

# Badges Design

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By: Nandhagopal

# Users?

## What 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 on 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?

## What am I trying to solve?

### Purpose

Hosts will see badges as a way of **gauging their performance**. Badges should drive the hosts to be on their toes to accept or respond to a booking. This is a way of stickiness for the hosts on Stayzilla.

### Hypothesis

Stay badges are a great way to streamline host performance on Stayzilla. The badges will act as a way to promote properties that are diligent in responding to bookings and penalize properties that do not respond to bookings.

## What is a Badge?

# BADGE ATTRIBUTES

Response Time

Confirmation Rate

Response Rate

Last Update

## Impact of Badges

GUEST

Property Page (P0)

Landing Page (P2)

Search Results  
page (P1)

**Impact of Badge**

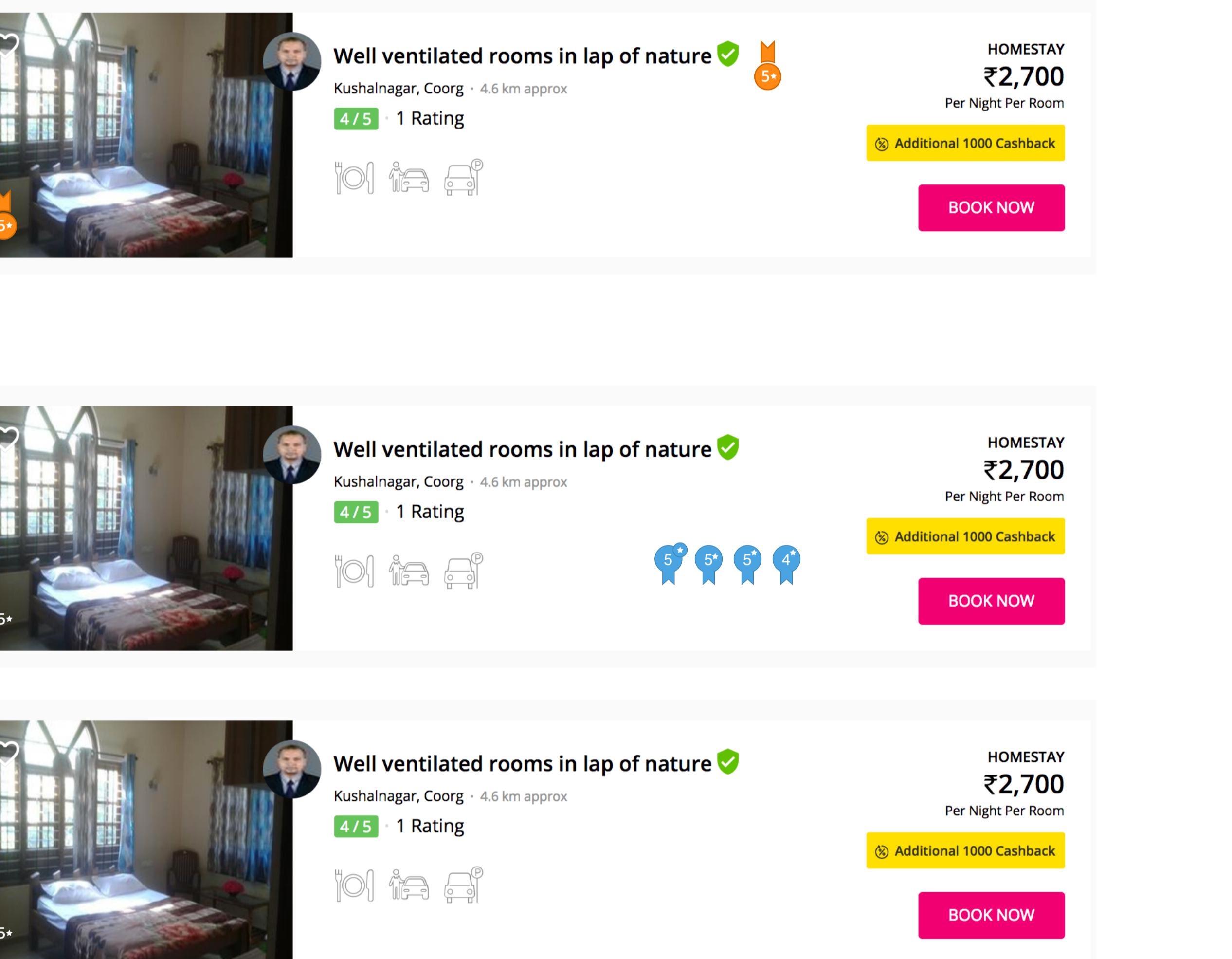
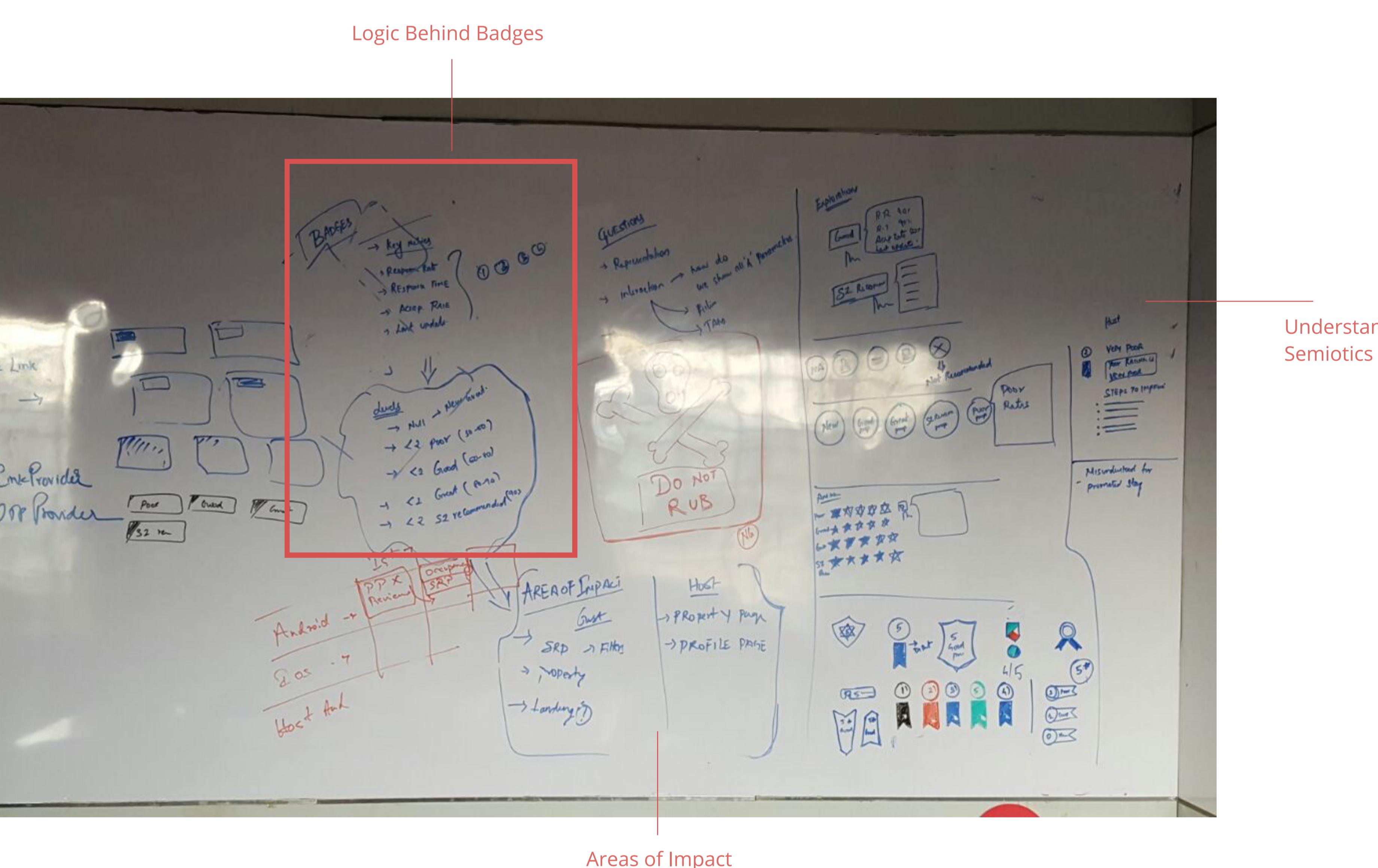
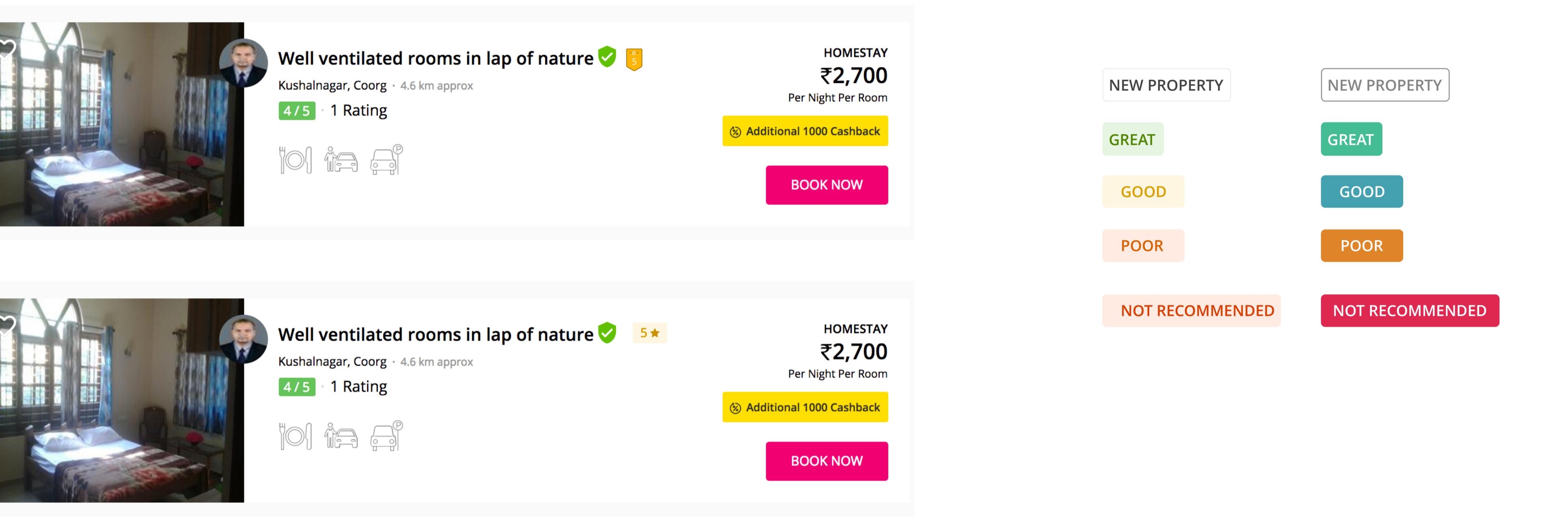
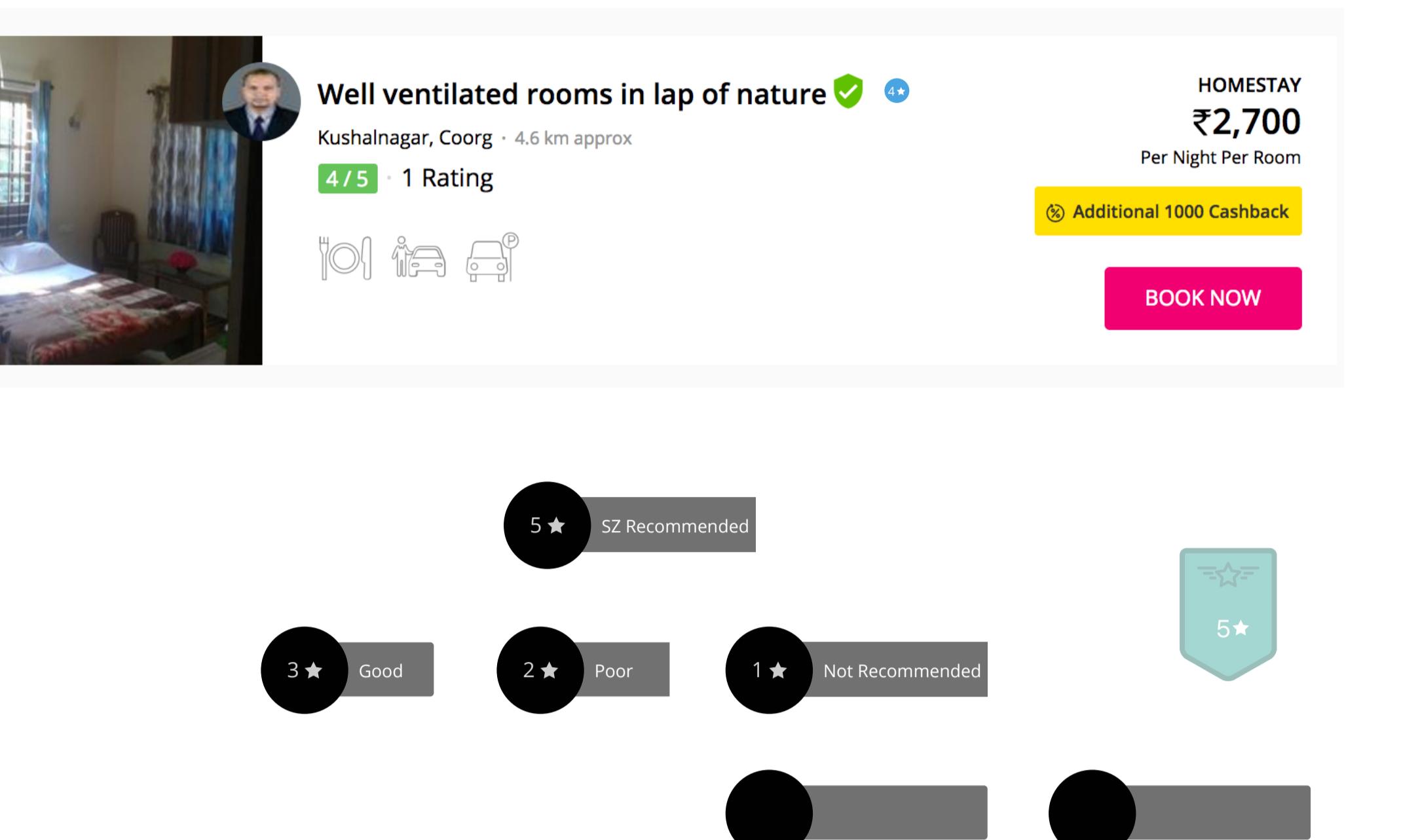
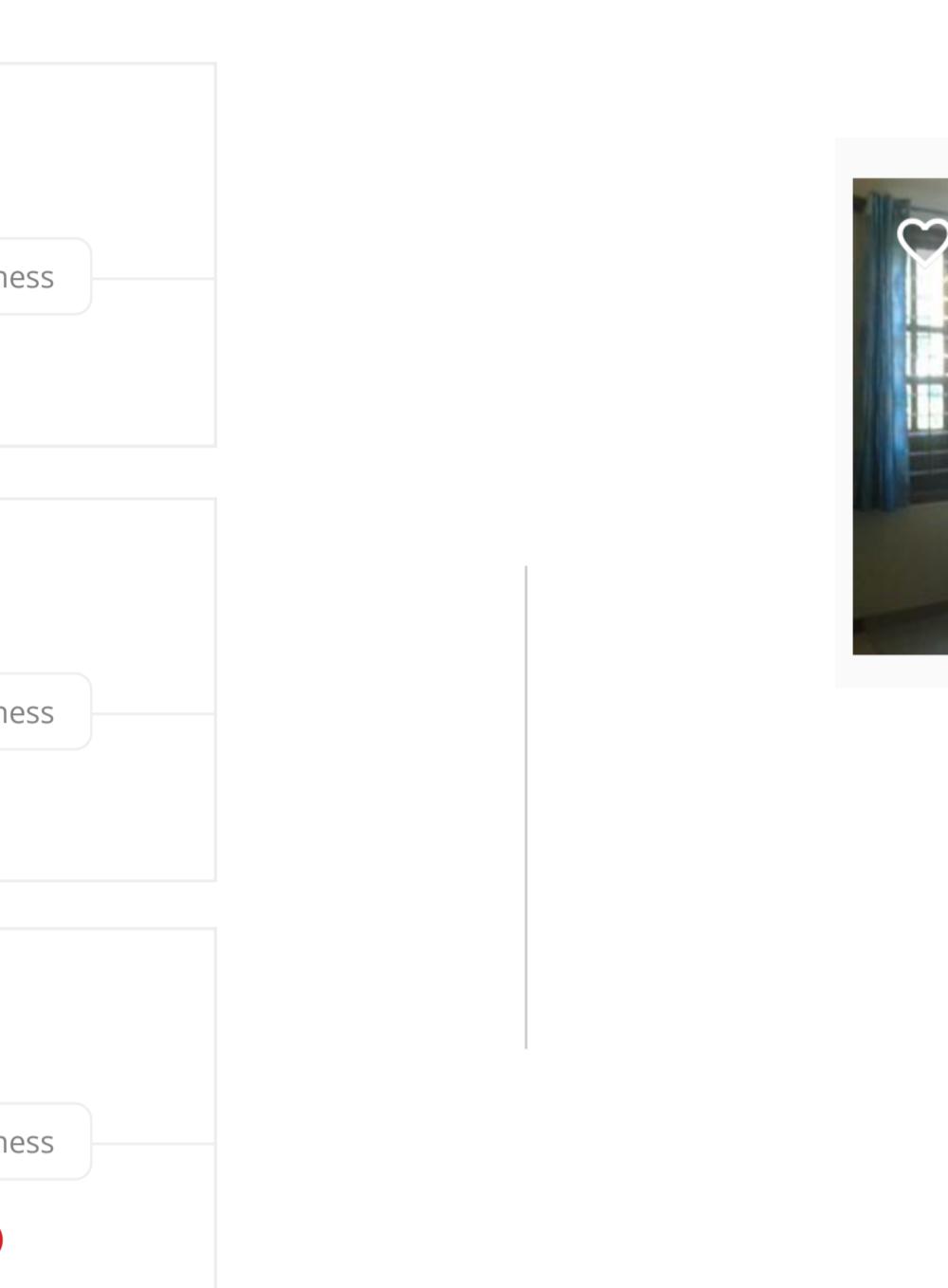
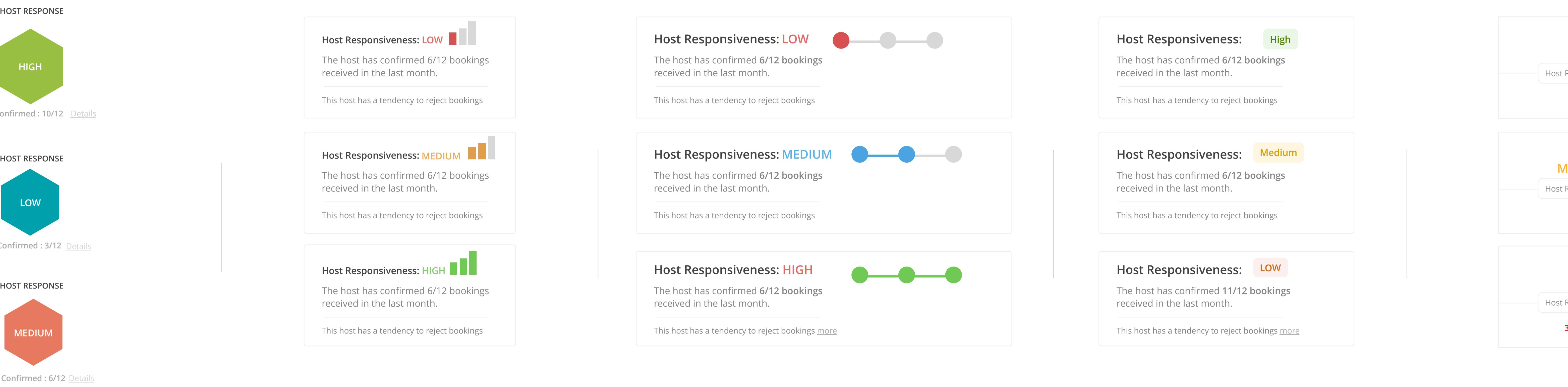
HOST

Host Property (P1)

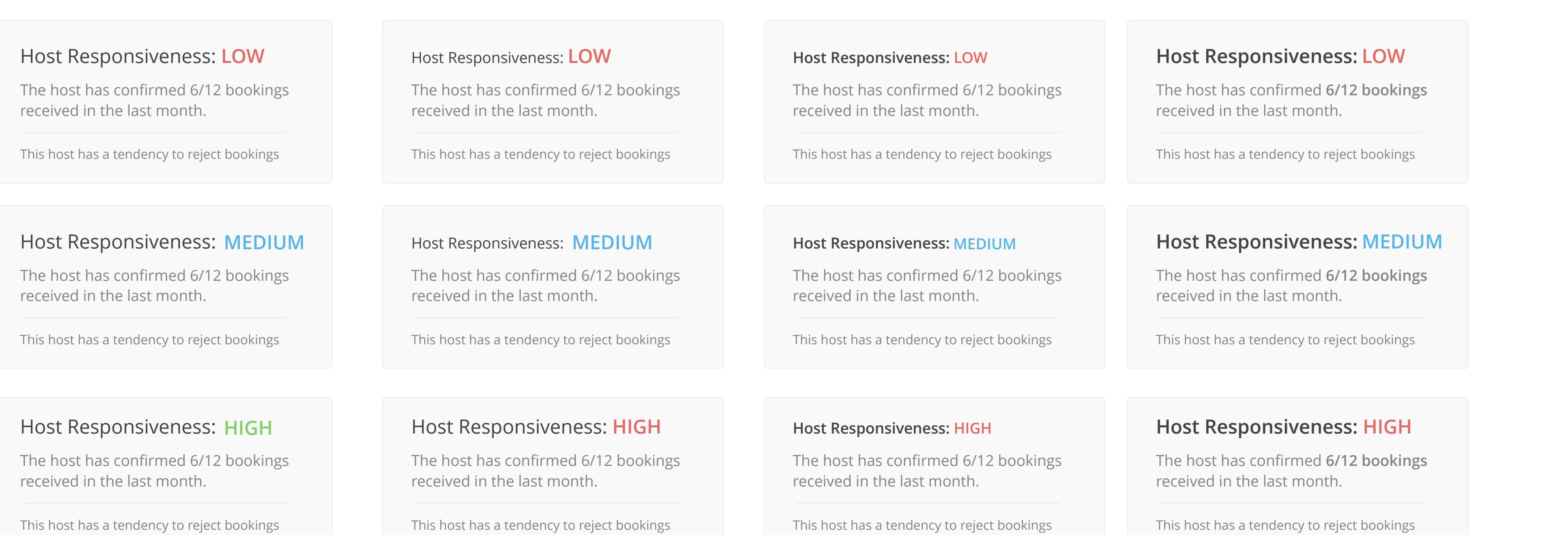
Host Dashboard (P0)

## Badges Explorations

Looks like a progress bar where user is missing a step.



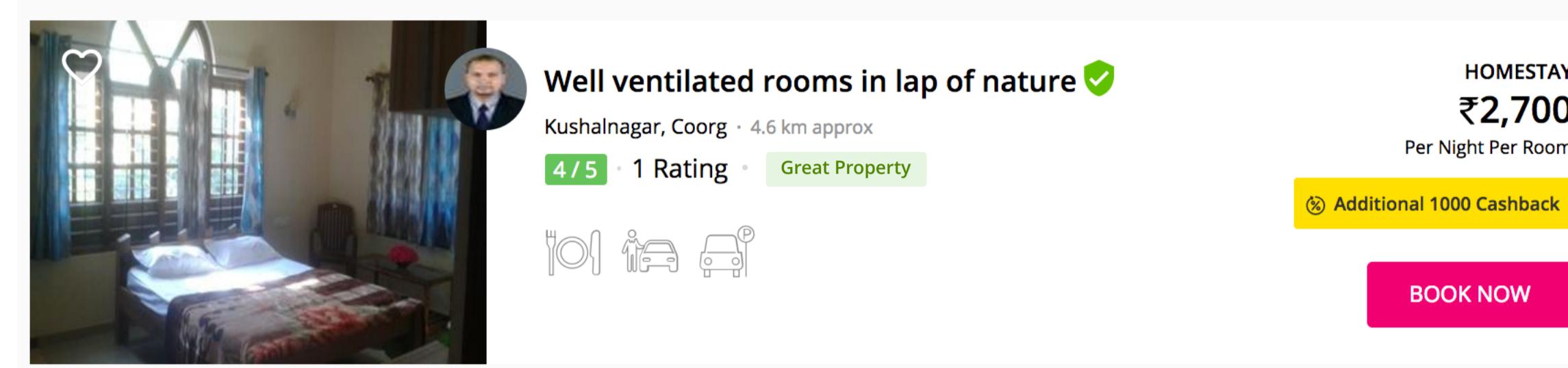
## Exploring with just Type



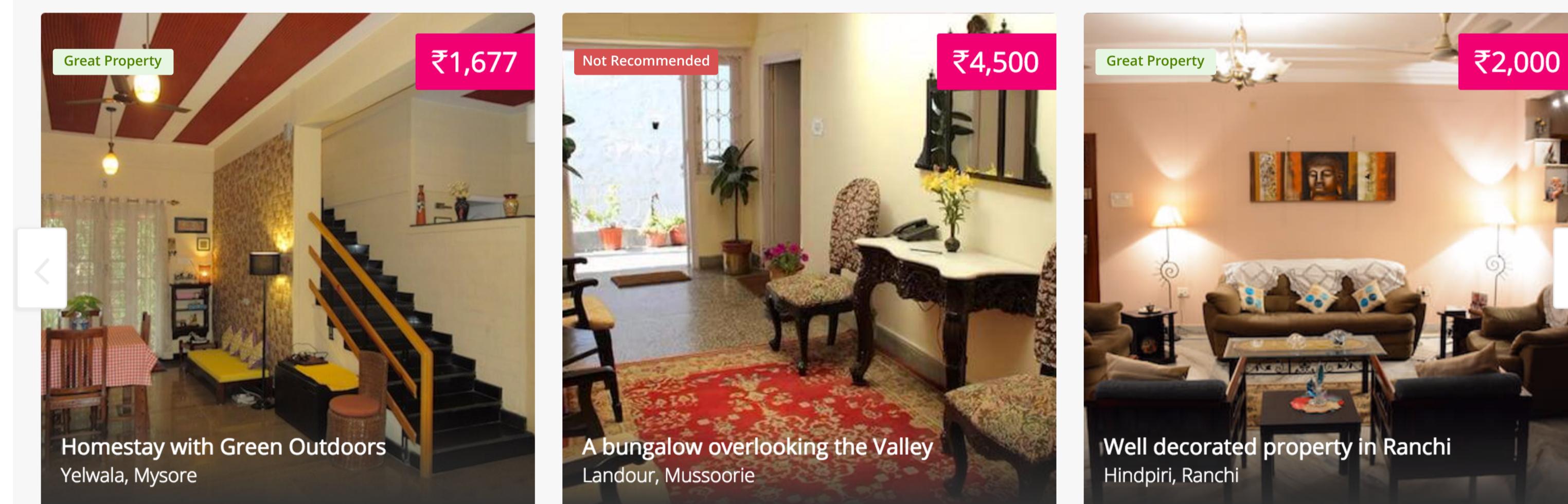
# Potential Impact

## Guest Website

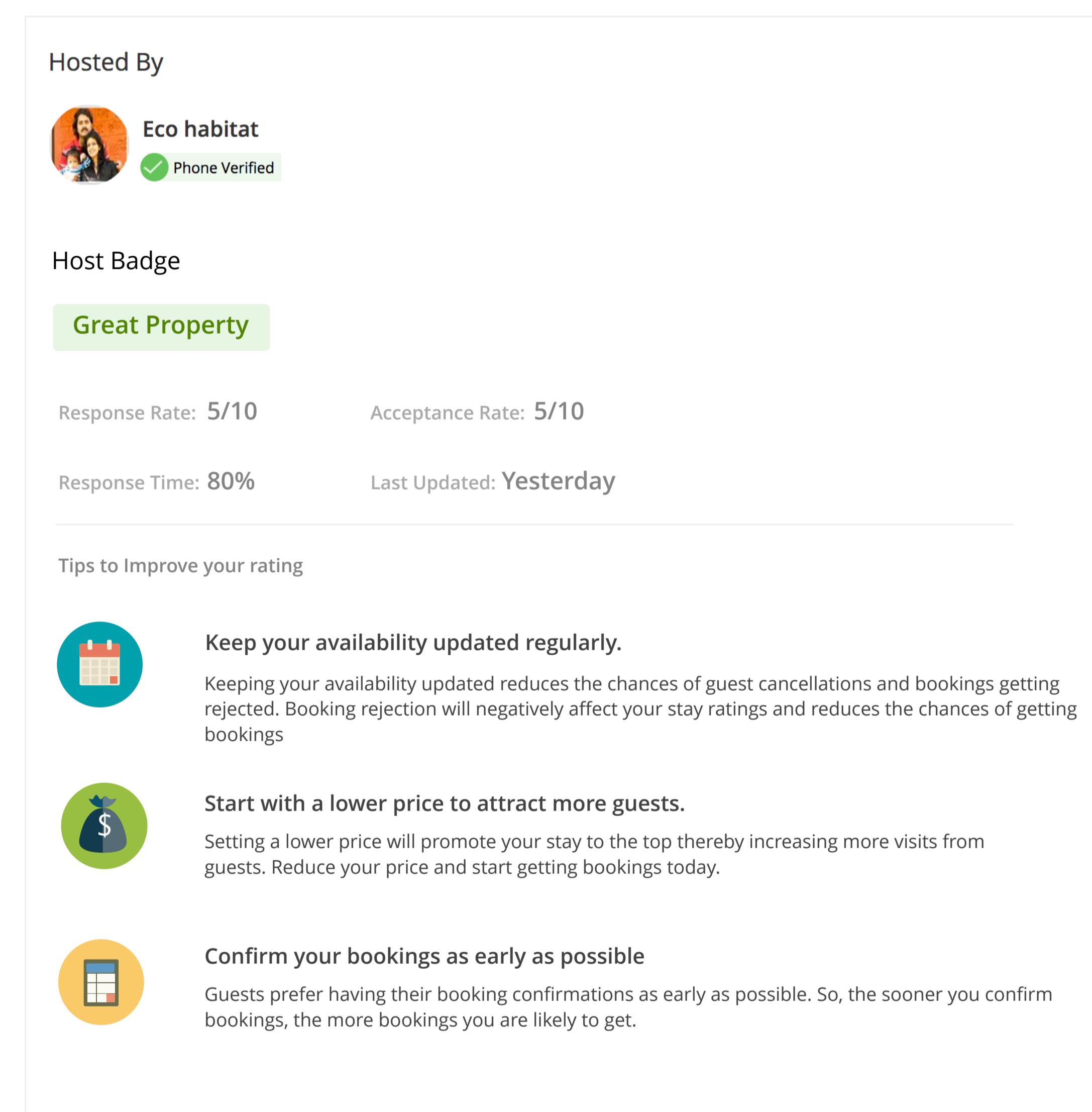
Property Card



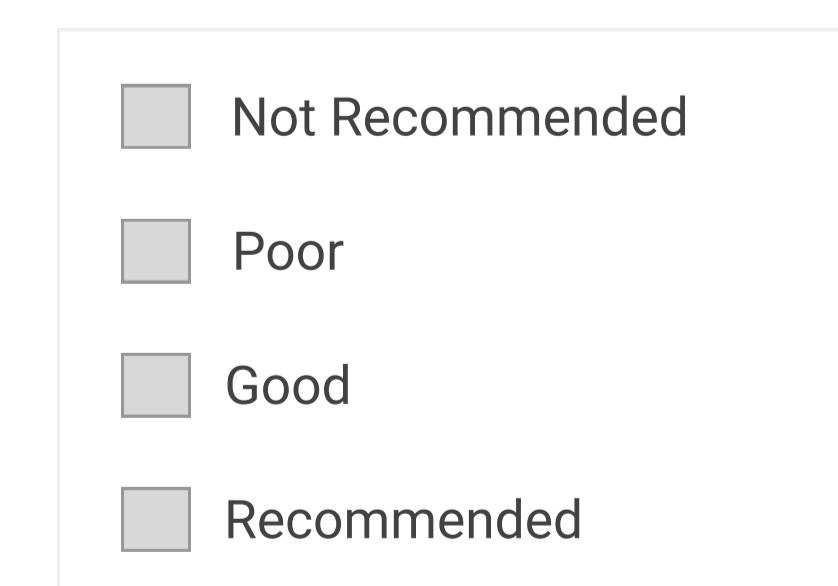
Property Photo



Property Card



Search Filters



## Host Website

Home Location Amenities Rooms Services Gallery Policies Bank Details

A peaceful place to relax and revive away from the city side.

Our stay has 4 rooms with attached bathrooms and a common kitchen. It is in silent and peaceful location. Also has conference hall, open lawn and place for meditation. Ideal for groups to escape city heat and rush. Enjoy beautiful garden in the premises. On request, campfire and barbecue on grill can be arranged. We welcome you to our stay.

### Host Badge

Great Property

Response Rate: 5/10 Acceptance Rate: 5/10

Response Time: 80% Last Updated: Yesterday

### Tips to Improve your rating



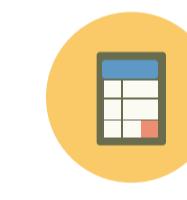
#### Keep your availability updated regularly.

Keeping your availability updated reduces the chances of guest cancellations and bookings getting rejected. Booking rejection will negatively affect your stay ratings and reduces the chances of getting bookings.



#### Start with a lower price to attract more guests.

Setting a lower price will promote your stay to the top thereby increasing more visits from guests. Reduce your price and start getting bookings today.



#### Confirm your bookings as early as possible

Guests prefer having their booking confirmations as early as possible. So, the sooner you confirm bookings, the more bookings you are likely to get.

NEW PROPERTY

GREAT

GOOD

POOR

NOT RECOMMENDED

## FAQ

What is Badges ?

How do we calculate?

Where does my property stand?

What should I do to improve?

Property Name: **Great Property** Know more about badges

Response Rate: 5/10 Acceptance Rate: 5/10

Response Time: 3hr 15min Last Updated: Yesterday

[Read More](#)

Property Name II: **Good Property**

Response Rate: 4/10 Acceptance Rate: 5/10

Response Time: 80% Last Updated: Yesterday

[Read More](#)

## Potential Impact: Version 2

### Guest Website - Property Page

#### Use Case 1: Badges and Ratings

Hosted By


**Eco habitat**  
Phone Verified

Property Badge

**Great Property**

The host has been very responsive to all the queries. Overall, you can experience a very good stay.

5/10	5/10
Response Rate	Acceptance Rate
2hrs	Jan 4th
Response Time	Last Updated

Tips to Improve your rating

- ✓ Keep your availability updated regularly.  
Keeping your availability updated reduces the chances of guest cancellations and bookings getting rejected. Booking rejection will negatively affect your stay ratings and reduces the chances of getting bookings.
- ✓ Start with a lower price to attract more guests.  
Setting a lower price will promote your stay to the top thereby increasing more visits from guests. Reduce your price and start getting bookings today.
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### Host Website - Property Page

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Property Badge

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Guests prefer having their booking confirmations as early as possible. So, the sooner you confirm bookings, the more bookings you are likely to get.

#### Use Case 2: Only Ratings

Hosted By


**Eco habitat**  
Phone Verified

Property Performance

The host has been very responsive to all the queries. Overall, you can experience a very good stay.

5/10	5/10
Response Rate	Acceptance Rate
2hrs	Jan 4th
Response Time	Last Updated

Tips to Improve your rating

- ✓ Keep your availability updated regularly.  
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Guests prefer having their booking confirmations as early as possible. So, the sooner you confirm bookings, the more bookings you are likely to get.

#### Emailer Performance Card

Your Performance

**Great Property**

The host has been very responsive to all the queries. Overall, you can experience a very good stay.

5/10	5/10
Response Rate	Acceptance Rate
2hrs	Jan 4th
Response Time	Last Updated

To know more about your improving your ratings please [click here](#)

#### Use Case 3: SZ recommended

Hosted By


**Eco habitat**  
Phone Verified

Property Badge

**Great Property**

This is a Stayzilla Recommended property. The host has been very responsive one of our best. Overall, you can experience a very good stay.

5/10	5/10
Response Rate	Acceptance Rate
2hrs	Jan 4th
Response Time	Last Updated

What do these ratings mean?

- Response Rate  
Keeping your availability updated reduces the chances of guest cancellations and bookings getting rejected. Booking rejection will negatively affect your stay ratings and reduces the chances of getting bookings
- Acceptance Rate  
Setting a lower price will promote your stay to the top thereby increasing more visits from guests. Reduce your price and start getting bookings today.
- Response Time  
Guests prefer having their booking confirmations as early as possible. So, the sooner you confirm bookings, the more bookings you are likely to get.
- Last Update  
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## Exploring Card Variants

Variant 1

**Hosted by**


**Saurav Arya**
Email ID Verified
Phone Verified

**Host Interests**  
Astro Photography, Youtubing, Mountaineering, Bike Riding, Solo Travelling, Guitar, Paragliding.  
[Read more](#)

**Property Badge**

**Great Property**

The host has been very responsive to all the queries. Overall, you can experience a very good stay.

5/10	RESPONSE RATE	5/10	ACCEPTANCE RATE
High 2hr - 3hr	RESPONSE TIME	Jan 4th	LAST UPDATED

**Reviews and Ratings**

**4.55 Fabulous** **78%** (based on 18 recommendations)

**Score Breakdown** (based on 45 reviews)

5	(20)	Service Quality	2.5	Appearance	1.0
4	(15)	Room Quality	2.5	Location	2.0
3	(3)	Food & Drinks	1.0	Amenities	2.0
2	(5)				
1	(2)				

All Reviews (200) | HolidayIQ (180 Reviews) | Stayzilla (20 Reviews)

**H Great place for family vacation** **4.5** by Herisha Doshi May 10, 2016

Chose this place based on Tripadvisor reviews for a family vacation. Stayed in their cottage which is definitely superior than some of the 5 star hotels. Very good location, right in the midst of lush greenery.

**D Awesome experience** **4.5** by Deepen Vora May 10, 2016

Food, stay, facilities all are outstanding. Zipline is for 200 mts. Artificial waterfalls, swimming pool. One lake nearby. Hospitality is too good. Overall nice experience. I would suggest for anyone...

**H Horrible stay** **1.5** by Herisha Doshi May 10, 2016

Bad location and pathetic quality of service for the money I paid.

← Previous | 1 2 3 4 5 | Next →

Variant 2

**Hosted by**


**Saurav Arya**
Email ID Verified
Phone Verified

**Host Interests**  
Astro Photography, Youtubing, Mountaineering, Bike Riding, Solo Travelling, Guitar, Paragliding.  
[Read more](#)

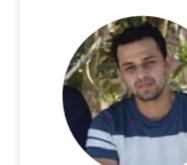
**Performance**

**Great Property** **5/10** RESPONSE RATE **High** **2hr - 3hr** RESPONSE TIME

The host has been very responsive to all the queries. Overall, you can experience a very good stay.  
[Read more](#)

More Explorations

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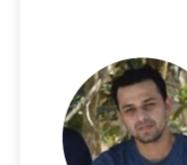
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[more](#)

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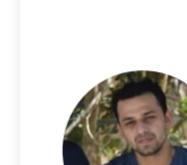
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[Read more](#)

**Performance** **Know more**

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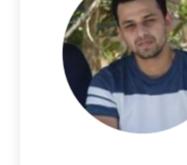
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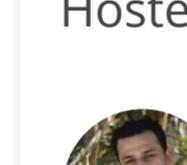
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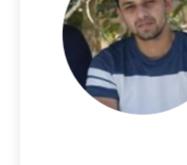
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[Read more](#)

**Performance**

**GOOD** **9/10** RESPONSE RATE **2 HR** RESPONSE TIME

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**Hosted by**


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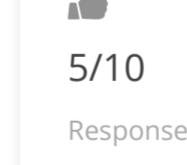
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**Performance**

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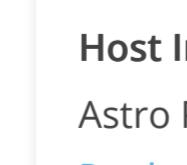
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**GOOD** **High** **2hr - 3hr** RESPONSE RATE **High** **2hr - 3hr** RESPONSE TIME

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Variant 1

**Mesmerising cozy room in...** Fri, Nov 18 - Sun, Nov 20 **Modify**

About Photos Reviews Map

**HOT DEAL** 5/5 Great room quality

13/17 HOMESTAY

Mesmerising cozy room in the heart of the city  
Koramangala, Bangalore

4/5 **Fabulous** (Based on 11 Reviews)

The GPS location, the amenities and services displayed here have been personally verified by Stayzilla team.

**Instant Confirmation** No waiting for the host to approve your booking

About the stay **Top Rated in Bangalore**

We have a theatre with overhead projector, multiple open areas and a greenful small garden.

Our abode Namaha is located against the scenic backdrop of Wayanad. We accommodate our guests in spacious rooms, each of which are elegantly decorated with a blend of concrete, wood and rock surfaces. It has... [Read more](#)

AAT Approved This property is approved by Assam Govt.

**Value Deal** Great amenities & property at affordable price

Facilities

- Complimentary Breakfast Free WiFi
- Card Pool
- Lift Gym

**This stay is in demand** 2 other travellers are eyeing this!

Select rooms **Free breakfast included**

Heritage Room Deluxe AC	1
₹1,200 per night incl. tax	Upto 2 Adult(s) 1 Kid(s)

Deluxe Room Non AC	1
₹900 per night incl. tax ₹1,100 Save ₹200	Upto 2 Adult(s) 1 Kid(s)

Things to note

Check-in 12:00 AM | Check-out 12:00 PM

DO's

- There is facility to eat and drink by the poolside for every guest
- Guests are free to use wifi and TV

DON'T's

- Strictly no smoking

N.B. Host cannot accomodate Family with Elders

Host Info **Recommended Host**

**Saurav Arya**

Host Interests Astro Photography, Youtubing, Mountaineering, Riding, [Read more](#)

Host Performance **GOOD**

5/10 Response Rate 2hr - 3hr Response Time

The host has been very responsive to all the queries. Overall, you can experience a very good stay. [Know more](#)

Area of Focus

Variant 2

**Mesmerising cozy room in...** Fri, Nov 18 - Sun, Nov 20 **Modify**

About Photos Reviews Map

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13/17 HOMESTAY

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Host Performance **GOOD**

5/10 Response Rate 2hr - 3hr Response Time

The host has been very responsive to all the queries. Overall, you can experience a very good stay. [Know more](#)

Area of Focus

## Final for the MVP

### Web

This screenshot shows a detailed listing for a homestay in Wayanad. At the top, there's a search bar with filters for location (Wayanad), date (Sun, 16 Oct - Mon, Oct 17), guests (2 Adult, 1 Child), and a 'SEARCH' button. Below the search bar is a large image of a bedroom with a double bed and large windows. To the right of the image are ratings: 5/5 Great Room Quality and a Fabulous 4.5/5 based on 11 reviews. A 'HOT DEAL' banner is visible. The main content area includes sections for 'About this stay', 'Facilities' (breakfast, internet, card payment, swimming pool, lift), 'Rooms' (Single Room Deluxe AC, Double Room Non AC), 'Things to note', 'Hosted by' (Saurav Arya), 'Host Interests' (Astro Photography, Youtubing, Mountaineering, Bike Riding, Solo Travelling, Guitar, Paragliding), and 'Host Performance' (Good, 5/10 response rate, 2hr - 3hr response time). A 'Final card' is indicated at the bottom.

### MWeb

This screenshot shows the same room listing from the previous web version but viewed on a mobile device. The layout is more compact. It features a large image of the bedroom, ratings (5/5 Great room quality, Fabulous 4/5), and a 'HOT DEAL' banner. The 'About the stay' section includes a 'Top Rated in Bangalore' badge. Below this are sections for 'Facilities' (Complimentary Breakfast, Free WiFi, Card, Pool, Lift, Gym), 'Value Deal' (Great amenities & property at affordable price), and 'This stay is in demand' (2 other travellers are eyeing this). The 'Select rooms' section shows options for 'Heritage Room Deluxe AC' (1,200 per night incl. tax) and 'Deluxe Room Non AC' (900 per night incl. tax, Save 200). The 'Things to note' section has the same information as the web version. The 'Host Info' section shows Saurav Arya as a recommended host with verified email and phone. A 'Final card' is indicated at the bottom.