

Product Backlog of a Travel App

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Problem Statement

Consider you are working on developing a travel app and currently you are going to work on “book a flight” feature. Analyse products like MakeMyTrip, goibibo, Clear trip, etc. to get an idea about the feature and its functionalities. Identify epics or user stories and create a product backlog of the same on Trello.

Make the board on Trello public, before sharing the link. Share url of the link below.

<https://trello.com/b/3UJcwS22/travel-app>

Give a brief note on, how would you go about prioritising the backlog. [Word limit: 400]

I have made a Product Backlog with 5 User Epics and a total of 20 User stories. My prioritization technique is highly based on the feature flow itself, focusing more on the places where user interaction is the highest. My approach will be first to build a fully functional and simplistic MVP. Once an MVP is built, more intuitive and complex features can be added. The Product Backlog below prioritizes first on the features that will be the most essential to build for an MVP and moves down to features that are of lower importance.

User Epic/Story	Interaction	Priority	Explanation
1.0 Search Flights	Very High	Very High	For a travel app that has “book a flight” feature, it is very important to build a landing page/homescreen where the User can easily add details of his travel. Hence, the “Search Flight” User epic will get the highest priority to be built and tested. This is the first interaction point of any user and needs to be efficient, intuitive and convenient that will ensure that the user stays on the app and is not turned down by a complicated or ugly/overcrowded homescreen.
2.1 As a User, I would like to view the flights in order of lowest to highest fares, so that i can choose my flight accordingly.	Very High	Very High	The next most important User Epic to be built in this feature is the “Discovery & Filter”. This steps follows the search feature and is the most important step where the User actually takes a decision to go ahead with a booking. For an MVP, we can go ahead with implementing User stories 2.1

<p>2.3 As a User, I would like to filter my search results on the basis of Airlines, Departure time and No. of stops, so that I can narrow down my options to pick the best one.</p>	<p>Very High</p>	<p>Very High</p>	<p>and 2.3 as they very critical in helping Users make a decision and keeping the information on the screen organized to the User's liking. Too much unorganized info can make the User very overwhelmed and cause him to drop and abandon.</p>
<p>3.1 As User, I would like to review the flight details after i have selected my choice and before i make the payment, so that I can be sure there have been no errors.</p>	<p>High</p>	<p>Very High</p>	<p>Once the user has decided on his flight, it is crucial for him to see an overview of the flight details so he can double check if there are any errors. This will decrease rate of errors and increase customer loyalty. For an MVP, we can allow users to use the "Guest Mode" and have them book their tickets without setting up an account. Hence 3.1,3.3 and 3.4 User Stories will be of higher importance here.</p>
<p>3.3 As a User, i would like the option of continuing to make a booking in "Guest Mode" so that I can book a ticket even without signing in/up</p>			
<p>3.4 As a Stakeholder, we would like to collect passenger details of users booking thru "Guest Mode" so that we can establish contact with them in the future.</p>			
<p>4.1 As a user, I would like to have a smooth and easy way of making an online payment, so that I can get thru my transaction without any hassels.</p>	<p>Very High</p>	<p>Very High</p>	<p>Making a hassel free online payment is the most crucial for the actual business. Ensuring a flexible and smooth payment gateway is of high priority. A bad experience at this stage can ruin the entire experience and make users very skeptical on returning.</p>
<p>5.1 As a User, I would like to receive a confirmation of ticket booking once my transaction is done, so that I can be assured of travel booking.</p>	<p>None</p>	<p>Medium</p>	<p>A basic functionality once the transaction is completed, is to have a email confirmation sent along with the PDF of the ticket. This will be User story 5.1. This improves credibility and reliability with the users.</p>
<p>2.2 As a user, I would like to be informed of cheapest fares 2 days before and after my travel date, so that I can alter my plan to the most cost effective.</p>	<p>High</p>	<p>Medium</p>	<p>These features can be built as a part of the 2nd update after conducting usability testing on our first MVP. These features will allow users to make an informed decision when they are not making a booking right away. They will also reduce navigation efforts and reduce confusions. The alert notification feature will help a User make a decision over a</p>
<p>2.4 As a User, I would like to have the option of modifying my search on the results page, so that I do not</p>			

have to go back to make changes.			course of few days, this will improve customer interaction even after the customer has left the app/page.
2.5 As a User, I would like to be notified if the current lowest fare changes so that I can always be informed of price changes.			
2.6 As a User, I would like to filter out to view all refundable flights only.	High	Medium	These are basic filter functionalities and should be added in the 2 nd update when the filter is updated to a more featureful filter.
2.7 As a User, I would like to filter out to view all non-stop flights only.			
2.8 As a User, I would like to choose my seating class.			
3.2 As a user, I would like to see an option to sign-up or sign-in after reviewing so that I can create/access my account for future reference and usage.	Very High	Medium	Enabling a user to make an account is of major importance to maintain customer relations by increasing interactions thru the account. Once the MVP is built, the account feature can be built. We can skip it for the MVP as 55% of the bookings on current platforms are made on "Guest Mode".
5.2 As a User, I would like to get timely reminders of my travel so that i do not forget about my travel.	Very Low	Low	We can do a usability testing and figure out wether a reminder feature is required or not and accordingly add this feature.