# Worksheet 13A.1 Windows of Opportunities and Triggers Worksheet and Reflection

Use Worksheet 13A.1 to identify Windows of Opportunity for your product and choose one to focus on. Once you have chosen the Window of Opportunity, develop a spectrum of options of Triggers for that specific Window of Opportunity and choose which one you will focus on first to test for effectiveness.

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|  | Window of Opportunity Candidates:  What? When? Why? | Who is the Window of Opportunity relevant to? | | |
| Champion | End User | Economic Buyer |
| 1 | What: **Planning a last-minute vacation**  When: **2–4 weeks before travel**  Why: **They’re stressed and don’t have time to research** | **No** | **Yes** | **No** |
| 2 | What: **Seeing a friend post an amazing trip on Instagram**  When: **Immediately after seeing it**  Why: **Fear of missing out, spontaneous trip urge** | **Yes** | **Yes** | **No** |
| 3 | What: **Company allows use of learning / travel budget**  When: **After annual performance reviews**  Why: **Budget needs to be spent or lost** | **No** | **No** | **Yes** |
| 4 | What: **End of exams or graduation period**  When: **May/June & December/January**  Why: **Students seek travel to reward themselves** | **No** | **Yes** | **No** |
| 5 | What: **Major travel events or expo runs promotions**  When: **Event-based**  Why: **Exposure to many travel tools and offers** | **Yes** | **No** | **Yes** |

Which Window of Opportunity will you target first? Why?

**The second one, which is: Seeing a friend post an amazing trip on Instagram. We choose that because it is an emotional, spontaneous moment with high intent and openness to inspiration. It is highly relatable and has strong peer influence, which is perfect for organic growth and easy digital targeting.**

What are potential Triggers for your chosen Window of Opportunity?

1. **Instagram ad or sponsored post**
2. **Personalized quiz**
3. **Influencer post showing trip highlights and direct link to plan your own**
4. **Mobile notification, for existing users, when a similar trip is trending**
5. **Retargeted ad**

Which of these Triggers will you test first? Why?

**The third one which is: Influencer post showing trip highlights and direct link to plan your own. We choose that because it is natural, trust-driven, and can directly link to our experience builder by bridging emotional interest with actionable steps.**

What is a cost-effective and rapid way to test your hypothesis on your chosen Window of Opportunity and Trigger? How will you measure its effectiveness?

1. **Partner with 1–2 micro-influencers to post travel stories with a “Plan this trip” swipe-up or link**
2. **Use a custom landing page with analytics to track click-through and engagement**
3. **Measure effectiveness by:**
   1. **Clicking-through rate (CTR) on link**
   2. **Time spending on trip builder page**
   3. **Signups or trial conversions from that link**
   4. **Surveys with tracking ID option**