

Design Document: Hosting Helper

Description of design concept/approach

Host Helper is a Seattle-based broker of services for local Airbnb hosts, helping them to provide exceptional stays for their guests. We offer 3 main services: housekeeping (all of the cleaning, laundry and landscaping services to present a perfect stay) amenities (providing locally-sourced food, flowers, and décor consulting) and activities (connections to unique local experiences that give guests an unforgettable experience while visiting.)

The design of the website will mimic the Airbnb page—clean with ample white space, and vibrant photos that show exactly what to expect.

What I hope to accomplish with the design concept/approach

Featured Pages:

The Bootstrap website, using the Modern Business Template, will include the following pages:

Home page (based on index.html) – will give a taste of the 3 main services we offer, with a hero slider featuring attractive photos of each, along with 3 cards that name them and include learn more buttons

About (based on about.html)– this page will explain more about how the business works as a broker of key services that superhosts use, and will include photos of the founder, staff and an image to convey the 100s of area businesses that can be part of the experience. On the bottom, we feature faces of superhosts who have used the services.

Services (based on service.html) – this page will feature the 3 services, each with a bright photo and an explanation of the types of things you can order (each of these could be its own page)

Contact (based on contact.html) – this is a basic contact page that has the details of how to contact the business and a way for people to fill out a form to ask for more information.

Blog home two (based on blog-home-two.html) – this page will feature short blog posts about little things superhosts can do to make their work easier or to enhance the experience of guests. Basically, some free tips for visitors to the site.

Other sites I looked at for inspiration

<https://www.airbnb.com/> - I like this site for its beauty and simplicity, which is one reason I want to mimic it—but also because my business supports Airbnb hosts and I want to carry the design into mine so it feels familiar and trusted.

<http://www.fieldtripsociety.com/> - I like the way this group features its unique activities and would like to incorporate some of their ideas onto my site eventually, such as the “postcards” page that shows people’s own pictures doing these activities. Also, this is one of the services I would promote to hosts.

<https://www.casablancafloral.com/> - Again, beautiful photos that lure people in. This florist offers classes, which I would also want to promote to hosts.

<http://www.urbanfeedandgarden.com/> - One of my services would be a landscaping service, and I like the way they make rustic things look attractive.

Other sites for comparable businesses that justify my concept

The Field Trip Society - <http://www.fieldtripsociety.com/> - Again, this is one of the activities I would link to, and it shows that people have a desire for unique and personalized activities.

Seattle House Cleaning: <https://www.handy.com/services/home-cleaning/seattle> Hosts need cleaners and I can connect them to detailed, trustworthy cleaners.

Savor Seattle Tours: People like food tours and there’s a lot of un<https://www.savorseattletours.com/about-us/our-partners/specialty-food-artisans>

Seattle Bicycle Tours is a company that offers fun local bike rides that I would feature on <http://seattlebicycletours.com/>

Target Audience

The target audience is pretty specific: it’s for Seattle’s 2,900 Airbnb hosts to give them support and to help them bring their A-game to hosting. The other audience will be vendors who represent cleaners, artisan food suppliers, and local activities who might want to set up partnerships with Hosting Helper.

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