

## 3-Star Hotel Suggestion Feature

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### Objective:

To boost bookings of 3-star hotels by recommending them based on user behavior, increasing personalized suggestions on the platform.

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### Overview:

The feature will leverage user data (searches, bookings) to recommend 3-star hotels. These recommendations will be shown in various scenarios, focusing on users who often explore budget-friendly options or have a history of booking 3-star hotels. This feature aims to increase engagement and drive conversions for mid-range hotels.

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### Scenarios:

#### 1. Frequent 3-Star Booker:

- **User Profile:** Logged-in user who has booked 3-star hotels in at least 2 out of their last 3 bookings.
- **Feature Behavior:** Suggest 3-star hotels similar to their past choices directly on the homepage upon login or when they initiate a search.
- **Example:** User searches for hotels in New York. The search results page includes a "Recommended for you" section with 3-star hotels based on past bookings in similar price ranges and locations.

#### 2. Browsing 3-Star Hotels Without Booking:

- **User Profile:** A user who frequently searches or browses 3-star hotels but hasn't booked them in the past.
- **Feature Behavior:** Show targeted suggestions for 3-star hotels on the search results page and provide nudges like "Looking for budget-friendly stays?" with hotel recommendations.
- **Example:** User previously browsed 3-star hotels in Paris but didn't book. When searching for a new destination, a banner suggests affordable 3-star hotels.

#### 3. Mixed History of Budget and Luxury Stays:

- **User Profile:** User has a mix of bookings, with some budget-friendly stays and others in higher-end hotels.
- **Feature Behavior:** Provide recommendations for 3-star hotels that balance affordability with quality, especially if recent searches or bookings included mid-range options.

- **Example:** User who last booked a 5-star hotel for a special occasion now receives 3-star recommendations for an upcoming city trip.
  - 4. **Non-Logged-In User with Cookie Tracking:**
    - **User Profile:** A user who isn't logged in but has a history of browsing or searching for 3-star hotels, tracked via cookies.
    - **Feature Behavior:** The system displays 3-star hotel recommendations based on their previous site activity when they return to the site, encouraging them to log in for personalized recommendations.
    - **Example:** A user previously searched for 3-star hotels in Tokyo, and when they revisit, they see recommendations for 3-star hotels in a new search location.
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## Key Features:

- **Personalized Recommendations:** Tailored suggestions based on the user's past activity.
  - **Dynamic Display:** Recommendations shown on both the homepage and search results pages.
  - **Behavioral Data:** The feature considers search patterns, booking history, and even non-booking behavior to identify 3-star preferences.
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## Success Metrics:

- **10-15% increase** in 3-star hotel bookings.
- **Higher engagement rates** (click-through and conversion rates) on the suggested hotels section.