

e-Host 2.0

Help Host to manage listing, order and optimize operation process

OVERVIEW

The e-Host is designed for the landlord to help them connect to the traveler. Also, keep their daily task more efficient was our top priority in e-Host 2.0.

There is also essential to understand how a landlord developing their order and maintain a relationship with customers, with these background knowledge could help us to build a better product for a landlord to run their business professionally.

The goal of this project was not only to redesign the whole experience but also using cutting-edge technology to refactor the coding structure to meet the increasing needs of multiple country users.

MISSION

- To help landlords to manage property and orders more efficiently.
- To help landlords to gain a higher profit from us.

GOAL

- To increase the landlord e-Host usage rate.
- To decrease the order reject rate of the landlord
- To increase the landlord self-upload property ratio.

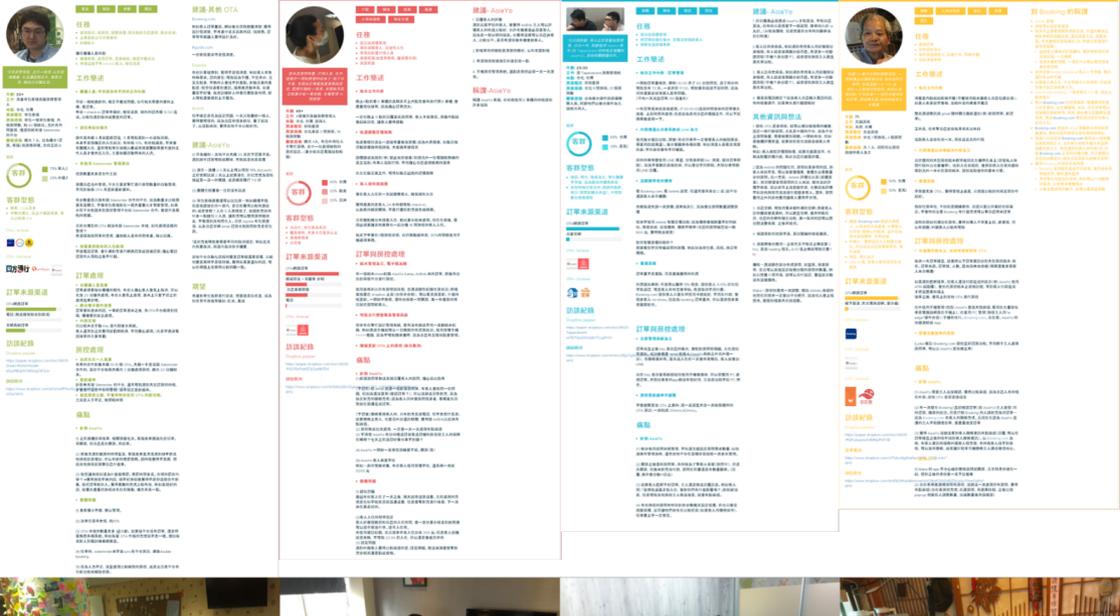
STAKEHOLDER

- Landlord
- Property facilitator
- AsiaYo property team
- AsiaYo country team

USER STORIES

In the beginning, we interview our most iconic property landlord and pick them by different types, such as chain manage, self-manage, property facilitator, and startups. I also create the persona to display their basic info, daily work process, and pain point. After analyzing and organizing all the material, then I created the user stories. The following are the primary requirements of the e-Host 2.0.

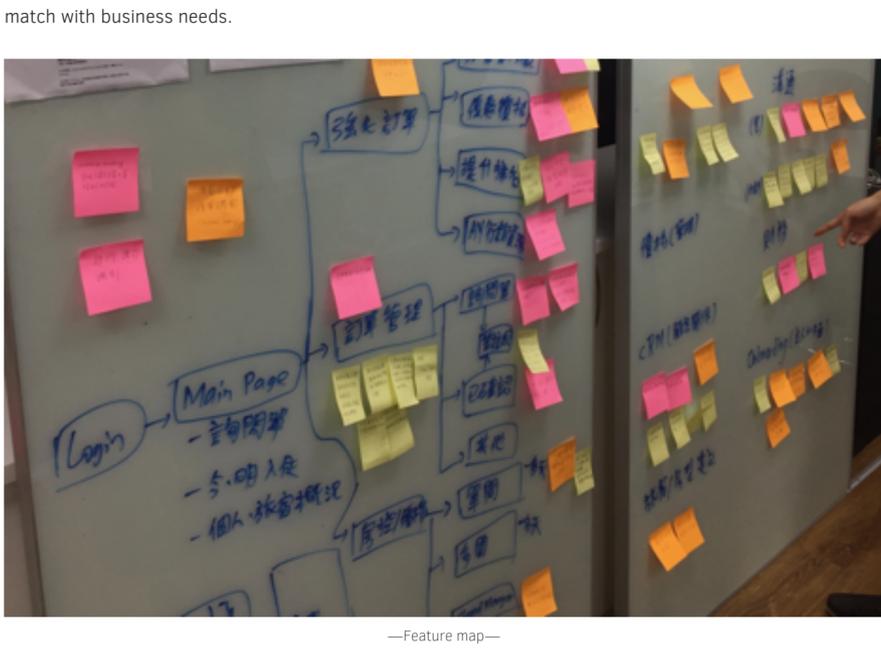
- Users can easily upload property quickly.
- Users can manage order clearly to sync the info to the inner system or inform internal staff.
- Users can update property listing quickly to gain more profit.
- Users can set up special offer to increase off-season order.
- Users can utilize the accept order feature automatically.



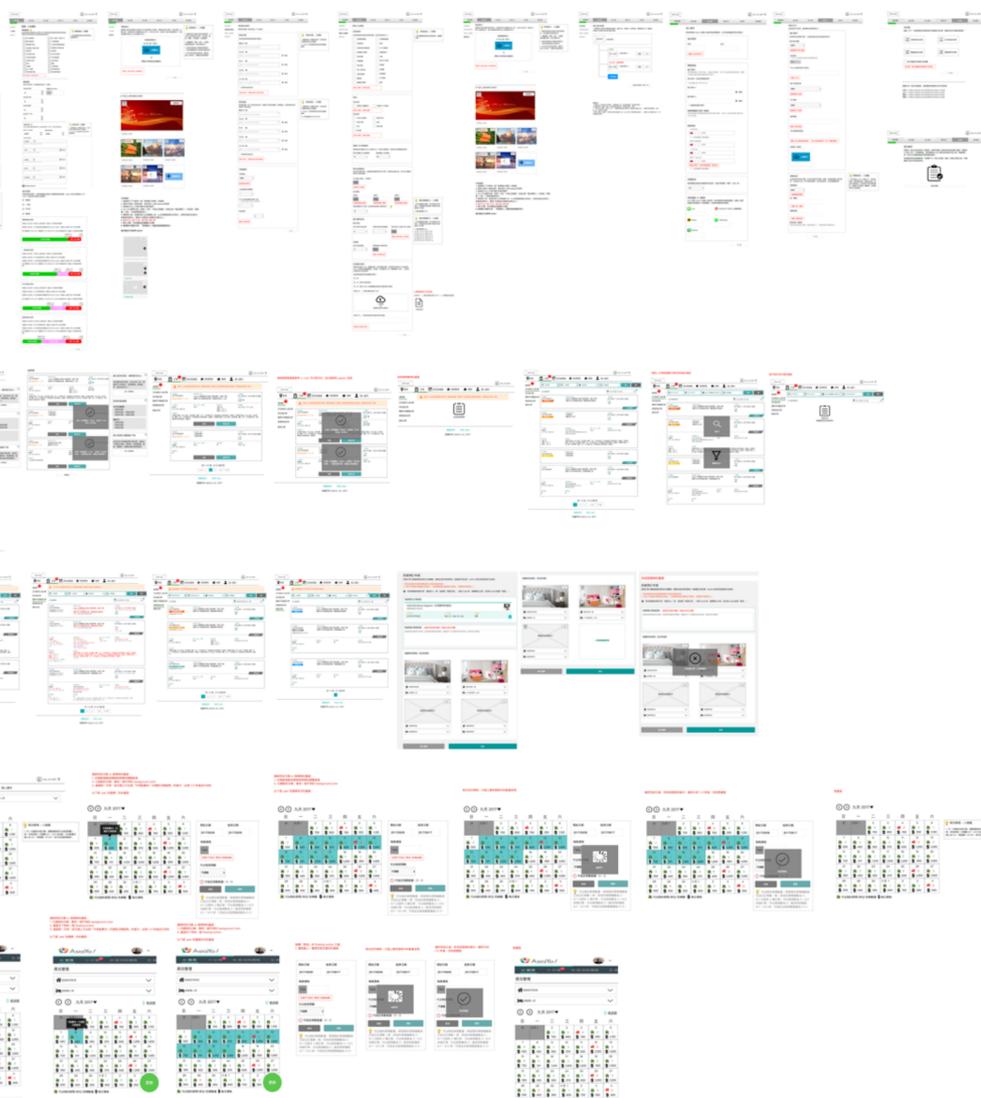
—Persona & User interview—

INTERACTION DESIGN

Base on user stories, I first build the feature map and wireframe to discuss the flow of e-Host 2.0. PM, RD and operation team were all involved in this stage to clarify and make sure user requirements would match with business needs.



—Feature map—

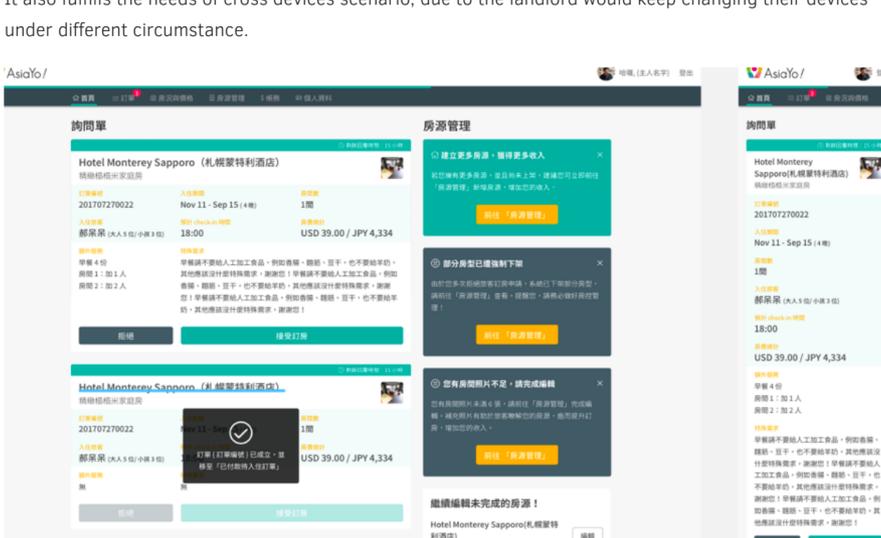


—Wireframe—

VISUAL DESIGN

Not only revamping the product UI and whole working process but also need to consider the UI components apply to the future product. The design intends to create an "efficiency and professional" look and feels because at new version UI and branding tone was not consistency and no pattern to follow.

It also fulfills the needs of cross devices scenario, due to the landlord would keep changing their devices under different circumstance.



—UI & Visual design—

TIME

08/2017 - 11/2017

ROLE

UX research
Interaction design
Visual design