

I would love the second project [www.Luxuryhotels.website](http://www.Luxuryhotels.website) look like [www.Hotels.com](http://www.Hotels.com) or <https://us.trip.com/>

Scope Document: LuxuryHotels.website [Bid Your Own Price Platform]

- \* We have to incorporate Hotel- Clients ChatBoot

- \* We have to incorporate Hotel -Luxury Hotels Platform Chatbot

## 1. Overview:

The Luxury Hotels website Bid Your Own price Platform aims to provide a comprehensive solution for Publishing news/press releases (PR), Advertising for the Hotels [List your Hotel option] with 6 and 12 months subscriptions. Traveller can browse around the Luxury Hotels and Book Hotel room directly via Hotel website, or Use "Bid Your Own Price" option on our website.

By implementing the "Bid Your Own Price" feature with these specifications, we aim to increase booking conversions, provide competitive pricing, and enhance the overall user experience on our hotel booking website.

## ### Bid Your Own Price Feature Specification for Hotel Booking Website

### #### Overview

The website will offer a "Bid Your Own Price" option for hotel bookings. This feature is designed to be dynamic and time-sensitive, providing significant discounts for a limited period (2-3 hours). The goal is to encourage immediate bookings by presenting travelers with a competitive price comparison and a sense of urgency.

### #### Feature Requirements

#### 1. \*Dynamic Bidding Window\*:

- **\*Duration\***: The bidding option will be available for a short period, specifically 2-3 hours and we must display count down time.
- **\*Timer\***: A visible countdown timer will show the remaining time for the bid offer.
- **\* Price with discount** should be paid immediately while this discount is valid. Otherwise Traveller can book a provided price on the Hotel listing without discount and pay only a deposit.

## 2. **\*Price Comparison\***:

- **\*Internal Comparison\***: Display the discounted bid price alongside the standard room rate listed on both our website and the hotel's official website.
- **\*External Comparison\***: Show prices from other hotel booking search engines [booking.com, hotels.com, expedia.com tripadvisor.com] to highlight the discount.

## 3. **\*User IP Tracking\***:

- **\*IP Monitoring\***: Track the user's IP address to monitor their return visits.
- **\*Dynamic Pricing\***: Ensure that if the user returns after the bid window has expired, they will see slightly higher price [but still lower than a published price on our website and Hotel website] if they will select the same dates and the same Hotel.
- **\*Personalization\***: Personalize the experience by recognizing returning users and adjusting prices accordingly.

## 4. **\*Urgency and Scarcity Tactics\***:

- **\*Limited Time Offer\***: Clearly indicate that the discounted price is only valid for the next few hours by showing count down time.
- **\*Visual Indicators\***: Use bold graphics, countdowns, and urgent language to emphasize the limited-time nature of the offer.

## 5. **\*Hotel Dash Board 12-Month Pricing Options for Hotels\*:**

- **\*Flexible Pricing\*:** Hotels can enter discounted prices for specific periods throughout the year (e.g., January to December).
- **\*Multiple Discount Periods\*:** Allow hotels to set multiple discount periods within each month (e.g., one week at the beginning and one week at the end of the month).
- **\* Hotel will receive Bookings as soon as they made by Travellers to their register email provided in the system and to the Dash Board of our system. Hotel will oblige to reply within 24 hrs and confirm or to cancel the booking. If cancellation is taken place, we have to refund money immediately. If Hotel confirm, they have to confirm in writing to the Travellers and this Confirmation much be store in our system. Upon receiving this Confirmation from the Hotel, our system must automatically send an email to the Travellers to confirm their bookings.**

## 6. **\*Back-End Management\*:**

- **\*Admin Interface\*:** Provide an easy-to-use interface for hotels to enter and manage their discounted prices and bid windows.
- **\*Reporting\*:** Include analytics and reporting tools to monitor the performance of the "Bid Your Own Price" feature and adjust strategies as needed.
- **\* We have to incorporate Hotel clients ChatBoot**

## 7. **\*User Experience\*:**

- **\*Seamless Booking\*:** Ensure the booking process is straightforward and intuitive to minimize drop-offs.
- **\*Transparency\*:** Clearly communicate the discounted price and comparison prices to build trust and encourage immediate booking.

## 8. \*Security and Compliance\*:

- \*Data Protection\*: Ensure all user data, including IP tracking and Cookies tracking, complies with relevant data protection regulations.
- \*Secure Transactions\*: Implement robust security measures to protect payment information and user data.

## #### Implementation Steps

### 1. \*Design and Development\*:

- Create the front-end interface for the bidding option, including the countdown timer and price comparison displays.
- Develop the back-end system to manage dynamic pricing, IP tracking, and limited-time offers.

### 2. \*Integration with Existing Systems\*:

- Ensure seamless integration with the hotel's booking system and our website's existing infrastructure.
- Set up APIs to pull in price comparisons from external booking engines.

### 3. \*Testing\*:

- Conduct thorough testing to ensure the feature works as expected, including functionality, performance, and security testing.
- Perform user acceptance testing (UAT) to gather feedback and make necessary adjustments.

#### 4. \*Launch and Monitoring\*:

- Roll out the feature in phases, starting with a pilot group to gather initial feedback.
- Monitor the feature's performance and user engagement, making data-driven adjustments as needed.

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## Features

Travellers can view Exclusive hotels, Read News, leave review for the Hotels, and Vote for the "Best Luxury Hotels of the Year", and BID Their Own price for the Hotels room.

Hotels can submit Hotel Listing and pay for one of the 6 or 12 mths package and add Exclusive Prices which Travellers can redeem with with Bid Your Own Price option, Submit their Hotel for Nomination as the "Best Luxury Hotel of the Year", use additional add-on Features [additional payment will apply] to showcase Hotel on the Home page of our platform; Hotel can add Special prices for number of rooms and a specific period of time which will be used by the Travellers to "bid their own price."

The platform will facilitate management of content throw Admin and have access to change and update absolutely everything on the Front end including those Front end Hotels listing which has been created by Hotel person and submitted with one of the Stripe or Paypal payments. We may be introducing a few new payments as well.

#### 2. Functional Requirements:

##### Functionality Module:

- Hotel can change and update listing anytime during the term by login to their own panel with OTP send by email and retrieve password option should be there in case they lost it or don't remember. Immediately after Hotel listed their Hotel on our website and paid for one of the package [6 or 12 months], we should be sending them an email to all registered emails by Hotel to Confirm their Listing with link to their Hotel Profile, login details, confirmation of the payment and expiry date of the listing. We will use the same method of payment to take the money when Listing is expired. However, a month before the expiration, we have to send emails to all registered Hotel emails and notify them that next payment is due and state the date. 3 reminder should be send every 10 days before the final expiration and money should be taken for the next term on the expiry date.

- Hotel can create a Listing for 6 or 12 months. Timer should be install in the panel showing outstanding time left till Listing is expires. Hotel can change and update listing anytime during the term by login to their own panel with OTP send by email and retrieve password option should be there.
- Hotel Panel must be Comprehensive and available for 1 Hotel submission per each payment. If the Group have more than 1 Hotel, they can submit several listings but have to create additional panel for each Hotel and pay separately.
- Hotel Front end panel already includes: Profile, Add Hotel Listing, Booking, Reviews, Listings, but we need to revise according to requirements and make sure functionality are there:
  - A) Hotel need to be able to add several images [max 10]
  - B) video link to show the video of the hotel
  - C) text and additional information
  - D) distance to the city centre
  - E) Location address which will be showing on the Front end as a map with pin location of the Hotel and near by Hotels should be visible as well, those that we have it in the system
  - F) Add several Rooms and their prices
  - G) Add upto 6 options within 6 months package for Bid Your Own Price and 12 for 12 months package. Each option will contain: the dates of each month offer valid from and to, Type of room with drop down menu, How many people maximum can be accommodated in this room, Number of rooms available at this price, Cost per night
  - H) Contact information of Administrator Name and Email, Hotel Manager name and Contact Email, Reservation Name and contact email. And a Phone number at least one
  - I) Answer to the review
  - J) View and Confirm the Bookings
  - K) Nominate the Hotel for the “Best Luxury Hotel of the Year” [additional payment requires]. Additional ops like Nomination for the Best Luxury Hotel of the Year, or Hotel listings on the Home page will not be re-newable automatically. Hotelier

can login to their Listing admin and add any of these features as additional at any time.

- L) Hotels can post news and PR articles for additional one-off payment. News will not be renewable. Client who posted the news can re-submit the news and pay again.

#### ADMIN PANEL, PAGES AND LIST YOUR HOTEL WITH BID YOUR OWN PRICE OPTION

- Ability to add, edit, and manage articles/PR and Hotels Listing from Admin is the must have
- Full page management to change the whole content, displaying advertisements, Hotel Listing and News should be available PER PAGE from the ADMIN.
- Google analytic is the must
- Dashboard for users such as Admin to view relevant data and Full Google analytics together with listed and paid Hotels and News Profiles: News and Hotels. Includes: date of posting, Name of advertiser, Hotel Name or Business name, state: News or Hotel listing, email contacts, link to submission, amount paid.
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- Payments received from the travellers for which hotel, how much and breakdown what is Hotel amount and what is our. This should be visible per month basis on our Admin panel and downloadable with .xls sheet
- We will be changing 10% booking tax on top of every bookings made by the travellers on BID YOUR OWN PRICE OPTION.
- Additional add-ons for Hotels: Video ads, Weekly Gate away section, Hotels Latest News section, Best Luxury Hotels Nominations, Most Popular Luxury Hotels section, Who are we Working with section [Hotel Logo display with link to Hotel website]
- Media pack detailing advertising options and specifications.  
<https://www.luxuryhotelsmagazines.com/media-kit>
- Luxury Hotels & Resorts Page NEEDS TO BE RENAMED AND HAVE A CORRECT URL: /LUXURY-HOTELS-RESORTS <https://luxuryhotels.website/hotel-list>

- “Advertise with us” page similar to this <https://wanderlusttravelmedia.com/> but with own Branding requirement and some adjustments which u can see on our small video tutorials
- “What we do” page similar to this <https://wanderlusttravelmedia.com/what-we-do/> but with own Branding requirement and some adjustments which u can see on our small video tutorials.
- Page “Best Hotel of the year” Page where we can display a winner and runner up with Nominations. In this case I think design as a section “Unveil New Lux Getaways every week” will be perfect in this case to showcase winner and several Nominated Hotels of the year. I just need to be able to change the text instead of country to Winner or something else from the Admin panel. Plus form to submit Hotels Nomination by traveller. And a separate form to submit Hotel by Hotel for Nomination.
- “List Your Hotel” menu. Please use following credential on luxuryhotels.website to login to view the panel which needs to be revised a little according to the specification:
- USER: bhavik.fablead2@gmail.com
- pass: Bhavik@1
- OTP: 123456
- Listing Hotel profile must have information and images, video link, Map location comparing the other Hotels that is on our system and many additional tools similar like on PRICELINE.com similar to this:  
<https://www.priceline.com/relax/at/5297005/from/20240321/to/20240323/rooms/1?pcnlId=FC0BE0A38F9830F4B41F346557FA51DBAEE50C11651B7C4C8CAA417542C5F9886D94851EA9F54F10B996B2FE2E133BC80FC5CEA933D9F355EE987E7EF6C66F879301FA25D61F5763C05E4327B8797B256B0241D3ABD19DEF&qid=3437&cityId=3000035823&cur=EUR&backlink-id=o23m5ybqjkq&qdp=245>
- This is our Hotel Final page which needs to be revised with introducing more options as on Priceline.com like SIMILAR HOTELS AT THE BOTTOM OF THE PAGE, ROOM AMENITIES AND HOTEL FACILITIES AND NEAR BY PLACES. Instead of QR code on our final page, we have to add a window “BID Your Own Price”  
<https://luxuryhotels.website/hotel-details/768>



- Facility to publish news articles/PR content for everyone as one-off payment and these News, posted by advertiser could be deleted automatically after 2 months from our system. Design could be similar to this but without any Special offer.  
<https://www.luxuryhotelsmagazines.com/Publish-Hotel-News-PR>
- Secondary page for the news could be similar to this but we will have to tied it up and add Publish news in one of those square windows <https://luxuryhotels.website/news-read>
- Those News that entered by the admin will stay on the platform until manually deleted by the admin
- Integration of payment methods including PayPal, credit/debit cards.

We need to have a chat box 24/7

#### Subscription Module and Management:

- Hotels can subscribe to different packages. For now its 6 and 12 months with possibility to add additional packages for different terms.
- Management of subscription plans and user subscriptions with email reminder upon submission to confirm the Submission package and 1 months prior expiration to extend the listing for a new term. Automatic payment notification by email should be send to the Hotel 1 month prior expiration to notify that they will be charged again with the same method of payment for new term [the same as the previous term] and on the same day when listing is expired, we have to change the same method of payment for another term.
- News will not be renewable. Client who posted the news can re-submit the news and pay again
- Additional ops like Nomination for the Best Luxury Hotel of the Year, or Hotel listings on the Home page will not be re-newable automatically. Hotelier can login to their Listing admin and add any of these features as additional at any time.

Content and payment Management:

- Facility to publish news articles/PR content for everyone as one-off payment and these News, posted by advertiser could be deleted automatically after 2 months from our system.
- Those News that entered by the admin will stay on the platform until manually deleted by the admin
- Integration of payment methods including PayPal, credit/debit cards.

#### Platform Features:

- Our Story module to highlight the platform's background and mission.
- News search functionality for users to find specific articles:
- Post your News/PR is a different page accessible from the footer.
- Dashboard for users such as Admin to view relevant data and Full Google analytics together with listed and paid Hotels and News Profiles: News and Hotels. Includes: date of posting, Name of advertiser, Hotel Name or Business name, state: News or Hotel listing, email contacts, link to submission, amount paid.
- Additional add-ons for Hotels: Video ads, Weekly Gate away section, Hotels Latest News section, Best Luxury Hotels Nominations, Exclusive offer Home page display, Most Popular Luxury Hotels section, Who are we Working with section [Hotel Logo display with link to Hotel website]
- **Media pack** detailing advertising options and specifications.  
<https://www.luxuryhotelsmagazines.com/media-kit>
- This is what we have at the moment which needs to be revised:  
<https://luxuryhotels.website/hotel-details/107> We need to make sure that URL contain the /country/Name-of-the-Hotel/ and we need to add to the listing following: "Bid Your Own Price" option, Map, Video link to view the video, Hotel facilities and Room Amenities indicated by icons [For Hotel convenient we have to have preselected option on Front end Admin panel available for Hotel selection where Hotel can click appropriate and maybe add 4-5 empty window for Hotel to add something else.], Vote for the "Best Luxury Hotels of the year" window for travellers [all votes must be register in our Admin panel as a list option contain: Date of vote received, Name of the person, Email, Name of the Hotel and these details must be display as a list of votes as well as being downloadable in xls. File], Reviews as it is now plus other Travellers reviews on the same Hotel, Accept from "Views" and "Likes" , we need to add how many re-direction to the Hotels website counter called "Website visits", and also "Booking". All accept from "Bookings" we need to add automated system where we top us number of "Views" [250-500 per day] and "Likes" [100-250 per day]

and “Website Visits” [25-70 per day] automatically. Booking numbers will be displaying Real once. At the bottom we need to show “Alternative Hotels” in the same area as the Displayed Hotel located. Display should be different to one we have now. We need something like the final page on PRICELINE.com

- **“Bid your own price”** This option will be described below in full.
- Payment reminder system to notify users of upcoming re-Newal for Hotel Listing payments at regular intervals starting from 1 months before expiration and 3 reminder [every 10 days] until we collect next term payment.
- Automated News Press release to all of our subscribers every 10 days about new Hotels posted, News from Hotels and general News in 3 different section display. This have to be send automatically by email to all private user subscribers and Hotels listing subscribers.

Admin Panel doesn't exist:

- Categories management per page for organizing content effectively and ability to change text, images, add or remove video link, tags, titles, subtitle. Create Hotel listing, News listing, change info on all pages
- User management for handling subscriptions and access permissions.
- Content moderation tools to ensure quality and relevance.
- Reporting and Google analytics features to track platform usage and performance.
- Payments. Dashboard for users such as Admin to view relevant data and Full Google analytics together with listed and paid Hotels and News Profiles: News and Hotels. Includes: date of posting, Name of advertiser, Hotel Name or Business name, state: News or Hotel listing, email contacts, link to submission, amount paid. All of these info should be downloadable in xls files as well as displayed on admin and showing income per month.
- **BID YOUR OWN PRICE.** This option will be described below in full.

### 3. Technical Requirements:

- The platform will be developed using modern web technologies, possibly leveraging frameworks like React or Angular for the frontend.
- Backend development will be carried out using technologies such as Node.js or Django, ensuring scalability and performance.

- Integration with third-party APIs for payment processing (PayPal, Stripe) and other functionalities as required.
- Database management using a robust system like MySQL or MongoDB for efficient data storage and retrieval.

#### 4. Timeline and Milestones:

- Phase 1: Design and Prototyping ( 1 week)
- Phase 2: Frontend and Backend Development (2 weeks)
- Phase 3: Testing and Deployment (1 week)

#### 5. Deliverables:

- Fully functional Distribution Platform meeting all specified requirements.
- Fast responsive Platform available and function perfectly well on all PC inc MAC, all devices related to Android and iOS Platforms.
- Documentation including user manuals, technical specifications, and system architecture.
- Training sessions for administrators on platform usage and management.

#### 6. Assumptions and Constraints:

- Availability of required APIs for payment processing and other functionalities.
- Clear communication and collaboration between stakeholders and development team.
- Adherence to project timelines and milestones.

#### 7. Acceptance Criteria:

- Successful implementation of all specified features and functionalities.
- User acceptance testing (UAT) with stakeholders to ensure platform usability and effectiveness.
- Feedback and approval from stakeholders on the final product.

#### Conclusion:

The Luxury Hotels Platform aims to provide a robust and user-friendly solution for managing news distribution, subscriptions, and hotel profiles. By leveraging modern technologies and adhering to industry best practices, the platform will deliver an intuitive and efficient experience for users and administrators alike.

This scope document outlines the key requirements, features, and deliverables of the project, serving as a foundation for the development process.

## BID YOUR OWN PRICE OPTION AND HOW IT WILL WORK FOR TRAVELLERS AND FOR HOTELS LISTINGS AS WELL AS ADMIN

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### \*Bid Your Own Price Feature for Luxury Hotels Website\*

The bid Your Own Price option on our Luxury Hotels website allows travelers to set their own price for accommodation. Here's how it works:

We have to display on different pages and different Hotels different discount on BID YOOR OWN PRICE WINDOW. We must display in Gold flashing offer with 50, 60, 70, 80% off

1. **\*Select Dates:\*** On the hotel's final page, travelers will find a "Bid Your Own Price" window. They can choose the dates they wish to stay at the hotel.
2. **\*Choose Room & Number** of Guests wish to stay\* Travelers can select the number of rooms they want to book, specify the number of adults and children, along with their ages.
3. **\*Enter Desired Price:\*** Travelers can enter the amount they're willing to pay per day for their stay. The system calculates the total amount for the chosen duration.
4. Enter his own Contact details which we will have to send Confirmation to {Name, Email as obligatory and Phone number as \*optional ]
5. **\*Confirmation by Email:\*** Once submitted, the system sends a confirmation emails to the hotel. The hotel provides email addresses [minimum two and one should be "Reservation email" which they should list as a Contact details on our Contact Form during the Listing Hotel Process] . These emails ensure prompt immediate action.
6. **\*Confirmation or Alternatives:\*** The hotel has to confirm the booking after payment is received from the Travellers via our Platform. Travelers receive a confirmation from Hotel and from us. If the desired price cannot be accommodated due to the Travellers bid less amount than it stated on Hotels BID YOUR OWN PRICE OPTION [which is not visible for the travellers at the time of biding], alternative hotel suggestions are provided.

7. **\*Payment:\*** If the Travellers bid and reach the price stated by Hotels in their listing [option BID YOUR OWN PRICE] or Over bid. [lets say Hotel stated 100 and Travellers bid 120, then Travellers will be paying 120 per night, not 100 as stated on Hotel Listing. Upon confirmation, travelers pay the agreed amount. A 10% Booking tax is apply to the final bill, on top of the accommodation price and its our income. Travellers will paying the full amount on our system and we will need notification Page in our Admin panel with stated amount we have to transfer to the Hotel for this Booking and stated amount of our income.

You can learn how it works here:

<https://www.priceline.com/cart/checkout/usp/stay/ChQ0SEt3cjRSaWNtbTRsSm14dm1zZhlUckpOdW9nWGVOdTdQYUQyNDV0STk=?cur=EUR&rsKey=USPUC-76092570acf21def3a10d502d3dec020-7fa70615-9f49-40ac-b80a-8754d74a009c>

The screenshot shows a booking confirmation page for Hotel Quirinale. At the top, there are three steps: 1. Choose Room (completed), 2. Guest & Payment Details (current step), and 3. Booking Confirmation. Below the steps, a progress bar indicates the current step. The main content area is divided into two columns. The left column displays the hotel details: Hotel Quirinale, Coliseum - Termini Station, 8 VERY GOOD | 4-STAR HOTEL. It also shows the check-in date (Thu, Mar 21, 2024), check-out date (Sat, Mar 23, 2024), number of nights (2), and number of rooms (1). The room type is Standard Suite, and it includes Free Wifi. The right column shows the pricing breakdown: Price per night (€328.41), 1 room (€258.62), Number of nights (2), Taxes and fees (€120.72), You pay today (€637.97), Property Fee\* (€49.61), and Total Cost (€687.58). There is a link to 'Have a promo code?' at the bottom right.

SECURE TRANSACTIONS 24-HOUR SERVICE TRUSTED PAYMENTS

1 Choose Room 2 Guest & Payment Details 3 Booking Confirmation

**Almost done!** Enter your details and complete your booking now.

**Hotel Quirinale**  
Coliseum - Termini Station  
8 VERY GOOD | 4-STAR HOTEL

CHECK-IN Thu, Mar 21, 2024 CHECK-OUT Sat, Mar 23, 2024 NIGHTS 2 ROOMS 1

**Standard Suite**  
✓ Free Wifi

Price per night ~~€328.41~~ €258.62  
1 room  
Number of nights 2  
Taxes and fees €120.72

**You pay today €637.97**

Property Fee\* €49.61  
**Total Cost €687.58**

Have a promo code?

### **\*Hotel Listing Process:\***

When hotels list their hotel profile, they must adhere to specific guidelines:

1. **\*Package Selection:\*** Hotels choose between a six-month or twelve-month package. For the six-month package, they can add up to six Bid Your Own Price options, one per month. For the twelve-month package, they can add up to twelve options, one per month.

2. **\*Price Specification:\*** Hotels specify the dates from which the price will be valid From..... and TO..... They also state the minimum price PER NIGHT/DAY they are willing to sell the room for during this period, How many Rooms at this price they are willing to sell, Type of Room from drop down menu, and how many person maximum this room can accommodate.

3. **\*Room Type Selection:\*** Hotels select the type of room they are willing to sell at the specified price. This includes options like standard rooms, family rooms, Triple room, Suite room etc. from a drop-down menu which they choose from.

4. **\*Room Availability:\*** Hotels indicate the number of rooms they are willing to sell at this BID PRICE. This price usually lower, than the price on their own website.

By adhering to these guidelines, hotels ensure clarity and consistency in their Bid Your Own Price offerings, providing travelers with transparent and attractive booking options.