


FAREHARBOR

SPARK 

Explore. Connect. Ignite.

What's Under the Dash: Fresh FareHarbor Feature Updates

Workshop by FareHarbor

October 19, 2020



Agenda



1

A Look Into Our Process

How we build new features with your business in mind.

2

What's New

An overview of the features and updates we've released this year so far.

3

What's Coming

What the future of FareHarbor looks like in our ever-changing industry.



A Look Into Our Process





Meet the FareHarbor Product Team

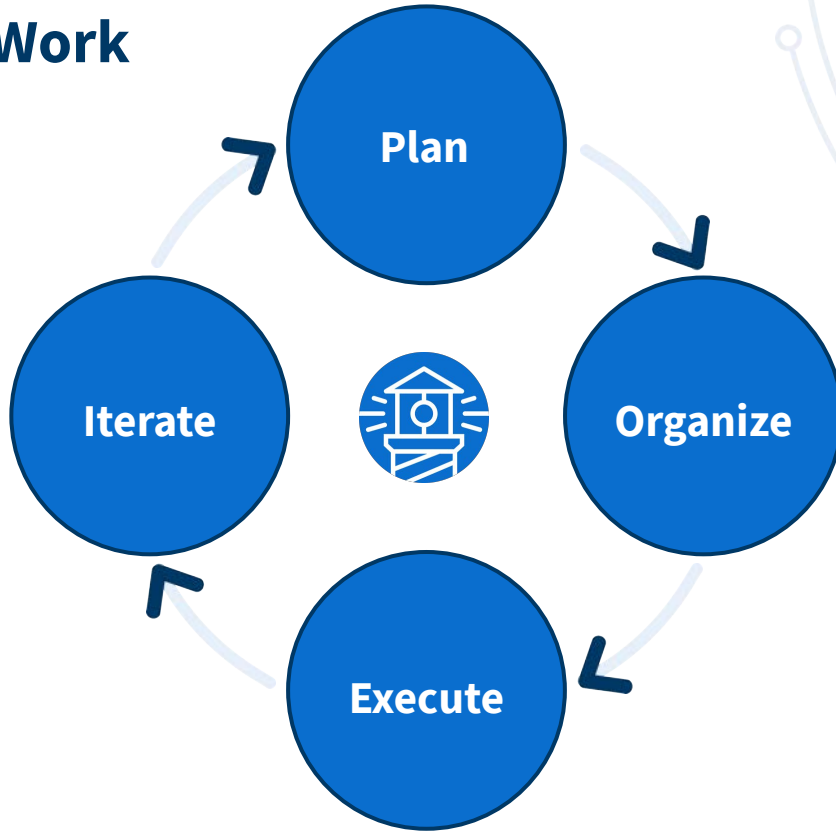
We are a distributed team of **engineers, designers, product owners, quality assurance experts,** and **technical writers.**

We strive to improve our product through **planning and execution,** but **stay agile and adapt** to new challenges that arise.

What is the deciding factor in how we build our product? ***You!***



Our Process: How We Work



POLL:

How Do You Prefer To Learn About FareHarbor Product Updates and Features?



Email



**FareHarbor
Support**



**Dashboard
Changelog**



**FareHarbor
Blog**



**Social
Media**



What's New



COVID-19: Fast-Acting Response in a Changing Industry

The screenshot displays a booking interface for a sailing experience. A 'Health & Safety' popup is overlaid on the booking details, listing safety protocols. A 'Cancel booking' dialog is open, showing options for 'Refund' and 'Issue Gift Card', with the latter selected. The booking summary shows prices for adults and children for a specific date and time.

Health & Safety

For the Safety of our Guests & Staff

- If you are sick, or have come in contact with anyone who is sick please refrain from booking
- Masks Mandatory at all times
- We are enforcing social distancing during check in, as well as during the experience
- All equipment is sanitized after each use

[Health & Safety Policy](#)

Cancel booking

Refund Issue Gift Card

Create a new gift card for this customer to use as store credit. [Learn more](#)

Issue gift card

Amount

\$ 66.00

Prices for Monday, September 14th 2020 @ 9am

Adults \$89 13+

Children \$49 Under 12 years old

Cancel and **issue a gift card** at the same time.

Track issued gift cards and outstanding liability with **gift card reporting**.

Share **Health & Safety** information during all stages of booking.

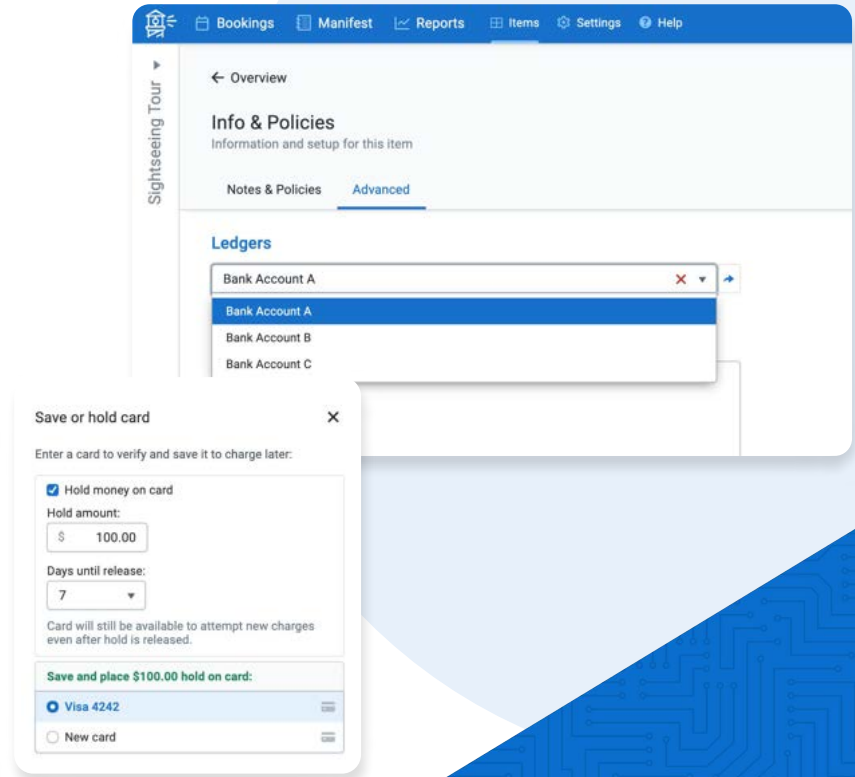


New! Payment Features and Integrations

Reduce the chances of fraud, chargebacks, and unnecessary refunds with **credit card authorization holds**.

Payout to multiple bank accounts with **ledgers**.

Plus: continued **behind-the-scenes work** to integrate with new technologies.



Pay with PayPal

Secured with 2048-bit encryption

Subtotal (Includes Taxes) €15.00
Fees €1.00
Total €16.00

Contact

Jamie Cooper

808-555-8231

- Get text message notifications about your booking

We'll also send you email updates. Text message rates may apply. You can reply STOP at any time to stop. Text messages may contain additional marketing.

jamiec@example.com

- Get future email updates from Explore FH

Payment

Credit or debit card

IDEAL

Sofort

PayPal



Klarna.



Cancellations

Customers will receive a full refund or credit with 48 hours notice of cancellation before departure. Customers will also receive a full refund or credit in case of operator cancellation due to weather or other unforeseen circumstances. Contact us by phone to cancel or inquire about a cancellation. No-shows will be charged the full price.

PayPal

By booking you also agree to FareHarbor's [terms of service](#).



Online Booking: Customer-Focused Updates



Search by date



Give customers a better browsing experience with the **search by date** view.

Reduce manual work and help customers book online with price ranges and **automatic price previews**.

Know that every update is made with **accessibility** in mind.

Choose a Date

October 2020

Su	M	T	W	Th	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Saturday, October 24th 2020

Boat Rental

\$80 - \$300 2-8 Hour Options • Up to 10 People

- 8am >
- 9am >
- 10am >
- 11am >
- 12pm >
- 1pm >
- 2pm >
- 3pm >
- 4pm >
- 5pm >
- 6pm >

Details >



Royal Ohana Luau

\$30 - \$100 Join us for an unforgettable evening!

- 6pm >

Details >



\$100

VIP Tickets

Best view of the stage!
Includes dinner & drinks.



\$60

Standard Tickets

Best seller! Select your seats
and enjoy complimentary
snacks and drinks!

\$30

General Admission Tickets

Includes access to standing
tables and bar.

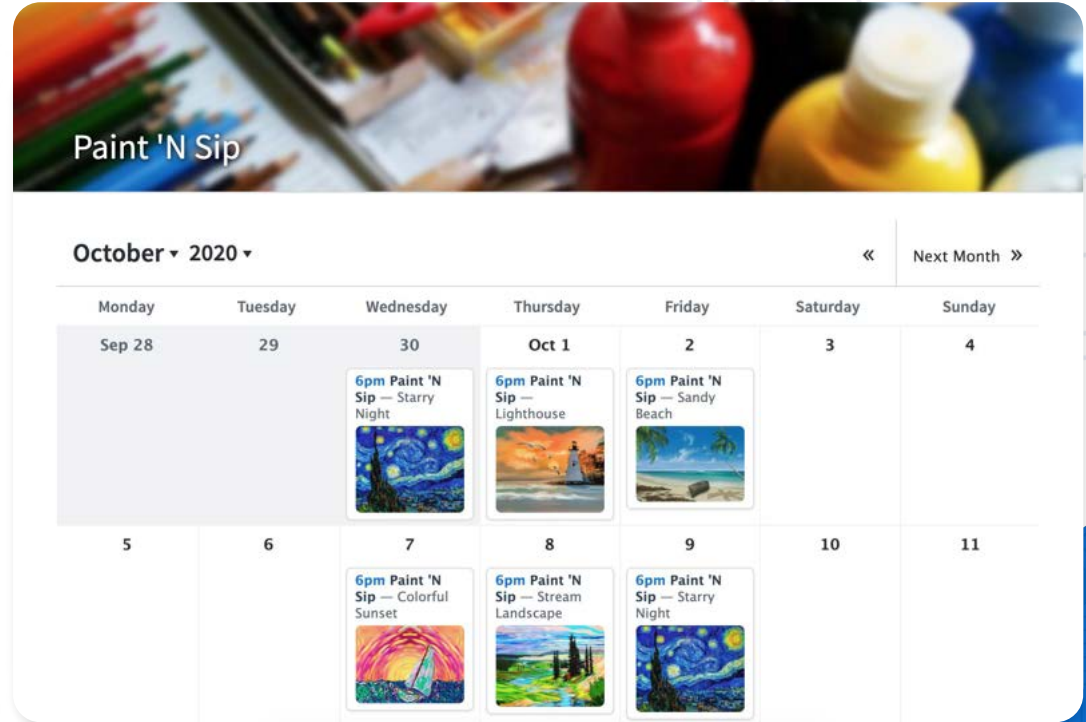
Prices for Saturday, October 24th 2020 @ 6pm >



Public Headlines: Customize Your Calendar

Save **public headlines** to reuse on your booking calendar.

Customize headlines with **photos, availability confirmation notes,** and more.



Seating Assignment

You're Booking



Boat Tour

Saturday, October 24th 2020 @ 2pm - 3pm

Weekend special!

Choose from map

[Choose from list](#)

Main Deck Bow								Upper Deck Bow							
		C	D	E	F			K	L	M			P	Q	R
1		⊗	⊗	⊗	⊗			⊗	⊗	⊗			⊗	⊗	⊗
2		⊗	⊗	⊗	⊗										
3	A	⊗	⊗	⊗	⊗	G	H	⊗	⊗						⊗
4	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗						⊗
5	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗						⊗
6	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗						⊗
7		⊗	⊗	⊗	⊗										
8		⊗	⊗	⊗	⊗										
9		⊗	⊗	⊗	⊗										
10		⊗	⊗	⊗	⊗										

- [+ Add](#) Premium Adults \$50
- [+ Add](#) Premium Children \$30

Premium, 7-8

[+ ▾](#) Nothing added yet. Use the menus above to get started.



Our Thinking: A Look Behind the Scenes

We believe the best software is flexible.

Our goal is to create the building blocks that a wide range of businesses can use to fit their day-to-day operations.

For: Reserved Seat
Do not allow split parties

Requirement option
What resource to require and for how long

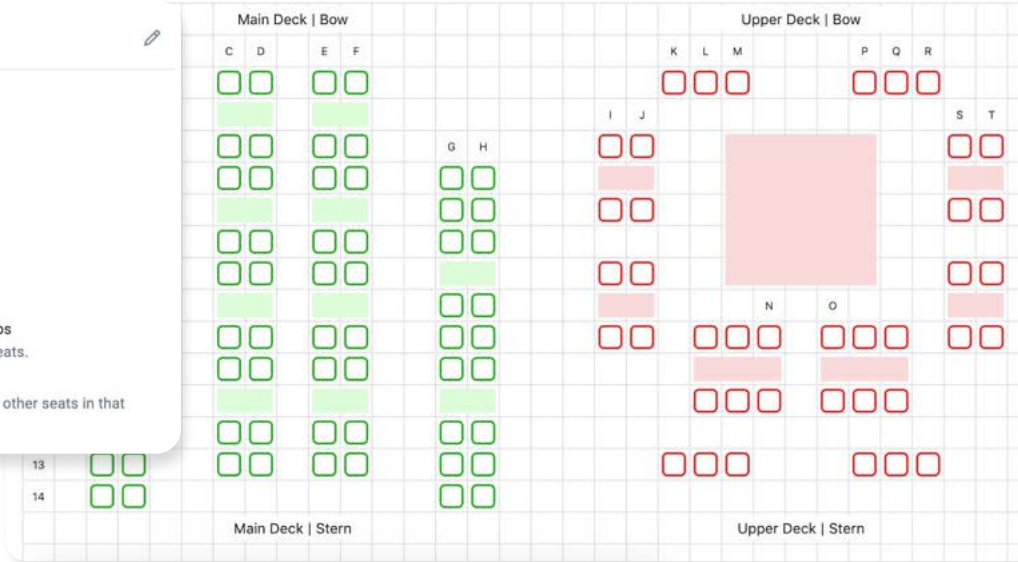
Use Setup Seating Advanced

Zones

- All zones
- VIP
- Upper Level

Other options

- Don't allow split parties across seat groups
Will only be enforced when auto-assigning seats.
- Make seat groups exclusive
Once any seats in a group are filled, close all other seats in that group.



Seating

For: Train Car Order
Do not allow split parties

Only the first available requirement option will be used:

- Use 1 of Car 100**
For length of availability
Seat map: Car 100
Zones: All zones on resource
- Use 1 of Car 200**
For length of availability
Seat map: Car 200
Zones: All zones on resource
- Use 1 of Car 300**
For length of availability
Seat map: Car 300 (Dining)
Zones: All zones on resource
- Use 1 of Car 400**
For length of availability
Seat map: Car 400
Zones: All zones on resource

+ Add requirement option

For: First Class
Do not allow split parties

Only the first available requirement option will be used:

- Use 1 of Car 100**
For length of availability
Seat map: Car 100
Zones: First Class
- Use 1 of Car 200**
For length of availability
Seat map: Car 200
Zones: First Class

+ Add requirement option

For: Passenger
Do not allow split parties

Only the first available requirement option will be used:

- Use 1 of Car 300**
For length of availability
Seat map: Car 300 (Dining)



Our Strategy: Build and Release in Phases

By releasing a large feature in phases, we were able to **gather feedback** from a group of beta testers and **make improvements** as we went.

Explore FH

Boat Tour

1 Premium Adult — 10/24/20 @ 2pm
Booking #62822611 • Name: Jamie Cooper
Seat: Main Deck, B4
Meal: Chicken

Choose a different date or time

You're Booking

Axe Throwing
Saturday, October 24th 2020 @ 6pm - 9pm

Choose from map Choose from list

Lane 1	Lane 2	Lane 3	Lane 4	Lane 5
□	□	□	□	□
□	□	□	□	□
□	□	□	□	□
□	□	□	□	□

Toilets Bar

Nothing added yet. Use the menus above to get started.

Boat Tour
Booking #62822611 — 10/24/20
1 Premium Adult — 10/24/20 @ 2pm
Seat: Main Deck, B4

FareHarbor Lunch Train Tour

Saturday, October 24th 2020 @ 9am - 1pm

Bookable online 6 booked 28 available 0 crew

Seating

9am - 1pm

Car 100

Table 1	Table 2	Table 3	Table 4
Table 7	Table 8	Table 9	Table 10

Seating actions

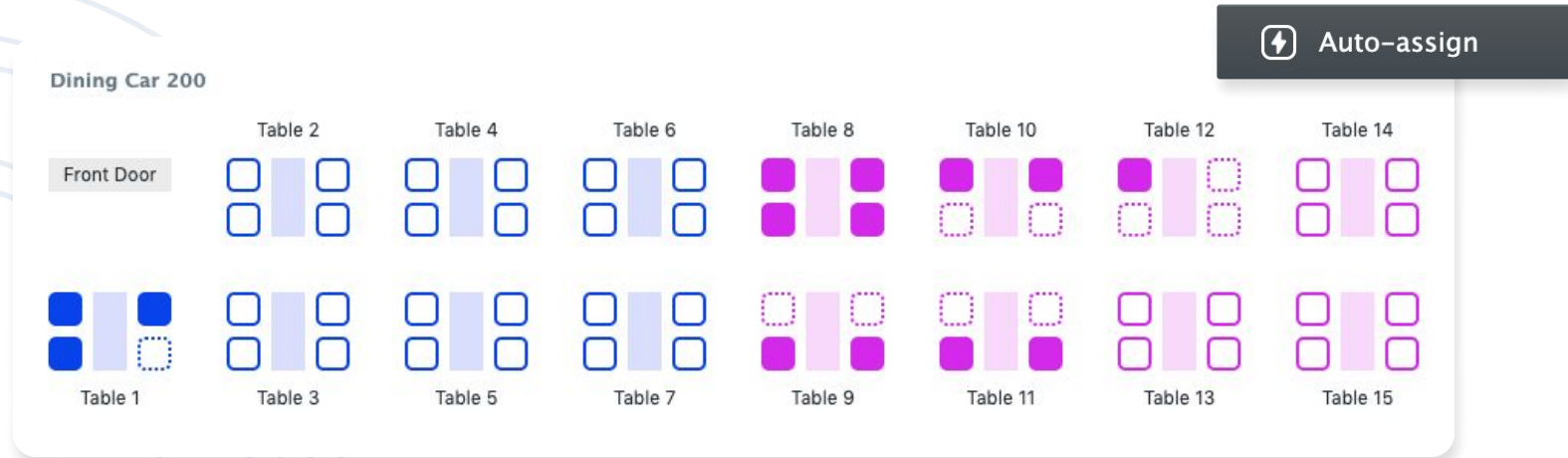
1 booking

- Assign
- Unassign
- Auto-assign
- Block seats



Beta Testing: The Benefits

Our beta testers helped us realize the emphasis we needed to put on **exclusive groups and social distancing**, as well as which actions were most important during day-to-day assignment.



POLL:

**Would You Be Interested in Joining a Beta Program
for a New Feature We're Working On?**



**Yes,
Count Me In!**



**Not at
This Time**



**I'm Not
Sure**



Queuing: A Seamless Solution for High-Demand Activities

Our goal is **negligible downtime** and a **great customer experience** for all.

When an event reaches its maximum threshold of traffic, customers will be automatically **placed in a line** and entered into the booking process when it's their turn to book.

The screenshot displays a booking interface for a '5 Zipline Circuit' event. At the top, a dark button reads 'Choose a different date or time'. In the top right corner, a note states 'Fields marked with * are required'. The main content area shows the user is 'Waiting To Book' for the '5 Zipline Circuit' on 'Thursday, July 30th 2020 @ 12:30pm - 2:30pm'. A yellow callout box on the right indicates the user is 'You're next' in line, with instructions to 'keep browsing' and a 15-minute wait time. At the bottom left, there is a language selector for 'English (US)' and a note that 'All prices are in US dollars'. At the bottom right, the page is 'Powered by FAREHARBOR' with a logo.

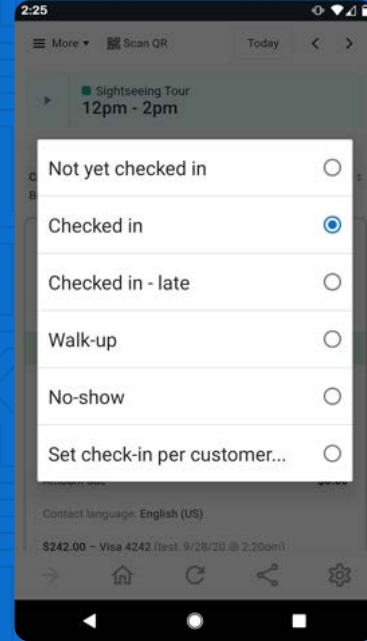
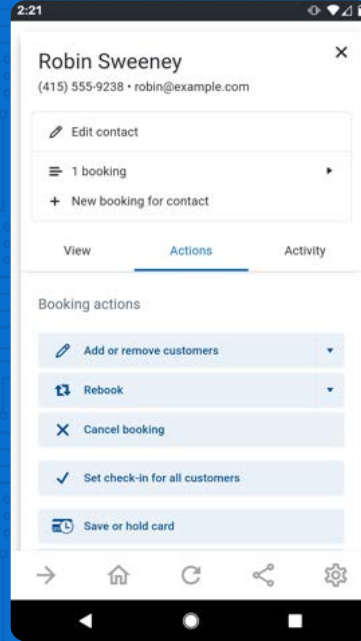
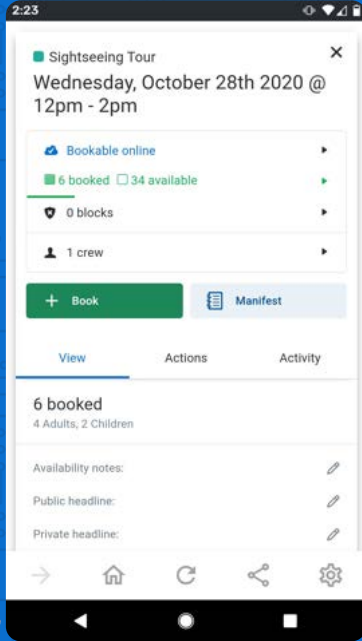


FareHarbor + Zapier

Connect your FareHarbor Dashboard with 2,000+ apps to **automate work and increase productivity.**



Introducing the FareHarbor Android App



Mobile: Additional Updates

All devices now support **Bluetooth EMV card readers.**

Touch ID and Face ID were added for the FareHarbor iOS app.

Improved security with **Single Sign On (SSO)** across all devices.



FareHarbor Got a Facelift!

From a new font to updated button styles, our new design is **modern and light**, while maintaining the same functionality you're used to.



The screenshot shows the FareHarbor Adventure management interface. The top navigation bar includes 'Bookings', 'Manifest', 'Reports', 'Items', 'Settings', and 'Help'. The user is logged in as 'Nikki Collister'. The main area displays a calendar for 'FareHarbor Adventure' with columns for dates from Monday 9/28 to Friday 10/2. The calendar shows various tour activities with their respective times and booking counts. For example, 'Sailing Tour - Morning' has a 9am slot on 9/28 with 11 bookings. 'Adventure Tour' has slots at 2pm, 4pm, and 6pm. 'Whale Watching Cruise' has slots at 8am, 12pm, and 4pm. 'Sunset Tour' has a 6pm slot. The interface is clean and modern, with a blue header and clear, legible text.

The screenshot shows the detail view for an 'Adventure Tour' on Sunday, October 25th 2020, from 4pm to 5pm, departing from Desert View Trailhead. The interface is clean and modern, with a blue header and clear, legible text. It displays booking information: 'Bookable online', '11 booked', '19 available', '0 blocks', and '1 crew'. The '11 booked' section shows '9 Adults, 2 Children' and lists availability notes, public headline, private headline, and ledger. The 'Crew' section shows 'Adam Hancock' as the Guide. The '3 active bookings' section lists three bookings: 'Amy Nguyen' (4 Adults, 2 Children, Paid), 'Stephanie Green' (2 Adults, \$38.36 Due), and 'Vickie Chavez' (3 Adults, Paid). The interface includes a 'Book (19 available)' button, a 'Manifest' button, a 'Send email or text' button, and a 'Settings' button. A comment section at the bottom shows a comment from 'FareHarbor jamie Smith' dated 9/22/20 at 5:23pm, with the text 'Created Guide: Adam Hancock. Set crew member to Adam Hancock. Set role to Guide'.



What's Coming



Looking Forward: What Comes Next?

Accept contactless payments with **Apple Pay**, **Google Pay**, and other digital wallet options.

Collect deposits during booking and give customers the flexibility to pay the rest later with **post-booking payment**.

The image displays two screenshots of digital payment interfaces. The top screenshot shows the Apple Pay interface with the Apple logo and the text 'Pay'. Below it, the Google Pay interface is shown with the multi-colored 'G' logo and the text 'Pay'. The bottom screenshot is a detailed view of a payment form. It is divided into three main sections: 'Amount to pay now', 'Payment', and 'Complete'. In the 'Amount to pay now' section, 'Full balance' is unselected and 'Partial payment:' is selected with a value of '\$ 60.00'. The 'Payment' section has 'Credit or debit card' selected, with 'iDEAL' and 'Sofort' as other options. The 'Complete' section features a green 'Complete and Pay' button and a note: 'Your card will be charged for \$60.00'. The card details section includes a VISA card number (4242424242424242), an expiration date of 03 - March 2021, the name 'Fred Voeding', and the CVC number '242'. The country/region is set to 'United Kingdom (Great Britain)'.



Looking Forward: What Comes Next?

**Ticketing
Updates**



**Improved
Mobile
Check-In**



**Waiver
and API
Integrations**



POLL:

Which Feature Are You Most Looking Forward To Seeing in the Dashboard?



**More Contactless
Payment Options**



**Post-Booking
Payment / Deposits**



**Ticketing
Updates**



**Improved
Mobile Check-In**



**Waiver and
API Integrations**



Thank You! 

