

Stay-N-Sleep

Vision: enable every traveler, to build a community of lifelong travelers, allow the travel community to experience what matters.

Mission: Connect people, enrich communities, and open minds to new experiences and cultures.





Stay-N-Sleep

[Olushola Aileru]



Executive Summary

**Personas, Hypothesis, &
Validation**

PRD & MVP Features

Roadmap

User Flow

Presentation Agenda

Executive Summary

This document consolidates key information from the Stay-N-Sleep Loyalty Program proposal, additional user insights, and best practices for designing a Product Requirements Document (PRD). The aim is to introduce a tiered loyalty program that addresses customer retention and engagement while boosting business profitability.



Personas



Business travellers



Leisure travellers



Corporate travel Administrator



Aged 25–45, employed in industries requiring frequent travel.
Needs: Cost-efficient solutions, simple expense tracking, integrated booking workflows, and purposive activities (such as local experiences) that provide downtime.

Pain Points: Travel cost management, travel to seek unusual accommodation in close proximity with business areas, and minimal free time.

Age 30–60, and who rank travelling for holidays and cultural experiences as a priority.

Needs: Benefits include discounts for repeat bookings, special opportunities to experience the local areas uniquely, and family-friendly experiences.

Pain Points: Expensive travel costs, absence of real experiences, and restrictive hotel policies.

HR Professionals & travel managers

Needs: Centralized dashboards simplified booking processes, expenditure management

Pain points: Mundane administrative work, lack of spending control and choicelessness concerning employee preferences



Hypothesis Statement

I believe providing a high-level tiered loyalty program (points, perks, exclusive rewards), for frequent travelers (leisure and business), Stay-N-Sleep will induce an increase in the number of chosen bookings in customers, higher customer retention, higher lifetime value and broader adoption among corporate customers.

Validation



User Surveys and Interviews

Surveys for Stay-N-Sleep current users, concerning what they prefer from loyalty program (l.p. benefits (e.g., discounts, exclusive experiences).

Interview business travelers and corporate managers to determine their requirements for a travel rewards program.

PRD & MVP Features

Stay-N-Sleep > PRD & MVP Features

Users

1. **Business Travelers:** Aged 25–45, frequent work-related travelers.
2. **Leisure Travelers:** Aged 30–60, seeking personalized, authentic experiences.
3. **Corporate Travel Administrators:** Oversee employee travel bookings.

Metrics

- **Adoption:** 50% of users enrolling in the program.
- **Usage Frequency:** Average points redeemed per quarter.
- **Revenue Contribution:** 60% of bookings by loyalty members.

Analysis

- **Key Problems to Solve:** Lack of engagement incentives, minimal retention strategies.
- **Opportunities:** Broader market appeal, data-driven personalization, and increased repeat bookings.

Defining The Product MVP

1. **Points System:** Earn 1 point per \$1 spent.
2. **Basic Rewards Redemption:** Points can be used for discounts on bookings.
3. **Silver Tier Benefits:** Standard points accumulation and occasional discounts.
4. **User Dashboard:** Displays points, redemption options, and tier status.
5. **Corporate Dashboard:** Centralized tool for tracking employee expenses.



TEMPLATES

[Product Requirement Document \(PRD\)](https://docs.google.com/document/d/1FbFkl2Xcf6ajvJlnVZRJQ7sJKqnXdPTXKfcvjLEtAFQ/edit?usp=sharing)
<https://docs.google.com/document/d/1FbFkl2Xcf6ajvJlnVZRJQ7sJKqnXdPTXKfcvjLEtAFQ/edit?usp=sharing>

[Minimum Viable Product \(MVP\)](#)



Roadmap



Research & Design



Development

Launch

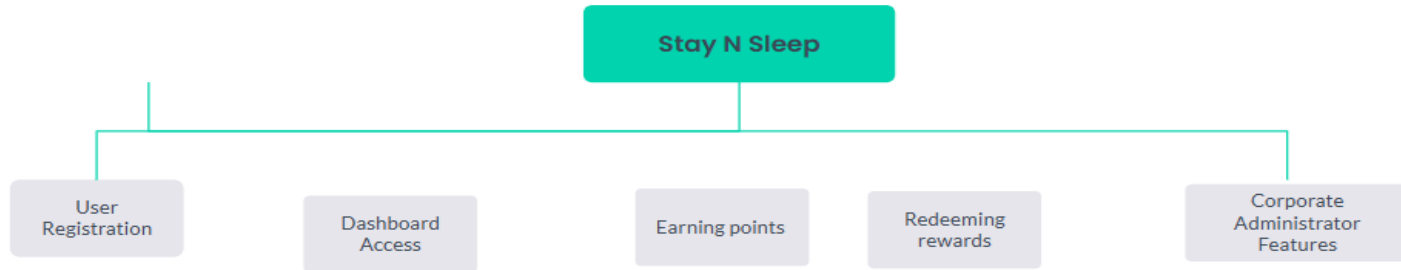


Post Launch

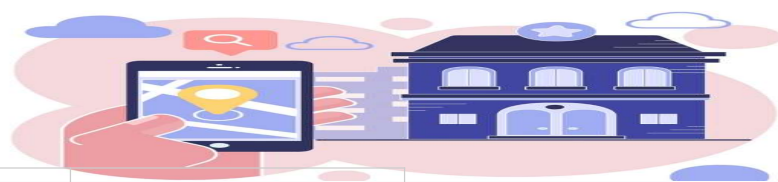
Research & Design	Development	Launch	Post -Launch Improvement
Month 1 & 3	Month 4 & 8	Month 9 & 10	Month 11 & 12
User Research	Backend Development	Soft Launch	Data Analysis
Feature Definition	Frontend Development	Global rollout	Feature Enhancement



User Flow



Engineering Sprints



OWNER	TASK	ROADMAP PHASE	MILESTONE
Back-End Engineering	Extend backend database to track stays per user	1	Tracking & Infrastructure
UX Design	Design MVP web page for loyalty dashboard	1	Tracking & Infrastructure
Frontend Engineer	Build points balance display on profiles	1	Tracking & Infrastructure
Backend Engineer	Implement rewards redemption mechanism	4	Tracking & Infrastructure
Frontend Engineer	Integrate rewards at checkout	4	Tracking & Infrastructure
QA Engineer	Conduct end-to-end testing of features	4	

DEPT	OWNER	Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5	Sprint 6	Sprint 7	Sprint 8
Back-End Engineering	NAME HERE	Design MVP web page for loyalty dashboard							
Back-End Engineering	NAME HERE				Implement rewards redemption mechanism				
Front End Engineering	NAME HERE	Build points balance display on profiles			Integrate rewards at checkout				
QA Engineer	NAME HERE				Conduct end-to-end testing of features				
UX Design	NAME HERE	Design MVP web page for loyalty dashboard							



Go to Market Strategy

"Ready to make your stays more rewarding? Join our loyalty program today!"

TEMPLATE

[Go to Market Strategy](#)

Personas	Monetization Strategy	Marketing Strategy	Campaign Effectiveness	Customer Adoption	Support
Business travellers	Partnership	Pre-Launch	Adoption	Referral Program	24/7 Customer service
Leisure seekers	Corporate Subscriptions	Launch	Revenue		
Administrators	Increased booking from retention	Post-Launch	Retention		
		Continuous Improvement			

