



LISTING PROCESS

Lindsey Jazmine Lopez Cacho

OBJECTIVE

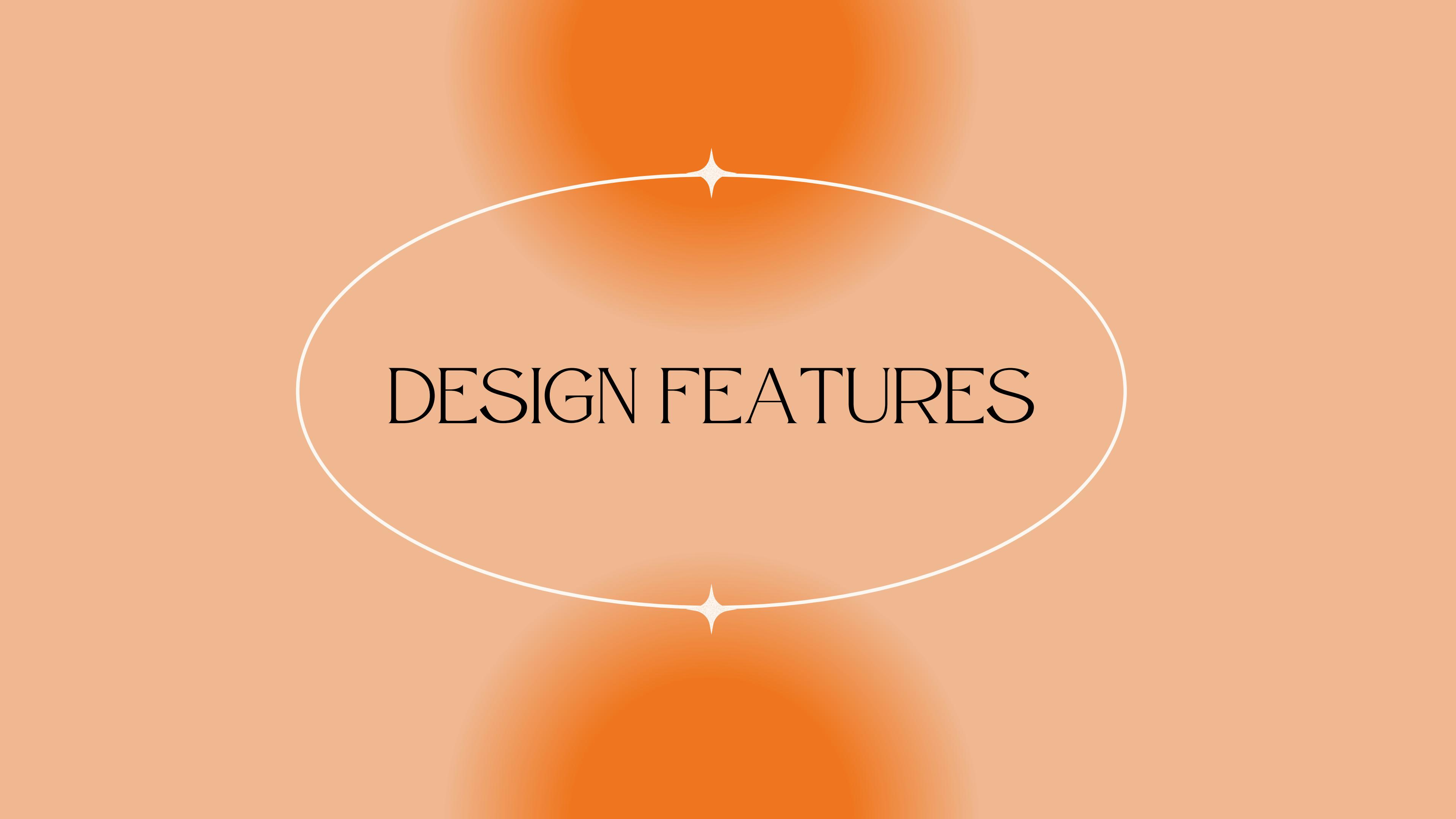
Based on student feedback, how can we improve Ohana's listing experience and Ohana's customer acquisition strategy to become the go-to-student sublease marketplace?



LISTING
EXPERIENCE



Ohana
Super simple subleasing



DESIGN FEATURES

REVIEW AND PUBLISH SECTION

- Currently, there is a very limited "Review and Publish" page... only includes some main details, but does not consolidate other important aspects of the listing such as the description of the space, the amenities, etc. that was all highlighted prior during the process
- A "Review and Publish" section is essential to ensure the accuracy of the listing information without the need to repeatedly click back to previous sections since it gathers all the entered details from various sections into one place (efficient and user-friendly)
 - Allows user to comprehensively make necessary edits by modifying details in this section without navigating back and forward
 - Final checkpoint

The screenshot shows a listing for a "Shared Apartment by Columbia University" located at Broadway & W 116th St, New York, NY 10027, USA. The listing includes a main image of a bedroom with a double bed and two smaller images of the kitchen and living room. To the right, there's a sidebar with "About your Apartment" (2 bedrooms), "What you are listing" (private bedroom for /month), and "First available" (July 17, 2023). At the bottom right is a "Publish" button.

The screenshot shows a "Review and Publish" section for the same listing. It includes a preview image of the apartment, the listing title "Shared Apartment by Columbia University", the price "\$1200/month", and a detailed description of the apartment's features and location. Below the description is a "edit this section" link. Further down are sections for "Amenities" with icons for Stove, Refrigerator, Oven, Freezer, Microwave, Dishwasher, Private Bathroom, Air conditioning, and Building washer.

DISPLAY DESCRIPTIONS AS THEY APPEAR WHEN PUBLISHED

- At times, listers were confused when they were asked to provide additional descriptions since they did not understand how these descriptions would be displayed
 - Evident during the "Describe your private bedroom" and "Describe the roommate dynamic" sections
- Suggestion:
 - Display the "Describe [...]" sections in the same format as it will appear in the published listing
 - Clarifies how the description will appear in the listing to avoid confusion
 - Shows users why these questions are important to fill out

how a description's display currently looks like during the listing process

Describe your private bedroom

- 1 + Bedroom is available

Bedroom #1

Bedroom Title: Master bedroom

Bedroom Description: Queen bed

Room Dimensions (optional): 12 ft. by 16 ft.



Describe your private bedroom

- 1 + Bedroom is available



Bedroom #1

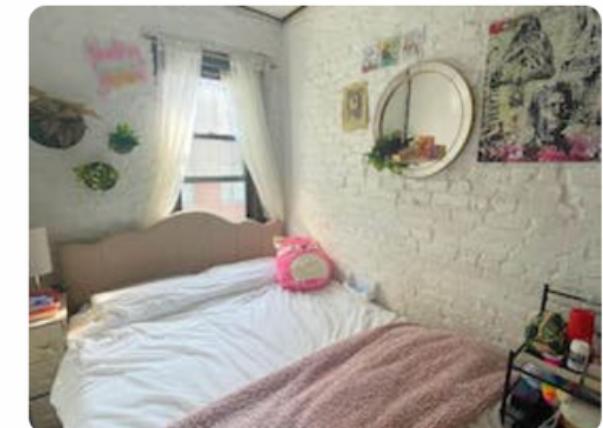
Bedroom Title: Master bedroom

Bedroom Description: Queen bed

Room Dimensions (optional)

12 ft. by 16 ft.

Room details



Private bedroom

\$1,800/month

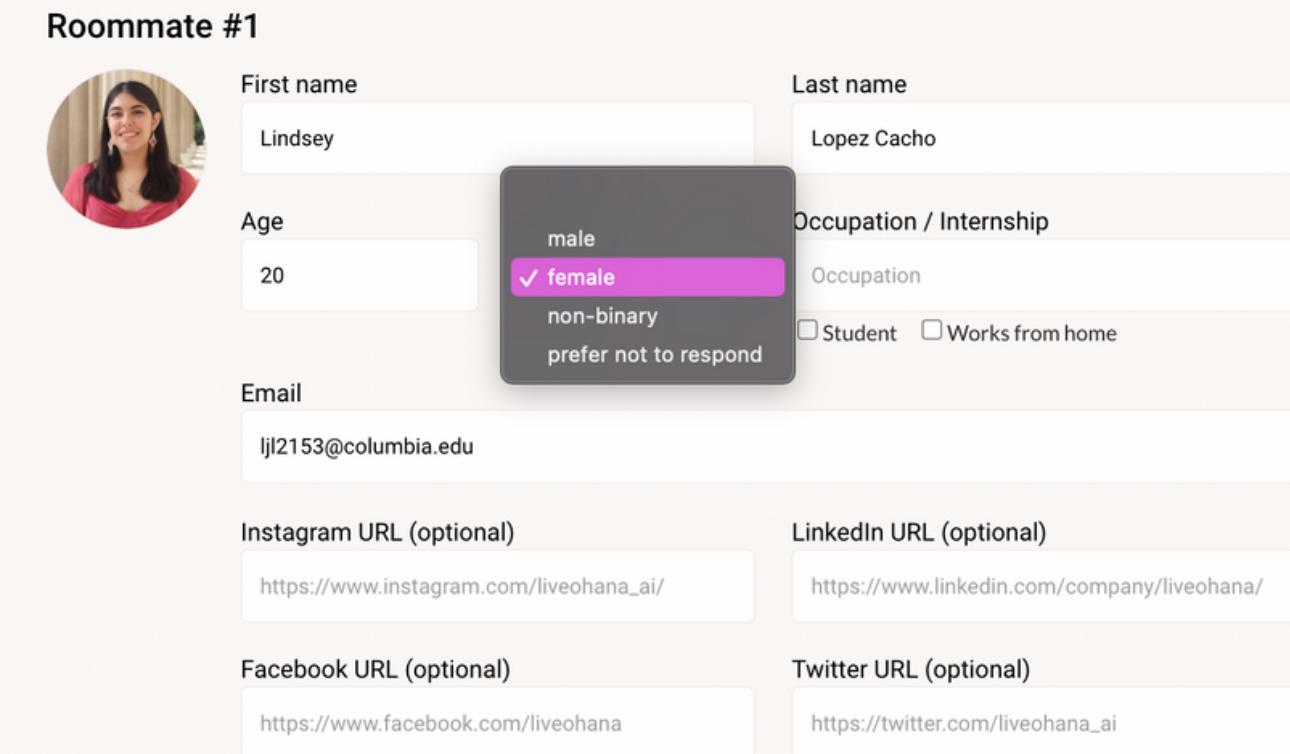
It's long and skinny so it works better with a twin, double or full-size bed, but I stubbornly squeezed a queen in. There is a window AC unit and a radiator heater. A loft for extra storage. Closet, under-bed storage, etc. There is a fold-out desk wall that can be left or removed!

how it could look like compared to a live listing

USER-DEFINED GENDER

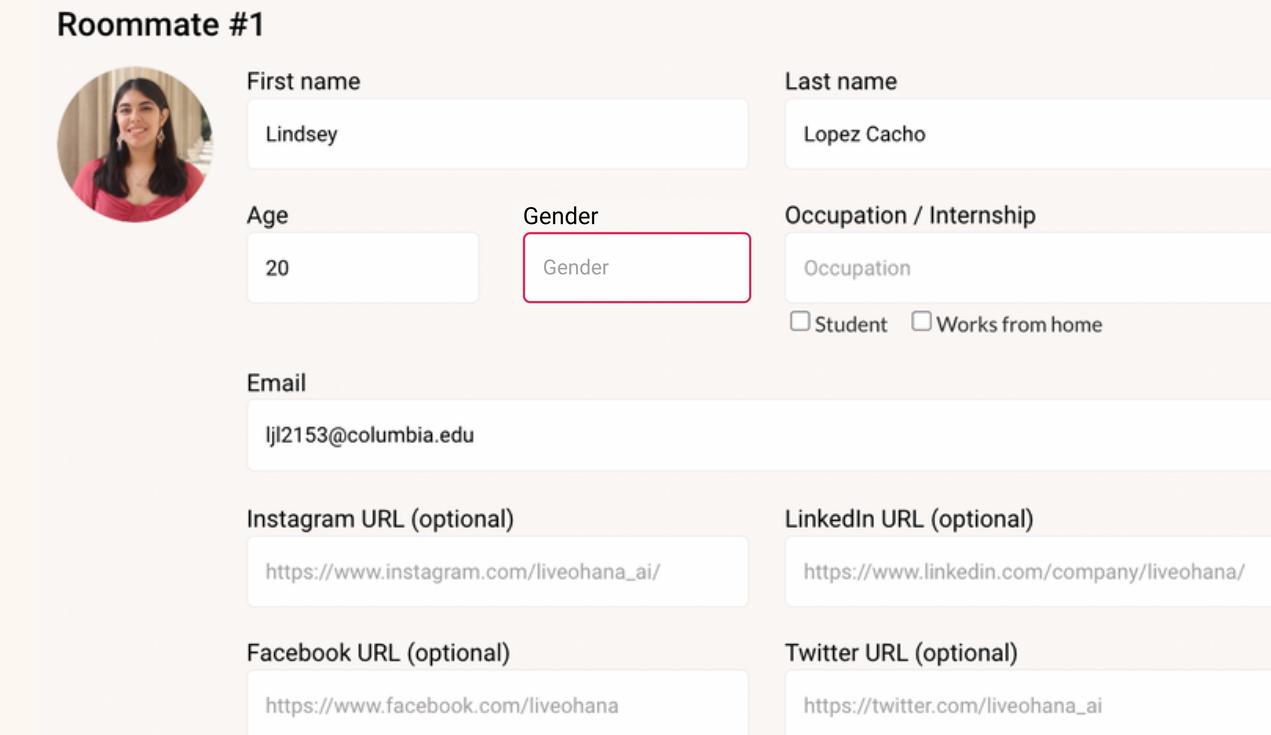
- Instead of restricting users to selecting a gender option from a drop-down menu, it is crucial to enable users to freely input their gender identity/expression
 - Only part of the "Introduce your roommate" section that has this drop-down feature which is inconsistent with the rest of the section
- It is vital to foster inclusivity on the Ohana platform by promoting diversity through language and culture
 - Allows users to authentically express themselves and their identities without any limitations

Roommate #1



	First name Lindsey	Last name Lopez Cacho
Age 20	Gender <input checked="" type="checkbox"/> female	Occupation / Internship Occupation <input type="checkbox"/> Student <input type="checkbox"/> Works from home
Email ljl2153@columbia.edu	Instagram URL (optional) https://www.instagram.com/liveohana_ai/	LinkedIn URL (optional) https://www.linkedin.com/company/liveohana/
Facebook URL (optional) https://www.facebook.com/liveohana	Twitter URL (optional) https://twitter.com/liveohana_ai	

Roommate #1



	First name Lindsey	Last name Lopez Cacho
Age 20	Gender <input type="text" value="Gender"/>	Occupation / Internship Occupation <input type="checkbox"/> Student <input type="checkbox"/> Works from home
Email ljl2153@columbia.edu	Instagram URL (optional) https://www.instagram.com/liveohana_ai/	LinkedIn URL (optional) https://www.linkedin.com/company/liveohana/
Facebook URL (optional) https://www.facebook.com/liveohana	Twitter URL (optional) https://twitter.com/liveohana_ai	



PAIN POINTS

CHARACTER MAXIMUM

- Currently there is a 1500 character maximum on apartment listing descriptions
- Recently, Ohana has implemented a new feature that consolidates the listings from Facebook and Craigslist
 - However, with this integration, a character maximum may not be sufficient to accommodate the longer descriptions that can come from these integrated listings and may cut off crucial information for potential tenants
- Students who list their place with Ohana may also struggle to provide a comprehensive and detailed description of their place leading to the omission of information and incomplete descriptions
- Important to reconsider the character maximum and may even be more appropriate to remove it entirely

Private rooms in Prospect Heights

1 bedroom • 1 bathroom

Available starting Jul 31, 2023 • Flexible move out date

One room available in a lovely 2-bedroom prewar apartment in Prospect Heights starting Aug 1. This is actually a 3 bedroom apt but I converted one of the bedrooms into an office/extension off the kitchen. Rent is \$1650/month, plus security deposit (up front). Monthly utilities are typically \$40-60/month. The apt is rent stabilized and you likely won't find another space this big, at this price point, in this neighborhood. Please note that this apartment is fully furnished but there is room for small pieces here and there (coffee tables, end tables, book shelves, etc).

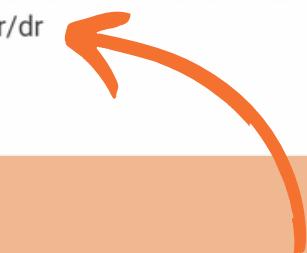
ROOM:

Room is 10' x 13.5' with hardwood floors and a window that looks out to an interior courtyard that is shared with the building next door. It's big enough to comfortably fit a bed, desk, book case, and additional pieces of furniture. The room has a small closet with potential use of the closet just outside of the door.

APARTMENT:

The apartment has shared living spaces including a furnished living room and recently renovated kitchen with a DISHWASHER, granite counter tops, and stainless steel appliances. It is situated in a prime location: a mere 2 minutes away from Grand Army Plaza - which means easy access to Prospect Park, Grand Army Plaza Farmer's Market, Brooklyn Central Library, Brooklyn Botanical Gardens and The Brooklyn Museum. Grocery stores, coffee shops, bars, and restaurants are located within a short walking distance. There's on-site laundry (mgt recently installed new electronic pay washer/dr

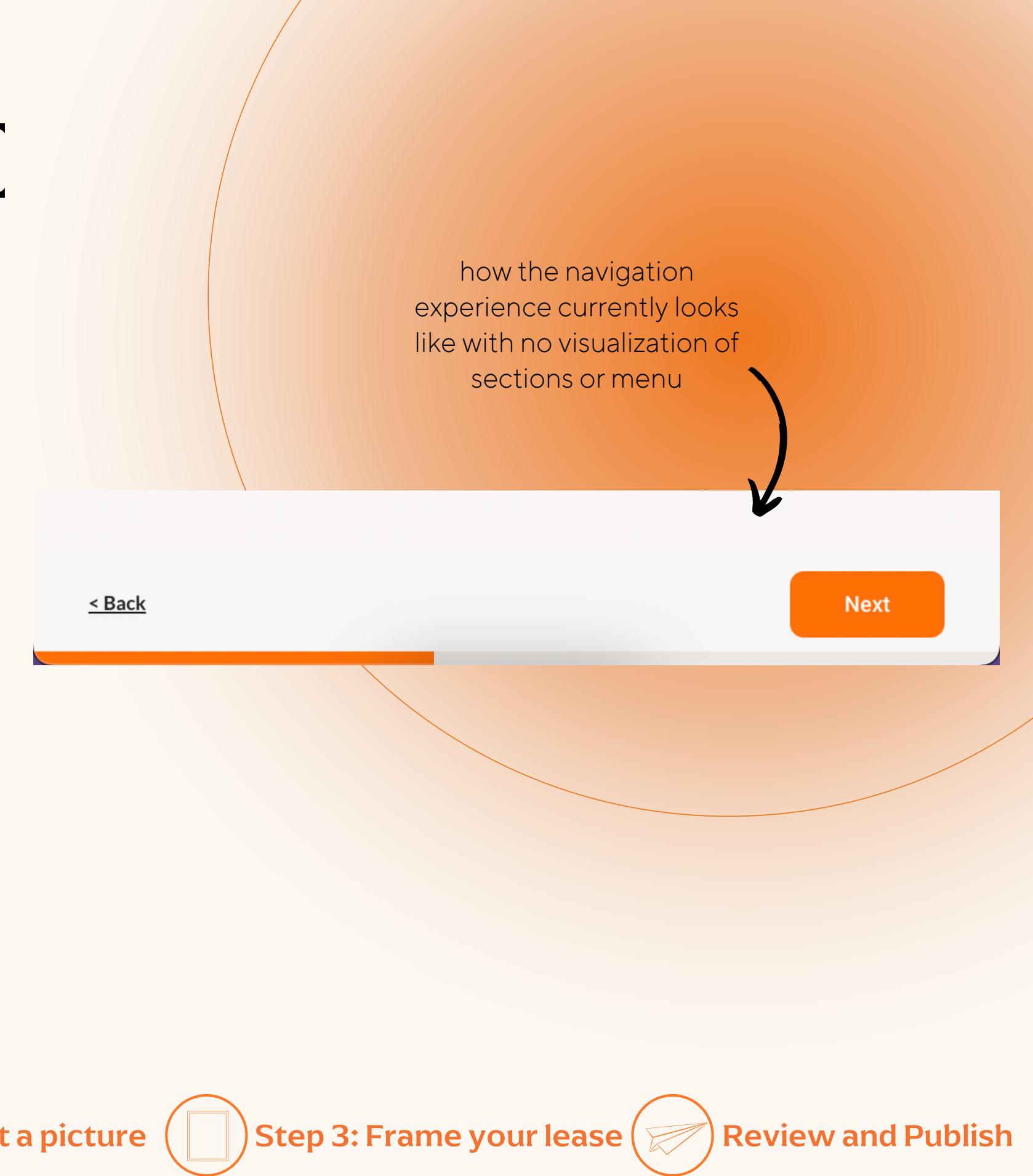
Posted Jun 30, 2023



this is an example of a post that was integrated from another platform, but as it reached the 1500/1500 character max, it cuts off

NAVIGATION EXPERIENCE

- While the next and back buttons are helpful for moving forward during the initial listing process, they become cumbersome when users need to navigate back to a farther previous section and then return to where they left off
 - Important to supplement the button navigation with an additional navigation tool for improved user experience
- Solutions:
 - Progress Visualization Sections
 - Provides visual representation of user's progress within the listing process, allowing users to easily identify their current section and navigate back to a previous section
 - Section Navigation Menu
 - Allows users to directly jump to any desired section of the listing process and eliminates the need to click on the previous arrow multiple times, saving time and effort



It's super easy to list on Ohana



Step 1: Outline the basics



Step 2: Paint a picture



Step 3: Frame your lease



Review and Publish

represents current section

check out the linked
prototype!

NAVIGATION EXPERIENCE FIGMA PROTOTYPE

It's super easy to list on Ohana

Step 1: Outline the basics

Step 2: Paint a picture

Step 3: Frame your lease

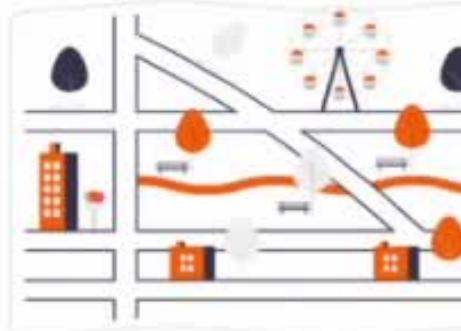
Review and Publish

It's super easy to list on Ohana

Step 1

Outline the basics

List your whole place or just a room, and add your property's location.



Step 2

Paint a picture

Add photos of your place and introduce any roommates who are also living there.



Step 3

Frame the lease

Decide on monthly rent, security deposit, and availability for move-in and move-out.

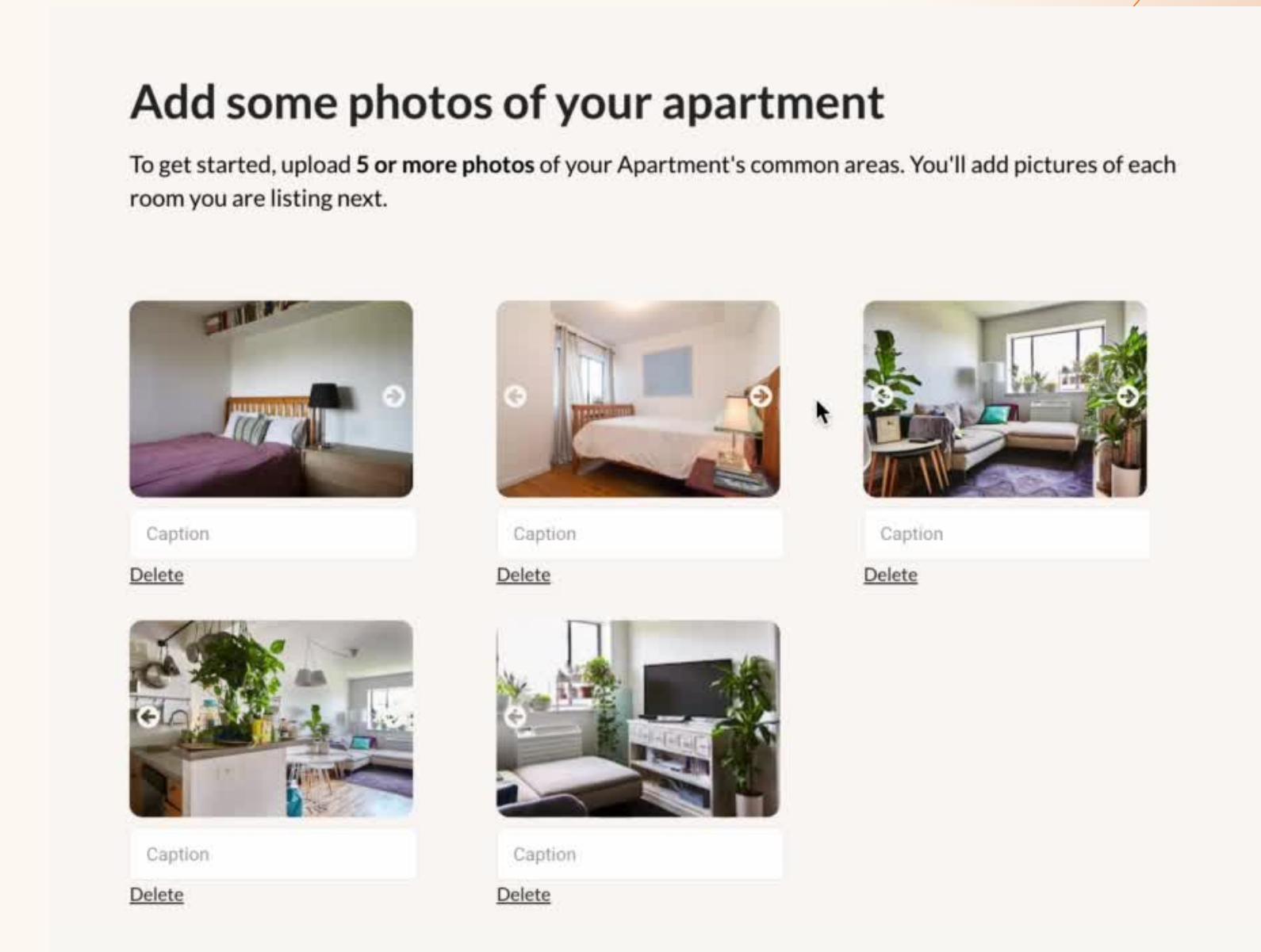


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[Next](#)

ARRANGEMENT OF PICTURES

- When adding photos of the apartment, having to repeatedly click on arrows can be a bit frustrating, especially with more pictures
- Solution:
 - Implementing a drag-and-drop functionality would allow listers to seamlessly rearrange the order of pictures or place them in specific sections of the listing
 - By holding the mouse and dragging a picture, listers can easily customize the arrangement of their images
 - Method eliminates the need for repetitive clicking and makes it more user-friendly



SIMILAR LISTING SECTIONS

- Two parts of the listing process cover overlapping content
 - "What perks does your apartment offer?" in the Paint a picture section (Step 2) and the "Is your house furnished?" in the Frame your lease section (Step 3) cover similar aspects
- Solution:
 - These sections can be combined into a single section solely focused on demonstrating all the perks, amenities, and furnishings available in the apartment
 - Listers are already asked to describe what the room they are listing offers in an earlier section so it's not that necessary to still have two sections in this format even if one is solely based on what the room offers and the other encompasses what the apartment offers as a whole (a suggestion I originally had)

What perks does your apartment offer?

Kitchen

Stove

Refrigerator

Oven

Microwave

Freezer

Dishwasher

Dishes and silverware

Dining table

Coffee maker

Bedroom

Walk-in closet

Natural light

Closet

Bathroom

Walk-in shower

Private Bathroom

Heating & cooling

Heating

Air conditioning

Internet & office

Wifi

Desk in bedroom

Is your house furnished?

Yes

No

What type of furniture do you have?

Bedroom

King bed

Queen bed

Full bed

Twin bed

Nightstand

Dresser

Dressing table

Kitchen

Kitchen Table

Living Room

Couch

TV

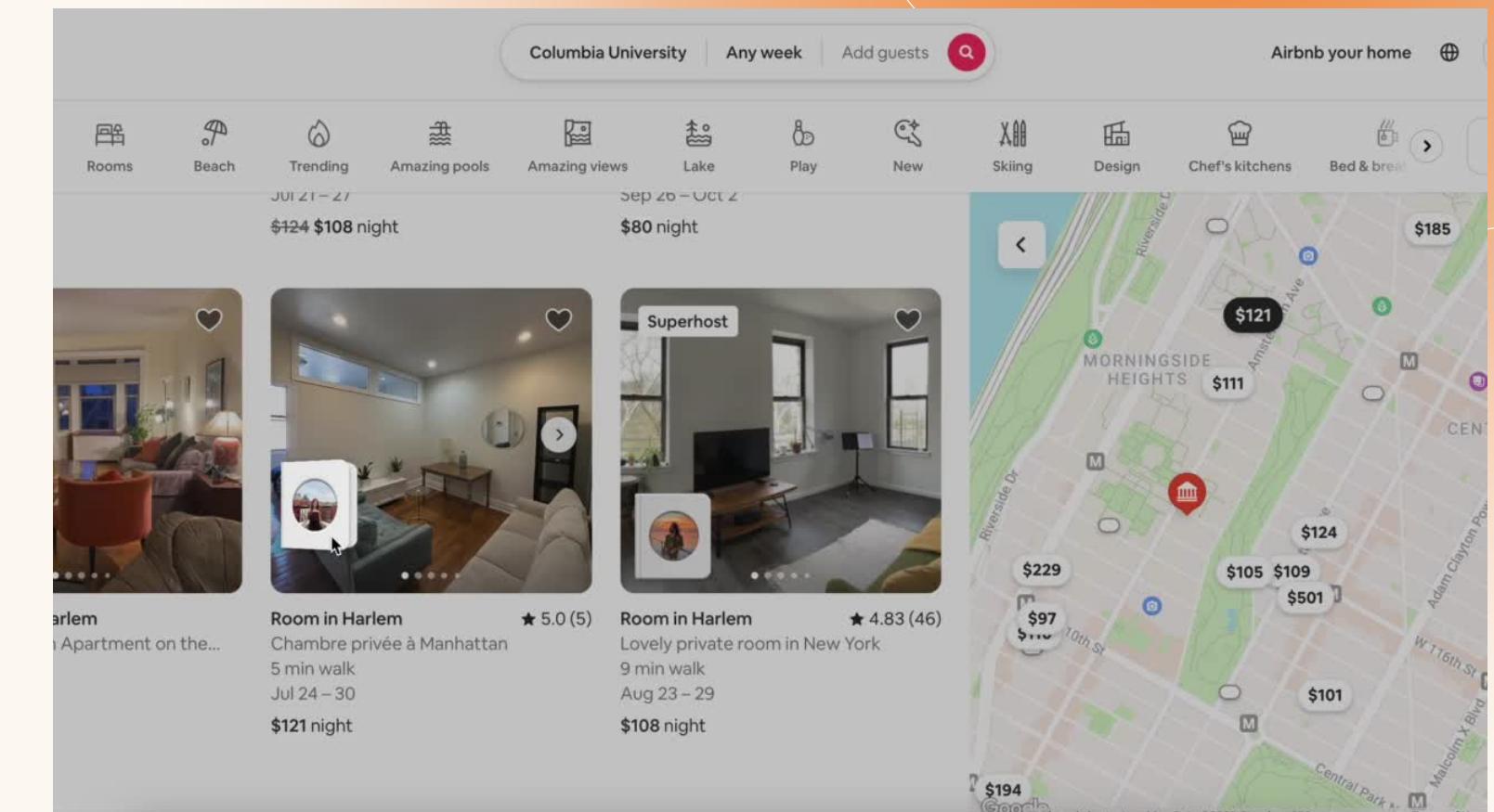
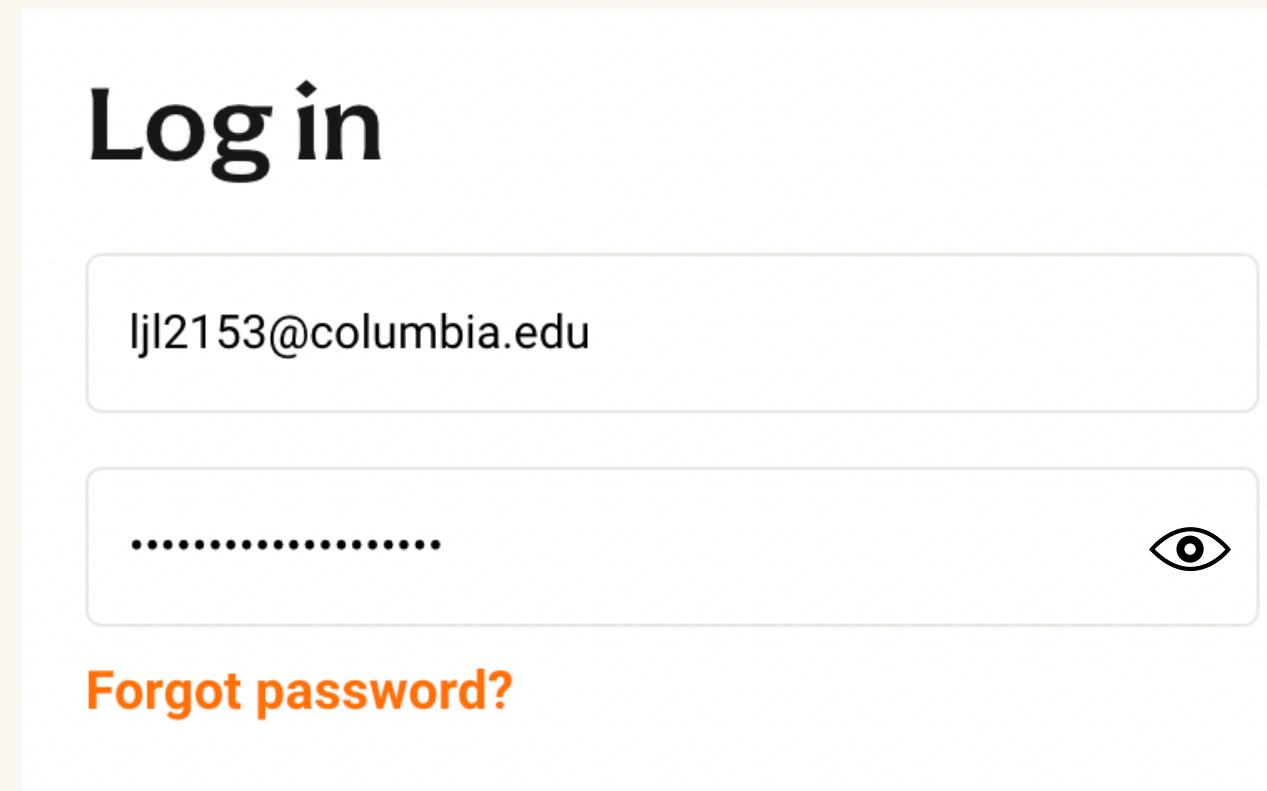
Office

Desk

Office chair

side note: currently the "Is your house furnished" part is in Step 3 when it fits better within Step 2 as Step 3 is about essential rental details while Step 2 focuses on the room description

MISCELLANEOUS SUGGESTIONS



SHOW PASSWORD

Adding an option to see one's own password reduces the possibility of it being mistyped passwords

GUIDEBOOK

New feature Airbnb has added to enhance a lister's profile (the search experience could possibly benefit from something similar)



THANK YOU!