

User Story Title	Detail	Emergent	Estimate	Priority
<p>Get to Business! Contact Vendors:</p> <p>Contact business we want to work with and check that they are legally compliant.</p>	<ul style="list-style-type: none"> - Reach out to companies we want to work with - Ensure that they are insured, legally registered, (due diligence) etc. - Make a record of which companies are legally compliant/we can work with 	<ul style="list-style-type: none"> - They might not want to work with us/we might need to find other vendors if they are not compliant 	2	1
<p>Draft and Sign Contracts w/Vendors:</p> <p>Draft contracts with vendors we want to work with.</p>	<ul style="list-style-type: none"> - Research what a work contract comprises of - Review sample contracts - Set up business expectations/draft contract (show 1 contract in the deliverables) - Sign contract + determine start date and pay 	<ul style="list-style-type: none"> - Contract might need to be reviewed by a lawyer to ensure that that we are protected from additional or hidden liabilities not mentioned in contract 	3	2
<p>Website Design(2):</p> <p>Create website!</p>	<ul style="list-style-type: none"> - Research different websites with free website creators - Review and create a list of which categories we want on our website - Put information needed into the website - Adjust website design - Add host portal (for host to vendor matching services, payments, etc.) 	<ul style="list-style-type: none"> - Finding a domain with good pricing - Might run into troubles designing the website without experience 	4	3
<p>Research Marketing Methods:</p> <p>With our resources and demographic, what is the most effective way of</p>	<ul style="list-style-type: none"> - Research best method of delivery to reach our demographic - Read articles on success of different marketing methods (videos, posts, social media ads, flyers, etc.) - Record down most 	<ul style="list-style-type: none"> - Designing our ads - Distributing our ads 	3	4

reaching customers?	<ul style="list-style-type: none"> - successful methods - Save a sample campaign or two for inspiration for our ad campaign 			
<p>Create a Social Media Presence:</p> <p>What better way to reach people than through the internet? Begin setting up socials to prepare for marketing campaigns.</p>	<ul style="list-style-type: none"> - Create an Instagram account for our company - Follow/interact with local Airbnb hosts/related accounts and our vendors - Set up introduction posts/stories (our services, who we are, etc.) 	<ul style="list-style-type: none"> - Using social media for advertising and brand identity - Upkeeping our social media to stay relevant 	3	5
<p>Begin Marketing:</p> <p>Social media, paper advertisements, events, spreading the word about our business.</p>	<ul style="list-style-type: none"> - Create ad campaigns/sample flyer or social media post - Print fliers - Send posts - Distribute ad campaigns 	<ul style="list-style-type: none"> - Reworking future ads to be more effective - Collect surveys - "How did you hear about us?" - Reviewing data on which ads were most effective 	3	6
<p>Set up Electronic Payments:</p> <p>How will payments look for both host customers as well as vendors?</p>	<ul style="list-style-type: none"> - Set up forms of payment to take from customers' monthly memberships (apple cash, debit/credit) - Set up contracts with split payment apps (ie. Affirm, Klarna) - Payment setup for vendors through their business institutions 	<ul style="list-style-type: none"> - Making sure our accepted payments work with the most common payment methods (Amex, general visas, etc.) 	3	7
<p>Find Accommodations for Language Barriers:</p> <p>What apps or technology can we use to make sure we accommodate customers who</p>	<ul style="list-style-type: none"> - App research - AI tools to pair with customer communication between hosts and their guests - Accommodations for languages that may not be as updated in google servers such as specific African and Middle Eastern languages 	<ul style="list-style-type: none"> - Implementing tool for language accommodations 	2	8

<p>speak different languages?</p>				
<p>Host Vendor Service Matching System:</p> <p>Set up a host to vendor matching system to allow host to “choose their workers”</p>	<ul style="list-style-type: none"> - Create lists of multiple vendors to choose from for each service - Create a selection guide that lists out services, pricing, as well as overall past customer ratings - Give eco-friendly options vs. general options - Provide section where they can request specific instructions as well as a do’s and don’ts list 	<ul style="list-style-type: none"> - Add these options and information to the host portal on our website 	2	9
<p>Turnaround rates:</p> <p>What happens if a vendor cancels? How will we assure services will get done in a timely manner?</p>	<ul style="list-style-type: none"> - Create a cancellation policy between vendors and host customers - Vendor check-in process through login - Schedule layouts coinciding with late fees for vendors - Accessibility for vendors into rental homes 	<ul style="list-style-type: none"> - Implementing policies and updating our website to reflect these policies 	3	10
<p>Set up Feedback/Survey System:</p> <p>Allow for hosts to give feedback on their received services</p>	<ul style="list-style-type: none"> - Research different methods of receiving feedback (Google forms, other services, etc.) - Set up the most efficient and user-friendly feedback service. 	<ul style="list-style-type: none"> - Troubleshoot the service or switch to another one based on our needs 	3	11
<p>Begin AI chat development:</p> <p>AI chatbot to assist website users with frequently asked questions, etc.</p>	<ul style="list-style-type: none"> - Research what goes into purchasing and integrating AI chatbot software - Integrate AI software into our website - Adjust features 	<ul style="list-style-type: none"> - Troubleshooting AI - Adjusting code to match our needs 	4	12