

Designing Amenity Tracking & Booking for Multifamily Communities (Zentra App) A Storytelling UX Case Study



Timeline

Sep 2023 – Nov 2023

My Role

Product Designer & UX Researcher

Team

3 Designers

1 Design Manager

1 Marketing Associate



The Problem Space

Zentra currently operates on a hardware + subscription model, offering access control and security systems to residential buildings. While effective, this model limits recurring revenue growth and misses deeper value opportunities for both residents and property managers. During our exploration, one key question emerged:

How might we unlock additional value for existing personas and generate new streams of recurring revenue beyond Zentra's current offerings?

From research, one opportunity stood out clearly:

★ Amenity Tracking & Booking

A feature that empowers residents to conveniently access amenities — and helps property managers make informed, data-driven decisions.

📍 The Solution: Amenity Tracking & Booking

A subscription-based enhancement that enables:
For Residents

View real-time amenity availability

Book amenities seamlessly

Set alerts when amenities are full

Receive notifications when slots open

For Property Managers

Track usage patterns across amenities

Compare performance (ex: pool vs gym)

Understand peak vs off-peak times

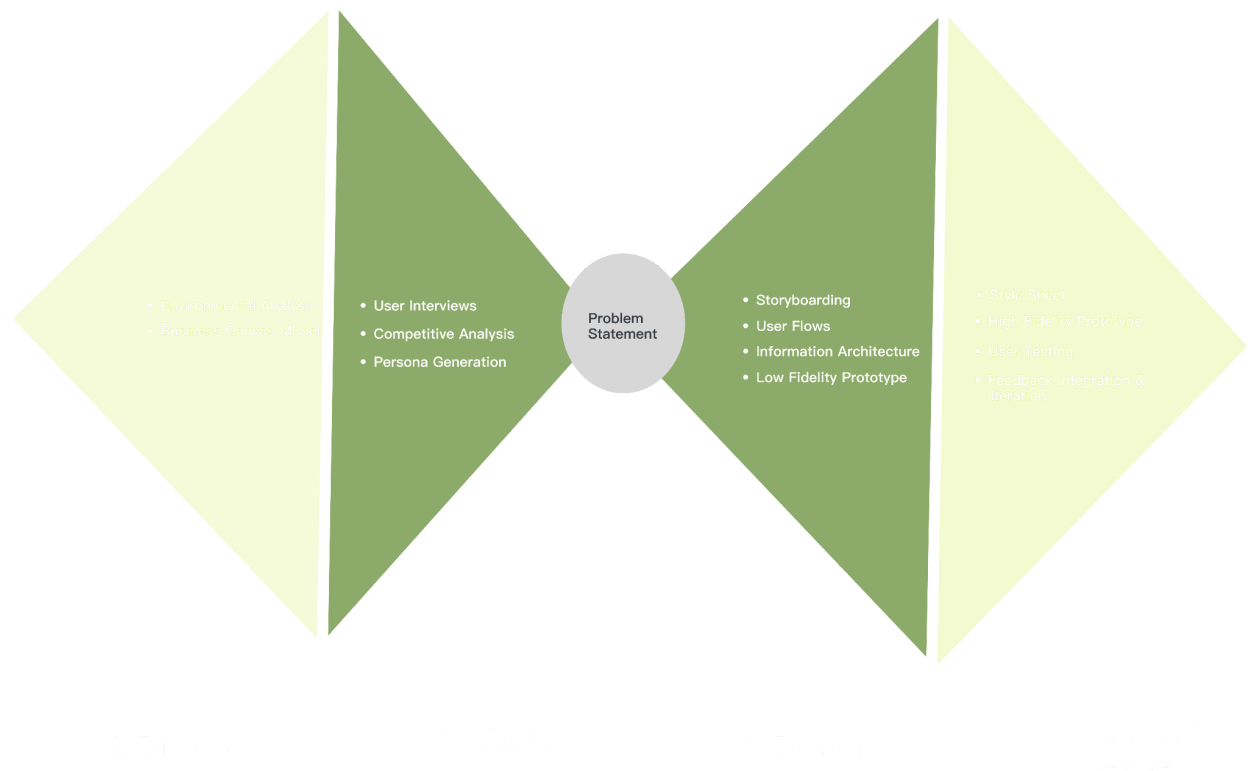
Access resident feedback

Generate downloadable reports for owners

Overall, the solution delivers convenience, operational efficiency, and valuable insights, turning amenities into a driver of experience + revenue.

🧩 Design Process: How We Got There

1. Research



User Interviews

We interviewed 7 stakeholders across the multifamily ecosystem:

Residents

Property Managers

Insurance Agents

Integrators

Maintenance Personnel

After synthesizing the findings, we focused on:

Residents (primary users of amenities)

Property Managers (owners of the operational workflow)

2. Business Model Canvas Analysis

We mapped key questions across:

Value Proposition

Key Activities

User Segments

Revenue Streams

This gave us a structured way to identify:

Where value leaks occur

Where experience gaps exist

Where revenue expansion is possible

Key Insights from BMC

Tenants desire better experience-enhancing services, like smart package management and customizable access control.

There's opportunity for maintenance and support services.

A subscription-based amenity solution could deliver continuous revenue and ongoing feature value.

Remote monitoring and management offer meaningful convenience and reduce operational load.

These insights directly influenced the amenity-tracking opportunity.

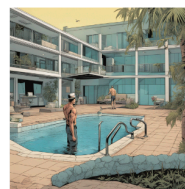
3. Defining the Problem Statement

How might we design an intuitive way for residents to access real-time amenity availability inside the Zentra app, improving convenience and overall experience?

🧠 Ideation

We used storyboarding to express early ideas.

Example Storyboard Themes



John arrives at the pool only to find it overcrowded — frustration.

Property managers struggle to know which amenities are used most.

These narratives helped highlight:

The need for peak-time transparency

The need for usage-data clarity

The need for convenience-first booking

Laying the Foundation: MVP Prioritization

From the research and storyboarding, we finalized the MVP:

1. Real-Time Amenity Status

Residents can instantly view current amenity occupancy.

Property managers can use the same data to optimize maintenance and staffing.

2. Amenity Booking

Simple, fast reservation flow for residents.

3. Alert & Reporting System

Residents can set alerts when amenities are full.

Property managers get reports for staffing, trends, and strategic decisions.

User Testing & Insights

Round 1: Mid-Fidelity Testing

Insight 1 — Booking Flow Confusion

Users struggled with booking sequences.

We redesigned the flow to reduce cognitive load and clarify steps.

Insight 2 — Laundry Usage Preferences

Users cared more about:

Which machines are active

How much time remains

We added real-time machine timers so they can plan ahead.

Insight 3 — Manager Needs

Property managers wanted:

Usage counts vs total community size
(not just popularity metrics)

We updated dashboard charts to reflect true utilization context.

Pitching the Concept

We framed the value in two perspectives:

Why It's Worth It — For Residents

Convenience

Transparency

Confidence in scheduling

Why It's Worth It — For Property Managers

Maintenance optimization

Resource planning

Resident satisfaction insights

Data-driven decision making

Impact & “Why It Matters”

Amenity Valuation

Amenities contribute 5–9% of rental value.

Optimizing access = increasing property value.

Operational Efficiency

Predictive maintenance:

Cuts planning time 20–50%

Improves uptime 10–20%

Reduces costs 5–10%

Revenue Optimization

Amenity management directly ties into:

Rent increases

Tenant retention

Subscription revenue

This makes the solution both user-centric and business-sustainable.

💰 Subscription Plan: Monetizing the Feature
Basic Tier — \$1–2/unit/month

Smart Lock Access (up to 2 amenities)

Availability checking

Basic booking

Mobile authentication

Advanced Tier — \$3–6/unit/month

Smart Lock Access (5 amenities)

Property Manager dashboard

Basic analytics

API integrations

Premium Tier — \$7–10/unit/month

Smart Lock Access (10 amenities)

Advanced analytics + reporting

Dedicated success manager

Customized onboarding

☀ Reflection

In this project, I learned how to balance user needs with business viability.

Combining:

User research

Business Model Canvas

Market sizing (TAM)

Subscription monetization strategies

...helped me design not just a feature, but a business-aligned product opportunity.

This case reinforced that great design is not only usable — it is strategic, sustainable, and aligned with real-world value.

✅ Next Steps

When you're ready, upload your images or screenshots, and I'll insert them into the right sections of the case study.

If you want, I can also generate:

Reference

https://preview.webflow.com/preview/keertis-dapper-site?utm_medium=preview_link&utm_source=designer&utm_content=keertis-dapper-site&preview=193a28b12b9c763d9cdcb272279c9787&pageId=66031f7d5fe1526d39ea7fc6&workflow=sitePreview