ZOSTEL

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ZOSTEL

VALUE PROPOSITION

Zostel curves away from monotonous accommodation, enabling you to enjoy a happening stay with like-minded travelers. Common rooms are the beating heart of all Zostel properties, where travelers socialize, play games, indulge in activities, and make outdoor travel plans.
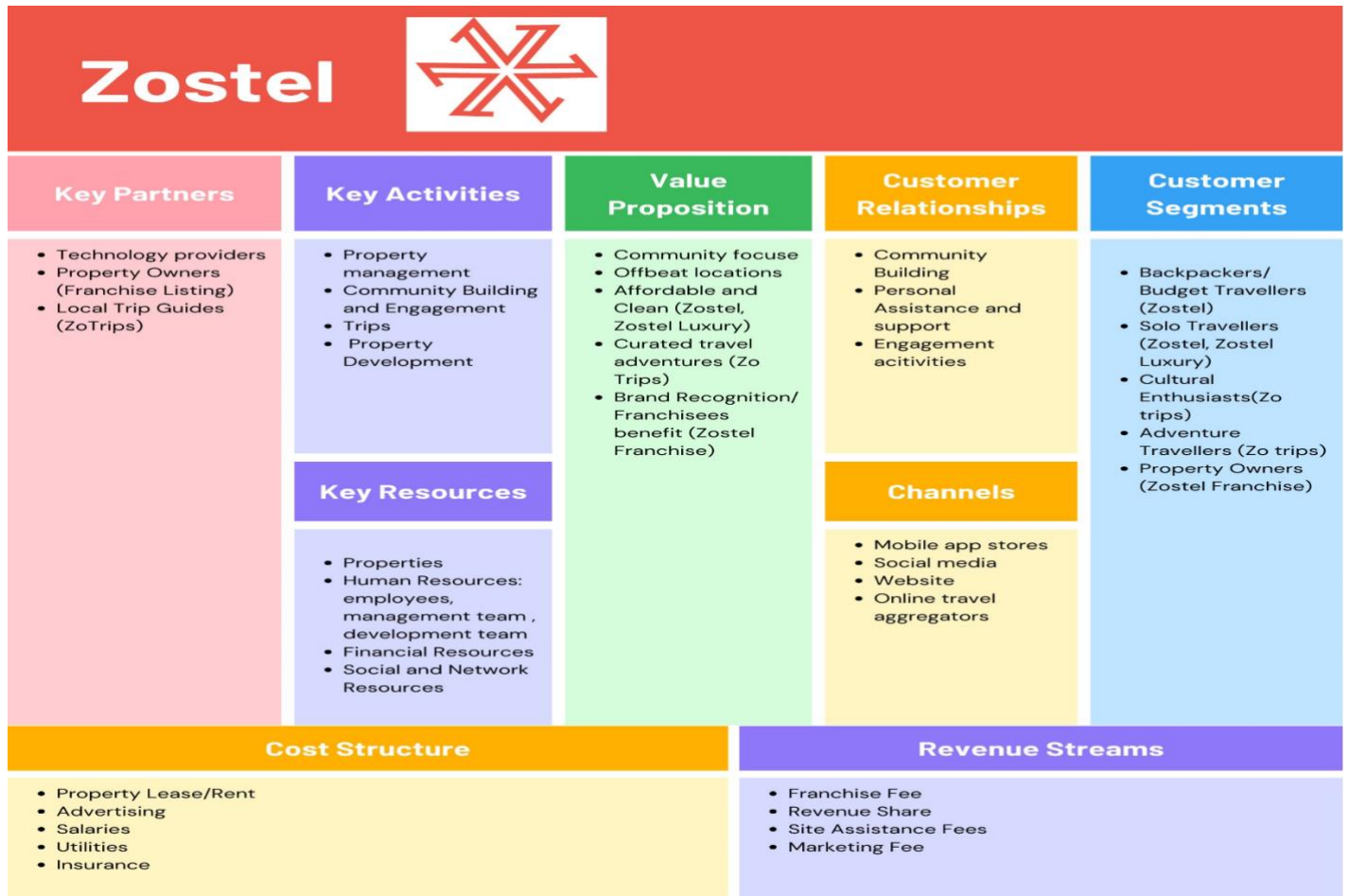
POSITIONING:

- A BEACON FOR THE YOUNG, ADVENTUROUS, AND MODERN BACKPACKER, ZOSTEL REDEFINES BUDGET TRAVELING BY CRAFTING A SANCTUARY SPECIFICALLY FOR SOLO TRAVELLERS. AT ZOSTEL, WE UNDERSTAND THE ESSENCE OF BACKPACKING - IT'S NOT JUST ABOUT FINDING A PLACE TO SLEEP, BUT ABOUT EMBRACING A COMMUNITY-DRIVEN EXPERIENCE THAT ENRICHES YOUR JOURNEY. OUR COMMITMENT TO FOSTERING A VIBRANT, INCLUSIVE COMMUNITY SETS THE STAGE FOR UNFORGETTABLE MEMORIES AND CONNECTIONS.
- UNLIKE GOSTOPS, WHICH CATERS TO LARGER GROUPS BY ALLOWING THE BOOKING OF MULTIPLE BEDS, ZOSTEL CHERISHES THE SPIRIT OF INDIVIDUALITY AND CLOSE-KNIT TRAVEL EXPERIENCES BY LIMITING RESERVATIONS TO FOUR BUNK BEDS.
- UNLIKE THE HOSTELLER, ZOSTEL TRANSCENDS THE CONVENTIONAL HOSTEL EXPERIENCE BY NOT ONLY PROVIDING A PLACE TO STAY BUT ALSO CURATING UNFORGETTABLE JOURNEYS WITH ZOTRIPS. ZOTRIPS OFFERS METICULOUSLY DESIGNED EXCURSIONS THAT PROMISE ADVENTURE, CULTURAL IMMERSION, AND THE JOY OF DISCOVERING THE UNSEEN, MAKING ZOSTEL THE GO-TO CHOICE FOR TRAVELERS WHO SEEK MORE THAN JUST ACCOMMODATION.

Jobs-to-be-Done (JTBD)

PRODUCT LINE	Situation	Motivation	Outcome
Zostel (Regular Hostel)	When I am planning to travel on a budget	I want to find affordable accommodation,	So that I can save money while exploring new destinations without compromising on quality and comfort.
	When I am traveling alone and wish to connect with other travelers,	I want a welcoming environment that facilitates interaction,	So that I can meet like-minded people, share experiences, and make new friends during my travels.
	When I am planning my stay during a trip,	I want to have the option of choosing between mixed or single dorms, or a private room,	So that I can stay in a space where I feel comfortable and secure, tailored to my personal preferences and comfort levels.
	When I want to explore different cultures and regions,	I want a range of accommodation options in diverse locations,	So that I can experience variety in my travels and choose destinations that suit my preferences and interests.
	When I need a break from my hectic routine to focus on personal growth and introspection,	I want a quiet and peaceful retreat,	So that I can clear my mind, reflect on my life, and return rejuvenated.
	When I need a change from my regular work environment,	I want to work from a different, inspiring location,	So that I can maintain productivity while enjoying a refreshing setting that combines work and relaxation.
Zo Trips (Curated Group Trips)	When I want to explore a destination beyond the traditional tourist experience	I want to experience the local culture and environment in a unique and immersive way, along with like-minded people	So that I can gain deeper insights and have memorable experiences that are enriched by the company of a like-minded community.
Zostel Plus (Luxury Hostels)	When I am looking for accommodations while traveling,	I want to stay in a place that offers luxury amenities,	So that I can enjoy a comfortable and upscale experience while

			meeting new people in a hostel environment.
Franchise Listing	When I own a property that I'm not using to its full potential,	I want to list my property on Zostel,	So that I can generate a second income by tapping into Zostel's established brand and wide traveler network.

BUSINESS MODEL CANVAS

JTBD PRIORITISATION FRAMEWORK

JTBD	How valuable/ important is this job? *(low-moderate-high)*	How well do we enable this job today? (do not enable-need improvement -well enabled)	How well does my competitor enable it? (do not enable-need improvement -well enabled)	How much better can I enable this job? (Not needed – need improvement – good amount of enablement needed)	AND IF I DO... how much is that incremental improvement worth? (slightly valuable-moderately valuable-very valuable)
When I am planning to travel on a budget, I want to find affordable accommodation, so that I can save money while exploring new destinations without compromising on quality and comfort.	This JTBD is **highly valuable** as it represents a fundamental need of the budget-conscious traveller.	**well enabled**	**well enabled**	**Improvement** could come in various forms, such as offering more competitive pricing or expanding the range of quality accommodations within the budget segment.	**Moderately Valuable**. The value of incremental improvement would depend on the company's ability to attract and retain budget travelers, possibly resulting in increased bookings, higher occupancy rates, and improved customer loyalty.
When I am traveling alone and wish to connect with other travellers, I want a welcoming environment that facilitates interaction, so that I can meet like-minded people, share experiences, and make new friends during my travels.	This job is **highly valuable** to solo travellers who are looking for social interaction and camaraderie on their journey.	**enabled, but could be improved**	**enabled, but could be improved**	**Improvement** could include hosting more events targeted at solo travellers, creating apps or platforms for guests to connect with each other for community building or by offering incentives for guests to participate in group activities.	**Moderately Valuable** Enhancements that successfully foster greater interaction among travellers could lead to an increase in bookings by solo travellers, positive reviews, and referrals.
When I am planning my stay during a trip, I want to have the option of choosing between mixed or single dorms, or a private room, so that I can stay in a space where I feel comfortable and secure, tailored to my personal preferences and comfort levels.	This job is **moderately valuable**. The option to choose between different types of dorms or a private room allows for personalization that can significantly enhance a traveller's experience	**well enabled.**	**well enabled**	This job might **not need** additional enablement	**Moderately Valuable.** The worth of incremental improvement would be measured by increased customer satisfaction, repeat business, and positive word-of-mouth.
When I want to explore different cultures and regions, I want a range of accommodation options in diverse locations, so that I can experience variety in my travels and choose destinations that suit my preferences and interests,	This job is **moderately valuable**. Offering a range of accommodations in varied locations directly addresses the needs of culturally curious and adventurous travellers.	**enabled, but could be improved**	**enabled, but could be improved**	**Improvement** could come from expanding the selection of locations	**Moderately Valuable.** The incremental improvement could lead to increased satisfaction, resulting in repeat customers and referrals, which are valuable for business growth.
When I need a break from my hectic routine to focus on personal growth and introspection, I want a quiet and peaceful retreat, so that I can clear my mind, reflect on my life, and return rejuvenated,	This job is **highly valuable** for individuals seeking mental health benefits and a reprieve from the stress of daily life.	**well enabled.**	**well enabled**	**Improvement** could include enhancing the peacefulness of retreat spaces, offering a wider range of wellness and introspective activities or providing personalized wellness plans.	**Moderately Valuable.** The incremental improvement's worth could be reflected in increased bookings and greater customer loyalty.
When I need a change from my regular work environment, I want to work from a different, inspiring location, so that I can maintain productivity while enjoying a refreshing	This JTBD is **highly valuable** in the current work climate where remote work and workcations are becoming more popular.	**Not currently enabled**	**well enabled**	**Good amount of enablement** including offering packages that include wellness activities along with work facilities. Customization of the work experience based on client feedback is needed	**Highly Valuable.** The incremental improvements are worth a lot in today's competitive market, where such offerings could differentiate a business. It can be quantified by increased occupancy rates, the ability to

setting that combines work and relaxation					charge a premium, and the customer loyalty it generates. The ROI could be measured in terms of customer retention, the attraction of new segments, and increased brand value
When I want to explore a destination beyond the traditional tourist experience, I want to experience the local culture and environment in a unique and immersive way, along with like-minded people, so that I can gain deeper insights and have memorable experiences that are enriched by the company of a like-minded community	This job is **highly valuable** as it caters to the growing trend of experiential travel where individuals seek meaningful and authentic experiences.	**well enabled.**	**well enabled.**	This job might **not need** additional enablement	**Moderately Valuable.** The value of these incremental improvements could manifest as increased bookings from travelers seeking depth in their journeys, and potentially higher pricing due to the added value of the experiences.
When I am looking for accommodations while traveling, I want to stay in a place that offers luxury amenities, so that I can enjoy a comfortable and upscale experience while meeting new people in a hostel environment	The job is **moderately valuable** in the current travel market, where there is a rising demand for 'poshtels' – hostels that offer the comfort and amenities of a hotel.	**well enabled.**	**well enabled.**	This job might **not need** additional enablement	**Slightly Valuable.** The worth of incremental improvement could result in increased bookings from travelers who are looking for an upscale hostel experience. This could also lead to a stronger brand presence in the niche market of luxury hostels.
When I own a property that I'm not using to its full potential, I want to list my property on Zostel, so that I can generate a second income by tapping into Zostel's established brand and wide traveler network	The job is **highly valuable** for property owners seeking to monetize unused assets. Leveraging Zostel's brand and network can significantly lower barriers to entry in the hospitality market and provide a reliable source of secondary income.	**enabled, but could be improved**	**well enabled.**	**Improvement** could include enhancing their platform's functionality, offering more personalized support to property owners, or maximize the property's appeal and profitability.	**Moderately Valuable.** Incremental improvements could lead to higher occupancy rates, increased satisfaction among property owners, and a larger portfolio of properties listed on Zostel.

After evaluation through the above prioritization framework, we were able to prioritize 3 JTBD's and we further moved these 3 JTBD's through the RICE framework, Opportunity Scoring and KANO model.
We have highlighted the 3 shortlisted JTBD's.

Rice Framework

In our Rice framework, along with the 3 shortlisted JTBD's we have also proposed the respective feature enhancements that could be done in order to improve the respective selected JTBD's.
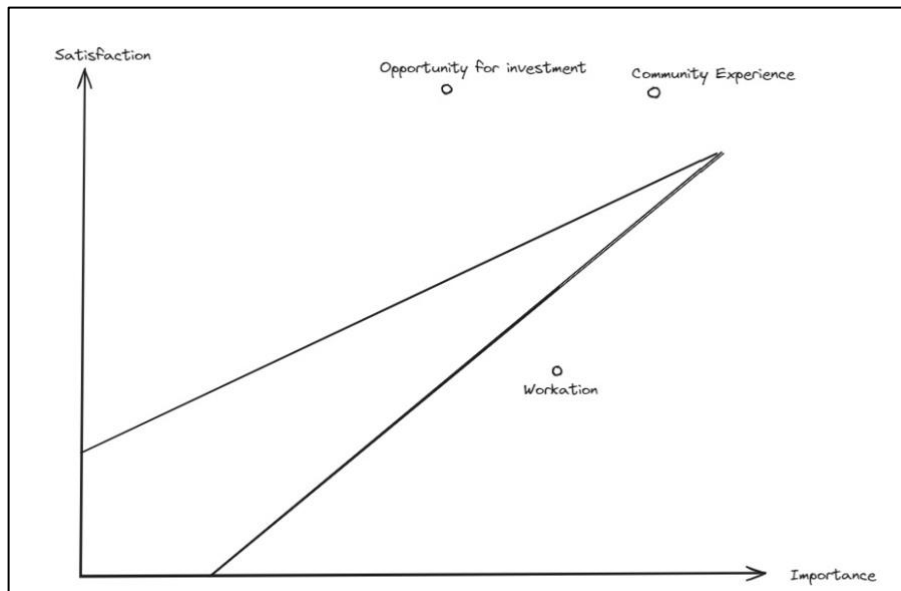
SELECTED JTBD's

When I am traveling alone and wish to connect with other travelers, I want a welcoming environment that facilitates interaction, So that I can meet like-minded people, share
When I need a change from my regular work environment, I want to work from a different, inspiring location, So that I can maintain productivity while enjoying a
When I own a property that I'm not using to its full potential, I want to list my property on Zostel, So that I can generate a second income by tapping into Zostel's established brand and

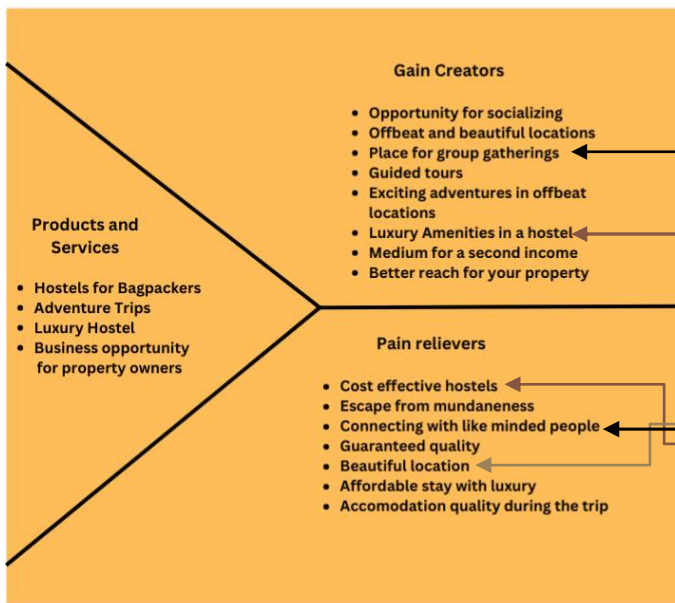| Feature	Reach (No of customers per month)	Impact	Confidence	Effort	Total
Community Application	50	3	80%	4	30
Workcation	70	5	80%	2	140
Adding preferences in Property Lease Options	30	4	60%	1	72

Opportunity Scoring

KANO Model

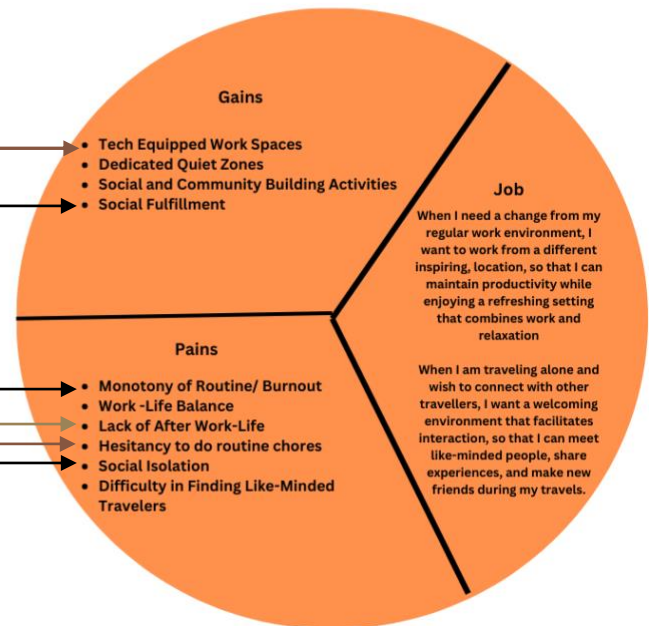| TBD Focus Area	Basic Needs	Performance Needs	Excitement Needs	Indifferent Quality	Reverse Quality
Traveling Alone & Connecting	Basic safety and cleanliness.	Availability of common areas and activities that encourage interaction.	Events which build community and ensure engagements.	Brand of electrical appliances used in Zostel.	Overly crowded common areas that inhibit comfortable socializing.
Change from Regular Work Environment	Well-equipped rooms with basic amenities like comfortable beds, desks, and chairs.	Reliable high-speed internet access and quiet workspaces.	Inspiring locations or views that enhance the work experience.	Availability of premium office supplies on-site.	Noisy environments during work hours or uncomfortable workstations.
Property Listing for Income	A user-friendly platform for listing and managing properties.	Effective promotion of properties within Zostel's network.	Higher than expected returns or occupancies due to Zostel's branding.	The color scheme of the Zostel listing webpage.	Complex contracts or high commission rates that diminish the value of listing with Zostel.

After careful evaluation we decided to finally move forward with 2 JTBDS. These are listed under "Jobs" in the below Customer Profile Canvas

VALUE PROPOSITION CANVAS

We further are moving forward with 2 Pains and 2 Gains

Pains

- **Monotony of Routine Burnout:** Offering Workcations packages can help stimulate environment difference from traditional office or home settings. The change of scenery can revitalize a person's mental state, reduce feelings of burnout, and boost overall mental well-being. Many employers are starting to embrace a hybrid work policy. This limits the employees from opting to stay in far-off locations.

Evidence that this pain exists:

https://www.sciencedirect.com/science/article/pii/S2211973623000247

We identified a study published in Tourism Management Perspectives. The study involved examines workcations (work + vacation) from both the supply side (hotel managers) and the demand side (workcations) and confirms that there is a significant growth in interest for workcations.

This article reflects the growth in demand for workcations and the how people are choosing to combine work and travel. This article also touches on the motives for people to choose endeavors and it right coincides with the pain points we have identified.

- **Difficulty in Finding Like-Minded Travelers**: It can be tough to find fellow travelers who share similar interests or travel goals, which can lead to unsatisfactory interactions or experiences.

Gains

- **Social and Community Building Activities:** Connecting with like-minded travelers can lead to shared experiences, which are often more memorable and enjoyable. This includes exploring new places together, planning/meeting for events, jamming together or even sharing meals.
- **Dedicated Quiet Zones:** Noise and disturbances can make concentration difficult for work that requires deep focus.

SOURCES

- https://dutchuncles.in/discover/workation-ushering-the-revival-of-travel-and-hospitality-industry/#:~:text=The%20Money%20Matters%20in%20Workation,percent%20occupancy%20in%20FY%2020.
- https://economictimes.indiatimes.com/industry/services/travel/indian-travellers-indulged-in-workcation-mode-this-year-oyo-report/articleshow/88565504.cms?from=mdr
- https://www.bbc.com/worklife/article/20220309-workcations-the-travel-trend-mixing-work-and-play

EPIC: Navigating New Horizons

In a world where the lines between work and life blur, this is the travel story of Nina, a software developer and amateur photographer, as she embarks on a journey that transforms not just her work routine but also enriches her social life. Nina was nestled in her cozy, albeit increasingly confining, home office in Mumbai. Her days blurred into each other, marked by endless client revisions and the hum of city life. One evening, while exploring the Zostel application after noticing an enticing Instagram post about **Zostel Workcation (ZoWorks)**, Nina was drawn to the "**Events**" section. Here, she saw a vibrant display of various events happening at different Zostel locations, from photography, music to local exploration hikes. The promise of blending work with travel and the lure of an active, community-driven experience caught her attention. Intrigued by the possibility of refreshing her creative spirit and escaping the monotony, she felt a spark of curiosity ignite.

By the next morning, the idea had blossomed into a decision. Nina's excitement grew as she booked a two-week workcation with Zostel, attracted by the unique events and the seamless booking process that made her decision easy and exciting. Packing her laptop, camera, and a small suitcase, Nina boarded her flight with a heart full of anticipation. During her flight, she reviewed the welcome email from Zostel, which detailed her upcoming stay and reminded her about the QR code for community connection upon arrival. Her thoughts danced around the events she might participate in and the people she would meet.

Arriving at Zostel, Nina was greeted warmly by the staff andwas briefed about the "**Community**" tab. Soon after checking in, she created her social profile, selecting interests in photography, design, and outdoor activities. Within hours, she connected with fellow Zostel guests who shared her passions. The days that followed were a blend of productive mornings spent Working in quaint cafés, afternoons exploring local culture and landscapes with new friends, and evenings participating in community events organized through the app.

As her workcation drew to a close, Nina felt a mix of satisfaction and melancholy. She had completed several projects with renewed vigor, inspired by her surroundings and the people she had met. The community had become a family she was reluctant to leave behind. On her last day, she filled out a feedback form, praising the seamless integration of work and leisure, and promised to return. With promises of several reunions and a heart filled with memories, Nina boarded her flight back.

Nina's story ends as she returns to Mumbai, her creative spirit revived and her social circle widened. The workcation wasn't just a trip; it was a transformative journey that redefined her work and her world. Through Zostel's innovative feature, she found more than just a change of scenery—she discovered a community and a new way to embrace life and work.
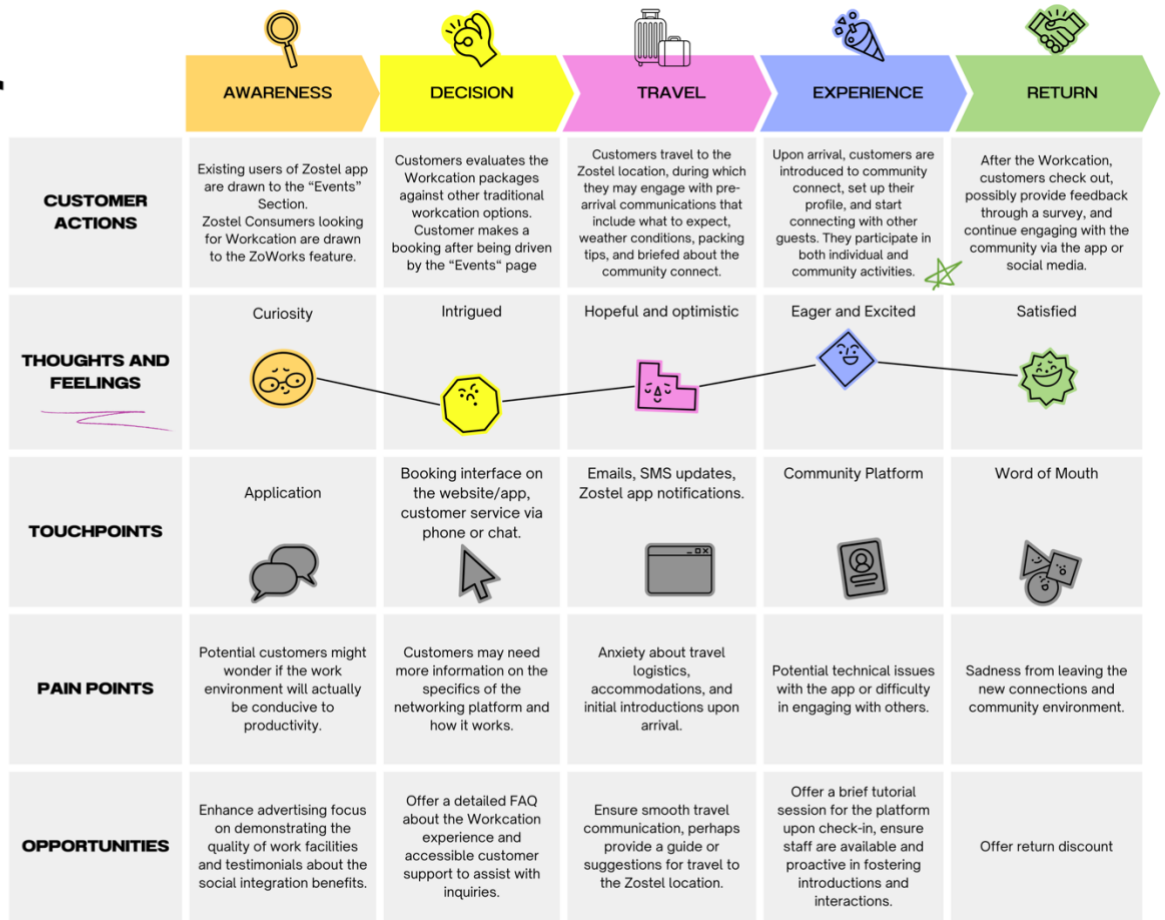
Customer Journey Map

Let's gain insights by taking a walk through what we expect our users to experience

Leslie Boatwright

Leslie is a Digital Marketing Consultant. Apart from being a creative mastermind, Leslie is also a travel enthusiast who is a Zostel Consumer

	AWARENESS	DECISION	TRAVEL	EXPERIENCE	RETURN
CUSTOMER ACTIONS	Existing users of Zostel app are drawn to the "Events" Section. Zostel Consumers looking for Workcation are drawn to the ZoWorks feature.	Customers evaluates the Workcation packages against other traditional workcation options. Customer makes a booking after being driven by the "Events" page	Customers travel to the Zostel location, during which they may engage with pre-arrival communications that include what to expect, weather conditions, packing tips, and briefed about the community connect.	Upon arrival, customers are introduced to community connect, set up their profile, and start connecting with other guests. They participate in both individual and community activities.	After the Workcation, customers check out, possibly provide feedback through a survey, and continue engaging with the community via the app or social media.
THOUGHTS AND FEELINGS	Curiosity	Intrigued	Hopeful and optimistic	Eager and Excited	Satisfied
TOUCHPOINTS	Application	Booking interface on the website/app, customer service via phone or chat.	Emails, SMS updates, Zostel app notifications.	Community Platform	Word of Mouth
PAIN POINTS	Potential customers might wonder if the work environment will actually be conducive to productivity.	Customers may need more information on the specifics of the networking platform and how it works.	Anxiety about travel logistics, accommodations, and initial introductions upon arrival.	Potential technical issues with the app or difficulty in engaging with others.	Sadness from leaving the new connections and community environment.
OPPORTUNITIES	Enhance advertising focus on demonstrating the quality of work facilities and testimonials about the social integration benefits.	Offer a detailed FAQ about the Workcation experience and accessible customer support to assist with inquiries.	Ensure smooth travel communication, perhaps provide a guide or suggestions for travel to the Zostel location.	Offer a brief tutorial session for the platform upon check-in, ensure staff are available and proactive in fostering introductions and interactions.	Offer return discount

Since most of our existing users are youngsters either studying or working, we are introducing **Work friendly vacation (ZoWorks)** blended with **Social Community** building. We are also trying to retain our customers by making the Social Community platform available to all.

PRODUCT ROADMAP

	TIMELINE		
THEME (PRODUCT ROADMAP)	**NOW**	**NEXT**	**LATER**
EVENTS SECTION	Core Listing	Responsive Design	Advanced Search
	Essential Information: Each entry includes activity/event name, date, time, location, and brief description.	Visual Cues	Social Element
		Date-Based Sorting:	
		Filtering	
COMMUNITY PAGE FOR INDIVIDUAL ZOSTELS	Guest Director	Smart Matching:	Direct Messaging
	Activity Board	Guest Profiles	
ZOSTEL TAGS FOR WORK FRIENDLY PROPERTY	Work-Friendly Filter		User Reviews
	Work-Friendly Property Tag		
	Property Details Update		
ADDING A CUSTOM ACTIVITY IN COMMUNITY PAGE	Activity Proposal Form	Interest Expression (like, imin)	Messaging for Coordination
	Guest Activities Board		Zostel Approval

The Product Road map talks about the timelines along which we are building ZoWorks and the Community Platform. Currently we have targeted to build the "NOW" section. The other sections will be implemented in the later Phases.
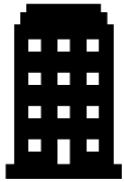
New Features Being Introduced

Application/Website Features

- **Events Tab** : A curated a set of events across all Zostel's visible to all users
- **ZoWorks Tab**: Includes properties that are work friendly
- **Community Connect Tab**: Community Section available to all users who have checked-in to a Zostel property for connecting with other guests and viewing/joining ongoing activities.

Physical Features

- **Co-working Spaces**: Well-equipped co-working areas with ergonomic furniture, including desks and comfortable chairs. These spaces should be quiet and separate from the more social areas.

USER STORIES

User Story: As a traveller seeking a lively and engaging experience, I want to view a curated list of upcoming activities and events across Zostel properties, along with relevant details, so I can plan my stay and maximize my enjoyment.

Description: This feature enhances guest experiences by providing a centralized hub for discovering Zostel's social offerings. The list prioritizes clarity and easy decision-making with well-structured information and options to personalize the results.

Acceptance Criteria:

1. Comprehensive and Current: The list displays all upcoming activities and events organized by Zostel at various properties, with no stale entries.
2. Essential Details like Name, location and Time
3. Brief Description: 1-2 sentences highlighting the activity's essence
4. Intuitive Organization: Including sorting and filtering
5. Visual Cues: Consider icons or color-coding to categorize activity types
6. Detailed View: Clicking an entry reveals expanded description

User Story: As a remote worker or digital nomad, I want to easily identify Zostels that offer work-friendly environments so I can combine travel with productive work sessions.

Description: Zostels are popular with travelers seeking a social atmosphere, but sometimes I need to focus and get work done. This feature would help me quickly find Zostels that cater to my needs, ensuring I have the necessary resources for a successful work-and-travel experience.

Acceptance Criteria:

1. Work-Friendly Filter: When searching for Zostels, I can apply a "work-friendly" filter to narrow down my results.
2. Property Designation: Zostels that are work-friendly should have a clear designation or badge on their listing.
3. Work-Friendly Details: On a property's page, there's a dedicated section outlining work-friendly amenities such as:
4. Reliable Wi-Fi speeds
5. Designated quiet workspaces or common areas suitable for working
6. Availability of power outlets
7. Potentially details like desk space or comfortable seating

User Story: As an existing Zostel guest currently staying at a Zostel property, I want to be able to easily connect and interact with other guests staying at the same property, so that I can meet new people, socialize, and potentially collaborate or participate in shared activities and interests.

Description: This feature will allow Zostel guests to connect with fellow guests staying at the same property during their stay. It will facilitate social interaction, enabling guests to find others with shared interests, plan group activities, or simply meet new people and build connections.

Acceptance Criteria:

1. Opt-in Profile: Upon check-in, I'm encouraged to create a simple profile (name, interests, maybe a profile picture) within the Zostel app.
2. Guest Directory: I can view other guests at my Zostel who have also opted in. Basic profile info helps me spot potential connections.
3. Activity Board: A section to see and post about informal gatherings or outings planned by guests.
4. Privacy First: Clear options to control what information is visible and the ability to opt out at any time**.**

User Story: As a Zostel guest with a fun activity idea, I want to easily propose and organize the activity for other guests to join, so I can create shared experiences and enrich the Zostel community.

Description:

Zostels are all about building connections and having unique experiences. This feature empowers guests to take the lead and shape the social atmosphere. I might want to organize a hike, a movie night, a cooking class – the possibilities are endless!

Acceptance Criteria:

1. Activity Proposal Form: A clear form in the Zostel app where I can: add a description which includes location, time and any specific conditions
2. Visibility: My proposed activity appears on a dedicated "Guest Activities" board or section of the app.
3. Interest Gauge: Other guests can express interest (e.g., with a "like" or "I'm in!" button).
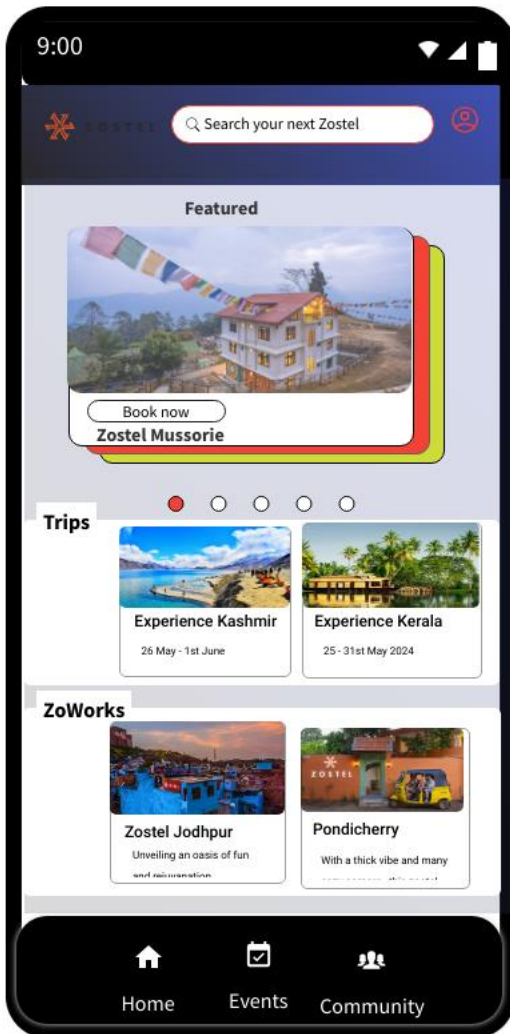
SAVE FRAMEWORK

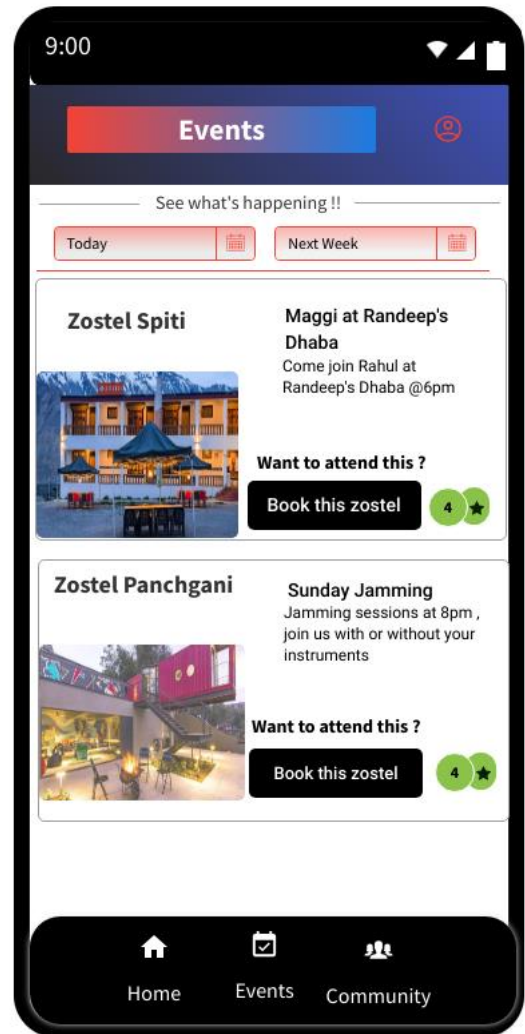| Problem Being Solved (Reason)	Solution (What Zostel offers)	Access (How customers access it)	Value (Benefits for the customer)	Education (What customers learn)
Need for affordable SOCIAL TRAVEL	Community-Driven Experience	Community Platform access post check-in	Budget-friendly stays with opportunities for social connections	Understanding the culture of hostels and community living
Balancing work and leisure while traveling	Workcation Facilities	Designated properties, dedicated quiet zones and tech-equipped workspaces in hostels	Balancing work with leisure for productivity and relaxation in inspiring locations	Insights into remote working trends and maximizing productivity while traveling
Loneliness in solo travellers; Professional networking	Networking Options for Solo Travelers	Dedicated "Events" section in the Zostel's app to check Community Activities happening in the different Zostels.	Professional networking; Finding travel companions	Networking strategies; Solo travel tips and safety

UI/UX

The **"Events" Tab** in the Home Page will be accessible to all the Customers browsing the application. Upon clicking on this, the customer will be able to see the list of events/activities happening in the different Zostels.

HOME PAGE

EVENTS

The **"Community" Tab** in the Home Page will only be accessible to Customers post Checking-in a hostel property. Upon clicking on this Tab, he/she will be able to see details of the people and activities of the respective Zostel.
This Tab will be disabled for the customers browsing the application.

COMMUNITY

Section containing the profiles of the people currently staying in the Hostel.
Upon clicking on a Name, the respective person's profile containing his/her interests will be visible to the Consumer.

This Section contains the list of activities planned. He/She can click on the activity to view the details or Join the Activity

Icon to start an activity.