Stay & Sleep
Team 1

The Team

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Agenda

- Company Background
- Market Validation
- Personas
- User Stories
- User Research
- Competitor Analysis
- Hypothesis
- Solution
- User Flow
- Prototype
- Roadmap
- Success Metrics
- Go to Market Strategy

Stay & Sleep : Mission & Vision

Stay-N-Sleep is a vacation rental online marketplace company based in San Francisco CA, United States.

Our Vision

To connect people, enrich communities,and open minds to new experiences and cultures.

Our Mission

Enable every traveler, to build a community of lifelong travelers, and enable the travel community to experience what matters.

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Stay & Sleep Offices

San Francisco

New York

London

Singapore

Rio De Janerio

Cape Town

Sydney

Findings from Internal Data

Existing users are 50% more likely to try new products and experiences as well as spend 31% more.

There is good scope

Our own data shows that it costs 5x more to acquire new users than it does to retain current users.

Research

During the last 6 months, we have seen a spike in users asking for a loyalty program and getting rewarded for their trips.

Opportunity

Market Opportunity

★ Massive spike in the number of guests inquiring about a loyalty program and getting rewarded for choosing Stay-N-Sleep for their trips

★ The fastest-growing Stay-N-Sleep guests are business travelers.

★ Tokyo, Paris, and New York City are major cities for business travel and are also the most popular cities for Stay-N-Sleep booking experiences.

★ Stay-N-Sleep has seen an increase of interest for their corporate benefits for business travelers.

User Persona

Energetic -   Hard working - Nature lover - Outgoing

Core Values
- Connecting people
- New experiences and cultures
- Engage with the travel community
- Explore and discover

Pain Points
- Finding experiences with locals
- Finding fun things to do during downtime on business trips
- Keep track of loyalty points through different portals

Preferred Channels
- Instagram
- Local recommendations from local businesses
- Company offers portal

BIO

Mike is a business traveller in the finance industry. Mike is a young professional. He enjoys going out for the local food. He really enjoys nature walks.

Goals
- Happy business trips
- Daily de-stressing

Needs
- Good connectivity for work
- Short commute
- Good after work activities

Age: 32

Location: California

Work: Sales Manager

Character: Adventurer

Status: Single

Favorite Brands: REI, Sony, Spotify
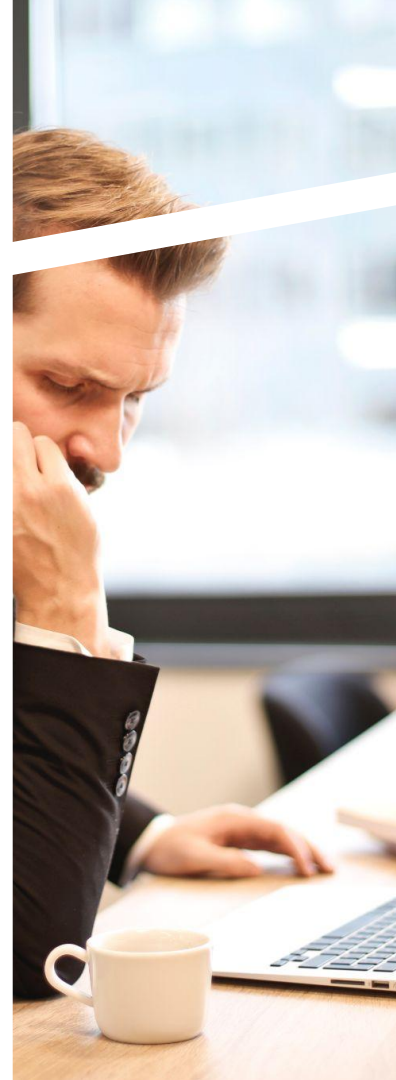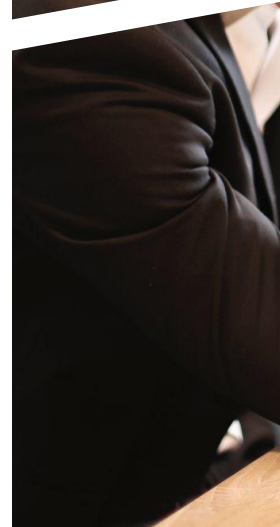
Secondary Personas

Brenda, 35 yr old,
Host

Karen, 27 yr old
Travel Agent

User Stories

As a corporate travel agent I want to get perks/rewards for repeated bookings so that I can save on the company
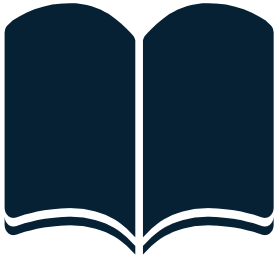
As a business traveler I want to find exciting local experiences when I travel so that I can relax and de-stress when the work is done.

As a host I want to be rewarded for my service, and receive good reviews so that I can earn more income by increasing bookings.
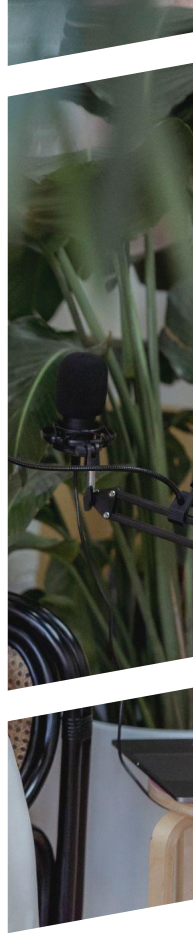
User Research

Difficulty finding similar options

Hard to find Activities

Search Issues

Competitors

	airbnb	Vrbo	Hilton
Year Founded	2008	1995	1919
Number of Employees	5465	2800	104,769
Annual Revenue (USD)	3.4 Billion (2020)	2 Billion (2021)	4.3 Billion (2020)
User Base Size	150 Million	82 Million	160 Million

Competitors

	airbnb	Vrbo	Hilton
Pros	-Different price ranges	-Multiple options	-Loyalty program
Cons	-No business options	-Expensive -Fewer reviewers	-Expensive
Feature Gaps	-No loyalty system -Recommendations based on where you have stayed	-No loyalty system	-Varying leisure experiences

SWOT Analysis

STRENGTHS

-Hassle free booking

-Cheaper than hotels

-Unique local experiences

-Recommendations

WEAKNESSES

-New to the market

-Dependant on hosts

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-Interest in corporate perks

-Business travelers

-Loyalty program requests

OPPORTUNITIES

-Pandemic Restrictions

-Competitor Pricing

THREATS

Hypothesis

" We believe that business travelers experience frustrations when they are trying to book a visit because of the inconsistent experience when booking across platforms and alleviating the pain would allow them to be recognized as a valued customer, and save them money for recurring trips.

Our Solution

A catered booking platform with custom local experiences for business traveler's interests.
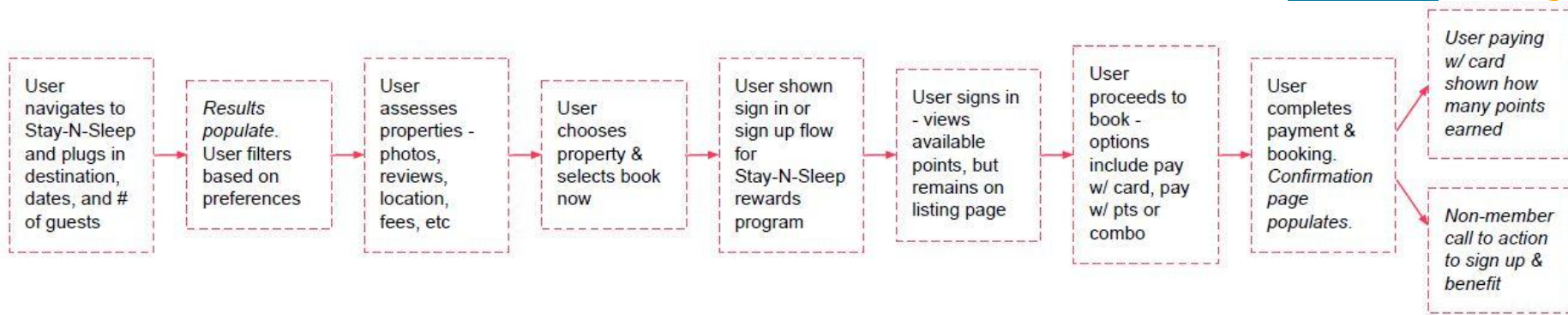
Tiered Loyalty Program

Local Recommendations Section

Similar Property Recommendations

User Booking Flow

Mobile
Prototype

Screen 1: STAY-N-SLEEP

STAY-N-SLEEP

🛏 Stays	✈ Flights
🏨 Packages	🚗 Rides

📍 New York, New York, United States of America

It's a big, rewarding world out there!
Stay-N-Sleep members save more with Member Prices and earn loyalty points in the app.

Sign in | **Create account**

Amazing places to stay

🏅 Member Offer   4x Points

Arlo NoMad
New York
1000 reviews
☆☆☆☆☆
~~$200~~ **$180**
average per night, per room

Fully refundable
Reserve now, pay later

Avail 4x Points on signing up on our app!
*All prices are subjected to taxes and fees

🏅 Member Offer   4x Points

Screen 2: Rewards

Rewards

	Tier	Available points	Points value
ⓘ	Blue	821	50 points = $1

Note: You have the option to either redeem points or select from the below listed special offers or enter coupon code.

Redeem points

Enter #points to redeem   **Max**

Summary: Points Redeemed

Available points	821
Points redeemed	821
Remaining points	0
Total price reduction	$16.42

Special Offers

○ Complimentary pick up and drop off service
○ Complimentary upgrade

Promotion Code

Enter coupon code   **Redeem**

Summary: Coupon Redeemed
Special discount: Additional 10% off
Coupon code: XXXXXX

Done ›

Screen 3: Booking Confirmed

Booking Confirmed

Congratulations! Your booking has been confirmed.

Booking details

Stay: Arlo NoMad
1 Room: 1 QUEEN BED NONSMOKING
Check-in: TUE, NOV 23
Check-out: WED, NOV 24
1-night stay
Location: 11 East 31st Street, New York, NY

Total payment done

1 room x 1 night	$180
Points, special offers or promotion code: 821 points	-$16.42
Taxes	$25.12
Total payment	**$188.7**

You have received 821 Stay-N-Sleep Reward Points on this booking.

Booking confirmation

Booking ID: xxxxxxxx
Booking name: First and Last name
Phone number: +1 (xxx)-xxx-xxxx

Roadmap

- Extend database to track stays per user
- Design MVP webpage and mobile app screen for loyalty dashboard
- Document the First Look feature and Loyalty Dashboard

- Update backend and develop front end for preferred review sorting for loyal users on website
- Develop and design web page front end that shows dashboard and status of stays
- Update the loyalty dashboard marketing website for new review feature

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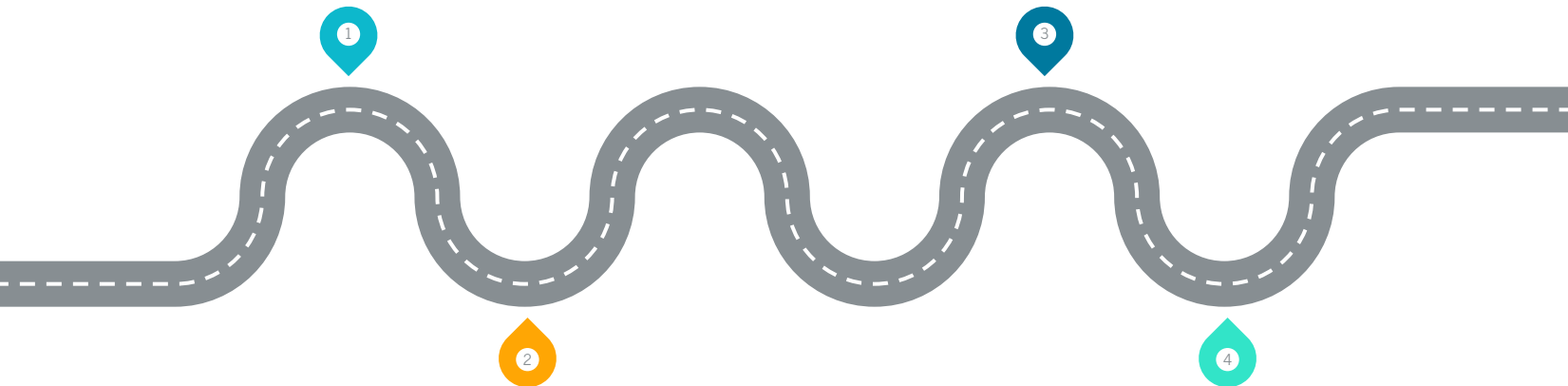
- Run UX Research study on MVP mocks for mobile app and website
- UX Research to validate the reviews UI changes on website and mobile app
- Develop mobile app UI that shows dashboard and status of stays

- Train the customer team on Dashboard, Badges, and First Look
- Update backend and develop front end for preferred review sorting for loyal users on mobile app
- Develop and launch GTM plan for Loyalty Program

Success Metrics

1 **REVIEWS**

Average reviews ratings of 4.5 stars

2 **RETENTION**

Achieve retention rate of 30%

3 **PARTICIPATION**

Have 20% of users participating in the loyalty program

Go To Market Strategy

4 P's	Messaging	GTM Planning
Product: Loyalty Program	Business traveler	Pre-Launch
Price: Free	Corporate travel agent	Launch
Place: Website and app		Post-Launch
Promotion: Inbound and outbound marketing		

Go To Market Strategy

Pre-Launch

- Resolve bugs and address any feedback from limited release
- Calculate existing customer points based on their travel in the past year
- Prepare marketing for launch

Launch

- Newsletters, social media, website/app updates to promote full launch
- On call engineers for support
- Give existing customers points based on their travel in the past year
- Watch metrics for performance

Post-Launch

- Adjust marketing promotions based on performance
- Hold a post-mortem
- Iterate and reflect

Appendix

Roadmap

Team 1

Owner	Task	Phase	Milestone
Back-End Engineering	Extend database to track stays per user	1	MVP - tracking and infrastructure
UX Design	Design MVP web page for loyalty dashboard	1	MVP - tracking and infrastructure
UX Design	Design MVP mobile app screen for loyalty dashboard	1	MVP - tracking and infrastructure
Documentation Writer	Document the First Look feature	1	MVP - tracking and infrastructure
Documentation Writer	Document the Loyalty Dashboard	1	MVP - tracking and infrastructure
UX Research	Run UX Research study on MVP mocks for mobile app	2	MVP - tracking and infrastructure
UX Research	Run UX Research study on MVP mocks for website	2	MVP - tracking and infrastructure
UX Research	UX Research to validate the reviews UI changes on website and mobile app	2	MVP - tracking and infrastructure
Front End Engineering	Develop mobile app UI that shows dashboard and status of stays	2	MVP - tracking and infrastructure
Back-End Engineering	Update backend to support preferred reviewing sorting for loyal users	3	Badging & Reviews
Front End Engineering	Develop web page front end that shows dashboard and status of stays	3	Badging & Reviews
UX Design	Design badging iconography and site design updated to accommodate loyalty badge	3	Badging & Reviews
UX Design	Design updated website to promote preferred review sorting feature	3	Badging & Reviews
Front End Engineering	Develop front end for preferred review sorting for loyal users on website	3	Badging & Reviews
Back-End Engineering	Update the loyalty dashboard website with new review feature	3	Badging & Reviews
Front End Engineering	Update the loyalty dashboard website with new review feature	3	Badging & Reviews
Marketing	Update the loyalty dashboard marketing website with new review feature	3	Badging & Reviews
Back-End Engineering	Update backend to support timed booking windows and new search filter	4	Preferred Bookings
Marketing	Update the loyalty dashboard marketing website with new review feature	4	Preferred Bookings
Customer Support	Train the customer team on how to manager (Dashboards, Badges, and First Look)	4	Preferred Bookings
Back End Engineering	Develop backend database to track tiering and perk matches	4	Preferred Bookings
Front End Engineering	Develop front end for preferred review sorting for loyal users on mobile app	4	Preferred Bookings
UX Design	Design updated website to promote First Look feature	4	Preferred Bookings
Front End Engineering	Develop front end for preferred review sorting for loyal users on website	4	Preferred Bookings
Front End Engineering	Design new filter for First Look and text labels	4	Preferred Bookings
Marketing	Develop and launch GTM for Loyalty Program (Dashboards, Badges, and First Look)	4	Preferred Bookings
PM	Develop and launch GTM for Loyalty Program (Dashboards, Badges, and First Look)	4	Preferred Bookings

Team 1

1. Fill out the 4Ps

Product: Loyalty program feature

Price: Free, 3-tiered approach

Place: Website/app

Promotion: inbound - email newsletter, product outbound- social media, ads

2. Messaging

Business Traveler (end user)

Corporate Travel Agent

This iteration of the feature will focus on existing business traveler segment

Business traveler, being our most frequent travelers, needs to be rewarded for being loyal customer. A tiered loyalty program is a way to show we value their business, helps customers save money by getting deals and improves customer satisfaction by providing personalized experiences.

Travel agents book most of the trips for corporate employees. They need a way to do this easily especially for recurring trips while staying within budget. Looking for ways to keep their travelers satisfied while saving money for the company.

We offer a loyalty program that allows them to save money on recurring/group bookings

3. GTM Planning:

Pre-Launch

limited release with some small segment of existing users. trial for few weeks, look for bugs

GTM launch plan- have PM or PMM be a launch owner, identify cross functional groups with key actions track- alert one member from each discipline- keep involved in meetings and email

* Should we have a limited release? If so, how should it look, and what should we watch for?

* What assets do we need to create?

* Are there any external relationships to consider (buzz, partners)?

* How will we reach customers?

calculate existing customers points based on their travel history in the past year

resolve bugs from limited release

Launch

* What do we do the day before/day of/ week after this is released?

watch for analytics,

give existing customers points based on their travel history in the past year

Marketing - Social media, newsletters, website and app updates

production support- on call engineers

Post-Launch

* What (if anything) should we do on the inbound (people come to you via blogs, email newsletters, etc.) and outbound (search ads, etc.) side?

* Should we run any campaigns, and if so, what?

Customer message, custom acquisition channels & go-to-market strategy

Team 1

7 STEPS STAGED APPROACH GO TO MARKET STRATEGY

Step 1 — Product Manager

Step 2
Know who you're trying to reach

- Business Traveller(end user)
- Corporate Traveler Planner (involved in buying)

Who are the personas you are targeting?

Step 3
Determine your pricing and sales strategies

- discount for companies when booking recurring trips , or group .
- tiered loyalty program- different levels of loyalty: silver , gold, platinum. Based on how loyal they are
- discount for extended stays (ie. discount/ waive certain fees)

How will you monetize your product/ feature?

Step 4
Build your marketing strategy

- Relationships with corporate companies
- Branding- website updates, newsletters in their box. Social Media ads- fb, instagram, google ads
- earn reward points through reviews/ engaging on social media
- partnerships on other booking platforms: booking.com, expedia and other 3rd party applications

E.g.How many email subscribers do we have, and in which segments?

What is the cost of acquiring x customers using x channel?

Step 5
Identify your metrics

- MAU
- Number of recurring customers
- No of enrolments into loyalty program

How will you know if your campaigns are working, and if they're cost-effective?

Step 6
Make a plan for customer support

- 24*7 Helpline FAQs on website/app
- increase technical support for new program features
- training internal support groups on new features/ processes

How will you prepare for customers who struggle to adopt your new product/feature?

Step 7
Consolidate your post-launch resources

- Reduce marketing- ads 3 months after initial launch for new loyalty program
- reduce customer support by 20%, 3 months after launch

Will you need the same level of customer support, and will you want to maintain the same marketing campaigns?

SWOT Analysis: Automobile Maker

Opportunities

- more interest in corporate benefits
- business travelers as fasting growing area
- Spike in loyalty program inquiries

Threats

- Easy to have competitors
- Negative reviews
- Pandemic restrictions
- Inflation
- Competitor Pricing

Own Specific Factors

Strengths

- Hassle Free Booking
- Good Stay Suggestions
- offers travelers unique travel experiences
- Advance Search Options
- offers a cheaper alternative to hotels
- Good Customer Support
- Strong Top Management
- Corporate Travel
- Price Ranges

Strategies to make use of Opportunities through our Strengths

- free admin dashboard for booking company trips
- Good Loyalty Program.offers customer rewards and specials

Strategies to prevent Threats through our Strengths

- Less Steps for Sign up and Booking
- True and validated Reviews
- constant innovation culture coming from senior leadership team to stay agile

Weaknesses

- Dependent on people to list their homes
- Relatively new to the market (2020)
- Not a traditional accommodation experience

Strategies to make use of Opportunities to minimize Weaknesses

- increase breadth of suppliers to include busienss owners

Strategies to minimize the potential dangers lying in sectors where weaknesses meet threats

Business Canvas Model

- Key Partners
  - Travel agents
  - Corporate companies sending employees to travel
- Key Activities
  - Ads
  - Payments
  - Host sign ups
  - Building simple app/website
  - Creating loyalty incentives
- Key Resources
  - Hosts
  - Data
- Key Propositions
  - A seamless travel experience

- Customer Relationships
  - Services during stay
  - Choices in terms of availability and cost
- Channels
  - Social media ads
  - App/website booking
  - 3rd party bookings (Expedia)
- Customer Segments
  - Repeating business traveler
  - First time business traveler
  - Leisurely traveler
- Cost Structures
  - Capital costs
  - Labor costs
  - Services costs
- Revenue Streams
  - Online payment through app/website

The Value Proposition Canvas

Value Proposition

A seamless travel experience for business travelers

Customer Segment

business traveler

Products & Services

- Simple UI
- Good listing of stays
- list of activities to do near the stay
- loyalty program
- Leisure trip section

Gain Creators

- Simple point system
- Good service

Pain Relievers

- More filters to search
- content recommendations

Gains

- Incentive for staying loyal (like points for discounts/gifts)
- Fun activity and connecting with local community

Pains

- painful to research leisure activity on top of the stays
- no app to look for pleasant stays with good filters
- first choices are usually booked

Customer Job(s)

- an easy travel experience, with good leisure options

Agile sprint plan

PRD

Objectives

- Offer a better travel experience than traditional hotels
- Offer a loyalty program
- Help retain current customers

Success Metrics

- **Average reviews ratings of 4.5 stars**
- **Achieve retention rate of 30%**
- **Have 20% of users participating in the loyalty program**

Features In
More payment and fee transparency (4)
Fix issues with search (3)
Make booking button not sticky
Usability homepage issue (assuming this is a text only thing- then put this in)

- While on the home page, the button says "Book Now", on a specific property button on the map says "Reserve" and next to the listing "Learn More".
  - "How do I know if they will all show me important info about the property and ability to reserve the dates and start the booking process from anywhere I am on the site?"

Features Out

More consistent photo quality
Fix issue with booking same host

User flow diagrams, wireframes

Team 1