

ZEIT Product Development - Feature Roadmap					Competitor Analysis / Who has it?				
Importance	Feature Name	Category	Description	Research Background	Tripadvisor	Airbnb	Expedia	Booking .com	Google travel
P1: Must-Have	Clear Navigation on website	Navigation	User registration, sign in, and account page so the user can access all their relevant and specific data such as previous purchases.	Competitor analysis	x	x	x	x	x
	Account Creation	Membership & Profile	User registration, sign in, and account page so the user can access all their relevant and specific data such as previous purchases.	Competitor analysis	x	x	x	x	x
	Sign in	Membership & Profile	Customer sign in	Competitor analysis	x	x	x	x	x
	Sign in with social media	Membership & Profile	Fast sign in with Google, LinkedIn, Twitter, Apple, etc	Competitor analysis	x	x	x	x	
	Favorite / Saved / Wishlist	Membership & Profile	Customer could like a product for later.	Competitor analysis	x	x	x	x	x
	Search	Search & Filter	Search. Further more, able to search by theme, feeling, activity, weather, etc.	Interview	x	x	x	x	x
	Destinations	Product Information	About a location and its specialities, weather, etc.	Interview	x				
	Stays	Product Information	Hotels around destinations. Pictures, Stars, Reviews, What included, etc.	Interview	x	x	x	x	x
	Food	Product Information	The specialities about a destination and where travellers can eat.	Interview	x				
	Activities	Product Information	What's fun around a destination. Where is the must seen around. How to get there. Available activities around.	Interview	x	x	x	x	x
	Review	Product Information	Travellers can rate and write a review. It will help other travellers.	Interview	x	x	x	x	x
	Tell us the destination we have not covered yet.	Product Information	It is a great feature to let traveller tell us where they dream to go. Good for both travellers and business development.	Insights					
	Booking directly	Purchasing	Book a destination, hotel, activities.	Interview		x	x	x	x
	Paying directly	Purchasing	Pay for booking	Interview		x			
	Book and pay without membership	Purchasing	For busy traveller, they can book and pay. Leave a Sign Up CTA after complete the task and in the confirmation email.	Competitor analysis			x	x	
	Traveller friendly cancellation and reschedule policy	Service	Remind customer about free cancellation is due by email. Friendly cancellation and rescheduling.	Interview		x conditional	x conditional	x conditional	
	Customer support	Service	Anytime, anywhere.	Interview		x	x	x	
	About Zeit and Time travel	Service		Insights					
	Time travel safety assurance	Service		Insights					
	P2: Nice to have	What's near by	Product Information	Shows customer what's near this destination, they could include in the trip.	Interview				
Continue from where left earlier		Service	Visitors could continue from the place they left earlier.	Interview					
Your recently search / view		Service		Interview	x			x	x
P3: Surprising and delightful	Newsletter	Service	Monthly newsletter about time travel.	Competitor analysis					
	You may also like	Service	Suggest destinations to customers according to their hobby, lifestyle, previous holiday and search record.	Competitor analysis	x	x		x	
	Luggage preparation	Service	Suggest traveller what clothes to pack according to their trip.	Insights					
P4: Can come later	Press	Service	Own article on website to inspire more people.	Competitor analysis					
	Connect to traveller's social media account while travelling	Service	Lots of travellers love sharing where they are, what they eat during the trip.	Insights					
	Comparison function	Service	Compare destinations, stays, activities in ONE page.	Interview					