



Product Management Portfolio

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Professional Background

I am a transformation agent with over a decade of experience leading teams of diverse stakeholders in successful programs. From leading a project to automate the Fort Worth ISD district wide summer program registration process which saved the district more than \$10,000 in administrative costs to transforming a languishing program to a 700% increase in All-Region choir selection in just one year I've proven repeatedly my ability to innovate and lead teams to creative and effective solutions.

I have a true strength in communicating with stakeholders on every level and an uncanny ability to understand desires and concerns of all parties and help to mediate between stakeholders at odds by "translating" those concerns in a way that all parties can understand, and then guiding the teams to commonalities of shared goals in order to mitigate conflict and drive cohesive team collaboration.

I have a vast knowledge in data analysis, problem solving, coding languages, and implementing enhanced technologies to build platforms and lead projects that have a meaningful impact on the company and clients. Exceptional ability to streamline priorities, create budgets, and navigate procurement procedures on multiple projects as well as a proven ability to coordinate, facilitate, and lead key strategic projects across cross-functional teams.

With my knowledge and understanding of development and tech implementation as well as my proven record as a program leader I know that I would be able to lead any team to success

Abstract

For this project I was given the hypothetical situation to evaluate creating micro stays that could be booked through the Booking.com website.

In order to understand this project and make the evaluation I conducted market research, user interviews, and value and effort estimations.

I believe that through these efforts it is clear that not only would a micro stay offering be beneficial to Booking.com and increase bookings and revenue, but would also increase customer satisfaction and allow Booking.com to become the leader in day use/micro stay rentals.

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Portfolio Outline

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Problem Statement

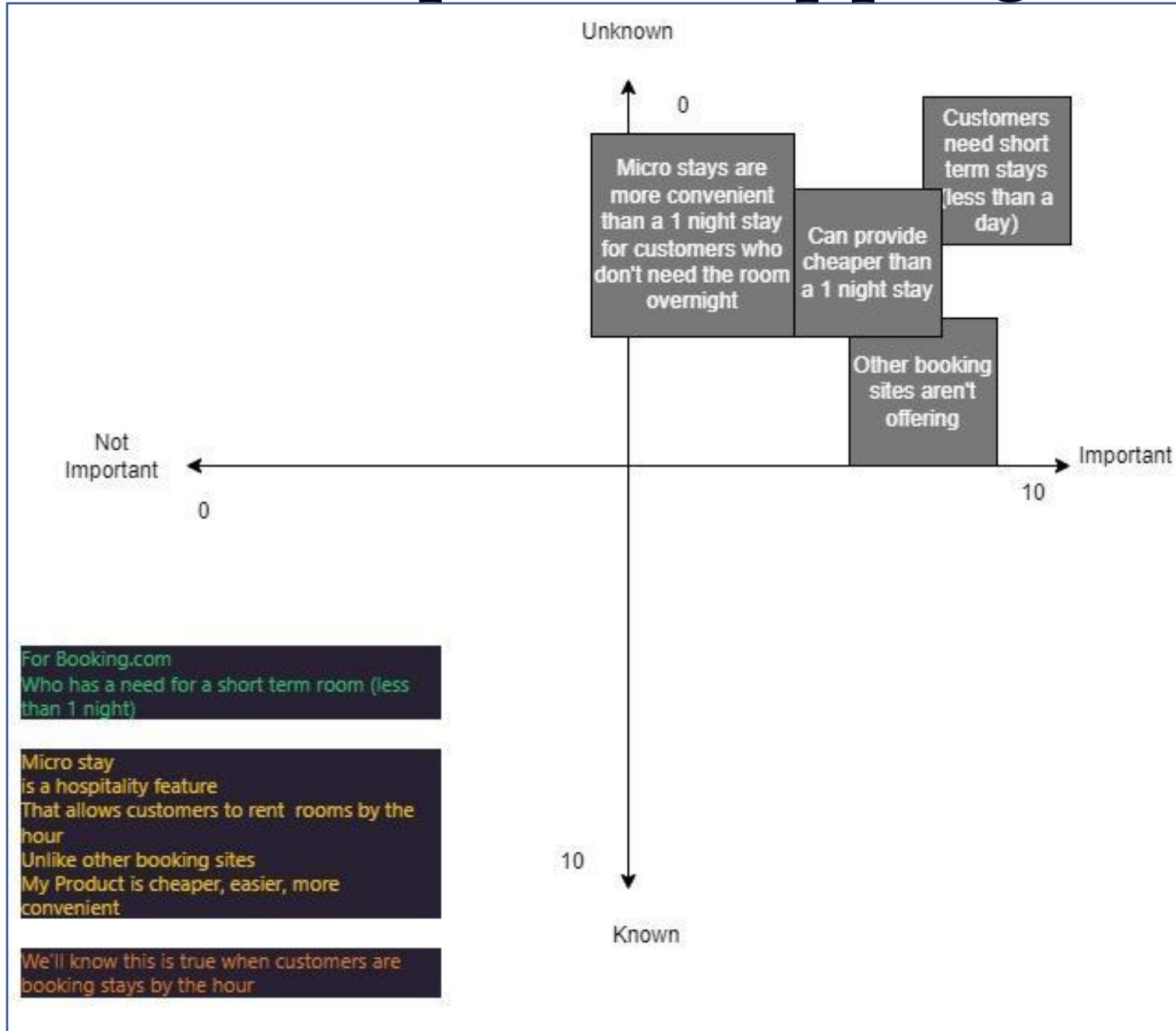
For Booking.com customers who are attending events and need a room for less than a 1 night stay

Micro stay is a hospitality feature that allows customers to rent rooms by the hour..

Unlike other booking sites (ie dayuse.com and hotelsbyday.com) my product is cheaper, easier to use, and has a larger number of vendors.

We'll know this is true when 15% of customers are booking micro stays

Assumption Mapping



Market Validation

When assessing market needs we have found that many of our customers are looking for a convenient place to congregate, relax, and prepare when attending events like concerts, conferences, and weddings.

Micro stays help to meet that need while also providing added revenue to our vendors.

Over the past 12 months Google trends has shown a slight increase in traffic for terms like "micro stay", "event prep", "party prep", "day use", and "dressing room". We believe this shows that this concept is in the introduction phase and will grow dramatically with market education of product availability.

Competitors in this market include dayuse.com, resortpass.com, hotelsbyday.com, and daybreakhotels.com

By using analytical tools like Google Trends, Google Adwords Keyword Planner, competitor websites, and social media searches we can find surface level data to alert to market trends.

User Interviews

In order to dive deeper into customer needs I conducted user interviews with several potential customers. These interviews were conducted in direct conversations with the interviewees.

The following questions were asked in the interviews.

1. How often do you attend events like conferences, concerts, weddings, etc?
2. When attending events are you ever in need of a space to clean up and get ready near the venue?
3. Tell me about the last time that happened? Walk me through your process of finding a solution.
4. What's the most frustrating thing about attending an event that is far from your home/hotel/rental?
5. How would your event experience be different if you were able to have a room for a short amount of time (less than a day)?
6. Where does solving this problem fall on your list of priorities

Micro Stays User Journey

Our interviews showed that customers are often flustered and frustrated by the lack of private facilities to prepare for events at the event venue. 100% of respondents stated that they have had at least one experience where they were in need of a private space to prepare for an event and the lack of that space negatively affected their event experience and 80% of respondents stated that a micro stay would be a medium to high priority when planning event attendance.

Customer Needs

Interviewees relayed several needs when discussing micro stays.

- Relaxation before the event
- A comfortable and private place to change clothes
- A comfortable and private place to attend to hair and makeup needs
- Parking near the venue
- Walking distance to the venue

Conducting the user interviews helped to solidify the customer needs which led to product features

MVP

Assumptions	Success Threshold
Customers need short term stays (less than a day)	50% of respondents should validate this
Booking.com can provide micro stays cheaper than a 1 night stay	80% of respondents should validate this
Micro stays are more convenient than a 1 night stay for customers who don't need the room overnight	90% of respondents should validate this
Other major booking sites aren't offering micro stays	80% of respondents should validate this
Hotels want to offer micro stays to increase daytime revenue	30% of hotels agree to offer microstays

These assumptions and success thresholds were informed by the market research and user interviews.

Prototype Strategy and Finding Users

Prototype Idea

Digital content (videos) and Landing Page with registration of interest

Why?

Micro stays are an experience and the best way for prospective customers to understand the value is to use a video to show the experience.

The video can be used on social media and posted on the landing page with a registration form for those who wish to receive more information.

How to Find Users

Booking.com already has a large customer base. We can find a target market by running ads on the site and distributing the video on our existing social media account.



User Stories

As an event attendee I want to find micro stays that include parking so that I can avoid the stress of looking for parking at the venue.

As an event attendee I want to find micro stays to use near the event venue so that I can relax and get the most out of the event.

As an event attendee I want to find micro stays to use near the event venue with clothing steamers, irons, and other clothing related amenities so that I can get dressed and then move immediately to my event.

As an event attendee I want to find micro stays that offer valet parking so that I can avoid the stress of looking for parking at the venue.

As an event attendee I want to find micro stays to use near the event venue with hair dryers, curling irons, and other hair care related amenities so that I can fix my hair and then move immediately to my event.

As an event attendee I want to find micro stays and know exactly how far they are from my event venue so that I can plan to easily and quickly move to the event.

As an event attendee I want to find micro stays that are in some way adjacent to the event venue so that I can quickly and easily move from the room to the event.

User Needs

Place to relax
before event

Place to
change
clothes

Place to do
hair/makeup

Convenient
location near
event

Parking for
event

Features

Search for
hotels/rentals
that offer
micro stays

Search for
micro stays
with features
like
steamers/irons

Search for micro
stays with
features like blow
dryers/ curling
irons

Search for
micro stays
distance from
venue in feet

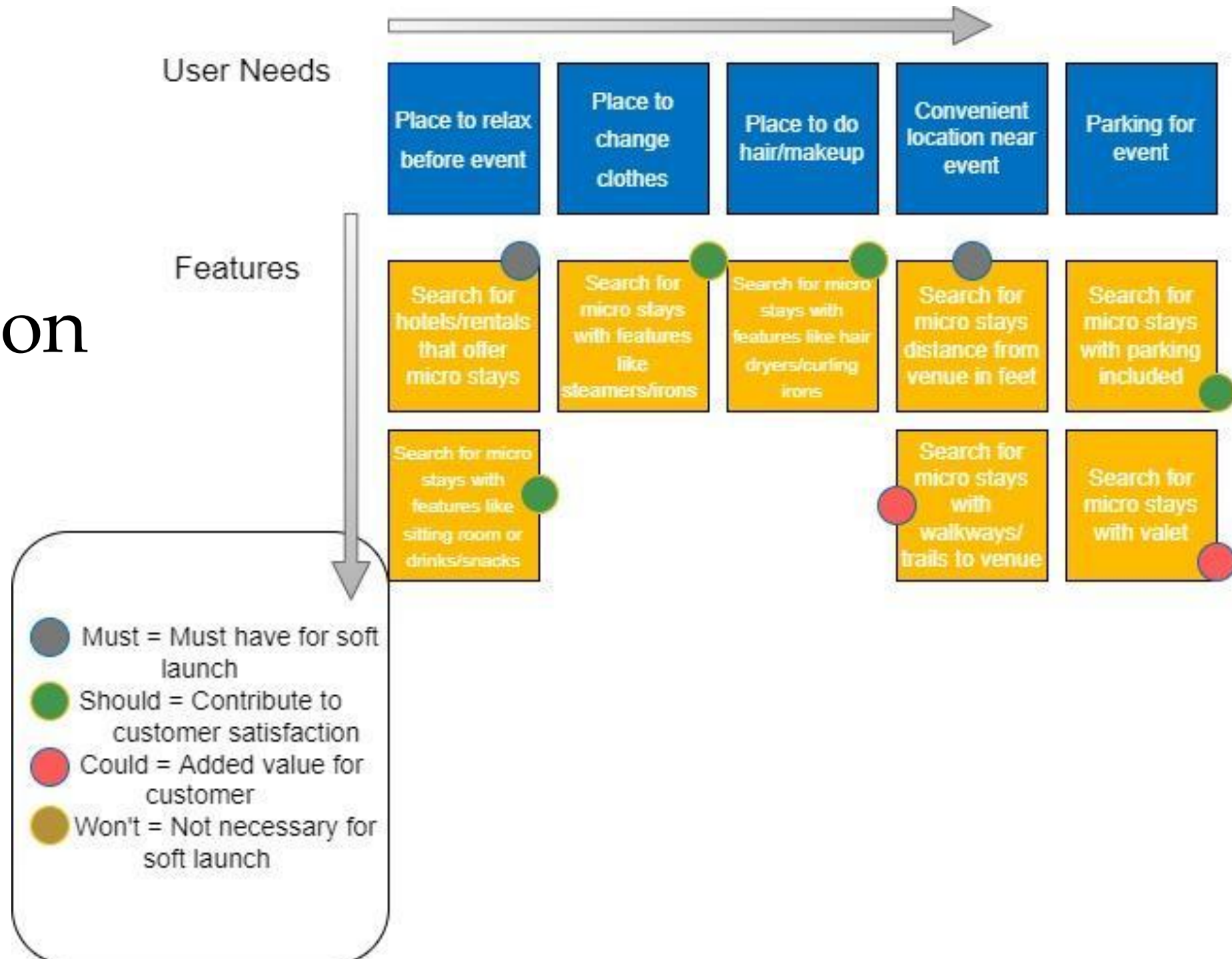
Search for
micro stays
with parking
included

Search for micro
stays with
features like
sitting room or
drinks/snacks

Search for
micro stays
with
walkways/
trails to venue

Search for
micro stays
with valet

MSCW Framework on Features



Effort Estimation using T Shirt Size

User Needs

Place to relax
before event

Place to
change
clothes

Place to do
hair/makeup

Convenient
location near
event

Parking for
event

Features

XL
Search for
hotels/rentals
that offer
micro stays

Search for
micro stays
with features
like
steamers/irons

Search for micro
stays with
features like hair
dryers/curling
irons

L
Search for
micro stays
distance from
venue in feet

S
Search for
micro stays
with parking
included

Search for micro
stays with
features like
sitting room or
drinks/snacks

XL
Search for
micro stays
with
walkways/
trails to venue

Search for
micro stays
with valet

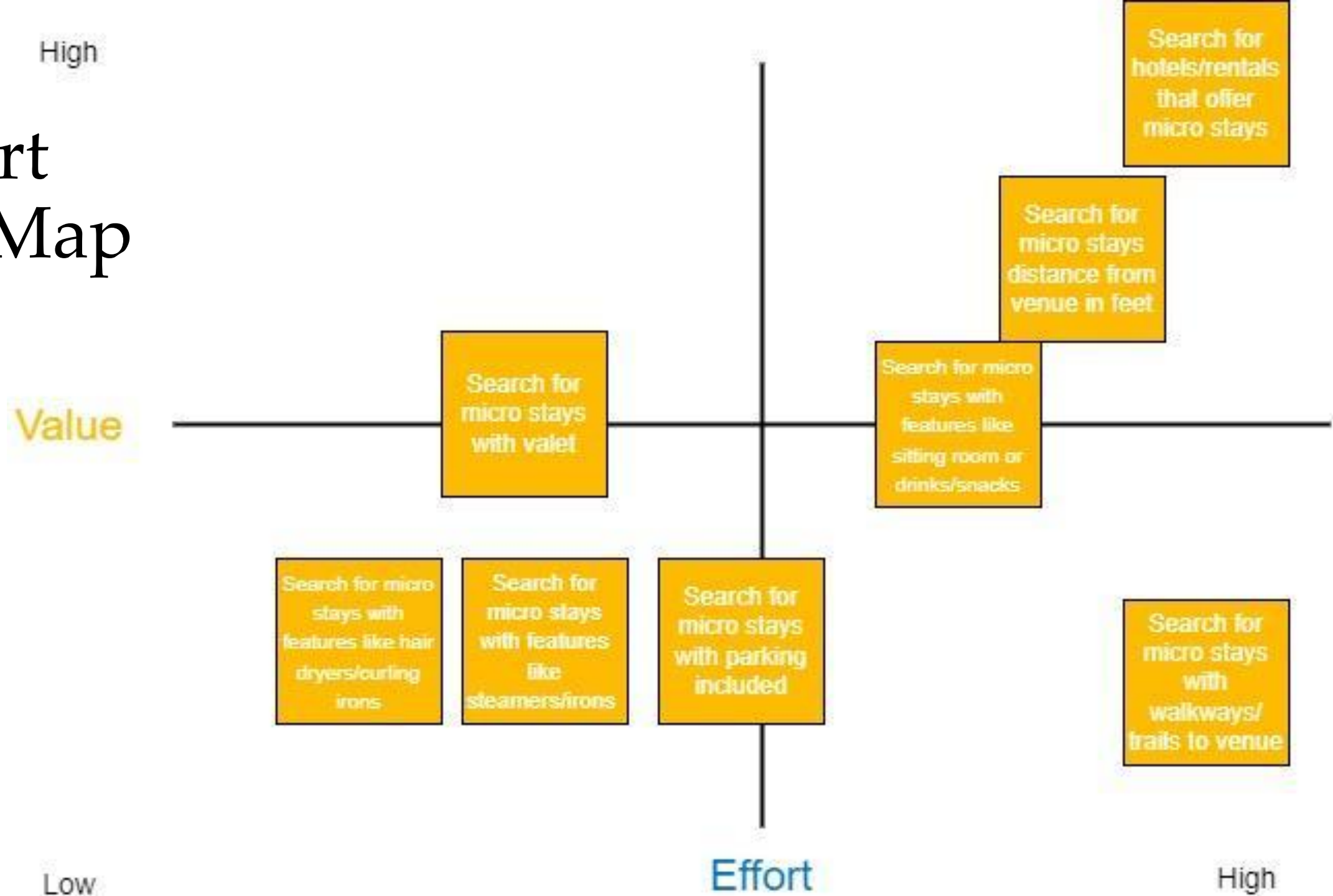
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M

L

XL

Effort Value Map



Conclusion

Market research has clearly shown that there is a user needs for a micro stay offering on Booking.com and that by providing this option with a few key features Booking.com can become a leader in the micro stay/ day use industry.

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Thank You