

Defi

Optimizer

The Planner

travelling together

2. PROBLEMS / PAINS

Which problems do you solve for
There are
eg. existing solar solutions for private houses
a good investment (1).

Market Research for Microstay on Booking.com

Understand RC

PR, tap into

TOO MANY
POINTS FOR
COMPARISON

(FI) Hard to
coordinate
booking for

TOO MANY
TABS

Too many
info on SR
cards

Professional Background

I am an experienced Content and Product Manager with a strong track record of leading cross-functional teams to deliver high-impact products in fast-paced environments. I have experiencing building digital products from the ground up.

Over the course of my career, I have honed my skills in product strategy, user experience, data-driven decision making, and agile development, all while ensuring that customer needs are met and business objectives are exceeded.

Abstract

Booking.com is an online travel agency that offers a variety of accommodation, transportation, and vacation experience packages for global travellers. They have plans to offer a micro-stay hotel booking option to their users, where they can reserve by the hour instead of full nights.

This report shows results of the market research and validation done to confirm if indeed there is an opportunity for this product and consumers that will be more than willing to use it.

Portfolio Outline

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Customer Problem Statement

For **travellers in Europe** who **have a need for micro-stay hotel booking options**.

Booking.com Microstays is a **product on the Booking.com mobile app** that **allows you book hotel stays by the hour**.

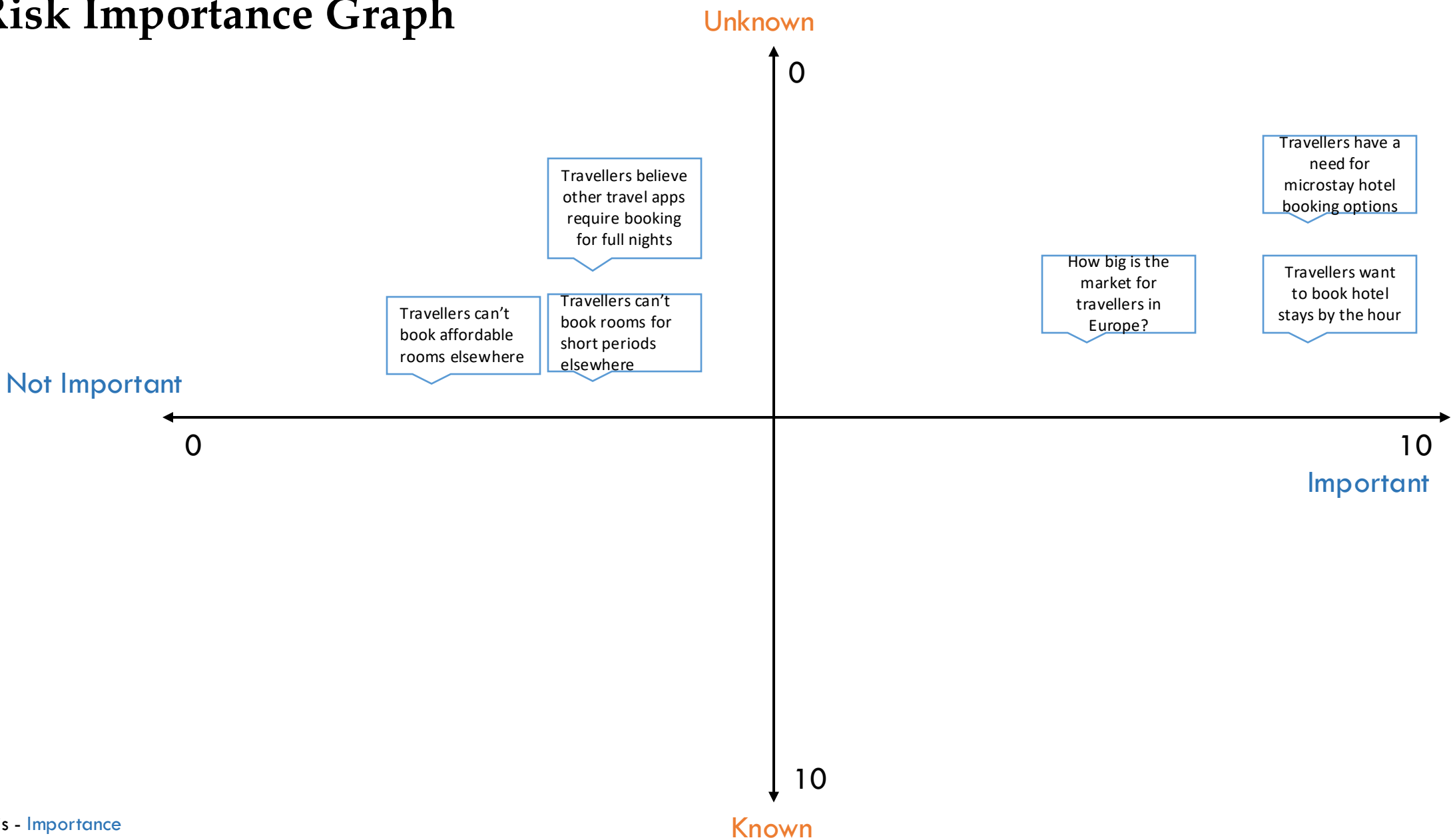
Unlike **other travel apps where you have to book for full nights** this product let's you get affordable rooms for short periods, especially useful during layovers.

We'll know this is true when **there are new and returning users making use of the product, thereby maintaining our spot as the world leader in online travel and related services**.

Prioritising Assumptions

Assumptions	Importance - If we get this wrong, how likely will we fail? (0 – 10)	Risk - How much do I really know about this? (0 – 10)
1. How big is the market for travellers in Europe?	8	3
2. Travellers have a need for microstay hotel booking options	9	3
3. Travellers want to book hotel stays by the hour	9	4
4. Travellers believe other travel apps require booking for full nights	4	4
5. Travellers can't book rooms for short periods elsewhere	4	3
6. Travellers can't book affordable rooms elsewhere	3	3

Risk Importance Graph



X axis - Importance
Y axis - Risk

Market Research for Booking.com

Target Market

Giving travellers a platform where they can find short-stay accommodation conveniently through the mobile app.

Demographics: Business travellers, jetlagged travellers, families with long transit time.

Geography: All of Europe

Psychographic info: Travellers who want to enjoy traditional stay value by the hour, thereby getting value for their money.

Behaviours: Businesspeople with regular travel miles, families on vacation, global nomads and group/couple/solo travellers

Growth Rate

Highest direct competition ByHours.com has 299,582 unique visitors per month. This is a market size potential for the Microstay app.

Competitors

ByHour.com, DayUse.com and AsYouStay.com are all competitors.

In addition to travellers, the platform will also partner with hoteliers and travel agencies.

User Interview Summary

Questions	Interviewee 1	Interviewee 2	Interviewee 3
1. Have you used Booking.com before?	Yes	Yes	No
2. If yes, what's your experience using the platform? How does it compare to other travel booking platforms?	I'm able to do everything in one place. Book my flight and hotel stay	It's pretty easy to navigate. And there are various price ranges. I'm able to find what I can afford.	-
3. What do you think about a microstay hotel booking option app by Booking.com, where you get to make reservations by the hour?	That would be awesome. It's a pain finding a room I can book for a few hours.	I'd definitely check it out.	That would make sense. I'm not really adventurous. So having an app where I can book a short stay is something I'm willing to try.
4. What will keep you as a returning user to the app?	Good pricing	Inexpensive but still good quality rooms.	If I enjoyed my stay, I'd be willing to use the app again.

Key Findings

What key insights did you generate from the interviews?

1. There's brand loyalty for Booking.com.
2. There is market potential because all interviewed were willing to use the new offering.
3. The partner hotels will need to continue to give the travellers value for money to keep them as return/loyal clients, as it is a competitive market.

Minimum Viable Prototype

Assumptions	Success Criteria
How big is the market for travellers in Europe?	70% of participants validate there's need for Microstay app that targets countries in Europe.
Travellers want to book hotel stays by the hour.	70% of participants confirm this.
Travellers can't book affordable rooms elsewhere.	70% of participants confirm that the Microstay prices are competitive.

Prototype Strategy

- Facebook groups, Instagram pages for travellers, including that for Booking.com.
- Booking.com emails/newsletters.
- Survey and questionnaire.
- A simple landing test website.

Finding Users

Users for prototype testing will be found through these listed means.

Share the link to the simple landing page with them to test out booking short stays, with affordable pricing.

Affinity Map

User Need 1

Users need search bar to search for hotels by location

Users want to make payment in their local currency

Users want filter to be able to adjust their price range

Users want a mobile app that is user friendly

Users want to make booking via their travel agent

User Need 2

Users want discounted/affordable prices

Users want to leave reviews after their stay

Users want to be able to contact support via the app quickly

User Need 3

Users want to see places they favoured

User Need 4

User keeps receipts of hotels

Feature Map

User Needs

Users need search bar to search for hotels by location

Users want discounted/affordable prices

Users want to make payment in their local currency

Users want to be able to contact support via the app quickly

Features

- Search bar prominently displayed

- Offer discount to first time signees and afterward market-competitive prices

- Offer a drop-down menu where they can choose local currency

- Have support pop-up where they can see it to click

MSCW Framework

User Needs

Users need search bar to search for hotels by location

Users want discounted/affordable prices

Users want to make payment in their local currency

User keeps receipts of hotels

Features

 Must

Write Definition

 Should

Write Definition

 Could

Write Definition

 Won't

Write Definition

- Search bar prominently displayed



- Offer discount to first time signees and afterward market-competitive prices



- Offer a drop-down menu where they can choose local currency



- Not relevant



Estimation Effort of MSCW Framework

User Needs

Users need search bar to search for hotels by location

- Search bar prominently displayed

[Small]

Users want discounted/affordable prices

- Offer discount to first time signees and afterward market-competitive prices

[Large]

Users want to make payment in their local currency

- Offer a drop-down menu where they can choose local currency

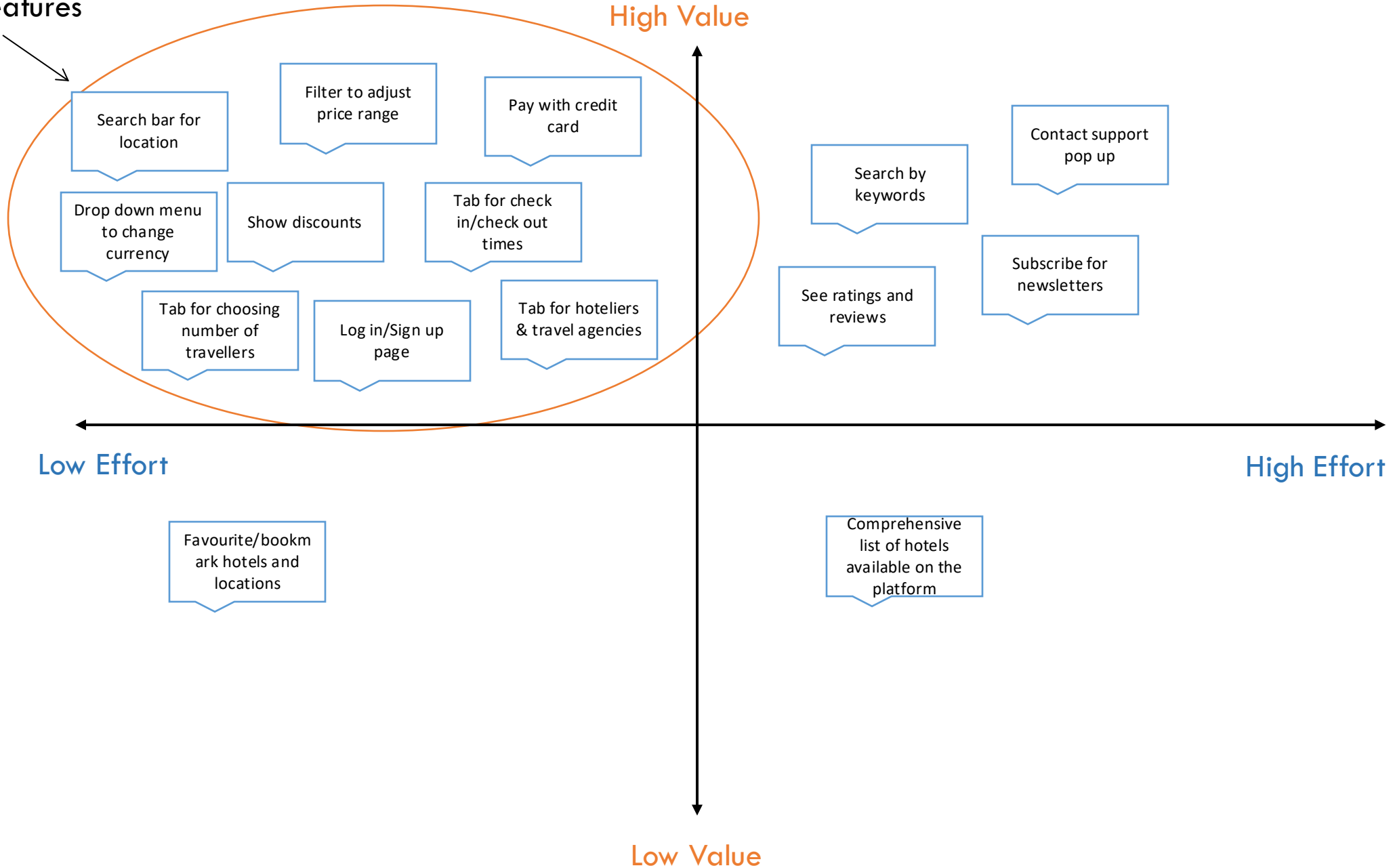
[Small]

User keeps receipts of hotels

- Not relevant

Value vs. Effort Map

MVP Features



User Stories

As a [business traveller], **I want to** [an app where I can book hotel short-stays], **So I can** [rest, take a shower and prepare for meetings]

As a [family with long transit time], **we want to** [book a hotel room for a few hours], **So I can** [we can rest for a bit during layovers]

As a [solo traveller], **I want to** [stay at a hotel for a few hours], **So I can** [I can freshen up and rest before continuing my transit to the next city]

Conclusion

From these, it's clear that there is a good potential market for the Microstay app and consumers that will be more than willing to use it. I recommend that the senior management to pursue building the Minimum Viable Product.

Booking.com

