

BOOKING.COM

PM CASE STUDY

About **Booking.com**

Booking.com targets business and leisure travellers worldwide with a way to book hotel accommodations and flights.

Unique **Value** Proposition

Attractions tab: Leisure travellers can view the tour packages available in city without hassling around on their own.

Quick trips : As the name suggests this feature allows a user to directly travel to places near him.

Taxi booking tab: Users can book a taxi directly from the airport and the vice versa without having the need to move to a different app.

Genius loyalty program: This feature encourages user to book from the same app to entail discounts and further perks

Revenue Streams

Commissions: The primary revenue stream is the commissions generated on confirmed bookings.

Higher Listings: Property owners can pay to get a higher listing on booking.com.

Advertisements: Booking.com hosts several advertisements on its website which generates revenue.

THE CHALLENGE

The North Star Metric (NSM) of the booking.com app has been suffering for the past 2-2.5 years due to the COVID travel restrictions and lockdown. We need to first define the North Star Metric (NSM) of the app and then find solutions to improve it

THE OPPORTUNITY

As lockdown restrictions around the world are easing, People have started to travel. In this boost of number of bookings , Booking.com can acquire majority of market share in number of bookings

NORTH STAR METRICS

NO. OF **SUCCESSFUL** BOOKINGS

This metric would define the overall success of the company. Since the number of bookings contain both sucessful and failed bookings, This would inflate the metrics. Revenue will only be generated by sucessful transactions

Impact of NSM

Lead to revenue

More the number of sucessful bookings from website, greater will be the comission of website. Hence, there are more profits

Reflecting Customer Value

High number of sucessful bookings will denote high trust of customers on booking.com and the desired goal of its user base is getting fulfilled

Measuring Progress

High sucess rate ensures successful marketing and web design. This assures the team that their efforts are in right direction

User Personas



Amit, 22

Leisure traveller

Extrovert

Social

Active

PAINPOINTS

- Does research on his own via multiple apps for prices and dates
- Prefer to speak over typing so as to do multiple work same time



GOALS

- Spend a great family time on trip
- Shop at the city
- Travel to the most memorable



Anushka, 34

Homemaker

Busy Schedule

Lazy

Emotional

PAINPOINTS

- Not able to find something to remember the stay
- Not able to explore properly due to time constraint



GOALS

- Spend a great family time on trip
- Shop at the city
- Travel to the most memorable

Booking OPTIMIZE

Objective

Check prices of flights and hotels simultaneously for multiple dates

Features

Able to see the prices of hotel rooms per night corresponding to every date we have access to

Can view flights to destination in a calendar like date grid with prices specific to the filter selected by the user.

The filter can be one of the three options- cheapest flight/ fastest flight/ overall best.

Benefits

The user will get optimized journey plan

User will have flexibility to plan trip according to their preferences

Booking GOODBYES

Objective

Make the stay of the guest's stay at the hotel memorable.

Features

Buy any particular exclusive food item, cloth piece or any other souvenir that represents the culture of the place

Can choose a surprise combo package available in 'small', 'medium' or 'large' size

Get the gift at the checkout time

Benefits

Delighting the guests and enriching their experience at the hotel.

User will have flexibility to plan trip according to filters

Booking TRIP PLANNER

Objective

To plan entire trip of user in one go from flight to taxi to hotel without typing a single letter

Features

It will help guest book his/her trip as per his choice in 3 steps directly

1) Firstly navigate to the hotels section to book a room.

2) Then navigate to the taxis section for planning the pickup/drop.

3) Lastly navigate the user to the flights section of the app and book a flight

A Text-To-Speech Chatbot will initiate by asking the above mentioned steps

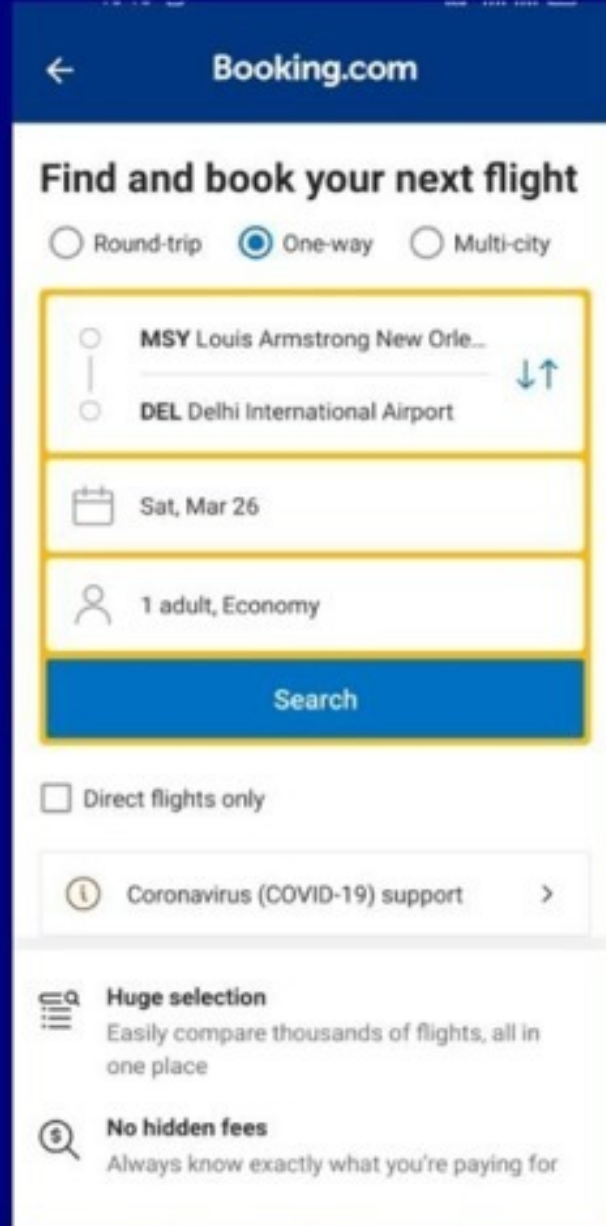
User would just need to tell their need per page and bot will automatically select the best fit option available

Benefits

Keep the entire booking of user's trip in one place

Guest will plan a whole trip without taking any pain to type

BOOKING OPTIMIZE



Booking.com

Find and book your next flight

☐ Round-trip ☒ One-way ☐ Multi-city

☐ MSY Louis Armstrong New Orleans ☐ DEL Delhi International Airport

Sat, Mar 26

1 adult, Economy

Search

☐ Direct flights only

Coronavirus (COVID-19) support

Huge selection
Easily compare thousands of flights, all in one place

No hidden fees
Always know exactly what you're paying for

After reaching the landing page ,
User enters source and destination
and chooses date of travel



Filter By Price v Cancel

When?

Sun Mon Tue Wed Thu Fri Sat

March 2022

		1	2	3	4	5
		Rs 4,554	Rs 4,236	Rs 3,236	Rs 3,236	Rs 5,253
6	7	8	9	10	11	12
Rs 5,253	Rs 5,253	Rs 5,253	Rs 7,253	Rs 7,229	Rs 7,229	Rs 7,229
13	14	15	16	17	18	19
Rs 5,253	Rs 5,253	Rs 5,253	Rs 5,253	Rs 5,253	Rs 5,253	Rs 7,253
20	21	22	23	24	25	26
Rs 2,253	Rs 2,253	Rs 2,253	Rs 3,363	Rs 3,363	Rs 3,363	Rs 3,363
27	28	29	30	31		
Rs 5,253	Rs 2,253	Rs 5,253	Rs 3,363	Rs 3,363		

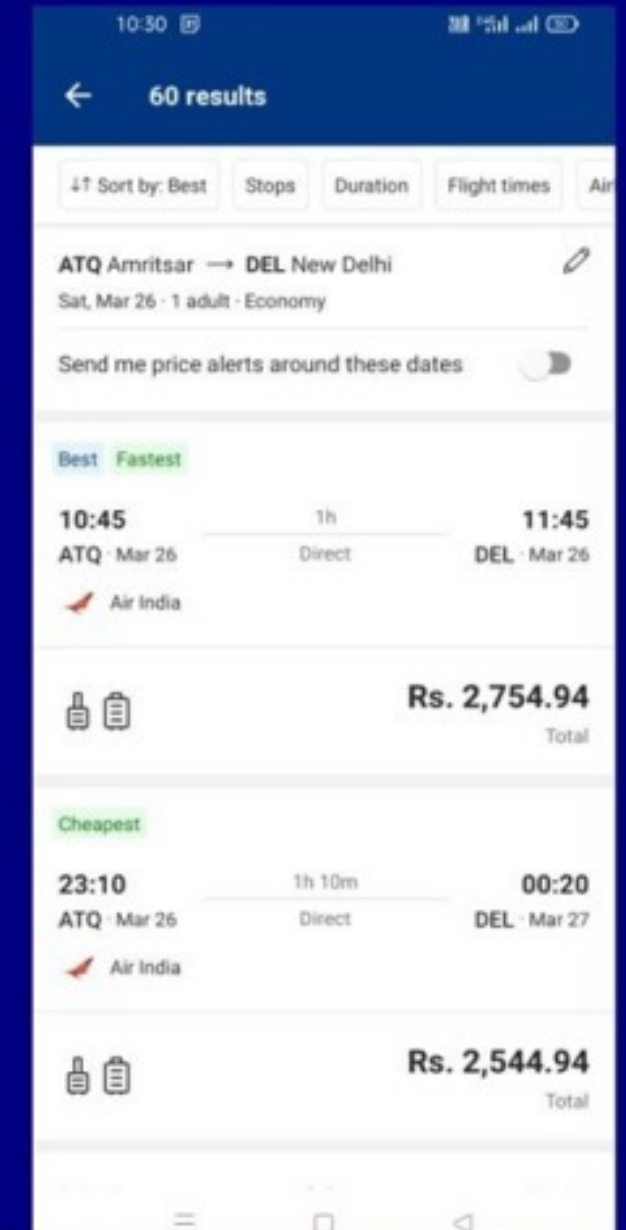
April 2022

				1	2	
				Rs 3,363	Rs 3,363	
3	4	5	6	7	8	9
Rs 3,363	Rs 3,363	Rs 3,363	Rs 3,363	Rs 3,363	Rs 3,363	Rs 3,363
10	11	12	13	14	15	16
Rs 3,363	Rs 3,363	Rs 3,363	Rs 3,363	Rs 3,363	Rs 3,363	Rs 3,363

Sat, Mar 26

Done

User applies filter and sees prices
of cheapest available flight for
dates visible on screen



10:30 60 results

Sort by: Best Stops Duration Flight times Air

ATQ Amritsar → DEL New Delhi

Sat, Mar 26 · 1 adult · Economy

Send me price alerts around these dates

Best Fastest

10:45 1h 11:45

ATQ · Mar 26 Direct DEL · Mar 26

Air India

Rs. 2,754.94

Total

Cheapest

23:10 1h 10m 00:20

ATQ · Mar 26 Direct DEL · Mar 27

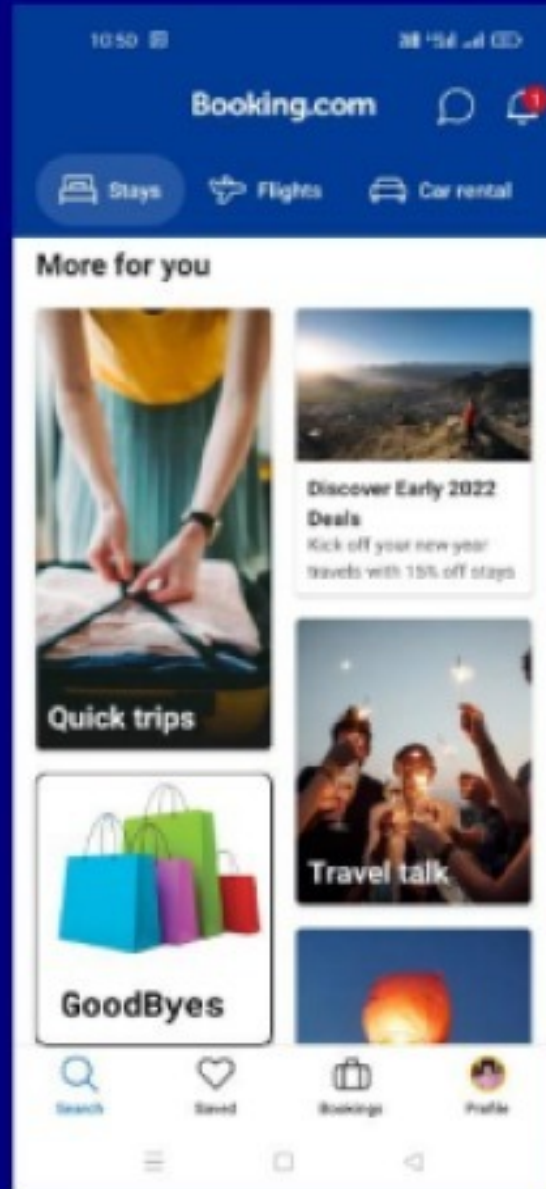
Air India

Rs. 2,544.94

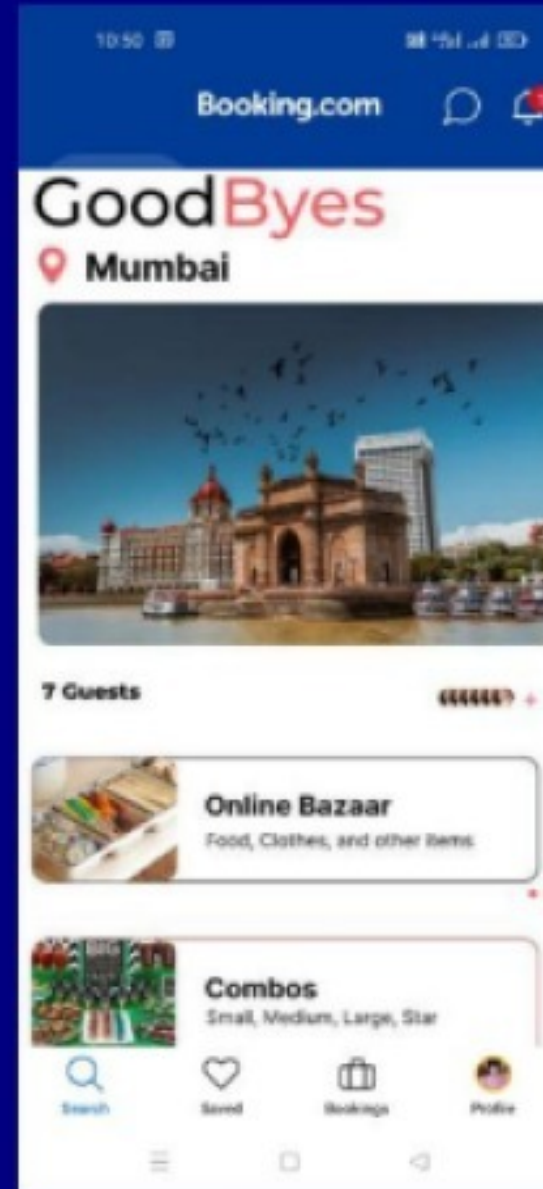
Total

After selecting a date,A list of
flights available for that day are
displayed

BOOKING GOODBYES



On landing page , Under More for you tab ,you will see GoodByes tab

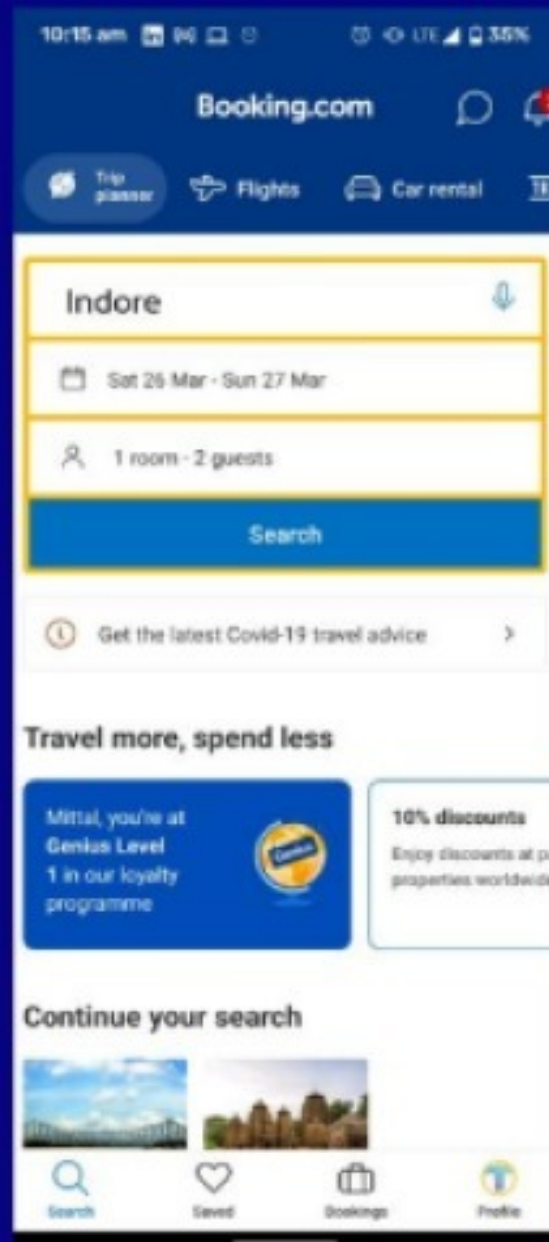


Guest will see Online Marketplace and combos

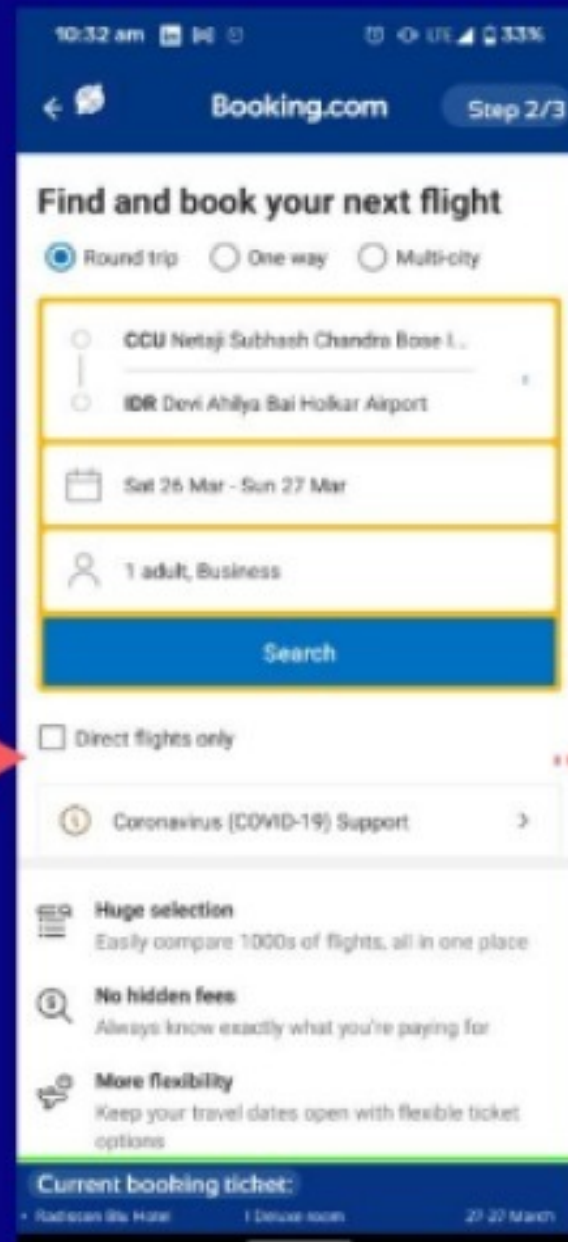


The combos page has Small, Medium, Large and Star Packages. Upon selecting one, User will be redirected to payments page

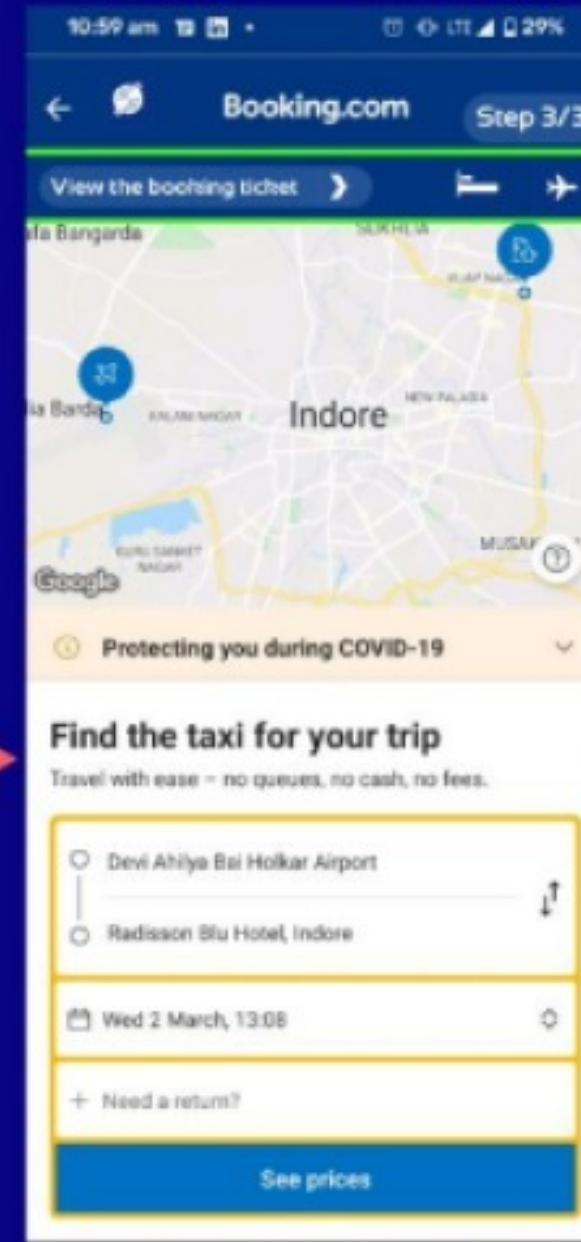
BOOKING TRIP PLANNER



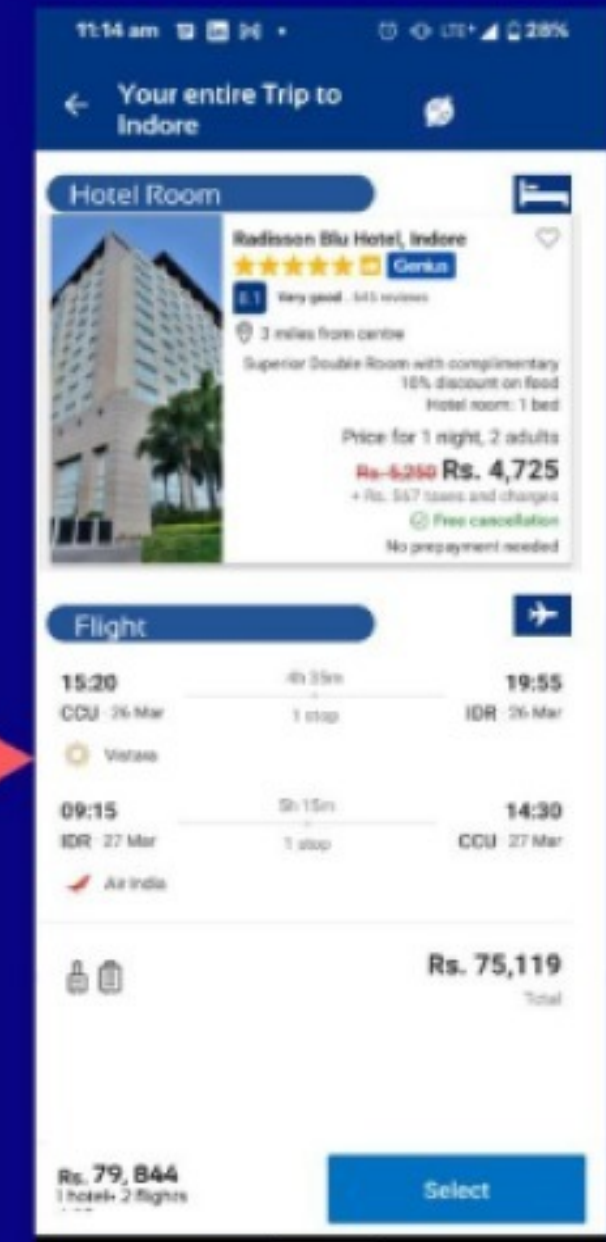
Landing page where there is a entire separate trip planner section and the first step is to book a hotel room



This is the second step to the trip planner section where it navigates to the flight section along with booking optimized feature



Next section where the users can book their cabs from their pickup location or anywhere else



The last section where you can view the summary of entire trip along with costs and everything

RICE Score Model

Priority	Idea Name	Reach	Impact	Confidence	Effort	R.I.C.E Score
1	Optimize	90	2	100%	2	90
2	Goodbyes	100	1	80%	1	80
3	Trip Planner	90	2	80%	2	72

Conclusion

BOOKING OPTIMIZE is a better solution in terms of user acquisition, user satisfaction and activity on app and is a better solution overall

Success Metrics along with their behaviour for determination of success of feature

SM for Optimize

- # of trips planned
- # of succesful trips booked
- # of people who checked multiple dates
- Adoption Rate
- Stickiness Ratio
- % of new users using initiative at first trip

SM for Goodbyes

- Retention Rate
- # of Net Promoter Score (NPS)
- # of new users using initiative at first trip
- % of users who used initiative again
- # of positive reviews of initiative

SM for Trip Planner

- # of trips planned and successfully booked
- # of Net Promoter Score (NPS)
- % of new users using initiative at first trip
- % of users who used initiative again
- Ratio of users used chatbot for booking and queries