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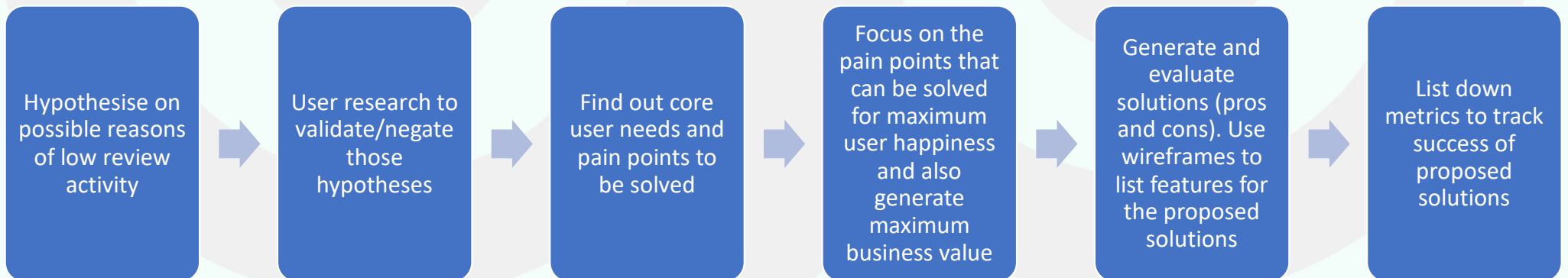
You are a product manager on the user generated content team of TripAdvisor. User generated content (reviews and ratings in this case) helps the platform to show up higher in the search results thus bringing organic traffic to the platform. Since these platforms have an ad-supported business model, more traffic leads to higher ads revenue and hence more reviews on the platform helps the business grow.

Objective:


Growing the number of reviews on the platform

(Assumption: Only business in India is being considered)

Flow of the presentation:



Analysis of Tripadvisor



Mym's Man
Eastleigh, United Kingdom

Destination Expert
for Eastleigh,
Winchester,
Hampshire,
Southampton

Level 6 Contributor


7,107 posts

122 reviews

195 helpful votes

Reviewer profiles are summarised as per their review activity

More the number of reviews, more the progress in the level of the reviewer. There is also a summary of the contributions made by the reviewer



Time Out Market New York
55 Water Street, 55 Water St., Brooklyn, NY 10011

Your first-hand experiences really help other travelers. Thanks!

Your overall rating of this restaurant

0 0 0 0 0 [Click to rate](#)

Target not set automatically

Title of your review

Summarize your visit or highlight an interesting detail

Your review

Tell people about your experience: your meal, atmosphere, service?

Send the restaurant a direct message (optional)

Share your experience with the owner directly with a private message.

What sort of visit was this?

Couples Family Friends Business Solo

Where you here for...

When did you visit?

Could you say a little more about it? (optional)

Is this restaurant a hidden gem or off-the-beaten path?

Could you say a little more about it? (optional)

Is this restaurant a hidden gem or off-the-beaten path?

Is this restaurant good for local cuisine?

Does this restaurant offer delivery?

Does this restaurant have a full bar?

Is this restaurant good for brunch?

Does this restaurant serve alcohol?

Click to select a rating

Service

Food

Value

How expensive is this restaurant?

Cheap Eats Mid-range Fine Dining

What dish or dishes do you recommend?

Do you have photos to share? (optional)

Add a photo

Submit your review

This is the overall process of reviewing a listing. As is apparent, it is time consuming and seems like a daunting task at the very onset













App/website reviews

“The app is great for research, and I often leave reviews for others.”

“Such an essential aid when deciding on a location or venue. Equally useful to leave feedback when a venue or service disappoints.”

“I like to take a look on the reviews that trip advisor provides from other people own experiences about the places they visited so I can have a clue about that place”

“This app enables me to share our opinion about places we try plus we benefit from other's reviews of places we consider going to. So we get and give freely with this app.”

Personas These are the most likely set of personas that will engage in reviewing activity	 SOLO	 FAMILY	 BUSINESS	 FRIENDS
Age	20-30 Yrs	0-50 Yrs	30-60 Yrs	Variable
Travel frequency	1-2 months	2-3 months	2-3 weeks or less	1-2 months
Reviewing tendencies	 Innate motivation	 Innate motivation	 Innate motivation	 Innate motivation
	 Time availability	 Time availability	 Time availability	 Time availability



Google Play Store



Apple App Store

1. Identifying the problem



Our problem statement recognises our objective to be growing the number of user generated content (reviews and ratings on the site)

- We need to understand the reasons why an individual would or would not review/rate his/her travel experience
- We can divide our target audience into different personas and try to hypothesise on **possible reasons that they could not be engaging in reviewing and rating on the platform**
- At the same time, we can validate the **possible reasons behind people actually reviewing/rating their experiences**

Possible hypotheses that people do not engage in reviews/ratings



General problems:

- Can find the number of mandatory fields to be overwhelming/boring and would end up discarding the review altogether
- There is no immediate/tangible incentives or benefits for the reviewers
- They are unable to perceive how their reviews are useful

Persona specific problems:

- Business travellers: might find it time consuming
- Non tech-savvy travellers: might find the process difficult

Possible hypotheses that people engage in reviews/ratings



- For self validation/expressing their opinion
- To vent or talk about a really good or really bad experience
- When they are requested by a property/travel partner to do so

What to do next:

- Design a survey and confirm/negate the identified hypothesis
- Reach out to some of the respondents in order to deep dive into their responses to get a deeper understanding of the problem/pain points

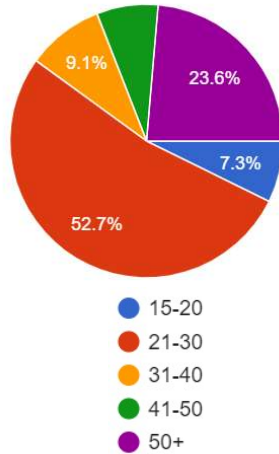


2. User research: Survey/interviews

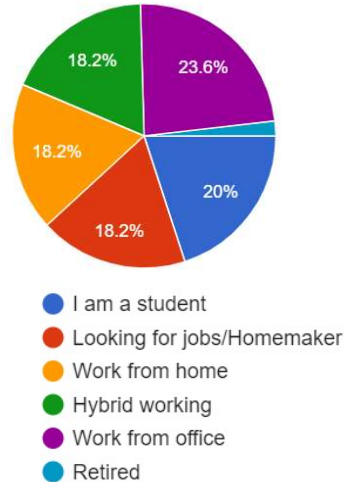
Questions asked regarding:

- **Demography:**
Age, working status, geography
- **Travel behaviour:**
Frequency of travel, nature of travel, platforms used to plan and review the itineraries
- Reasons behind sharing reviews/rating
- Reasons behind not sharing reviews/ratings
- **Behaviour and motivations**
while reading ratings/reviews

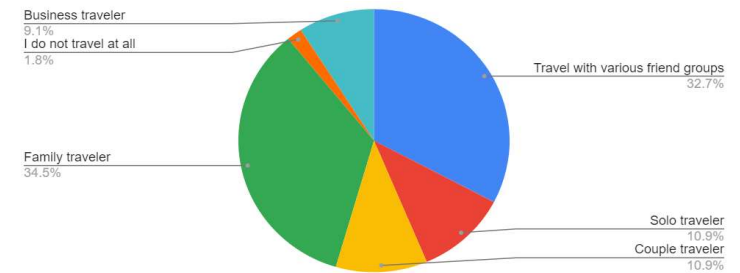
Summary of responses: Form link: <https://forms.gle/JHFG8hcxUDohNoD59>



Age demographics



Working status



Travel personas

Major causes identified:

No major difference in share of platforms used for planning vs share of platforms used for giving ratings/reviews -> No particular travel platform is being preferred by users to share reviews/ratings

- Major motivators for people to give reviews/ratings:
 - **77% responses:** To help other people make better decisions
 - **65% responses:** To express opinions/to vent or talk about extreme experiences
- Major deterrents for people to give reviews/ratings:
 - **75% responses:** They find it time consuming/boring
 - **50% responses:** They don't get benefits in return

3. Problems/pain points to be targeted

Follow up through interviews revealed more depth in preferences of the respondents about ***how the motivators for reviewing and rating could be reinforced:***

- ***To help other people make better decisions*** -> 90% interviewees agreed that it would help if reviewers could know how helpful their contribution is to other people
- ***To express opinions/to vent or talk about extreme experiences*** -> 80% interviewees agreed that it would help if they could know that their ratings/reviews bring about a difference

At the same time, the major detractors for users to give reviews/ratings could be solved:

- ***They find the process time consuming/boring*** -> 90% interviewees said that it seems like just a monologue and and they find their interests waning with every question
- ***The don't get benefits in return*** -> 100% interviewees agreed that there is nothing except good samaritanism to make them write reviews on public forums

4. Possible solutions to look into

Objective	Reviewers to know about their helpfulness	Extreme opinions	Making the review process less boring	Benefits to reviewers
Possible Solutions	Users can give Kudos to reviewers, these kudos would reflect against each reviewer's profile	The review section of each place of interest could have a separate metric displayed that summarizes the extreme reviews (total % of 1 star and 10 star reviews)	Gamification of reviewing system: Let the reviewers know how far away they are from achieving the next level	Provide travel vouchers, discounts and benefits to reviewers based on some criteria
	Provide users the option to mention the degree of helpfulness on a standard scale (for e.g.: 1 to 5)	Give more weightage to extreme opinions so that 1 star and 10 star reviews have more impact on overall ratings	Use interactive forms (with custom responses mapped to specific ratings) to make the process seem like an interaction	Provide direct cash incentives to more active reviewers

5. Detailing of proposed solutions

Objective	Solutions	Features	Impact (1 to 5)	Effort (1 to 5)
Reviewers to know about their helpfulness	Kudos	Users can give Kudos to reviewers, these kudos would reflect against each reviewer profile and add up to their credentials. This is different from the helpful review feature, which reflects against individual reviews. The kudos could be redeemed for gifts/benefits on fixed time intervals	4 <i>Reinforcer feature #1</i>	3
	Degree of helpfulness	Provide users the option to mention the degree of helpfulness on a standard scale (for e.g.: 1 to 5). This would replace the current helpful button, so now the user will have to mention every time, how helpful the review is to them	2	3
Extreme opinions	Extreme reviews metric	The review section of each place of interest could have a separate metric displayed to everyone that summarizes the extreme reviews (% of 1 star and 10 star reviews). This would motivate the property owners/service providers to keep their positive extremes increasing and negative extremes in check. Would also help offering owners to segregate the extreme reviews to take action on them, if required	4 <i>Reinforcer feature #2</i>	3
	Changed weightage	Give more weightage to extreme opinions so that 1-2 star and 9-10 star reviews have more impact on overall ratings. The negative impact it could have is that the people are used to the equal weightage of ratings to this and might lead to false perceptions	1	1
Making the review process less boring	Gamification	Gamification of reviewing system: Let the reviewers know how far away they are from achieving the next level. This would act as a trigger for the user to write more reviews, but could lead to ingenuine reviews. Moreover, the actual form filling process is still boring. Also, this feature is not very effective unless users get tangible benefits from progressing	1 <i>Overcome feature #1</i>	3
	Interactive forms	Use interactive forms (custom responses mapped to specific ratings) to make the process more interactive. For example, if the user rates 4/10, the form could display : "Oh, we are sorry that you had anything less than a perfect experience. What are the aspects that you did not find satisfactory?", followed by relevant headers for the reviewer to select	5 <i>Overcome feature #2</i>	4
Benefits to reviewers	Indirect benefits	Provide travel vouchers, discounts and travel related benefits to reviewers based on some criteria. These forms of benefits could ensure continued usage of the platform while engaging the users	5	4
	Direct benefits	Provide cash incentives to more active reviewers. This would not however, ensure continuity in user engagement	2	3

*Using Impact/Effort values, we will go with 2 features that will **reinforce the motivations** to write reviews and 2 features that will **overcome the negative aspects** of the review writing process*

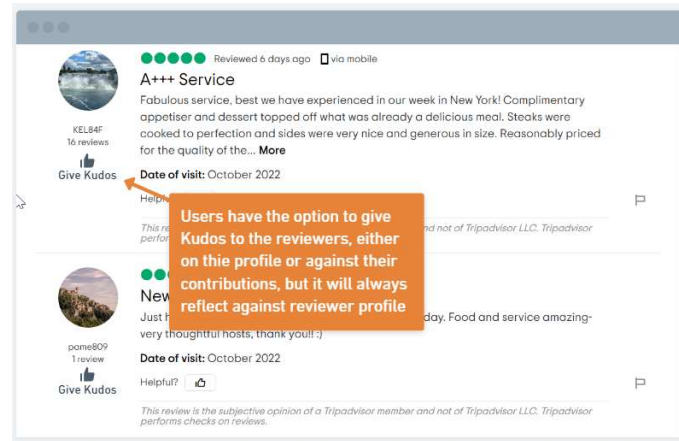
6. Feature additions: Reinforcing the positive aspects of review writing process

Feature #1: Kudos

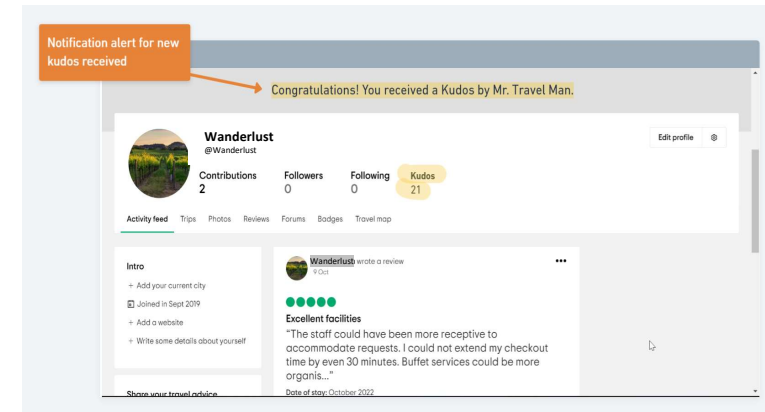
Actor: All users

Benefactor: Reviewers

It's an incentive for the reviewers to keep up their good work. Each reviewer can receive Kudos for their contributions over the TripAdvisor platform that will accumulate against their profile and can later be redeemed for benefits



Non-reviewer's perspective



Reviewer's perspective

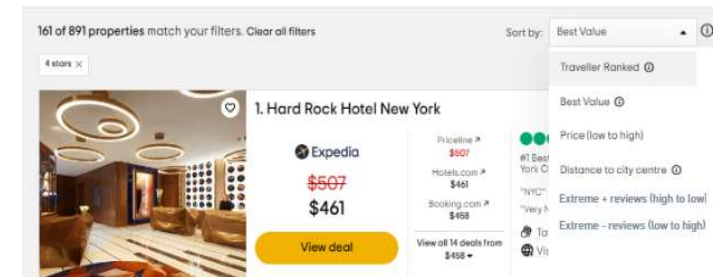
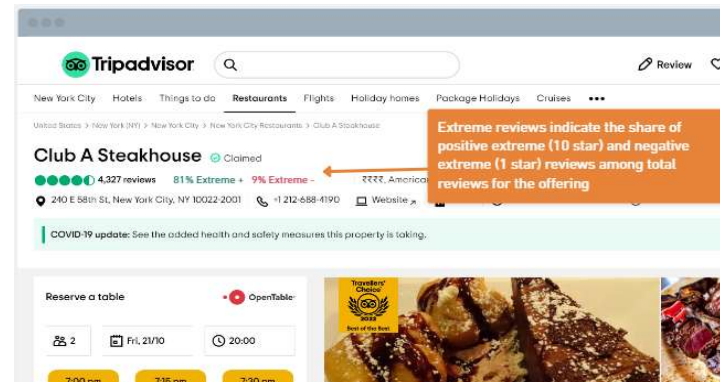
Feature #2: Extreme reviews metric

Actor: Listing owners/users

Benefactor: All users

Simple yet powerful, this new metric will display against every listing that can change the order of results in case of very good or very bad reviews

The sorting criteria will also include the Extreme review cohorts, so users can focus on/try to avoid extreme rated offerings



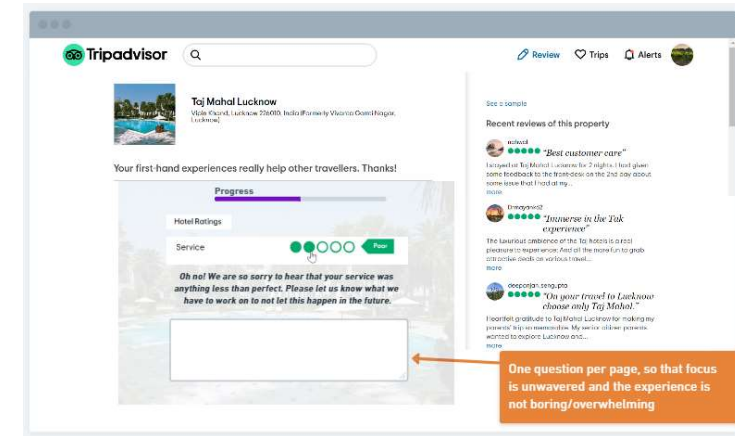
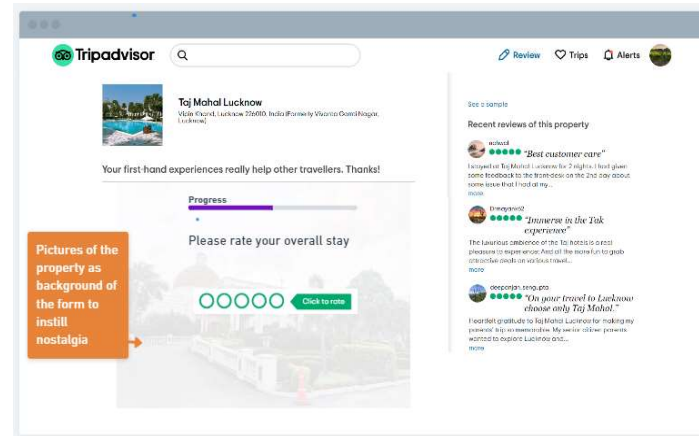
7. Feature additions: Overcoming the negative aspects of review writing process

Feature #1: Interactive forms

Actor: Reviewers

Benefactor: Reviewers/Listing owners

- The triggers to fill the forms would be notifications and e-mails that would appeal to the helpful aspect of reviewing (already happens to some extent)
- The feature we introduce is a new form filling experience which:
 - Presents one question at a time, so user is not overwhelmed or bored. Displays progress of the review process at the same time
 - Would interact with the user on the basis of their responses
 - Has background pictures of the property to induce nostalgia



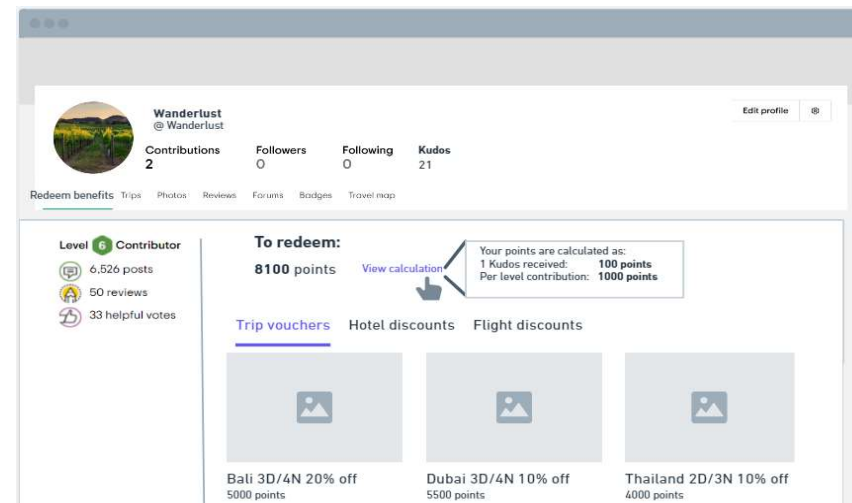
Feature #2: Indirect benefits

Actor: Reviewers

Benefactor: Reviewers

The platform already has progressive levels of contribution recognition for reviewers. It can further be tied to indirect benefits like vouchers, discounts, etc.

- Point allocation can take place on the basis of fixed criteria
- The number of kudos received can also contribute to the points that a reviewer can redeem
- All this will incentivize review writing



8. Success metrics to be tracked

Feature specific metrics

Feature	Metrics to be tracked	Summary	What could go wrong with this solution?
Interactive forms	% of questions answered before bounce	An increase in this metric would portray that the user is finding the review process to be more interesting	The picture display feature could incite negative emotions in some cases to such an extent that the user will bounce off from the process
Indirect benefits	# of users redeeming benefits/Number of winning benefits	Since, we will provide benefits through tie-ups or third party providers, we can keep a track on what percentage of the benefits we provide are actually being redeemed and hence, are useful to our users	Reviewers can resort to writing ingenuine reviews just to win prizes. Will need a stricter background check process to validate the reviews
	CTR on Redeem benefits section	To track discovery of this feature	
Kudos	# of users giving kudos	Would indicate adoption of this feature	Reviewers could collect Kudos from friends and families in order to win benefits. Some checks to prevent this are: <ul style="list-style-type: none"> Point value of Kudos to be kept low Kudos redemption should be vetted against users review activities on the platform
	# of kudos received per reviewer per week	Would indicate if the reviewer is working with the objective to receive more Kudos	
Extreme reviews metric	% change in extreme (1 star and 10 star) reviews per listed offering	Abnormal increase would indicate that users are resorting to ingenuine reviews	Could lead to increase in ingenuine reviews just to promote/demote one listing. Will need a stricter background check process to validate the reviews
	% change in owners replying to extreme reviews	Would indicate if this feature is helping/motivating the offering owners to drill down and take action on extreme reviews	
	% of times extreme reviews is used as sorting criteria for listings	Would indicate discovery and success of this feature as a sorting criteria	

Supporting metrics

Engagement	% change in weekly reviews/rating , WAU, MAU
Revenue	% change in ad revenue