

# Trekabilly Product Requirements Document

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## SUMMARY

Through interviews and surveys, we have discovered that when individuals travel, they want a mix of experiences, not just all tourist activities, nor avoiding all tourist activities. As avid travellers ourselves, we wanted to create a product for these people so that they can get the most out of their trip.

Our goal with Trekabilly is to create a community website where individuals post tips about their own city and cities they've visited. Anyone looking to plan a trip will be able to search for posts by category, keyword, or location and receive results that talk about the whole city. We will begin by curating posts to ensure fair representation and, as Trekabilly grows, create a weighting system to ensure continual fairness. We'll also integrate voting on posts to engage the community further and do an even better job of giving the most interesting results.

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## URL

<http://www.trekabilly.com/>

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# USER STORIES

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## P0 User Stories - Must Have (MVP)

#1: As a user, I want to search for activities by keyword so I can only see results that interest me.

Acceptance Criteria:

- There will be a search field that accepts text inputs
- The field will indicate spelling errors (if possible)
- A search can be implemented by pressing enter or clicking on a search button
- A keyword search will lead to the results page with only entries that match that keyword
- An error message will display if there are no results to the search

#2: As a user, I want a map view of where my results are so I can make decisions based on geography.

Acceptance Criteria:

- Map will zoom in/zoom out and redisplay results based off of the change location
- Map will have pins for each result with a number system to link pins to listings
- Map will default to a location based off of GPS data. If not available, it will center in roughly the geographic middle

#3: As a user, I want to see a list of results so I can make decisions on what interests me.

Acceptance Criteria:

- Results will be ordered by proximity to the center of their map (until up/down votes are implemented)
- Results will be numbered in a way that corresponds with pins on the map
- Results will list name, location, category, and a comment snippet
- Once ratings are implemented, they will also display ratings
- Can perform a new search from the results page
- Clicking on a result will lead to the full post page

#4: As a user viewing a post, I want to see all the information that the post contains to decide if I want to go.

Acceptance Criteria:

- Post will display:
  - Post title
  - Post Text
  - Post Photo

- Map of Location
- Related Posts
- Location Address
- Location Notes
- Once implemented post will show ratings
- Once implemented, post will let user up or down vote
- Once implemented, post will let users save

#5: As a user viewing a post, I want to be able to see similar posts so I can explore the site more

Acceptance Criteria:

- When viewing a post, there will be a section of similar posts that is clickable to see full post
- The similar posts will list post title and location
- The posts will be pulled from other posts in the same category with the most recent coming first

#6: As a new user, I want to see popular items on the home page so that I have a sense of what I can find on the site

Acceptance Criteria:

- Content will be grouped by filter
- The ones that appear will have the highest total from upvotes minus downvotes. Until this feature is implemented, it will be the most recent posts

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## P1 User Stories - Should Have

#1: As a user, I want to be able to filter my results by category in advanced search so I can only see the things that interest me.

Acceptance Criteria:

- Filter is available under advanced search
- Once a filter is selected, only results flagged with that filter are displayed
- Filters can be removed and, upon removal, all results show
- Only one filter can be applied at a time

#2: As a logged in user, I want to up or downvote activities to help guide others to the right choices

Acceptance Criteria:

- Each listed activity will have icons to up and down vote
- Items with a higher ratio of up to down votes will appear first in a listing when anyone searches
- To vote, a user must be logged in
- Users that aren't logged in will be prompted to log in

- Once an activity is voted on, the voting icons will change to indicate that their vote is received.

#3: As a user, I want to login so that I can have access to more content

Acceptance Criteria:

- Log in requires an e-mail address and password
- Display error message for incorrect passwords
- Allow password reset

#4: As an interested user, I want to create an account so that I can participate further in the site's content

Acceptance Criteria:

- Accounts will require a username/display name, e-mail, and password
- System will check for duplication of e-mails and display an error if e-mail already exists in the site
- Once accounts are created, users will be directed to the search field

#5: As a user that knows an experience, I want to add posts to help others on the site

Acceptance Criteria:

- Users must be logged in to add experiences.
  - If a user is not logged in, they will be prompted to log in
- Required fields for experiences are:
  - Name
  - Location
  - Type (select from list)
  - Ranking (1-5 scale)
  - Opinion/Comments
- Some kind of duplication check to prevent the same location being entered twice
  - For now, moderator will be notified of all new posts and will be able to fix location duplications.

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## P2 User Stories - Could Have

#1: As a logged in user I want to favorite items that interest me for later review

Acceptance Criteria:

- Each listing will have a save feature
- If save is clicked by a non-logged-in user, they will be prompted to log in
- There will be a section to see all saved listings

#2: As a user, I want to be able to geographically search for things to do under advanced search so that I can find listings near where I'm interested.

Acceptance Criteria:

- Can search by neighborhood
- Can search by boro
- Can search by zip code
- Can search by address
- Has a button to click to begin search
- Pressing enter begins search
- Once search is entered, leads to display of results
- Displays error message if no results are found in search area

#3: As a user that knows an experience, I want to add my thoughts to a post that is already on the site

Acceptance Criteria:

- Each post will have an option to add your comments
- Users must be logged in to add comments
- If a user is not logged in, they will be prompted to log in
- Required fields for opinions are ranking, opinion

#4: As a logged in user, I want to be able to add items that aren't at a specific location so that I can suggest more things

Acceptance Criteria:

- When entering a suggestion, users will be able to put a broad area instead of a specific address
- Search results will display these items when the user's search matches that broad area.
- If user isn't logged in, will prompt a login

#5: As a user, I want to click on an individual poster and see everything they've recommended so that I can know more from individuals I find valuable.

Acceptance Criteria:

- The username of the person that contributed will be displayed next to their contribution
- Clicking on that username will bring up a display of only things that username has contributed to the site
- Clicking on any contribution will bring up the full information about the location

#6: As a logged in user, I want to change some of my account information to keep it up to date

Acceptance Criteria:

- The user must be logged in to see their own profile
- Before any changes are made, the user will have to re-enter their password for verification
- The password will be able to be changed

- The username will be able to be changed and, once changed, every place the old username appeared it will be changed to the new user name
- The user's location will be able to be changed
- The user will be able to change their e-mail address
- User will be able to delete their account. If this option is chosen, no data that they have created (locations, comments, ratings, etc.) will be displayed anywhere on the site

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## METRICS & GOALS

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### For MVP - Voting, Keyword/Category Search, Curated Posts

Our MVP is to test our search capabilities and try to begin to build a community. We will create curated posts from the administrative team and give users the ability to search by keyword or category, create an account, and vote up or down our posts.

To decide if we're successful, at search, we'll track the number of posts viewed per session. More posts will indicate more engagement. In regards to community, we'll want to track active accounts, in this case defined as accounts that log in at least once a month. We'll also track number of votes per account as a further measure of engagement.

#### KPIs

Viewed posts per session

Votes per account

Active accounts per month

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### Longer Term

We plan to make our revenue off of advertising. This is the most common revenue source for travel websites, so there is solid evidence that this is a functional model. Therefore, we need to have multiple page views per session to ensure that we can receive revenue.

In addition, we are trying to create a community, and therefore we will want to continue to monitor how engaged users are. We will want to track when on average users create an account, vote for a post, and make their own post and sense what the progression of engagement is. Most importantly, we will want to make sure people remain engaged before, during, and after a trip, so we will need to keep a close eye on how active accounts are.

## KPIs

Posts created per day as a percent of accounts

Votes per day as a percent of accounts

Percentage of accounts active week to week

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## KEY STAKEHOLDERS

Aung Barteaux - Developer

Dipshikha Biswas - Developer

Bobby Lopez - Developer & Design Expert

Anya Melnyk - Developer

Dael Jackson - Product Manager

Jason Leibowitz - Dev Mentor

Ashton O'Connor - UX Mentor

Heiwad Osman - PM Mentor

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## RISKS

Users will be uninterested in search and will instead want more curated offerings

- Mitigation
  - Monitor site traffic and abandonment rates
  - Ongoing usability testing
  - Consider feedback surveys (more effective once accounts exist)
- Owner
  - Product Management

People will be unwilling/uninterested in posting ideas

- Mitigation
  - Track % of visitors that create ideas or comments
  - Explore gamification to encourage more participation
- Owner
  - Product Management

Will be unable to tap into APIs of other sites

- Mitigation
  - Monitor all APIs for rule changes monthly and adjust code as needed
  - Create a relationship with external organizations as we grow
- Owner

- Development Team

Competitors will move into the space

- Mitigation
  - Continually innovate and improve to stay ahead of the curve
- Owner
  - Product Management supported by everyone

Won't attract enough traffic to make revenue from ads

- Mitigation
  - Design initial advertising campaign to bring visitors in at the beginning
  - Monitor Google analytics for number of visitors
  - Create strategies to drive traffic beyond word of mouth
- Owner
  - Product Management

Market is too saturated to support another competitor

- Mitigation
  - Do additional competitive research to see how much of market is currently captured
  - Investigate mobile solutions to tap more immediate planners
- Owner
  - Product Management

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## FEATURES

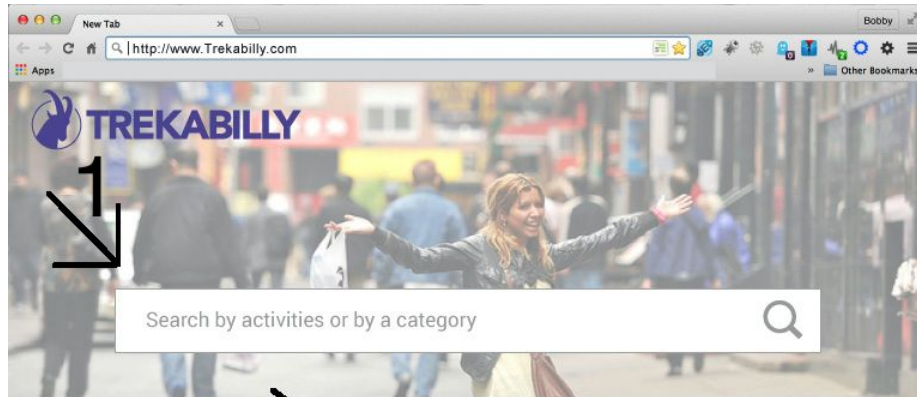
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### Home Page

Features:

1. Search bar at the top of the page. Entered text will be searched for in location name, post name, and post content
2. Introductory text for individuals new to the site.
3. Recent posts for each category. Will switch to be top vote-getters once voting is implemented.
4. Each post will have a post title, a blurb from the post text, the post's photo and an indicator of the category





2 → Why Trekabilly?  
Our community has both locals and tourists to give you the best of both worlds.  
Our community has both locals and tourists to give.  
Browse some of our categories

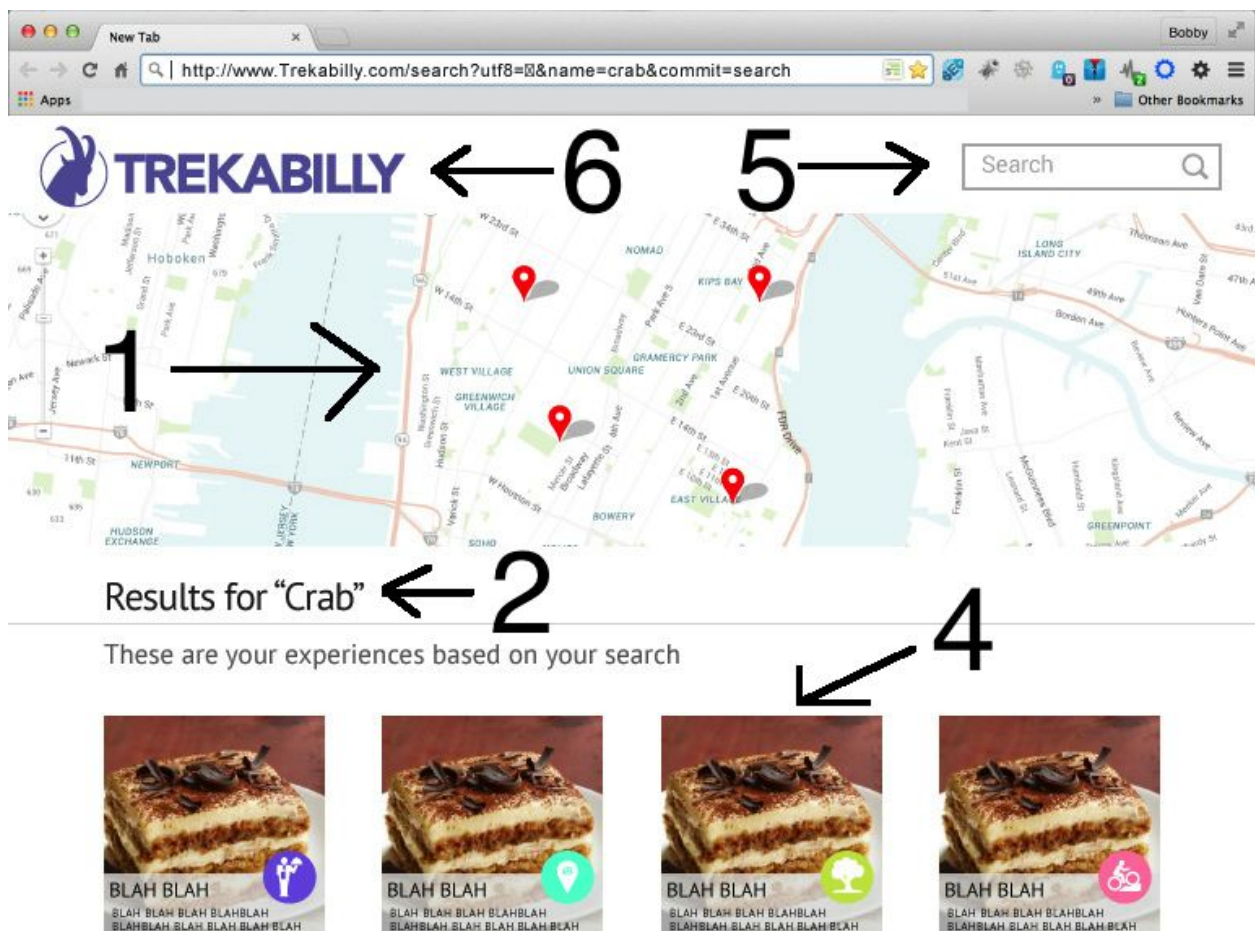


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## Search Results

Features:

1. Map with points for each location. Points will be able to indicate which location they are for.
2. Indicator of what their search terms are.
3. Error message if there are no results (not pictured)
4. List of posts that match the keyword, sorted by order of recency. Once voting is implemented they will be in order of highest vote.
5. Search bar to allow re-searching.
6. Logo also links to homepage.



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## Post Detail

Features:

1. Map point on zoomable map
2. Post title
3. Location and address
4. Post Content
5. Post image
6. List of similar results pulled from by the same category by recency
7. Search bar for new searches
8. Logo returns to home page



Great Seafood at Brooklyn Crab

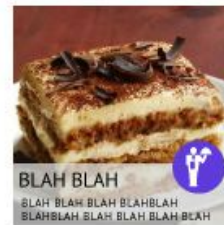


Address

24 Reed St, Brooklyn NY

There are games on the first floor and then there are three levels with amazing views of the city. And the food is spectacular and delicious. Seafood so gooodddddd

You might also be interested in these posts from other users



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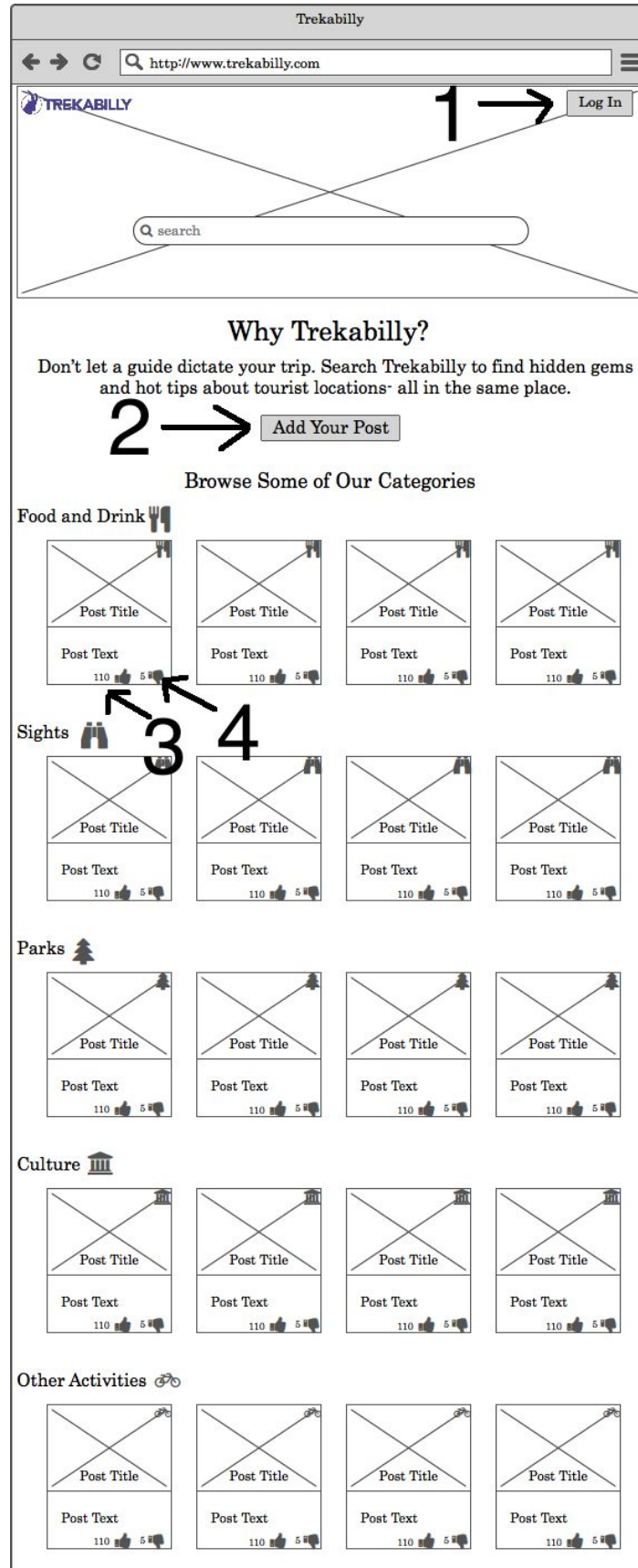
## Longer Term Features

Home Page Features:

1. Log-In

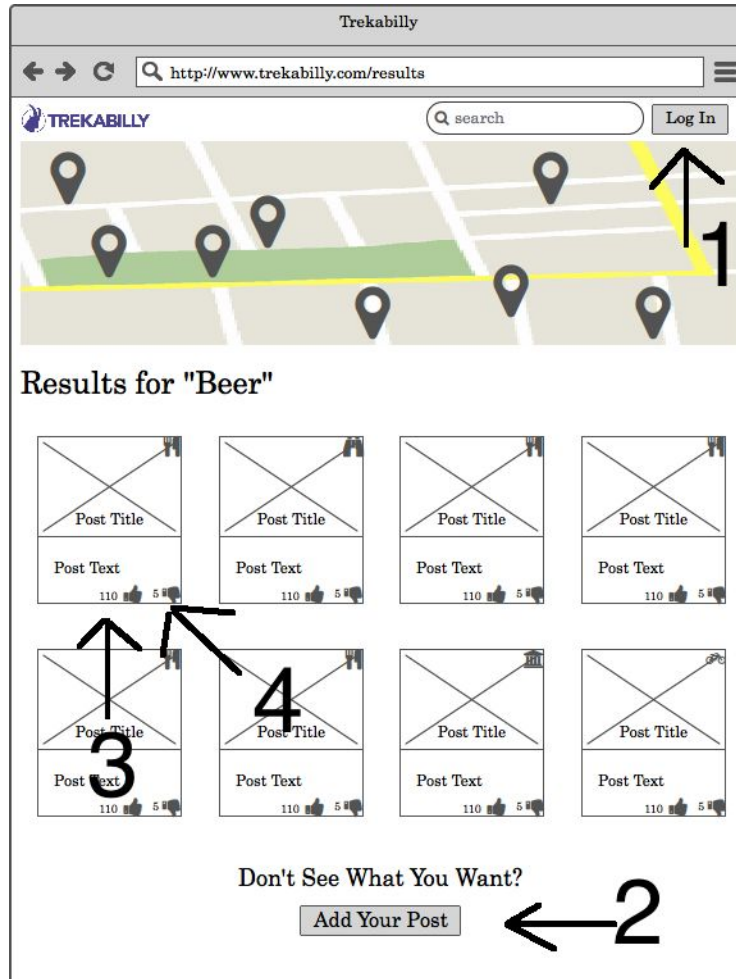
2. Add Post
3. Vote Totals on posts
4. Quick Vote (By Clicking on Icon)





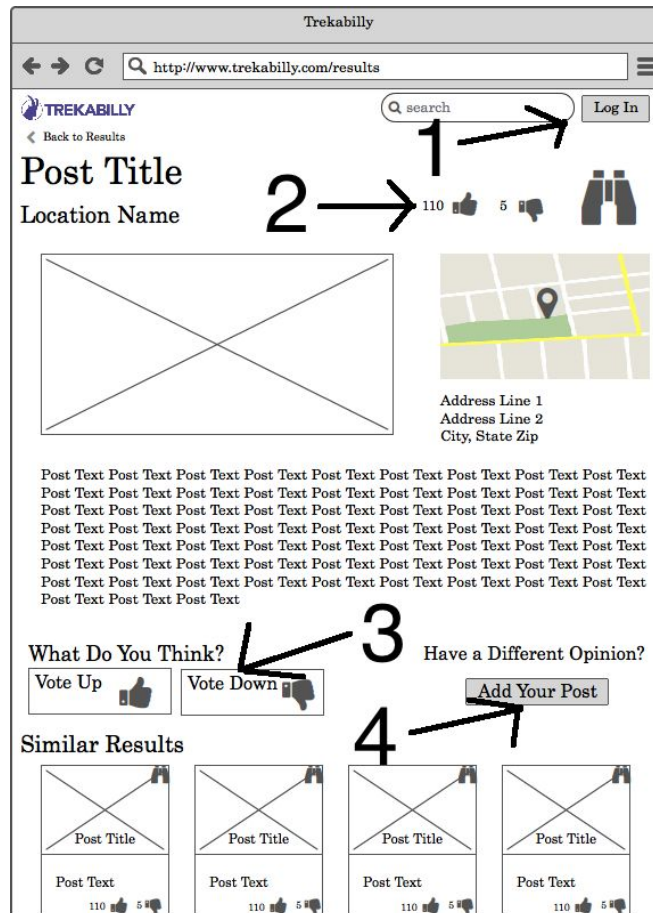
### Search Results Features:

1. Log-In
2. Add Post
3. Vote totals on posts
4. Quick Vote (By Clicking on Icon)



### Post Detail Features:

1. Log-In
2. Vote total
3. Vote
4. Add Post



## COSTS

Trekabilly will incur several different costs as we grow. We are relying upon the Google Maps API which only provides 25,000 requests per day for free<sup>1</sup>. After that we will begin having to pay for access to the API which is accessible on a sliding scale depending on how many requests made per day, but the basic account begins at \$10,000<sup>2</sup>. In addition, we will need to begin scaling our website toward a premium account as our traffic increases.

If our initial test indicates that keyword searching is a preferred method, we will next want to extensively extend our content so that we can implement the voting feature. In order to do this we will want to hire a few writer/researchers to create content for trekabilly. If we offer three month contracts to three people we believe that we can create extensive list of locations and posts. We will want younger writers to keep a fresher writing style so if we pay \$25/hour we will

<sup>1</sup> <https://developers.google.com/maps/usagelimits/>

<sup>2</sup> <https://www.quora.com/What-is-the-price-breakdown-for-Google-Maps-API-for-Business>



be able to attract good talent with a few years experience. This would lead to a \$54,000 cost (\$25/hour \* 8 hours \* 90 days \* 3 people).

Lastly, we will need some marketing effort to drive traffic to the site. For our first MVP we won't need to drive too much traffic to see if people are interested in searching by keyword. We can do a relatively small and targeted adwords buy for a few thousand dollars to see if people perform searches.

Once we've populated the site further and implemented voting, we'll want to do a more extensive ad buy to see if we can begin building the community.

We'll also want to try and create partnerships with other organizations serving this space. We could access groups like Hostelling International's NYC branches or work with larger organizations such as NYCgo. These partnerships will incur small costs such as business lunches, but may also take the form of monetary partnerships.

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## FUTURE PLANS

Before any advertising efforts, we will launch voting on posts. This will allow us to begin building our community from the beginning.

Once voting is integrated, we will launch two simultaneous efforts- One to begin bringing people to the site and the other to increase the curated content. To bring people to the site we will perform search engine optimization and do a Google ad buy. We will also perform usability testing with both locals and travellers to NYC to ensure that our layout is correct. The leadership will reach out to NYC tourist organizations to create advertising partnerships.

We will pay copywriters to increase the content of the website so that there will be more and more content. Once we have increased our database to 200 locations, we will perform another round of card sorting to ensure that our current five category setup is correct. As we increase the content, we will continually monitor the ratio of tourist activities to non-tourist activities to determine if we need to initiate a weighting system to ensure equality.

Once voting is launched, we will begin the process of letting others post on the website. This will take several different steps to allow us to continue to curate the experience. While we still have the copywriters on staff, we will create a process to suggest a location. We will use this to determine how aware users are of locations before suggesting one- indicating how likely users are to create duplicate locations. Next we will allow people to create their own posts entirely, but each post will go through a moderator. This moderation will allow us to see how often posts are worthwhile and how often they have issues such as profanity or just complaining. We will

find out what the issues are and begin to determine if we can move away from moderation or if moderation will be a continual feature of the site.