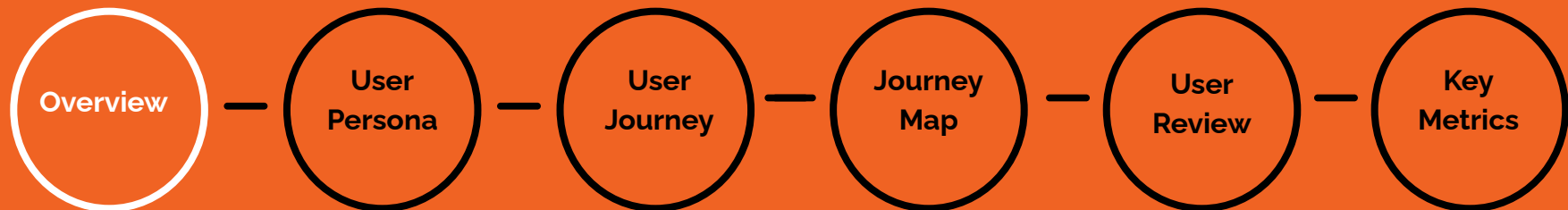




Z O S T E L

Product Teardown : Zostel

New User Onboarding



OVERVIEW

- Zostel is the world's largest backpacker hostel chain founded in 2013.
- Located at 60+ destinations across India and Nepal.
- Offers range of accommodation including backpacker hostels, Zostel Homes, and Zostel Plus stays.
- **The mobile app for Zostel was released on August 12, 2022.**

2022

Launched

50T+

Downloads

4.9

Appstore Rating

Competitors

Our Achievements



Total Travellers served

225000+



Solo Female Travellers

20000+



Cities

39



Beds

1000+



Positive Reviews

16000+



Memories

Unlimited



Moustache Hostels

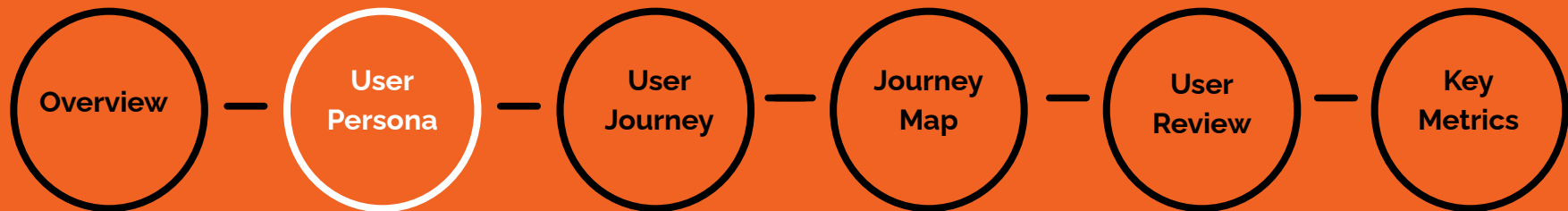


TRIBE THEORY

STARTUP HOSTEL



Gaurav Tewari
June, 2023





Background

Aarav Kapoor is a young and enthusiastic individual working in the Bollywood film industry. He works as a production assistant in a renowned production house. Aarav is passionate about films, storytelling, and exploring new places.

Travel Behaviour

- Aarav loves to travel during his breaks between film shoots to rejuvenate and gain new experiences.
- He enjoys exploring offbeat destinations and learning more about the local culture.
- As a budget-conscious traveler, he prefers affordable accommodations that offer comfort, security, and a chance to meet fellow travelers.

Name	Aarav Kapoor
Age	25 years old
Occupation	Film Producer Asst.
Location	Mumbai
Monthly Income:	₹45,000

Personality

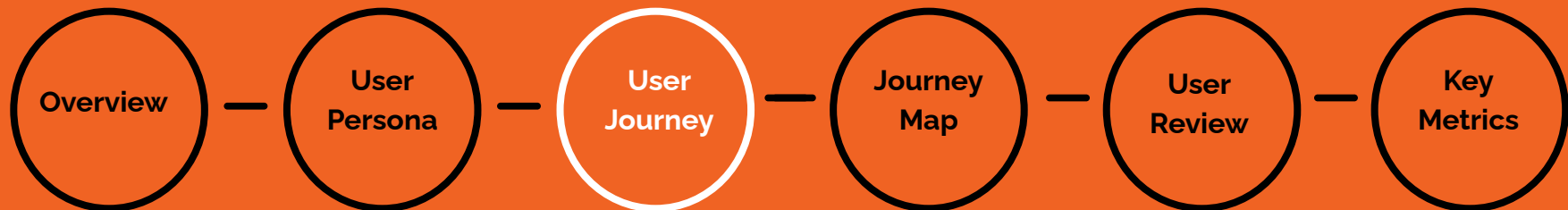
- Adventurous
- Social
- Independent
- Open-Minded

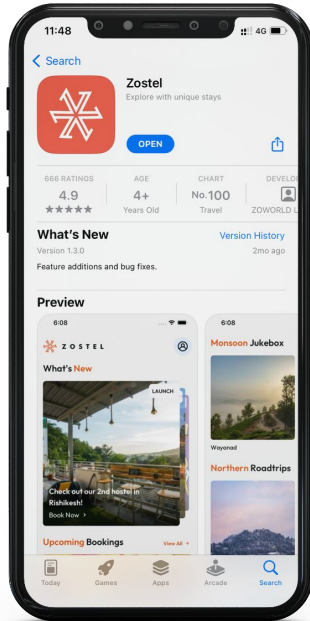
Challenges

- Lack of safety and privacy at hostels
- Due to his unpredictable schedule Aarav prefers to stay at places that offer flexible booking.

Goals and Needs

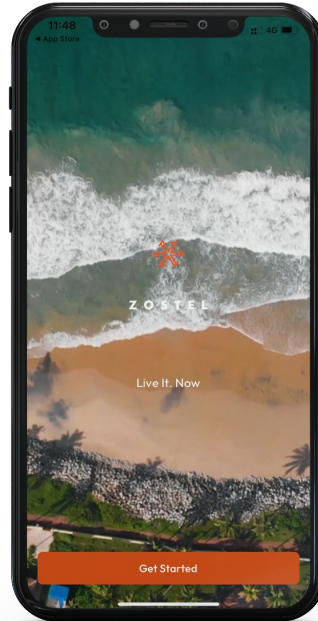
- Aarav is looking for cost effective stays and accommodations that fit within his limited budget
- Being a social person, he loves hostels as they provide a vibrant atmosphere and also give him the opportunity to make new friends.





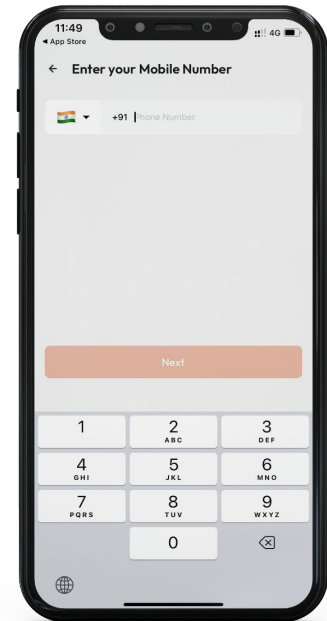
Step 1

Install the app from the App store



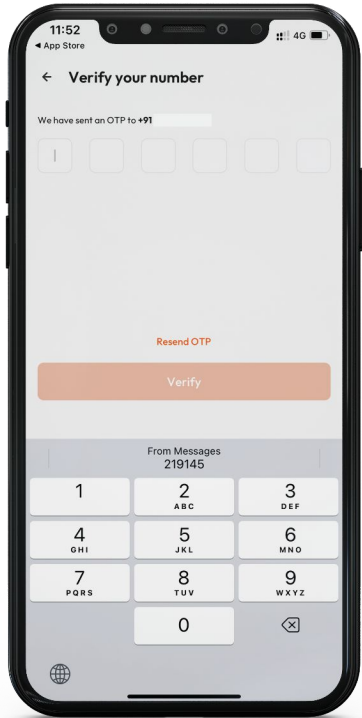
Step 2

*Click on the app tile
and click on Get Started*

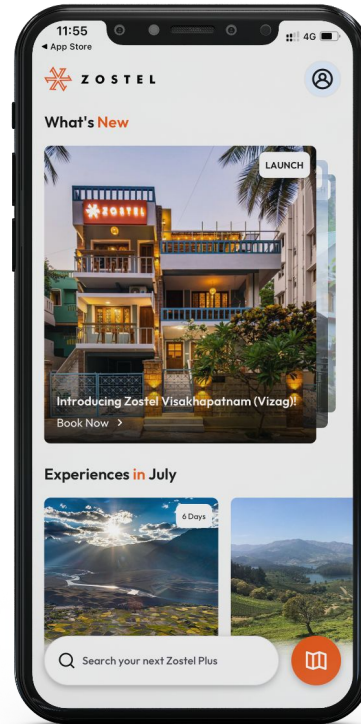


Step 3

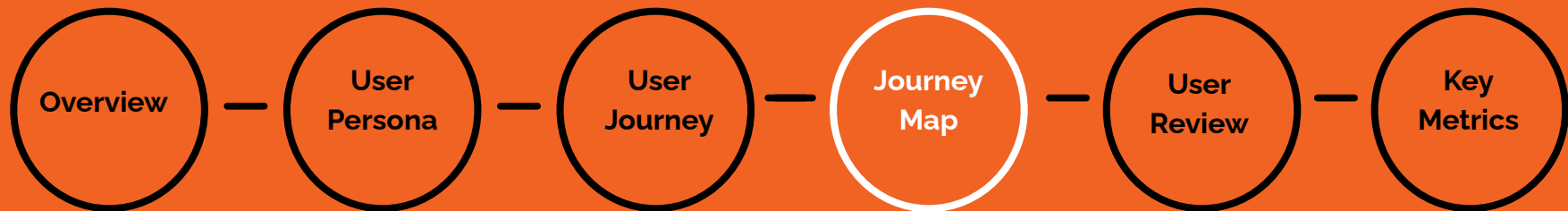
Enter phone number








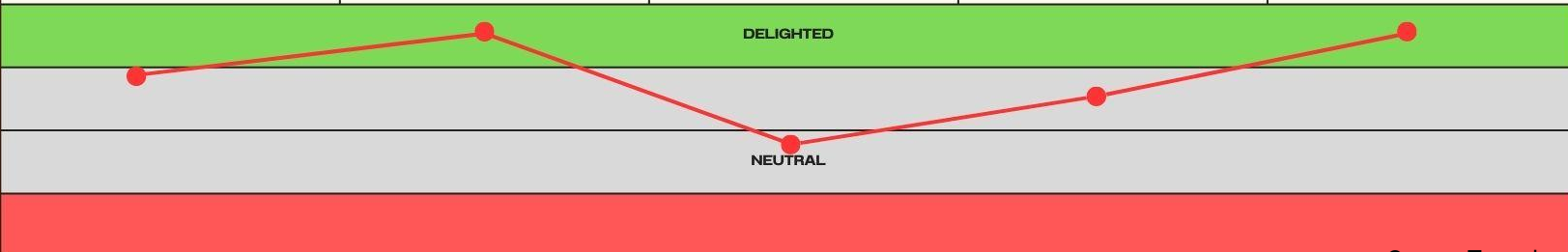


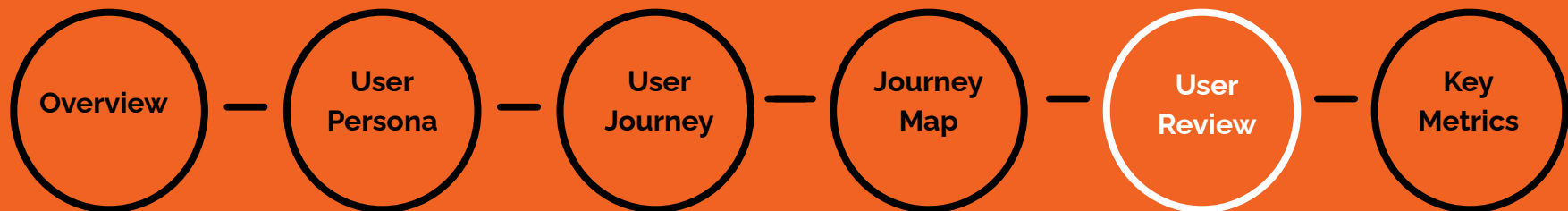
Step 4
Enter the OTP received




Step 5
Welcome to the Zostel app



	Installation	Get Started	Registration	Verification	Welcome  OSTEL
User Actions	<ul style="list-style-type: none"> Go to App store Install the app 	<ul style="list-style-type: none"> Click on App Click on Get Started 	<ul style="list-style-type: none"> Enter phone number 	<ul style="list-style-type: none"> Get OTP Enter OTP 	<ul style="list-style-type: none"> Welcome page Book your choice of stay
Touchpoints	 				
Sentiments	<p><i>Have heard a lot about Zostel from friends. Let me try booking one for my trip</i></p>	<p><i>It shows a beach on opening the app wow. I think I might go to one.</i></p>	<p><i>Why is there no option for email registration? What if my phone wasn't working/ or I didn't have one?</i></p>	<p><i>A short two step process. The registration is quite simple</i></p>	<p><i>It is showing me new Zostel locations and trip suggestions for this month, that's great.</i></p>
Emotions	 <p>DELIGHTED</p> <p>NEUTRAL</p> <p>FRUSTRATED</p>				




The Good

 Shikha Dholakia 

★★★★★ 14/04/23



love the place. Love the hospitality, and doesn't put a hole in your pocket

 Krishna Chef 

★★★★★ 20/05/23


I have good experience in zostal all are friendly type I stayed in zostal in 5 days Dom is very clean I will miss all friends food are very hot I love chicken gravy 😊 cafe staff also very friendly type Chef 🍳 you are a King 👑 you are making food very tasty reception manager kavaya very friendly

The Bad

 abhinav prakash 

★☆☆☆☆ 05/05/23

I'm not able to login into the app as the keypad dissappears while entering the phone number. My phone is samsung s22 ultra.

 Chetan Sota 

★☆☆☆☆ 28/04/23

Not able to login on the app, using Samsung s21 fe, the mobile number entry page does allow keypad to pop up to enter mobile number

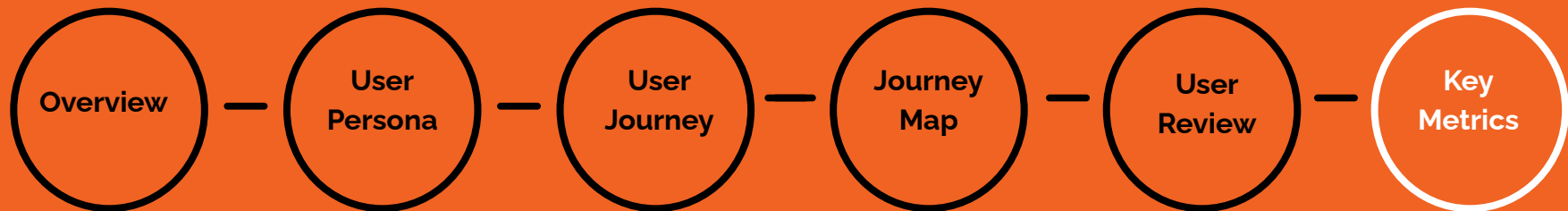
 Sangu K 

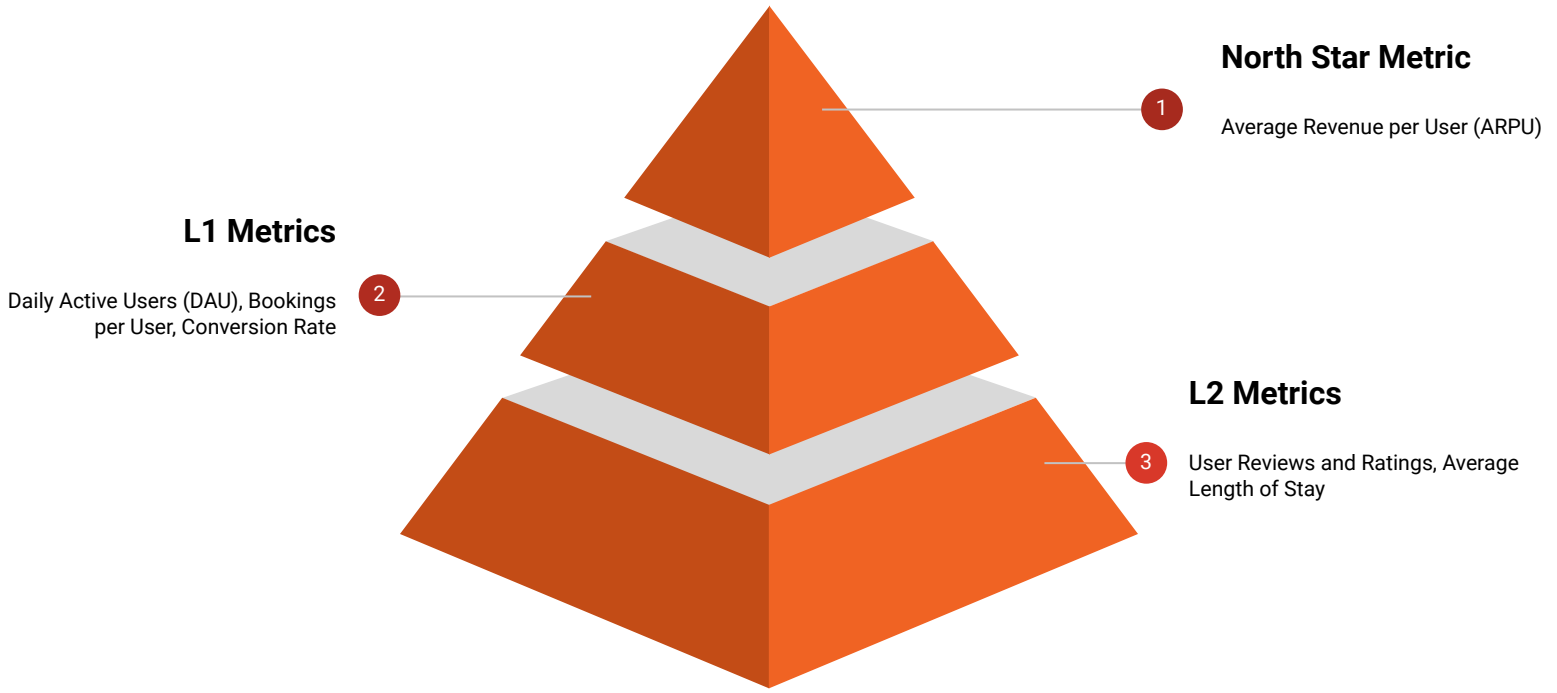
★☆☆☆☆ 31/05/23

Useless app with no support, while booking money got deducted from phonepay but haven't received confirmation of booking

Recommendations

- The application seems to have issues with Samsung phones. It should undergo further testing for smooth compatibility with all devices.
- The brand can provide a chat bot or an instant query resolution source for customers to get resolutions immediately.





Thank you!