Website Development Brief Questions

Please fill out the following questions to help us estimate the scope of your Website development.

Legend — (S) Strategy Session   (R) Industry Research   (WS) Website Structure   (WF) Wireframes & Moodboard   (CP) Commercial Proposal

Company & Project Overview

1. **One-sentence description of what you do (elevator pitch) [S]**
   Ezoria is a Cyprus-based short- and medium-term rental management company offering island-wide hospitality services for guests and full-service property management for owners and developers.

2. **Core products / services & main revenue streams [WS, CP]**
   - ☑ Short-term rentals (main business line; 100+ properties)
   - ☑ Medium-term rentals (emerging focus, especially in Limassol and Paphos)
   - ☑ Long-term rentals (minor share, expanding in specific areas)
   - ☑ Property management for individual owners and institutional investors
   - ☑ Exclusive rentals with full operational control
   - ☑ White-labeled admin services for developers
   - ☑ Marketing-only listings via Ezoria's website
   - ☑ Guest services & revenue management
   - ☑ Consulting for developers and investors

3. **Main revenue comes from:**
   - ☑ Commission from property rentals
   - ☑ Monthly fees from subleased properties
   - ☑ Consulting / admin services under white-labeled brands

4. **Which of them do you want to sell(or present) online? [WS, CP]**
   - ☑ Property management services (to property owners and developers)
   - ☑ Direct bookings through Ezoria's own website
     - ☑ Short-term rentals (to guests)
     - ☑ Medium- and Long-term rentals (to expats, digital nomads)
   - ☑ Guest-facing services via the guest web app

5. **Unique value proposition / competitive edge(s) [R]**

- ☑ The only island-wide rental management company in Cyprus
- ☑ Seamless guest experience from booking to checkout
- ☑ Combination of professionalism + emotional warmth
- ☑ Tech-enabled operations (guest app, automated comms, SEO, CRM)
- ☑ Aiming to bridge the gap between hotel-level hospitality and private rentals
- ☑ Strong internal process management, premium service culture
- ☑ Focus on both guests and property owners

6. Target audience & personas (demographics, clients goals or pain points, geography, languages) [S, R, WS]

Guests:

- ☑ Geographies: UK, Germany, France, Poland, Middle East
- ☑ Demographics:
    - ☑ Families (age 35–50)
    - ☑ Groups of friends (25–40)
    - ☑ Digital nomads (short-to-medium term apartment rentals)
- ☑ Languages: English primarily
- ☑ Needs: privacy, smooth booking, safe and reliable properties, emotional connection

Property Owners / Partners:

- ☑ Wealthy Cypriot locals (second homes)
- ☑ Foreign investors (EU, UK, Middle East)
- ☑ Institutional developers (entire complexes, post-sale management)

7. Who are the decision-makers and daily contacts for this project?
- ☑ Tareq
- ☐ ___

Goals, Content & Expectations

8. **What are your expectations about the new website? [CP]**
   - ☑ 1. Increase direct bookings (reduce reliance on OTAs like Airbnb/Booking.com).
   - ☑ 2. Be the primary brand touchpoint: convey Ezoria's values and professionalism.
   - ☑ 3. Communicate legitimacy and premium service to both guests and property owners.
   - ☑ 4. Fix current UX and technical issues, improve speed and SEO.
   - ☑ 5. Support lead generation for B2B property management and attract new owners.
   - ☑ 6. Modern, simple, elegant, brand-infused interface; seamless for both guests and owners.
   - ☑ 7. Should be easy to maintain and scalable for future features (accounts, offers, etc.).

9. **Existing website(s): URL + what works / what doesn't [R]**
   - ☑ https://www.ezoria.com
   - ☑ The technical backend integration (with PMS, Stripe) works well and is critical.
     - ☑ API Integration: The site is integrated with property management software (PMS https://365villas.com/) via API, so property details (availability, pricing, photos, amenities) are always updated in real time.
     - ☑ Stripe Payment: Stripe is connected via the PMS, allowing users to pay for bookings directly when properties are available.
     - ☑ Booking Data: The backend handles multi-channel integration, so bookings and availability are reflected instantly, avoiding double bookings.
   - ☑ The rest of the site needs major improvement for simplicity, reliability, user experience, and conversion.
     - ☑ Content: The existing site does provide the information guests and owners need, but it's ready for an upgrade to match the new brand and business goals.
     - ☑ Bugs & Technical Issues: The digital marketing agency reported "a lot of errors, bugs and so on," leading to poor customer experience.
     - ☑ User Experience: The user journey is too complicated; there are too many steps, and unnecessary complexities that could be streamlined. "I think the user experience can be made much, much better than it is right now."

- ☑ Booking Flow: Sometimes booking doesn't work (e.g., no payment/prepayment, calendar doesn't update, or a blank page appears). It can be because of bugs or property policies (minimum stay, unavailable dates), but there's no clear message or guidance to the user.
- ☑ Content Quality: Inconsistent quality of villa photos; some are professional, others are amateur/older.
- ☑ SEO and Analytics: SEO isn't effective due to technical issues, and analytics are set up poorly—Tareq finds Google Analytics hard to use and insufficient for tracking success metrics.
- ☑ Current Hosting & Support: Hosting/maintenance is handled by the developer, but support is unreliable and migration is desired.
- ☑ Design & Navigation: The site was previously designed to be like a magazine, with lots of text and information before users get to properties. This approach was reconsidered—Tareq now wants a direct, conversion-focused experience, not something "too complicated."

10. **What specific problems are you hoping this site will solve for the business? Primary business goals for the new site (lead gen, sales, hiring...) [S, CP]**
    - ☐

11. **What are your success metrics? What's the single most important thing this new site needs to achieve? Which metrics will tell us we've succeeded? [S, CP]**
    - ☑ Dramatically increase direct reservation conversion (target 25-30% over 2 years, currently at ~15%).
    - ☑ Reduce dependency on OTAs, grow Ezoria's direct guest database.
    - ☑ Serve as the core B2B lead generation platform for property owners and developers.
    - ☑ Support marketing with clearer value proposition and emotional connection.
    - ☑ Convey legitimacy, trust, and premium service (both for guests and partners).
    - ☑ Support special offers, promo codes, and membership incentives for loyalty.

12. **When a visitor lands on the site, what's the first action you want them to take—and what's the next best action? [R, WS]**
    - ☑ Search for a villa, then book and pay
    - ☑ Visit PMS-landing, then Call or Book a call (for Villa owners)

13. **Are there features or design styles you definitely don't want on your website? [WS, CP]**

- ☑ Overly complicated or "magazine-style" layouts that obscure the core booking flow.
- ☑ Too much text before reaching key actions (e.g. on Destinations or Experiences pages).
- ☑ Anything that slows down the booking process (goal: '2-3 clicks to booking').
- ☑ Avoid unnecessary decorative elements or "busy" design; keep it clean, brand-driven, conversion-focused.

14. **What content do you already have (copy, images, video, case studies)? How does it differ from what we see on the existing website? Do you have source files of the photos or are we limited to the quality and sizes that are present? [CP]**
    - ☑ The best, newest villas (about the last 20–30 properties) have professional, high-quality photos following a set standard
    - ☑ Older listings have amateur/legacy photos, which are of lower quality. These have not yet been reshot, mainly due to time, scheduling, and resource constraints. Will gradually reshoot older properties as time and budget allow, bringing everything up to the new brand standard.
    - ☑ For new properties, Ezoria manages all staging and photo direction. Property owners do not supply content; Ezoria controls the process to ensure brand standards.
    - ☑ Some video and drone content exists, but it's mostly focused on the most attractive and recently added properties.
    - ☑ Testimonials/reviews are present, but more could be collected and displayed (some are pasted from Google, Airbnb, etc.).

15. **Do you need help with making new content? Which one? [CP]**
    - ☐ Photo retouching;
    - ☐ Copywriting;
    - ☐ AI-photo generations
    - ☐ AI-video generations

16. **Do you have any platform preferences or technical constraints we should know about? (CMS, hosting, security, compliance) [CP]**
    - ☑ PMS 365 villas
    - ☑ The existing website is on WordPress. Wants to preserve/extend PMS API integrations; avoid unnecessary rebuilds (Integration with the PMS is critical to save APIs for property sync, pricing, booking, and payments). We probably should stay with WordPress and use existing data sync and integrations.
    - ☑ Tareq is open to improved hosting (dedicated/virtual server as proposed), aiming for better speed and reliability.
    - ☑ Prefers one provider for development, hosting, and maintenance.

Competitors & References

17. **Who are your direct online competitors? List URLs and note what you admire or dislike about each [R]**
    - ☐ [Cyprus Villa Retreats](#)
    - ☐ [Rent Villa Cyprus](#)
    - ☐ [Phaedrus Living](#)
    - ☐

18. **Name 3+ websites you like—inside or outside your industry—and tell me why they resonate with you? [R]**
    - ☐

19. **Are there any trends or tech shifts in your industry you know, that we should consider?**
    - ☑ Growing trend towards fully digital, mobile-first guest journeys (app/guide after booking).
    - ☐ Personalization and automation (dynamic pricing, offers, comms).
    - ☐ Use of AI for guest support or content.
    - ☑ Crypto and multicurrency payment options are emerging (not urgent, but future-ready).

Information Architecture & User Flows

20. **Which core pages or directories are must-haves on day one?**
    - ☑ Villas (directory)
    - ☑ Destinations (directory)
    - ☐ Experiences (directory)
    - ☐ Services
        - ☑ Accomodation
        - ☐ Transportation
        - ☐ Concierge assistance
        - ☐ Local experiences or excursions
        - ☐ Other _____
    - ☑ Special Offers
    - ☑ About (Story, Mission, Values, Vision, Team etc.)
    - ☑ FAQ
    - ☑ Contact
    - ☑ Terms & Conditions
    - ☑ Cancellation & Refund (common + property page)
    - ☑ Privacy Policy
    - ☐ Help Center
    - ☑ Blog/News functionality
    - ☑ Gallery (on any page)
    - ☑ Video (on any page)

☐ Other (please specify) _____

21. **Are you planning any specific landing pages, funnels, or campaigns we should accommodate?**
- ☑ Property Management Service (B2B) — Landing Page
- ☑ Special Offers
- ☑ Local Rental Agents, Travel Agencies Landing Page
- ☑ Membership Program Page (for the future)
  No dedicated user portal or account area for members planned; now it's a simple newsletter sign-up and marketing program. When a guest joins the membership program, their email is simply added to Mailchimp for segmented mailings.

22. **Will the site need to be multilingual? Which languages are you ready to serve your customers?**
- ☑ English

Functionality & Integrations

23. **Features you would like to have**
- ☑ Booking service on a website
  - ☑ PMS integration
  - ☐ Booking.com integration
  - ☐ Airbnb.com integration
  - ☐ Expedia.com integration
- ☑ Villas Locator / Locations on a map
- ☑ Infrastructure Map *(maybe in the future, with AI)*
- ☑ Testimonials / Reviews
  - ☑ 365 integration
  - ☐ Customer Photos?
  - ☑ Google Reviews (about Ezoria) - probably separate page
- ☐ Other (please specify): _____

24. **Do you foresee user accounts, memberships, or gated content?**
- ☐ Customer's Account (describe)
- ☐ Owner's Account (describe)
- ☑ Membership (for discounts) - now it's Mailchip
- ☐ _____

25. **Required integrations (CRM, payments, analytics, chat...). Are there any systems we have to plug into—like your CRM/ERP/PMS-system, payments, or analytics tools, any 3rd-Party integrations? [WS, CP]**
- ☐ CRM _____
- ☑ PMS 365 Villas
- ☑ Payment gateway: Stripe (within PMS)

- ☑ Analytics by Google
- ☑ E-mail services by Mailchimp (within PMS)
- ☐ Other ____

Design & Branding

26. Free, Premium theme, or custom design?
- ☐ Free Theme
- ☐ Premium Theme (predefined, as is)
- ☑ Premium Theme (customized) — for MVP
- ☑ Custom Design and Theme — for Full Budget Solution

Payments

27. Which payment methods do you want to offer your customers?
- ☐ Credit/Debit Cards (Visa, Mastercard, Amex, Discover)
- ☐ Apple Pay (for Apple device users)
- ☐ Google Pay (for Android users)
- ☐ Gift Cards
- ☐ Cash On Arrival
- ☐ Other (please specify) _____

28. What Payment Gateway do you prefer to use for payments?
- ☐ Stripe
- ☐ PayPal
- ☐ Klarna
- ☐ Affirm
- ☐ Amazon Pay
- ☑ Other (please specify): Crypto

29. What tax rules apply to your products?
- ☐ _____

30. Do you need Multi-Currency pricing?
- ☐ Yes

Functionality

— Starred requires 3rd party apps, theme extended functionality or custom code.

31. Choose the needed features
- ☑ Product Variants (Villas)
    - ☑ Type or property (Villa, Apartment)
    - ☑ Collections (need to be renamed)
    - ☑ Destinations
    - ☑ Bedrooms

- ☑ Amenities (need to figure out how to optimize long list and duplicates)
- ☐ Other (please specify): Collections (categories)
- ☑ Search & Filtering (basic by variants)
- ☐ Advanced Search & Filtering * _____
- ☐ Related Villas _____
  - ☑ From 365 Villas integration
  - ☐ Automatic or manual selection in admin panel
  - ☐ Advanced criteria (custom rules) *
- ☑ Coupon Codes (through PMS 365 Villas)
- ☑ Discount Pricing (Special Offers)
- ☐ Gift Cards (maybe later)
- ☑ Simple contact form _____
- ☑ Save for Later / Favorites / Wishlist *
- ☑ Recently Viewed Villas (history) *
- ☑ Villas Comparison * (would be nice to have)
- ☑ Quick View * (to show gallery before visiting the page)
- ☑ Ratings & Reviews * (Rating should not influence sorting of villas, just as a part of a review; Reviews are imported from Booking, but also could be left by direct link to a form on a website)
- ☐ Dynamic pricing display (seasonal, promotional, length of stay) *
- ☑ Map / Villa Locator *
- ☑ Loyalty/Rewards Program * (Membership page)
- ☐ Age Verification *
- ☑ Guest Checkout (without account registering)
- ☐ Guest Access or login area (if planned) *
- ☑ FAQ for every Villa Page
- ☐ Other (please specify): _____

32. **Advanced functionality & Integrations**

    * Usually requiring 3rd-party apps integration and/or custom code development)?
    - ☐ Do you need any advanced forms functionality (inquiry forms, appointments, booking, quizzes etc.)? *
    - ☐ Do you need subscription/recurring payment functionality (monthly payment services, recurring memberships)? *
    - ☐ B2B pricing (gated B2B pricing) or customer group discounts (resellers)? *
    - ☐ Do you want upsell functionality (car rental, tickets via partners)? *
    - ☐ SMS or Whatsapp notifications or marketing messaging?*
    - ☐ Do you need CRM integration (Orders, Form inquiries, Reviews)?*
    - ☐ Data Sync with External Systems (ERP, PMS, Database)?*
    - ☐ Online Chat Integration?*

- ☑ AI-driven agents?*
- ☐ Do you need email marketing integrations? *
- ☐ Do you need analytics setup and integrations? *
- ☐ Other (please specify): _____

33. **Security and backups**
- ☑ Automatic/Manual Backups (User-accessible backups or a "restore to previous version" feature).
- ☐ Would you like to have theme backup downloaded as zip file for backup?

Legal Requirements

Are there any specific regulatory or legal requirements—like GDPR or accessibility, or age verification—affects your products or services? [R, CP]

34. **Any specific GDPR/ADA/CCPA regulations we must meet?**
- ☑ GDPR (European Union): Data privacy and user rights.
- ☐ Accessibility for people with disabilities.
- ☐ CCPA (California, USA): Data privacy and consumer rights.
- ☐ Other _____

Training & Support

35. **Do you need admin panel training for you or your employees?**
- ☑ Yes

36. **Would you like to have content creation or editing support (Editing/Adding Copy, Banners, and Blog Posts)?**
- ☐ Yes

37. **Would you like to have technical support or maintenance (Bug Fixes. Backups, Adding New Features, Setting Changes)?**
- ☑ Yes

38. **Are you interested in SEO (Search Engine Optimization)?**
- ☑ Yes (Technical SEO)

39. **Are you interested in any process automation?**
- ☐ Yes

Restrictions

40. **What's your expected launch timeline and any critical deadlines? Is the site tied to a campaign, season, or trade show date?**
- ☑ November 2025 (booking season)

41. **Do you have an internal budget ceiling or cash-flow staging we should respect?**

- ☑ Tareq is open to proposals for both MVP and a more full-featured version.
- ☑ The full version shouldn't be something crazy because we have only 100 properties.
- ☑ Tareq is open to investing more in the future, once the direct bookings and business scale increase.

Additional Required Information

Please send in a Google Doc to avoid transcription errors

- ☐ Complete properties spreadsheet or CSV template (title, price, options).
- ☐ Legal copy deck (privacy, terms, returns, shipping, cookies).
- ☐ API keys & sandbox creds (ERP, CRM, PMS, email, fulfilment, analytics).

Ezoria Feedback:

1) Functionality and additions:
   a) Add featured villas section on the home page
   b) Add "Schedule call with an advisor" on both main page and property page. Call back form with no calendar or time sync.

Example:

Have questions about Chalet Bruxellois?

Schedule a call with our team! A dedicated advisor will contact you to provide all the necessary details and information about this home and how to plan your tailor-made holiday.

Schedule a call

Where the name of the game is freedom

When on holiday, every moment must be magical. Forget obligations, our teams organise your entirely tailor-made holiday and take care of everything. They are here to simplify your life and create the perfect setting for cherished moments with those you love.

Schedule a call with an advisor

c) Add a section on the main page for property management service
   Example: https://www.domusstay.com/
d) Have FAQs on each property page (Editable from admin panel)
e) Add "The Ezoria experience" section on each property page. Same for all properties and editable from the admin panel. Some properties might not include this if we don't manage the property and only advertise it

Example: https://www.plumguide.com/homes/20620/balcony-bliss (The Plum promise)

f) Add a section of highlights for each property and its area

Example: https://www.plumguide.com/homes/20620/balcony-bliss (Highlights and Explore the area)

Websites that we like:

https://www.domusstay.com/ (General aesthetic and home page)
https://www.plumguide.com/homes/1095519/tranquil-tides-retreat (Property page)
https://www.lecollectionist.com/en/luxury-rental/villa-alegre-ibiza (Property page, looks quite oldschool which I believe better to modernise but convenient lay out of information)

Of course open to ideas and different benchmarks based on your audit and research

Additional questions

1) **Collections**
   - Beachfront Villas
   - Seafront Villas
   - Family Villas
   - Large Groups Villas
   - Large Pools Villas
   - Private Pool Villas
   - Luxury Villas
   - Organic Villas
   - Resort Villas

2) Could you please confirm if we understand this correctly:
Your website currently generates around 15% of bookings, saving you the commission you'd otherwise pay to Booking.com, Airbnb, or similar platforms. The key advantage for your business is that direct bookings—whether from ads or other sources—cost you less than those platform commissions.
Is your main goal of the new website to grow this share of direct bookings to maximize revenue and profit? And the second goal is to attract property owners to work with Ezoria as a leading company in Cyprus, right? Are there any other important goals we need to keep in mind?
Yes correct, these are the two main goals

3) Also, what's the main benefit for customers booking directly through your site instead of via major platforms? Do they get cheaper price or anything extra by booking directly on ezoria.com? Why book via Ezoria website vs Booking or Airbnb?
firstly they get a cheaper rate, secondly through our website they get handpicked villas that are well managed so no need to go through the risk of booking through an unprofessional host, and lastly the personal service you get from our reservations team who will assist through every step of the way.

The main advantage is the reduced price. In terms of booking through airbnb or booking.com. The visitor has to go through large quantities of properties that have varying standards. With us they know that whatever we advertise on our webisite comes at a high standard. Secondly, if a visitor is not sure about which property to book. Our team will schedule a call with them, understand their needs and suggest the most suitable options. Its more of a personal service than what you get through airbnb or b.com