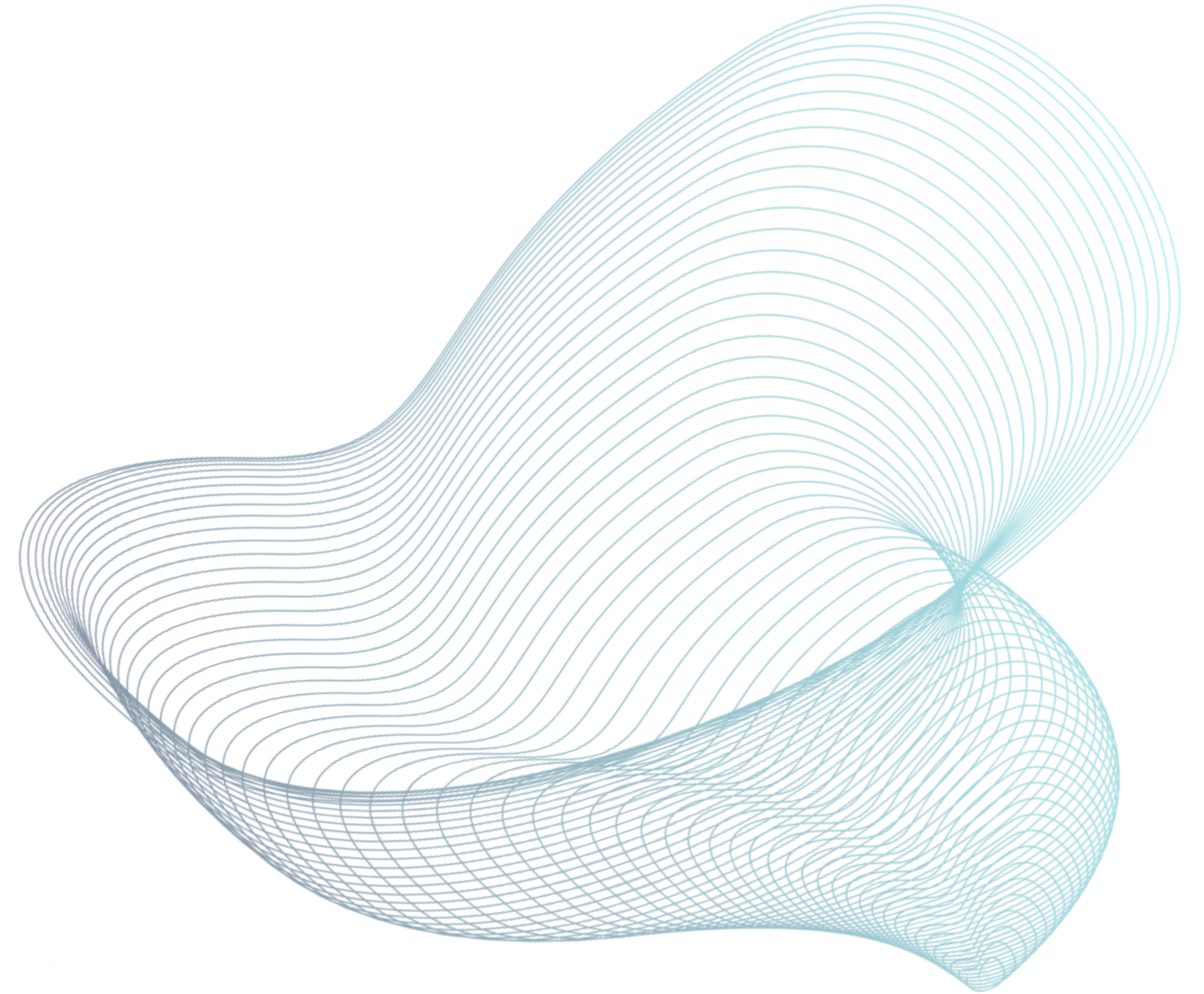


ZOLO STAYS

Welcome

zolo
STAYS



Notification Teardown (2/6)

SOURAV BASAK

What is Zolo Stay

ZoloStays is a co-living platform that provides easy, delightful, and beautiful stays for those who want to make a difference. It is India's largest co-living platform, with over 100,000 beds across 300+ properties in 10 cities. ZoloStays offers a variety of co-living options, including shared rooms, private rooms, and entire apartments. All ZoloStays properties are fully furnished and equipped with modern amenities, such as high-speed WiFi, laundry facilities, and security. ZoloStays also offers a variety of community-building activities and events, so residents can get to know each other and make new friends.

Key Features

- Fully furnished and equipped rooms
- Modern amenities, such as high-speed WiFi, laundry facilities, and security
- Variety of community-building activities and events
- Convenient locations in major cities
- Competitive pricing
- Flexible stay terms

SWOT Analysis

Strengths

- Strong brand recognition as India's largest co-living platform
- Large network of properties across 10 cities in India

Weaknesses

- Some residents have complained about the quality of cleaning and maintenance in some properties
- Customer service has been inconsistent in some cases

Opportunities

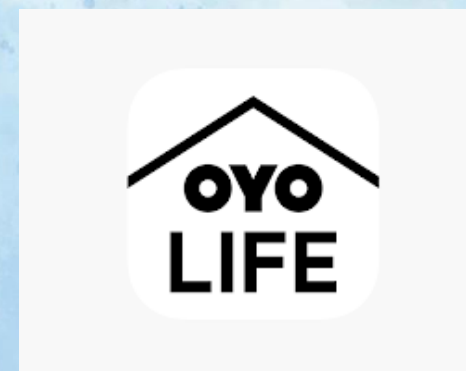
- The co-living market in India is still in its early stages of development, with a lot of potential for growth
- ZoloStays could expand into new markets, such as tier-2 and tier-3 cities in India

Threats

- The co-living market is becoming increasingly competitive, with new players entering the space
- ZoloStays could face competition from traditional rental options, such as PGs and hostels

Key Competitors

Feature	ZoloStays	Stanza Living	Hello World	Housr	Oyo Life
Number of properties	300+	500+	200+	100+	150+
Number of beds	100,000+	150,000+	50,000+	30,000+	50,000+
Cities served	10	12	6	6	8



Value Propositions

Convenient location

Fully furnished and equipped rooms

Modern amenities

Variety of community-building activities and events

Flexible stay terms

Competitive pricing

USER PERSONAS

Kuntal, 28, Male

About: Data Analyst,
Location: Bangalore



Needs:

- Neat and clean room with good storage space
- ZoloStays properties are located in convenient areas, close to major transportation hubs, schools, and workplaces.

Pain Points:

- Quality of cleaning and maintenance are not too good.
- ZoloStays customer service has been criticized for being inconsistent and unresponsive

Maya, 24, female

About: Consultant,
Location: Gurugram



Needs:

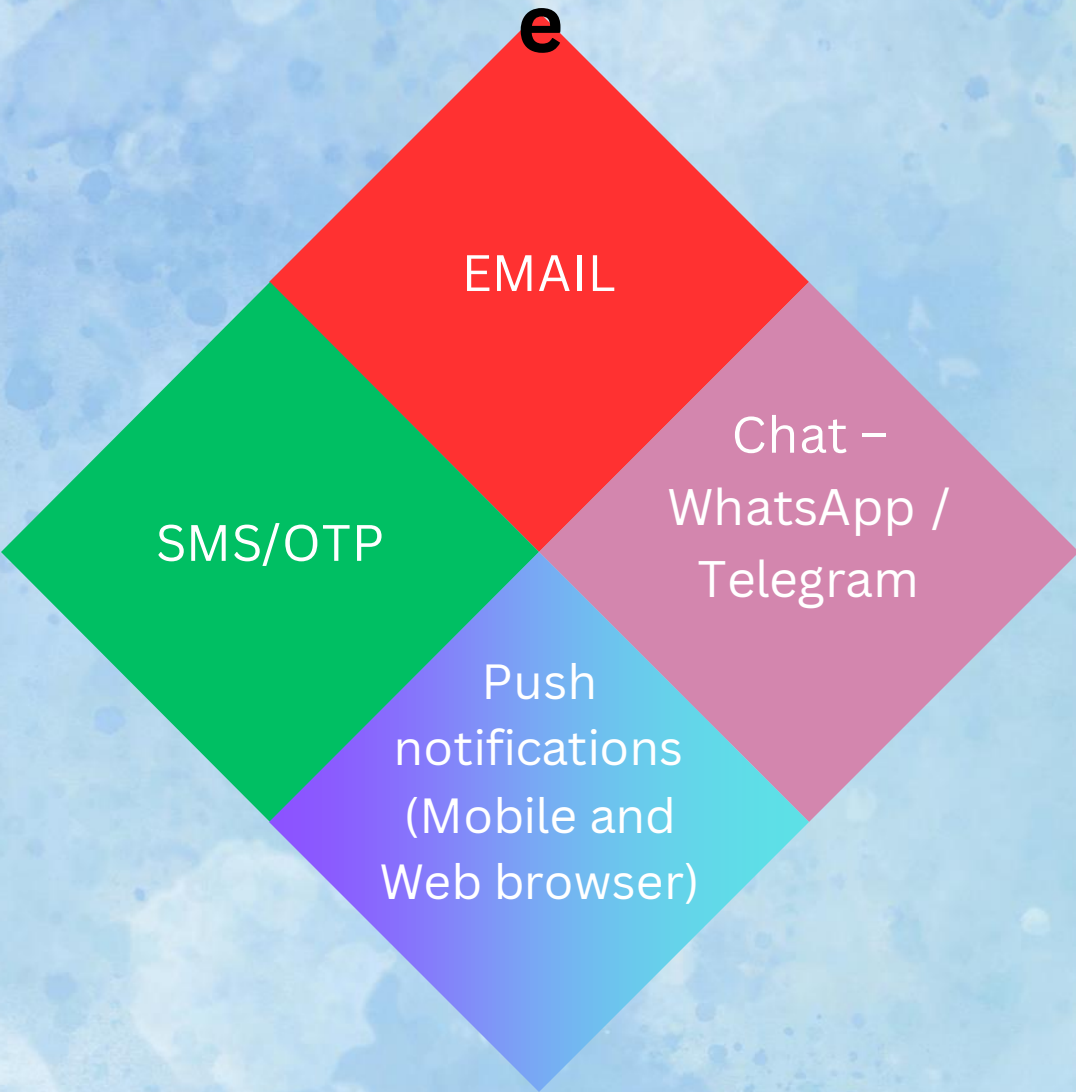
- Neat and clean room with good storage space
- ZoloStays offers competitive pricing, making it an affordable option for students, young professionals, and other budget-conscious individuals.

Pain Points:

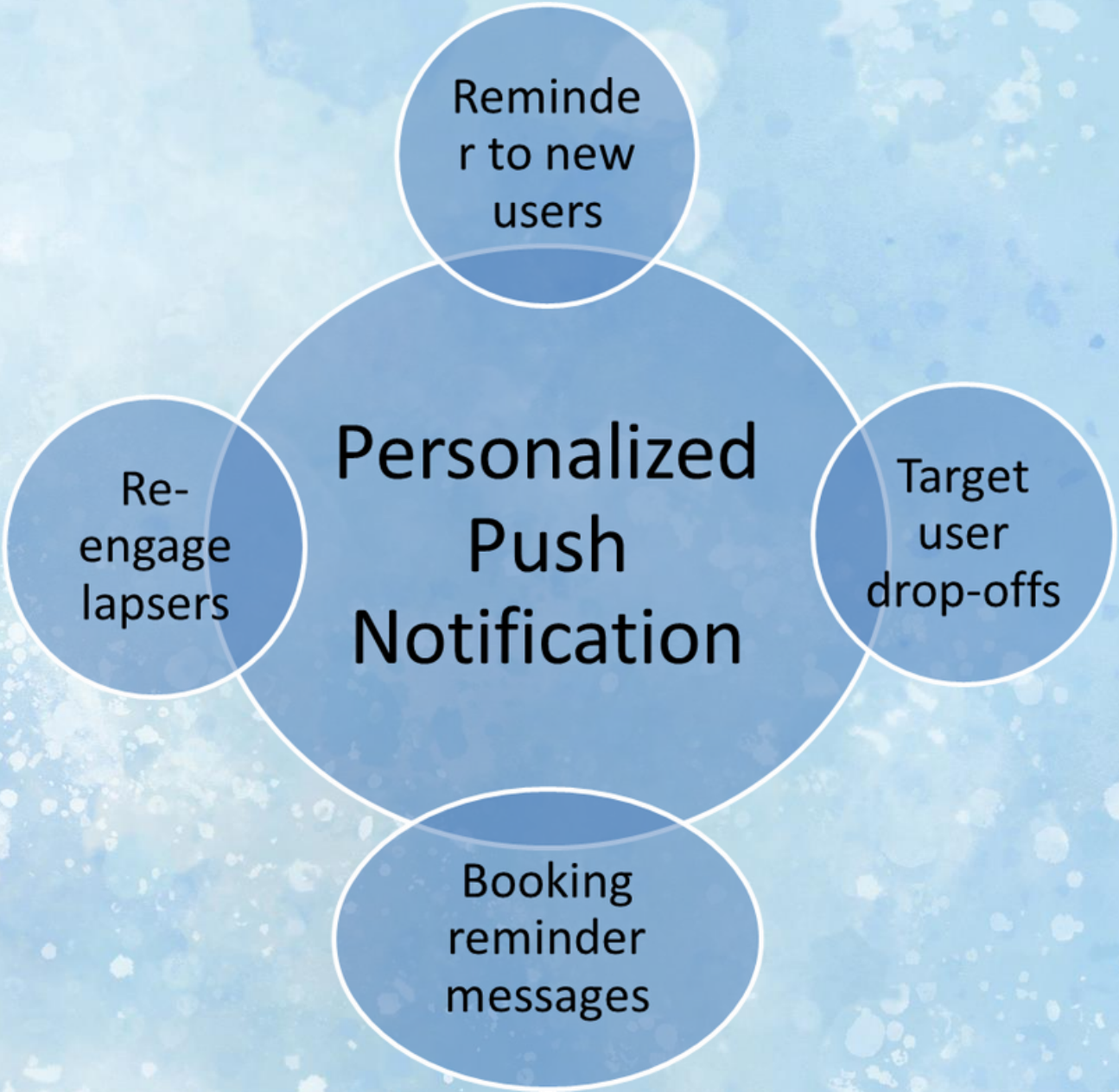
- Quality of cleaning and maintenance are not too good.
- ZoloStays customer service has been criticized for being inconsistent and unresponsive

NOTIFICATION SYSTEM DESIGN

Objective



Functional Requirement	Non-functional requirement
Send notifications	High performance
Prioritize notifications	Highly available (HA)
Send notifications based on customer’s saved preferences	Extendable/Pluggable design
Single/simple and bulk notification messages	Low latency
Analytics use cases for various notifications	API integration with all notification modules and external integrations
Reporting of notification messages	Scalable for higher load



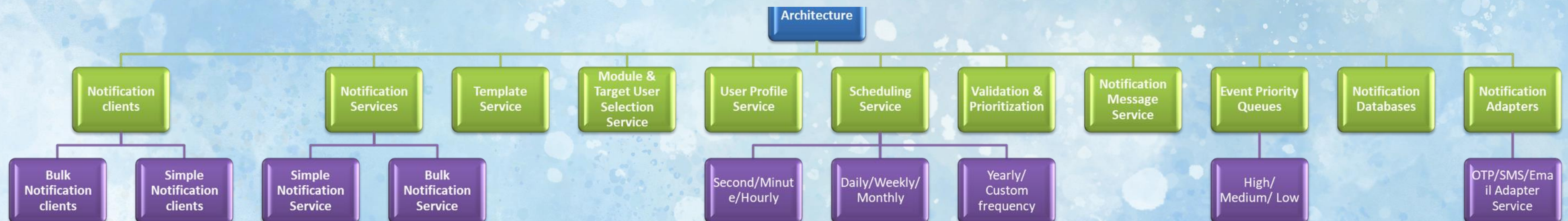
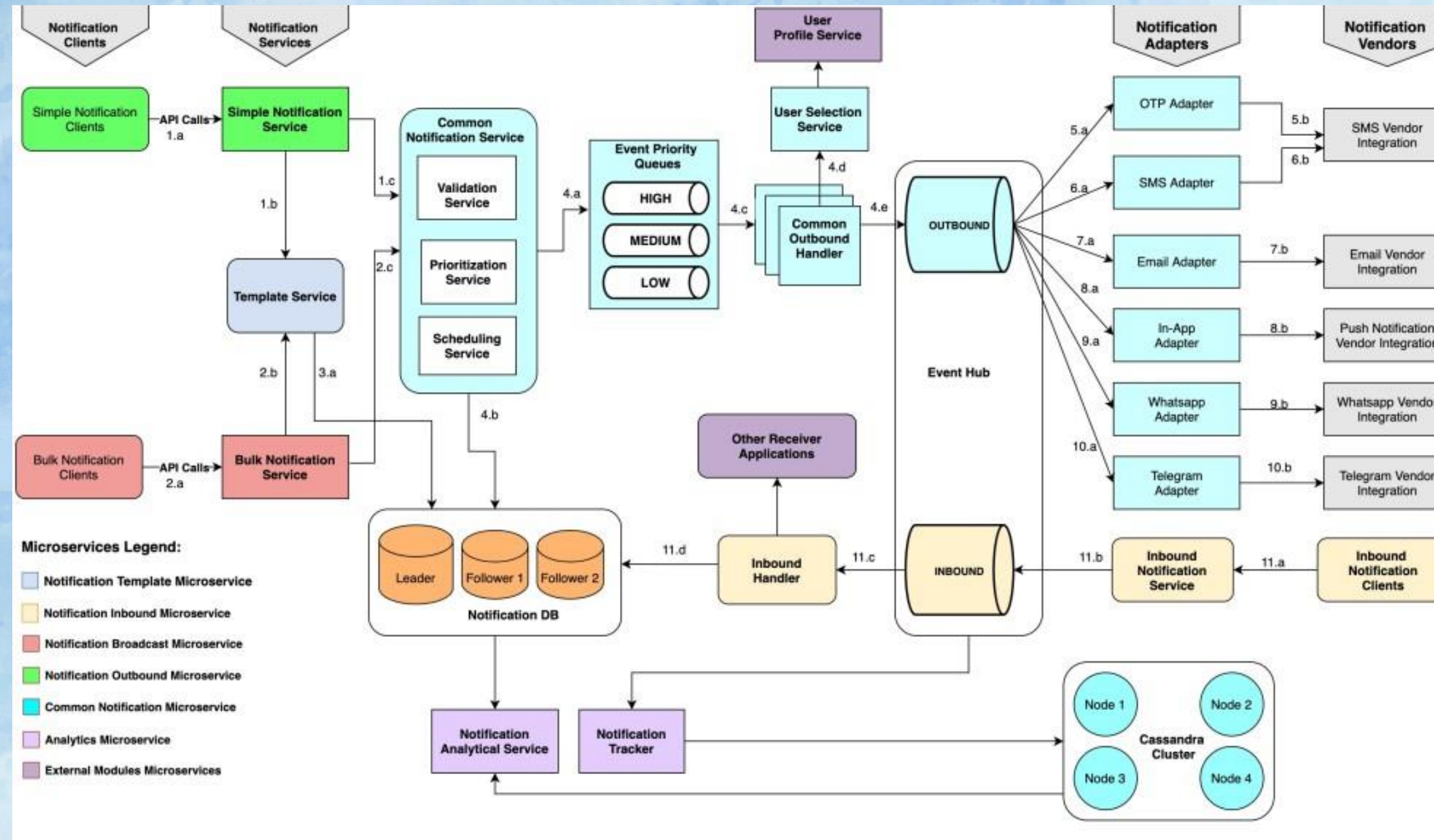
Render Rate

Push Notifications Rendered on the end user device

Total number of Push Notifications Sent

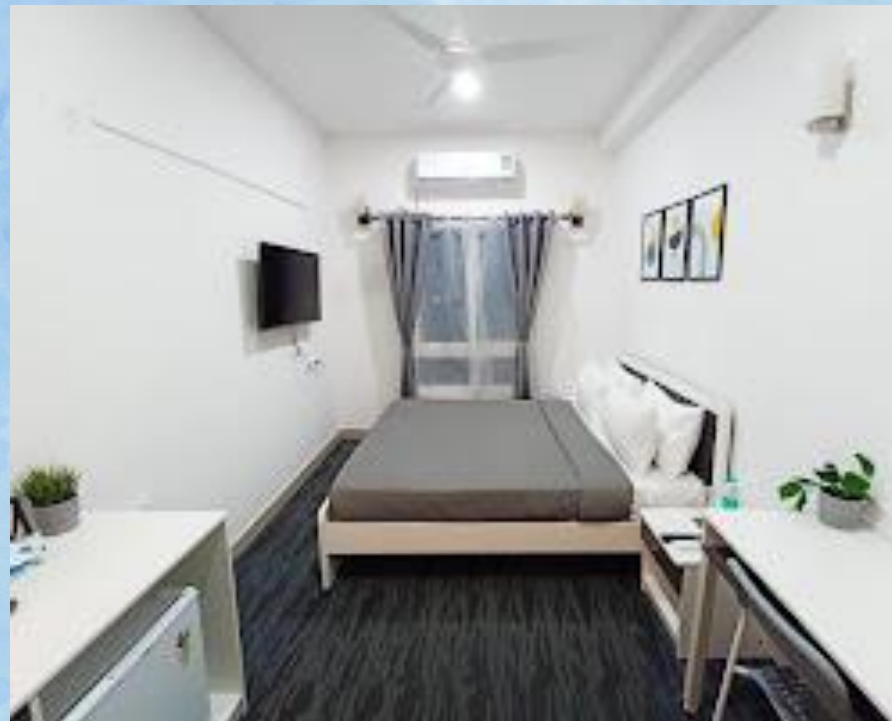
X 100

NOTIFICATION SYSTEM DESIGN



PUSH & IN-APP NOTIFICATIONS

STATISTICS

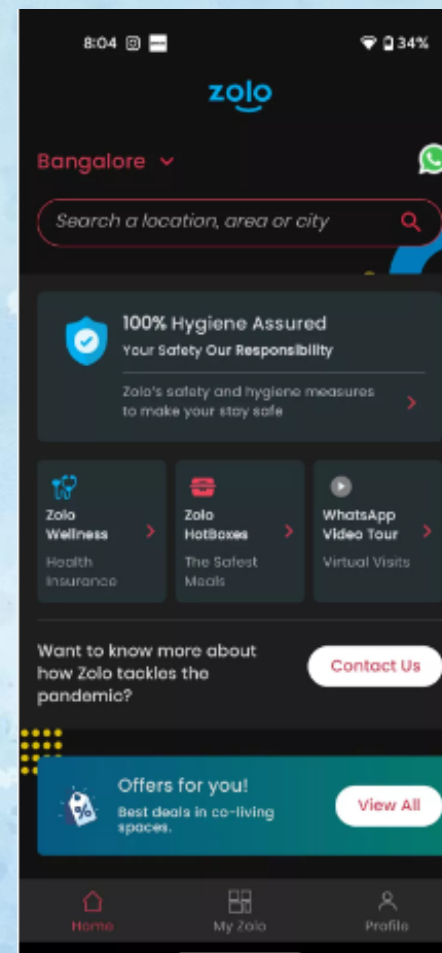


New property listings

ZoloStays will send you a notification if a new property listing is added to your preferred location

Discounts and offers

ZoloStays will send you a notification if a new property listing is added to your preferred location



**5 Million+
App
downloads**

**300
properties**

**100,000
beds**

**present in
10 cities in
India**

**Shared,
private, and
entire
apartments**

**variety of
amenities such as
high-speed WiFi,
laundry facilities,
security.**

**flexible stay
terms**

PUSH & IN-APP NOTIFICATIONS

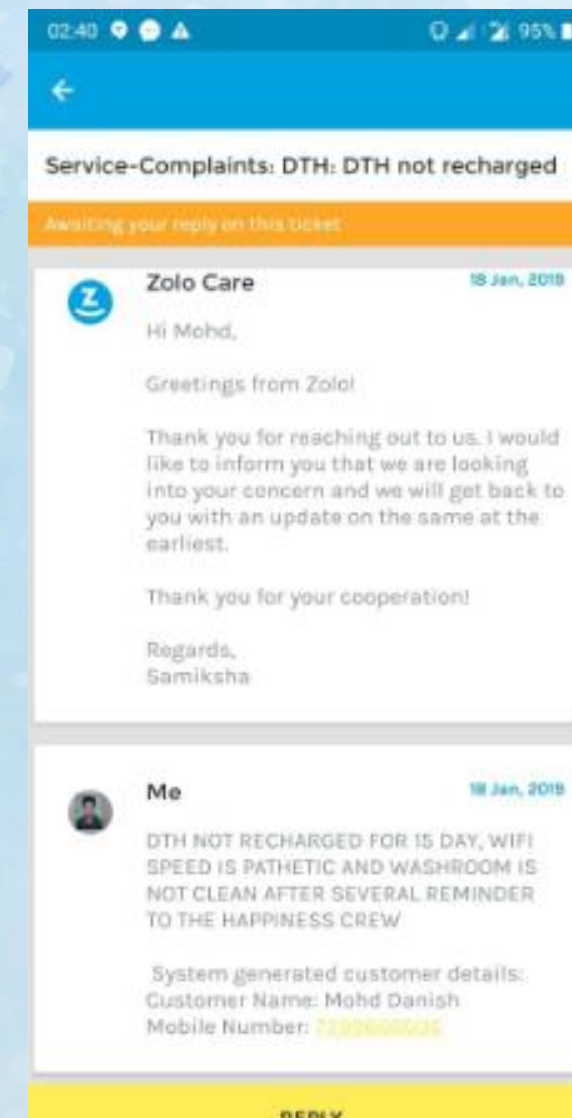
Travel updates:

You will receive a notification if there is any important travel update that may affect your booking, such as a flight cancellation or a road closure.



Reminders:

You will receive a notification if your booking is coming up or if there is a payment due

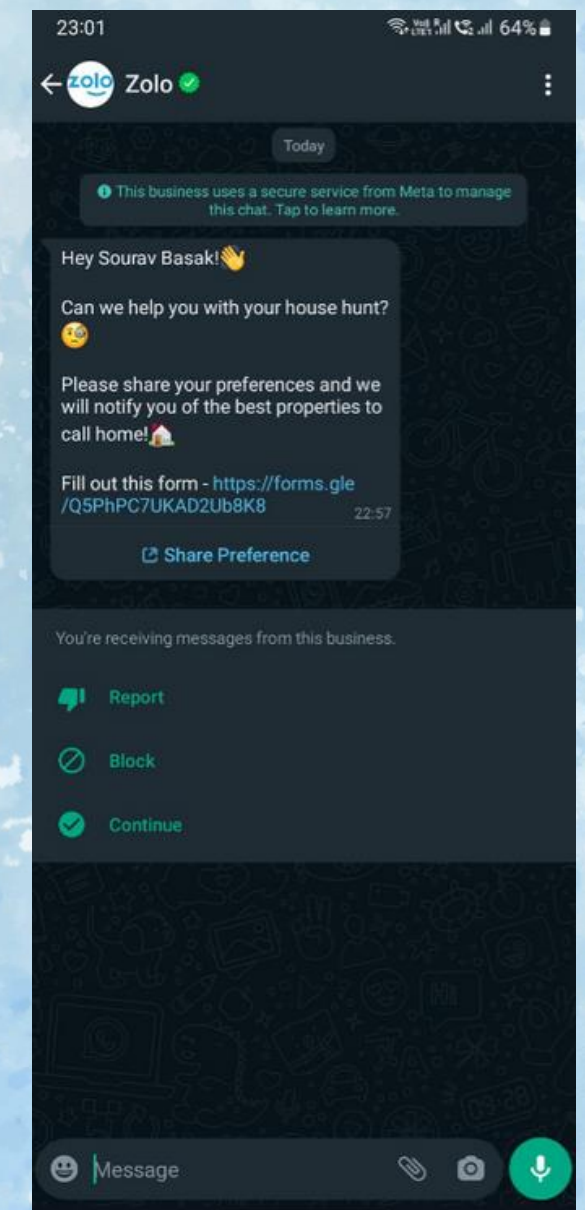


Customer support:

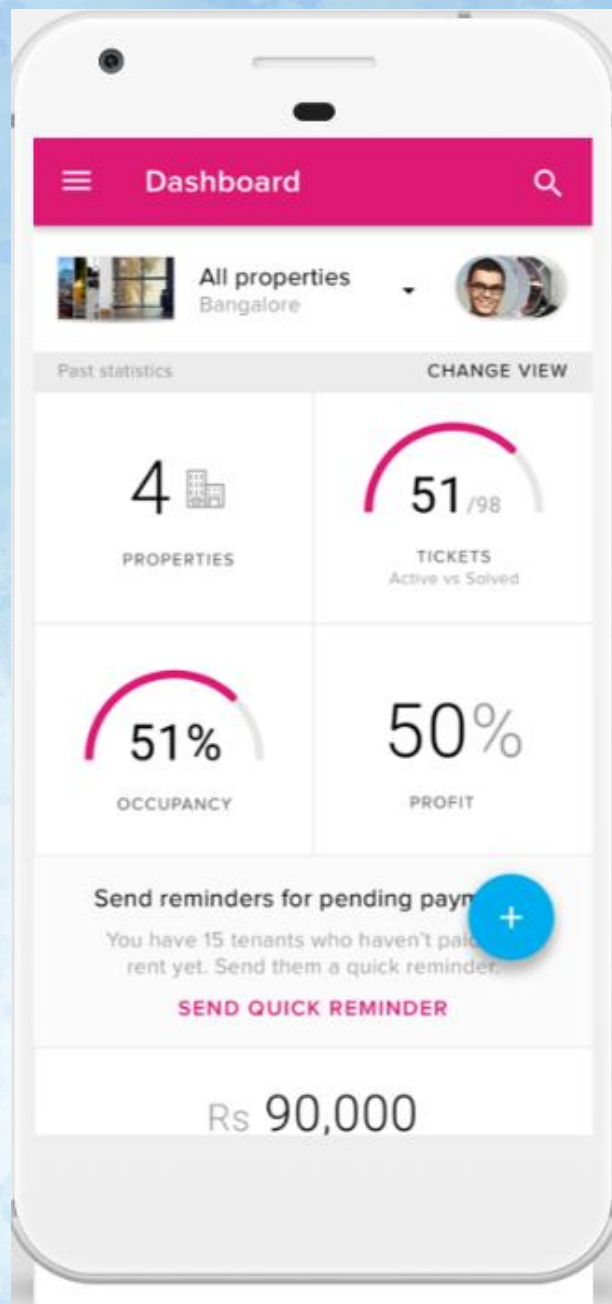
You will receive a notification if ZoloStays needs to contact you for customer support purposes

Whatsapp Notification:

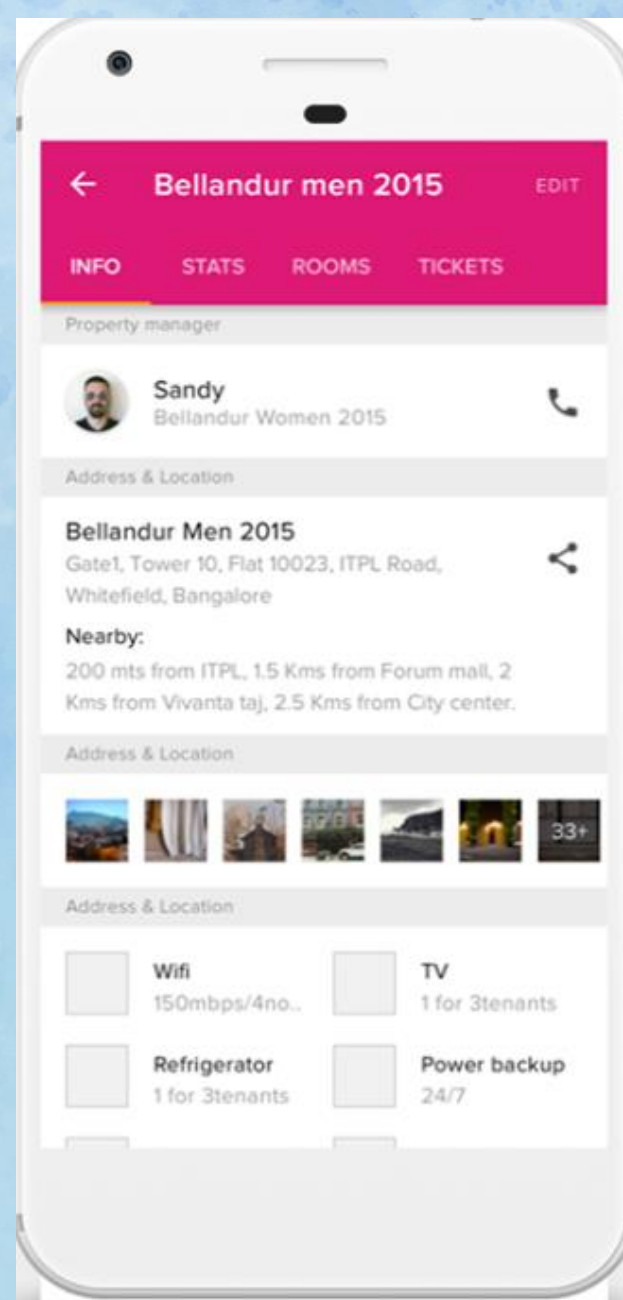
You will receive a notification for initiating to book the property in Zolo Stays



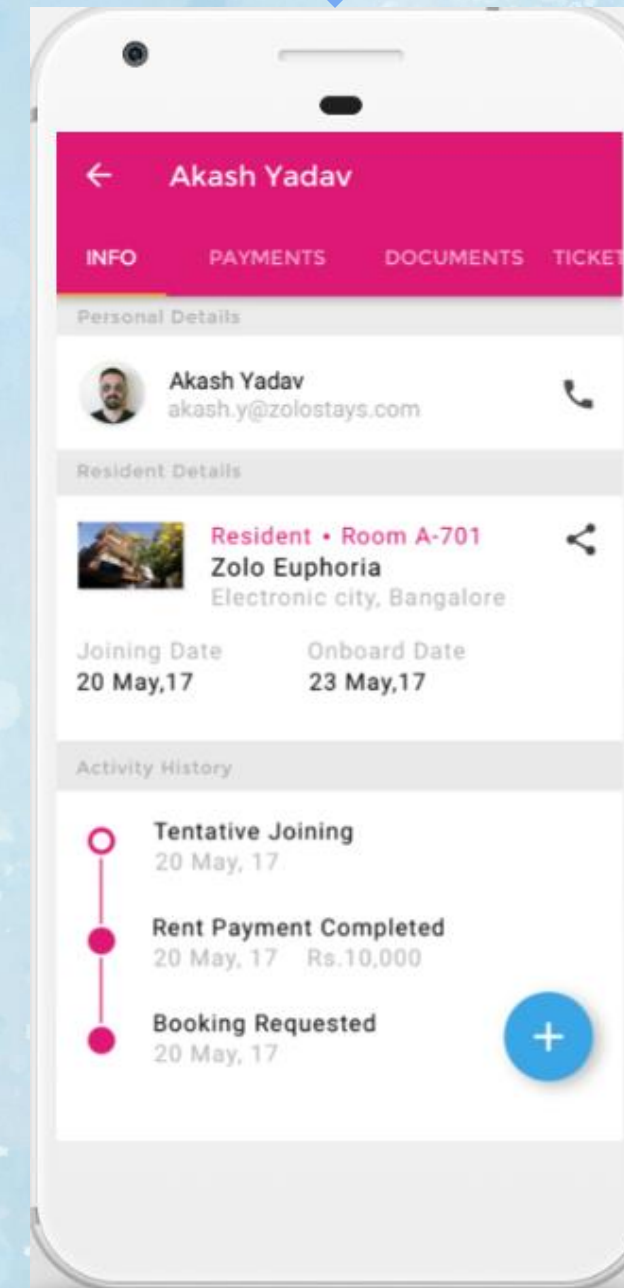
Property Statistics overview



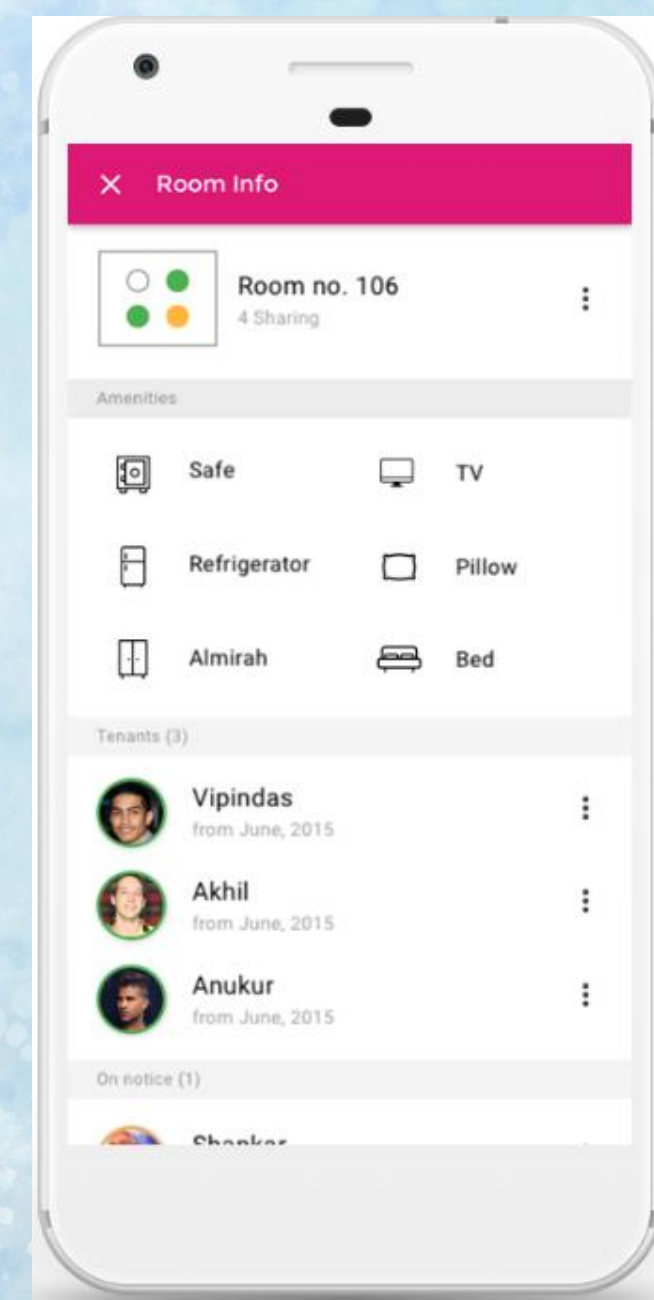
Inventory Management



Resident Management

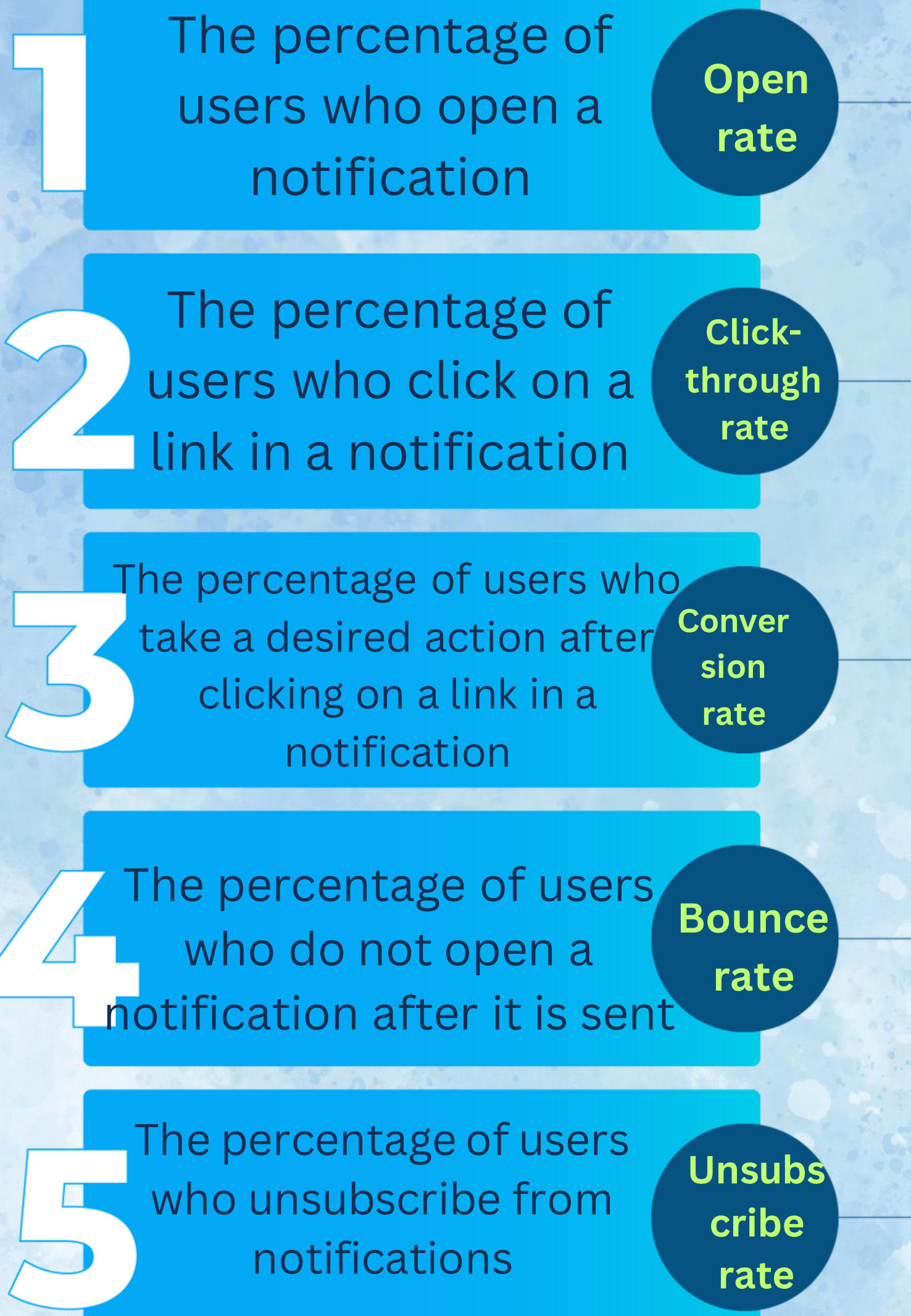


Managing Booking Request



PROPERTY MANAGEMENT

NOTIFICATION PERFORMANCE METRICS



ADDITIONAL INSIGHTS

- A high open rate indicates that users are interested in the content of the notifications.
- A high click-through rate indicates that users are finding the links in the notifications to be valuable.
- A high conversion rate indicates that users are taking the desired action after clicking on a link in the notification.
- A low bounce rate indicates that users are opening the notifications and reading them.
- A low unsubscribe rate indicates that users are satisfied with the notifications.

ADDITIONAL TIPS

- **Send notifications at the right time:** Send notifications when users are most likely to be interested in the content.
- **Personalize notifications:** Personalize notifications to make them more relevant to users.
- **Make notifications actionable:** Make sure that notifications include a clear call to action.
- **Test different notification types:** Test different notification types to see what works best for your users.
- **Track notification performance:** Track notification performance to see what's working and what's not.



Thank
You