Stayplayuk.co.uk

The site:

Stay Play UK is a site for UK families to find their perfect holiday in the UK. The aim of the site is to showcase lots of family friendly accommodation and link the accommodation to days out in the UK and vica-versa. So the user can go on the site, find their perfect accommodation and on that accommodation listing they can see attractions to visit nearby. Or they can go on the site and search for an attraction and then find places to stay nearby.

Key elements for the user:

The user should be able to go to site and search for accommodation/attractions without creating an account. But the aim for them to create an account so they can save their favourite accommodation/attractions and review them, which will help other users make decisions on what to book. When they become a member on the site they will hopefully agree to be added to our mailing list, where we will send inspiration and regular newsletters, which will be a source of revenue for the site, because the accommodation/attractions will pay to be featured on our newsletters and pay for solus emails to the opted in database. We will also have exclusive offers available to our registered users.

Changes needed for the users to register:

The user needs to be able to sign up for the site via a sign up form which needs to ask the following:

First name, Surname

Email

Postcode

Number of children

Age of children

They need to tick a box agreeing to be added to our database and for us to send them information on our site and our partners.

A box should pop up asked them to join.

When they join they should receive a nicely branded email thanking them for joining and to verify their email.

User Dashboard:

The users needs to be able to save their favourites so they can come back to them at a later date. At the moment this is list with tabs for attractions/accommodation. It is ok and this works, but it isn’t easy to navigate around the site as a user and isn’t really clear that you are logged in in the top navigate bar. It isn’t easy to get back to your dashboard.

The reviews part of the dashboard is not working at all. This needs to be the same as favourites so you can click on reviews and it comes up with a list of accommodation and attractions that you have reviewed. You should be able to click to view your review. All of the reviews added by the user need to be approved by admin before they go live. These reviews should be visible on the accommodation or attraction listing.

At the moment i can see no facility on the site to upload a review. There is a search box where you can search for accommodation/attractions which takes you to the listing, but i think this needs improving so when you search it takes you to a page with the accommodation.attraction summery and then a facility to review. I would like the reviews to have a minimum word count of 100 words and ask the user a few prompts which will show on the review:

When did you visit the accommodation/attraction – have a date box

Who visited:

What were the best bits:

Why was it great for families:

Was their anything that could be improved:

Upload pictures

Star rating out of 5

So a review on the listing would look like this:

Date of visit: 1st may 2022

We visited The Elms guest house with our two children, age 2 and 4. The accommodation was really clean and tidy. The room was a good size and the beds were really comfy.

It was great for families because it was so close to the play barn activity centre. There was also lots to do for kids on the site, with a play area and a mini farm

The only downside was that we couldn’t park the car near the accommodation, which was a bit inconvenient

Pictures… (you don’t have to upload pics)

Star rating \*\*\*\*

The reviews should sit at the top of the listings as they are at the moment and show the average star count out of 5. There should be something to say view reviews – at the moment they are at the bottom of the listing so it isn’t clear how to view them.

There is a button on the listing at the moment to leave a review – but users need to be registered on the site to leave a review so this needs editing. This button needs to be at the top of the listing near add to favourites.

Offers on user dashboard.

These offers are different to the main offers page. These offers are exclusive member only offers. At the moment this isn’t working. The user should be able to click on a box to view details of the offer and there should be a form or something which is sent straight to the accommodation/attraction site for them to redeem. There should also be a contact us facility if there is an issue with the offer. And the ability to contact the owners direct.

I will be uploading the offers myself so this needs to be easy for me to do. The offers will change all of the time.

Search facility:

We need to improve the search facitiy for where. I would like the use to be able to section more than one option if that is possible, but it would be useful for them to be able type in their selection rather than scroll a really long list. Or we could change so they can search by either town/city or county – that might be easier. I didn’t want them to search a date because at the moment we do not have a booking facility so we couldn’t say it is available. If we are able to implement a booking facility we can add this in, but i don’t know how this would really work.

The other search boxes seem fine and working ok

The listings:

I would like to change the listings to be more like this:

<https://www.awaywiththekids.co.uk/accommodation/the-park-cornwall>

So at the top we need:

Clear and big enough pictures

Review rating

Accomodation Name

Address

Phone

Type

Email

Website

Check availability – again i need some advice on how we would do this and link to the accommodation booking system

Add to favourites

I don’t mind the current layout but it is a bit gappy – i like the icons and this is important

The map can be much smaller – or perhaps just have a button at the top to view the location rather than have it on the listing itself

I prefer the layout of awaywiththekids.co.uk – it’s much more informative.

I did have the listings for individual accommodation, eg a room in the hotel, but i think this is too complication. I think the listing should be for the overall site and we should include a section on the listing for rooms/accommodation available.

So the sections on the listing should be:

About this place: this should be a written paragraph about the overall site/hotel etc

Location – this should be a written paragraph on where it is located

Facilities on site: this can be a tick box on the form which will show as icons on the listing, eg: swimming pool, outdoor play, hot tub, spa, restaurant, shop, bar, soft play, indoor pool, animals, wifi, etc

Accommodation type

Pets allowed – yes no

Mobility – yes no

Sleeps –

Price per night –

Best bits – this should be a list (close to beach, swimming pool etc)

Great for: this should be a list (babies, teens etc)

Rooms: this will give details of the accommodation available. It will be a written paragraph

Food: this will give details of the food available. It will be a written paragraph

Whats included : this should be paragraph on everything that is included or can be provided during the stay

Why it great for families \_ paragraph detailing all the best bits for families

Attractions nearby: these should be boxes at the bottom which are within a 30 min radius of the accommodation. There attractions will be listing in the play section, so when you click on them you will go to a play listing. There could be say 3 boxes with the ability to click see more.

Reviews – list the detailed reviews at the bottom with a see more facility

I would love to be able to show availablility to the user or even book now, but i need advice on this on how this would work etc

Listing Form:

The accommodation owners need to be able to log in and upload their listings direct. I will also have a team of people selling and uploading listings. Admin needs to be able to approve and edit all listings and the people/owners uploading need to be able to edit the listings.

The listing form needs editing to reflect the preferred layout of the listing above:

It should follow this format:

Accomodation name (this should be the name of the overall site)

Address

Town/City

Postcode

County

Telephone number

Email

Website:

Booking link

About this place: this should be a written paragraph about the overall site/hotel etc – need to include max and min word count

Location – this should be a written paragraph on where it is located - need to include max and min word count

Accomodation Type: (tick as many as relevant)

* Hotel
* B&B
* Resort
* Holiday Park
* Castle
* Cottage
* Hostel
* Camping
* Caravan
* Campervan
* Yurt
* Glamping
* Treehouse
* Farm
* Zoo
* Eco Pod
* House
* Apartment
* Large House
* Lodge
* Cabin
* Unique

Best bits:

* Close To Attractions
* Close To Nature
* Family Rooms
* Swimming Pool
* Close to beach
* On-Site play facilities
* Good for babies
* Close to train station
* Spa
* Good for large groups

Great for:

* Babies
* Toddlers
* Teens
* Tweens

Facilities on site: Should be a tick box:

Wifi, Swimming Pool, Hot tub, parking, play area, soft play, restaurant, bar, shop, arcade, , childrens club, creche, spa, watersports, farm, animals,

Rooms: this will give details of the accommodation available. It will be a written paragraph

Food: this will give details of the food available. It will be a written paragraph

Whats included : this should be paragraph on everything that is included or can be provided during the stay

Why it great for families \_ paragraph detailing all the best bits for families

Photos

Accomodation Owners login:

Owners need to be able to register to list their properties on the site. The login box needs improving.

When they log in they need to provide:

Accomodation/Attraction Name

Postcode

Type of property/attraction – eg tick a box the same as the accommodation type option on the listing form

Contact name

Contact email

Contact telephone number

Again i would like them to tick a box to agree to be contacted for marketing purposes by stay play uk

Once they have registered they need to receive a nice email to verify their account and set up a password. I need to be able to contact them via email so will need access to the list of registered users

They will then be able to upload listings to the site and edit the listings. Before anything goes live it needs to be approved by admin. If they want to delete a listing then that needs to be done via admin.

When they register and want to upload a listing they will be charged a fee of £100 per year on a rolling contract. They will be reminded on their 11th month that they will be billed for the following year. This all needs to be clear on the dashboard. They should be able to pay for their listing before uploading the details.

One they have paid and uploaded the listing admin will check it over and go live within 48 hours.

I would also like to add additional activity to the payment option. So they can pay for other promotions:

Facebook Post:

Instagram Post:

Pinterest Post:

Solus email:

Ediorial Email mention

Sponsored Content Article

Offer

Competition

Once you advise how this will work, please let me know what wording you need and i will draft it. The FAO’s need adding in too.

This will work the same for accommodation and attractions.

Stay Page:

The search box – can that be search by accommodation name or area – then it should take you to a page of listings relevant to the search criteria.

Where to go:

When you click on the areas it should take you to a page of listings relevant to the search criteria.

City Breaks:

As above – it will take you to a list of accommodation in that city

Great for:

As about – it will take you to a list of accommodation that is great for the specificied type

What would make it perfect - it will take you to a list of accommodation that is great for the specificied criteria

Play:

Can we work on the search box again like for accommodation. Where should be searched by either town/city or county – they should be two options and you should be able to tick more than one box

Latest offers

These should have 3 boxes, with an option to see more. I will upload these offers to the site – but they will just be on the boxes and then will link through to the offer landling page on the attraction site

Where:

When you click on the areas it should take you to a page of attraction listings relevant to the search criteria.

Can we add in great for here too – like on stay – it will take you to a list of attractions that is great for the specificied type

Be inspired

These are content articles/blog articles on attractions. There should be up to 6 boxes visible with the option to see more. I will be uploading these articles and we need to improve the format of the article page

Competitions:

I will be uploading competitions to the site which will be promoted on enewsletters and social. I need a competition form for the user to fill in. This is a good example of how it should work: <https://www.baby-magazine.co.uk/win-voucher-to-spend-on-baby-feeding-brand-itsy/> or <https://familytraveller.com/travel-competitions/ready-camp-holiday-competition/>

Again perhaps have 3 or 6 boxes listed with the option to see more. Once the competition has expired i need to be able to remove it from the site

Offers:

This should work similar to competitions. I will upload the offer and i would like each of them to have their own landing page for more information. Then from the landing page the user can click to visit the URL of the accommodation/attraction. I will need to be able to delete them when they have expired.

It would be good to have up to 6 listed with the option to see more