Product Requirements Document (PRD)

Product Name: StayNest
Prepared By: Olayinka Odenike
Company: CloudMasters Inc.
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1. Product Overview

StayNest is a short-stay hospitality platform designed to rival and enhance the Airbnb experience. It connects travelers with property owners while emphasizing trust, personalization, and exceptional service through smart technology, AI features, and local community integration.

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2. Goals and Objectives

- Provide seamless, intuitive experience for booking and hosting short-term stays.
- Build trust through enhanced verification and quality assurance.
- Empower hosts with tools to maximize earnings and streamline operations.
- Offer guests curated, personalized stays with local flavor and added convenience.
- Differentiate through exclusive features such as concierge services, smart home integrations, and premium membership benefits.

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3. Target Audience

- **Primary:** Leisure and business travelers, digital nomads, vacationing families.
- **Secondary:** Property owners, boutique hotel operators, travel bloggers.

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4. Key Features

4.0. New & Enhanced Differentiators

- Instant Local Concierge Chat (AI + human blend)
- Personalized Recommendations (AI-driven)
- Integrated Experiences Booking (tours, chefs, etc.)
- Real-time Area Safety Score
- 60-sec Video Walkthroughs for Listings
- Verified StayNest Quality Badge
- Smart Lock / Digital Key Access

- Guest Community Feed (social sharing & engagement)
- Host Coaching Program & Onboarding
- Automated Damage Protection & Insurance Options
- Revenue Forecasting & Smart Suggestions for Hosts
- Built-in Cleaning Service Scheduling
- AI Photo Enhancer for Listings
- Face-scan Live Identity Verification
- Anti-fake Review and Behavior-based Rating Engine
- 24/7 Emergency Guest Helpline
- NestPro Subscription (with perks like early check-in, cancellations)
- StayNest Luxe Category (curated luxury listings)
- Referral & Loyalty Programs (NestBronze, Silver, Gold)

4.1. Guest Features

- Search and Filters (location, dates, price, amenities)
- Map View
- Instant Booking & Request to Book
- Wishlist and Saved Listings
- Reviews and Ratings
- In-app Messaging with Hosts
- Secure Checkout & Payments
- Video Walkthroughs of Properties
- AI-Powered Recommendations
- Concierge Chat Support
- Area Safety Score

4.2. Host Features

- Listing Management Portal
- Calendar Sync (Google, iCal)
- Dynamic Pricing Suggestions
- Booking Rules Configuration
- AI Listing Enhancer (Photo + Text)
- Guest Review Dashboard
- Smart Messaging Templates
- Earnings Analytics
- Cleaning Service Integrations
- Insurance Tier Selection (Damage Protection)

4.3. Admin Features

- Content Moderation Dashboard
- Fraud Detection Engine
- Dispute Resolution System
- User and Listing Analytics

- Multi-language and Multi-currency Support
- Revenue & Subscription Tracking
- User Reports and Feedback Logs

4.4. Premium Add-ons

- StayNest Luxe (Luxury Listings)
- NestPro Membership (Perks for Guests)
- Verified StayNest Quality Badge for Hosts
- Smart Lock/Digital Key Integration
- Guest Loyalty Tiers (NestBronze, Silver, Gold)

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5. Non-Functional Requirements

- **Security:** End-to-end encryption, GDPR/CCPA compliant, multi-factor authentication.
- **Scalability:** Microservices architecture using AWS/GCP.
- **Performance:** App load times under 3 seconds.
- **Reliability:** 99.9% uptime SLA.
- **Accessibility:** ADA-compliant UI.

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6. KPIs & Success Metrics

- Daily active users (DAU)
- Conversion rate from search to booking
- Host retention rate
- Guest satisfaction score (NPS)
- Average listing rating
- Time-to-first-booking for new hosts

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7. Risks and Mitigations

- **Market Saturation:** Differentiate with premium features and focus on underserved locations.
- **Trust & Safety:** Implement live ID verification and safety scoring.
- **Technical Debt:** Prioritize clean codebase and automated tests.
- **Legal/Regulatory:** Monitor local laws and ensure compliance for listings.

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8. Appendices

- Wireframe and UX Flow (to be linked)
- Brand Guidelines (to be linked)
- Competitive Analysis: Airbnb, Vrbo, Booking.com
- Marketing Plan Overview:
  - **Launch Campaign:** Targeted influencer partnerships, Instagram/TikTok/YouTube marketing, early access beta invite list.
  - **Referral Programs:** Invite-a-friend feature with monetary and travel credit incentives.
  - **SEO & SEM:** Optimize landing pages and invest in paid Google/Bing/Facebook ads with local targeting.
  - **Partnership Strategy:** Collaborate with local travel agents, lifestyle brands, and property management companies.
  - **Email Marketing:** Pre-launch waitlist nurturing, personalized travel deals, re-engagement campaigns.
  - **PR & Media:** Press releases in tech and travel outlets; interviews with founder and beta testers.

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9. Wireframes, Visual Diagrams & Design Mockups

- **Homepage:** 🏠 Clean search-first layout with destination inspiration and featured stays.
- **Property Page:** 🏡 Image carousel, amenities list, host info, availability calendar, map.
- **Booking Flow:** 🖥 Three-step secure checkout with user profiles, ID verification, and payment indicators.
- **Host Dashboard:** 📊 Modern UI for managing listings, earnings, guest messages, reviews, and availability.
- **Admin Panel:** 🛠 Modular dashboard for content moderation, analytics, and support management.
- **Visual Diagrams:**
  - **User Journey Flow** (Guest & Host paths)
  - **Architecture Diagram** (Microservices, APIs, CDN, DB, AI modules)
  - **Feature Interconnectivity Map** (How services like messaging, payments, ratings are linked)
- **Design Files:** Figma, Adobe XD links to be provided (Next design sprint)

10. Notion Roadmap

StayNest product roadmap is managed in Notion and includes:

- ✅ **MVP Phase:** Core features (search, listings, booking, host portal, payments)
- ⚙ **Beta Phase:** Enhanced identity verification, AI concierge, smart locks
- ☑ **Growth Phase:** Loyalty programs, premium tiering, community features
- 🖊 **Experimentation:** New monetization models, experiences marketplace, machine learning for dynamic pricing

Each stage includes:

- Sprint timeline and backlog
- QA & Testing milestones
- Team assignments
- Integration with GitHub & Jira

- **Homepage:** Clean search-first layout with destination inspiration.
- **Property Page:** Image carousel, amenities list, host info, availability calendar.
- **Booking Flow:** 3-step checkout with guest profiles and payment security indicators.
- **Host Dashboard:** Modern UI for managing listings, earnings, calendar, and guest messages.
- **Admin Panel:** Modular design for managing user accounts, content, analytics, and disputes.

End of PRD.