Balancing Chaos & Order
Designing Online & Offline
<table>
<thead>
<tr>
<th>Date</th>
<th>Departing</th>
<th>Return</th>
<th>Price</th>
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<tbody>
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</table>

Note: The return date is not specified in the image.
LISTEN UP.

- DROP $2 BUCKS IN
- GRAB A SET OF HEADPHONE
- ROCK ALL FLIGHT LONG.
USER JOURNEY

Awareness  Purchase  Use  Assistance  Share
USER JOURNEY
How do you bring order to the chaos?
Know the Story

BALANCING CHAOS & ORDER
Anticipate the Hiccups
Happiness = reality - expectations

Tom Magliozzi, Car Talk
Set the Stage

BALANCING CHAOS & ORDER

TIP #3
FACEBOOK 2004
Keep it Real

BALANCING CHAOS & ORDER
Your Messages

Arnaldo
Following Up
Inquiry - 2 days ago

Reservation Request
Hi Elise! We're really excited for next weekend. Our flight gets in at 10am. Is it OK if we arrive at your home around then?

[Options: Approve, Decline]

Arnaldo
We've got good news to share with you!
Accepted - 2 days ago

Cielo
Hi there, how are you doing? We are...
Reservation Request - 2 days ago

Aura
Just checking in to see how Tuesday ...
2 days ago

2 days ago
Hi Arnaldo! I'll be home around 11am, so any time after that works. There's a cool neighborhood coffee shop on the corner if you need a pick me up!
Focus on the Hero

BALANCING CHAOS & ORDER
Show them what good is.
Performance Based on Reviews

Great Little Studio

Cleanliness
You've received 5 stars 80% of the time. On average, hosts near you get 5 stars 90% of the time.

<table>
<thead>
<tr>
<th>Star</th>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
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<td>8</td>
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<tr>
<td>4</td>
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</tr>
<tr>
<td>1</td>
<td></td>
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</tr>
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</table>

Tip: To increase this rating with your guests consider hiring a professional cleaner between reservations.

Listing Views

By Trip Date  By Search Date

Great Little Studio

MacBook Air
We want your feedback! This is an early look at our new Analytics tool, and we would love your help building it. Fill out this quick survey to tell us what you think.

Reports & Analytics

GROUP BY
TICKET TYPE
FILTER BY
NONE
RELATED TO
THIS EVENT ONLY

Last 30 days

<table>
<thead>
<tr>
<th>Quantity Sold</th>
<th>Apr 9, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIP Ticket</td>
<td>50</td>
</tr>
<tr>
<td>Youth Ticket</td>
<td>20</td>
</tr>
<tr>
<td>Family Ticket</td>
<td>11</td>
</tr>
<tr>
<td>(Speople max)</td>
<td></td>
</tr>
<tr>
<td>Adult Ticket</td>
<td>49</td>
</tr>
<tr>
<td>Other</td>
<td>35</td>
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Inspire greatness.
Mentor Session Checklist
Cover these basics with every mentee.

- **When to drive**
  - Peak Hours
  - Large Events
  - Wet Weather

- **Where to drive**
  - Prime Time
  - Heat Maps
  - Popular Venues

- **How to earn 5 stars**
  - Clean Car
  - Welcoming Atmosphere
  - GPS Apps / Phone Mount

- **Where to get paid**
  - Direct Deposit Setup
  - Power Driver Bonuses
  - Tips

- **How to refer friends**
  - Drivers
  - Passengers
  - Social Media

- **How to follow city rules**
  - Airports
  - Local Regulations
  - Neighboring Cities

Need a refresher on any of these topics? Head to the Help Center at www.lyft.com/drive/help — and make sure your mentee knows how to get there, too.
Recognize success.
Thousands of professionals are growing their businesses across the U.S.

PRO STORIES

John Money
ORGANIC CLEANING

Mona Brousky
PHOTOGRAPHER
Learn from them.
We want your feedback! This is an early look at our new Analytics tool, and we would love your help building it. Fill out this quick survey to tell us what you think.

Reports & Analytics

Sales

GROUP BY TICKET TYPE
FILTER BY NONE
RELATED TO THIS EVENT ONLY

Last 30 days

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BRINGING ORDER TO THE CHAOS

1. Know the Story
2. Anticipate the Hiccups
3. Set the Stage
4. Keep It Real
5. Focus on the Hero
Thank you!