

Welcome to The Acres!

Stay

Mon, Mar 18 2024 to Thu, Mar 21 2024 [Add to Calendar](#)

Location

17581 Goat Run Honey Fork Rd, Logan, Ohio, 43138 [Get Directions](#)

Door Code

2890

Information

Check out the [guidebook](#) for key details.

- Arrival Info
- House Manual
- Departure Info

Guest List | Incomplete [close](#)

1 of 5 guests confirmed

5 Adults 2 Children

Lead  Amy Ness amy@gmail.com [Edit](#) [X](#)

Add Guest

THE ACRES Stay Tasks Recommendations Messages JW

Message your host, Orlie, and the rest of the group!

Happy, Monday! Hello everyone! Hello, Orlie! Greetings, Orlie!

Enter your message... [Send](#)

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James Weaver
UX Advisor
Lasoh Guest Portal



Marketing technology for
vacation rental hosts that care
about the guest experience.

The Challenge

Quickly redesign a guest portal and evaluate for product market fit.

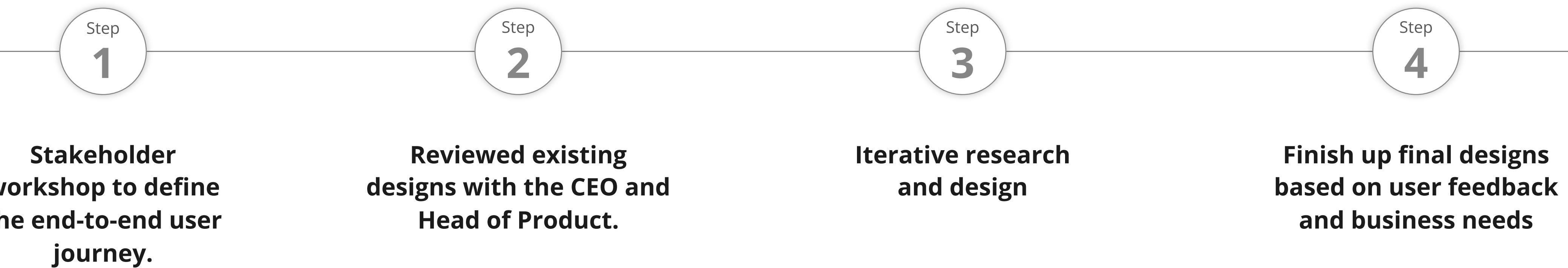


My Role: All things UX

I led the team by implementing a continuous discovery process using the following 4 activities over a 3 week sprint.

- Stakeholder workshops
- Review of existing designs
- Research and Design iteration
- Final Design deliverable

3 week Sprint | Step by step



In detail

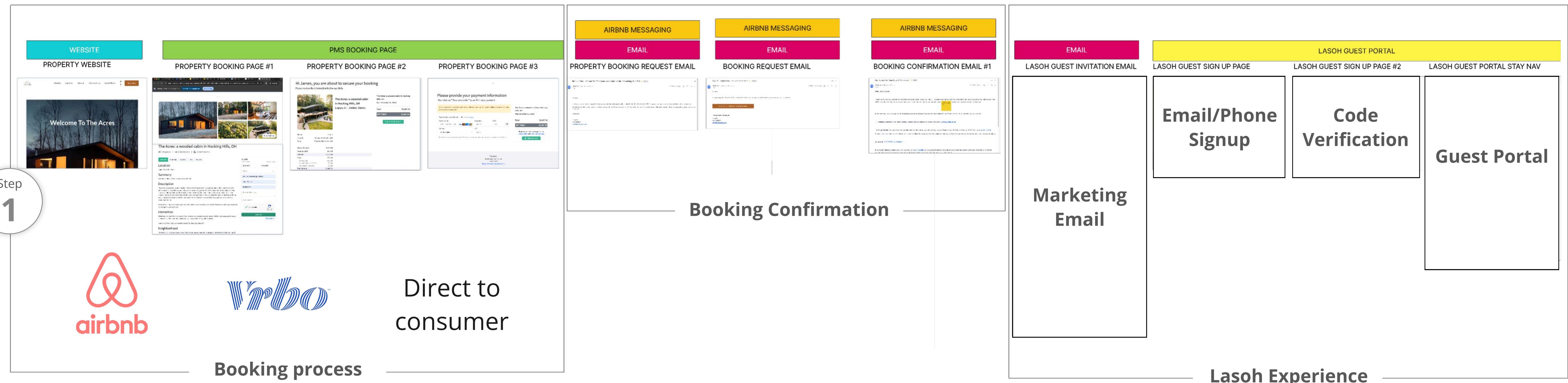
I ran a workshop with the CEO to define her guest's end-to-end experience and reviewed the research and designs completed by another UX designer. I implemented a continuous discovery and design approach to help us progress our findings and shared learnings and to evaluate product market fit.

After getting up to speed and finalizing our "ways of working" I started iterating on a set of new designs, getting feedback from the team initially. To speed up the overall sprint timeline, I used generative and evaluative research methodologies simultaneously by including both types of questions in our research guide. We interviewed people who had booked short-term rental spaces in the last few months and learned quickly that there is appetite for this concept.

Overall the information we were presenting matched what the users expected and asked about in the interviews. We iterated with 3 participants over 2 weeks and updated the design with each iteration. The final designs came together quickly once we had talked with users and got feedback on the concept and design.

End-to-end Guest Journey

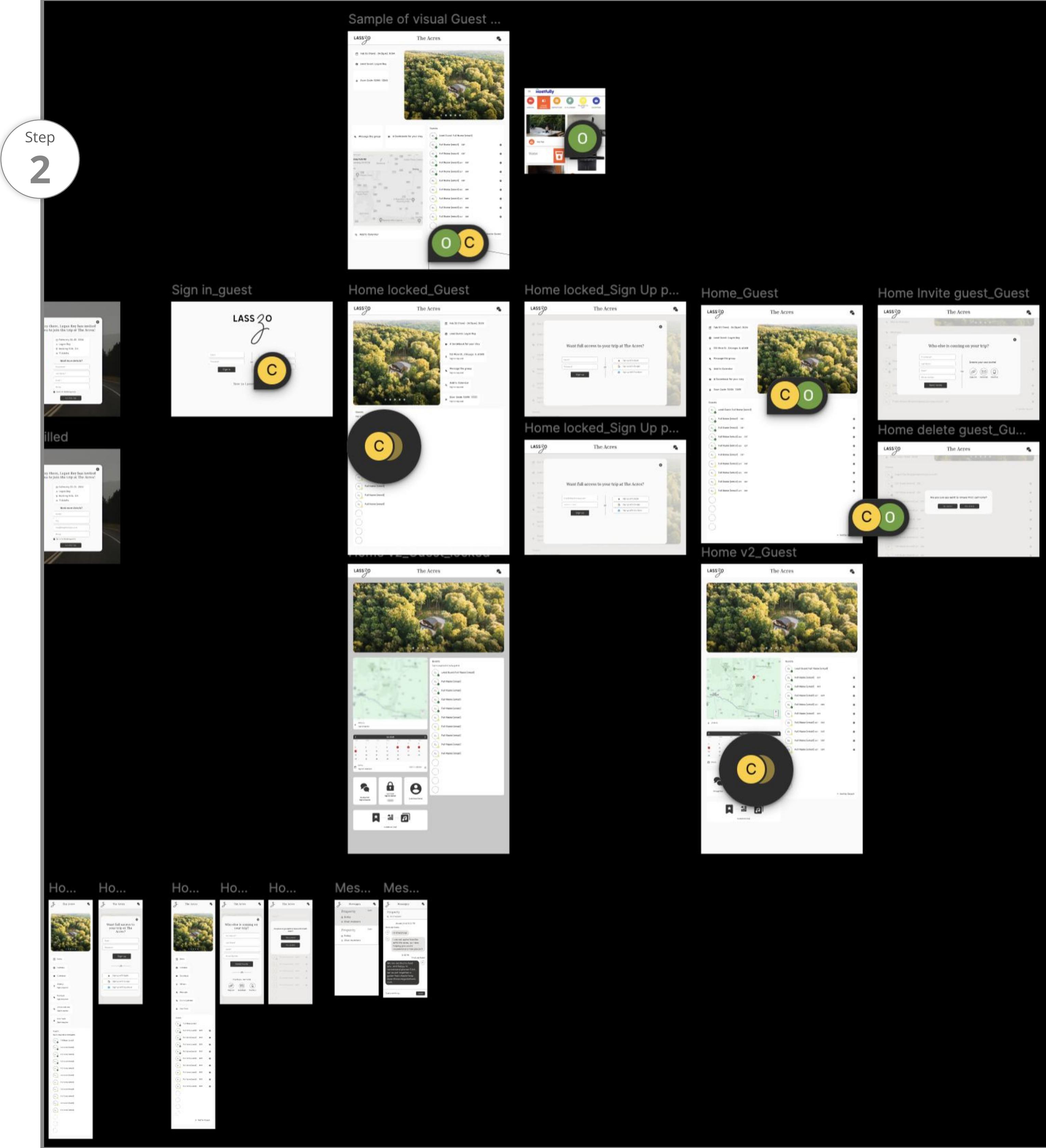
The CEO and I sat down and documented an end-to-end experience for guests. We broke the experience into the following sections and focused our thoughts on the Lasoh experience.



Evaluation of Existing designs

After understanding and better defining the end-to-end experience, the CEO walked me through the work of an existing UX designer.

Overall she had a good start but was a long way from a final product design that had been vetted by real customers.



Iterative Research & Design

My goal was to quickly iterate between low and high fidelity designs while getting both generative and evaluative feedback.

- Here is the problem space (generative research)
- Here is what it could look like (Lo-fidelity Design)
- Ask people to use it (Evaluative Research)
- Change anything that doesn't make sense or people don't like, etc. (High-fidelity Design)

Guest feedback & quotes

We interviewed 3 real-world guests over 2 design iterations.

"I'd definitely share this with the other guests." -- P1

"This would have been great for my bridal shower." -- P2

"I can see how this [messages] would be valuable for the guest and host." -- P3

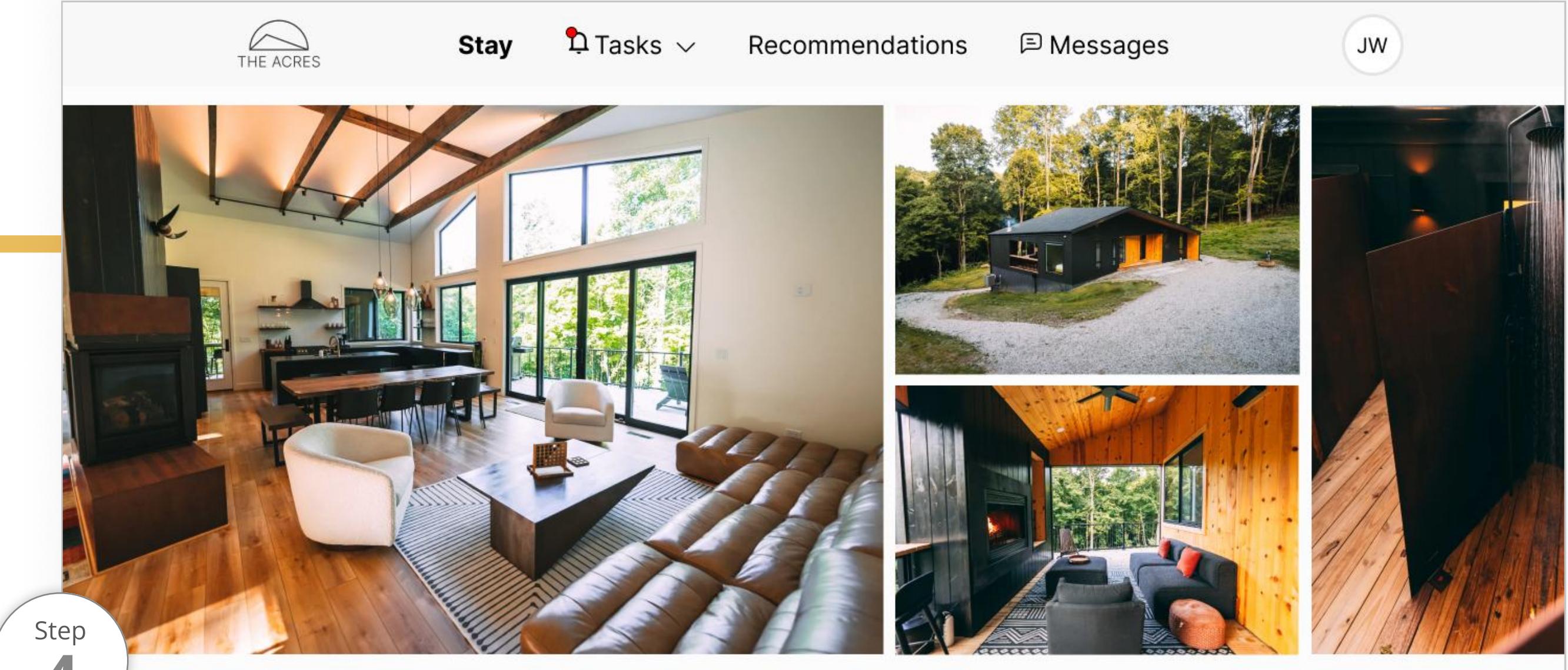




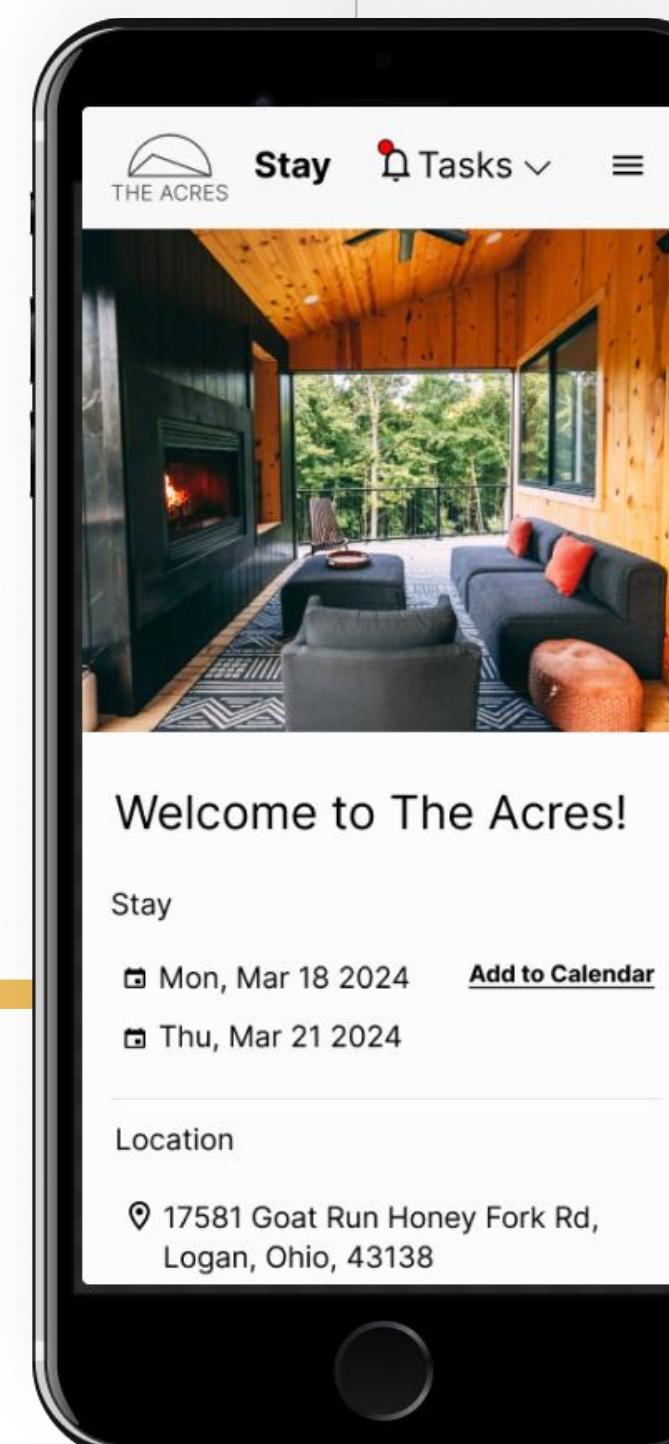
Final designs

The final design came together in a few days. For the design, we focused everyone's attention on the images of the Acres.

We then progressed down the page with all the key details that guests need to stay at the Acres. We also floated the chat feature to the right of the page to hopefully influence the start of the group conversation.



Step
4



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