

HERITAGE HOME BOOKING SITE



- UX PRIMARY RESEARCH
- UX SECONDARY RESEARCH
- BUILDING EMPATHY MAPS
- PERSONAS
- WIREFRAMING
- MOCKUP



HERITAGE HOME BOOKING SITE

Heritage Home is a new brand and was looking for a team to build their online booking platform. We bid for the project and had the opportunity to create a new booking site for heritage supporters to stay, rent, buy or invest in their worldwide selection of historic properties. Our approach was research-driven, user-centric, and performant - differentiating from the market competitors.



CLIENT	HERITAGE HOME (DOH EAIN)
SCOPE	FREELANCE
TIMELINE	JAN - MAY 2022 4 MONTHS
ROLE	UX/UI DESIGNER
PRODUCT	WEBSITE - BOOKING PLATFORM
SKILLS	UX PRIMARY RESEARCH UX SECONDARY RESEARCH BUILDING EMPATHY MAPS & PERSONAS INSIGHTS & ANALYSIS WIREFRAMING MOCKUP
KEY COLLABORATORS	YADANA KHIN - SUPPORT RESEARCHER JASON BROWN - LEAD DEVELOPER LWIN - SUPPORT DEVELOPER

ABOUT THE PROJECT

Partnering with heritage homeowners and local communities, Heritage Home is a platform designed and launched by Doh Eain to help restore and maintain historic homes and neighborhoods.

In addition, they create unique heritage rental and investment opportunities that contribute to heritage preservation, rural and urban regeneration, and socio-economic development.

USER-CENTRIC

The overall user experiences will drive the critical design elements and decisions guided by insights collected from the UX research.

INCLUSIVENESS

The site should cater to multiple target audiences - Homeowners & Renters looking to utilize this platform for different purposes.

CUSTOMED

The brand assents to be incorporated into the UI of the site, differentiating from the competitors.

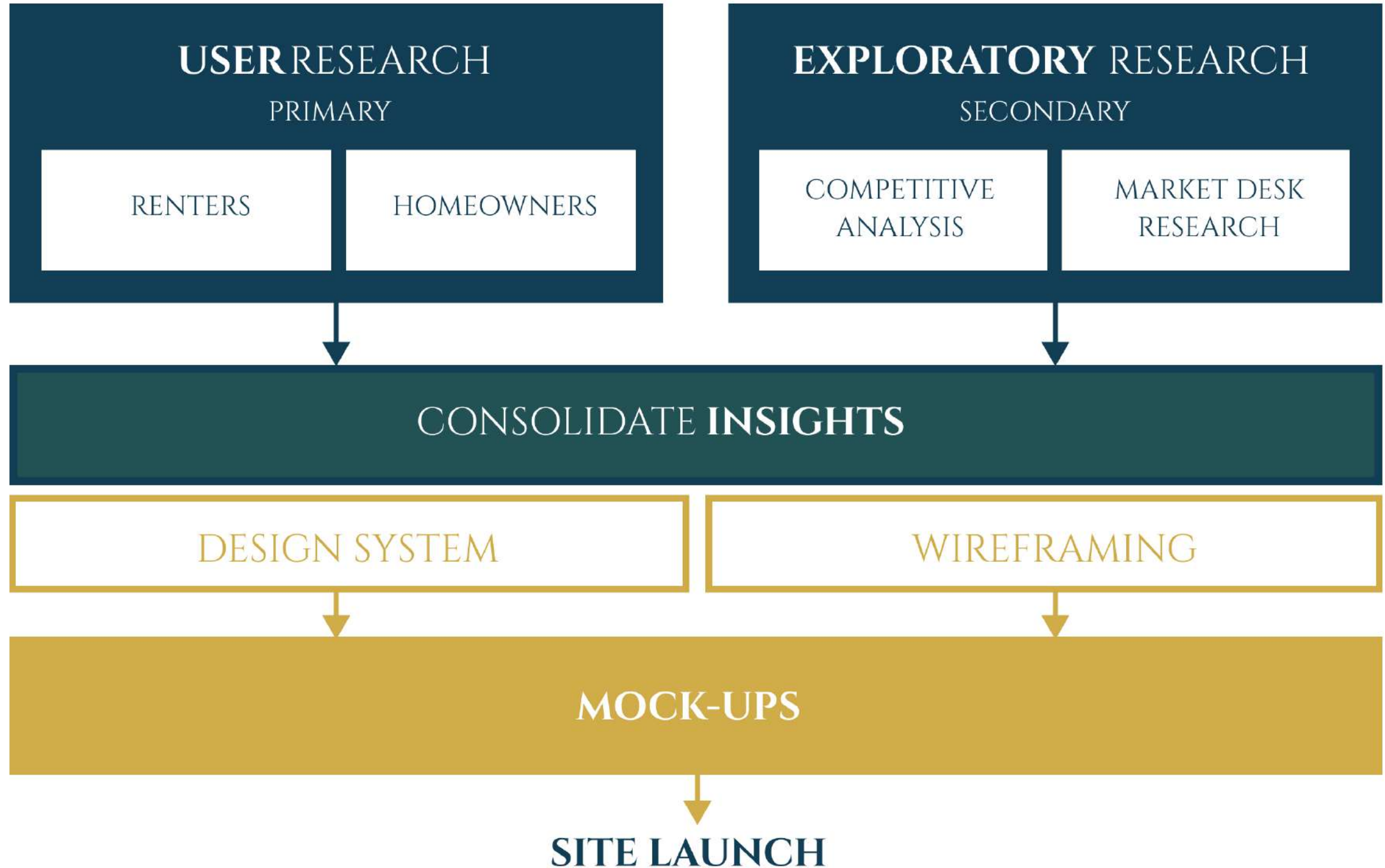
THE APPROACH

I breakdown the design process of this project into three stages:

1 UNDERSTAND
Gain a deep understanding of the target users, competitors & the market.

2 DEFINE
Consolidate all the insights, then analyze and define key elements to implement into the UI design of the site.

3 DESIGN
Create wireframes and design mock-ups of the final product.



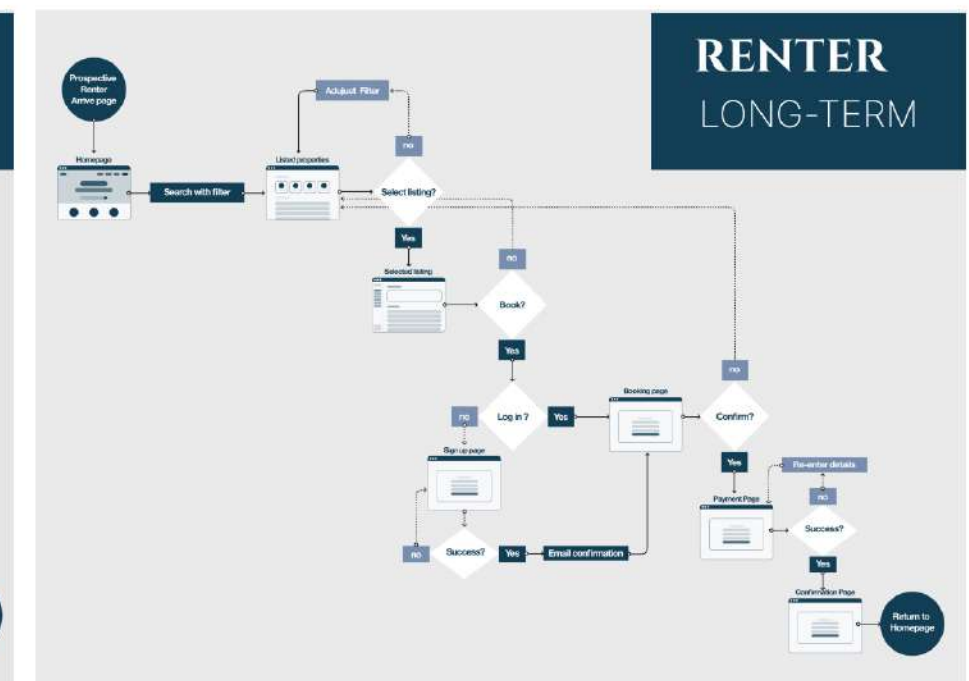
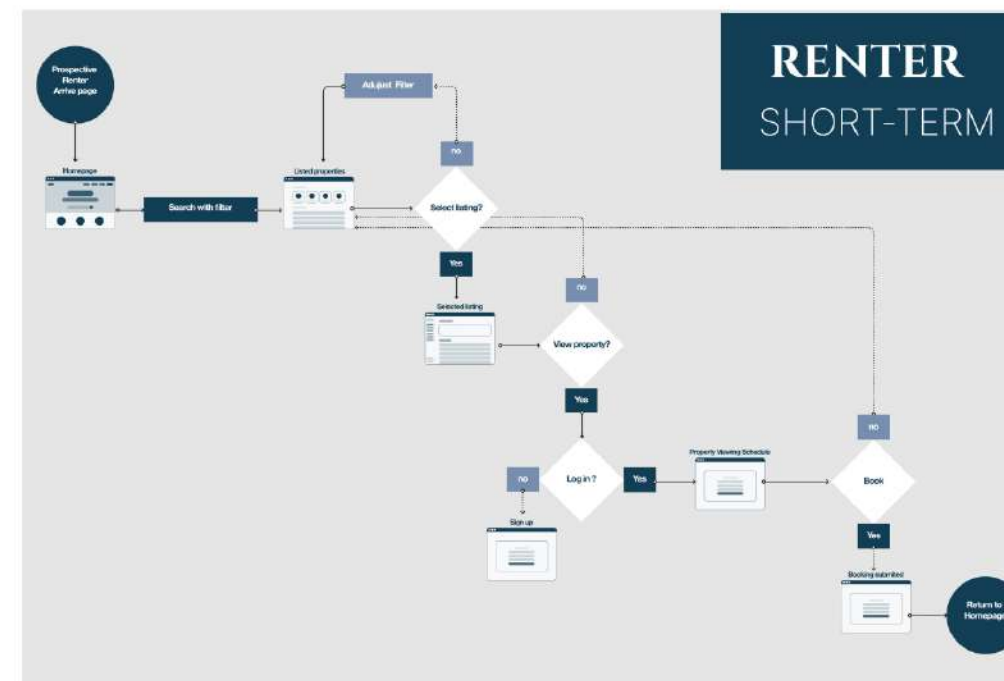
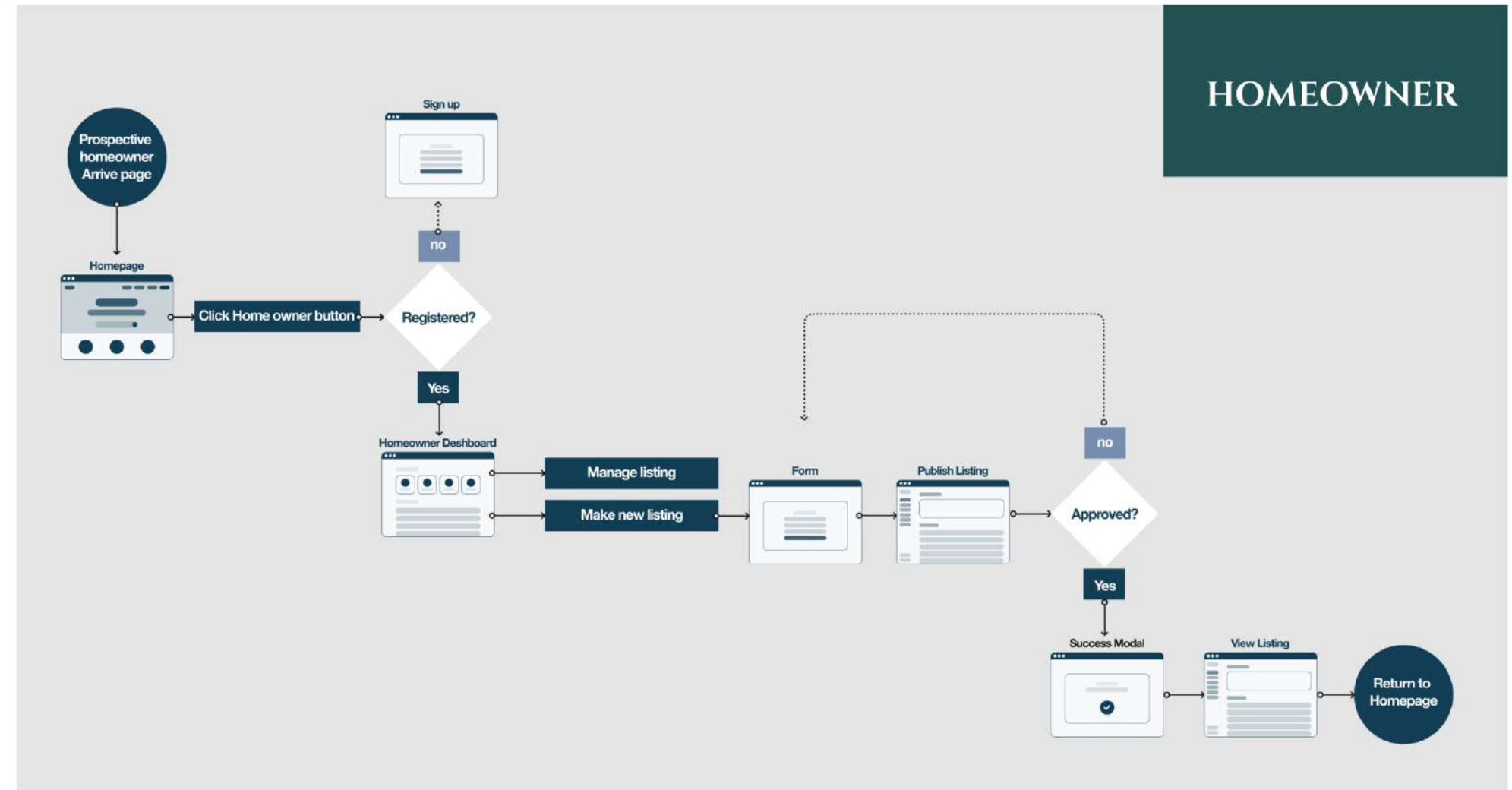
UNDERSTANDING THE USERS

The renter & the homeowner are the two primary target users of this platform. I started with a basic flowchart and gathered the initial client requirements, and put down how we would like the user to navigate through the site to achieve their goal - to book a property. Followed by the below steps on conducting the primary research to get a deep understanding of target audiences:

- Interviews
- Transcripts & Recordings
- Empathy Maps
- Personas
- Problem Statement

STILL NEED TO FIND OUT...


- Who are they? Which target segment do they represent?
- What and when will they use this platform?
- What are their goals & motivations for using this platform?
- What are their most significant influences?
- What are their concerns & pain points?



FROM QUALITATIVE DATA TO 6 DIFFERENT PERSONAS

After consolidating all interview answers by drawing from the empathy maps, and formed into three key personas for each type of target audience. Below are the key factors we used to complete these personas:

- Represented target segment
- Persona descriptor
- Goals & Motivations
- Concerns & Painpoints
- Behavior traits
- Key Personality
- Travel Experience
- Influencers
- "Quote"


1 

Dalia Patel

Age: 32
Frequent traveller
Interested in both long + short term rentals

Looking to narrow down rental options that meet her specific needs.

Representing target segment
A user who will switch between different rental booking platforms to find the property that fits her needs. She has a potential to become Doh Eain's regular user, if we market it correctly.


2 

Rossana Leung

Age: 61
Moderate traveller
Interested in short term rentals only

Looking for highly curated and quality properties for her and her friends.

Representing target segment
The key targeted user who will be using Doh Eain's booking platform to travel locally and internationally. Price and convenience are not their main concern, they appreciate the offerings, services, and credibility of the platform.


3 

Philipp Rossi

Age: 38
Normal traveller
Interested in long term rentals only

Looking for one-stop long term rental solution for high quality heritage homes for his relocation.


Representing target segment
Long term renters that seek a rental booking platform that could guide them through the entire rental process including paperwork and search. Beautifully renovated homes are their go to choice when choosing a long-term rental property.

1 

Joshua Ramons

Age: 61
No online hosting experience
Non tech Savvy, only basic tech skills
Fully renovated home ready to rent out


Representing target segment
A homeowner who has no online hosting experience but enthusiastic to explore a new way to rent out their homes. They enjoy the learning process and are keen to manage their own listing. As they are new to online hosting and only have basic technological skills, they will need a lot of "hand-holding" for the entire listing process.

2 

Lisa Guruli

Age: 47
Sufficient online hosting experience
Tech Savvy, but not time rich
Semi-renovated home

Representing target segment
A homeowner who has a couple of years of hosting experience and is looking for various supports such as renovating their heritage home and managing their renters. This homeowner expects the platform to help her manage everything about the listing and have minimum responsibility regarding renting procedures and operations.

3 

Natasha Lin

Age: 35
Tech Savvy but no online hosting experience
Non-renovated home, Not interested in listing her home yet

Representing target segment
A homeowner who is still not yet ready to list their home for rental but is actively looking for ideas and support about renovation and the properties market. They need information about how to start online hosting, hosting procedures and operations, do's and don'ts and general tips on online hosting sector.


Renters Persona 1

Project: Doh Eain Booking Platform | Date: 17 July 2022

This persona is a fictional character created based on consolidated qualitative data points from the interviews.

REPRESENTED TARGET SEGMENT

This user who will switch between different rental booking platforms to find the property that fits her needs. She has a potential to become Doh Eain's regular user, if we market it correctly.



PERSONA DESCRIPTOR

A frequent business traveller looking for a short or long term holiday rental property with basic amenities and conveniences.

PERSONALITY

Interested, Adventurous, Busy, Mobile, Independent

PERSONA DESCRIPTOR

A frequent business traveller looking for a short or long term holiday rental property with basic amenities and conveniences.

PERSONALITY

Interested, Adventurous, Busy, Mobile, Independent

GOALS

Reasons to use our platform

- To stay at nicely decorated and homey apartments that could be her temporary home for couple of months.
- Solving a loyalty reward system on the platform for her next purchase.

CONCERNS

How can our platform help

- Not knowing regarding homecare items, e.g. hoover, washing machine, ironing board.
- Desire to find out surrounding facilities such as swimming pool, gym, supermarket etc.

BEHAVIOR TRAITS

Curious, Open minded, Friendly, Adventurous

QUOTE

"I like properties where the hosts actually lives there and rent it out during their holiday."

MOTIVATIONS

Reasons to join our platform

- To help her to find properties with specific amenities and facilities required.
- To complete booking a property for her work travel as efficiently and effectively.
- Diversify her options on renting temporary homes that has a character and story.

PAINPOINTS

Interests that can influence decision

- Prices are not as inclusive and specific enough.
- Clear space is not clearly indicated to be able to work from home.
- Cancellation policy and restrictions were not clear prior booking.
- Mobile version is not user friendly.
- Taking her too long to search for properties that fits her specific needs.


Homeowner Persona 2

Project: Doh Eain Booking Platform | Date: 17 July 2022

This persona is a fictional character created based on consolidated qualitative data points from the interviews.

REPRESENTED TARGET SEGMENT

A homeowner who has a couple of years of hosting experience and is looking for various supports such as renovating their heritage home and managing their renters. This homeowner expects the platform to help her manage everything about the listing and have minimum responsibility regarding renting procedures and operations.



PERSONA DESCRIPTOR

A homeowner who has a couple of years of hosting experience and is looking for various supports such as renovating their heritage home and managing their renters. This homeowner expects the platform to help her manage everything about the listing and have minimum responsibility regarding renting procedures and operations.

PERSONALITY

Interested, Analytical, Busy, Needy, Independent

REPRESENTED TARGET SEGMENT

A homeowner who has a couple of years of hosting experience and is looking for various supports such as renovating their heritage home and managing their renters. This homeowner expects the platform to help her manage everything about the listing and have minimum responsibility regarding renting procedures and operations.

PERSONALITY

Interested, Analytical, Busy, Needy, Independent

GOALS

Reasons to use our platform

- To attract more renters with the decoration.
- To learn tips and tricks from other homeowners.
- To have less financial burden about her mortgage.
- To be able to rent out my property with quick turnaround.
- To share heritage preservation value with others.

CONCERNS

How can our platform help

- Risk of ending up with bad tenants.
- Anxious about using technology.
- Stressed about dealing with tenants (communication/financial transactions).

BEHAVIOR TRAITS

Polite, Scatterbrained, Optimistic, Impatient

QUOTE

"I am keen to connect with other homeowners and hear their experiences."

MOTIVATIONS

Reasons to join our platform

- Drawn to the opportunity to refurbish her property.
- Making my rental listing more attractive on the platforms.
- Earning not only extra income but only rewards/incentives.
- Meeting new people and exchanging experiences.

PAINPOINTS

Interests that can influence decision

- Long registration process to become a host.
- Taking care of the priority (post-rental cleaning process, getting helper etc).
- Depending on the keys to renters.
- Confusing UI layout (prefer simplicity).

RESEARCH INSIGHTS & UI IMPLEMENTATIONS

INSIGHTS (highlights)

MOST USERS SEARCH BY THE LOCATION OF THEIR TRAVEL FIRST.

USERS ARE REQUIRED TO SEARCH PROPERTIES WITH SPECIFIC AMENITIES CONVENIENTLY.

USERS DEMAND CONSISTENCY IN HIGH-QUALITY PROPERTY OPTIONS.

KEY FINDINGS 
GEORGIA

Development projects before Covid to refurbish the heritage building was significant.

KEY FINDINGS 
PHILIPPINES

Increased rental demands on “Lots” compared to condos/ apartments, which have straight usage on amenities.

KEY FINDINGS 
SPAIN

Very different from India, the homeowners do not like to rent out their properties to foreigners and short-term rentals.

KEY FINDINGS 
MYANMAR

The rental market still depends on the traditional method of completing a rental process.

UI CONSIDERATIONS

Specify the limited locations that Heritage Home represents to minimize browsing time.
E.g., Country Selection Options are to indicate clearly.

Providing more organized and categorized filters on the right user journey path.
E.g., Pre-filled filters feature based on their rental motives to help them save time on the search.

Content monitoring includes photographs, host biography, and various property listing details in a curated manner.
E.g., Ensure contents are coherent throughout the whole site.

To encourage the conservation aspect of heritage homes to both renters & homeowners.

Users are familiar with the Airbnb booking site. Consider matching elements for this demographic.

To promote Houses and Lots as a rental option.

Showcase images that have a bigger space and individual land.

Encourage homeowners to rent out their heritage homes and take advantage of the renovation concept.

In local language, stressed in UX writing on the benefits of renting out properties

To promote and encourage the concept of online rental booking platforms, especially for homeowners.

Insert homeowner targeted educational contents & consider data system to store documentation, e.g., NRC, Passport, etc.

3

IMPLIMENTING INSIGHTS TO DESIGN

I created more than 50 frames/ pages of mock-up with insights and finidngs from user interviews & desk research.

> Renters Homeowners

1 Problem Statement This user is a culturally driven business traveler who is looking for an alternate rental booking platform that provides her with comprehensive choices of homey properties with specific amenities because it takes too much time for her to search for desirable unique properties.	2 Problem Statement This user is a prestige leisure traveler who is constantly seeking for one reliable platform that offers luxury rental properties because she cannot find a platform that provides the consistency of options on high quality properties.	3 Problem Statement This user is an interior decoration/heritage enthusiast who wants to have a complete guide to search for long-term stay because he does not have any idea about the rental process in a new country.	1 Problem Statement This user is an old retiree who wants to try a new way of renting out his property because he finds it difficult to find renters through traditional routes. He has been reserved about online hosting methods because of not being very tech savvy.	2 Problem Statement This user is a busy working professional seeking for a platform that not only can assist her in renting out the property because she does not have enough time and often gets stressed from host responsibilities.
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> India Market Desk Research - painpoints

Long-stay renters	Landlords
Lease Agreement Landlords normally prefer not to have formal lease agreements with an intention to avoid tax which is dangerous for expats since there is no legal protection for the tenants	Agents The rental transactions are highly reliant on the middle-men/brokers which lead to high transaction costs
Security Deposits There are no laws or regulations regarding security deposits. The amount can differ hugely depending on the locations. Major cities like Mumbai and Delhi are known for high deposits,9 or 10 months of rent.	Illegal possession by tenants This may not be the case for high-end properties.Yet, it is important to note that illegal possession which rooted from the low housing affordability is common in India

Example of UX research deck for the client on persona problem statements and pain point on market desk research.

Renters' Homepage

- Header
- Language & currency (~dropdown)
- CTA - Country > City > Neighbourhood
- Map (~dropdown)
- Featured property
- About Heritage Home snapshot
- Footer

Log-in

- Travellers (#popup)
- Homeowner (#popup)

Sign up

- Travellers (#popup)
- Homeowner (#popup)

Homeowner Subscription

- Subscription Tiers Page (#popup)
- Homeowner Landing Page (*Static)

Homeowner Dashboard

- Dashboard
- Tier 1- Registered user
- Tier 2- Regular member
- Tier 3- Premium member
- Add listing
- Bookmark
- Wallet
- Member's forum
- Messages
- My Bookings
- My Listings
- My profile
- Online guides
- Reviews

Listing page x 4

- Default
- Listing card
- Location Search
- Date Selection
- Guests Selection
- Price Search
- Category Search
- Filter
- Sort-by
- Country Search

Property page

- Image gallery
- Heritage home review/ highlights
- Payment box
- About the homeowner
- Access & Amenities
- Map location & Neighbourhood
- Reviews
- Before Checking-in

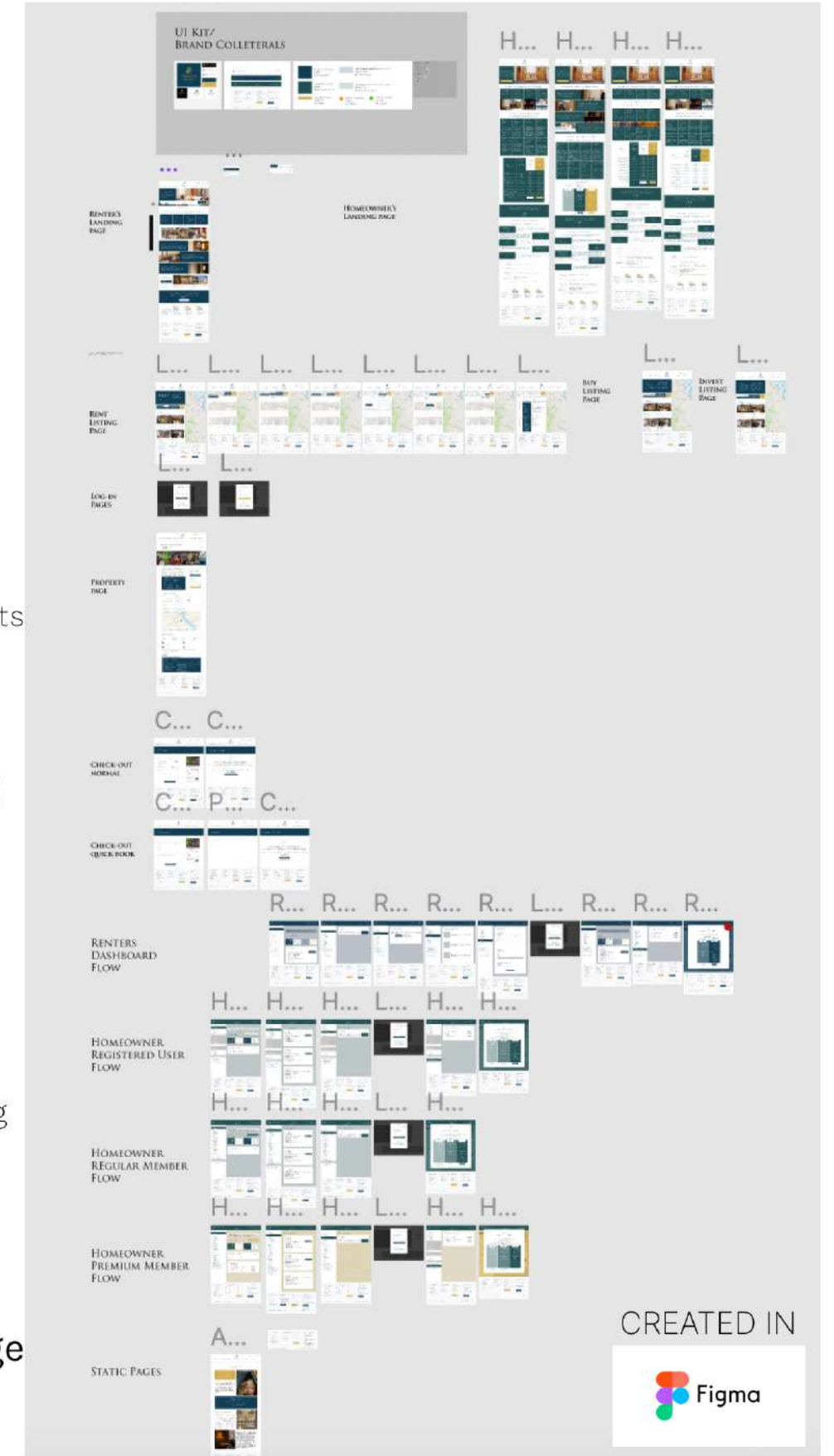
Check Out/ Payment

- Checkout - Logged in
- Checkout - Quick book
- Payment page
- Confirmation - Request booking
- Confirmation - Quick book

Traveller Profile

- Renter dashboard
- Profile edit

Homeowner's Homepage



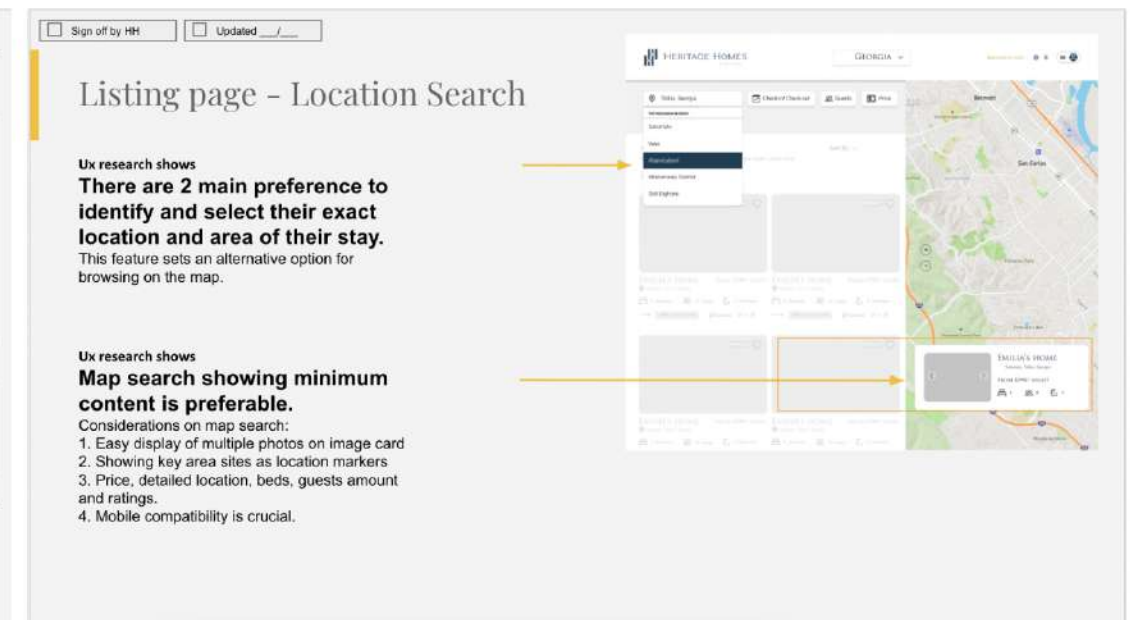
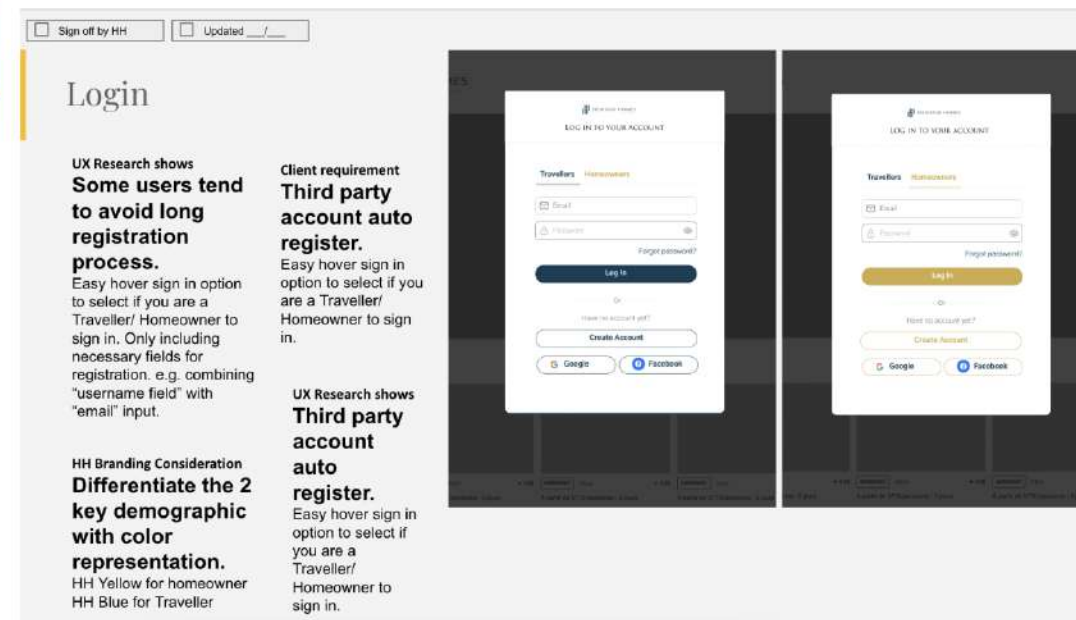
CREATED IN



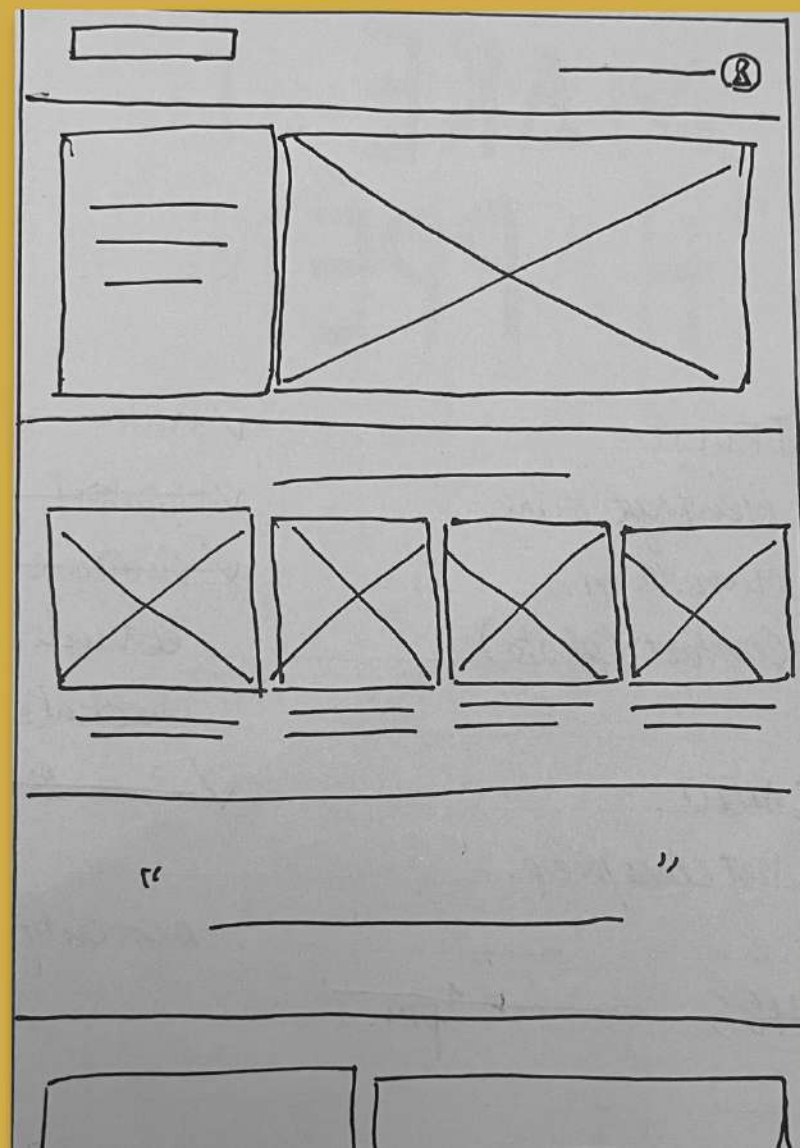
> UI Designs Implimentations

We had our first client feedback on the wireframe stage and presented different layouts and design proposals, starting with initial hand sketches and wireframes.

It was one of the most challenging parts for me, as design implementations based on research could differ from how the client envisioned it.



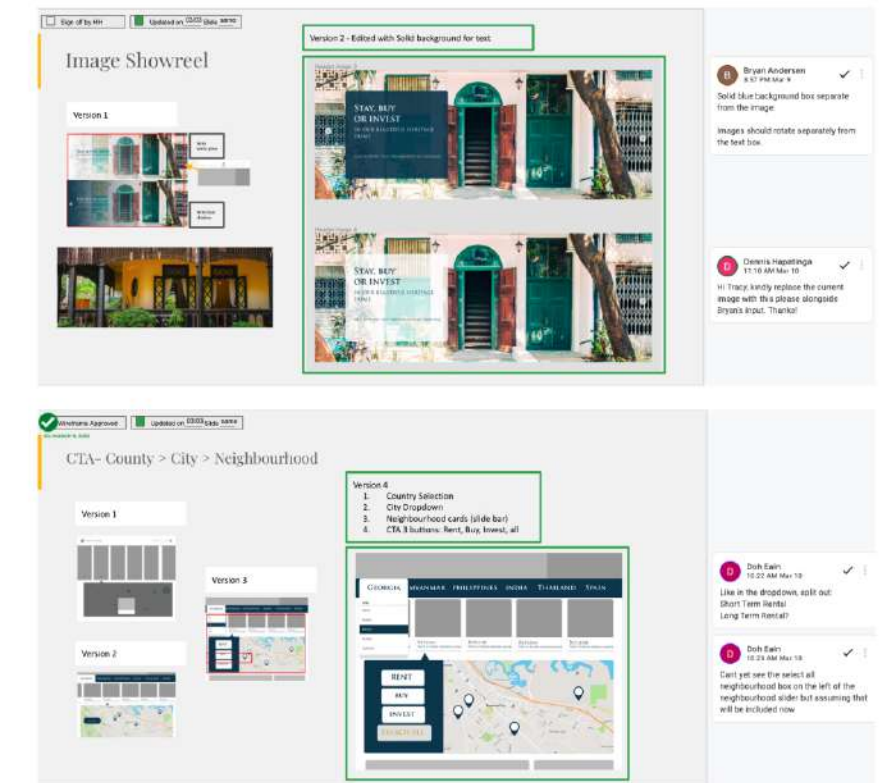
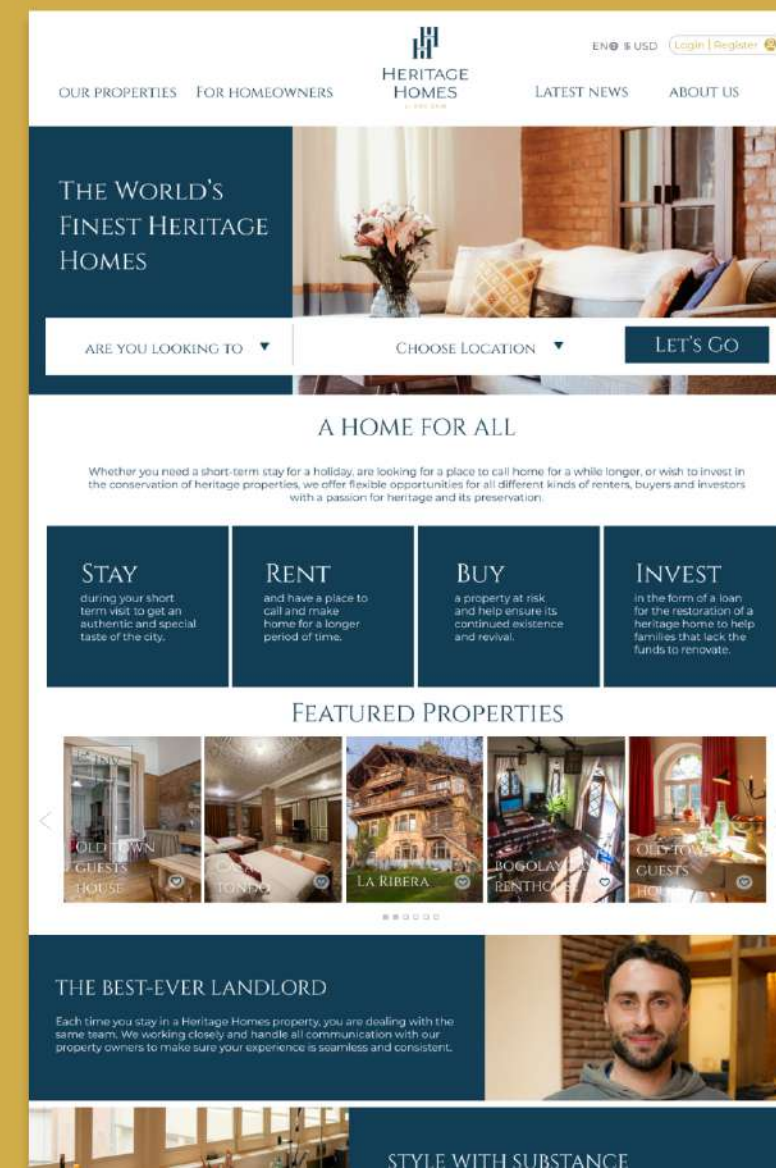
LO-FEDILITY WIREFRAME



WIREFRAME



MOCKUP



Example of design iteration, feedback, approval process, and communications with the client.



RENTER'S LANDING PAGE

HERITAGE HOMES

OUR PROPERTIES FOR HOMEOWNERS LATEST NEWS ABOUT US

EN \$ USD [Login | Register](#)

THE WORLD'S FINEST HERITAGE HOMES

ARE YOU LOOKING TO CHOOSE LOCATION LET'S GO

A HOME FOR ALL

Whether you need a short-term stay for a holiday, are looking for a place to call home for a while longer, or wish to invest in the conservation of heritage properties, we offer flexible opportunities for all different kinds of renters, buyers and investors with a passion for heritage and its preservation.

STAY During your short-term stay, we get an authentic and special sense of the city.

RENT and have a place to call home for a longer period of time.

BUY a property at risk and help ensure its continued existence and revival.

INVEST in the form of a share in the restoration of a heritage home to help fund the work that we do.

FEATURED PROPERTIES



THE BEST-EVER LANDLORD

Each time you stay in a Heritage Homes property, you are dealing with the same team. We working closely and handle all communication with our property owners to make sure your experience is seamless and consistent.

STYLE WITH SUBSTANCE

More than just a pretty face, our properties are fully finished, fully furnished and fully functional with quality materials, chic decor and modern appliances.

HERITAGE THAT HELPS

By renting a Heritage Homes property, you are part of something bigger. Our projects help preserve heritage and contribute to local economic development. Read more about our Impact.

FEATURED NEIGHBOURHOOD

GEORGIA

MYANMAR

PHILIPPINES

"HERITAGE HOME ARE WITHOUT A DOUBT THE BEST ESTATE AGENTS I HAVE EVER MET. A GREAT PERSONAL SERVICE FROM START TO FINISH. ALWAYS EASY TO GET HOLD OF AND GREAT COMMUNICATION."

OUR LATEST & GREATEST PROPERTY

Top Sale March 26, 2022

Top Sale March 26, 2022

Top Sale March 26, 2022

OUR PROPERTIES Short-term Stay Long-term Rent Buy to Protect Invest in Heritage

FOR HOMEOWNERS Memberships Our Services LATEST NEWS Partnerships

ABOUT US About Heritage Homes Our Impact Our Team

OUR MAILING LIST Be the first to know about our newest listings. Get updated trends and insights as a homeowner.

HOMEOWNER'S LANDING PAGE

HERITAGE HOMES

OUR PROPERTIES FOR HOMEOWNERS LATEST NEWS ABOUT US

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UNLOCK THE VALUE OF YOUR HISTORIC HOME

MEMBERSHIP OPTIONS

WHY BECOME A MEMBER OF HERITAGE HOMES

PARTICIPATE IN A UNIQUE WORLDWIDE COMMUNITY OF HISTORIC HOMEOWNERS.

CONNECT WITH WORLD-CLASS INTERNATIONAL RESTORATION EXPERTS AND CAREFULLY SELECTED LOCAL PARTNERS AND SUPPLIERS.

ACCESS KNOWLEDGE PRODUCTS, ADVICE AND SERVICES SPECIFICALLY TAILORED TO HERITAGE HOMEOWNERS.

USE THE HERITAGE HOMES DIGITAL PLATFORM WHICH REACHES TRAVELERS, RENTERS, BUYERS AND INVESTORS WITH A PASSION FOR CULTURE AND HERITAGE.

THE HERITAGE HOMES DIGITAL PLATFORM

Specifically created for heritage homeowners, our digital platform provides the regulations, guidance and networks you need to plan and execute restoration activities.

INDIVIDUAL ONLINE PROFILE The Heritage Homes platform contains an online profile for you to enter and manage information about yourself and your property. All members have a profile to enter details, help to support you and other homeowners.	TECHNICAL MODULES & GUIDES Our platform is a one-stop shop for knowledge materials to help you manage the restoration and maintenance of your property. All membership levels can receive this content. How to information, guidance on local regulatory requirements and opportunities, case studies and best practices.	SUPPLIER DIRECTORY We have strong networks of local professionals such as architects, designers, masons, carpenters, paint specialists, electricians and more. Our supplier directory shows regular and premium members to locate approved vendors to work on their own projects and niche suppliers for materials and fittings.	MEMBER FORUM The Member Forum is an interactive space for source creative ideas, follow others' ideas, and share your own. All regular and premium members can post in the forum to connect with other members in your country and elsewhere in the world.
DIGITAL CONSULTATIONS Our expert team is here to help guide you through any challenges you run into, both big and small. Regular and premium members will be able to send photos, designs and questions for review, either within the platform or by email or over the phone.	PROPERTY LISTING As a regular or premium member you will be able to list your property for guests to learn to support heritage preservation. Regular and premium members will have access to a suite of bespoke partnership opportunities.	ADDITIONAL SUPPORT SERVICES The restoration and management of heritage properties can often be a long and arduous process. Regular and premium members will have access to a suite of bespoke partnership opportunities.	MARKETING & PROMOTION Heritage Homes promotes listings across a variety of digital channels, including our website, social media and email newsletters. For our premium members, we will craft bespoke targeted advertising campaigns and highlight properties in our 'restored properties' sections.

OUR MEMBERSHIPS

REGISTERED USER FREE Individual Online Profile Technical Modules & Guides	REGULAR MEMBER \$50 Individual Online Profile Technical Modules & Guides Supplier Directory Member Forum Digital Consultations	PREMIUM MEMBER \$350 Individual Online Profile Technical Modules & Guides Supplier Directory Member Forum Digital Consultations
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RENT - LISTING PAGE

HERITAGE HOMES

OUR PROPERTIES HOMEOWNER LATEST NEWS ABOUT US

EN \$ USD [Login | Register](#)

RENT

42 properties found

SOLDAKI HISTORICAL APARTMENT

LA RIBERA

BOGALAY ZAY PENTHOUSE

OLD TOWN GUESTS HOUSE

OUR PROPERTIES Short-term Stay Long-term Rent Buy to Protect Invest in Heritage SUPPORT Customer Services & FAQs Terms & Conditions

FOR HOMEOWNERS Memberships Our Services LATEST NEWS News & Updates

ABOUT US About Heritage Homes Our Impact Our Team Partnerships Careers & Volunteering

OUR MAILING LIST Be the first to know about our newest listings. Get updated trends and insights as a homeowner.

BUY - LISTING PAGE

HERITAGE HOMES

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BUY TO PROTECT

42 properties found

SOLDAKI HISTORICAL APARTMENT

LA RIBERA

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PROPERTY PAGE

HERITAGE HOMES

OUR PROPERTIES FOR HOMEOWNERS LATEST NEWS ABOUT US

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BOGALAY ZAY PENTHOUSE

ABOUT THIS HERITAGE HOME

HERITAGE HOME VETTING

ACCESS & AMENITIES

STAYING IN SABUTALO, TBILISI, GEORGIA

497-12 REVIEWS

BEFORE CHECKING IN

OUR PROPERTIES Short-term Stay Long-term Rent Buy to Protect Invest in Heritage SUPPORT Customer Services & FAQs Terms & Conditions

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HOMEOWNER'S DASHBOARD

HERITAGE HOMES

OUR PROPERTIES FOR HOMEOWNERS LATEST NEWS ABOUT US

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HELLO LISA!

1 ACTIVE LISTINGS

1 ACTIVE BOOKINGS

4 TOTAL REVIEWS

23 TOTAL VIEWS

RECENT ACTIVITIES

OUR PROPERTIES Short-term Stay Long-term Rent Buy to Protect Invest in Heritage SUPPORT Customer Services & FAQs Terms & Conditions

FOR HOMEOWNERS Memberships Our Services LATEST NEWS News & Updates

ABOUT US About Heritage Homes Our Impact Our Team Partnerships Careers & Volunteering

OUR MAILING LIST Be the first to know about our newest listings. Get updated trends and insights as a homeowner.

REFLECTIONS & KEY LEARNINGS

1. DESIGNING FOR MORE THAN ONE TARGET AUDIENCE

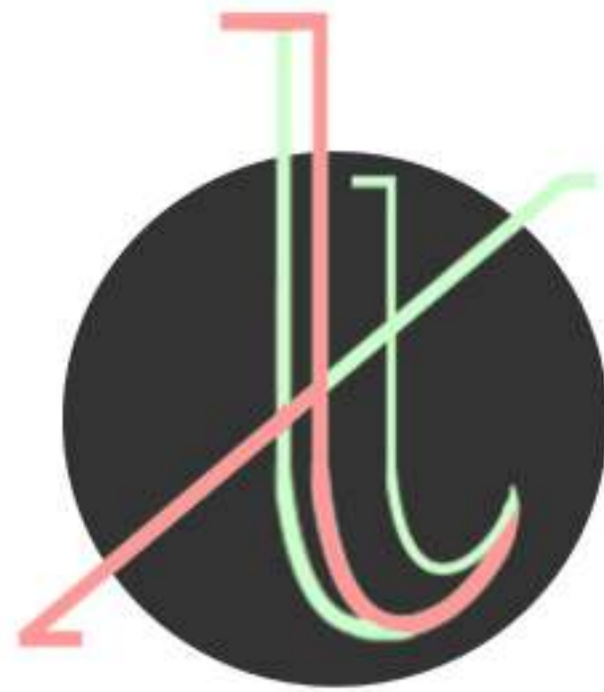
When creating for multiple target audiences on the same site, I learned that it was helpful to create a distinct path for each user, such as making two different landing pages targeting homeowners and renters separately instead of one when initially proposed.

2. BRINGING VALUE TO THE BUSINESS

This project helped me to understand my outlook as a designer - beyond creating a visual delight for users and being able to bring value to the business. It was as essential to match the design with brand guidelines as being able to highlight the critical business goals such as driving memberships and promoting educational content.


NEXT STEPS

If I could, I would like to continue my work for this site on usability studies part by part and page by page - to take this booking site to the next level. Especially to prioritize actual contents on the homepage and understand more about user experience regarding the filter search feature on the listing page.



THANK YOU FOR YOUR TIME.
LET'S CONNECT !

 Currently based in Bangkok & Yangon

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/tracy-ting/



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