

GOIBIBO INDUSTRY PROJECT

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Assumptions and Product Backlog

Following is a list of hypotheses including the riskiest ones which we would have to test in the MVP:

Hypothesis established before User Surveys and Interviews	Result from User Interviews	Concluded Assumptions (to be tested again in MVP)	Remarks
People prefer to spend in the range of Rs. 1200-2500 per day on a hotel accommodation	38% of the respondents said that they prefer booking hotels in the range of Rs. 1200-2500. This data proves the hypothesis	Since majority of the people are willing to spend 1200-2500 per day, which means 400-800 for an 8 hour slot. Hence, the pricing on the product will be available in the same range	Riskiest Assumption 1
People would prefer slot based booking, if they consider booking a microstay	46% respondents said that they would prefer slot based booking options, if they book a microstay. This proves our hypothesis.	The microstay product will have a feature where users can select different slots - morning, evening, night, depending upon their requirement. They will select the date on which they want a microstay and then select the slot.	Riskiest Assumption 2
People usually feel the need of booking microstays during their early morning or late night arrival at the destination	67% of the respondents said their top reason to feel the need for short stays is "Early morning arrival/Late night arrivals at railway station or Airport". This proves our hypothesis.	The micro stay feature can be clubbed with flight bookings at odd hours and can be shown under a "recommended for you" feature	
People travel frequently for business needs	32% respondents suggested "business" as their purpose of travel and 32% respondents suggested "leisure" as their purpose of travel. This proves our hypothesis.	Using this insight, we can add business and leisure cities on the supply side while launching the microstay product	

People in the age group of 24-32 are more likely to book microstays	47% of the respondents in the age group of 18-24 said that they would like the option of microstay, while only 27% respondents in the age group of 24-32 expressed their inclination towards microstay. This negates the hypothesis and also gives an insight that the age group of 18-24 can be a good target consumer segment.	<ul style="list-style-type: none"> - The age group of 18 -24 is a good consumer segment and the product offering can be market to this consumer segment - To test the product in the initial stage, product can be marketed to 18-32 years old as they comprise 80% of our target users. 	
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Following information would be used to create Product backlog and Sprint backlog documents:

Page Name	Features	Priority	Feature ID
Landing Page	Search Feature to search by City, Area or Hotel Name on Homepage	MVP (Release 1)	MS001
Landing Page	Check-in date	MVP (Release 1)	MS002
Landing Page	Check-in Time	MVP (Release 1)	MS003
Landing Page	Slot (Morning, Afternoon, Evening)	MVP (Release 1)	MS004
Landing Page	No. of Rooms	MVP (Release 1)	MS005
Landing Page	No. of People	MVP (Release 1)	MS006
Landing Page	Feature Hotels - Advertisement Block	Release 4	MS007
Search Results Page	Search Data Summary Ribbon	MVP (Release 1)	MS008
Search Results Page	Photo of the hotel/room with property name	MVP (Release 1)	MS009
Search Results Page	Discounted Price	MVP (Release 1)	MS010
Search Results Page	Overall Hotel Ratings (on Google)	MVP (Release 1)	MS011
Search Results Page	No. of Review (on Google)	MVP (Release 1)	MS012
Search Results Page	Additional Discount Notification	Release 4	MS013
Search Results Page	Amenities (Basic- Wifi, Breakfast included, AC, etc.)	MVP (Release 1)	MS014
Search Results Page	Amenities (Premium - Mini-bar, Gym, Swimming Pool)	Release 2	MS015

Search Results Page	Good for _____ (Eg. Business Travellers, Couples etc.)	MVP (Release 1)	MS016
Search Results Page	Goibibo Reviews	Release 2	MS017
Search Results Page	Compare button	Release 2	MS018
Search Results Page	Filter by 'Price Range'	MVP (Release 1)	MS019
Search Results Page	Filter by 'Star Ratings'	MVP (Release 1)	MS020
Search Results Page	Filter by 'Locality'	Release 3	MS021
Search Results Page	Filter by 'Amenities (Basic)'	MVP (Release 1)	MS022
Search Results Page	Filter by 'Good for..'	Release 3	MS023
Search Results Page	Filter by 'Amenities (Premium)'	Release 3	MS024
Search Results Page	Filter by 'Discount %'	MVP (Release 1)	MS025
Search Results Page	Sort by 'Price Low to High'	MVP (Release 1)	MS026
Search Results Page	Sort by 'Price High to Low'	MVP (Release 1)	MS027
Search Results Page	Map Search	Release 4-5	MS028
Search Results Page	UI Redesign	Release 4-5	MS029
Selected Hotel Details	Search Data Summary Ribbon	MVP (Release 1)	MS030
Selected Hotel Details	Photo of the hotel/room with property name	MVP (Release 1)	MS031
Selected Hotel Details	Location Address Detail	MVP (Release 1)	MS032
Selected Hotel Details	Map	MVP (Release 1)	MS033
Selected Hotel Details	Overall Hotel Ratings (on Google)	MVP (Release 1)	MS034
Selected Hotel Details	No. of Ratings (on Google)	MVP (Release 1)	MS035
Selected Hotel Details	Hotel Ratings - category wise (Safety, Cleanliness, Smooth check-in, Staff behaviour, Room quality, Hotel surroundings)	Release 3	MS036
Selected Hotel Details	Additional Discount Notification	Release 4	MS037
Selected Hotel Details	List of Amenities (Wifi, Breakfast included, Mini-bar, AC, Gym, Swimming Pool etc.)	Release 2	MS038
Selected Hotel Details	Good for _____ (Eg. Business Travellers, Couples etc.)	Release 2	MS039
Selected Hotel Details	Hotel Description	MVP (Release 1)	MS040
Selected Hotel Details	List of Room Types (Photo + Room Type + Amenities + Discounted Price + Book button)	MVP (Release 1)	MS041
Selected Hotel Details	Feedback/Reviews (Basic)	MVP (Release 1)	MS042

Selected Hotel Details	Feedback/Reviews (Detailed)	Release 2	MS043
Selected Hotel Details	Near by (Airport, Railway Station, City Centre, Bus Station, Important Tourist Destination etc.)	Release 4	MS044
Selected Hotel Details	Hotel Policy	MVP (Release 1)	MS045
Selected Hotel Details	Cancellation Policy	MVP (Release 1)	MS046
Selected Hotel Details	Footer-Room Type Selection + Discounted Price + Book Now Button	MVP (Release 1)	MS047
Selected Hotel Details	UI Redesign	Release 4-5	MS048
Traveller Information Page	Sign/Sign-up	MVP (Release 1)	MS049
Traveller Information Page	Name	MVP (Release 1)	MS050
Traveller Information Page	Age, Sex	MVP (Release 1)	MS051
Traveller Information Page	Email ID	MVP (Release 1)	MS052
Traveller Information Page	Phone No.	MVP (Release 1)	MS053
Traveller Information Page	Purpose of Travel (Business, Tourism, Medical etc.)	MVP (Release 1)	MS054
Traveller Information Page	UI Redesign	Release 4-5	MS055
Booking Summary	Booking Summary (Room Picture + Hotel Name + Address + Room Type + No. of Adults and Children per room + Check-in Date, Stay Period, Check-in Time, Checkout time) - with edit button	MVP (Release 1)	MS056
Booking Summary	Traveller Information (with edit button)	Release 2	MS057
Booking Summary	Promo Code Enter and Apply Button (1st instance)	MVP (Release 1)	MS058
Booking Summary	Payment breakup (Room Rate + Taxes + Discount = Total Amount)	MVP (Release 1)	MS059
Booking Summary	Proceed with Booking button	MVP (Release 1)	MS060
Booking Summary	UI Redesign	Release 4-5	MS061
Payment Page	Pay using Credit/Debit Card	MVP (Release 1)	MS062

Payment Page	Pay using Net Banking	MVP (Release 1)	MS063
Payment Page	Pay using UPI	MVP (Release 1)	MS064
Payment Page	Pay using e-wallets	Release 2	MS065
Payment Page	Pay Online/Pay at Hotel Option	Release 2	MS066
Payment Page	Promo Code Enter and Apply Button (2nd instance)	Release 2	MS067
Payment Page	Option to Add GSTIN, Company Name, Company Address	MVP (Release 1)	MS068
Payment Page	UI Redesign	Release 4-5	MS069
Post Payment /Confirmation Page	Booking Confirmation Message	MVP (Release 1)	MS070
Post Payment /Confirmation Page	Auto-trigger confirmation email + invoice	MVP (Release 1)	MS071
Post Payment /Confirmation Page	Download Invoice button	MVP (Release 1)	MS072
Post Payment /Confirmation Page	Email Invoice button	Release 2	MS073
Post Payment /Confirmation Page	Feedback ribbon-Rate the experience on a scale of 1 to 5	Release 2	MS074
Post Payment /Confirmation Page	Feedback/Review post date of stay (Email and SMS trigger with link to feedback page)	MVP (Release 1)	MS075
Post Payment /Confirmation Page	Feedback/Review landing page (Basic)	MVP (Release 1)	MS076
Post Payment /Confirmation Page	Feedback/Review landing page (Detailed)	Release 2	MS077
Post Payment /Confirmation Page	UI Redesign	Release 4-5	MS078
General	Call Us	Release 4	MS079
General	Help Button	Release 2	MS080
General	Blog	Release 4	MS081
General	In-app notifications	Release 4	MS082
General	Marketing Emailers	Release 4	MS083
General	About Us, Terms of Use, Privacy Policy	MVP (Release 1)	MS084
General	Social Media Links	Release 2	MS085

General	Register Hotel + Registration Form (Hotel Name, Hotel Email, Contact Person Name, Mobile No., Hotel Address) with Send Button	MVP (Release 1)	MS086
Android App Version		Release 5	MS087

Riskiest Assumption 1 would be tested through Feature ID MS019 in Release 1 and final booking data.

Riskiest Assumption 2 would be tested through Feature ID MS004 in Release 1.