

## 3-Star Hotel Suggestion Feature

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So, we need to build this feature that shows users suggestions for 3-star hotels, based on what they've done on the site before. Basically, the system will look at their previous activity, and if they have either booked or browsed 3-star hotels in the past, we'll recommend more 3-star hotels to them. We'll probably base it on their past bookings and search history. If they've mostly looked at 3-star hotels, then it's obvious we should suggest more 3-star options. If they booked a 4 or 5-star hotel last time but checked out some 3-star ones, we could still show them these suggestions as a kind of balance between quality and price.

The idea is that the system will look for patterns. For example, if the user searches for budget-friendly hotels often, even if they haven't booked any, we'll assume they're leaning toward that category. So, whenever they come back to the site, they should see a suggestion for 3-star hotels based on what we know about their preferences. This feature will likely be most effective for users who are logged in, but maybe we can track non-logged-in users via cookies or something.

As for where we show this suggestion, I'm thinking it should probably appear after they've searched for hotels. Maybe a banner or something on the search results page. Or maybe it can also be on the homepage when they log in. Honestly, the design team can decide that, but it needs to be somewhere users will see it without it being too in their face. A subtle nudge, but not a push.

We'll definitely need to integrate this into the current recommendation system, or maybe it needs its own logic since we're targeting 3-star hotels specifically. I'm not sure about that. We should also have some filter or sorting options, maybe let the user customize these suggestions somehow. The algorithm can start simple—just look at the last few searches or bookings and filter for 3-star hotels, but it could get smarter over time, maybe.

Tracking success should be pretty straightforward: we'll look at the number of 3-star hotel bookings and see if they go up after we launch the feature. Ideally, we'd want to see a 10-15% increase in bookings for this category within the first few months, but I'm open to adjusting that based on what data we get. We could also look at click-through rates on the suggestions and how many users interact with the recommendations.

Finally, I think it'll probably take a few weeks to build the feature—maybe a month at most if we want to start simple and scale later.

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## Conclusion

We're building a feature to recommend 3-star hotels based on user history. It'll use past bookings and search patterns, and the goal is to increase 3-star hotel bookings. Let's decide on the exact placement and metrics after the first draft is ready.