

# Dashboard Design

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By: Nandhagopal

# Users?

## Types of Stays

- Stayzilla hosts were people who can make money by sharing their space or an entire place.
- For Business purposes stayzilla supply also came from market place also but as a product we wanted to service mostly homestays.

## Users and Motivation

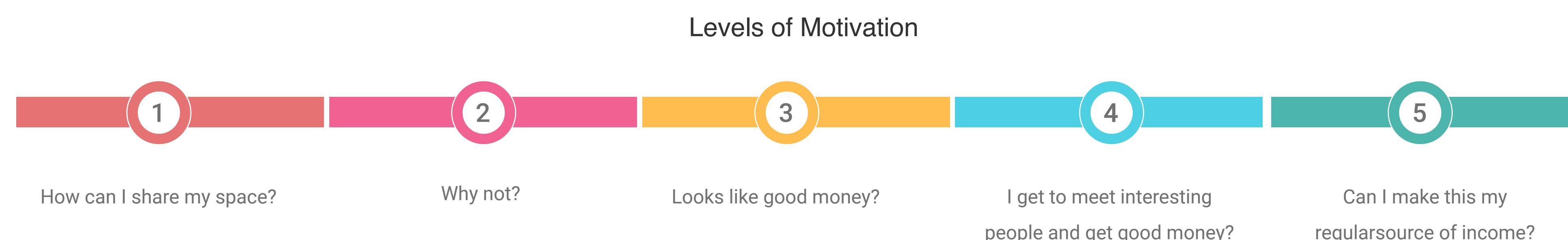
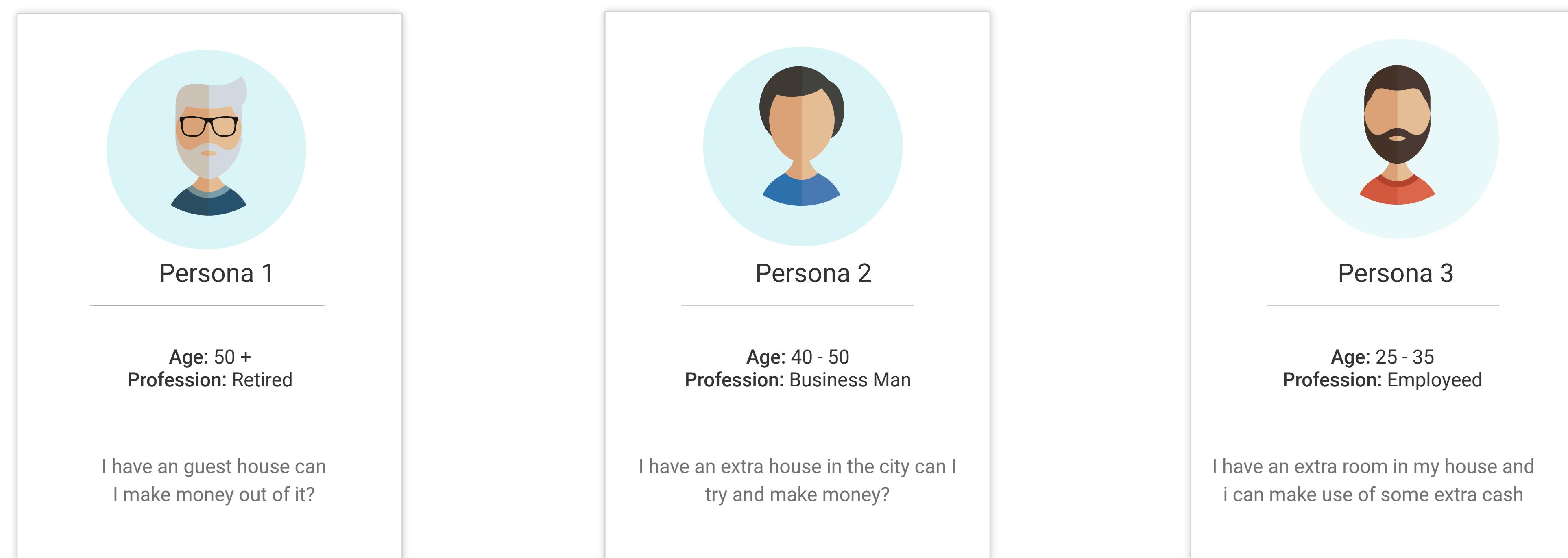
- Someone who can make some extra cash with his stay.
- Someone who can rent his guest house when he is not there, to make money.
- Full timers who see this as a regular source of income

## Levels of Motivation

- How can I share my space?
- Why Not?
- Looks like good money?
- I get to meet interesting people and get good money?
- Can I make this my regular source of income?

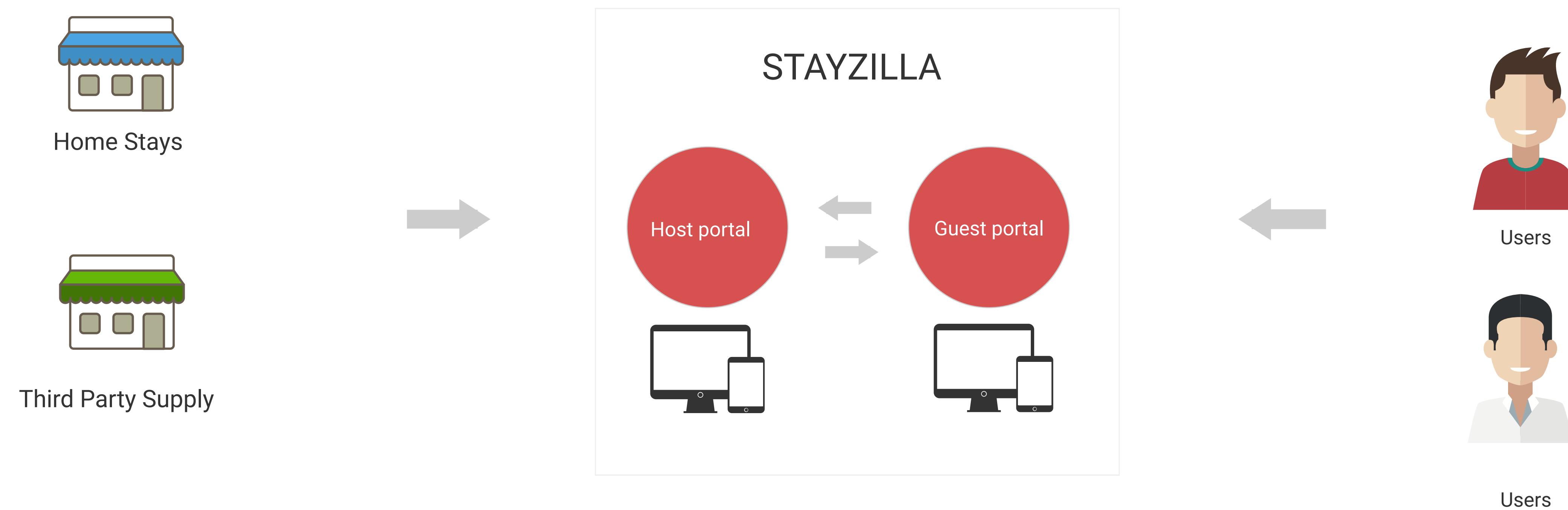
## Proto User

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## Model

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# What am I trying to solve?

## Purpose

The host site currently is a place where user can update details about a property and take an action on bookings. **There is no specific place for users to get inputs on what needs to be done and how their performance is.** Host Dashboard page on Host site will serve this purpose. **This is meant to have all actionable items for a host regarding their stay.**

*"If we do X, users will do Y because of Z which will impact metrics A"*

*Excerpt From: Rochelle King. "Designing with Data: Improving the User Experience with A/B Testing." .*

## Hypothesis

The host will only need to visit the dashboard to know what action needs to be done. This should give them information on their stay quality, how to improve their stay, their on going performance and competitor analysis.

# Assumptions and Research

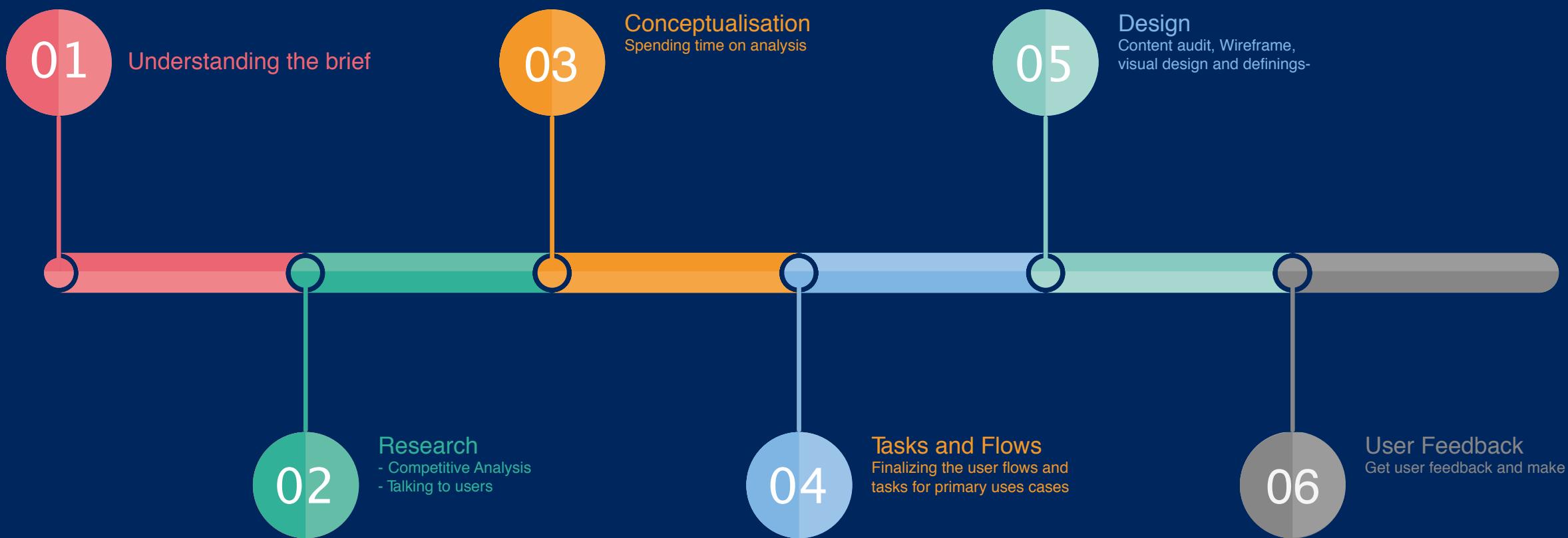
## Metrics to be observed

- Pseudo Metric - Active Users Increase by 20%
- Increase in Home stay updates by 5%

## What is not part of this Version

- VIsualisation
- Realtime Data and Graphs
- Mobile App and Responsive Web

# My Process

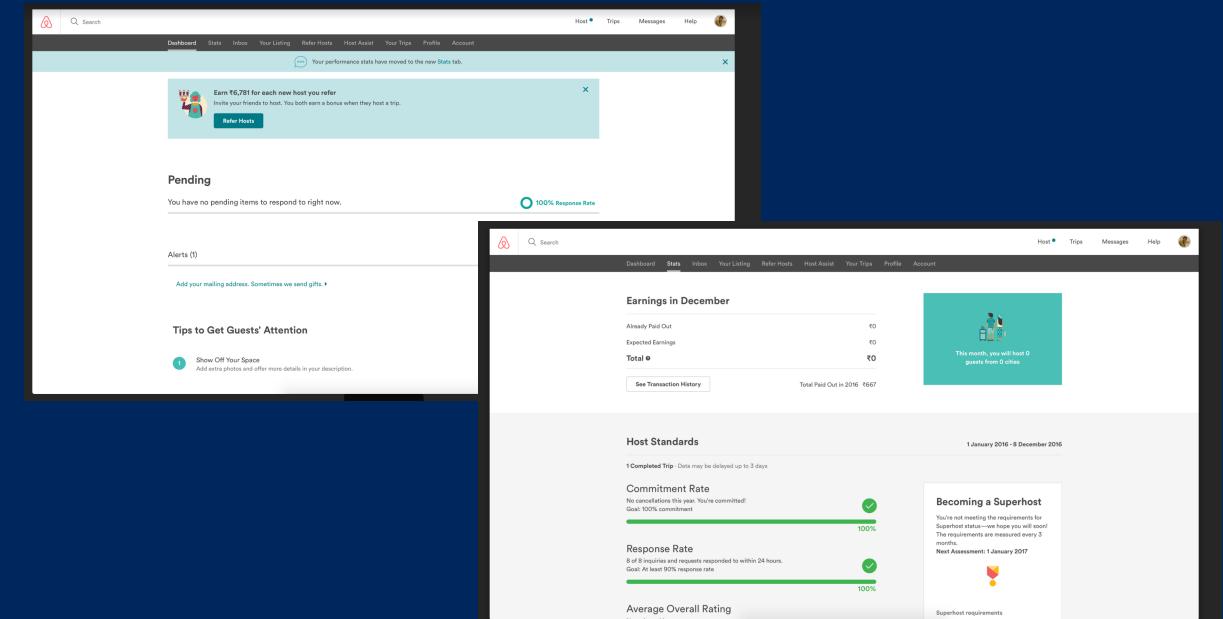


# Understanding Users and Competitors

## Primary Research

After few groups sessions and interviews, these are the take aways

- There is a need to nudge and utilize the potential of the platform
- Currently they do not really know how to improve
- Need to keep the users informed



## Competitors

- Airbnb
- Goibibo

Airbnb screens

# Brainstorming and Finalising the widgets

## KEY FEATURES

Conversational

Earnings

Messaging

Pricing

Last Login

Badging

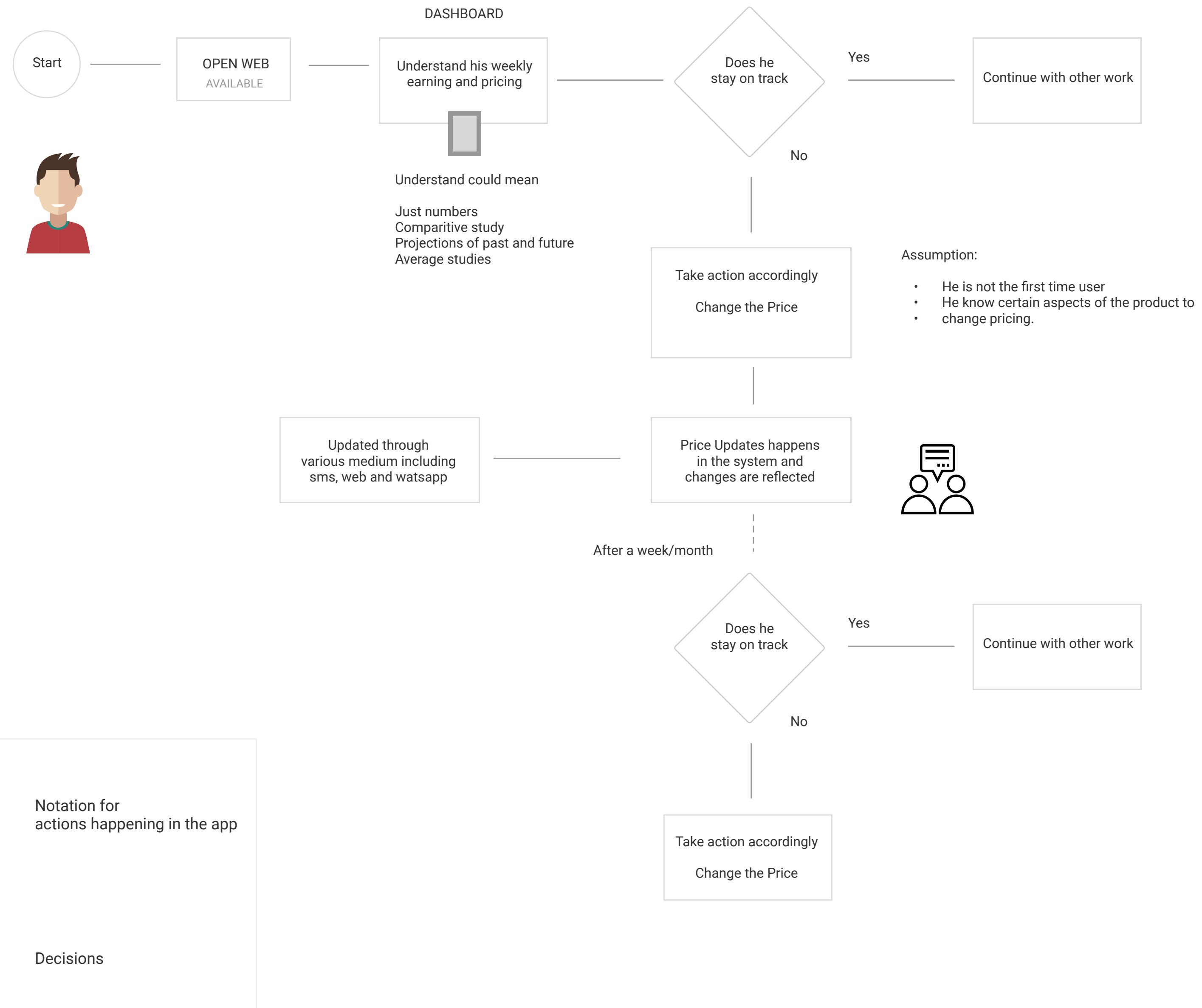
Bookings

Education

# User flows

## Use case 1:

User logsins has to understand his earnings and pricing to increase booking.



# Wireframe - Selected Few

**STAYZILLA LOGO**

**Profile**

[Dashboard](#) [Listing](#) [Inventory](#) [Bookings](#)

**MESSAGE**

We have observed that the pricing for your Goa Property is more than the average. If you change your pricing to 230 - 400. There is more chance of getting a booking.

[VIEW](#)

**BOOKINGS**

**TODAYS**

Nikhil Dev	12:30 PM	<a href="#">VIEW</a>
Nikhil Mathew	12:30 PM	<a href="#">VIEW</a>
Nikhil Dev	12:30 PM	<a href="#">VIEW</a>
Nikhil Mathew	12:30 PM	<a href="#">VIEW</a>

**UPCOMING**

Nikhil Dev	12:30 PM	<a href="#">VIEW   CANCEL</a>
Nikhil Mathew	12:30 PM	<a href="#">VIEW   CANCEL</a>
Nikhil Dev	12:30 PM	<a href="#">VIEW   CANCEL</a>
Nikhil Mathew	12:30 PM	<a href="#">VIEW   CANCEL</a>

**LAST REVIEW**

 **<Name> OCT 4**

You are losing out on your earnings. Earn more in Bangalore by following the steps below.

[VIEW](#)

**BOOKING SUMMARY**

**05** VISITS    **05** BOOKINGS

**00** CONFIRMED    **00** LOST

You are losing out on your earnings. Earn more in Bangalore by following the steps below.

**Tips to Improve your stay**

- Upload high quality photos of your property and write a detailed description of the place. Guests are attracted to high quality listings on Stayzilla. [Update Price](#)
- Confirm your bookings within 1 hour of receiving them. Hosts who respond faster are given preferences in Stayzilla search. [Update Price](#)

**EARNINGS**

**₹ 2,500** YOUR EARNINGS    **₹ 4,578** AVG. EARNINGS IN BANGALORE

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[UPDATE PRICE](#)

Iteration 1

**STAYZILLA LOGO**

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**Latest Badge Earned**



**Last Review**

 **<Name> OCT 4**

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[VIEW](#)

**Earnings**

**₹ 2,500** YOUR EARNINGS    **₹ 2,500** AVG. EARNINGS IN BANGALORE

You are losing out on your earnings. Earn more in Bangalore by following the steps below. [Update Earning](#)

**Pricing**

**₹ 2,500** YOUR EARNINGS    **₹ 2,500** AVG. EARNINGS IN BANGALORE

You have priced your property at a very high cost. You might have to consider lowering price to increase booking. [Update Earning](#)

**Booking Summary**

**05** VISITS    **05** BOOKINGS

**00** CONFIRMED    **00** LOST

You are losing out on your earnings. Earn more in Bangalore by following the steps below. [View Booking](#)

Iteration 2

# Overall Structure

Container to inform about latest bookings.

Earning and Pricing follow the nudge model that tells users to improve based on Average.

Give an idea of how many visited vs booked .

Message Container

Badge to nudge users to perform better

Newly written reviews

Structure

The image displays four side-by-side wireframe prototypes of a dashboard interface for a platform called Stayzilla. Each prototype shows a different layout for the main content area, while the top navigation bar and sidebar remain consistent across all versions.

- Prototype 1:** Shows a 'Welcome Host!' message at the top. Below it are three main sections: 'Bookings' (listing recent bookings), 'EARNING' (showing average earnings), and 'PRICING' (comparing current price to average). At the bottom is a 'MAXIMIZE YOUR BOOKINGS' section with tips.
- Prototype 2:** Similar to Prototype 1, but the 'EARNING' and 'PRICING' sections are swapped. It also includes a 'BOOKING' section at the bottom.
- Prototype 3:** Shows a 'Good Morning Balal!' message. It has a 'Upcoming Bookings' section at the top, followed by 'EARNING' and 'PRICING' sections. The 'BOOKING' section is at the bottom.
- Prototype 4:** Shows a 'Good Morning Balal!' message. It has a 'Upcoming Bookings' section at the top, followed by 'EARNING' and 'PRICING' sections. The 'BOOKING' section is at the bottom.

This wireframe provides a detailed view of the Stayzilla dashboard, focusing on the central content area. It includes:

- Upcoming Bookings:** Lists three bookings for 'Ankit Chauhan' on Oct 1, Oct 2, and Oct 4, each with a price of ₹ 3,000.
- EARNING:** Compares 'Your Average Earning last month has come down' from ₹ 2500 to ₹ 4578.
- PRICING:** States 'Price of your property in Bangalore seems to be higher than the average. You can reduce price to increase booking.' It shows current price at ₹ 2500 and average price at ₹ 2500 - 3000.
- Host Performance:** Shows 'Your Performance Badge' (GOOD) and 'Your next Badge' (GOOD).
- Your Latest Reviews:** Displays three reviews from guests.
- MAXIMIZE YOUR BOOKINGS:** Provides tips for availability, pricing, and booking confirmation.

FINAL