

## Sacred Rides Website development – phase II

### **1. 'ADD TO MY BUCKET LIST' FEATURE**

- Icon sits on Ride page, in the top bar
  - Clicking on it brings up a lightbox popup with the following text:

**“Add this Ride to your Bucket List!**

(A ‘bucket list’ – from the movie *Bucket List* - is a list of all those amazing things you want to do before you ‘kick the bucket’ i.e. die)

Adding a Ride to your bucket list allows you to:

- a) log in at any time and quickly view the Rides you’ve added to your bucket list
- b) receive updates via email when we offer discounts, add new trip dates, or make upgrades/changes to Rides
- c) Keep track of Rides you’ve done and Rides you want to do, and accumulate Rider points which can be redeemed for free swag

- Sign in via Facebook Connect, or via webform
  - Name
  - Email
  - Ability (Beginner, Intermediate, Strong Intermediate, Advanced, Expert)
- Ability to log in at any time to view your bucket list
- This login can be used to book a Ride

### **2. BOOKING SYSTEM**

#### **1. take only limited information at time of booking**

- a. Person making the booking – Registration options
  - 1. Can register via Facebook Connect – this populates name and email information
  - 2. Log in if you have already created a Bucket List
    - a. Via login and password
    - b. Via Facebook Connect
  - 3. Webform
    - a. name
    - b. Email
- ii. Additional Information Required
  - 1. Phone
  - 2. Mailing Address
  - 3. Credit Card Information
- b. Additional Riders on same booking
  - i. Name
  - ii. Email

- c. Add-ons (for each Rider)
    - i. Bike rentals
    - ii. Single room upgrade
    - iii. Jersey
- 2. After booking, need email with link to webform, asking each Rider to fill out:**
  - a. Birthdate
  - b. # of years mountain biking
  - c. MTB skills
  - d. Fitness level
  - e. Allergies
  - f. Dietary Restrictions
- 3. Integrate with Paypal website payments pro payment system (options for credit card or Paypal payment)**
- 4. Ability to set tax rate for each trip**
- 5. System creates a user profile for each person booked on the trip (OPTIONAL – can be PHASE 2)**
  - a. Sends Rider an email with website login and password
  - b. Clicking on link sends Rider to their personal dashboard
    - i. Link to personal blog
      - 1. Tag options: pre-Ride blog, Ride blog, post-Ride blog, Ride review
      - 2. Facebook comments
      - 3. Email, Facebook and Twitter links for sharing
    - ii. Photo section (ability to upload and view photos, create albums)
      - 1. Photos are linked to the Ride they did, so that others can view photos by Ride
    - iii. Video section
      - 1. Videos are linked to the Ride they did, so that others can view videos by Ride
    - iv. List of Rides they have done with dates
    - v. Other Riders who were on their Ride(s)
    - vi. Accumulated points (these can be redeemed for swag)
    - vii. Link to trip bookings, showing outstanding balances
      - 1. Ability to click on each Ride and see how much is still owing
      - 2. Ability to add trip add-ons
- 6. Ability to transfer customers from one trip to another without having to cancel and re-book**
- 7. Reporting System**
  - a. Passenger Manifests – see who is booked on any given trip and their personal information
  - b. Revenue reports
- 8. QuickBooks integration**
  - a. Ability to export revenue information on a trip-by-trip basis

### **'3. MY SACRED RIDE' FEATURE**

This feature will allow website visitors to create a customized version of our Rides. Participants will be able to take the basic Ride itinerary (as listed on our website) and customize certain aspects of it. Once they have created their Ride, they can then share it with their friends and invite people to join the Ride.

- 1. Log in functionality**
  - a. Facebook connect or webform
  - b. Create profile
    - i. Photo
    - ii. Short bio
- 2. Ability to set general parameters for the custom trip**
  - a. Pace of Ride
  - b. Style (e.g. culture, lots of riding, party, etc...)
  - c. Keywords (e.g. 'laid back')
  - d. Short description
- 3. Select dates for the trip**
  - a. Pop-up calendar, showing available dates (i.e. showing blackout dates, for scheduled trips or other custom Rides)
- 4. Customize the itinerary**
  - a. Base itinerary comes pre-loaded
  - b. Certain days are customizable (e.g. day 3: do you want to a) do an 8-hour epic Ride or b) go whitewater rafting instead
  - c. Price of trip is adjusted based on custom features (e.g. whitewater rafting on day 3 adds \$100 to trip price)
- 5. Select photos and videos to add to trip photo album**
  - a. Select from a gallery of photos
- 6. Put down a deposit to secure the trip/dates**
- 7. Ability to share the trip with friends**
  - a. Via email
  - b. Via Facebook
  - c. Via Twitter
- 8. Message board for others to post questions, comments, etc...**
  - a. Moderated by trip creator
- 9. Ability for others to join the trip**
  - a. Small deposit secures a spot
  - b. Can also join without deposit to show that you are interested, but not ready to put down \$
  - c. Once a certain minimum is reached, a further deposit is required
  - d. Gallery showing who has joined the trip
- 10. Back end system**
  - a. Detailed communications system that works with Rules and triggers to send communications to relevant parties. This workflow will be developed in full, along with email templates.
    - i. Person who created the Ride

