2019 Web Development Plans

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Overview

The 2019 working Business Plan has now been approved and that contains a number of technology projects related to HI Web Services and hihostels.com

Broadly speaking, we are looking to further enhance our digital membership proposition, make use of our new payment gateway to offer other payment and deposit models and take hihostels.com into some high visibility advertising channels.
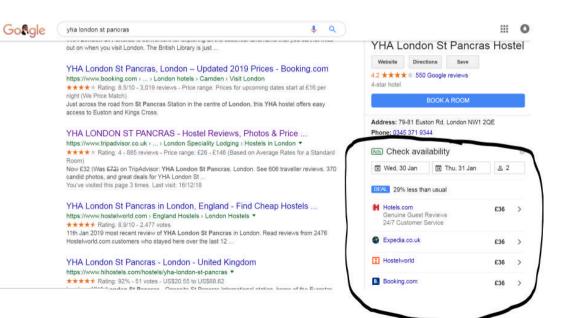
Some of the highlights are contained along with a simple explanation in the slides that follow. They are broadly listed in order of importance / impact.

Highlighting Member Savings

Hihostels.com and those using our affiliates or hosted affiliates solutions are in a unique position in that people visiting the site should have some awareness of membership benefits. This project would see us better highlight that for example: Dorm Bed ~~£20~~ £18 (for members)

Take hihostels.com into Google Hostel Ads

Hihostels.com and it's rates would appear in 'google hotel ads' alongside the major OTAs (see example)

Groups enquiries enhancements

Alterations to allow hostels to opt into the previous model of paying a listing fee and receiving customer enquiries outside of the myhostel system.

Improvements to standalone membership user journey (hihostels.com)

Using the flow created for digital membership to power the eMembership area of hihostels.com.

Open China

The final parts of our project to have hihostels.com function quickly behind the great firewall of china. Involves using alternatives to components from google / facebook which cause issues

Launch of ApplePay as a payment method

Allow users of hihostels.com and HI Web Services to pay by thumbprint or face recognition using ApplePay. Initially for membership sales and any 100% upfront transactions and then if possible for all bookings

0% upfront

Changes to customer journey, terms and conditions module and refund / no show logic to allow a 0% deposit just like booking.com

Testing Script Automation

Enhancements to allow us to automatically test any enhancements, freeing up time and improving our testing capabilities.

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New Terms and Conditions Module

Building a new module that takes a configuration by HI or hostels and turns that into T's and C's text for the customer, powers any automatic rules on refunds / no shows etc. Will be an enabler to 100% upfront, 0% upfront, variable deposits by lead time.

Purchase currencies

Where affiliates are large enough, introduce new payment currencies such as Japanese Yen or Norwegian Krone using Worldpay technology

Membership Renewals

Tools for our digital membership partners to remind and help their members to renew for another year.

HI Collects Balance

A tool to be used in conjunction with alternative payment methods such as Paypal in order to collect the balance before the customer arrives. This is essential where the payment method cannot be used for no-shows and can also reduce risk on the 0% upfront model

100% upfront

100% upfront customer payment either where the NA requests it or close to the time of arrival. Will enable us to use alternate payment methods such as PayPal / applepay. For both affiliates and hihostels.com

Other projects:

- Support affiliate marketing schemes for affiliates
- Exit email marketing platform for another solution
- Solution to remit no-shows directly to hostels
- Enhancements to membership sales in the booking path
- Promo codes for membership sales (digital membership)
- Fixes to autosuggest for destinations and to prohibit cross site scripting
- Storing cards with Worldpay to reduce # clicks to buy
- Standalone donate
- Groups enquiries for all
- Standards audit
- Upgrade to ruby on rails, upgrade ignite.

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