James Weaver

UX Advisor

Lasoh Host Portal

LaSOH

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

LaSOH | Engagement | Marketing | Property ⌄ | 💬 Messages | JW

The Acres Overall Guest ❓ Onboarding Score is **57**

Understanding this information ❓

100 / 75 / 50 / 25

74

Jan Feb Mar Apr May **Jun** Jul Aug Sep Oct Nov Dec
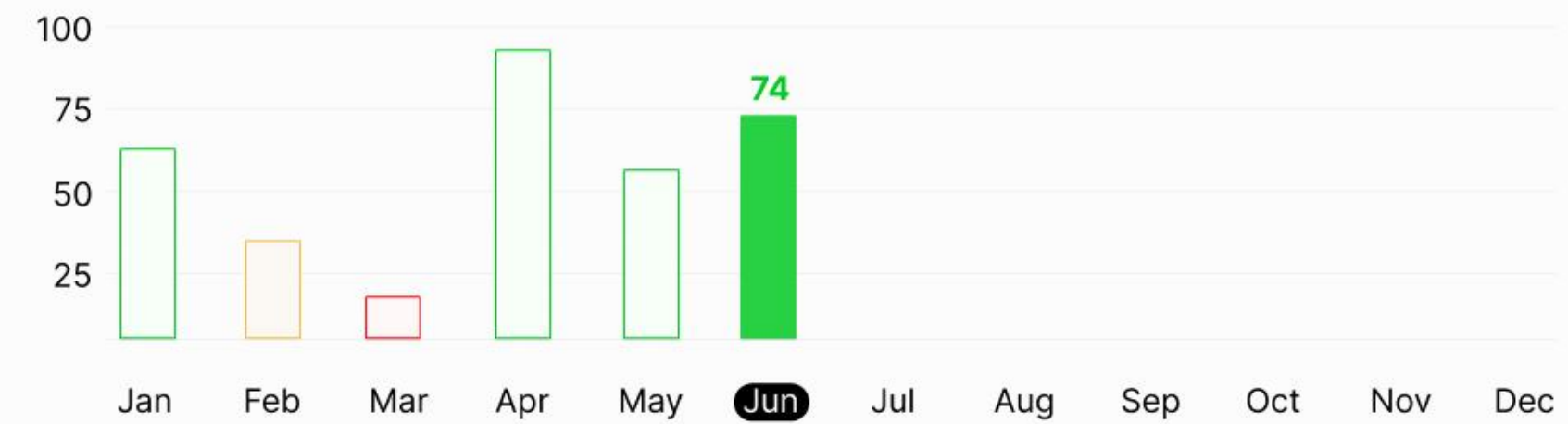
By date ⌄ | By property ⌄ | By Score ⌄ | By Rate ⌄

The Acres │ June 06 - July 08, 2024
5 Adults **0** Children

Lead guest joined ✓ | 1 of 5 Guests accepted ⓘ | 2 out of 8 tasks completed ⓘ | Guest list not-complete ⓘ | Onboarding Engagement **18**

Response Rate
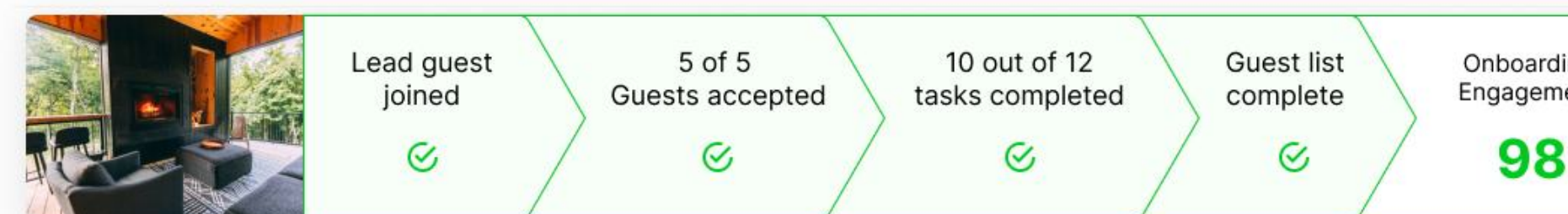**100%** You responded to 3 out of 3 guest messages.
💬 View messages

Guest Sentiment
Your guest sentiment over 3 messages is...
😊 Warm and welcoming

In-App Review
Not collected yet!

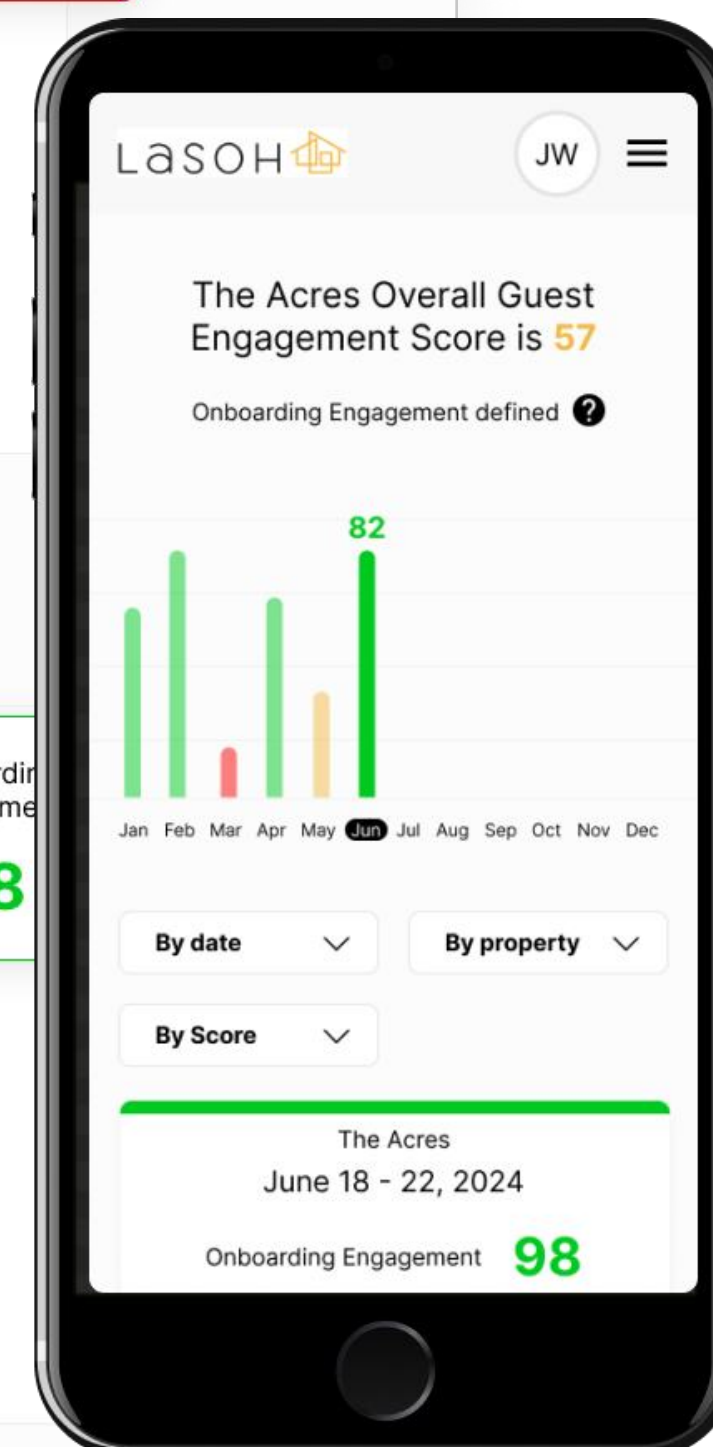Show 4 suggestions

The Acres │ June 28 - 30, 2024
5 Adults **2** Children

Lead guest joined ✓ | 5 of 5 Guests accepted ✓ | 10 out of 12 tasks completed ✓ | Guest list complete ✓ | Onboarding Engagement **98**

Response Rate
100% You responded to 38 out of 38 guest messages.
💬 View messages

Guest Sentiment
Your guest sentiment over 3 messages is...
😊 Warm and welcoming

In-App Review
Not collected yet!

Show 1 suggestion

LaSOH | JW | ☰

The Acres Overall Guest Engagement Score is **57**

Onboarding Engagement defined ❓

82

Jan Feb Mar Apr May **Jun** Jul Aug Sep Oct Nov Dec

By date ⌄ | By property ⌄
By Score ⌄

The Acres
June 18 - 22, 2024
Onboarding Engagement **98**

The Challenge

Quickly design a host portal to understand if hosts will value the concept and if there might be 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.

- MVP workshop
- Create wireframes and card sort activity
- Research and Design iterations
- Final Design deliverable
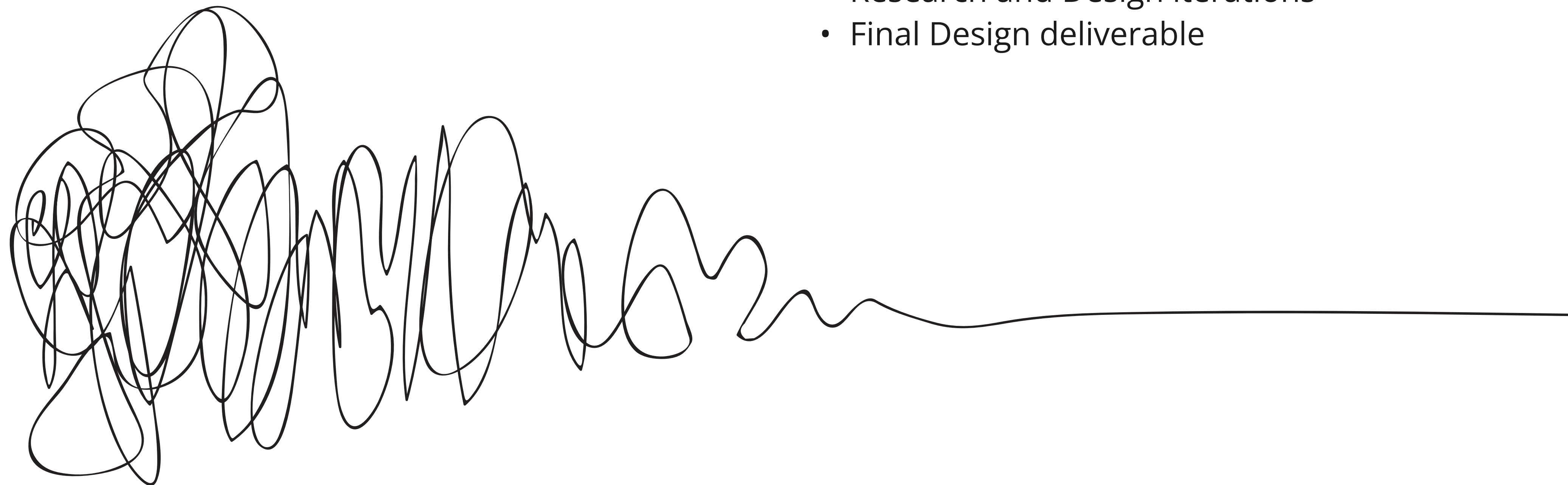
3 week Sprint
Step by step

Step **1**	Step **2**	Step **3**	Step **4**
Team workshop to define the MVP features	**Create wireframes and card sort activity**	**Iterative research and design**	**Finish up final designs based on user feedback and business needs**

In detail

I worked with the team to define an initial workshop. Our goal for the workshop was to quickly define a host portal MVP. Once we had some thoughts on our MIRO board I was able to start to structure out the site's architecture.

Using the workshop findings I created detailed wireframes and a card sorting activity. Our goal was to evaluate the information we had defined and see how it would be comprehended by our participants.

The research provided insights that validated our approach and elevated the overall experience and designs. This step was critical in how we progressed the host portal designs.

The final designs came together quickly and helped us align the customer and business goals and needs.

Host MVP Workshop

The team got together on a Tuesday afternoon and ran the following workshop.

- What functionality should be included?
- Organized cards into groups.
- Discussed what is in and out of MVP.

Create wireframes and card sort activity

We had made some assumptions on what we wanted in the portal and had created some initial wireframes and a card-sort activity.

We held two interviews with short-term rental hosts to understand if our assumptions made sense and if they would be interested as customers.

With the feedback we received we quickly jumped into high-fidelity mode and continued to build out more detailed designs.
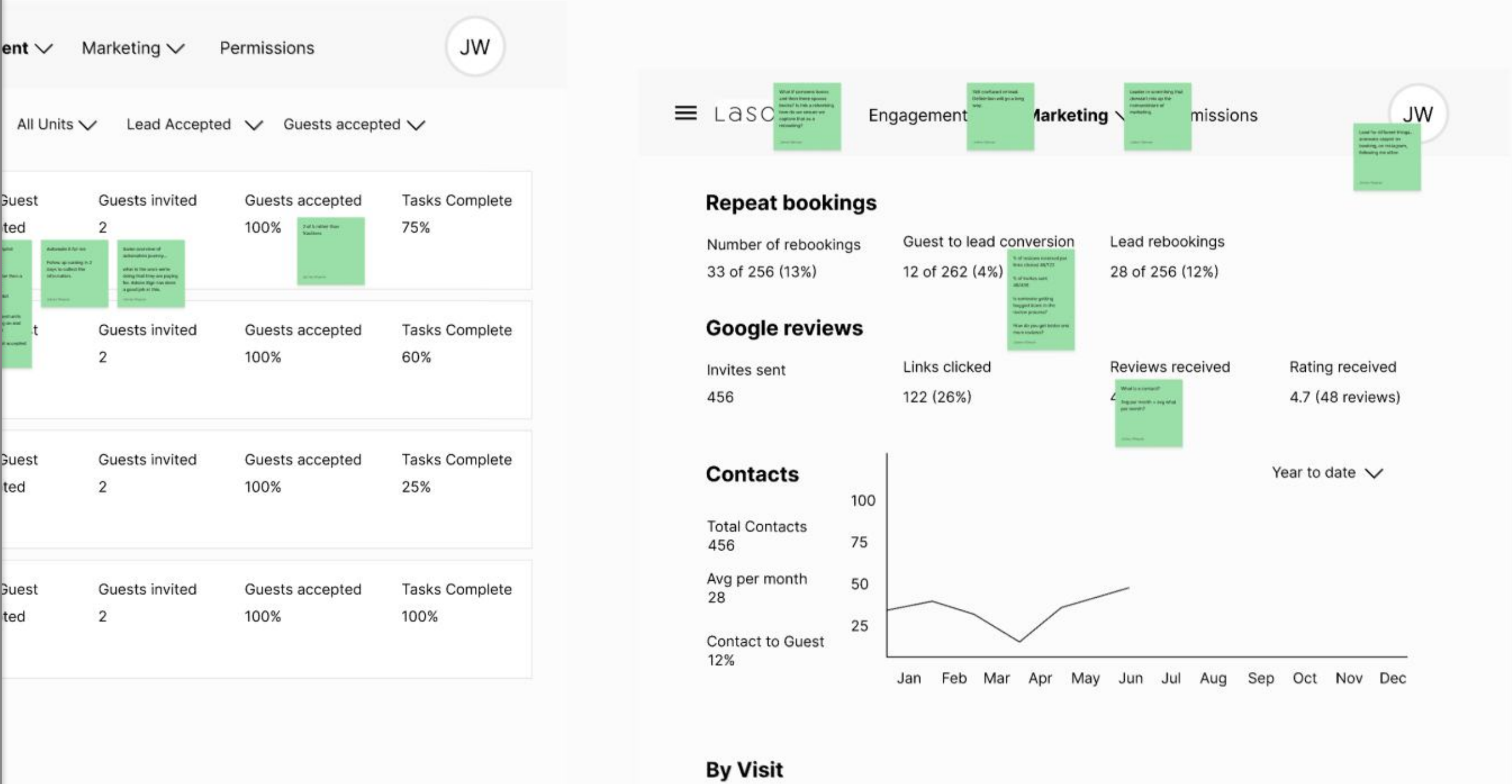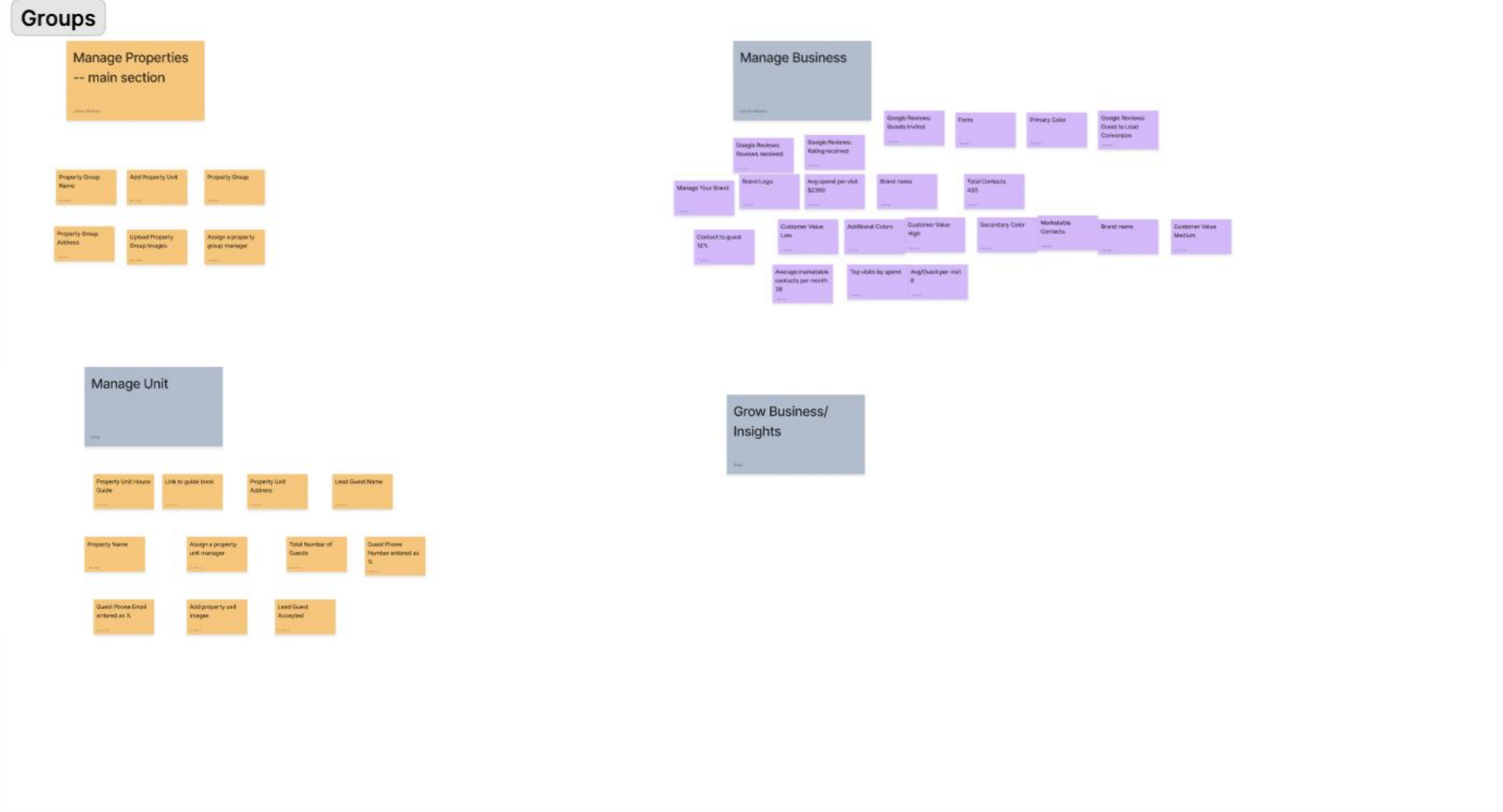
Iterative Research & Design

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 2 hosts over 2 design iterations.

"I'd love to pilot this for you!" -- P1

"My guests are going to love this [guest portal] and I'm going to love seeing them rebook!" -- P2

Lo-fidelity

High-fidelity

Step 3

Design

Evaluative Research
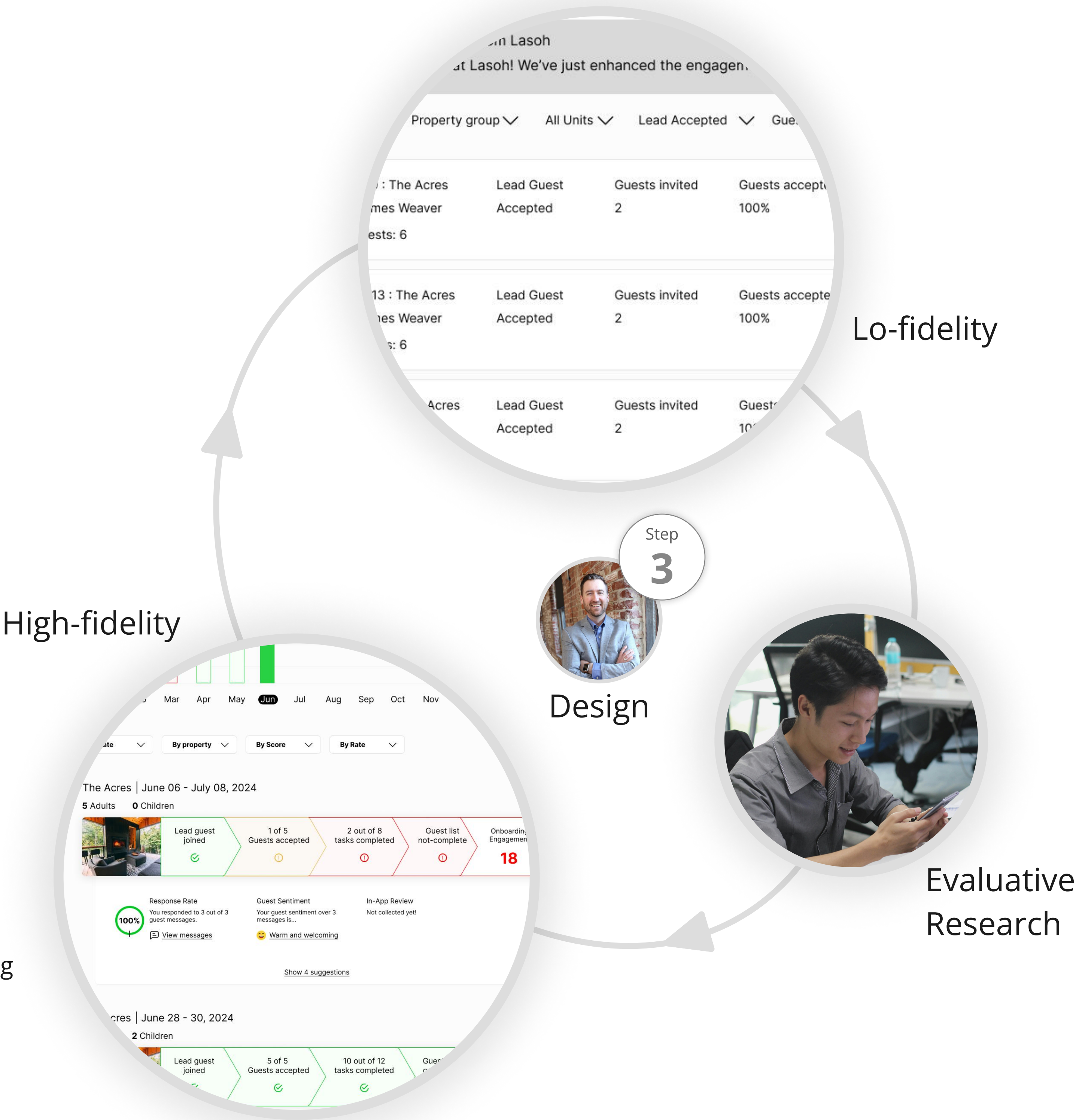
Final design

Once we had feedback from users which validated our assumptions I quickly started to design an updated high-fidelity dashboard.

We iterated on it internally and did 2 rounds of user testing with 2 hosts. The feedback continued to be positive and we have since moved into the development phase.