

V1: SEO-focused, Luxury Members-Only Model Gallery, Sign-Up Form

V2: B2B/B2C Marketplace

Project Overview

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Date: November 2024

Team:

- UX Design Lead / PM: Agency XX
- Creative Strategist: Agency XX
- Clients/Product Owners: M.

Background / Context

Definitions / Terminology

- Web-app: SEO focused, mobile-friendly website, simple UI/UX
 - V2 web-app: Potential to become a marketplace.
- B2B: Providers / Hosts / Models / High-End Escorts / Global
- B2C: Bookers / Clients / End-Users / Members [existing High Net-Worth Clients] + Visitors:
Existing +New visitors acquired
- Home Page: Landing page, sign-up / order form, 3 benefits of joining.
 - Sign-up Form: New User Lead Qualification form - can use typeform as a starting point if conditional forms are difficult.
 - Order Form: Date, Time, Hotel, Price.
 - Form submissions: excel / emailed.
- Gallery: 20+ high-end model gallery, filter tags [age, hair, nationality, etc].
- Payments: TBA in V2 / Stripe?
- CTA: Whatsapp link V1 / Payments for Membership - V2.

Context:

The High-End Models/Escort network is a tight-knit, confidential community - only paid-agents have access to the active model list. I am in contact with one of the top agents who approves models.

The user's journey starts from seeing ads on marketplaces like eurogirls / members-only agent sites, CTA of users is typically - whatsapp/telegram, agent/manager very discreetly finds available models, payments are via crypto / wiring & cash payments upon service start. All business is established on trust and confidentiality. Why build Bookr? There is a gap in the UAE market for a top notch digital-first solution to manage HNW clients - the problems to solve for are: latest models available on site, members-only exclusivity, UI/UX, hotel booking, Credibility & vetting of models & users to gain trust and confidentiality.

Business Challenges - Acquisition & Retention

Acquisition challenges: The current acquisition strategy is costly and not scalable, it involves placing ads on marketplaces to get fresh leads, 2-3 % conversion after filtering time-wasting leads via agency and acquiring 1-2 net new customers to the existing pool of recurring 20-30 active customers. The customers are managed via whatsapp/telegram channels - each interaction requires images being shared of active Models - the process is personal but very manual. The relationship is one-to-one and needs to stay confidential. Privacy is paramount for both models [supply] & HNWC [demand].

Retention challenges: Unfortunately Retention takes a hit as well, as each time a member wants to order, he has to message to find available fresh models. This needs to be automated via Order Now functionality in the members-only web-app.

Acquisition is phase 1, Retention is phase 2.

Summary of Solutions:

Build an SEO-focused Website which organically ranks the website on top due to keywords around escorts, hotel bookings and information around the booking process.

End *Goal 1*: Acquire X Net New Users by Q1.

Goal 2: Build a Model Gallery

The Model Gallery will be exclusive / password-protected.

Goal 3: Build a Lead / Order Qualification Form Builder [using Shopify or Typeform solutions]

New users will need to sign-up using the Lead Qualification Filter - CTA: Whatsapp payment deposit link.

Existing users: can choose a model and place an order via order form.

Business Plan

1. **Q1, 2025: MVP - SEO-focused Members-Only Gallery & [Shopify: CMS]**
Build an SEO-focused web-app to gain organic traction in Dubai-City only.
USPs: vetted, hotel blogs, info about dubai, safe/discrete, elevated CX & UI/UX.
End goal: stress-test the app with early adopters [reach 250 users or xxx\$].
2. **Q3, 2025: B2B Marketplace**
Refine Model-Self Onboarding Tool & launch Dubai-city B2B marketplace. Expand selection of Models to 100+ from supply-traction. Still controlled/vetted by Admin.
End goal: Self-serve solution for Models [USP: vetted] / build a recurring revenue model.

Project Objectives

Key Features Required:

1. **SEO-Excellence & Mobile Optimised / Accessibility Enhancements**
SEO-focused. Implement best practices for search engine optimization and accessibility to reach a broader audience. Ensure full responsiveness and optimal user experience on mobile devices and tablets. Leveraging the gallery, blog and hotell content.
USPs: Model Info, Hotel Info, Experiences, Stories etc.
2. **Homepage**
Clear navigation to key tabs (Hotels, Sign-up > Members Login, Gallery, Book Now, Blog)
 - a. Landing Page & Hero Statement
 - o Three Benefits of choosing Bookr
 - o User Testimonials
 - o Social proof (testimonials)
 - b. Key CTAs
 - o Sign-up > Lead Qualification
 - o Sign-in > View Gallery > New Profiles?
3. **Security**
Access-Only/ Password protected - Starting Point

Shopify website hosting/domain bought in non regulated markets. Clients will use VPN to access the web-app, which is standard practice.

4. **Gallery**

An engaging digital menu including:

- a. Search & Sorting: Robust categories, filters, searches. Intelligent and mobile-friendly interface to ensure.
- b. Visual Gallery: Seeking simplicity. Easy navigation. Think Airbnb. Luxury Real Estate..
- c. Double-clicking is a luxury feel - each model gets a page. Page needs to sell. stickiness [pun-intended]. Detailed descriptions and categories
- d. Service offerings - based on duration & price of model.
- e. V2: Model Self-Onboarding - verification & self-uploading of gallery.
- f. Favourite Tab
- g. High-quality images
- h. **Internal Content Management System - V2.**
 - i. User-friendly drag / drop solution to upload images and rank them.
 - ii. Smart sorting, potential gamification / AI solutions [v2]
 - iii. Easy category selection and editing options to enable/disable gallery profiles.
 - iv. Intelligent Analytics to track gallery views to ensure top photos are recommended.
 - v. Internal Database management tool if needed.

5. **Lead / Order Qualification Form Builder [V2 of the Marketplace Web-App]**

New Booker/ Customer-Facing

a SEXY sign-in form / *almost like a* short-survey - to be precise - a 7-step sign-in process / perhaps gamified/ perhaps AI-focused. I seek the development team to be innovative / creative here. I need the sign up form to be a stand-out. Some ideas are to have a 5-min timer, some images of models to show their preferences, ultimately we need their booking preference.

But I do want the system to self-qualifying the leads and disqualifying the customers which do not meet the criteria - i.e. they chose budget to be $X > \text{income}$.

Existing Booker / Logged in user

Order form

Date - Time - Hotel Location etc.

V2: Host/ Model Facing

V2: Analytics / Reporting

Track: User Journey

- No. of logins / user
- No. of pages visited / user
- Time spent / user
- Most viewed gallery page / user
- Most CTA's button / gallery / user
- Services booked, total est LTV of \$ spent, etc. / user
- Line by line column view of each unique net customer data
 - Number
 - Email
 - number of visits
 - total spending
 - last booked,
 - last visited etc.

V3- Long-Term - Payment Integration

Online Deposit Payment Facility for Members to pay deposit as membership / per order.

- Payment links
- Streamlined checkout process
- Integration with existing payment systems (e.g. Stripe)

Target Audience

- Men, obviously.
- 18-60
- New Visitors - enthusiasts seeking unique, curated selection & cool experiences
- Casual visitors interested in checking the non-member gallery.
- Event planners, party agents.
- Existing members - checking fresh models and ordering.
- Holidayers / clients interested in gifting or booking multiple models.

To be filled by the agency:

Success Metrics

- XXX
- XXX
- XXX
- XXX

Timeline and Milestones

Phase 1: Planning and Design

- Week X: Requirements gathering and finalization
- Week X: Wireframing and initial design concepts

Phase 2: Development (X weeks)

- Week X: Site structure and page layouts
- Week X: Custom interactions and animations
- Week X: XXX
- Week X: XXXX testing

Phase 3: Testing and Launch (X weeks)

- Week X: Quality assurance and bug fixes
- Week X: Content population and final adjustments
- Week X: Launch preparation and go-live

Total estimated timeline: XX weeks

Budget

Risks and Mitigation Strategies

To be identified and addressed during the planning phase.

Open Issues

- XXX
- XX

- XX

Future Considerations

- Marketplace for B2B
- Payment Gateway
- Ability for models to self-onboard and upload images / descriptions.