User Journey Flow for TOBI (The One Bed Institute)

Confidential

T-O-B-I is designed to provide an easy and efficient experience for both customers seeking one-bedroom accommodations and investors looking to explore high-yield property opportunities. Below is a breakdown of the user journey for both groups.

Customer Journey: Booking a One-Bedroom Stay

1. Homepage Experience
   - Users arrive at the homepage, where a search bar is immediately visible.
   - The user can input their desired location.
   - Featured properties are displayed in a carousel to provide inspiration and quick access to popular listings in premium locations (Ikoyi and Victoria Island).
   - Option to sign up or log in using Google for repeat customers.

2. Search and Property Discovery
   - Search Results: Users are presented with a list of matching properties in their preferred location.
   - Filters enable narrowing results based on criteria such as price, amenities, and proximity to key locations such as places to visit.
   - Property Details: Each property listing includes:
   - High-resolution images.
   - A virtual tour option in video format.
   - A detailed list of amenities and safety ratings.

3. Booking Process
   - Property Selection: Users select a property, choose available dates, and review room details.
   - Reservation Process:
   - An option is provided for users to sign up or log in using Google, enabling a seamless experience for repeat customers.
   - Users input personal details and select additional services, if applicable.
   - A cost breakdown is displayed, providing complete transparency.
   - Payment methods(Flutterwave/Bank Transfer) are provided for secure transactions, accommodating multiple currencies.
   - Confirmation: Upon completion, users receive instant booking confirmation via email or SMS, with an option to add the booking to their personal calendar.

4. Post-Booking Management

- User Dashboard:
- Users can view current and past bookings.
- Options include modifying reservations, saving favorite properties, and accessing personalized recommendations.

Private Members Program

Exclusive Subscription Option:

- Dedicated tab for private members with premium benefits.
- Newsletters providing insider updates on new properties and market insights.
- Early access to newly listed properties before public release.
- Guaranteed property booking within 30 minutes of selection.
- Comprehensive 24-hour service throughout check-in and check-out periods.
- Complimentary car hiring service with airport pick-up and drop-off.
- Personalized concierge support for members

Investor Journey: Exploring Property Investment Opportunities

1. Investor Portal Landing Page

- Dedicated section for investors.
- Includes sections for "What We Do" and "How to Partner With Us."
- Users can create an account for investment purposes.
- Overview of investment opportunities, including time-bound property listings.

2. Investment Discovery

- Investment Directory:
- Properties are organized by investment stage, location, ROI potential, and investment timeline.
- Filters enable tailored searches.
- Detailed Property Analysis:

· Comprehensive financial metrics, including:

o Expected returns based on a 70% occupancy rate.

o Market trends.

o Neighborhood safety.

· Detailed data for each property, including proximity to attractions and estimated returns.

3. Investment Evaluation

1. ROI Calculator:

- Automatic calculator to estimate returns.

- Users input investment amounts (e.g., ₦20M) and see projected returns (e.g., ₦32M).
- Monthly cash flow estimates are calculated.

2. Due Diligence:

- Access detailed property documents.
- Schedule virtual or in-person property walkthroughs.
- A calendar for each building allows investors to book viewings.
- Direct communication with investment advisors is available.

4. Investment Commitment

- Final Steps:
- Investors review detailed investment terms and conditions.
- Go through a secure payment process.
- Instant confirmation is provided upon completion.
- Portfolio Management:
- The investor dashboard tracks portfolio performance, current investments, and relevant market updates.
- Access wallet if preferred to track funds and transactions.
- Tools are provided for reinvestment or divestment decisions.

Key Features of TOBI

The platform is designed with the following priorities:

- Comprehensive Real Estate Solutions:
- TOBI provides customers with an all-in-one platform for finding secure, luxurious apartments close to key attractions.
- Investors gain access to transparent, data-driven tools for portfolio growth.
- Seamless Navigation and Features:
- Intuitive design for both customers and investors.
- Real-time communication and booking capabilities.
- Shared features, such as calendars for scheduling and secure payment gateways.

1. Homepage

Purpose: Introduce users to TOBI and guide them to their respective journeys (Customer or Investor).

Key Elements:

- Hero Section:
    - Large search bar for customers to input their desired location.
    - Two prominent buttons: "Find a Stay" (for customers) and "Explore Investments" (for investors).
    - Carousel of featured properties in premium locations (Ikoyi and Victoria Island).

- Navigation Bar:
    - Logo (top left).
    - Links: Home, About Us, Contact, Private Members Program, Investor Portal.
    - "Sign Up / Log In" button (top right) with Google login option.
- Footer:
    - Quick links, social media icons, contact information, and newsletter signup.

Customer Journey: Booking a One-Bedroom Stay
Screen 1: Search Results Page
Wireframe Description:

1. Header Section:
    - Sticky search bar at the top for easy modifications (e.g., destination, check-in/check-out dates, number of guests).
2. Filters Sidebar:
    - Options for price range, amenities (Wi-Fi, pool, gym), proximity to attractions, and guest reviews.
3. Property Listings:
    - Thumbnail image.
    - Property name and location.
    - Price per night.
    - Key amenities (e.g., Wi-Fi, kitchen, parking).
    - "View Details" button for each property.

4. Sorting Options:
    - Dropdown to sort by price, rating, or popularity.
5. Footer:
    - Pagination or "Load More" button.

Screen 2: Property Details Page
Wireframe Description:

1. Image Gallery:
    - High-resolution images with carousel navigation.
    - Optional embedded video or 360° virtual tour.
2. Property Information:
    - Title and location.
    - Description of the property.
    - Safety ratings displayed prominently.
3. Amenities Section:
    - Icons and descriptions of amenities (e.g., air conditioning, washing machine, pet-friendly).
4. Booking Widget:
    - Interactive calendar for selecting dates.

    - Price breakdown with total cost.
    - "Book Now" button.
5. Guest Reviews:
    - User-generated content with ratings and comments.
6. Footer:
    - Links to related properties or FAQs.

Screen 3: Booking Confirmation Page
Wireframe Description:
1. Header Section:
    - Confirmation message: "Booking Successful!"
2. Booking Summary:
    - Dates of stay.
    - Property name, thumbnail image, and location.
    - Total cost with breakdown.
3. Guest Information Form:
    - Fields for name, contact details, and special requests (e.g., dietary restrictions).
4. Payment Options:
    - Flutterwave or bank transfer.
    - Currency options (Naira, Dollar, Euro, Pound).
5. Footer Section:
    - Options to download a PDF confirmation or add the booking to a calendar.

Screen 4: User Dashboard
Wireframe Description:
Upgrade to private membership option
Contact a handy man
Contact your agent via text on the platform
1. Header Navigation:
    - User profile icon with dropdown.
    - Links: "Dashboard," "Bookings," "Favorites," "Settings."
2. Current Bookings Section:
    - List of active reservations with options to modify or cancel.
3. Past Bookings Section:
    - History of completed stays, with an option to rebook.
4. Favorites Section:
    - List of saved properties with "View Details" and "Book Now" buttons.
5. Personalized Recommendations Section:
    - AI-powered suggestions based on past bookings or searches.
6. Footer:
    - Support contact details and FAQs.

Mobile Considerations:

- Search bar and filters as a collapsible dropdown for space efficiency.
- Sticky "Book Now" button on the property details page.
- Dashboard sections in a scrollable format for easy navigation.

3. Private Members Program

Screen 1: Private Members Landing Page

Wireframe Description:

1. Header Section:
    - Logo on the left.
    - Navigation links: "Home," "Properties," "About Us," "Contact."
    - Prominent "Join Now" button.
2. Hero Section:
    - Large, high-quality background image/video of a luxury property.
    - Title: "Welcome to the Exclusive Private Members Program."
    - Subtitle: "Luxury, Convenience, and Priority Access Awaits You."
    - Call-to-Action Button: "Join Now" (scrolls to pricing or registration).
3. Benefits List (Three Columns):
    - Column 1: "Early Access" - Icon of a calendar with a checkmark.
    - Column 2: "Concierge Support" - Icon of a headset.
    - Column 3: "Guaranteed Bookings" - Icon of a clock with a checkmark.
4. Testimonials Section:
    - Carousel or grid layout with quotes and images of satisfied members.
    - Optional video testimonial.
5. Pricing Section:
    - Three Membership Tiers (e.g., Basic, Premium, Elite).
    - Each tier with its price, benefits summary, and "Join Now" button.
6. Footer:
    - Social media icons.
    - Quick links (FAQ, Privacy Policy, Terms of Service).

Screen 2: Member Dashboard

Wireframe Description:

1. Header Navigation:
    - Logo.
    - Menu links: "Dashboard," "Bookings," "Concierge," "Account Settings."
    - User profile icon (with a dropdown menu).
2. Dashboard Overview:
    - Welcome Message: "Welcome, [Name]! Here's what's new for you."
    - Quick Access Tiles:
        - Tile 1: "New Properties" - Icon of a house.
        - Tile 2: "Upcoming Bookings" - Icon of a calendar.

        - Tile 3: "Concierge Services" - Icon of a headset.
3. Insider Updates Section:
    - Dedicated feed showing:
        - Newsletter updates.
        - Alerts for newly listed properties (with "Book Now" buttons).
4. Booking Management Section:
    - List of current and past bookings.
    - "Book a Property" button (with a timer if within the 30-minute guaranteed window).
5. Concierge Support Hub:
    - Chat Interface: Text chat with a concierge.
    - Quick Links: Buttons for popular requests like car hire or room upgrades.
6. Car Hiring Service Section:
    - Pre-arrival and during-stay options.
    - Dropdown for selecting vehicle type and date/time.
    - "Confirm Booking" button.
7. Footer:
    - Support contact details.
    - "Feedback" button to gather member insights.

Mobile Considerations:

- Ensure a single-column layout for mobile screens.
- Sticky "Join Now" button on the landing page.
- Member Dashboard should have collapsible menus for easier navigation.

4. Investor Journey: Exploring Property Investment Opportunities

Screen 1: Investor Portal Landing Page

Purpose: Introduce investors to TOBI's offerings.

Key Elements:

- Overview Section: "What We Do" and "How to Partner With Us."
- Investment Opportunities: Highlighted properties with ROI potential.
- Call-to-Action: "Create Account" or "Log In."

Screen 2: Investment Directory

Purpose: Help investors discover properties.

Key Elements:

- Filters: By location, ROI, investment stage, and timeline.
- Property Cards: Thumbnail, location, expected returns, and "View Details" button.
- Sorting Options: By ROI, price, or timeline.

Screen 3: Property Analysis Page
Purpose: Provide detailed financial and market insights.
Key Elements:

- Financial Metrics: Expected returns, occupancy rates, and cash flow estimates.
- Market Trends: Graphs and data visualizations.
- Documents Section: Legal and property documents for due diligence.
- ROI Calculator: Interactive tool for estimating returns.
- Call-to-Action: "Schedule a Viewing" or "Contact Advisor."

Screen 4: Investment Commitment Page
Purpose: Finalize the investment process.
Key Elements:

- Investment Summary: Property details, terms, and conditions.
- Payment Gateway: Secure transaction options.
- Confirmation Message: "Investment Successful" with access to portfolio.

Screen 5: Investor Dashboard
Purpose: Track and manage investments.
Key Elements:

- Portfolio Overview: Current investments and performance metrics.
- Market Updates: Relevant news and trends.
- Wallet: Track funds and transactions.
- Reinvestment Options: Tools for making new investment decisions.

Key Features Across All Screens

- Responsive Design: Optimized for desktop, tablet, and mobile.
- Real-Time Communication: Chat or call options for customer and investor support.
- Secure Payments: Integration with Flutterwave and bank transfer options.
- Shared Calendars: For booking stays or scheduling property viewings.

Wireframe Sketches
Investor Portal Landing Page:

- Hero section with a brief overview and "Create Account"/"Log In" buttons.
- Highlighted properties with ROI potential below the fold.

Investment Directory:

- Filters on the left-hand side with investment opportunities displayed as cards.
- Sorting options above the property listings.

Property Analysis Page:
- Top half features a large graph or financial metrics dashboard.
- ROI calculator and downloadable documents below.

Investment Commitment Page:
- Clean summary layout with payment options at the bottom.

Investor Dashboard:
- Tabs for "Portfolio Overview," "Market Updates," and "Wallet."
- Graphical insights on investment performance.

Agent Dashboard Overview

Purpose: Provide agents with tools to manage viewings, properties, and investor assignments seamlessly.

Key Features of the Agent Dashboard

1. Automated Viewing Scheduling:
   - When a customer or investor books a viewing, it is automatically added to the agent's schedule.
2. Property Assignment:
   - Investors can assign properties to specific agents.
3. Link Sharing:
   - Agents can generate and share property links with customers or investors.
4. Communication Tools:
   - Integrated chat and email for seamless communication.
5. Performance Tracking:
   - Metrics to track viewings, bookings, and sales.
6. Document Management:
   - Upload and share property documents (e.g., contracts, brochures).

Agent Dashboard Screens

Screen 1: Dashboard Overview

Purpose: Provide a snapshot of the agent's activities and upcoming tasks.

Key Elements:
- Upcoming Viewings:
  - List of scheduled viewings with property details, customer/investor name, and time.
  - "View Details" Button: To see more information about the viewing.
- Assigned Properties:
  - List of properties assigned by investors.
  - "View Property" Button: To see property details.
- Quick Links:
  - "Schedule a Viewing" Button: To manually add a viewing.
  - "Generate Property Link" Button: To create a shareable link.
- Performance Metrics:

    - Number of viewings scheduled.
    - Number of properties assigned.
    - Conversion rate (bookings/viewings).

Screen 2: Viewing Schedule
Purpose: Manage and track all viewings.
Key Elements:

- Calendar View:
    - Interactive calendar displaying all scheduled viewings.
    - Color-coded by status (e.g., upcoming, completed, canceled).
- List View:
    - Detailed list of viewings with filters (e.g., by date, property, status).
- Viewing Details:
    - Property name, location, and thumbnail.
    - Customer/investor name and contact information.
    - "Reschedule" or "Cancel" Button: For managing viewings.
- Automated Notifications:
    - Reminders for upcoming viewings (email or SMS).

Screen 3: Assigned Properties
Purpose: Manage properties assigned by investors.
Key Elements:

- Property List:
    - Thumbnail, location, and key details (e.g., price, ROI potential).
    - "View Details" Button: To see full property information.
- Filters:
    - By location, investment stage, or ROI potential.
- Actions:
    - "Generate Link" Button: To create a shareable property link.
    - "Schedule Viewing" Button: To add a viewing for the property.

Screen 4: Property Details
Purpose: Provide detailed information about an assigned property.
Key Elements:

- High-Resolution Images: Gallery with a carousel.
- Virtual Tour: Embedded video or 360° tour.
- Amenities List: Icons with descriptions (e.g., Wi-Fi, Pool, Gym).
- Financial Metrics: ROI potential, occupancy rates, and cash flow estimates.
- Documents Section: Legal and property documents for due diligence.
- Actions:
    - "Share Link" Button: To generate a shareable link.
    - "Schedule Viewing" Button: To add a viewing.

Screen 5: Communication Tools
Purpose: Facilitate seamless communication with customers and investors.
Key Elements:

- Integrated Chat:
  - Real-time messaging with customers and investors.
  - Chat history and search functionality.
- Email Integration:
  - Send and receive emails directly from the dashboard.
- Templates:
  - Pre-written templates for common messages (e.g., viewing confirmation, follow-up).

Screen 6: Performance Tracking
Purpose: Track and analyze agent performance.
Key Elements:

- Metrics:
  - Number of viewings scheduled.
  - Number of bookings completed.
  - Conversion rate (bookings/viewings).
- Graphs and Charts:
  - Visual representation of performance over time.
- Goals:
  - Set and track monthly or quarterly goals.

Screen 7: Document Management
Purpose: Store and share property-related documents.
Key Elements:

- Upload Documents:
  - Contracts, brochures, and legal documents.
- Organize by Property:
  - Documents are categorized by property.
- Share Documents:
  - Generate shareable links for customers or investors.

Additional Features

1. Mobile App Integration:
   - Agents can access the dashboard on the go via a mobile app.
2. Notifications:
   - Real-time alerts for new viewings, messages, or assignments.

3. Customizable Dashboard:
    - Agents can customize the layout to prioritize the information they need most.

Wireframe Sketches

1. Dashboard Overview:
    - Upcoming viewings, assigned properties, and quick links.
2. Viewing Schedule:
    - Calendar and list view of scheduled viewings.
3. Assigned Properties:
    - List of properties with filters and actions.
4. Property Details:
    - High-resolution images, virtual tour, and financial metrics.
5. Communication Tools:
    - Integrated chat and email with templates.
6. Performance Tracking:
    - Metrics, graphs, and goal tracking.
7. Document Management:
    - Upload, organize, and share documents.

1. Dashboard Overview
Prompt:
"Design a dashboard overview page for real estate agents. Include the following elements:

- A section for Upcoming Viewings with a list of scheduled viewings, including property details, customer/investor name, and time. Add a 'View Details' button for each viewing.
- A section for Assigned Properties with a list of properties assigned by investors. Include a 'View Property' button for each property.
- Quick Links for 'Schedule a Viewing' and 'Generate Property Link.'
- Performance Metrics displaying the number of viewings scheduled, properties assigned, and conversion rate.
- Use a clean, modern design with a neutral color scheme (e.g., whites, grays, and blues)."

2. Viewing Schedule
Prompt:
"Create a viewing schedule page for real estate agents. Include:

- An Interactive Calendar displaying all scheduled viewings, color-coded by status (e.g., upcoming, completed, canceled).
- A List View of viewings with filters (e.g., by date, property, status).
- Viewing Details for each entry, including property name, location, thumbnail, customer/investor name, and contact information.
- Buttons for 'Reschedule' and 'Cancel.'
- Automated Notifications section for reminders (email or SMS).

- Use a clean layout with a sidebar for filters and a main content area for the calendar and list."

3. Assigned Properties
Prompt:
"Design a page for managing assigned properties. Include:
- A Property List with thumbnail images, location, and key details (e.g., price, ROI potential). Add a 'View Details' button for each property.
- Filters for location, investment stage, and ROI potential.
- Actions like 'Generate Link' and 'Schedule Viewing' for each property.
- Use a grid layout for the property list and a sidebar for filters. Keep the design professional and easy to navigate."

4. Property Details
Prompt:
"Create a property details page for real estate agents. Include:
- A High-Resolution Image Gallery with a carousel at the top.
- A Virtual Tour section below the gallery (embed a video or 360° tour).
- An Amenities List with icons and descriptions (e.g., Wi-Fi, Pool, Gym).
- A Financial Metrics section displaying ROI potential, occupancy rates, and cash flow estimates.
- A Documents Section for legal and property documents.
- Actions like 'Share Link' and 'Schedule Viewing.'
- Use a two-column layout with the image gallery and virtual tour on the left, and property details and actions on the right."

5. Communication Tools
Prompt:
"Design a communication tools page for real estate agents. Include:
- An Integrated Chat section for real-time messaging with customers and investors. Include chat history and search functionality.
- An Email Integration section for sending and receiving emails directly from the dashboard.
- Pre-Written Templates for common messages (e.g., viewing confirmation, follow-up).
- Use a split-screen layout with the chat on the left and email on the right. Keep the design clean and professional."

6. Performance Tracking

Prompt:
"Create a performance tracking page for real estate agents. Include:
- Metrics displaying the number of viewings scheduled, bookings completed, and conversion rate.
- Graphs and Charts for visualizing performance over time.
- A Goals Section for setting and tracking monthly or quarterly goals.
- Use a dashboard-style layout with cards for metrics and charts below. Use a modern color scheme with accent colors for highlights."

7. Document Management
Prompt:
"Design a document management page for real estate agents. Include:
- An Upload Documents section for contracts, brochures, and legal documents.
- A Document Organization section where documents are categorized by property.
- A Share Documents section for generating shareable links.
- Use a table layout for the document list, with filters and actions (e.g., upload, share) at the top. Keep the design clean and functional."

8. Mobile App Integration
Prompt:
"Design a mobile app version of the agent dashboard. Include:
- A Home Screen with quick access to upcoming viewings, assigned properties, and performance metrics.
- A Navigation Menu at the bottom for easy access to all sections (e.g., schedule, properties, communication, documents).
- Push Notifications for new viewings, messages, or assignments.
- Use a mobile-friendly design with large buttons, clear typography, and a collapsible menu for filters."

Suggested Category Name
- AirBnB Financing Hub
- StayVest Financing
- HostInvestor Program
- NeoNest Funding
  These names emphasize the focus on AirBnB investment while keeping the concept user-friendly and professional.

Key Features for the Business Model
1. Financing Model:

    - Loan Options: Offer flexible loan terms (short-term, long-term) with competitive interest rates specifically for 1-bedroom apartments intended for AirBnB hosting.
    - Revenue Sharing: Alternatively, you could explore a revenue-sharing model where TOBI funds a percentage of the property and earns a share of the rental income.
2. Eligibility and Application Process:
    - Define criteria such as creditworthiness, estimated ROI (based on location and demand), and proof of intent for AirBnB use.
    - Create clear terms for repayment, loan tenure, and penalties.
3. Property Selection:
    - Partner with developers and real estate agents to curate a list of properties specifically suited for AirBnB hosting. These could be highlighted on the dashboard.
4. Risk Mitigation:
    - Use predictive tools or analytics to assess the viability of an investment (e.g., location-based AirBnB income potential, seasonal demand).
    - Ensure legal compliance and appropriate insurance coverage for properties.

Dashboard Features

To make the user experience seamless, the dashboard should include the following sections:

1. Search and Explore Properties:
    - Allow users to browse pre-vetted one-bedroom apartments by location, price, and estimated AirBnB income potential.
2. Financing Application Portal:
    - Include an easy-to-follow loan application process with clear steps and requirements.
    - Users should be able to upload documents like ID, proof of income, credit history, and AirBnB business plans.
3. Investment Calculator:
    - Add a tool that calculates expected returns, loan repayment timelines, and profit margins to help users make informed decisions.
4. Progress Tracking:
    - Show the status of their financing application (e.g., submitted, under review, approved).
    - Highlight the steps to finalize the deal.
5. Knowledge Hub:
    - Include resources such as guides on how to run a successful AirBnB, tax implications, and property maintenance tips.
6. Integration with AirBnB:
    - Allow users to integrate their AirBnB accounts post-purchase to monitor performance and revenues directly from the dashboard.

Implementation Steps

1. Market Research:
    - Study your target market to understand demand for AirBnB financing. Focus on areas with high short-term rental demand and legal frameworks supporting such investments.

2. Build Partnerships:
    - Collaborate with banks, real estate developers, and property management firms to provide a comprehensive package.
3. Develop the Dashboard:
    - Utilize tools like React for a sleek front-end and integrate APIs for property listings, loan processing, and revenue analytics.
    - Ensure data security and compliance with financial regulations.
4. Pilot Program:
    - Start with a specific city or region as a test market to refine the model and gather feedback.
5. Marketing Strategy:
    - Leverage social media, real estate events, and AirBnB host communities to attract users.

Overall Thoughts

This idea has strong potential as it caters to the growing AirBnB economy and offers a streamlined way for investors to enter the market. Combining property search, financing, and education in one platform can make TOBI a one-stop shop for AirBnB investors. However, it will be crucial to address risks like loan defaults, property mismanagement, and fluctuating rental markets through careful planning and robust due diligence.