

Dashboard Design

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.

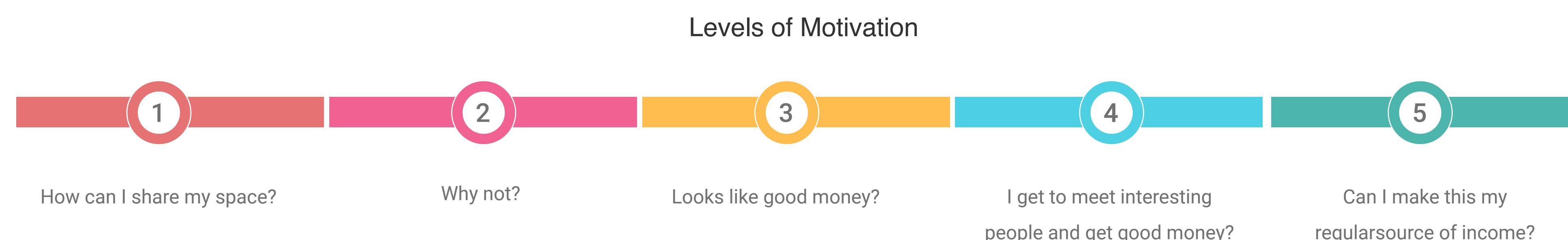
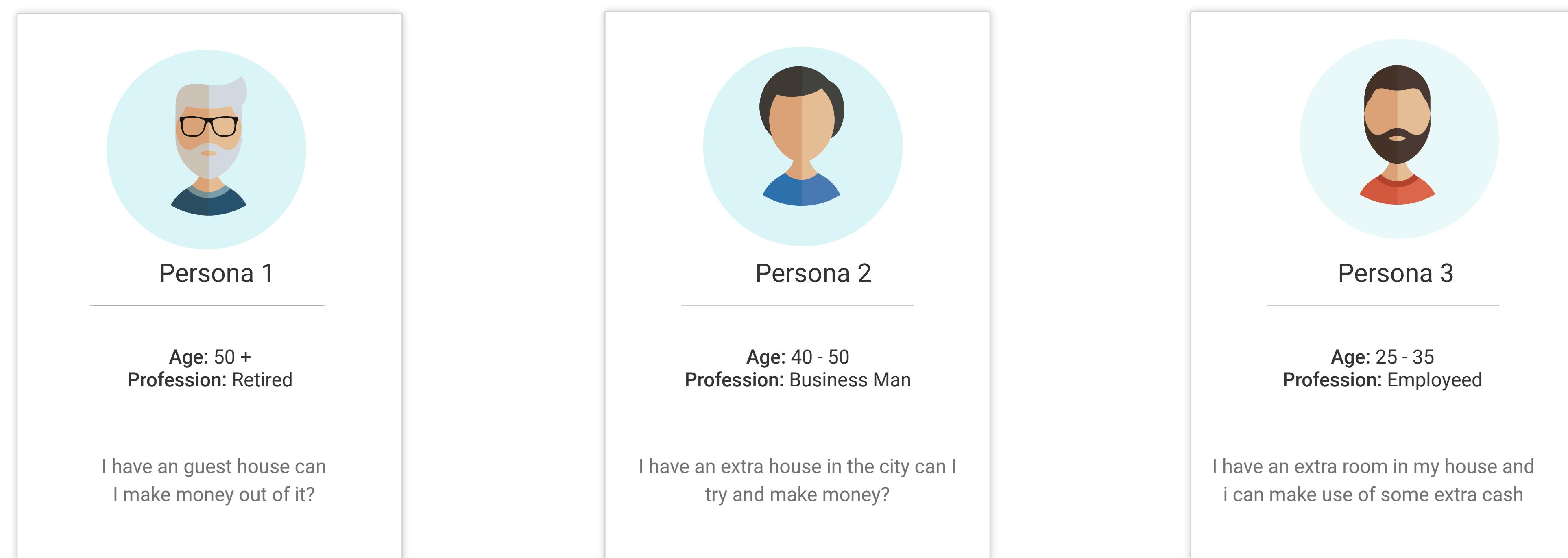
Users and Motivation

- 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

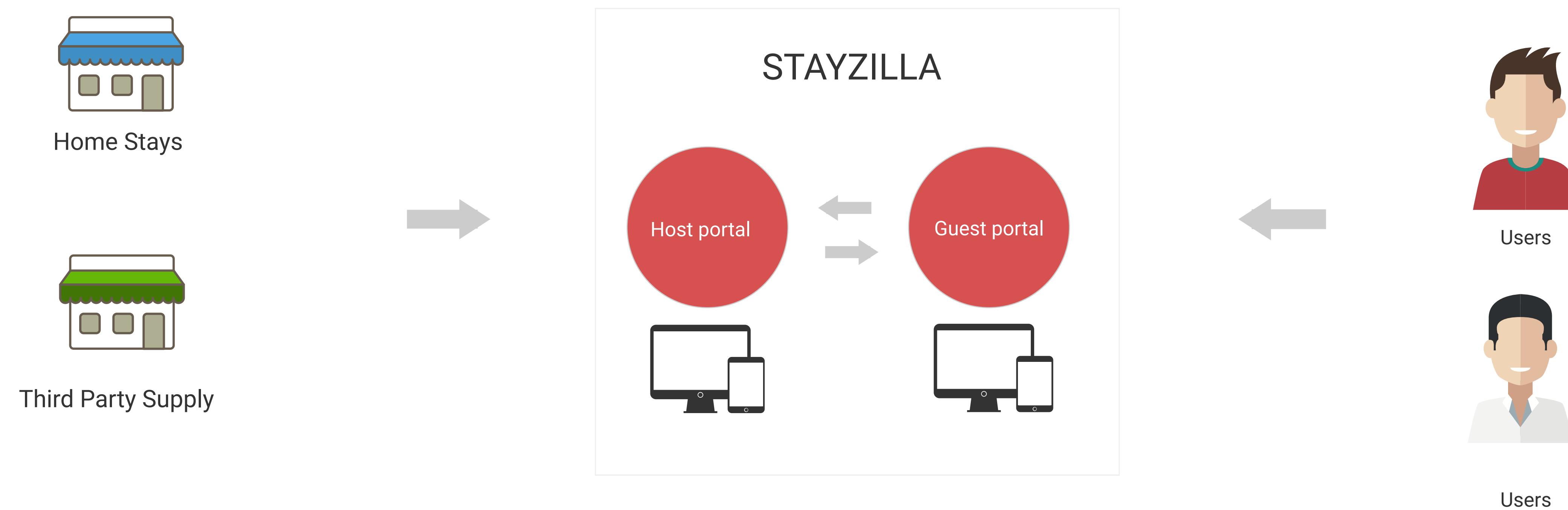
Levels of Motivation

- 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



Model



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

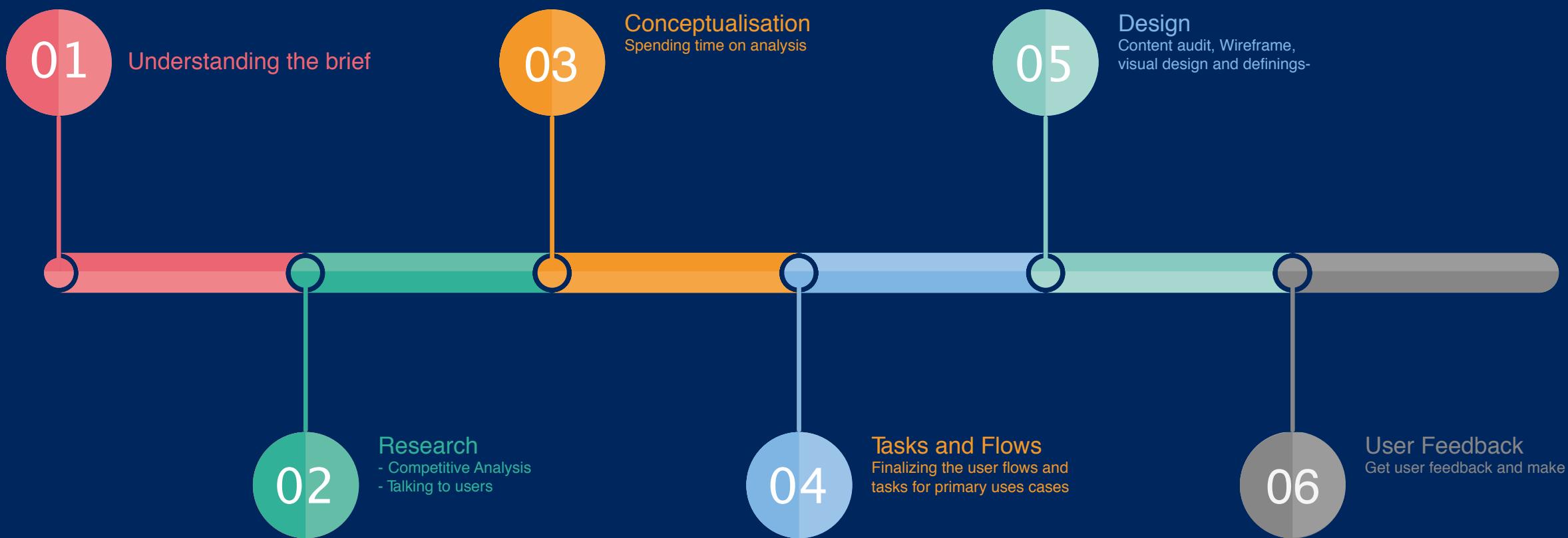
Metrics to be observed

- 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

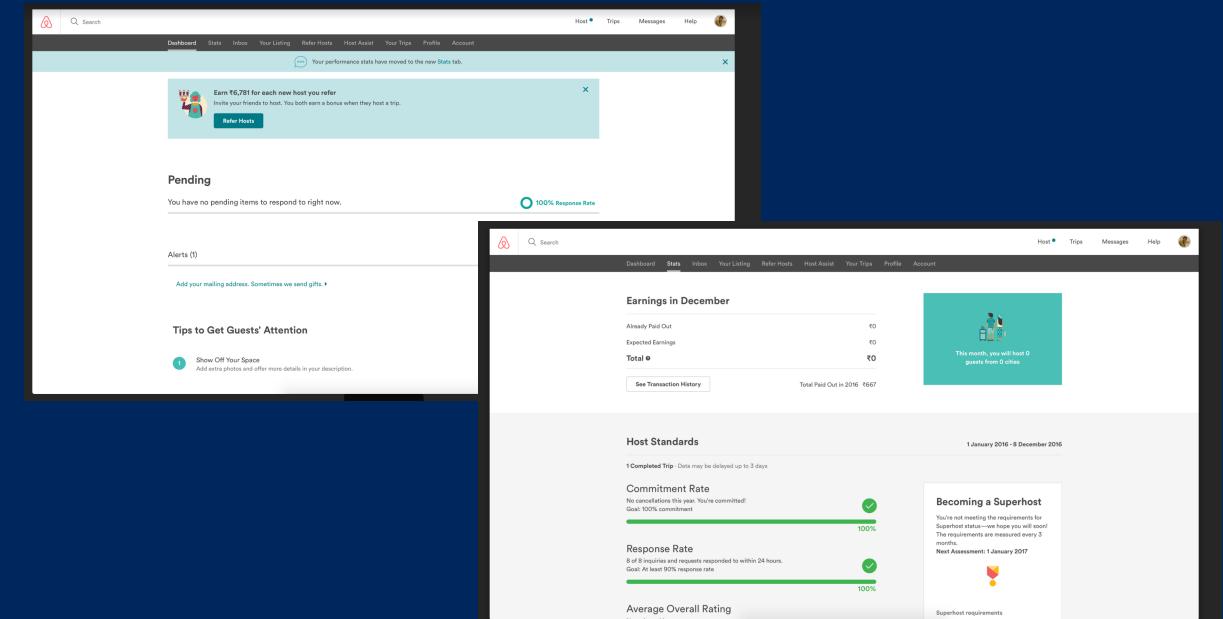


Understanding Users and Competitors

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

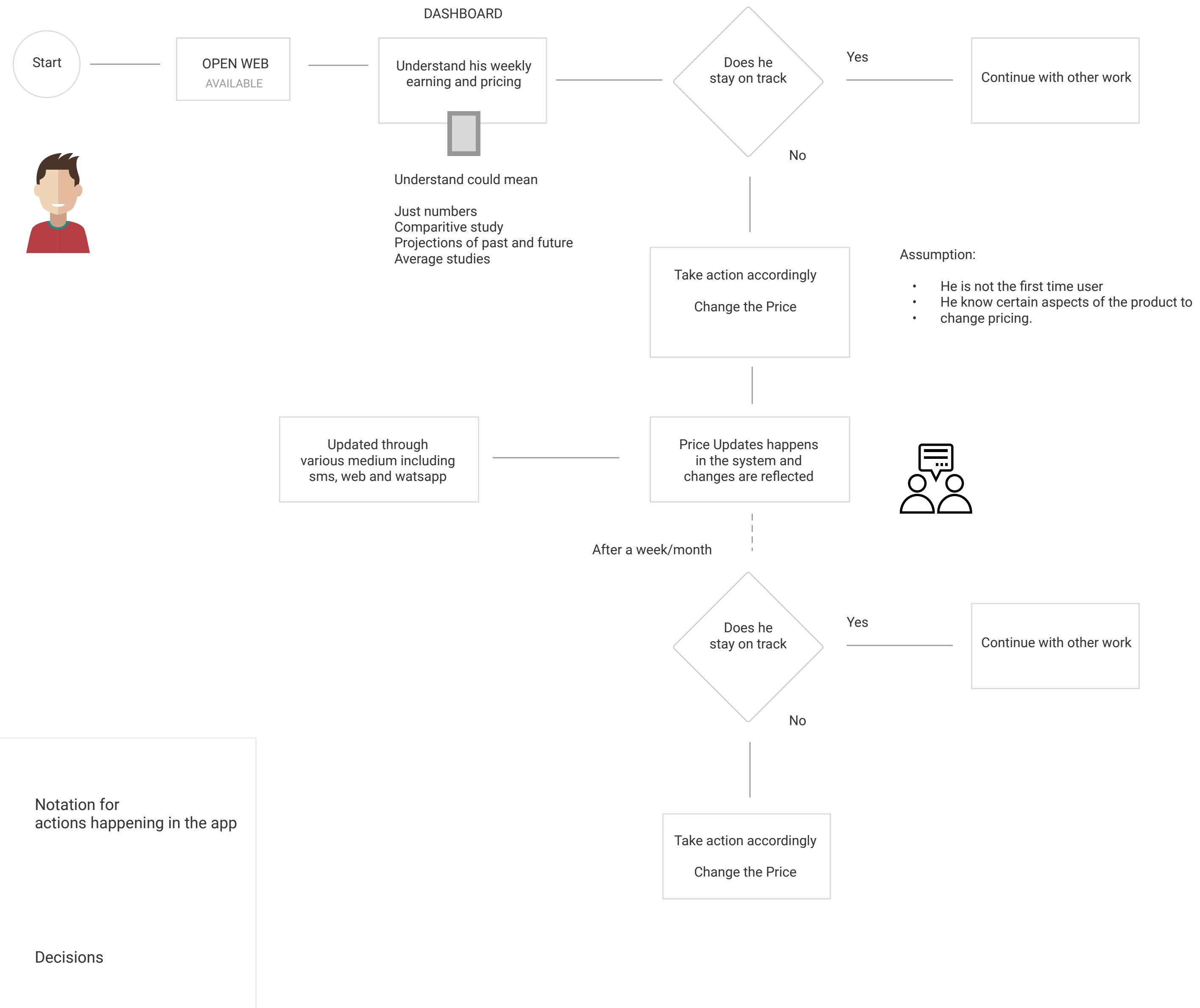
Bookings

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	VIEW
Nikhil Mathew	12:30 PM	VIEW
Nikhil Dev	12:30 PM	VIEW
Nikhil Mathew	12:30 PM	VIEW

UPCOMING

Nikhil Dev	12:30 PM	VIEW CANCEL
Nikhil Mathew	12:30 PM	VIEW CANCEL
Nikhil Dev	12:30 PM	VIEW CANCEL
Nikhil Mathew	12:30 PM	VIEW CANCEL

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

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Latest Badge Earned

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

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

Iteration 2

Overall Structure

STAYZILLA LOGO

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Booking Summary

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

Latest Badge Earned

Badge ORIGINAL

Last Review

<Name> OCT 4

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

VIEW

Message Container

Badge to nudge users to perform better

Newly written reviews

Structure

The dashboard features three main sections:

- Bookings:** Shows guest check-ins for "Zen Gardens Koramangala". It includes a summary of bookings, a list of bookings with details like name, phone, and email, and sections for "EARNING" and "PRICING".
- Earnings:** Displays earnings statistics with a chart comparing "Last Month" (₹ 2500) and "Last Week" (₹ 4578). It also includes a "PRICING" section.
- Pricing:** Compares current price (₹ 2500) with average price (₹ 700 - 1500) and provides tips for price optimization.

The dashboard includes a "MAXIMIZE YOUR BOOKINGS" section with tips and a "HOST PERFORMANCE" section showing a "Your Performance Badge" (GOOD).

The "HOST PERFORMANCE" section displays two badges:

- Your next Badge:** "Your next badge will take you the best in Bangalore!"
- Host Performance:** "Your host performance has been very poor."

Below these are sections for "Your Latest Reviews" and "MAXIMIZE YOUR BOOKINGS" with tips for availability, pricing, and booking confirmations.