

NextStep

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Booking platform. A case study.

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CASE & GOAL

"**NextStep**" is a mobile app that serves as a booking platform and brings together young professionals and coaches of all kinds (including therapists, life coaches, etc.). Its main purpose is to facilitate appointment bookings for both parties.

Market analysis, persona and hypotheses are already existant. The goal is to create a high-level product roadmap for the next 6 months, show needed ressources and elaborate on potential risks.

PROBLEMS

As a platform, we need to consider the needs of two different audiences:

COACHES

1. Limited reach
2. Time intensive scheduling
3. Little knowledge about the client

CLIENTS

1. Time consuming search
2. No transparency [prices,...]
3. Quality unclear in advance
4. Appointment finding

SOLUTIONS

Accordingly, solutions must also be considered for both sides:

FOR COACHES

1. Flexible booking options
2. Service provider profile

FOR CLIENTS

1. Filterable platform
2. Comparison function

FOR BOTH

1. Rating system (w. comment)
2. In-app booking/cancellation
3. Appointment calendar
4. Calendar integration
5. In-App Meetings
6. Appointment reminders

PRIORITIZATION

Rated from 1-10 IMPACT CONFIDENCE EASE TOTAL

Rated from 1-10	IMPACT	CONFIDENCE	EASE	TOTAL
Flexible booking system	10	10	7	27
Service provider profile	8	10	10	28
Filterable platform	9	10	9	28
Comparison function	7	8	8	23
Evaluation system	8	9	8	25
In-App booking/cancellation	10	7	3	20
In-App appointment calendar	9	9	9	27
Calendar integration	10	10	7	27
In-App-Meetings	8	8	5	21
Appointment reminders	10	10	10	30

1 } MVP
 1 }
 1 }
 6
 5
 8
 3
 4
 7
 2

KEY PERFORMANCE INDICATORS

Key metrics to measure success:

BOOKINGS

1. Booked sessions / month
2. Cancellations

PLATFORM

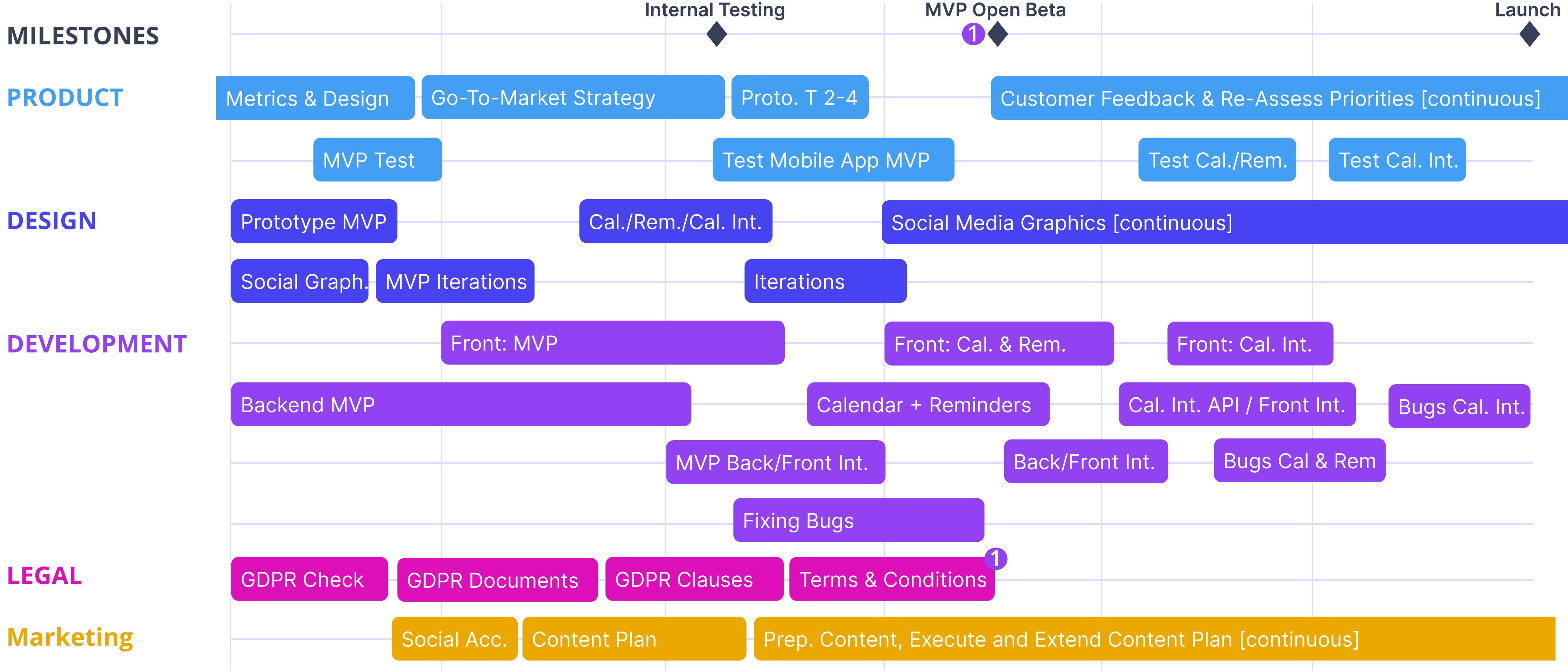
1. Net Promoter Score
2. Sign-Ups
3. User-Churn

REVIEWS

1. Ø Client evaluation
2. Ø Coach evaluation

ROADMAP

OCTOBER NOVEMBER DECEMBER JANUARY FEBRUARY MARCH



RESSOURCES

Team size: 6-8 People

Dev & Product Team full-time, Marketer & Analyst part-time

DESIGN

- Senior Product Designer

BUSINESS

- Senior Product Manager
- Business Analyst
- Marketer or Agency

DEVELOPMENT

- 2x Frontend Developer
- 1x Backend Developer
- opt. 1 Fullstack Dev.

RISIKS

★ Main: Developing a product noone wants.

1. Continuous requirement changes; too much focus on features and not the market
2. Unforeseen technical challenges; unstable packages; updates resulting in unsupported tech;...
3. Longer absences due to illness; replacements need to get accustomed first

NextStep

NextStep-App

With a team of 6-8 people, the NextStep platform can be launched with the most important features within the next 6 months, entering an open beta test in its MVP form at 4 1/2 months.