upraised

There are three primary factors that users look at to book a hotel. Price, Location & Quality/Reviews.

As a PM of MakeMyTrip, suggest how you can leverage the information above to increase the conversions from search to booking on the platform through a new feature or by improving an existing feature.

1. What feature did you select? Why?

2. What's the version of the feature you will ship first?

3. How would you measure the success of this feature? Or identify why it did not work?

As the PM at MakeMyTrip, I would suggest enhancing the platform's search and booking experience by focusing on improving the "Quality/Reviews" factor.

Here's why I chose this feature:

1. **User-Centric Approach**: While price and location are undoubtedly essential factors for hotel booking, "Quality/Reviews" play a significant role in a traveler's decision-making process. Travelers want to ensure a comfortable and pleasant stay. By addressing this factor, we can cater to users' desires for a seamless and satisfying travel experience.

2. **Competitive Advantage**: High-quality reviews and ratings can be a key differentiator for MakeMyTrip. By offering a feature that focuses on quality and reviews, we can set ourselves apart from the competition and potentially attract more users to our platform.

3. **Long-Term Customer Satisfaction**: By emphasizing quality and reviews, we can help users make more informed decisions, reducing the likelihood of booking a hotel that doesn't meet their expectations. This, in turn, can lead to higher customer satisfaction and loyalty, as users are more likely to have a positive experience.

4. **Trust and Credibility**: Providing detailed and trustworthy reviews and quality information can enhance the credibility of our platform. Users will have more confidence in their bookings and are more likely to return for future travel needs.

5. **Revenue Generation**: Improving the quality and review feature can also lead to increased bookings at higher-priced hotels with better reviews. This, in turn, can positively impact the revenue generated through the platform.

Now that we've selected the "Quality/Reviews" feature as our focus, we can explore how to leverage this information to increase conversions from search to booking. This could be achieved through several initiatives, such as:

1. **Enhanced Review System**: Implement a more robust and standardized review system, allowing travelers to leave detailed feedback about their stay. MakeMyTrip can also partner with verified review platforms to ensure authenticity.

2. **Visual Content:** Incorporate user-generated photos and videos in the review section, providing potential guests with a better idea of what to expect.

3. **Review Sorting and Filtering:** Allow users to filter and sort reviews based on their specific priorities, whether it's cleanliness, service, location, etc.

4. **Recommendations Engine:** Utilize AI and machine learning to provide personalized hotel recommendations based on a user's preferences and past behavior.

5. **Quality Badges:** Implement a quality rating system for hotels, similar to star ratings, that is based on aggregated review data.

6. **Price-Quality Ratio:** Provide users with a visual representation of the price-quality ratio for each hotel, making it easier to compare and choose the best option.

7. **Review Summaries:** Offer concise and informative summaries of reviews to help users quickly grasp the strengths and weaknesses of a hotel.

The primary focus is on increasing conversions from search to booking, let's explore how we can improve this aspect specifically by leveraging the "Quality/Reviews" factor.

Here's how we can achieve that:

Feature: Real-time Review Aggregator and Decision Support

Why: This feature can enhance the booking experience and encourage users to make a reservation during their search by providing comprehensive, trustworthy, and real-time information about hotel quality and reviews.

How:

Real-time Review Aggregator: Implement a real-time review aggregator that compiles reviews from various platforms (e.g., TripAdvisor, Yelp, Google Reviews) and displays them directly on the hotel's listing page. This feature ensures that users get the most up-to-date and comprehensive information on a hotel's quality.

Quality Score: Create a proprietary "Quality Score" that combines the ratings and reviews from various sources to give users a quick, at-a-glance assessment of a hotel's quality. This score could be based on factors like cleanliness, service, location, and overall satisfaction.

Review Highlights: Offer concise, highlighted review snippets that capture the essence of a hotel's strengths and weaknesses. These highlights should be algorithmically selected to provide a balanced view.

User-Generated Content: Encourage users to contribute their reviews directly on MakeMyTrip, with an added incentive, and verify the authenticity of reviews to build trust.

Recommendation Engine: Incorporate an AI-powered recommendation engine that suggests hotels based on the user's preferences and the Quality Score. Provide personalized recommendations to guide users towards their ideal choice.

Instant Booking: Enable a seamless "Book Now" option within the review section, so users can easily make a reservation while reading positive reviews.

Price-Comparison Tool: Offer a built-in price-comparison tool that displays the hotel's rate alongside competitor rates, helping users make an informed decision.

The decision on which version of the feature to ship first will depend on several factors, including the current capabilities of MakeMyTrip's development team, user needs and preferences, and the overall product strategy.

Here is a potential version of the feature to consider:

Version 1: Review Highlights and Recommendations:

- Review highlights provide users with quick insights into a hotel's strengths and weaknesses.
- The recommendation engine suggests hotels based on user preferences and aggregated quality data.

Why This Feature Matters:

Enhanced User Experience: Review Highlights provide users with quick, summarized insights into a hotel's strengths and weaknesses, making it easier for them to assess a hotel's quality quickly. This improves the user experience by saving time and reducing cognitive load during the decision-making process.

Personalization: The Recommendation Engine uses AI to offer personalized hotel suggestions based on a user's preferences and aggregated quality data. This personalization increases the likelihood of users finding a hotel that aligns with their specific needs and preferences.

Conversion Rate Optimization: By providing users with more convenient, concise, and personalized information, the likelihood of users proceeding from search to booking is increased. It addresses the common friction points that lead to drop-offs during the booking process.

Benefits and Expected Outcomes:

- Reduced Decision-Making Time: Review Highlights allow users to quickly understand the pros and cons of a hotel, reducing the time spent on review reading.

- Higher Conversion Rates: Users are more likely to book a hotel when they receive personalized recommendations based on their preferences and aggregated quality data.

- Improved User Satisfaction: Personalized recommendations lead to users finding hotels that better match their expectations, leading to higher satisfaction with their bookings.

- Competitive Advantage: MakeMyTrip gains a competitive edge by offering a feature that streamlines the decision-making process and enhances user satisfaction.

Measuring the success of the "Review Highlights and Recommendations" feature is crucial to understand its impact on user engagement and conversions. Here are some key metrics and methods to assess its success:

1. **Conversion Rate**: Monitor the conversion rate from search to booking for users who engage with the feature compared to those who don't. An increase in conversion rate indicates that the feature is effectively encouraging users to make bookings.

2. **User Engagement:** Track user engagement with the feature, including the number of clicks on review highlights and interactions with the recommendation engine. Increased engagement indicates that users find value in these elements.

3. **User Feedback and Surveys:** Collect feedback from users about their experience with the feature through surveys or in-app feedback. Pay attention to both qualitative comments and quantitative ratings to identify areas for improvement.

4. **Click-Through Rate (CTR):** Measure the CTR on recommended hotels. A higher CTR indicates that users are actively exploring the recommendations and are likely to proceed to the booking stage.

5. **Conversion Funnel Analysis:** Analyze the drop-off points in the booking process. Identify whether users are dropping off before or after engaging with the feature. Understanding where users abandon the booking process can help fine-tune the feature to address specific pain points.

6. **Revenue Impact:** Track the impact of the feature on revenue generation. If the feature leads to increased bookings, especially at higher-priced hotels, it should positively affect the platform's revenue.

Identifying if the "Review Highlights and Recommendations" feature has failed is crucial for timely adjustments.

Key indicators that can help identify if the feature did not meet its objectives:

1. **Decrease in Conversion Rate:** If there is a noticeable decrease in the conversion rate from search to booking, it may indicate that the feature is not effectively encouraging users to make bookings. A significant drop in conversion rate could be a clear sign of failure.

2. **No Improvement in Customer Satisfaction:** If post-booking reviews continue to show low levels of customer satisfaction or if there is no noticeable improvement, it indicates that the feature may not be positively impacting the overall user experience.

3. **High Churn Rate:** An increase in the churn rate, indicating users leaving the platform after engaging with the feature, can be a sign of failure. The feature should ideally retain users and guide them to bookings.

4. **Negative Revenue Impact:** If the feature results in a decrease in revenue or fails to positively impact revenue generation, it may not be providing the expected value to the business.