

Assignment 1 – Phase 1

Product: redBus

Product Analysis: Flows & Frictions: -

Flow / Touchpoint	What Works Well	Confusion/ Friction
Search route → bus list	Fast results, many options, filters by price, timing, bus type	Hard to judge reliability, price often prioritized over quality, Images of bus is of brand-new bus but the actual bus is 10 years old with a very condition.
Bus details → seat selection	Visual seat layout, gender-based seat indicators, easy selection	Seat map accuracy vs real bus, sometimes mismatches
Payment → confirmation	Multiple payment options, quick confirmation, Allotment of boarding point and time	Occasional payment success but delayed ticket confirmation Last minute cancellation from the operator
Cancellation → refund	Clear cancel CTA, refund status visible	Refund timelines unclear, feels slow and uncertain, minimum 10-15 days
Boarding point + live tracking	GPS tracking reduces anxiety	Tracking sometimes inaccurate, boarding point changes at the last minute, the point mentioned in the app is actually a collection point from where boarding point is little far away.

Company Context (Mission, Revenue & Differentiators)

Mission: To make bus travel easy, accessible, and reliable through technology.

Revenue Streams: - Commission per bus ticket - Promoted listings / operator visibility
Subscription model (SaaS) – BOSS, revMax, redPro
NOVA Marketplace (B2B marketplace for bus industry)
Train and hotel bookings

User Value: Helps travelers find and book bus tickets with confidence so they can plan intercity travel easily without actually going to the bus terminal for booking and finding the best available option.

Business Value: Higher booking conversions through aggregation and choice, generating commission revenue on each transaction.
Repeat bookings create network effects—more users attract more operators, strengthening supply and demand

Key Differentiators vs Top Competitors: -

- 1) AbhiBus: Strong in South India
redBus has broader national coverage and deeper operator integrations.
- 2) MakeMyTrip: Full OTA
redBus is bus-specialist with better seat maps and operator tools.
- 3) EaseMyTrip: Full OTA
redBus is bus-specialist with better seat maps and operator tools.

Feature Reverse Engineering

Feature 1: Seat Selection UI

Problem (User): “I want to choose a comfortable and safe seat, especially on long journeys.”

How it Works: Visual bus layout shown - Gender-based seat indicators - Real-time seat availability

Why it Works:

User: Reduces anxiety and increases control over comfort

Business: Higher conversion rates and fewer booking drop-offs

Feature 2: Operator Ratings & Reviews

Problem (User): “I don’t trust unknown bus operators and want to avoid bad experiences.”

How it Works: Star ratings for operators - User-written reviews - Sorting by rating

Why it Works:

User: Builds trust and reduces uncertainty

Business: Improves booking confidence and repeat usage

Feature 3: Live Bus Tracking

Problem (User): “I’m anxious about delays and whether my bus will arrive on time.”

How it Works: GPS-based tracking - Real-time ETA - Boarding point visibility

Why it Works:

User: Reduces waiting anxiety

Business: Fewer support queries and higher satisfaction

User Segmentation

Primary Segment	Sub-Segments	Key Needs/ Use Cases	User Problems
Bus Travellers	Leisure / Occasional/ Religious Travellers	Comfort, Reliability, Value for money	Hard to judge bus quality before booking / uncertainty about operator reliability and behaviour and safety
	Regular Commuters	Reliability, Predictable timing, good price for frequent travel	Sudden schedule changes and last-minute cancellations
	Emergency/Urgent Travelers	Availability, immediate confirmation, reliable departure	High prices at last minute booking, last minute cancellations, limited reliable operators at last minute

Top Problem Hypotheses

Priority	Problem Hypothesis	Why I Picked It	Gut Confidence
P1	Last minute cancellations by the operators without any alternative route leads to mistrust and forced to book at higher prices	Observed personally and common complaints	High
P2	Users struggle with very slow and unclear refunds after cancellations and GST calculations, leading to frustration and reduced repeat usage.	Seen in cancellation flow + reviews	High
P3	Last-minute travelers struggle with sudden price increases, leading to perception of unfair pricing.	Observed in rebooking and peak routes	Medium

Note: - Attaching some screenshots to understand the hypothesis and frictions mentioned in Step 1

1) Same Bus same travel date but much cheaper tickets at the site/App of Operator: -

Delhi → Manali
113 Buses

2 Mar
Mon

Filter & Sort Primo Bus % Deal

11h 30m · 47 Seats Onwards

ReoBus Pro ★ 4.7
Volvo 9600 Multi Axle Semi-Sleeper ... 453
Get ₹150 OFF on your return trip

18:30 — 05:55
11h 25m · 43 Seats Onwards ₹5,200

zingbus plus ★ 4.7
Volvo 9600 A/C Semi Sleeper (2+2) 407

20:15 — 07:45
11h 30m · 43 Seats Onwards ₹5,638

zingbus plus ★ 4.7
Volvo 9600 A/C Semi Sleeper (2+2) 353

23:00 — 10:40
11h 40m · 50 Seats Onwards ₹5,171

zingbus Maxx ★ 4.6
Volvo 9600 Multi Axle Semi-Sleeper ... 488
Business Class

Ask Ray

Delhi → Manali
Monday, 02 Mar

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zingbus MAXX Enhanced Safety Features

MAXX
9:30 PM — 9:00 AM ₹5124 ₹4509
11h 30m · 50 seats ₹615
Volvo 9600 Multi Axle Semi-Sleeper (2+2) Coupon Applied
+5 Amenities View All Details

MAXX
10:15 PM — 9:40 AM ₹5152 ₹4534
11h 25m · 50 seats ₹618
Volvo 9600 Multi Axle Semi-Sleeper (2+2) Coupon Applied
+5 Amenities View All Details

MAXX
11:00 PM — 10:40 AM ₹5152 ₹4534
11h 40m · 50 seats ₹618
Volvo 9600 Multi Axle Semi-Sleeper (2+2) Coupon Applied

Cheapest First Seater Sleeper Single Sec Filter & Sort

A Truly 7-Star Travel Experience!

Delhi → Manali
Monday, 02 Mar

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50% Refunds on delays over 45 mins
*Applicable for zingprime members only
Know More

Plus +
11:15 PM — 10:40 AM ₹5505 ₹4624
11h 25m · 43 seats ₹681
Volvo 9600 A/C Semi Sleeper (2+2) Coupon Applied
+5 Amenities View All Details

Plus +
8:15 PM — 7:45 AM ₹5619 ₹4721
11h 30m · 43 seats ₹898
Volvo 9600 A/C Semi Sleeper (2+2) Coupon Applied
+5 Amenities View All Details

248k+ users choose Eco Friendly rides

Oops! This is the end of your search

Cheapest First Seater Sleeper Single Sec Filter & Sort

Delhi → Manali
Monday, 02 Mar

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Know More

Plus +
10:45 PM — 10:10 AM ₹5133 ₹4313
11h 25m · 43 seats ₹820
Volvo 9600 A/C Semi Sleeper (2+2) Coupon Applied
+5 Amenities View All Details

Plus +
10:00 PM — 9:30 AM ₹5171 ₹4344
11h 30m · 43 seats ₹827
Volvo 9600 A/C Semi Sleeper (2+2) Coupon Applied
+5 Amenities View All Details

Plus +
6:30 PM — 5:55 AM ₹5181 ₹4352
11h 25m · 43 seats ₹829
Volvo 9600 A/C Semi Sleeper (2+2) Coupon Applied

Cheapest First Seater Sleeper Single Sec Filter & Sort

*Applicable for zingprime members only

2) Screenshot showing no clear GST calculations and change in price with the time one reaches to checkout page: -

