

Dashboard Design

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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.

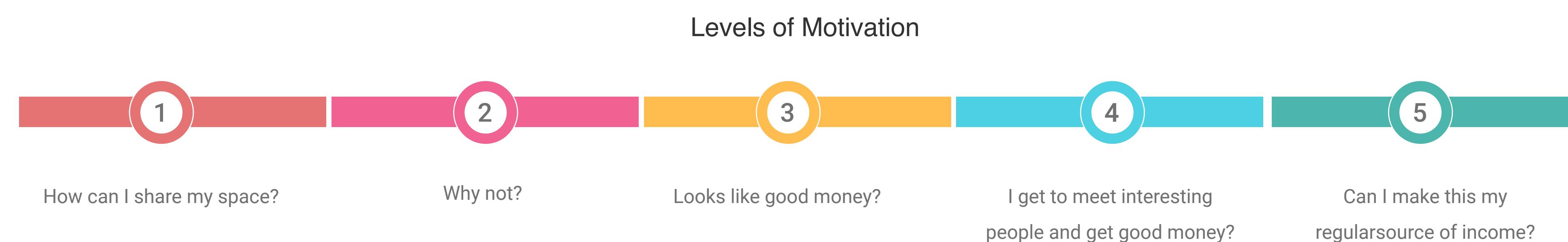
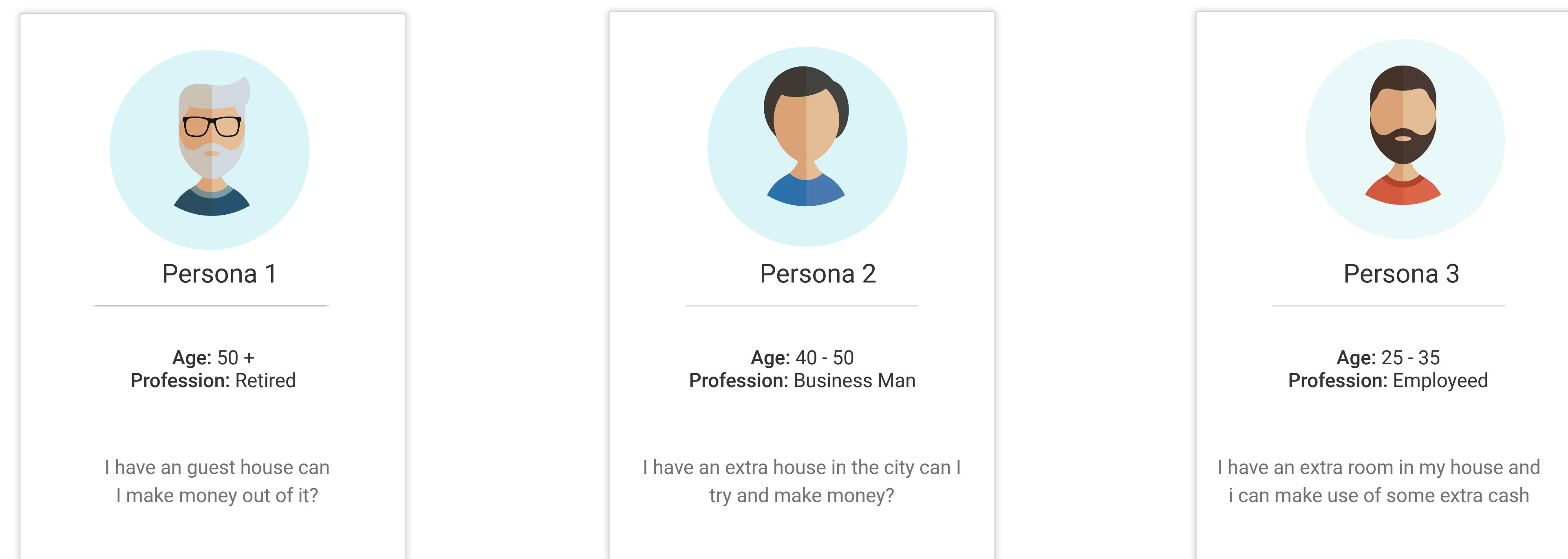
Users and Motivation

- 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

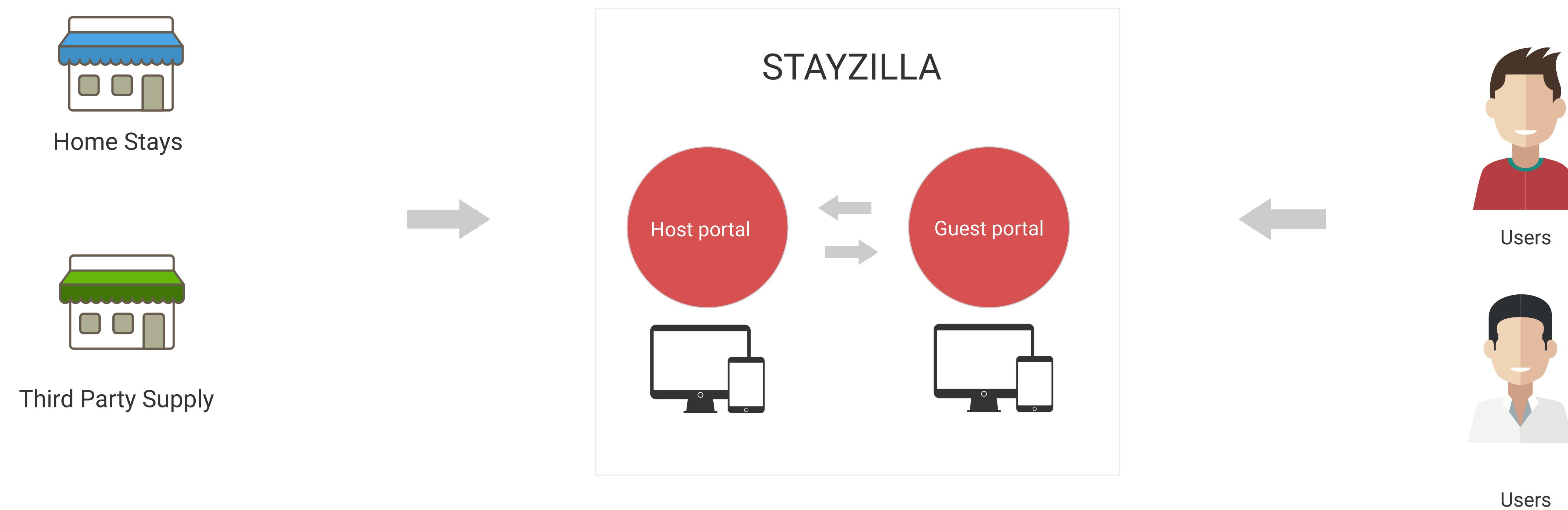
Levels of Motivation

- 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

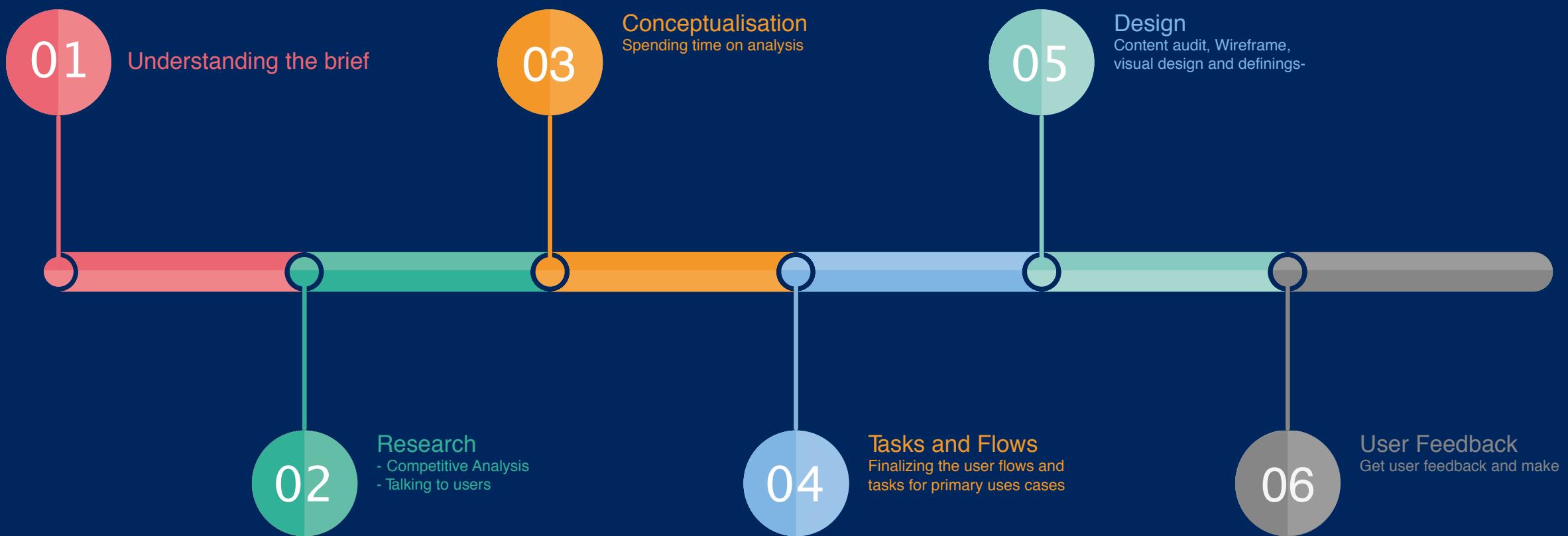
Metrics to be observed

- 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

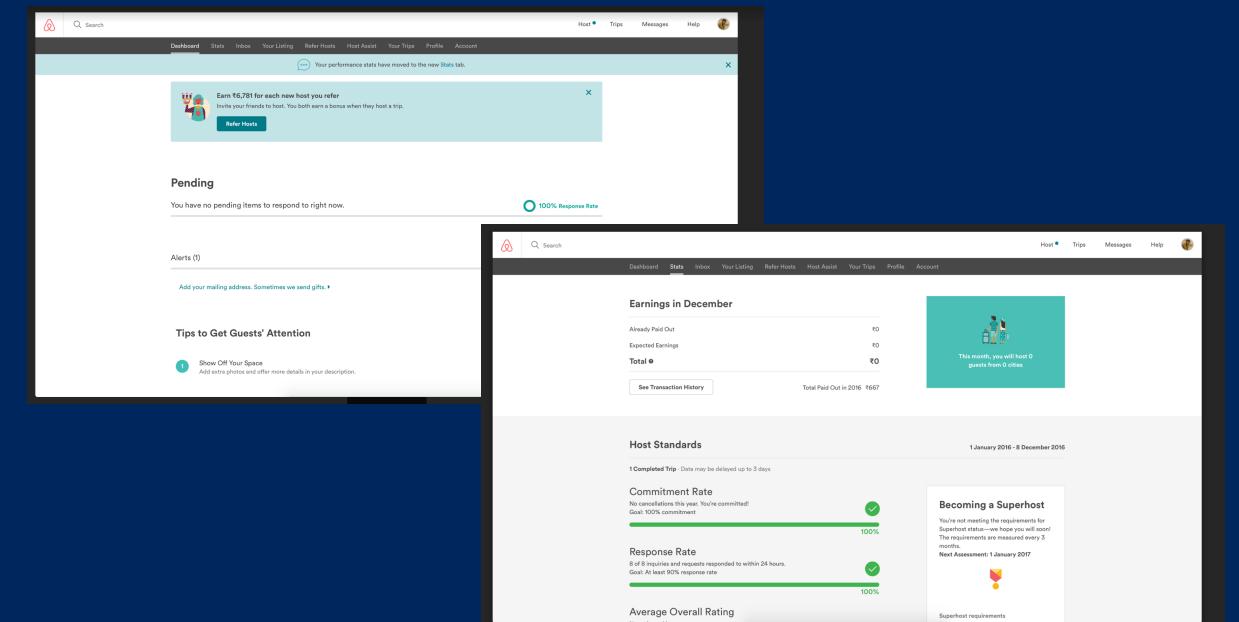
Primary Research

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

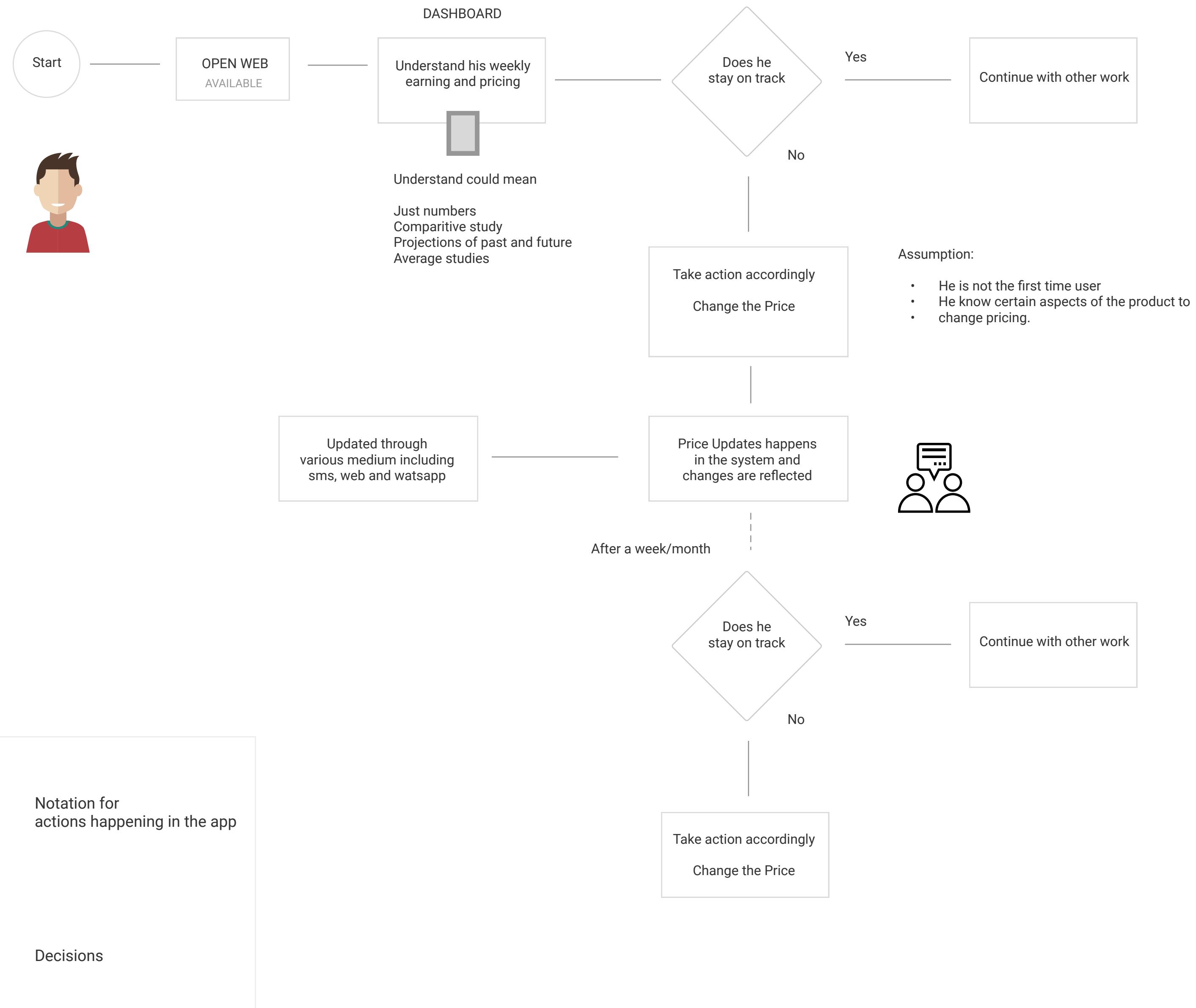
Bookings

Education

User flows

Use case 1:

User logs in 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	05
VISITS	BOOKINGS
00	00
CONFIRMED	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

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

Tips to Improve your stay

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[UPDATE PRICE](#)

Iteration 1

STAYZILLA LOGO

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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	05
VISITS	BOOKINGS
00	00
CONFIRMED	LOST

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

Latest Badge Earned



Last Review

 **<Name> OCT 4**

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

[VIEW](#)

Iteration 2

Overall Structure

The diagram illustrates the overall structure of the Stayzilla dashboard, organized into a 4x4 grid. Each cell contains a component and a descriptive label.

		Message Container	
Container to inform about latest bookings.		Badge to nudge users to perform better	
Earning and Pricing follow the nudge model that tells users to improve based on Average.		Newly written reviews	
Give an idea of how many visited vs booked .			

Message Container (Top Right): A box containing a 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." with a "VIEW" button.

Badge to nudge users to perform better (Middle Right): A "Latest Badge Earned" section featuring a badge labeled "Badge ORIGINAL".

Newly written reviews (Bottom Right): A "Last Review" section for user <Name> (OCT 4) stating: "You are losing out on your earnings. Earn more in Bangalore by following the steps below." with a "VIEW" button.

Container to inform about latest bookings (Top Left): A "Bookings" section divided into "TODAY'S" and "UPCOMING" sections, each listing bookings from Nikhil Dev and Nikhil Mathew with "VIEW" buttons.

Earning and Pricing follow the nudge model that tells users to improve based on Average. (Middle Left): "Earnings" and "Pricing" sections. Both show "₹ 2,500" for "YOUR EARNINGS" and "₹ 2,500" for "AVG EARNINGS IN BANGALORE". Below each, a message encourages users to earn more in Bangalore with a "Update Earning" link.

Give an idea of how many visited vs booked . (Bottom Left): "Booking Summary" showing 05 VISITS, 05 BOOKINGS (CONFIRMED and LOST), and 00 LOST. A message encourages users to earn more in Bangalore with a "View Booking" link.

Structure

