 Stars**
- Landing page - [Here](#)

Pitfalls & Challenges

- User effort high**, users might not adopt use the solution
- Recurring reviews** might be redundant.
- Ensure lesser time** for users to get reviews in the place where asked.
- We will have to make sure that the reviews that stay on the top are relevant and recent otherwise it won't make sense.
- Users might not want to reveal their identity, so we will have to make sure their personal information is not shared.