

Mind The Guide

Demo Day #2 27/08/2015

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What We Do

We connect travellers with local tour guides





Demo Roadmap

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





Sprint Goal #1

Releasing and Testing the new BackOffice with at least 5 guides







SPRINT BACKLOG LIST

DEVELOPMENT:

[100] BackOffice live on mindtheguide.com 3.5MD

ORGANZATION:

- [65] Define key activities and process flow for: customer service, tour delivery and booking 1.0MD
- [55] New Project Board 1.0MD

TEAM MANAGEMENT:

[45] City Manager Job Offer 0.5MD

MARKETING:

- [90] Improve and report AdWords Campaign 1.5MD
- [80] Website content improvement 1.0MD

OPERATION:

- [75] Testing new BackOffice with guides 2.0MD
- [60] Organize and execute 5 tours 2.5MD



DEVELOPMENT





DEVELOPMENT

BACKOFFICE live on mindthguide.com

MD: 3.5

Status: Failed

- BackOffice on staging server.
- Discovered 60 bugs/not working features.
- Fixed the 70% (42)
- MD actual costs: 8MD



ORGANIZATION





ORGANIZATION

Define key activities and process flow for: customer service, tour delivery and booking

MD: 1.0

Status: Accomplished

Wrote a document: <u>bit.ly/KeyActivityList</u>





ORGANIZATION

New Project Board

MD: 1.0

Status: Accomplished

- Improved UI
- Implemented Search for Sprints and Resources
- <u>bit.ly/MTG_ProjectBoard</u>



TEAM MANAGEMENT





TEAM MANAGEMENT

City Manager Job Offer

MD: 0.5

Status: Accomplished

- Wrote a job offer.
- Interviewed 1 candidate.
- Position is still open.

[JOB OFFER: City Manager]

Mind the Guide is a the Market Place for tourists and local tour guides. Tour guides can market directly to customers their tours by using our portal. The company is based in Rome and it is operating in the acceleration program of LuissEnlabs.

We are looking for a candidate to include in our team with the role of City Manager in Rome.

He/She will work directly with the tour guides, providing them support and assistance.

Required Skills:

- Customer care.
- Customer operational assistance.
- English speaking.
 - Basic computer skills: Word, Excel

Emolument:

salary + commissions.











Improve and report AdWords Campaign

MD: 1.5

Camp. Cost.

CPA

Status: Accomplished

July

1-15	16 – 31
1193 €	1567 €
51€	34.7 €

Conversion	33	67

August

	1-12	13 – 26
Camp. Cost.	1104 €	1009€
СРА	46.8 €	67.99 €

Conversion	32	20
CONVENSION	32	20





Improve and report AdWords Campaign

July August

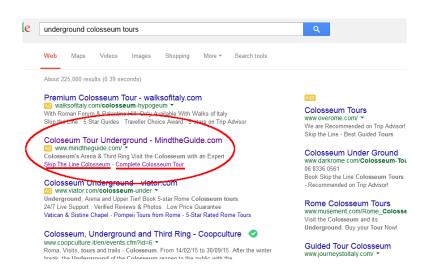
1 - 15	CTR	СРС	Avg. Position	Cost	Conv.	1 - 12	CTR	СРС	Avg. Position	Cost	Conv.
UK	7.69%	2.96€	3.3	82.79€	11	UK	6.84%	2.84€	3.6	216.49€	5
USA	4.62%	3.33€	3.3	177.96€	2	USA	3.17%	3.19€	2.9	230.86€	4

16 - 31	CTR	СРС	Avg. Position	Cost	Conv.	13 - 26	CTR	СРС	Avg. Position	Cost	Conv.
UK	7.88%	3.64€	2.9	444.23€	9	UK	9.54%	3.30€	3	388.43€	7
USA	2.01%	3.20€	2.6	434.36€	7	USA	6.07%	3.87€	2.9	274.12€	3





Improve and report AdWords Campaign



Google AdWords Home page Campagne Opportunità Colosseum Underground - DarkRome.com Markrome.com/Colosseum-Tours ▼ Book Skip the Line Colosseum Tours - Recommended on Trip Advisor! Underground Colosseum - MindTheGuide.com Miles www.mindtheguide.com/Colosseum-Tour ▼ +39 393 597 5134 The Dungeons of the Gladiators Tour Complete Colosseum Tour 55€ pp Small Groups · Skip the Line · Book Now · 5 Stars Guides Perfect from bottom to the top! - tripadvisor.com Rome Colosseum Reviews - Complete Colosseum Tour - Vatican Museum Toug Colosseum Underground - viator.com M www.viator.com/colosseum-under ▼ 4.3 *** rating for viator.com Underground, Arena and Upper Tier! Book 5-star Rome Colosseum tours. 24/7 Live Support · Verified Reviews & Photos · Low Price Guarantee

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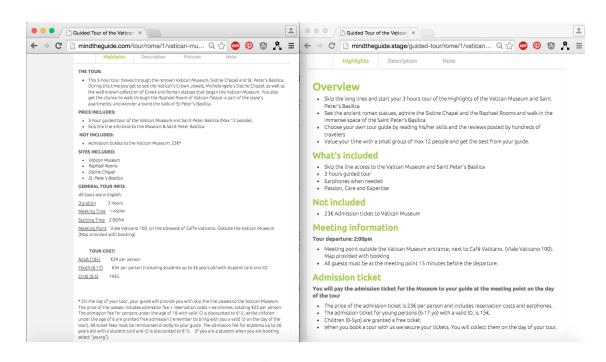


Website Content Improvement

MD: 1.5

Status: Accomplished

- Rewrite the heads of the highlights.
- Change terms of admission tickets.





OPERATION





OPERATION

Testing new BackOffice with guides

MD: 2.0

Status: Failed

- Due to the high number of bugs and not working features founded during the test activity we had to postpone it.
- Currently scheduled for the 2nd of September.



OPERATION

Organize and Execute 5 tours

MD: 2.0

Status: Accomplished

	Past Sprint	Current Sprint
Tours Delivered	6	6
Total Number of Tourists	58	63
Avg. Number of tourist/tour	9	10
Num. of requested reviews	16	21
Num. of reviews obtained	9	9





Sprint Velocity

Estimated Velocity

14

Development = 3.5 Organization = 2 Team Management = 0.5 Marketing = 2.5 Operation = 4.5 Demo = 1.0

Worst

Third party development

Sprint Velocity

16.5

Development = 8.0 Organization = 2 Team Management = 0.5 Marketing = 2.5 Operation = 2.5 Demo = 1.0

Best

Team Work



Startup Value

Trip Advisor





Sprint #2:

Mind the Guide







What We Learned

- Avoid working with third parties when not strictly needed.
- Importance of planning.
- Consider sprint goal failure.
- Analyze and Predict the market is strategical.



What We Need

- City Manager
- CMO





Project Board

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

bit.ly/MTG_ProjectBoard

Just ask to us for an account.





Thank you

