

# Keepmebooked Proposition

Product-market fit through to preparation for growth

## Self Service

From \$49/month

- ✔ Manage all your bookings in one place
- ✔ Take online bookings and payments from guests
- ✔ Run a smooth booking and check in service

## Managed service

Contact us for pricing

- ✔ Marketing to all channels
- ✔ Algorithmic pricing
- ✔ 24/7 reservation management

## Considerations

Focus is on the self-service product

Limited knowledge of:

- Technical infrastructure
- Progress since 2013 recommendation report
- Business model analysis

## Contents

Part 1: Research and analysis

Part 2: Achieving product market fit

Part 3: Proposed timeline

Part 4: First couple of weeks





Keepmebooked

Hosts will be more active on Housetrip

*Due to simplicity in channel integration which in turn increases the amount of listings on Housetrip as well as conversion rates*

Generate new leads

*Hosts that are not yet using Housetrip*

Generate revenue

*From current Housetrip hosts and externally*

# Key elements to consider when working towards objectives

1. Relevancy for rental property hosts
2. Product market fit
3. Retaining current customers

## Improving relevancy to holiday rentals

Keepmebooked is targeted towards B&B's, Guesthouses & Hotels with 75% of current customers being small hotels and B&B's who want to integrate with Booking.com rather than Housetrip.

Integrating with Housetrip offers no extra value to these customers.

- 300 paying customers
- 75% are not holiday lets

## Questions and challenges

1. Improve relevancy to holiday home rentals
2. What differences do holiday rental customers have to hotel owners, if any?



## Manage your bookings and guests in one place





## What are the core features?

When achieving product-market fit, we need to consider the core features. What can our customers not live without? Throughout the product cycle we aim to learn more and achieve product market fit however we can take some confidence in our initial assumptions based on competitor analysis, Housetrip surveys and current users.

## Questions and challenges

1. What are our competitors core features?
2. What are their customers requesting on support forums etc?
3. Does our current product offer any of those features?



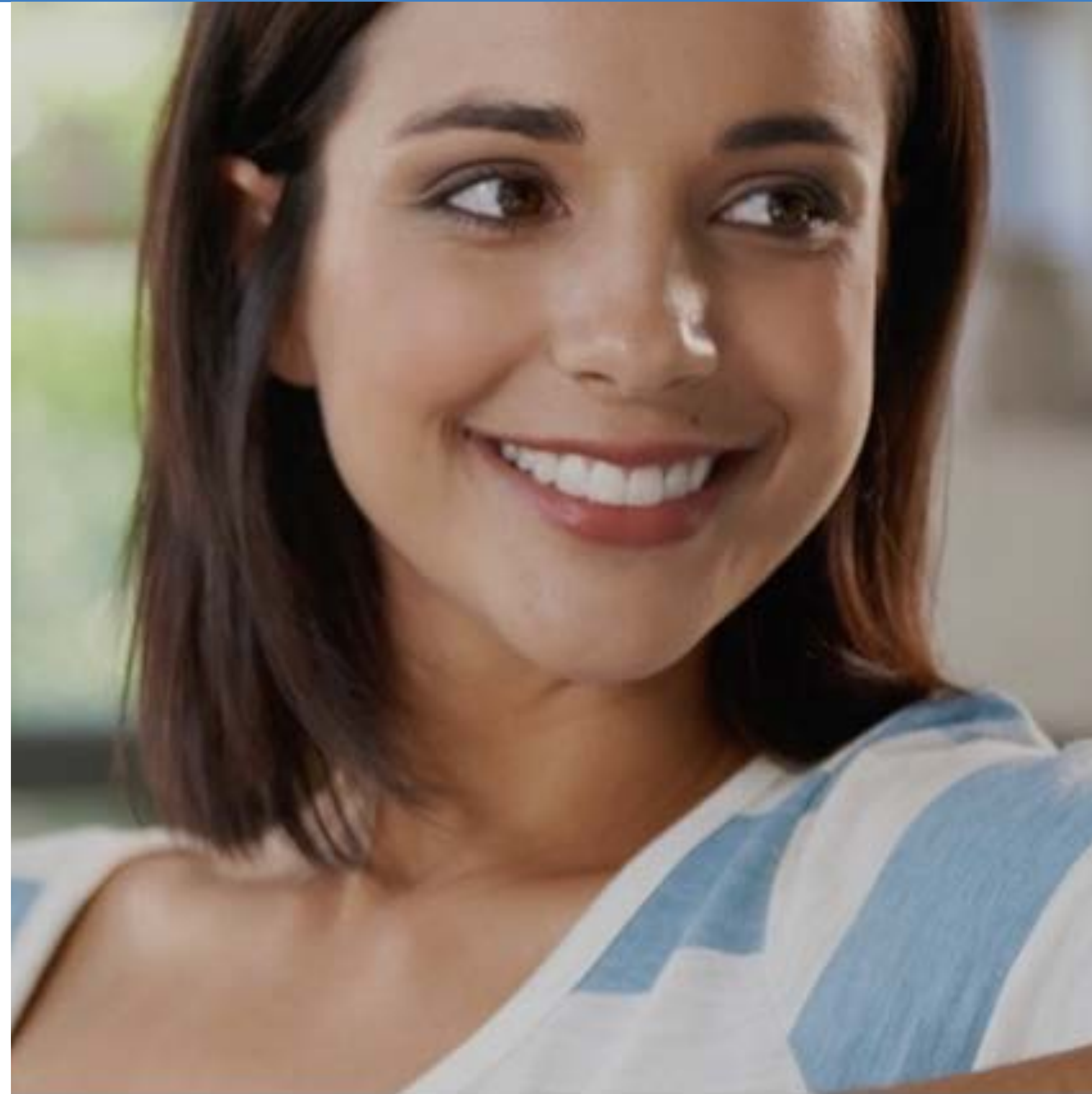
As there are 300 customers bringing in significant income we want to be careful about making changes. A review of the analytics as well as customer feedback will help determine our strategy

### *Customer feedback & data analysis*

- How do customers use the platform

### *Minimising disruption*

- Update of terminology rather than radical changes to better suit holiday rentals (eg. rather than 'hotel details', use 'property details')
- Lodgify (competitor) have figured this out already



# Recommendations of 2013 report

1. Responsive web
2. iOS app overhaul



## Responsive web

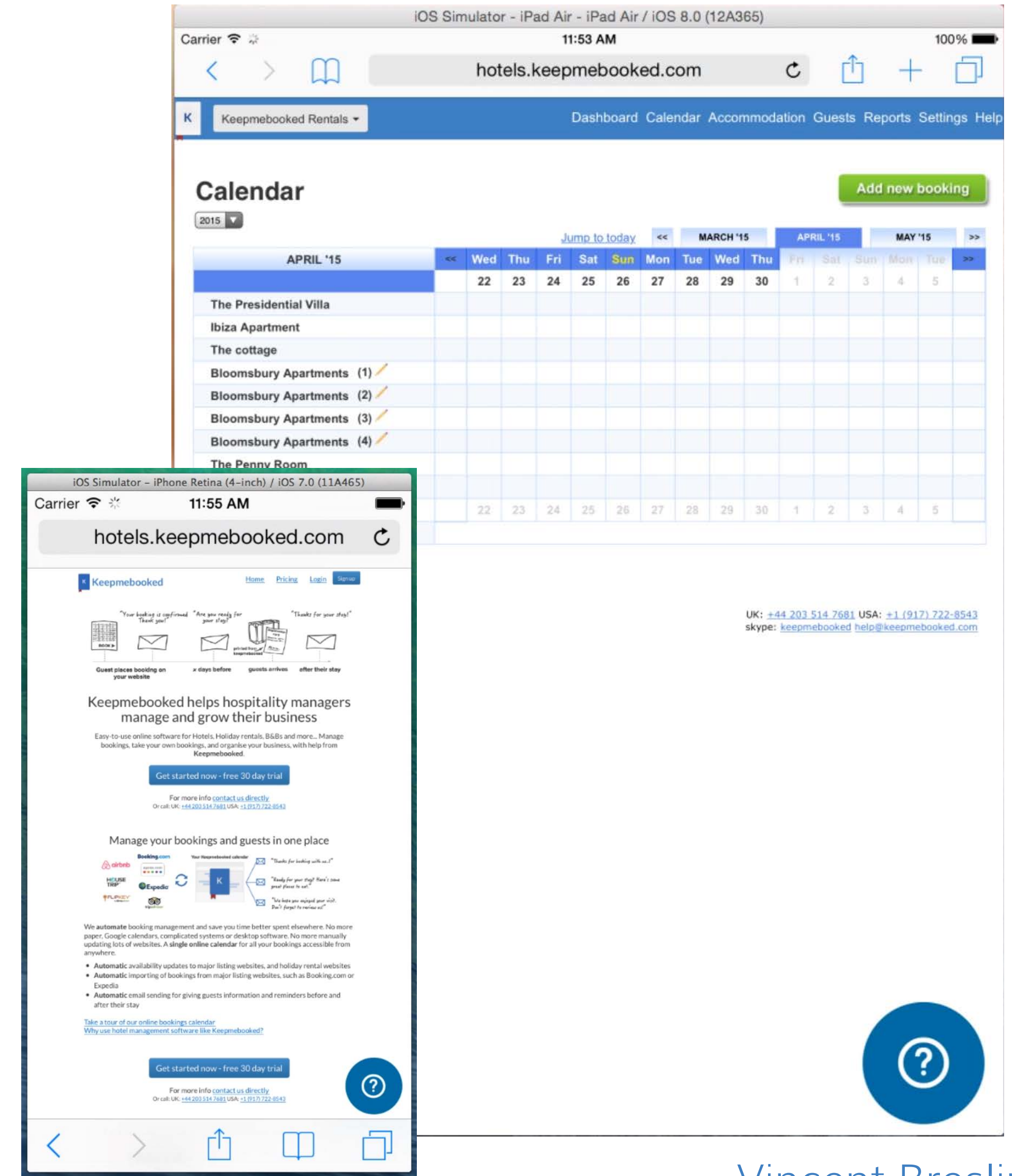
KeepMeBooked Customer Research April 2013 top recommendation was:

*“Reworking of core web interface to make it faster, simpler and more suited to touch devices & smaller screens”*

- Current functionality works ok on iPad
- On smaller screens (iPhone 5s) the landing page is hard to read and the functionality within the site has been purposefully limited

## Questions and challenges

1. Is the current product ok as an MVP?
2. How do users access KeepMeBooked?



## Where do the iOS apps fit in?

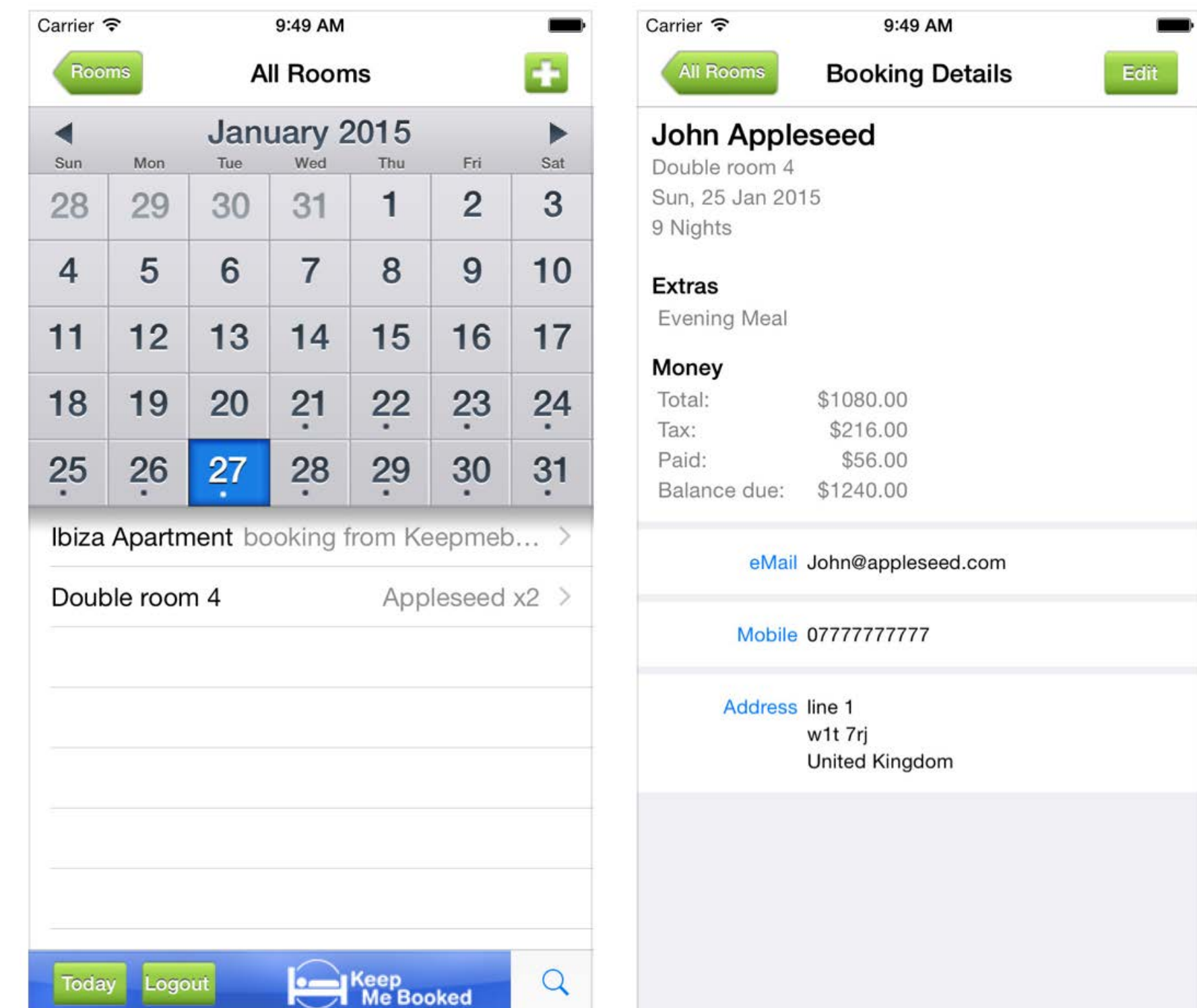
Last update was February 2015 so there has been recent product development. The last update prior to that was in 2011.

## To consider

- Engagement of current apps. What features work?
- Neither Lodgify nor BookingSync (holiday rental competitors) offer an app. Competitive advantage?

## Questions and challenges

1. What is the product roadmap for iOS?
2. Who is carrying out the work?
3. How are the resources divided?



# Competitor analysis

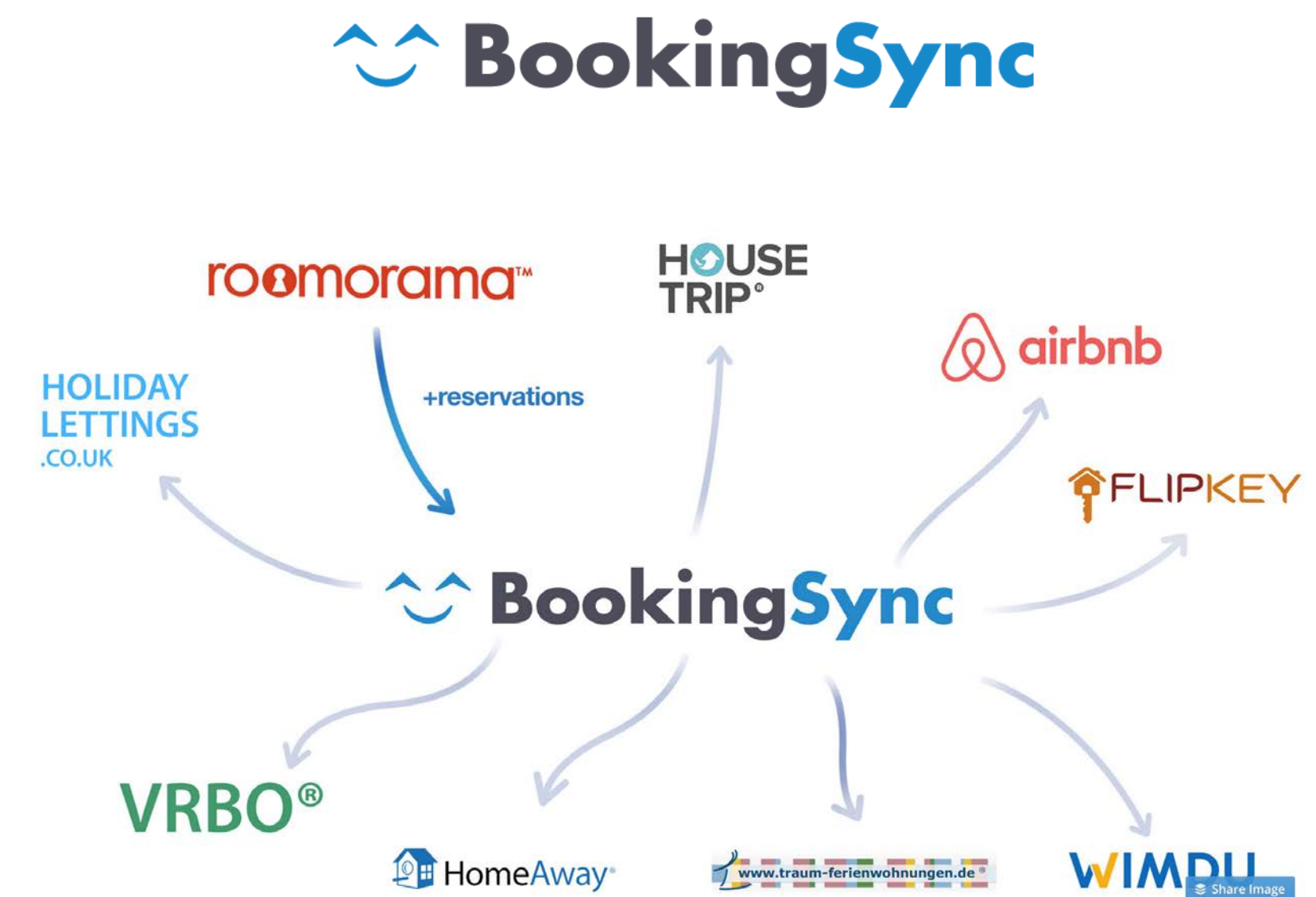
Quick analysis of core features, aesthetics  
& technology



# Channel management

Competitors don't offer 2-way syncing across most platforms.

They tend to use iCal to pull and push  
or ask you to log into your Airbnb (eg) account and push/pull data that way.





Total Period - Upgrade

?

MENU

Lodgify

Reservations

RESERVATIONS

CALENDAR

BOOKINGS

SETTINGS

+ Create Closed Period

+ Create New Booking

Select all

Donegal Manor (#119929)

April 2015

September 2015

Update

April 2015

Donegal Manor

#1

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

0

May 2015

Donegal Manor

#1

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

0

June 2015

Donegal Manor

#1

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

0

July 2015

Donegal Manor

#1

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

0

August 2015

Donegal Manor

#1

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

0

September 2015

Donegal Manor

#1

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

0

Calendar Import/Export

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Bookings

Clients

Synchronizers

Rentals

Inquiries

Reviews

Apps

Publish

Preferences

Bookings Planning

Well done! You're now in the Bookings section.

To create your first booking, click on the arrival date, then on the departure one.

Please note, if you would like to add more rentals, you can do so at any time from the Rentals section.

Mark all as up-to-date

April 2015

The Glebe

May 2015

The Glebe

June 2015

The Glebe

July 2015

The Glebe

August 2015

The Glebe

September 2015

The Glebe

October 2015

The Glebe

November 2015

The Glebe

December 2015

The Glebe

January 2016

The Glebe

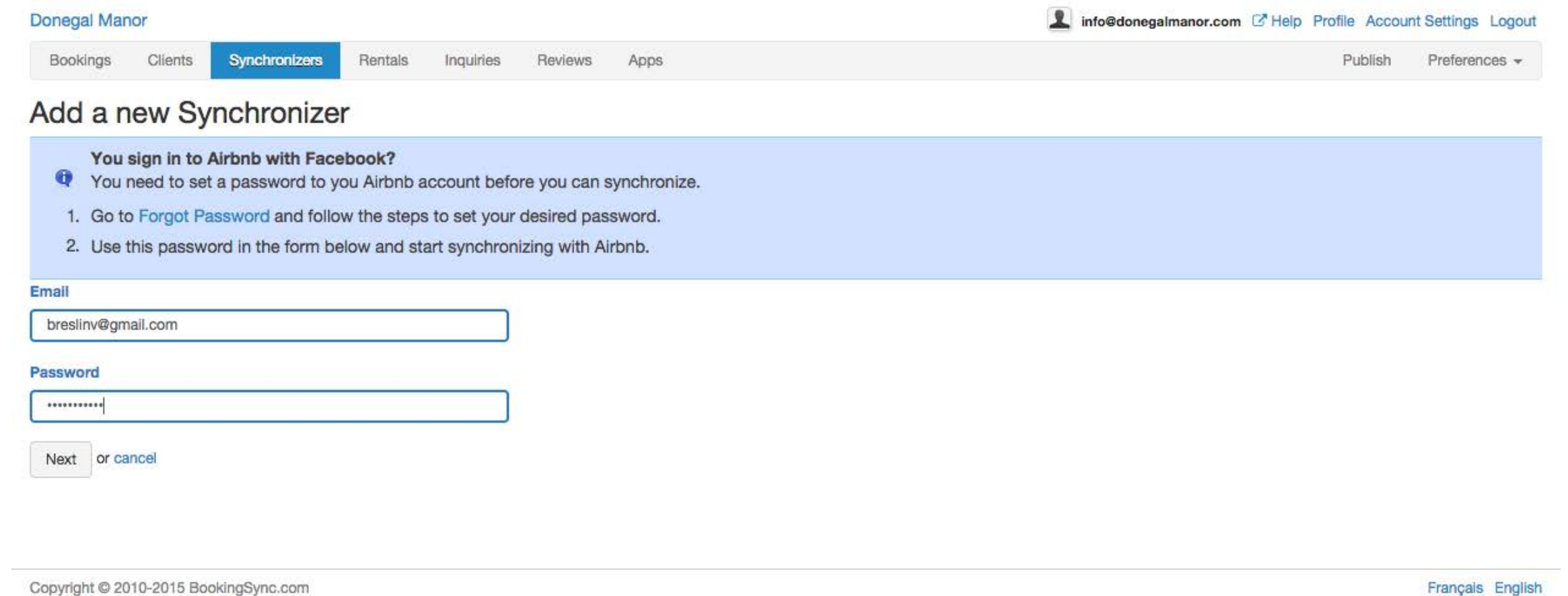
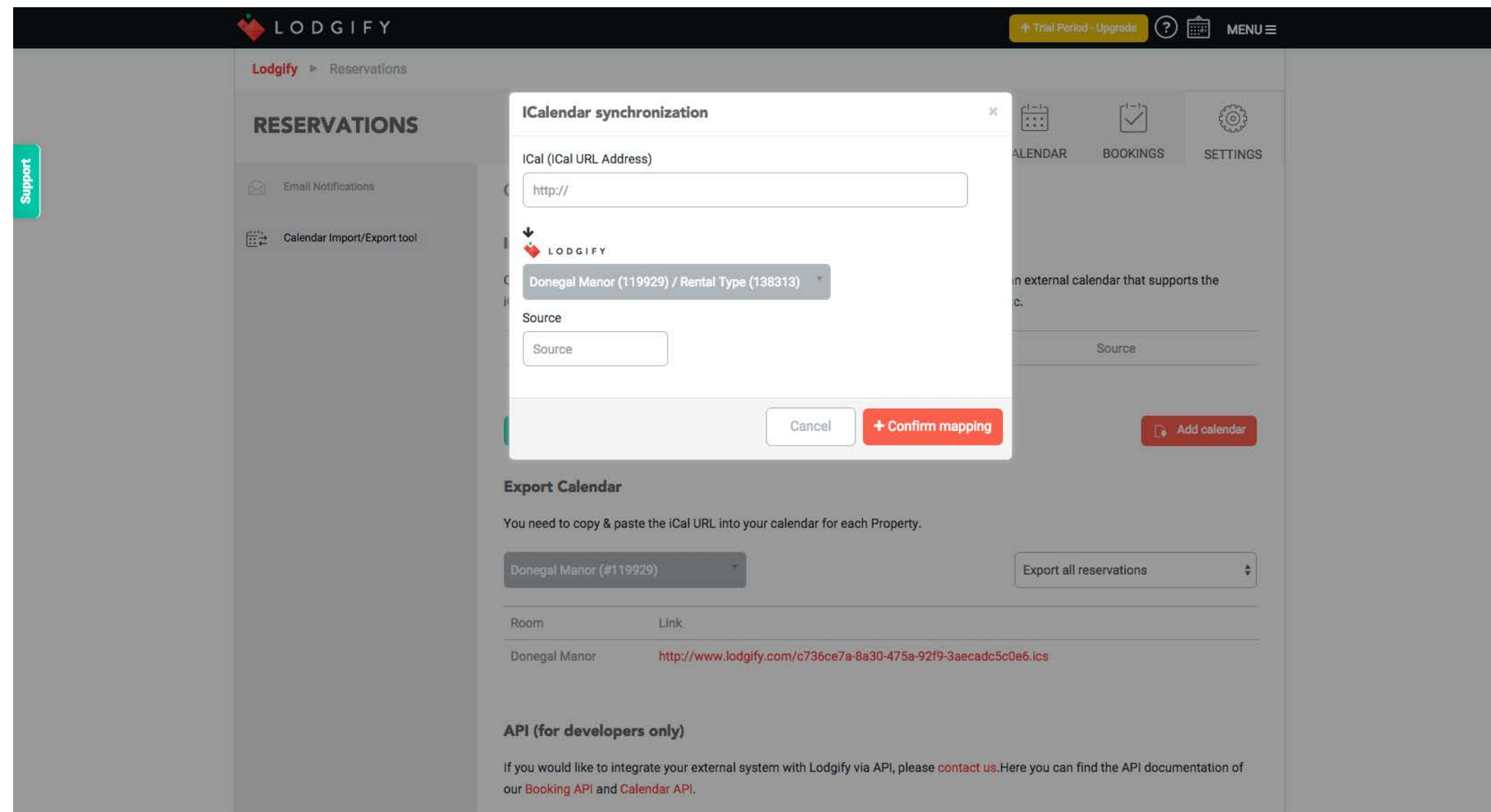
February 2016

The Glebe

March 2016

Lodgify has put a lot of effort into a friendly design whereas BookingSync is a simpler bootstrap theme





BookingSync has put more effort into integrating with the likes of Airbnb  
as well as 3 or 4 API's (eg. Roomorama)  
whereas Lodgify relies on a simple iCal setup

## Part 2: Competitor customer feedback

## Sian Breslin - Donegal Manor Guesthouse

### Competitor product: Eviivo

Although eviivo is targeted at small hotels & B&B's they have similar challenges to overcome in attracting and retaining users. Sian offers her key benefits in subscribing to Eviivo.

#### What works

- Training

Eviivo were very hands on with on boarding and training the customer. If eviivo didn't offer this she would have gone somewhere else.

Eviivo charges ~£300 for training however if you upload all of your content, rooms etc within 2 weeks, you won't be charged.

- Fees

Eviivo charge ~£100/m. All customer payments go through Eviivo who deposit the money into the clients account every month. The £100 charge is taken at that point. Sian says this means she doesn't feel like she is paying anything. On the other hand, the fact that she doesn't get cash in the bank for 6 weeks causes cash flow issues. She wants to resolve this.

- Printing off all guest check-in sheets with one click

#### What she would like

- Different channel prices

Ability to change different prices across different channels.

- Coupons

The ability to offer a coupon to encourage guests to book on her brand web rather than booking.com.

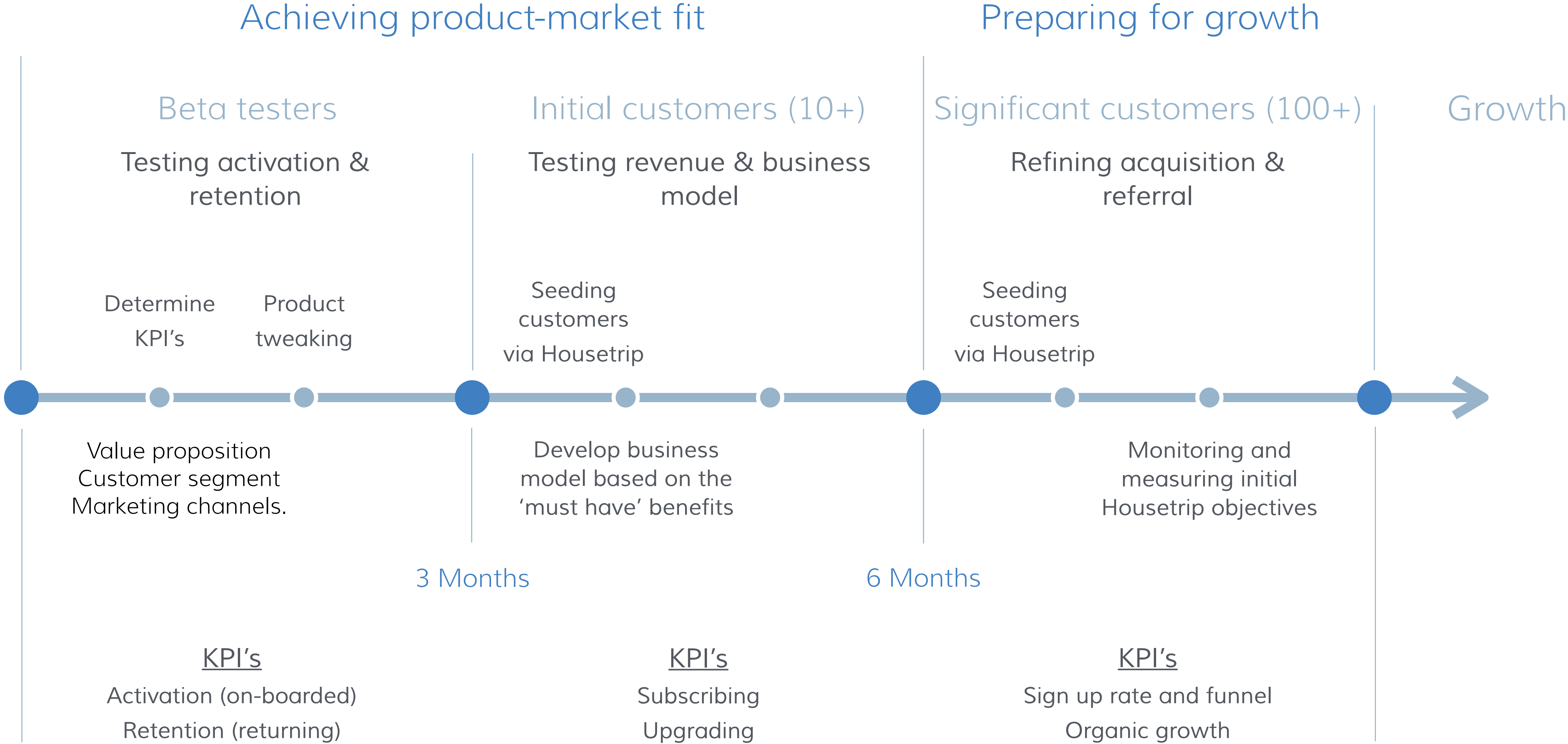
- End of the month report

Where did guests come from. How do they compare to other establishments locally?

- Email Marketing

Sian doesn't have the expertise to encourage return customers. She knows these should make up at least 10% of her business, but they don't. She would like help.







## Product-solution fit

Based on a quick competitor analysis and from the *Lisbon Small Outbound Campaign* (website vs channel M) feedback, there is at the very least a demand for a product similar to what is on offer at keepmebooked. We have product-solution fit.



Fortunately the current technology has many of the features required to improve relevancy to holiday lettings.

## Negatives

- Design outdated
- Lagging/slow?
- Copy frequently refers to 'rooms' rather than (perhaps) 'rental properties'
- Can't import calendars (eg. Airbnb)

## Positives

- Many features are already in place
- Can export calendars
- Integrates with siteminder for Booking.com. Not many competitors offer booking.com syncing.

The screenshot shows the Keepmebooked Rentals dashboard. At the top is a navigation bar with links: Dashboard, Calendar, Accommodation, Guests, Reports, Settings, and Help. Below this is a 'Calendar' section for the year 2015. A green button 'Add new booking' is in the top right. The calendar grid shows March 2015, with days of the week as columns. Properties listed on the left include 'The Presidential Villa', 'Ibiza Apartment', 'The cottage', four listings for 'Bloomsbury Apartments' (each with a pencil icon), 'The Penny Room', and two listings for 'Spare rooms' (each with a pencil icon). Colored blocks on the calendar grid indicate bookings: a green block for March 29th, a yellow block for March 31st, and a grey block for March 11th. At the bottom, there are links for 'terms' and 'privacy', and contact information for UK and USA.

UK: +44 203 514 7681 USA: +1 (917) 722-8543  
skype: [keepmebooked](#) [help@keepmebooked.com](mailto:help@keepmebooked.com)

An initial hypothesis:

*"We believe that professional holiday property rental hosts have a problem managing booking allocations across multiple OTA providers. We can help them with an integrated channel manager. We'll know we're right if hosts add multiple iCal feeds."*

## MVP - Core messaging

*Increase revenue with less hassle*

## MVP - Core features

- Calendar
- Channel manager  
Most needed based on Housetrip host feedback and competitor analysis.
- Multiple holiday rental properties

## MVP - Secondary features

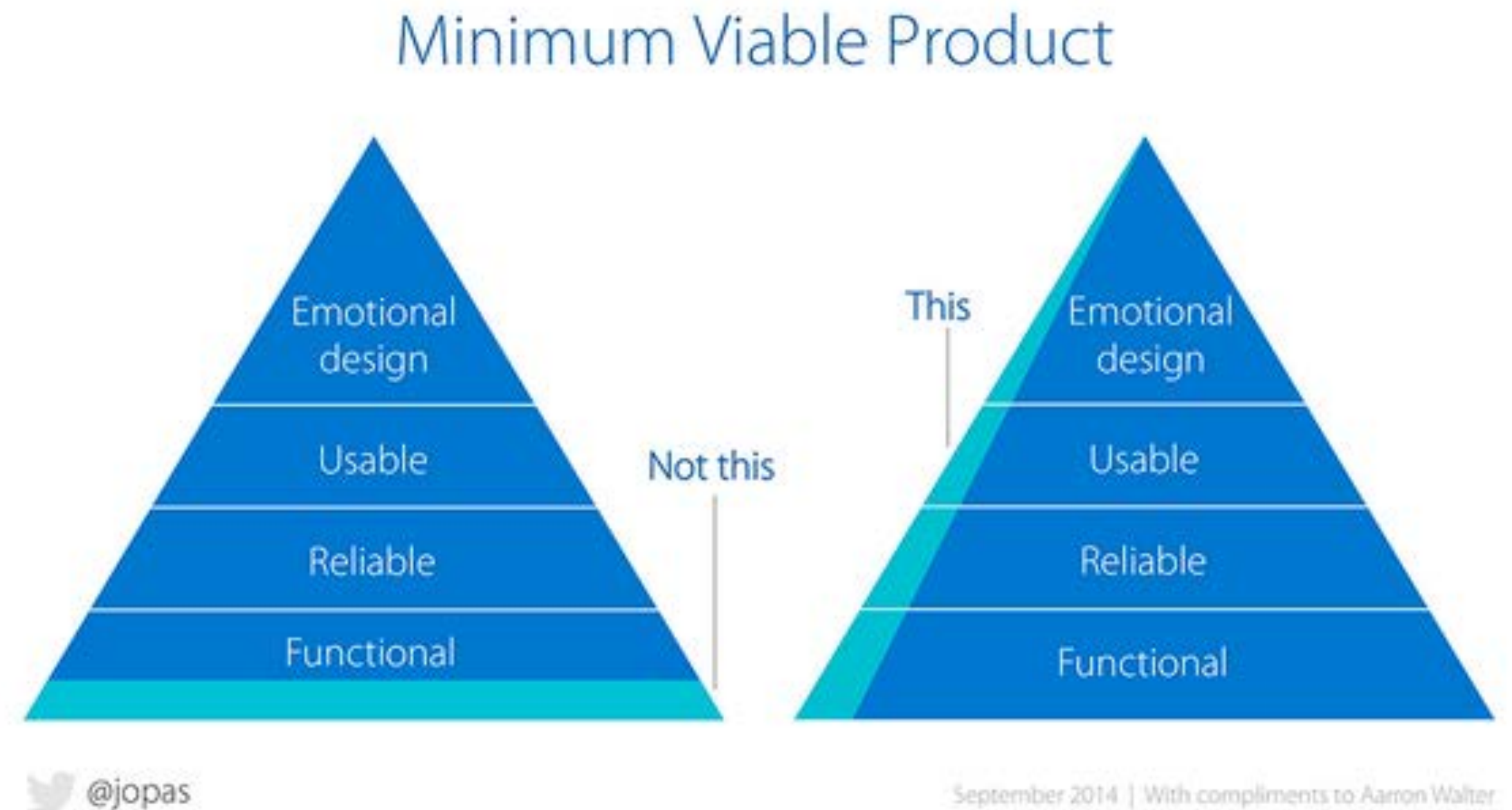
- Email system
- Website/booking widget  
Feedback from Housetrip hosts was positive. Competitors offer similar functionality.

## MVP - Core values

- Time saving  
Less time managing each channel. On the go iOS app.
- Increase revenue  
Advertise availability across multiple channels easily. Own brand website is commission free.

## Work required to launch MVP

Before launching the MVP research and product modifications are required. Technical development is kept to a minimum.





## Work required to launch MVP

### Product development

1. Communications  
Ideally integrating Intercom if not in place already
2. Data collection  
What's in place? How do we measure? Kissmetrics?
3. Revise terminology to better suit holiday rentals
4. Simple iCal importing of relevant OTA calendar feeds (eg. Airbnb).  
Based on the survey, 86% are interested in a channel manager (confirm %, I found it difficult to determine the correct % from the survey)
5. Improve UX and usability by working on navigation and page structure  
The menus are confusing and the support pages are out of date.

### Research

1. Further competitor analysis
2. Data analysis and determining KPI's
3. Gain further understanding of your customers' problems and needs
4. Analysis of technical infrastructure (reliability)  
There are concerns regarding the speed of the site and its usefulness on mobile safari.

# MVP Launch proposal

Getting started

## Launch initial product in beta

Keepmebooked beta will be released to 100 housetrip hosts. A focus on communication and data analysis will determine next steps.

### Feedback and data analysis

1. Communication with beta testers regularly - on the phone, via email etc
2. Analyse KPI's, funnels, engagement rates
3. Iterate



# Initial customers (10+)

Getting to the initial paying subscribers

## Initial customers

Once product-market fit looks promising, Keepmebooked will be released to a further 500 Housetrip customers, whilst also sourcing customers externally. The aim at this point is to prove the business model.

### Objective

1. Develop business model based on the 'must have' benefits
2. Acquire external customers  
Sources maybe from the likes of Quora, direct contacting hosts, a white paper (eg. holiday rentals with a presence across many OTA's generate better revenue), relevant guest posts in blogs etc.)

# Significant customers (100+)

Preparing to scale

## Significant customers

Keepmebooked to be released to a further 5000 Housetrip customers, whilst also sourcing customers externally. The aim at this point is optimise acquisition and referrals.

### Objectives

1. Increase conversion rates
2. Implement referral scheme and refine



## Week 1

### Learning and getting up to speed

#### Key questions

1. What is the current strategy?
2. What is the basis for the new business model (self service, managed service)
3. Can we launch the MVP to holiday rental hosts with minor tweaks?
4. What are the current roadblocks?  
Sign up? Activation?

#### Goals

1. Develop a clear understanding of the current technological infrastructure
2. Get to know the team
3. Delve deep into the data  
What's being measured, how is engagement, retention, churn etc?  
How many app downloads?
4. Analyse customer feedback  
What are people saying?
5. Talk to past Airbnb hosts that I have stayed with. What are their biggest problems, how do they solve them?
6. Talk to Housetrip hosts  
What are their biggest problems, how do they solve them?

## Week 2

### Develop hypothesis

#### Key questions

1. What user case are we targeting?  
Professional hosts or the more casual host (eg. hosts like myself).
2. What should we measure to determine whether our hypothesis is correct or needs changing?

#### Goals

1. Work on business model canvas
2. Develop initial hypothesis to determine value proposition, customer segment and marketing channels.
3. Determine KPI's  
What do we need to measure to determine if our hypothesis is correct or not.
4. Develop strategy & create milestones
5. Refine & develop product backlog
6. Get to work!



