



Tripadvisor

Teardown of writing a review

By ARUSHI RANA



About Tripadvisor

TripAdvisor is an online platform that aims to assist travelers in planning and booking their trips by providing comprehensive information and insights based on the collective experiences of its user community.

Value Proposition

1.

DO ALL YOUR TRAVEL PLANNING IN ONE PLACE
After gathering as much experience as we can, we begin to connect everything we've learned into a wholistic map of the journey.

2.

GET TRAVEL GUIDANCE
Access traveler reviews for informed decisions on hotels, restaurants, attractions, and more. Discover nearby recommendations on a map and explore destinations with expert tips from Travel Guides.

3.

GUIDE OTHER TRAVELERS

Submit your own reviews and photos of places you've visited to guide fellow travelers, post and answer questions from other like-minded travelers

Statistics

Downloads 
100M+

Monthly visitors 
160M+

Bounce Rate 
58.01%

Reviews 
777M+

Visit Duration 
3 Min Avg

Playstore Rating 
4.4

Competitors

priceline®

make  trip

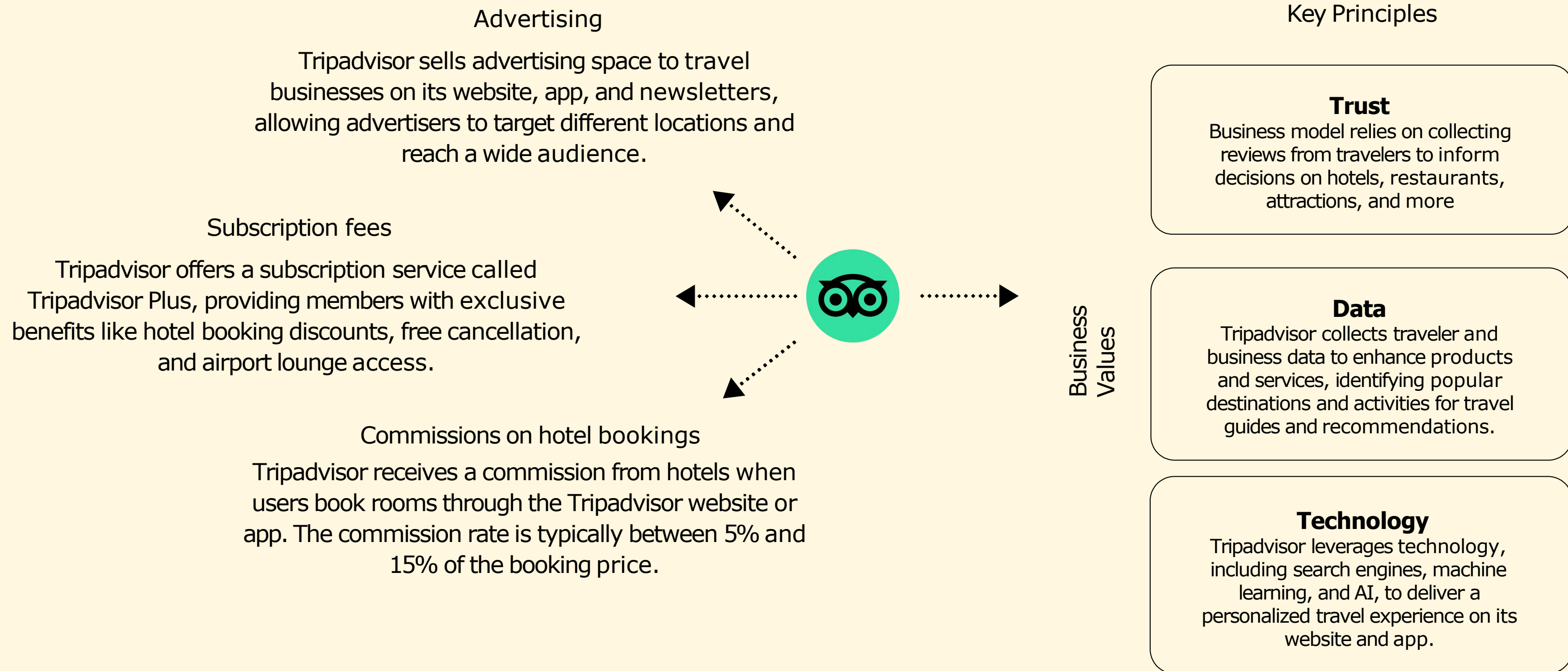
goibibo.com

ixigo

Booking.com

...
→ About 70% of Tripadvisor's website traffic comes from organic searches. The top keywords driving organic traffic to tripadvisor include 'Food near me', 'Restaurant near me' and 'Places to visit near x destination' - this is the part where reviews play the most significant role. One of the key features of TripAdvisor is its user-generated content.

Business Model



User Personas



Misha Margeret
19 years | Student

I love going to places that not many people have discovered yet. It's all about that sense of adventure and personal growth for me. Traveling helps me find myself and connect with different cultures on a deeper level.

Traveling is our way of life! It's what drives us every day. We use our adventures to tell stories, connect with people, and inspire others. We're all about breaking stereotypes, understanding cultures, and promoting sustainable travel.



Savi & Vid Goel
34 years | Travel Bloggers

Goals

- ✓ Discover lesser-known and untouched destinations
- ✓ Ensure personal safety during travels
- ✓ Find authentic reviews and recommendations from fellow travelers
- ✓ Connect with like-minded travelers
- ✓ Share personal travel experiences and recommendations

Pain Points

- ☐ Limited information and resources on lesser-known destinations
- ☐ Difficulty in finding reliable and unbiased reviews
- ☐ Concerns about personal safety in unfamiliar locations
- ☐ Challenges in connecting with other solo travelers
- ☐ Limited platform to share their own travel experiences

Goals

- ✓ Find undiscovered destinations for their blog content
- ✓ Gather authentic and unbiased reviews from real travelers
- ✓ Connect with local enthusiasts who can provide insider information
- ✓ Collaborate with local businesses to promote sustainable tourism
- ✓ Platform to engage with audience to share their unique experiences

Pain Points

- ☐ Difficulty in finding truly offbeat and lesser-known destinations
- ☐ Limited access to genuine unbiased reviews for places
- ☐ Challenges in connecting with local experts and enthusiasts
- ☐ Struggling to establish collaborations with local businesses
- ☐ Limited visibility for their travel experiences and recommendations.

Customer Journey

Map



Misha Margeret

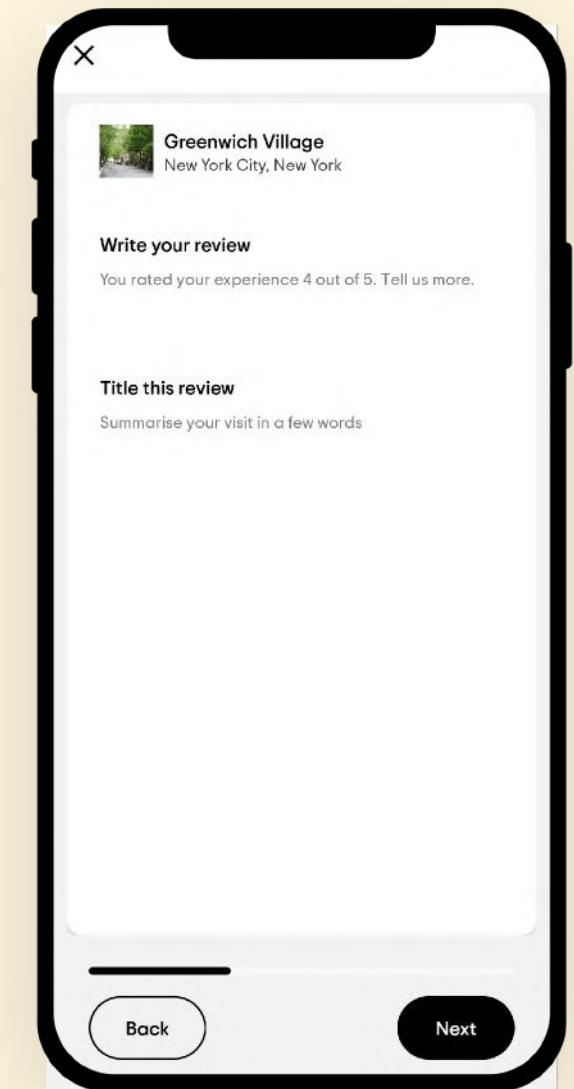
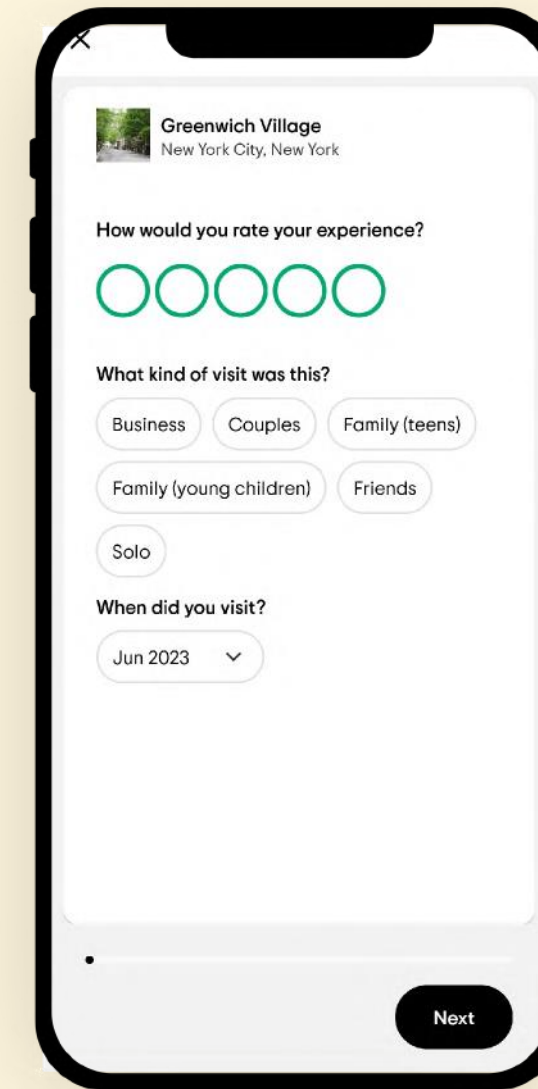
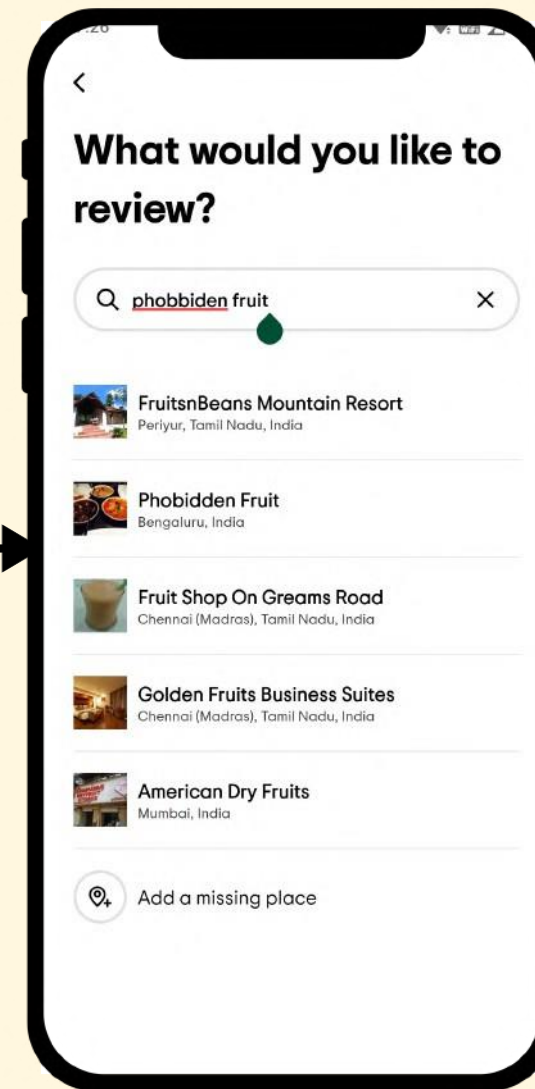
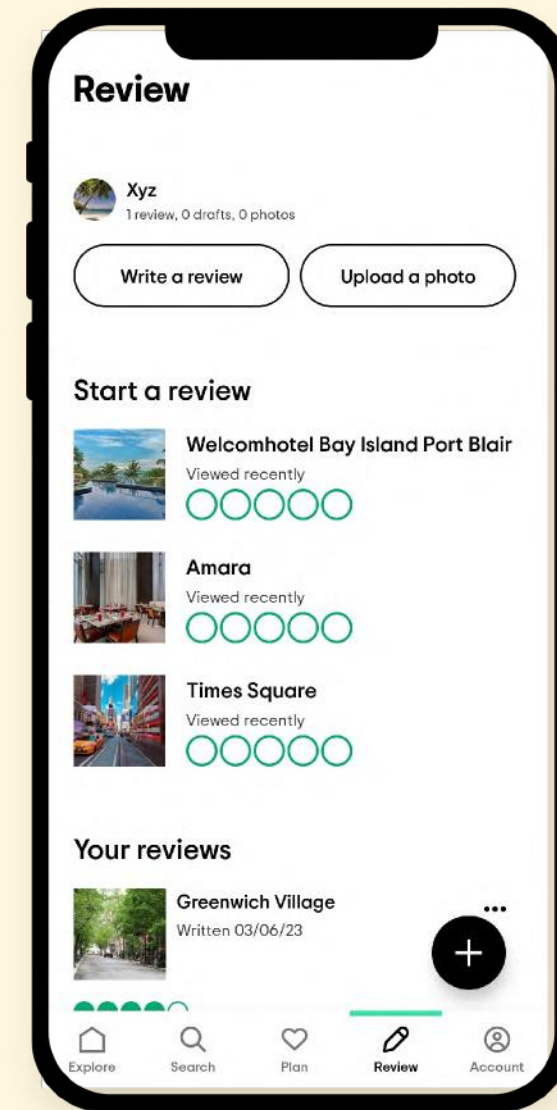
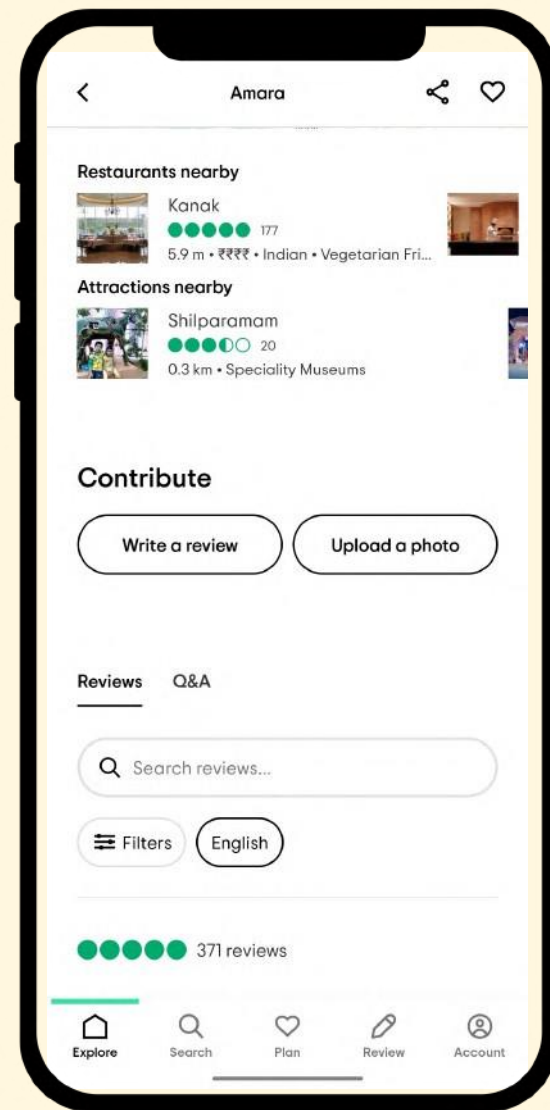
The frequent solo traveller

Scenario

Misha just came back from an amazing trip from New York and she wants to tell the world about the places she went

Current Expectations

- Quick reviewing journey
- Optimum amount of information should be taken from me



1

While exploring a place

2

Separate review flow

2a

Search for a place you want to review

2b

Basic details of the visit & place

2c

Writing the review & the title

Two entry points for writing a review

Customer Journey

Map



Misha Margeret

The frequent solo traveller

Scenario

Misha just came back from an amazing trip from New York and she wants to tell the world about the places she went

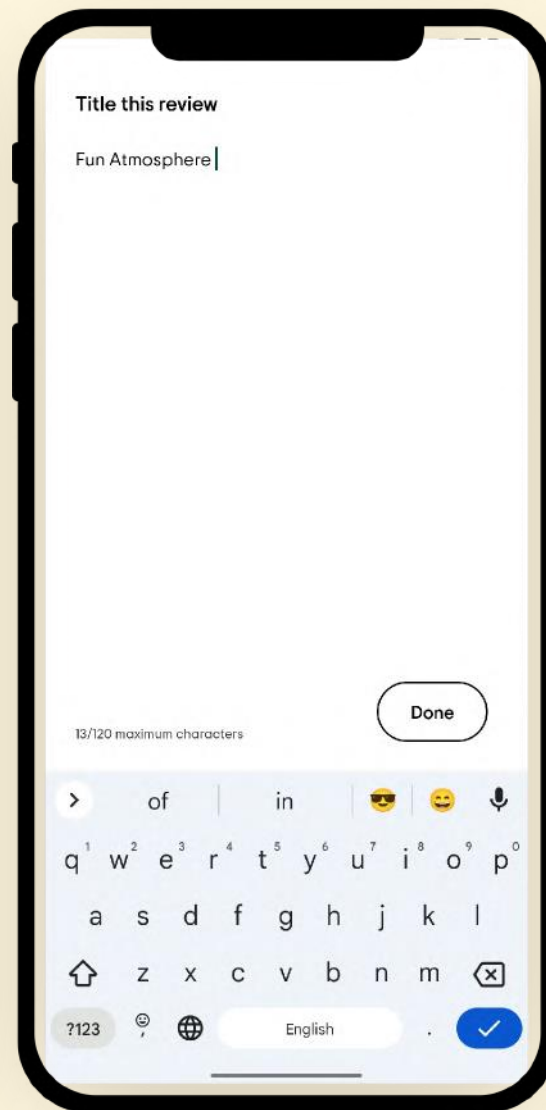
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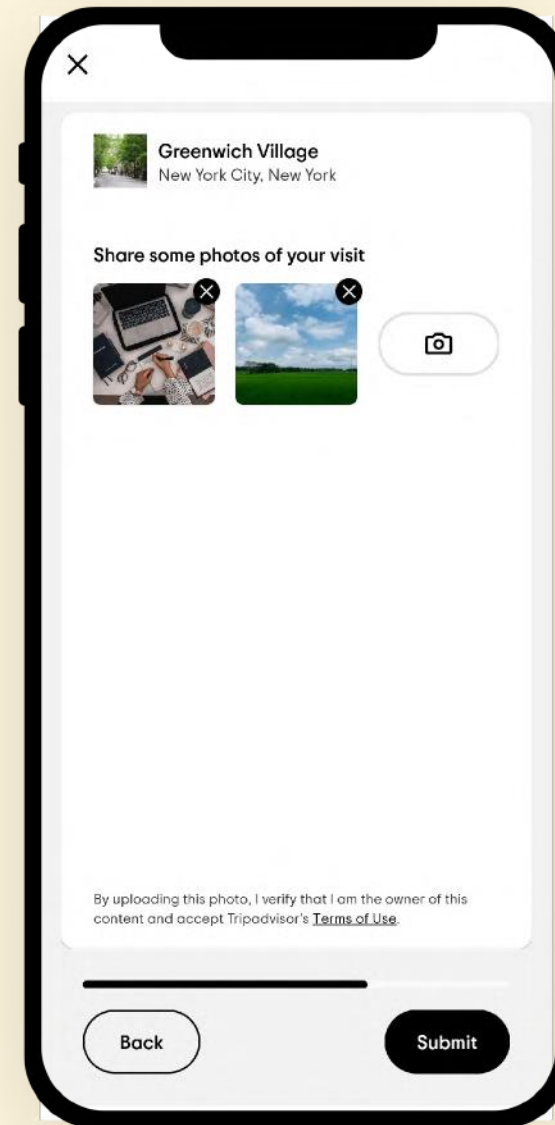
2d

Writing the review
in minimum 100
characters



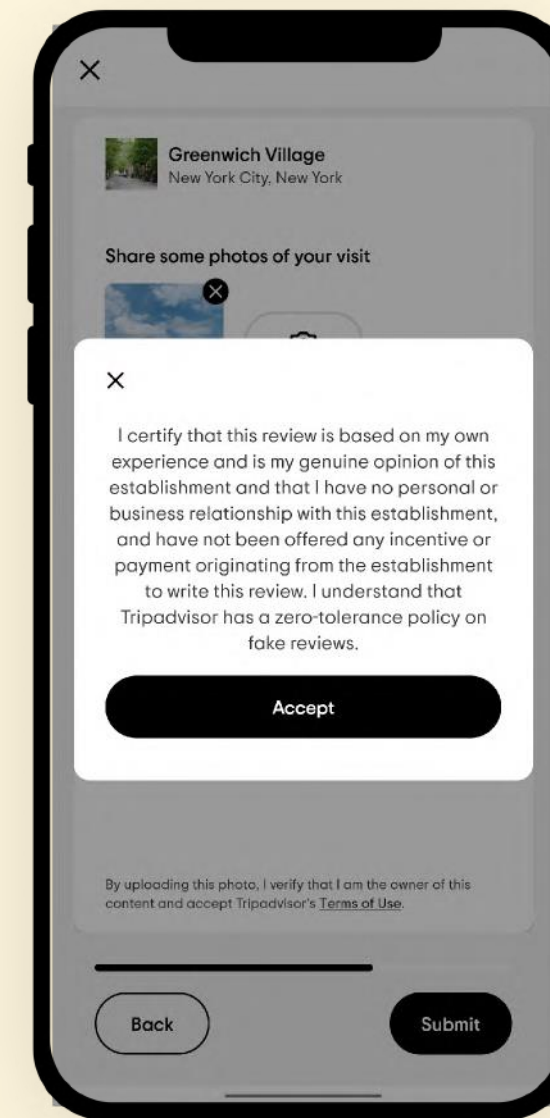
2e

Writing the title in
maximum 100
words



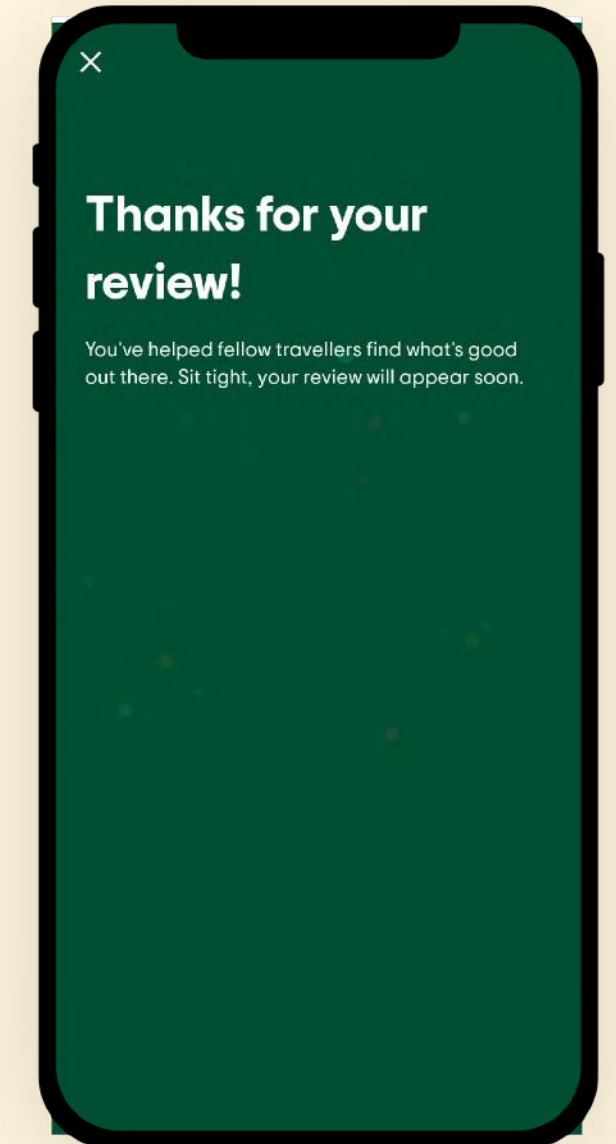
2f

Selecting photos
of the visit



2g

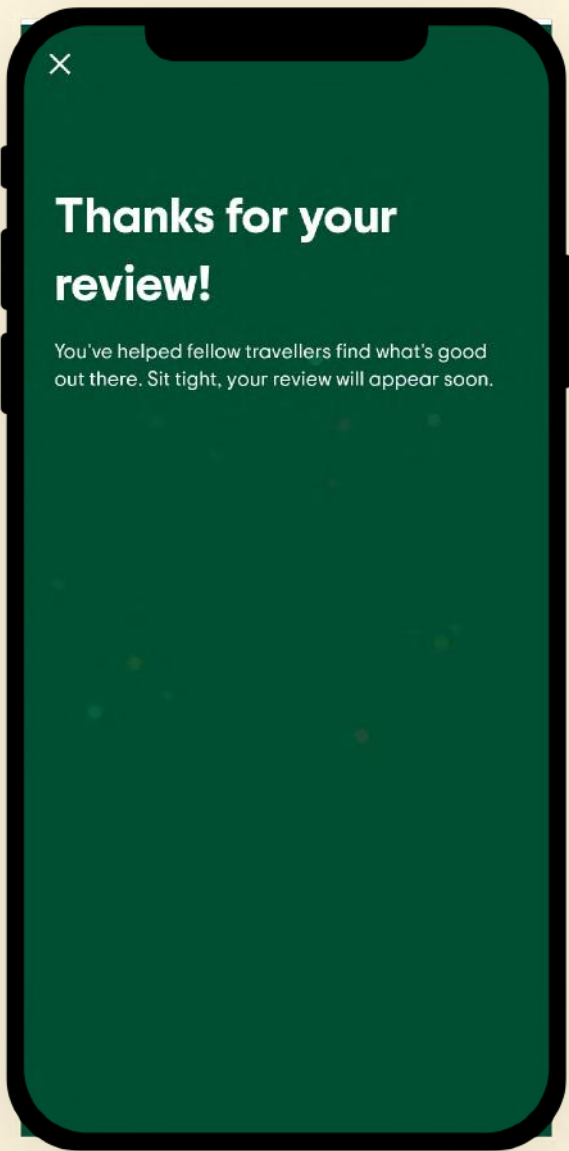
Warning pop-up
for review hygiene



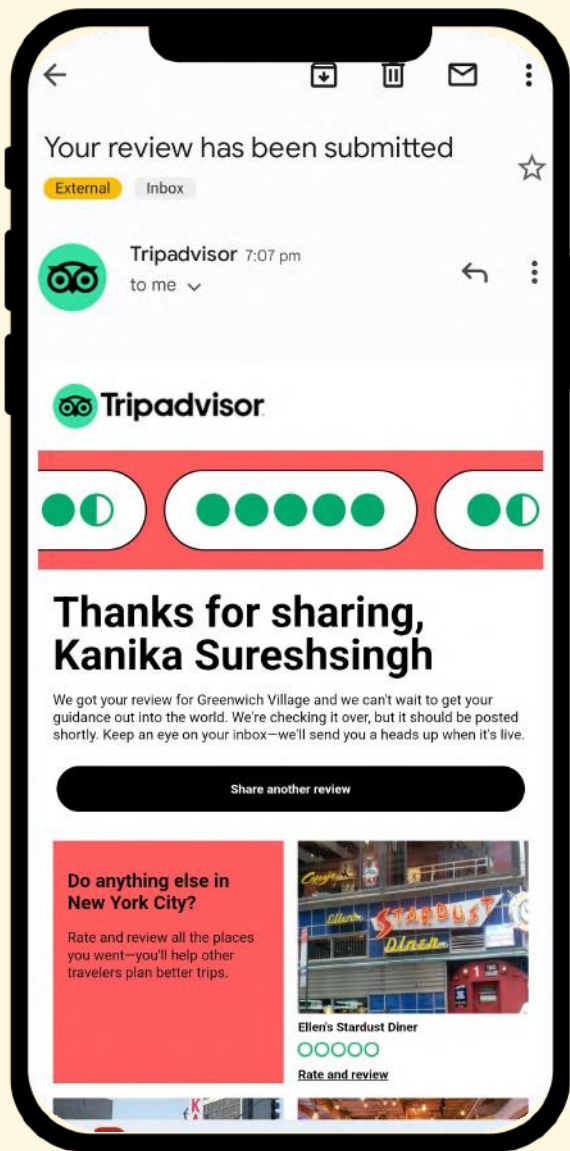
2h

Review completed

Post Review Journey



2f Review complete!



2f Email for confirmation

User Empathy Map

Let's write a review of these amazing places that I visited !

Let this be my digital memory of the amazing trip to Greenwich!

Review writing is so smooth on Tripadvisor!

Thinking



Saying

The email I got after writing a review is so good that I actually want to write more reviews!

I've always found genuine reviews on Tripadvisor, I hope this review will help a lot of people

I've always found genuine reviews on Tripadvisor, I hope this review will help a lot of people

Elements that stood out

Clean and comprehensible UI

Right from the beginning, user could see the section to write a review in the bottom buttons. Easy steps to follow. Supportive navigation prompt on the way that reduce drop-offs. User could also add a new place in the list records.

Transparency through disclaimers

Ensures authenticity. The app's terms and conditions, along with user confirmations, negate fake news and promote transparency. It establishes clear guidelines, requiring users to confirm their genuine experiences, enhancing credibility.

Email Confirmation

This feature makes a user and his/her review feel valued. They keep a clear communication of what is going to happen next, also encourage to participate in writing more reviews. This builds trust on the platform.

Scope of Improvement

More Information on Review

By requiring users to provide more information when they write a review. This information could include the date/time of the visit, or adding more subcategories to rating options. 'When did you visit?' question had limited options in the dropdown that slides up.

Visual Enhancement Options

It can expand the options for adding visuals to reviews, such as allowing users to include videos or interactive media instead of just pictures, this can provide a more comprehensive view of the reviewed place or activity.

Review Response System

Tripadvisor can Introduce a feature that allows businesses to respond to user reviews, facilitating direct communication and addressing any concerns or feedback raised by reviewers.

Countering Fake reviews!

TripAdvisor employs various techniques, including data analysis, sophisticated tracking systems, and human content analysts, to combat fake reviews and maintain the integrity of their platform. It has made significant efforts to minimize fraudulent reviews and penalize properties using deceitful methods.

TripAdvisor uses a sophisticated review analysis system that examines historical review patterns, location data, IP addresses, device information, and more to detect suspicious reviews. In 2018, TripAdvisor identified and prevented the publication of over 1.4 million fraudulent reviews.

Before being posted, each review goes through automated tracking system, which collects for each a certain amount of information answering the following questions: how, what, where and when. If the system detects an element that contradicts the Content & Community Guidelines, the review does not get posted to the site.

When the system detects a potential problem with a review, it is marked for review and is then manually reviewed by Tripadvisor's team of content specialists to maintain the quality of reviews.

The process can be longer if the review needs to be examined in more detail. Hence, it takes 24 hours or more to see the written reviews on their site.

Key Metrics of the journey

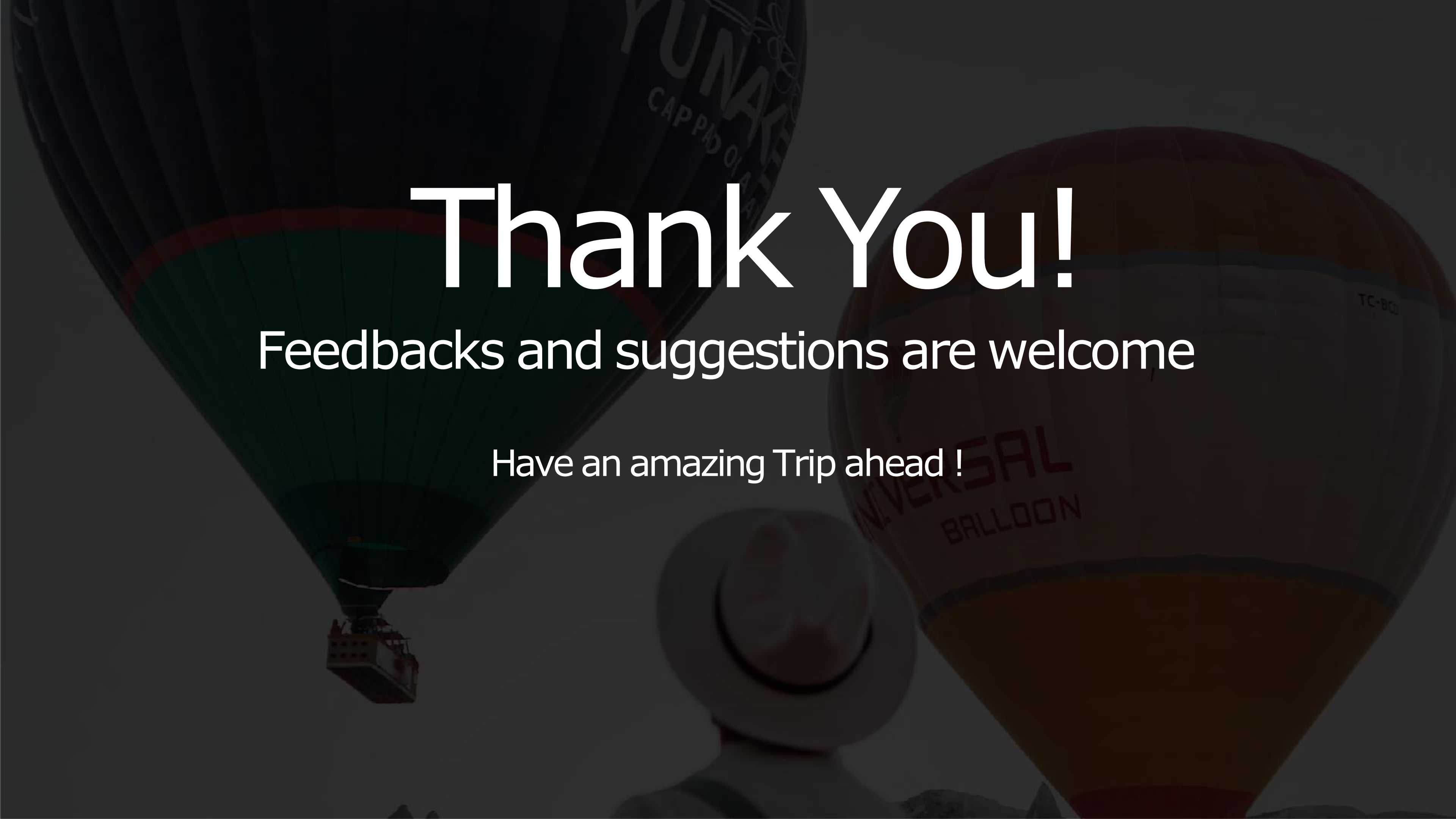
$$\text{North Star} = \frac{\# \text{ users completing the review}}{\# \text{ users visiting review page}}$$

L0 Metrics

- # reviews per user
- # review frequency / user
- # fake reviews / day
- # reviews / day
- # reviews / place

L1 Metrics

- % conversion at each step
- % drop-off at each step
- % users adding a photo
- % users writing a review of >100, >200, >300, >500 characters
 - This gives the distribution of power users of the feature

The background is a dark, semi-transparent overlay on a photograph. The photograph shows several hot air balloons in flight. One balloon on the left is green and blue with the text 'YUNAK' and 'CAPPO' visible. Another balloon on the right is orange and yellow with the text 'UNIVERSAL' and 'BALLOON' visible. In the foreground, the back of a person's head wearing a light-colored hat is visible.

Thank You!

Feedbacks and suggestions are welcome

Have an amazing Trip ahead !