

Mind The Guide

Demo Day #3

10/09/2015

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We connect travellers with local tour guides

DEMO ROADMAP

- Sprint Backlog Review
- Startup Value
- What We Learned
- What We Need

SPRINT GOAL #3

Testing the Guide Panel with at least 5 guides



SPRINT BACKLOG

OPERATION: 5.0 MD

- [100] Testing Guide Panel with 5 guides 2.0 MD
- [60] Organize and execute 8 tours 3.0 MD

DEVELOPMENT: 5.5 MD

- [90] New Admin and Guide Panel 1.5 MD
- [80] New Homepage Design 1.0 MD
- [70] Implement new Homepage Design 2.5 MD
- [50] SEO improvement 0.5 MD

TEAM MANAGEMENT: 0.5 MD

- [45] Post job offer City Manager 0.5 MD

ORGANIZATION: 2.5 MD

- [40] Invoice guides August 0.5 MD
- [30] New Tour Ancient Rome Available 2.0 MD

MARKETING: 1.0 MD

- [25] New Confirmation Mail Campaign 1.0 MD

OPERATION

OPERATION

[100] *Testing Guide Panel with 5 guides*

- Guides were pretty collaborative and happy about the new control panel.
- We improved the panel user experience thanks to their suggestions.



MD: 2.0
Status: Achieved

OPERATION

[60] Organize and execute 8 tours

	Past Sprint	Current Sprint
Tours Delivered	6	14
Total Number of Tourists	63	106
Avg. Number of tourist/tour	10	8
Num. of requested reviews	21	23
Num. of reviews obtained	9	5

MD: ~~3.0~~ 4.0
Status: Achieved

DEVELOPMENT

[90] *New Admin and Guide Panel*

	Sprint #2	Sprint #3
#Bugs	60	38 (20 new + 18 old)
#Bugs fixed	42 (70%)	27 (71%)
#Bugs to be fixed	18	11

MD: ~~1.5~~ 3.0
Status: **Failed**

[80] *New Homepage Design*

- External designer: losing time in organizing a meeting and getting results.
- Waiting for new design of the Home Page, Tour Page and Guide Page

[70] *Implement new Homepage Design*

Not achievable → Waiting for the design

MD: 2.5
Status: Failed

DEVELOPMENT

[50] *SEO Improvement*

Still waiting the document → Will be ready on Saturday 12/09/2015

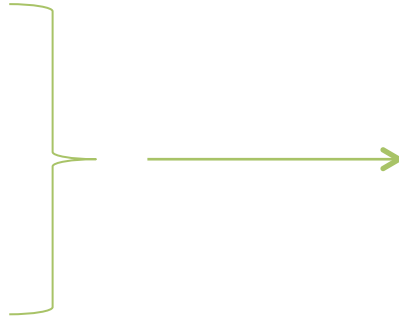
MD: 0.5
Status: Failed

TEAM MANAGEMENT

TEAM MANAGEMENT

[45] *Post job offer City Manager*

- Indeed
- Info Jobs
- Porta Futuro



- 10 CV received
- 3 Interviewed

MD: ~~0.5~~ 1.5
Status: **Achieved**

ORGANIZATION

ORGANIZATION

[40] *Invoice guides August*

More time needed --> We should automate the process

MD: 0.5
Status: Failed

ORGANIZATION

[30] *New Tour Ancient Rome Available*

mindtheguide.com/tour/rome/6/ancient-rome-walking-tour

Share this Tour!

Twitter Facebook Google+

♥ Add to wishlist

We suggest these tours

- Vatican Museum & St. Peter's Basilica Tour
- Rome by Night & Trastevere Tour
- Underground Colosseum Tour
- Colosseum Tour & Baths of Caracalla - Tour on Demand from 39€
- Colosseum & Roman Forum Tour

Ancient Rome Walking Tour

- Max 12 people
- 3.5 hours tour
- Skip the line
- Coffee break

From €40

BOOK NOW

Guides available on 03-10-2015

Sort by Rank

Arianna Fusco

€40

★★★★★

MD: 2.0
Status: Achieved

MARKETING

[25] *New Confirmation Mail Campaign*

Problem:

- Email tracking system → not really useful for us.

Solution:

- Specific Coupon Code with a 10% discount and fixed availability for our returning buyers.

STARTUP VALUE

Mind the Guide

○○○○○ 167 recensioni | N. 39 di 630 Tour e attività a Roma



Prati

Tour della città, Tour culturali, Tour e attività, Altro

Valutazione dei visitatori



During the last Sprint we were N. 38 with 162 reviews:

- 160 - Excellent
- 2 - Very Good

STARTUP VALUE

AdWords Campaign Report

	Sprint #2 (13/08 – 26/08)	Sprint #3 (27/08 – 09/08)
Campaign Costs	1044.69 €	962 €
CPA	61.45 €	44 €
Conversions	17	22

STARTUP VALUE

Marketing Report

	Sprint #2 (13/08 – 26/08)	Sprint #3 (27/08 – 09/08)
Campaign Costs	1044.69 €	962 €
Total Conversions	21	50

WHAT WE LEARNED

WHAT WE LEARNED

Find the right person to include in the team it's not an easy task.

Schedule meetings and plan deliveries with external collaborators and tour guides it's time consuming and often do not produce a reliable output.

WHAT WE NEED

WHAT WE NEED

- Still looking for a CMO to join the Team.
- Still looking for a City Manager.

PROJECT BOARD

You can find all the resources and this demo presentation in our project board.

bit.ly/MTG_ProjectBoard

If you want an account, please feel free to ask.

MIND THE GUIDE

THANK YOU.