Stayzy

MVP – Starter pack

Confidential - Gray Junior Devi Murugesan

Stayzy – MVP Overview

Stayzy is a focused two-sided **travel marketplace** MVP that connects guests seeking reliable short-term stays with property owners who want **simple, controlled** hosting—supported by lightweight admin governance.

Unlike large vacation rental platforms that optimize for scale and variety, Stayzy's MVP deliberately optimizes for **trust, price transparency, and operational reliability**. The product is designed to validate the core marketplace loop—discover → book → stay → review → payout—with minimal friction and clear accountability across guests, hosts, and admins.

MVP Intent

- ✔ **No hidden pricing:** Upfront total price guarantee (taxes + platform fees included)
- ✔ **No unreliable arrivals:** Hosts reconfirmed prior to check-in
- ✔ **No unmanaged supply:** Listings manually approved
- ✔ **No blind operations:** Basic admin dashboard with booking overrides, dispute resolution, and fraud handling

MVP Success Definition

- Real bookings with minimal operational issues
- Trust established through price transparency and reconfirmed hosts
- Host management without intense support needs

MVP Features

For Guests

- Easy discovery with essential filters only
- Secure payment & confirmation
- Post-stay reviews

For Hosts

- Guided onboarding and listing creation
- Calendar-based availability control
- Transparent payouts setup

For Admins

- Manual listing approval
- with feedback loop
- Refund handling with audit trails
- Secure: OAuth 2.0 TLS, PCI-compliant

Engineering & Quality Bar (MVP Grade, Not Prototype Grade)

- **Reliable:** 99.5% uptime, booking and payment transaction-safe
- **Performant:** Snappy search and booking experience
- **Secure:** OAuth 2.0, TLS, PCi-compliant
- **Compliant:** GDPR, audit logs

> "This MVP is not about feature parity ***with Airbnb***—it's about proving that a simpler, trust-first marketplace can execute the core booking loop more reliably"

Competitive Overview

Major Vacation Rental Platforms

Strengths, Weaknesses, and Opportunities

Ranking ★★★☆	Platform ★4.5★☆	Platform ★4.8.6★	Key Features & Benefits	Why Stands Out ★★★★☆	Areas to Improve / Customer Feedback	Past Failures	Planned Improvements
1	Airbnb	★★☆☆☆ 4.5-4.8/5	Unique stays, 7M+ inventory, Superhost	**Hidden fees,** cancellations, inconsistent support	Party house incid-ents, regulatory	Party house-incidents, omue6_jpg	**AI personalization, trust & safety**
2	Booking.com	★★★★☆ 4.0-4.6/5	Instant booking, Genius loyalty, Connected Trip	European leader, major OTA reach	Major OTA, one-stop travel	Bundling packages, instage.jpg	Bundling packages, partner tech
3	Vrbo	★★★★☆ 3.7-4.4/5	Entire homes, group focus, One Key loyalty	Transparent pricing, family market	Major OTA, one-stop travel	AI planning, ematilic	Fragmented brands, partner tech
4	Expedia	★★★★☆ 4.2-4.3/5	Bundled deals, flights+rentals, rewards	Major vaïidibity, host flexibility	Fragmented brands brand confusion	Banned omage. jpg	AI planning, platform unification
5	goda	★★★★☆ 4.2-4.3/5	Bundled deals, flights+rentals, rewards	Major OTA, one-stop travel	Downgrades, inconsistent U.S. presence	Budget inconsisten.,	Global expansion, help center
6	TripAdvisor	★★★☆☆ 3.0-4.2/5	Asia focus, flexible cancels	Major OTA, one-stp-trol rewards	Refust visibility, host flexibility	Budget inconsistency	Global expansi-touniffs
7	HomeToGo	★★★★★ 1.1-4.1/5	Reviews, aggregate bliipg	Booking rviews @sfloors	Booking UX lacks pricing & fees	Review manipulation concerns	Tours & rentals integration
8	Sonder	Low-4.2/5	Serviced apartments, app-managed stays	Price accuracy, inventory issues	Inaccurate price aggregation	Data tools, business expansion	Data tools, business expansion
11+	Mrriott Homes & Villas, etc.	2.5-4.3/5 4.5 4.5/5	TripAdvisor Bonvoy points	Full service property management	Fees, maintenance profitability	Layoffs, poor owner expansion	Mergers, Hilton partnerships

Why Your Product Stands Out & Marketplace Opportunity

Differentiators against leading vacation rental platforms

Why Your Product Stands Out	Marketplace Opportunity
End-to-End MVP Coverage across **Guest, Host,** Admin, and NFRs	Most platforms (e.g., Vrbo, **Sonder**) lack **unified** experience across **all roles**
Upfront Total Price Guarantee for guests	Addresses major pain point: hidden fees (Airbnb, Booking.com)
Arrival Assurance Check & Host Confirmation Flow	Solves trust and reliability gaps seen in **Airbnb's** cancellation issues
Guided Listing Creation & Draft Save for hosts	Simplifies onboarding vs. fragmented host tools in Expedia, Agoda
Manual Pricing Override + Dynamic Pricing Option	Combines control and intelligence—missing in platforms like HomeToGo
Admin Listing Approval with Comments	Adds quality control layer absent in most platforms
Dispute Resolution & Refund Handling with audit trails	Builds trust—TripAdvisor and Agoda struggle with host flexibility and visibility
Performance-Driven NFRs (2s page load, **99.5% uptime,** secure payments)	Competitive edge over slower, inconsistent platforms like Sonder and TripAdvisor
GDPR Compliance & PII Masking	Future-proofing for global expansion, especially in EU markets
Saved Listings & Wishlist	Enhances guest retention—HomeToGo lacks persistent UX features
Scalable Admin Tools (Booking Override, **Metrics** Dashboard)	Enables operational agility—missing in Marriott Homes & Villas and smaller aggregators

MVP Scope – Guest stories

Differentiators against leading vacation platforms

MoSoCoW	Feature	US/Acceptance Criteria
Must	Sign up / login	User can sign up via email/password, User can log in via Google or Apple, logged in, Error shown for invalid credentials
Should	Basic filters (cit,date, price, type, amenities)	City and date selection is mandatory,, Filters update results in real time, Results show availability only
Must	Booking request	Request sent only for available dates, Host approval required, Guest receives status notifications
Must	**Upfront total price guarantee**	Total price shown before booking request,P rice includes taxes and platform fees, No price change unless change
Must	Arrival assurance check	Host prompted 24 hrs before check-in, Guest notified of confirmation Escalation to support if not confirmed
Should	**Post-stay reviews**	Review allowed only after checkout, Rating + optional comments Review published after submission
Must	Listing details (photos, rules, reviews)	Points or credits tracked, Referral link available, Rewards applied during checkout
Could	Saved listings / wishlist	Save/unsave listing, Saved listings persist across sessions, Accessible from profile
Could	Social login (Google, Apple)	log in using my Google or Apple account for convenience.
Won't (Now)	Loyalty rewards / referral program	Points or credits tracked, Referral link available, Rewards applied during checkout
Won't (Now)	AI trip planner	Inputs: destination, budget, preferences, Suggested listings returned, Clearly marked as "AI recommended"

MVP Scope – Property Owner stories

Differentiators against leading vacation platforms

MoSoCoW	Feature	US/Acceptance Criteria
Must	Simple onboarding	Host can sign up using email or social login, Identity verification is guided and minimal. Onboarding completes in under 10–15 minutes, Progress is saved if the host exits midway
Must	Listing creation (guided)	Guided steps for photos, amenities, rules, and description, Mandatory fields validated before publish, Preview available before listing goes live, Listing can be saved as draft
Must	Availability calendar	Host can block/unblock dates, Calendar reflects confirmed bookings, Changes update guest search results in real time, Overlapping bookings are prevented
Must	Manual Pricing Override	Host can set custom prices for selected dates, Manual price overrides system defaults, Guest sees updated price instantly, Changes apply only to selected
Should	Booking accept / reject	Host receives booking notifications, Host can view guest profile and intent Accepting a booking locks availability, Rejecting a booking notifies the guest
Must	Payout setup	Secure bank account entry, Validation of payout information, Clear payout schedule visibility, Host notified when payout is processed
Should	Host Subscriptions	Subscription plans clearly displayed, Billing is transparent and recurring. Subscription can be upgraded or cancelled, Subscription benefits reflected immedate
Could	Dynamic pricing (seasonal, demand-based)	System suggests price ranges, Host can accept, modify, or ignore suggestions, Dynamic pricing is optional, Clear explanation of price recommendation
Won't (Now)	Host dashboard with analytics	Host can access the dashboard from the main navigation. Dashboard displays the following metrics:Total listings, Active bogtsonfdored stays, Cancellations, Earnings (gross & net), Metrics can be filtered by date range, Metrics: Imelustce per day. Data shown is limited to the host's own listings, Dashboard loactfin acceptable performance limits, Host cannotsee other hosts' data

MVP Scope – Admin stories

Differentiators against leading vacation platforms

MoSoCoW	Feature	US/Acceptance Criteria
Must	Listing Approval	Admin can view pending listings in a dashboard.Each listing displays key details (title, location.1),Admin can approve or reject listings with optional comments.Approved listings notify the host with reason.
Won't (Now)	Geo-based compliance alerts	System identifies listing.location (city/state/country), Applicable compliance rules are displayed to admin. Admin receives alert whe Wtheni: Permit is required, Stay duration exceeds legal limits.Admin can flag or restrict listing visibility.
Could	Basic metrics dashboard	Dashboard displays metrics like total bookings, active listings, revenue and user growth. Metrics are filterable by date range and location.Data updates in real-time or at regular intervals., Export option available (CSV or PDF), Access restricted to admin role.
Could	Booking override	Admin can search bookings by ID or user,Admin can cancel or modify a booking. Override actions require a reason, Both host and guest are audit cgd
Should	Refund handling	Admin can initiate full or partial refunds, Refund amount is calculated based on policy, Admin can override refund amount. with justification, Refund status is visible (initiated/completed / failed). Guest and
Should	Dispute resolution	Admin can access dispute cases with full context (messages,booking info, reviews). Admin can communicate with both parties via internal messaging. Resolution actions include refund, " mediation, Final decision is logged
Should	Fraud detection	System flags suspicious behavior (e.g., duplicate listings, take reviews, payment anomalies. Admin dashboard shows flagged accounts and listings. Admin can investigate, suspend, or ban users. All actions are logged with audit trail

MVP Scope – NFRs

Differentiators against leading vacation platforms

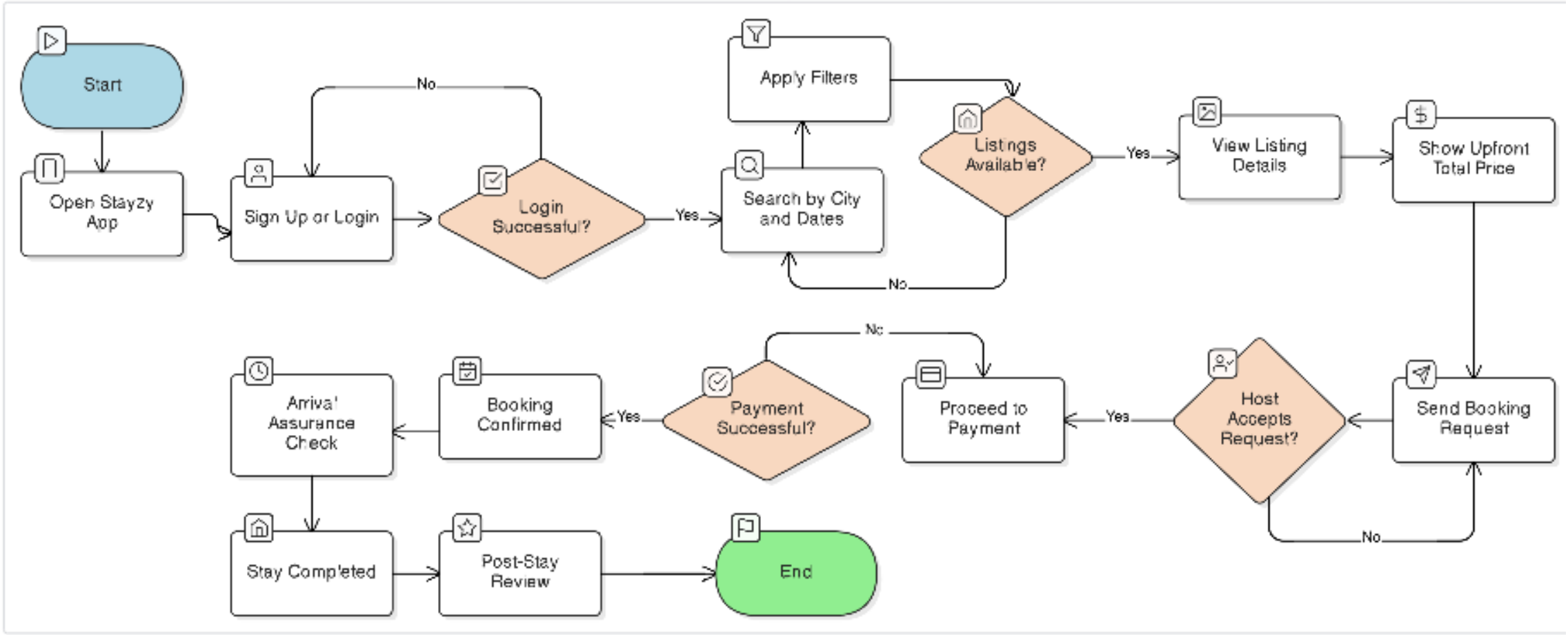
Feature	Feature	US/Acceptance Criteria
Performance	Performance	Home and search pages must load within 2 seconds under standard network conditions. Search results should return within 3 seconds for up to 500 listings. Booking and payment flows must complete within 5 sconds end-to-end. Admin dashboards slh hroad load within ≤ 3 seconds System without degradation
Data Consistency & Integrity	Data Consistency & Integrity	Strong consistency for: Booking, Payments, Availabitility Eventual consistency allowed for Reviews, Analytics. Idempotent Idempotent booking and payment APIs, Double bookings under any scenario
Disaster Recovery & Backup	Disaster Recovery & Backup	Automated daily backups. Recovery Point Objective (RPO): ≤ 24 hours Recovery Time Objective (RTO): ≤ 4 hours Rollback capability for failed deployments
Audit & Monitoring	Audit & Monitoring	Real-time monitoring of bookings, payments, and system health. Centralized logging with alerting for anomalies (e.g, failed payments, fraud attempts) Admin dashboard with basic metrics (bookings, revenue, active users).
Security	All APIs secured using OAuth 2.0 / JWT	All APIs secured using OAuth 2.0 / JWT All data in transit must be encrypted using TLS 1.2 or higher, PCI-DSS compliant payment gateway Regular vulnerability scans and patching schedule. User passwords must be hashed usieg
Reliability	Platform uptime target: ...	Platform uptime target: **99.5%** during MVP phase. Booking and payment services must be transaction-safe (no double bookings or lost payments). Automatic failover for critical services (eg, payments, booking engine)
Privacy & Compliance	GDPR compliance for EU users (data access, deletion, consent Audit trais	GDPR compliance for EU users (data access, deletion, consent), PII masking for admin views, Geo-based compliance enforcement Audit trails for all admin actions Configurable data retention policies Host cannot set het policies

Risk Management

Strategies to Address Potential Risks in the Vacation Platform

Risk Category	Risk	Mitigation Strategy
Trust & Safety	Fake or misleading listings reduce guest trust	Manual listing approval, host ID verification, post-stay reviews, admin audits
Trust & Safety	Fake accounts, payment fraud, review manipulation	Rule-based fraud detection, rate limiting, admin suspension tools
		Launch with curated supply in key cities; incentivize early hosts with reduced fees and visibility boosts
Product	Low user adoption due to limited listings	Manual listing approval, host onboarding checklist, and post-stay reviews to build trust
Technical	Poor guest experience due to urreliable hosts	Use cloud-based autoscaling, failover for critical services, and real-time monitoring with alerts
Technical	System downtime during booking/payment	Use cloud-based autoscaling, failover for critical services, and real-time monitoring with alerts
Operational	Host cancellations disrupting guest plans	Enforce cancellation penalties, offer booking override tools, and provide emergency support
Operational	Payment disputes or refund delays	Integrate with reliable payment gateway, automate refund eligibility checks, and maintain override tools
Compliance	Listings violating local rental laws	Use geo-based compliance alerts, educate hosts during onboarding, and allow admin flagging
Reputation	Fraudulent listings or fake reviews	Deploy fraud detection algorithms, manual moderation, and verification workflows
Scalability	Performance degradation with traffic spikes	Design stateless services, use caching (Redis), and load test regularly
Legal	GDPR or data privacy violations	Implement data access/deletion workflows, consent tracking, and audit logs for sensitive actions
UX	Confusing booking flow or poor mobile first design	Build basic metrics dashboard for admin and host analytics with export options
Analytics	Lack of visibility into platform performance	Build basic metrics dashboard for admin and host analytics with export options

Guest happy path flow



Prototype - https://travel-mockup-flow--devimurugesanpk.replit.app

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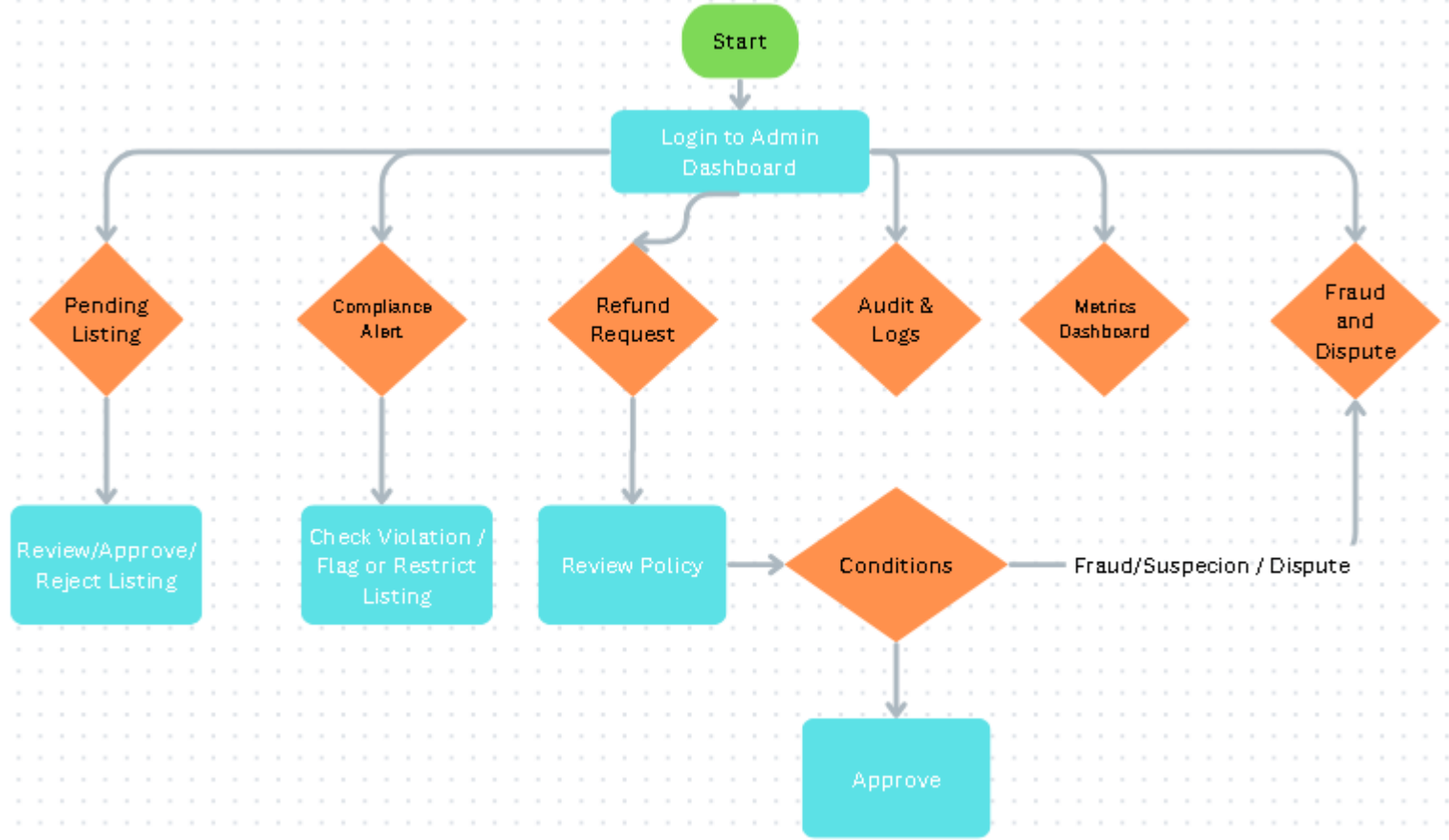
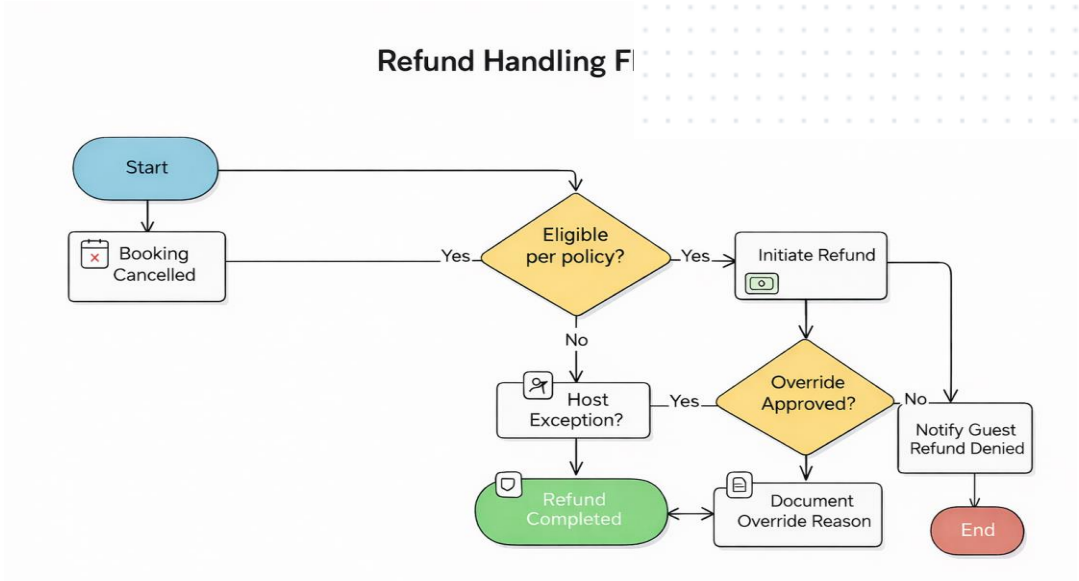
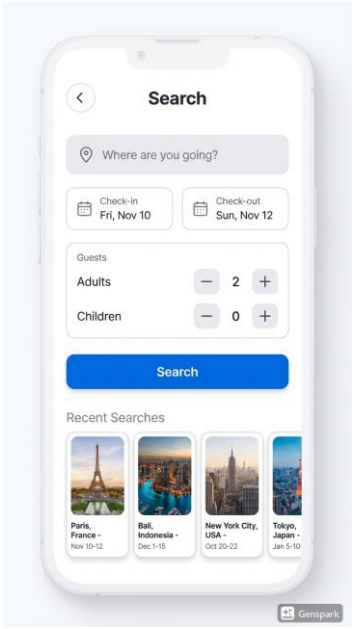
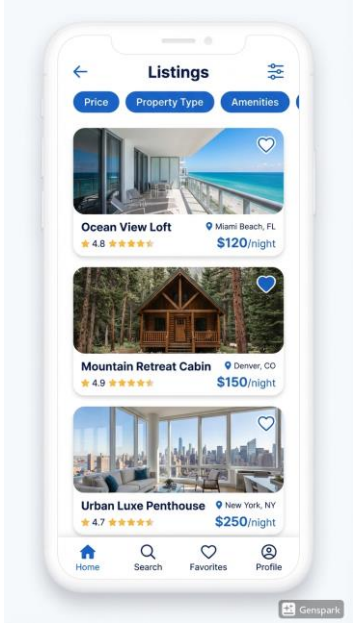
Admin happy path flow

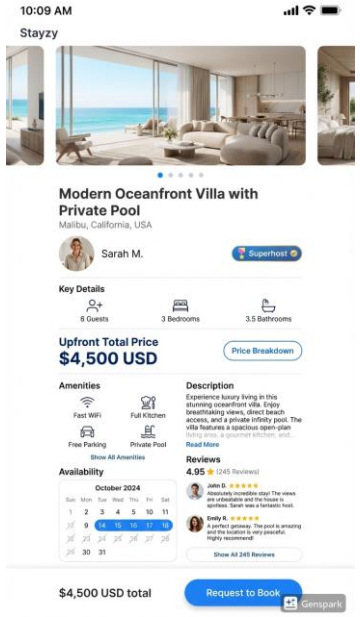


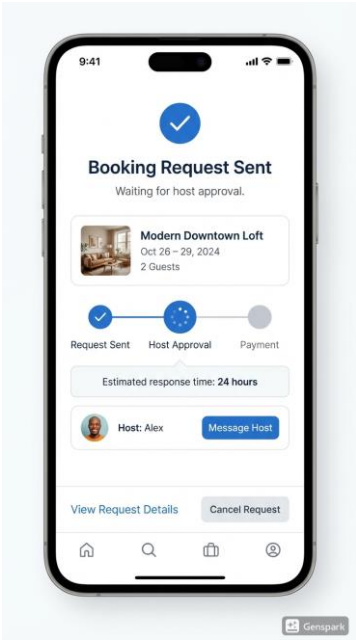


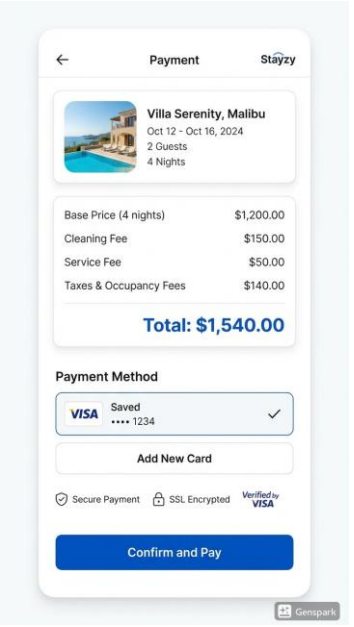
Mobile app Screen mockup

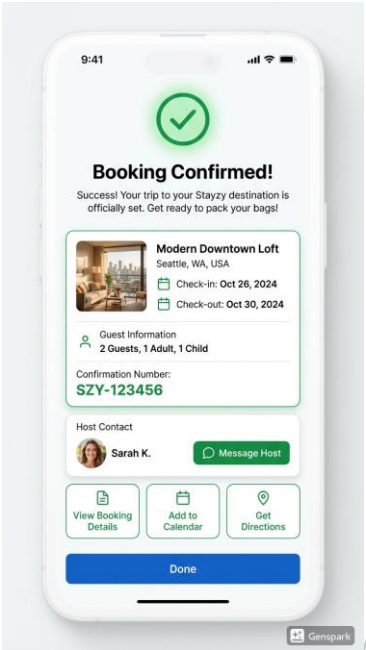


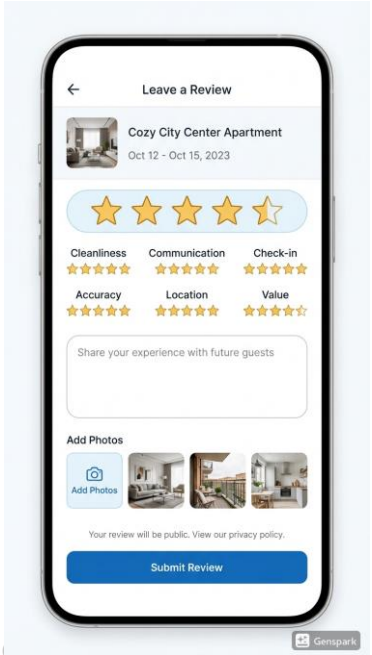












Prepared by Devi Murugesan – Jan 2026

General