

Mind The Guide

Demo Day #2

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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

ORGANIZATION:

- [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



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



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

MD: 1.0

Status: Accomplished

- Wrote a document: bit.ly/KeyActivityList



New Project Board

MD: 1.0
Status: Accomplished

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



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.



MARKETING



Improve and report AdWords Campaign

MD: 1.5

Status: Accomplished

July

	1 – 15	16 – 31
Camp. Cost.	1193 €	1567 €
CPA	51 €	34.7 €

Conversion	33	67
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August

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

Conversion	32	20
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Improve and report AdWords Campaign

July

1 - 15	CTR	CPC	Avg. Position	Cost	Conv.
UK	7.69%	2.96€	3.3	82.79€	11
USA	4.62%	3.33€	3.3	177.96€	2

16 - 31	CTR	CPC	Avg. Position	Cost	Conv.
UK	7.88%	3.64€	2.9	444.23€	9
USA	2.01%	3.20€	2.6	434.36€	7

August

1 - 12	CTR	CPC	Avg. Position	Cost	Conv.
UK	6.84%	2.84€	3.6	216.49€	5
USA	3.17%	3.19€	2.9	230.86€	4

13 - 26	CTR	CPC	Avg. Position	Cost	Conv.
UK	9.54%	3.30€	3	388.43€	7
USA	6.07%	3.87€	2.9	274.12€	3



Improve and report AdWords Campaign

Search results for "underground colosseum tours" (0.39 seconds)

Web Maps Videos Images Shopping More Search tools

About 225,000 results (0.39 seconds)

Premium Colosseum Tour - walksofitaly.com
Ad walksofitaly.com/colosseum-hypogeum
With Roman Forum & Palatine Hill. Only Available With Walks of Italy
Skip the Line - 5 Star Guides - Traveller Choice Award - 5 Stars on Trip Advisor

Colosseum Tour Underground - MindTheGuide.com
Ad www.mindtheguide.com/
Colosseum's Arena & Third Ring Visit the Colosseum with an Expert
Skip The Line Colosseum - Complete Colosseum Tour

Colosseum Underground - viator.com
Ad www.viator.com/colosseum-under
Underground, Arena and Upper Tier! Book 5-star Rome Colosseum tours.
24/7 Live Support - Verified Reviews & Photos - Low Price Guarantee
Vatican & Sistine Chapel - Pompeii Tours from Rome - 5-Star Rated Rome Tours

Colosseum, Underground and Third Ring - Coopculture ✓
www.coopculture.it/en/events.cfm?id=6
Rome, Visits, tours and trails - Colosseum. From 14/02/15 to 30/09/15. After the winter break the Underground of the Colosseum opens to the public with the

Colosseum Tours
www.overome.com/
We are Recommended on Trip Advisor
Skip the Line - Best Guided Tours

Colosseum Under Ground
www.darkrome.com/Colosseum-Tour
06 8336 0561
Book Skip the Line Colosseum Tours
- Recommended on Trip Advisor!

Rome Colosseum Tours
www.musement.com/Rome_Colosseum
Visit the Colosseum and its
Underground. Buy your Tour Now!

Guided Tour Colosseum
www.journeystoitaly.com/

Colosseum Underground - DarkRome.com

Ad www.darkrome.com/Colosseum-Tours

Book Skip the Line Colosseum Tours - Recommended on Trip Advisor!

Underground Colosseum - MindTheGuide.com

Ad 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 Tour

Colosseum Underground - viator.com

Ad 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

Viator.com has 1,379,351 followers on Google+



Website Content Improvement

MD: 1.5

Status: Accomplished

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

The image displays two side-by-side browser screenshots of the 'Guided Tour of the Vatican' page on the website mindtheguide.com. The left screenshot shows the original content, which is somewhat verbose and lacks clear section headers. The right screenshot shows the improved version, which is more concise and uses clear section headers to organize the information.

Original Content (Left Screenshot):

- THE TOUR:** This 3-hour tour moves through the renowned Vatican Museum, Sistine Chapel and St. Peter's Basilica. During this time you get to see the Vatican's Crown Jewels, Michelangelo's Sistine Chapel, as well as the well known collection of Greek and Roman statues that began the Vatican Museum. You also get the chance to walk through the Raphael Room of Vatican Palace—a part of the pope's apartments— and wonder around the halls of St. Peter's Basilica.
- PRICE INCLUDES:**
 - 3-hour guided tour of the Vatican Museum and Saint Peter's Basilica (Max 12 people).
 - Skip the line entrance to the Museum & Saint Peter's Basilica.
- NOT INCLUDED:**
 - Admission tickets to the Vatican Museum: 23€*
- SITES INCLUDED:**
 - Vatican Museum
 - Raphael Rooms
 - Sistine Chapel
 - St. Peter's Basilica
- GENERAL TOUR INFO:**

All tours are in English.

Duration: 3 hours

Meeting Time: 1:45PM

Starting Time: 2:00PM

Meeting Point: Viale Vaticano 100, on the sidewalk of Caffè Vaticano. Outside the Vatican Museum (Map provided with booking)
- TOUR COST:**

Adult (18+)	€39 per person
Youth (6-17)	€34 per person (including students up to 26 years old with student card and ID)
Child (0-5)	FREE
- * On the day of your tour, your guide will provide you with skip the line passes to the Vatican Museum. The price of the passes includes admission fee + reservation costs + earphones, totaling €23 per person. The admission fee for persons under the age of 18 with valid ID is discounted to €15, whilst children under the age of 6 are granted free admission (remember to bring with you a valid ID on the day of the tour). All ticket fees must be reimbursed directly to your guide. The admission fee for students up to 26 years old with a student card and ID is discounted to €15. (If you are a student when you are booking select "young").

Improved Content (Right Screenshot):

- Overview**
 - Skip the long lines and start your 3 hours tour of the Highlights of the Vatican Museum and Saint Peter's Basilica
 - See the ancient roman statues, admire the Sistine Chapel and the Raphael Rooms and walk in the immense space of the Saint Peter's Basilica
 - Choose your own tour guide by reading his/her skills and the reviews posted by hundreds of travelers
 - Value your time with a small group of max 12 people and get the best from your guide.
- What's included**
 - Skip the line access to the Vatican Museum and Saint Peter's Basilica
 - 3 hours guided tour
 - Earphones when needed
 - Passion, Care and Expertise
- Not included**
 - 23€ Admission ticket to Vatican Museum
- Meeting information**

Tour departure: 2:00pm

 - Meeting point outside the Vatican Museum entrance, next to Café Vaticano. (Viale Vaticano 100). Map provided with booking
 - All guests must be at the meeting point 15 minutes before the departure.
- Admission ticket**

You will pay the admission ticket for the Museum to your guide at the meeting point on the day of the tour

 - The price of the admission ticket is 23€ per person and includes reservation costs and earphones.
 - The admission ticket for young persons (6-17 yo) with a valid ID, is 15€.
 - Children (0-5yo) are granted a free ticket.
 - When you book a tour with us we secure your tickets. You will collect them on the day of your tour.



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.



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 #1:

Mind the Guide

★★★★★ 153 Reviews | #39 of 626 Tours & Activities in Rome



Prati

City Tours, Cultural Tours, Tours & Activities, More

Overview

Reviews (153)

Q&A

Location

Sprint #2:

Mind the Guide

★★★★★ 162 recensioni | N. 38 di 629 Tour e attività a Roma



Prati

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



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

