

Product Requirement Document - Managing My Booking

**Disclaimer: this is what I could do with the information I received during our 1 hour working session, naturally there would be more depth, if I had access to Ruby's systems, analytics, more detail on the product requests from internal/external stakeholders, as well as working knowledge of the external design and developer teams.*

Current state of the product

Guests who make a direct booking with Ruby Hotels make up about 30% of all reservations, the rest coming from OTAs. When these guests make a direct booking they land on a confirmation page that once closed they cannot return to again. Currently, the reservation confirmation page contains various useful information about their booking (directions, etc.) that they cannot save to their virtual wallet or access again. They can take a screenshot or print this page. Likewise, they cannot update or change their direct booking, the way that they would be able to if they had booked via an OTA like booking.com. If they want to change or cancel their reservation they have to contact Ruby Hotels via e-mail or by calling.

Problem Statement

Guests who book directly with Ruby Hotels aren't able to change/update or directly cancel their reservation. As a result, guests who bring in more revenue (as compared to indirect bookings) and whose reservation share Ruby Hotels would like to increase (i.e. more direct bookings) currently experience more user pain points than guests who book indirectly. The current product not only wastes valuable receptionist's time because guests have to call or email to change or cancel their reservation, but it also isn't in line with Ruby Hotel's principle of lean luxury by offering the guests a seamless booking experience.

Research Findings (what the stakeholders are saying)

Stakeholder	Findings
Guests	<ul style="list-style-type: none">• We can't cancel or change the reservation dates• We can't transfer the reservation to someone else• We can't add breakfast after booking• We can't find valuable information such as events happening during our stay
Reservations	<ul style="list-style-type: none">• Guests would like to be able to cancel their reservation• Guests would like help with finding nearby parking• Guests would like help with restaurant and bar reservations
Revenue	<ul style="list-style-type: none">• Guests would like to add breakfast to their booking• Guests would like to be able to upgrade their rooms

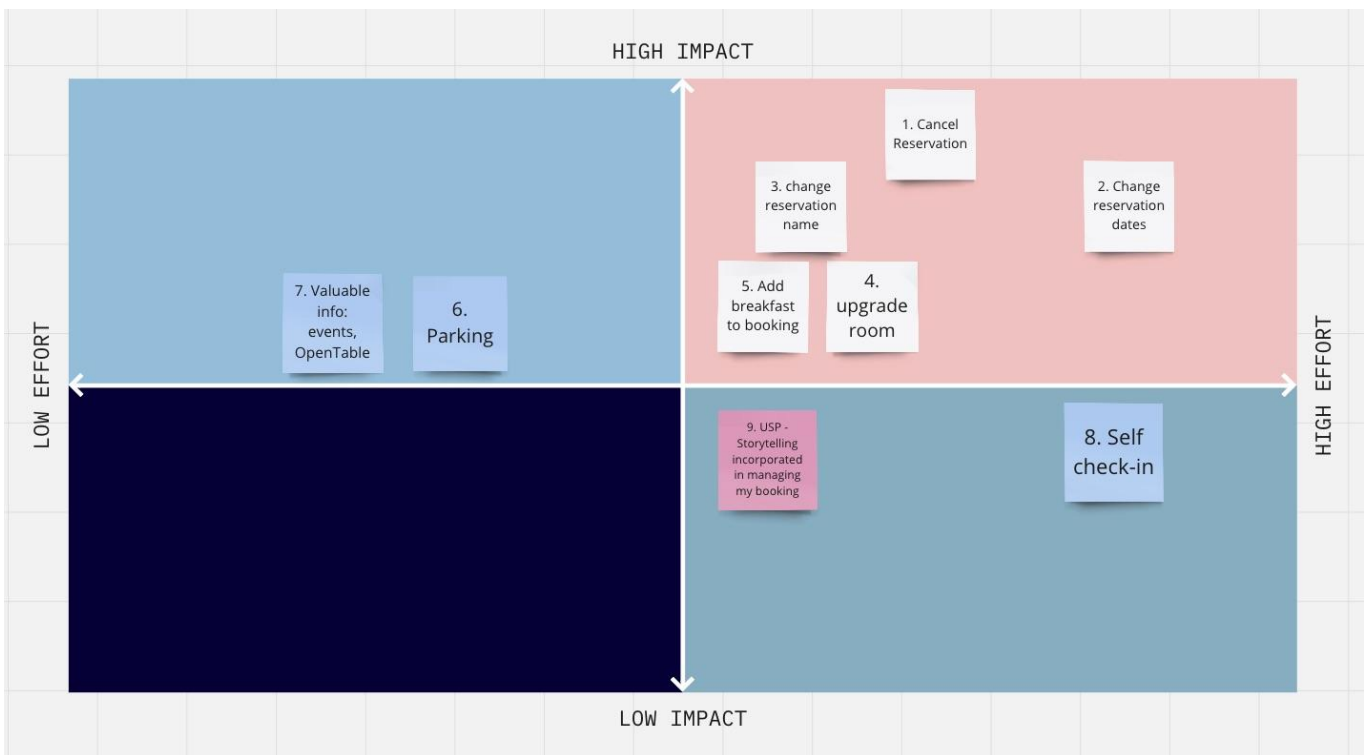
	<ul style="list-style-type: none"> • Guests would like to be able to do self check-in (bluetooth room access)
Marketing	<ul style="list-style-type: none"> • Storytelling of the unique hotels needs to be incorporated in the reservation masks • We want to tell the design story of the hotels • Market breakfast buffet

Prioritization of key findings

a) Grouping of themes and consolidating research findings

Grouping	Findings
Managing my booking - 1) changes to date of the reservation or upgrading thereby pulling availability and rates data and 2) adding breakfast which changes the booking amount and also needs to update in PMS, same with name change which needs to be updated in PMS	<ol style="list-style-type: none"> 1. Can't cancel reservation 2. Can't change reservation dates 3. Can't transfer the reservation to someone else (name change) 4. Can't upgrade their rooms 5. Can't add breakfast to booking
Additional services - partner integration with OpenTable and parking houses	<ol style="list-style-type: none"> 6. Help with nearby parking 7. Valuable information: events, help with restaurant and bar reservations 8. Self check-in (though this also falls under the USP category)
Unique Selling Point (USP)	<ol style="list-style-type: none"> 9. Unique story behind each hotel (storytelling) incorporated in development of 'managing my booking'

b) Impact vs. Effort Matrix



Matrix Justification

Canceling a reservation and updating the reservation name are both high impact items that do not require as much effort as compared to changing the reservation dates (which although it is also high impact it requires more effort as it requires availability/price data being pulled). Self check-in is high effort, but currently lower in impact as it's not the top priority from internal or external stakeholders. Adding breakfast and upgrading rooms are high impact items that do not require as much effort as canceling or changing the reservation dates. Parking and valuable info are both relatively lower effort items that offer less of an impact as the items related to managing my booking (numbers 1-5). Lastly, USP or storytelling is a medium effort item with lower impact from a guests' perspective since storytelling isn't as important as being able to manage one's booking.

Solution

The solution we want to create is a 'manage my bookings' portal on the ruby hotel website, so that guests can update/change their booking as well as to cancel it. Guests should be able to access their booking on the Ruby Hotel website with their reservation number, which would be included in their booking confirmation email, and their last name.

Product Goals

- Addressing the guest pain point of being unable to manage their direct booking

- Increasing direct bookings
- Reducing unnecessary emails and calls to reception/reservations
- Streamlining 'managing my bookings' with Ruby Hotel's lean luxury principle

Product Functional Requirements

1. User Access and Authentication:
 - a. Users shall be able to access 'manage my booking' portal with reservation number and lastname.
2. Booking Management:
 - a. Users shall be able to view their existing bookings.
 - b. Users shall be able to directly cancel bookings within specified timeframes.
 - c. Users shall be able to update names on the reservation.
3. Notification and Communication:
 - a. Users shall receive booking confirmation and reminder notifications
 - b. Users can opt-in or opt-out of various email or SMS notifications
4. Multi-language support:
 - a. Users can choose their preferred language for the portal interface (EN/DE/FR).
5. Multi-platform Support:
 - a. The portal should work on various devices, including desktop, mobile, and tablets.
6. Security:
 - a. Implement security measures to protect user data and transactions.
 - b. Secure data transmission using encryption.

Backlog Prioritization

Epic 1: Managing my booking			
ID	User Story	MoSCoW Value	Story points
1	As a guest I would like to be able to easily cancel my reservation so that I don't have to email or call.	Must have	8
2	As a guest I would like to be able to change the name of the reservation so that I can transfer the reservation to someone else.	Must have	4
3	As a guest I would like to be able to add breakfast to my booking so that I don't have to email or call.	Should have	4
4	As a guest I would like to be able to upgrade my room so that I don't have to email or call.	Should have	4

5	As a guest I would like to be able to change my arrival date so that I have more flexibility.	Must have	11
6	As a guest I would like to be able to change my departure date so that I have more flexibility.	Must have	11
Epic 2: Self check-in (potentially tied to Ruby app)			
1	As a guest I would like to be able to self check-in to my room so that it's faster/easier.	Won't have	18
Epic 3: Partner Integrations to improve 'managing my bookings' portal to include additional services			
1	As a guest I would like to have access to parking so that I'm not wasting time looking for parking.	Could have	2
2	As a guest I would like to know about events happening during my stay so that I can have a more enjoyable stay and not have to do the research myself.	Could have	2
3	As a guest I would like to be able to reserve a restaurant/bar table so that I can plan my complete stay with the ruby platform.	Could have	2

Lo-fi wireframes (mockups) - click link to Miro

https://miro.com/app/board/uXjVNUGEpY=?share_link_id=853712930166

This is just the basic functionality of the 'manage my bookings' product to log into the portal and be able to a) directly cancel the reservation and b) update the name on the reservation. The 'manage my booking' product would need to be further developed to include all the prioritized items in this PRD.

Suggested next steps include:

- Work with external designers to refine mock-ups
- Test the mock-ups
- Gather feedback, prioritize and implement updates
- Create mid-fi designs

