

# Teardown of Writing of a Review

**Booking.com**



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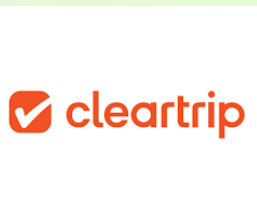
# OVERVIEW

MakeMyTrip is an Indian online travel company founded in 2000. Headquartered in Gurugram, Haryana, India, the company provides online travel services including airline tickets, domestic and international holiday packages, hotel reservations, rail, and bus tickets. As of 31 March 2022, they have 14 company-owned travel stores in 14 cities, over 30 franchisee-owned travel stores in 28 cities, and counters in four major airports in India. MakeMyTrip has also numerous international offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai.

# MISSION

MakeMyTrip's mission is to "provide customers with a one-stop-shop for all their travel needs." The company's vision is to "make travel simple and fun for all."

## COMPETITORS



## KEY STATISTICS

Website traffic	Gross bookings	Hotel room nights	Mobile app users	Market share	Geographic reach	Value proposition
In 2022, with 511 million visits	\$76.6 billion in gross travel bookings in 2021; 116% increase from 2020	increased to 591 million in 2021 from 355 million in 2020	over 100 million mobile app users in 2022	over 40% in the online travel agency (OTA) market	42 languages and covers over 224 countries and territories worldwide	convenience, accessibility, cost reduction, risk reduction, and brand/status

## USER PERSONA

Anjali Sharma

28 years old



**Occupation:** Software Engineer

**Location:** Bangalore, India

**Income:** INR 12 lakhs per year

**Travel frequency:** 2-3 times per year

**Travel interests:** Beach vacations, city breaks, and family holidays

**Pain points:**

- \* Finding the best deals on flights and hotels
- \* Planning a trip that fits her budget
- \* Making sure that her travel arrangements are secure

**Goals:**

- \* To find the best deals on flights and hotels
- \* To plan a trip that fits her budget

**Needs:**

- \* A user-friendly website or mobile app that allows her to easily search for flights and hotels
- \* A website or mobile app that allows her to book flights and hotels with just a few clicks

**Preferences:**

- \* She prefers to book her travel online
- \* She is looking for a website or mobile app that is easy to use and secure

Subham Yadav

25 years old



**Occupation:** Software Engineer

**Location:** Bangalore, India

**Income:** INR 10 lakhs per year

**Travel frequency:** 2-3 times per year

**Travel interests:** Mountains, city breaks, and Solo trips

**Pain points:**

- \* Finding the best deals on flights and hotels
- \* Making sure that her travel arrangements are secure

**Goals:**

- \* To find the best deals on flights and hotels
- \* To make sure that her travel arrangements are secure

**Needs:**

- \* A website or mobile app that allows him to compare prices from different travel providers
- \* A website or mobile app that allows him to book flights and hotels with just a few clicks

**Preferences:**

- \* He is price-conscious, but she is willing to pay for a good experience
- \* He is looking for a website or mobile app that is easy to use and secure

## User Journey Map (For Writing a Review)

Stages	Landing page	Select a hotel	Rate and Write a Review	Submit a Review
Doing	Open Booking.com app	Select a hotel which I want to review	Click the "Write a Review" button	Click on Submit Rating button to submit Rating and Review
Thinking	Thinking of writing a review for the property where recently stayed Can I write a review if the property isn't visited?	Easy to find a hotel/resort which I want to review	The review should be specific and honest which help the other customer to stay there The review should be fair and helpful for the other customer and need to provide genuine rating	Your review has been submitted and pop up should come
Emotions	<p>HAPPY</p> <p>NEUTRAL</p> <p>FRUSTRATED</p>			

## CUSTOMER JOURNEY

01

Provide the Destination, Check-In, Check-Out date and the No. of Guests in the search box

The screenshot shows the Booking.com search interface. A yellow arrow points to the search bar where 'Shimla' is entered. The search criteria are: Saturday 15 July 2023, Sunday 16 July 2023, 1 night stay, 2 adults - 0 children - 1 room. The search button is highlighted in blue.

02

Click on the Guest Review to enter the review for the particular property

The screenshot shows the property page for 'Staynest Mashobra with balcony'. A yellow arrow points to the 'Guest reviews' tab. The page displays a rating of 8.6 (16 reviews) and a 'Write a review' button. Below the rating, there are category scores: Staff (9.1), Facilities (8.9), Cleanliness (9.2), Comfort (8.9), Value for money (9.1), and Location (8.9). There are also filters for Reviewers, Review scores, Languages, and Time of year. A 'Guest reviews' section shows a review from 'Vishal' (Reviewer's choice) dated 3 June 2023, with a rating of 10 and the text 'Exceptional'. The review text is partially visible: 'Hotel was wonderful all rooms are nit and clean staff was very good and location and view was'.

03

Click on the "Write a Review" to provide the review

### Enter your booking details

Check your booking confirmation email to find your booking number and PIN

Booking number

PIN

Rate your stay

Only a customer who has booked through Booking.com and stayed at the property in question can write a review. This lets us know that our reviews come from real guests, like you.

04

The customer can provide the review of the property after providing Booking Number and PIN

## CUSTOMER JOURNEY

05

The customer can get the information based on different categories



**Categories:**

Staff	9.1	Facilities	8.9	Cleanliness	9.2
Comfort	8.9	Value for money	9.1	Location	8.9

**Filters**

Reviewers: All (16) Review scores: All (16) Languages: All (16) Time of year: All (16)

Select a topic to search reviews:

View + Breakfast + Dinner + Balcony + Location + Show more

06

The customer can be filtered out based on their requirements and select a particular topic to search reviews



Try Pitch

**Guest reviews**

Sort reviews by: Newest first

**Subadani** India  
King Room with Balcony  
1 night - June 2023  
Couple

Reviewed: 10 July 2023

1.0

We didnot stay at all as they didnot open the door even after inform the timing of arrival.

Pathetic hotel staff.

They took advance payment but when we reached the homestay they didnot open the door even after knocking the door and calling for over 1 hr at night. We had already informed the hotel staff of our timing but they didnot open the door. We can hear their phone ringing from outside the house when we called them for more than 30 times. So we had to leave the place at midnight. Still they didnot return our money. Next day we call them again and told to return our money but still no response from their side. We were harrassed that night. Kindly look into the matter and kindly make them refund our money back.

Helpful Not helpful

**Upasna** India  
King Room with Balcony  
2 nights - July 2023  
Couple

Reviewed: 5 July 2023

Exceptional

10

The host was amazing and hospitable. The in-house kitchen food was very tasty and had a home cooked feel and local flavour.

09

The customer can share their thoughts regarding their property according to their convenience

07

The customer can sort the reviews by their own needs

08

The customer can rate their experiences

## USER EXPERIENCE

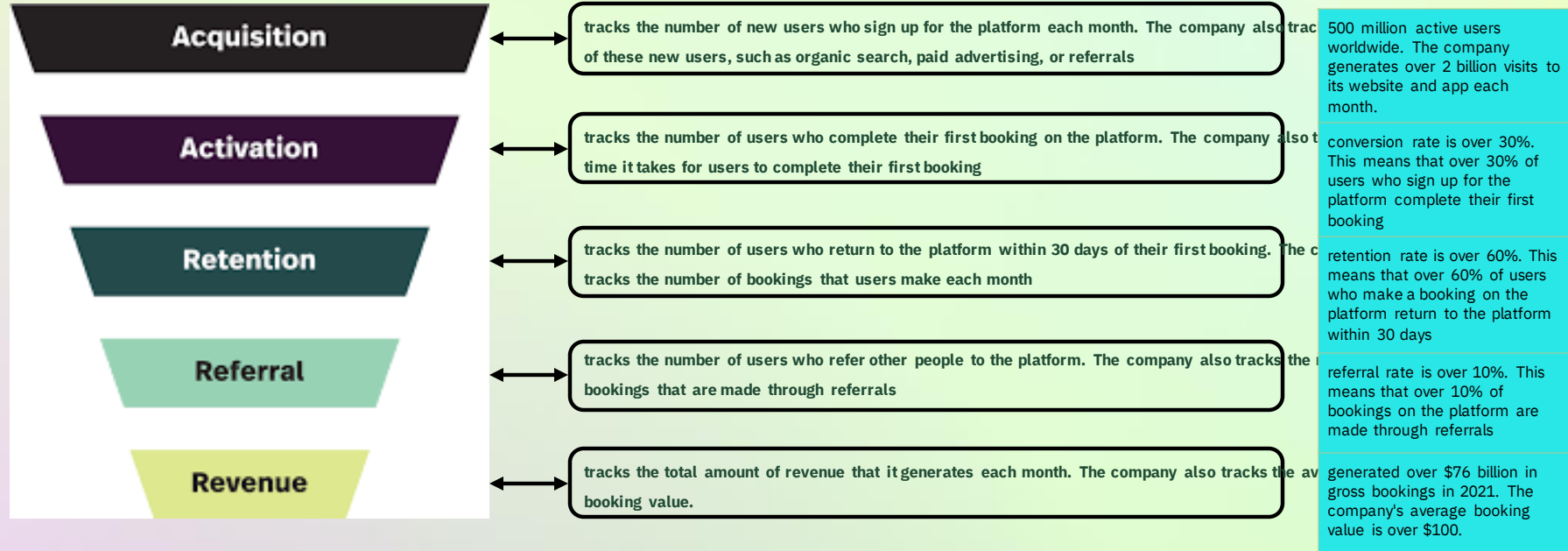
### Pros

- **Wide selection of properties:** Booking.com offers a wide selection of properties to choose from, including hotels, apartments, villas, and more. This means that you are likely to find the perfect property to suit your needs and budget.
- **Convenient booking process:** Booking.com's booking process is easy and convenient. You can book your property in just a few clicks, and you will receive instant confirmation.
- **Good customer service:** Booking.com has a good customer service team that is available 24/7. If you have any problems with your booking, you can contact them and they will be happy to help.
- **Flexible cancellation policies:** Many of the properties on Booking.com offer flexible cancellation policies. This means that you can cancel your booking without penalty up to a certain number of days before your stay.
- **Rewards program:** Booking.com has a rewards program called Genius. If you become a Genius member, you will receive discounts on your bookings, as well as other benefits such as priority customer service and early access to deals.

### Cons

- **Prices may be higher than other booking sites:** Booking.com is a popular platform, so it can sometimes charge higher prices than other booking sites. This is because they have a lot of traffic and can afford to charge more.
- **Hidden fees:** Booking.com may charge hidden fees, such as taxes and service charges. These fees are not always clearly disclosed, so it is important to read the fine print before you book.
- **Reviews may be unreliable:** Booking.com allows anyone to leave a review, so it is important to be critical of the reviews you read. Some reviews may be fake or biased, so it is a good idea to read multiple reviews before you make a decision.
- **Customer service may not be helpful:** Booking.com's customer service team is not always helpful. If you have a problem with your booking, you may have to wait a long time to get a response.
- **Not all properties are listed:** Booking.com does not list all properties, so you may not find the perfect property for your needs.
- **Not all properties are eligible for cancellation:** Some properties on Booking.com have strict cancellation policies, which means that you may not be able to cancel your booking without penalty.
- **Booking.com takes a commission:** Booking.com takes a commission from the properties that are listed on their website. This means that the property may charge you a higher price than if you booked directly with them.

# AARRR FRAMEWORK





## Reasons are listed here:

direct measure of customer engagement/predictor of future revenue/simple metric to track

To measure the effectiveness of their marketing campaigns/To understand how customers are using their platform/To set goals and track progress

To understand how customers are finding their website or app/are interacting with the platform/what factors are influencing customers' decision to make a booking

### NORTH STAR METRIC

**Bookings per customer**

### L1 METRIC

- Number of unique visitors
- Conversion rate
- Average booking value
- Repeat bookings

### L2 METRIC

- Search traffic
- Organic traffic
- Paid traffic
- Conversion rate optimization
- Customer engagement

Here are some examples of how Booking.com might use these metrics to improve its business:

- If they see that the number of unique visitors is decreasing, they might investigate ways to improve their website's search engine optimization (SEO) or paid advertising campaigns.
- If they see that the conversion rate is low, they might look at ways to improve the user experience on their website or app.
- If they see that the average booking value is decreasing, they might explore ways to offer more premium products or services.
- If they see that repeat bookings are low, they might look at ways to improve the customer loyalty program

A wide-angle shot of a two-lane asphalt road stretching into the distance. The road is flanked by greenery and some trash bins on the left. In the foreground, the words "THANK YOU" are painted in large, white, sans-serif capital letters across the width of the road. The text is centered and takes up a significant portion of the lower half of the image. The road has white dashed lane markings and a double yellow line on the left side. A small car is visible in the distance at the end of the road. The scene is brightly lit, suggesting a sunny day.

THANK  
YOU