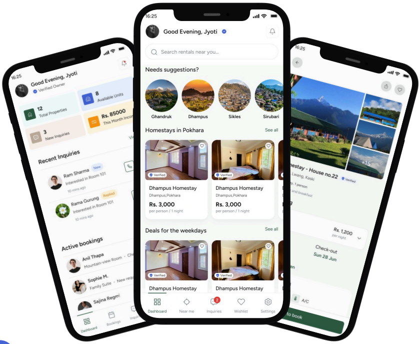
UI/UX Case Study

Eco to nature

Find, compare and book - without a single call. A dual-sided app for guests and homestay owners

Project Duration - 1.5 months

Jyoti Sapkota



16:25
Good Evening, Jyoti
Search rentals near you...
Needs suggestions?
Ghandruk
Dhampus
Sikles
Sirubari
Homestays in Pokhara
See all
Dhampus Homestay
Dhampus,Pokhara
Rs. 3,000
per person / 1 night
Deals for the weekdays
Dashboard
Near me
Inquiries
Wishlist
Settings
Verified Owner
12 Total Properties
8 Available Units
3 New Inquiries
Rs. 85000 This Month Income
Recent Inquiries
Ram Sharma
Rama Gurung
Active bookings
Anil Thapa
Sophie M.
Sajina Regmi
Bookings
Rs. 1,200 per night
Check-out Sun 28 Jun

Role	Platform	Users	Research Base
UI/UX Designer	ios & Android	Guests & Owners	26 guests & 2 owners

Problem Statement

Booking a homestay in Nepal still runs on phone calls. A guest finds three or four places they like, then rings each one to ask the same two questions - what does it cost, and is it free on those dates - with no way to hold the answers side by side while deciding. On the other end, owners take those same calls all day. Availability lives in a notebook or in someone's head, which works until two guests want the same room and nobody notices until they arrive.

Solution

- Let guests compare price, photos and live availability across homestays without a phone call.
- Give owners one dashboard to manage every booking, guest and payment instead of a notebook.
- Close the gap between what's described and what's delivered with verified photos and

clear pricing.
- Support group and corporate booking needs — multi-room, split payment, invoicing — from day one.
- Let one account switch between guest and owner roles without a second login.

The Approach

Rather than start from what a "homestay booking app" usually looks like, the project started with our own office outing. We had the actual conversation with a host on the phone, and worked backward from the friction in that exact conversation. A 26-response guest survey and two informal owner conversations shaped what got built - the flows in this document exist because a specific, evidenced pain point pointed at them, not because a booking app conventionally has them.

My Role

- User Research
- User Persona
- Wireframes
- Visual Design
- Prototyping

Design Thinking Process

Five stages, though not all evenly weighted - the project spent most of its time in Empathize and Design, and Test is the honest next step rather than something already ticked off.

Emphatize

Owner conversations
Guest Survey
Competitor Analysis

Define

User Persona
Goal Statement
Problem statement

Ideate

Brainstorming
User Flow

Design

Paper Wireframes
Visual Design
Prototype

Test

Not yet run - the planned next step

Understanding the problem

Qualitative Research

Survey • 26 Guests

Two linked Google Forms , merged for analysis, combining single-select, multi-select and 1–5 Likert-scale questions covering the whole guest journey - discovery, pre-booking questions, booking method, payment, arrival, and openness to a booking app.

Informal Conversations • 2 owners

Alongside the survey, two homestay owners were asked one direct, casual question — would you use an app to manage your bookings? Both said yes, and both volunteered the same two reasons without being asked.

Survey & conversations themes

The questionnaire combined single-select, multi-select and 1–5 Likert questions covering:

- How guests first hear about a homestay
- What they ask a host before booking, and how they ask it
- How they actually book - call, message, or online
- What goes wrong before booking and again on arrival
- What information matters most before committing
- How guests pay, and how they'd prefer to
- Needs specific to group, friends' and corporate trips
- Likelihood to use an easier booking app

Quantitative Research

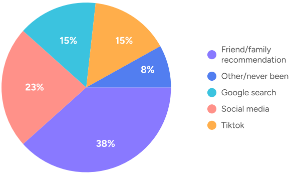
The questionnaire combined single-select, multi-select and 1–5 Likert questions covering:

- How guests first hear about a homestay
- What they ask a host before booking, and how they ask it
- How they actually book - call, message, or online
- What goes wrong before booking and again on arrival
- What information matters most before committing
- How guests pay, and how they'd prefer to
- Needs specific to group, friends' and corporate trips

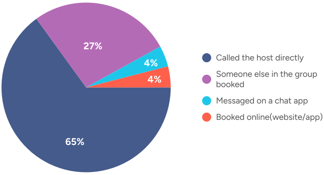
✓ Likelihood to use an easier booking app

Few Selected Questions with their Report

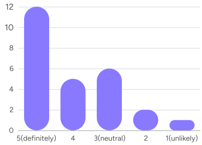
How do guests find a homestay?



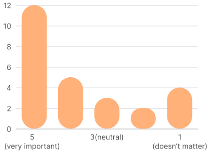
How do guests actually book?



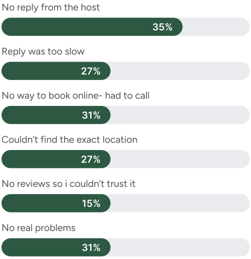
Likelihood to use an easier booking app(1-5)



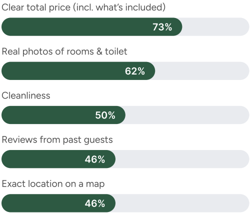
How important is a clear cancellation policy before booking? (1-5)



Problems faced while trying to book a homestay (multiselect)



What matters most before booking? (multi select)



User Personas

These personas represent the two key user groups of the homestay booking platform - homestay owners managing their properties and travelers looking for convenient, reliable, and personalized stays and travelers looking for convenient, trustworthy, and personalized ways to discover, compare, and book homestays based on their needs and preferences.

Guest - User Personas

Sudip Bhandari

AGE	28
OCCUPATION	Software Engineer
LOCATION	Pokhara, Nepal
TECH LITERATE	High

User Persona | Eco to nature

02/07/2026

Core needs

- Self-serve booking with live availability
- An all-in price shown upfront
- The price of the service is very important

Frustrations

- Hosts who don’t reply or reply slowly
- Rooms that don’t match the photos
- Not much choice and comparison not available

Motivations

- A trip planned in one sitting, not four calls spread across a week
- Rooms that don’t match the photos

Homestay Owner - User Personas

Bikash Gurung

Core needs

- View and manage upcoming bookings in one place.
- Easily update available rooms and blocked dates
- Communicate important information without relying entirely on phone calls.

Frustrations

- Repeating the same answer all day

AGE	55
OCCUPATION	Homestay owner
LOCATION	Thak-Kaski, Nepal
TECH LITERATE	Moderate

User Persona | Eco to nature
02/07/2026

- Difficult to manage bookings during busy seasons.

Motivations

- Make the homestay easier to manage.
- Increase income by keeping rooms occupied.
- Support the local community and tourism economy.

Typography & Colors

Font Used

Figtree

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

I chose Figtree font for its clean, modern, and approachable look. Its excellent readability and balanced letterforms help create a simple and consistent visual hierarchy.

Figtree Bold	**Figtree Semibold**
Figtree Medium	Figtree Regular

Color Used

Primary Color
#2D5A43

Secondary Color
#4464D7

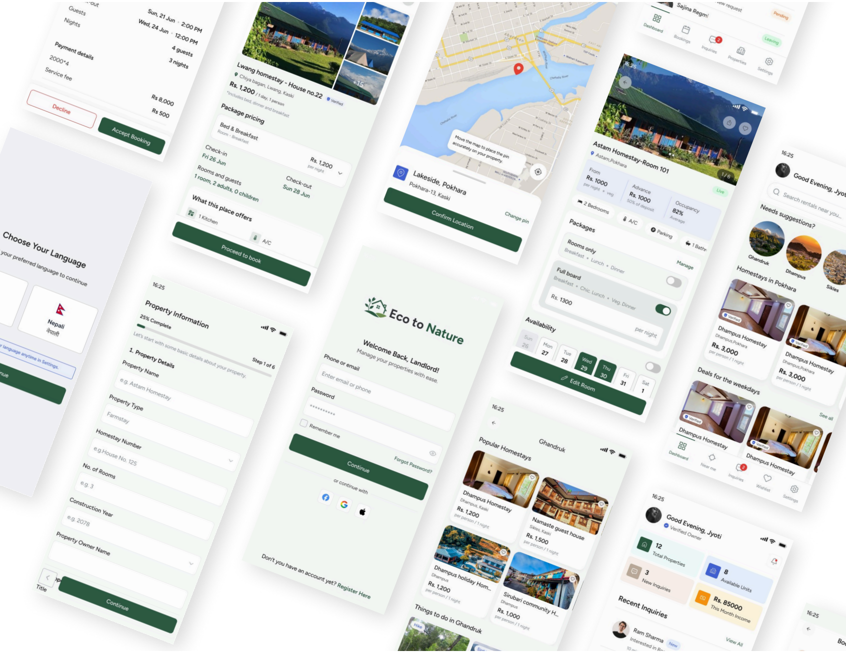
Secondary Color
#1E1E1E

Title Color
#1A1A1A

Body Color
#535353

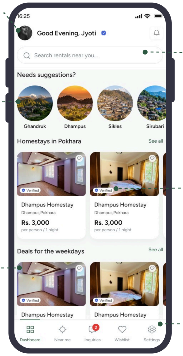
Dark Grey Color	Light Grey Color	Border Color	BG Color
#7D868A	#AEB4B7	#EAECF0	#F8FAFA

High Fidelity Design


Guests
Nights
Sun, 21 Jun · 2:00 PM
Wed, 24 Jun · 12:00 PM
4 guests
3 nights
Payment details
2000*4
Service fee
Rs 8,000
Rs 500
Decline
Accept Booking
Choose Your Language
your preferred language to continue
Nepali
नेपाली
r language anytime in Settings.
Lwang homestay - House no.22
Chiya bagan, Lwang, Kaski
Verified
Rs. 1,200 / 1 day, 1 person
*Includes bed, dinner and breakfast
Package pricing
Bed & Breakfast
Rs. 1,200 per night
Check-in
Fri 26 Jun
Check-out
Sun 28 Jun
Rooms and guests
1 room, 2 adults, 0 children
What this place offers
1 Kitchen
A/C
Proceed to book
Move the map to place the pin accurately on your property.
Lakeside, Pokhara
Pokhara-13, Kaski
Change pin
Confirm Location
Sajina Regmi
New request
Pending
Leaving
Dashboard
Bookings
Inquiries
Properties
Settings
Astam Homestay-Room 101
Astam,Pokhara
Live
From Rs. 1000 per night
Advance Rs. 1000 50% of deposit
Occupancy 82% Average
2 Bedrooms
A/C
Parking
1 Bathr
Packages
Manage
Rooms only
Full board
Rs. 1300 per night
Availability
Sun 26
Mon 27
Tue 28
Wed 29
Thu 30
Fri 31
Sat 1
Edit Room
16:25
Property Information
25% Complete
Step 1 of 6
Let's start with some basic details about your property.
1. Property Details
Property Name
e.g. Astam Homestay
Property Type
Farmstay
Homestay Number
e.g.House No. 125
No. of Rooms
e.g. 3
Construction Year
e.g. 2078
Property Owner Name
Title
Continue
Eco to Nature
Welcome Back, Landlord!
Manage your properties with ease.
Phone or email
Enter email or phone
Password
Remember me
Forgot Password?
Continue
or continue with
Don't you have an account yet? Register Here
Good Evening, Jyoti
Search rentals near you...
Needs suggestions?
Ghandruk
Dhampus
Sikles
Homestays in Pokhara
Dhampus Homestay
Dhampus,Pokhara
Rs. 3,000 per person / 1 night
Deals for the weekdays
See all
Near me
Wishlist
Ghandruk
Popular Homestays
Dhampus Homestay
Dhampus, Kaski
Rs. 1,200 per person / 1 night
Namaste guest house
Sikles, Kaski
Rs. 1,500 per person / 1 night
Dhampus holiday Hom...
Rs. 1,200
Sirubari community H...
Rs. 1,000 per person / 1 night
Things to do in Ghandruk
Hike
Verified Owner
12 Total Properties
8 Available Units
3 New Inquiries
Rs. 85000 This Month Income
Recent Inquiries
View All
Ram Sharma
New

Visual Design

Guest Home Feed


16:25

Good Evening, Jyoti

Search rentals near you...

Needs suggestions?

Ghandruk
Dhampus
Sikles
Sirubari

Homestays in Pokhara — See all

Verified
Dhampus Homestay
Dhampus,Pokhara
Rs. 3,000
per person / 1 night

Verified
Dhampus Homestay
Dhampus,Pokhara
Rs. 3,000
per person / 1 night

Deals for the weekdays — See all

Verified
Dhampus Homestay

Verified
Dhampus Homestay

Dashboard
Near me
Inquiries
2
Wishlist
Settings

Greetings & Verification

Personalized greetings with a verified badge, so a returning guest feels

Seach Bar

It will notify about important updates, news super deals, discount coupon and orders.

Super Saving Offers

User will see latest deals of all type of categories items.

Homestays in Pokhara

Verified badge and per-person price shown right on the card, solving the issue of price seen in survey report.

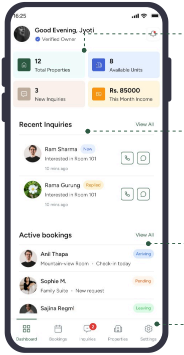
Deals for the weekdays

A distinct shelf so that weekday value is visible without a guest having to filter for it.

Navigation Bar

User can access Dashboard, Near me, Inquiries, Wishlist, Settings

Owner Dashboard


16:25

Good Evening, Jyoti
Verified Owner

12
Total Properties

8
Available Units

3
New Inquiries

Rs. 85000
This Month Income

Recent Inquiries — View All

Ram Sharma — New
Interested in Room 101
10 mins ago

Rama Gurung — Replied
Interested in Room 101
10 mins ago

Active bookings — View All

Anil Thapa — Arriving
Mountain-view Room · Check-in today

Sophie M. — Pending
Family Suite · New request

Sajina Regmi — Leaving

Dashboard
Bookings
Inquiries
2
Properties
Settings

Stat Row

Total properties, Available units, New inquiries and This month's income- the four numbers an owner checks first.

Recent Inquiries

Name of guest with the inquiry time, one-tap call & message icons and status tag - answering the same two questions no longer means digging up the guest's number first.

Active Bookings

Status pills & details replace the notebook check an owner used to do by hand, room by room.

Navigation Bar

Dashboard, Bookings, Inquiries, Properties, Settings - everything an owner used to track on paper one tap away instead.

Thank you for your time :)

Feel free to provide your valuable suggestion and comments 💬