e-Host 2.0

Help Host to manage listing, order and optimize operation process

OVERVIEW

The e-Host is designed for landlord to help them connect to traveler. And keep their daily task more efficient was our top priority in e-Hose 2.0.

There is also important to understand how landlord developing their order and maintain relationship with customers, with these background knowledge could help us to build better product for landlord to run their business professionally.

The goal of this project was not only redesign the whole experience, but also using cutting edge technology to refactor the coding structure to meet the increasely needs from multiple country user.

TIME

08/2017 – 11/2017

ROLE

UX research
Interaction design
Visual design

MISSION

- Helping landlord to manage their property and orders in a most efficient way.
- Helping landload to gain higher profit from AsiaYo.

GOAL

- Increasing landlord e-Host usage rate.
- Decreasing order rejection rate.
- Increasing landlord self-upload property ratio.

STAKEHOLDER

- Landlord
- Property facilitator
- AsiaYo property team
- AsiaYo country team

USER STORIES

At the beginning, we interview our most iconic property landlord, and pick them by different type, such as chain manage, self manage, property facilitator and startups. I also create persona to display their basic info, daily work process and pain point. After analyzing and organizing all the material, the user stories were created. The following are the main requirements of the e-Host 2.0.

- Users can easily upload property quickly.
- Users can manage order clearly to sync the info to inner system or inform internal staff.
- Users can update property listing quickly to gain more profit.
- Users can set up special offer to increase off-season order.
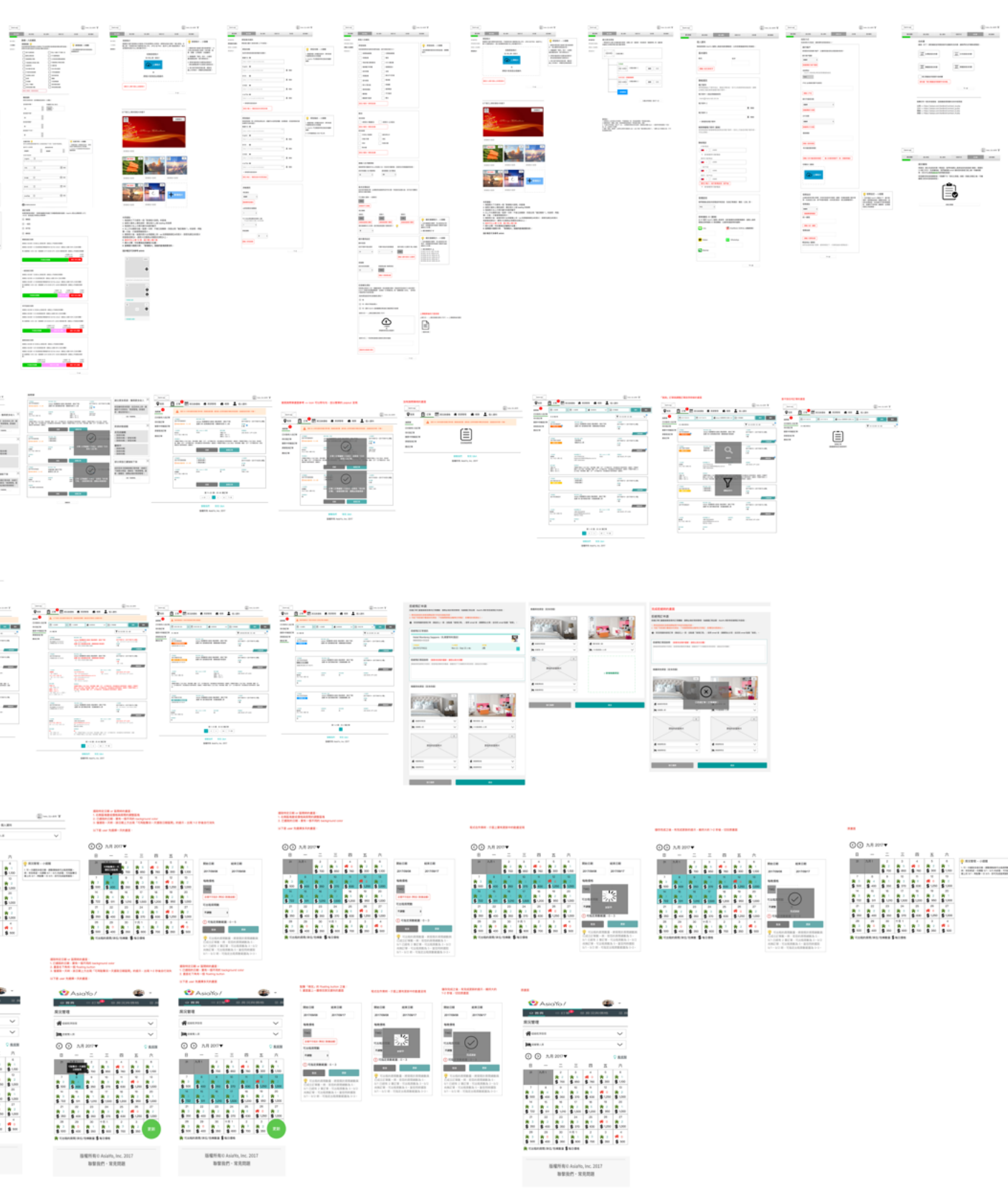- Users can utilize accept order feature automatically.
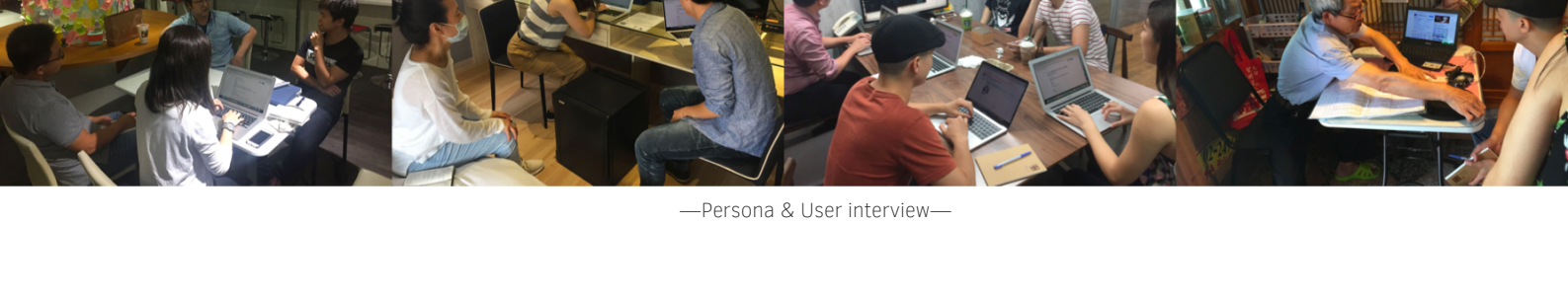
—Persona & User interview—

INTERACTION DESIGN

Base on user stories, I first build the flowchart and wireframe to discuss the flow of e-Host 2.0. PM, RD and operation team were all involved in this stage to clarify and make sure user requirements would match with business needs.

—Flowchart—

—Wireframe—

VISUAL DESIGN

Not only revamping the product UI and whole working process, but also need to consider the UI components apply to future product. The design intends to create a "efficiency and professional" look and feel, because at early version UI and branding tone was not consistency and no pattern to follow.

It also fulfill the needs of cross devices scenario, due to landlord would keep changing their devices under different circumstance.

—UI & Visual design—