

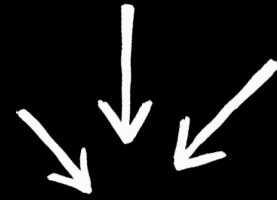


Interface Design

NestAway

AN APP TO BOOK ACCOMMODATIONS

What is Nestaway?

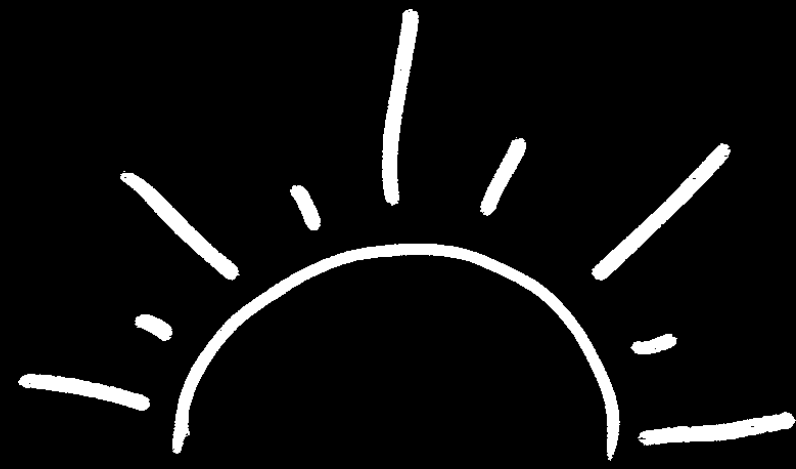


NestAway is a mobile application that allows hosts to list their properties for short-term rental purposes and travelers to search and book rental space

What's New?

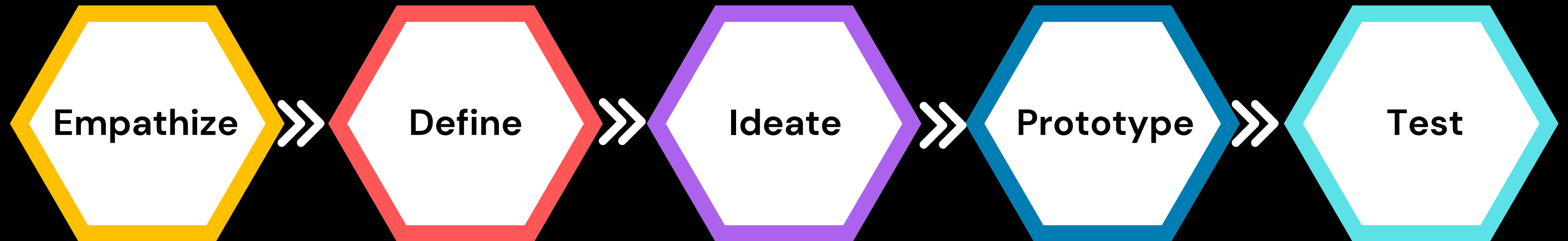
The property rental industry lacks functionality and causes pain points to customers due to the limited number of features. We at Nestaway introduced 24/7 customer support, instant bookings, translators between guests and hosts, integration with local experiences, and virtual property tours thus being a one-stop solution to hosts and users alike.





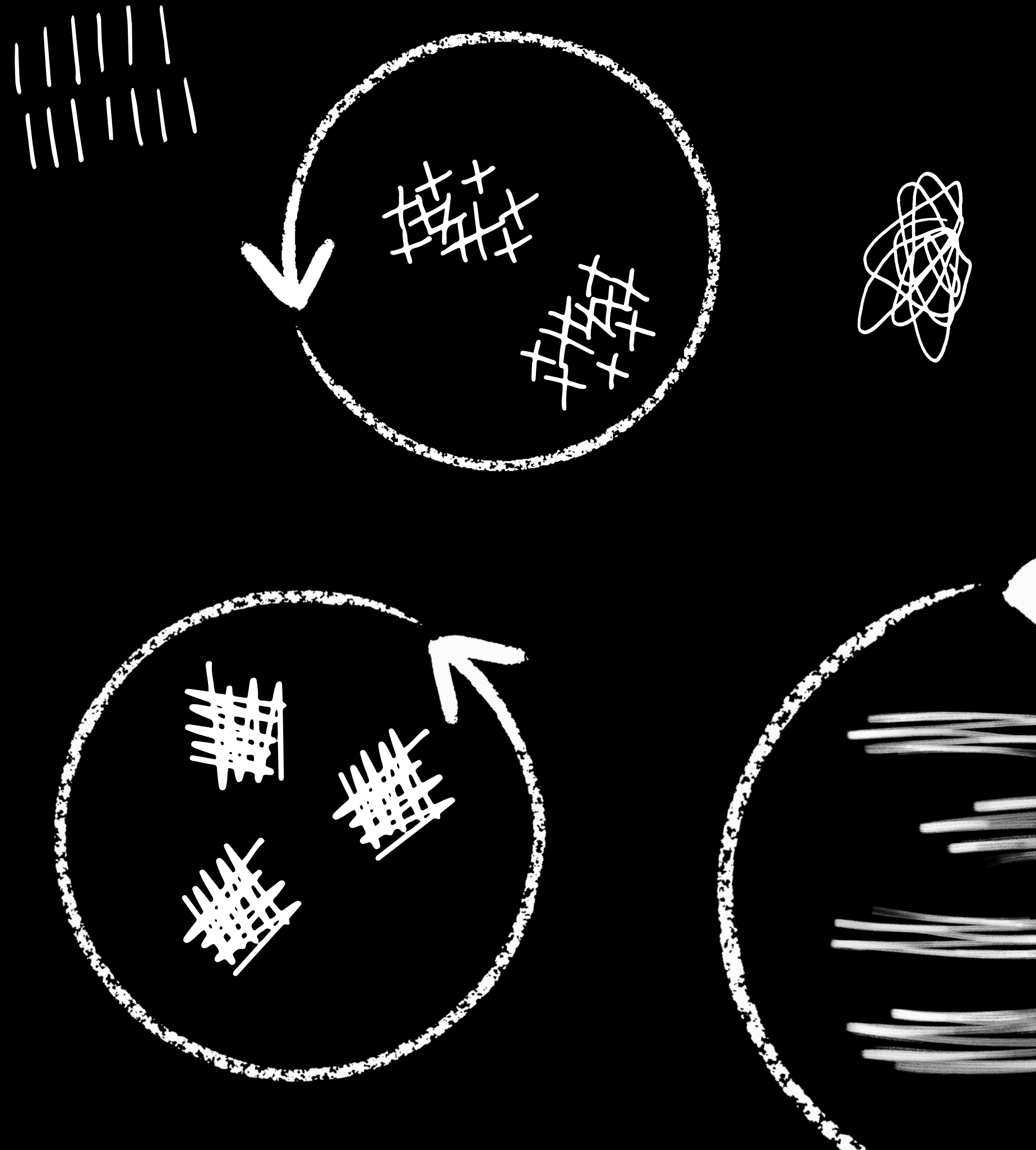
Approach

We went with a design thinking approach



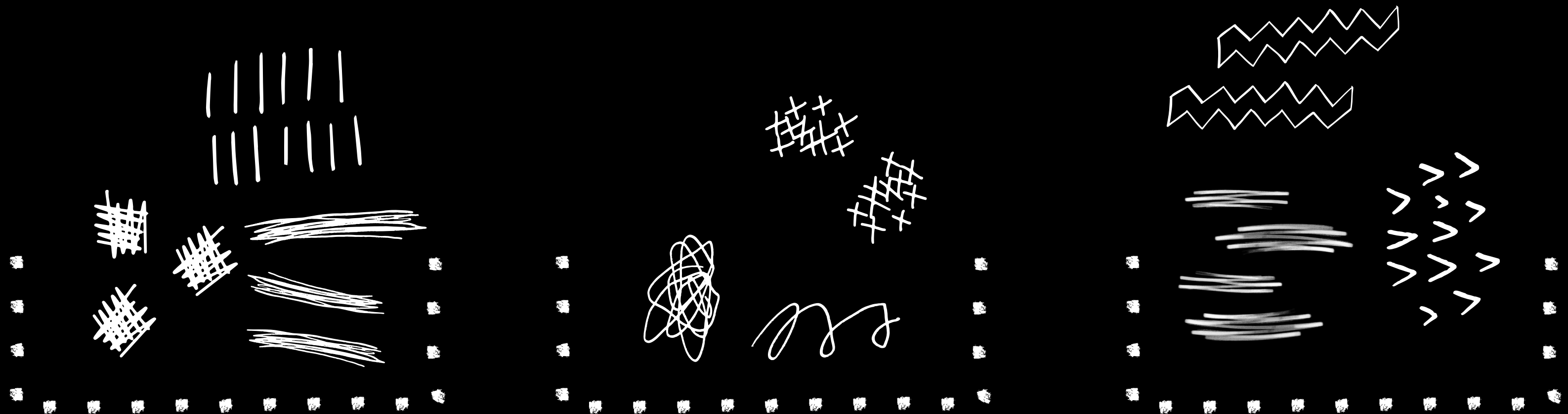
Small Group Discussion

We divided ourselves into smaller groups and brainstormed ideas first.



Big Group Activity

Later we sorted the ideas into implimentation.



The image features a solid black background with several thick, white, hand-drawn style lines. These lines are curved and overlapping, creating a sense of motion and depth. One prominent line forms a large, irregular oval shape that frames the central text. Other lines sweep across the background, some entering from the top and bottom edges, adding to the abstract composition.

User Personas

Adventure Seeker



Demographic

 Male years



Traits

- Open-minded
- Curious
- Outgoing
- Risk-taking

Background

Christopher is a 27-year-old Software Developer who spends most of the day in front of a computer. He loves a adventure and outdoor activities and he loves to plan trips to new destinations whenever he got some leisure time. He likes to engage in adventurous activities like hiking, bungee jumping, and kayaking, and he loves experiences that let him interact with the people and culture of the places he visits. He chooses to stay in unique and adventurous accommodations like treehouses or cabins close to the forest and park areas

Goals

To stay near accommodations that are located near adventurous destinations or offer unique experiences like Cabin or camping options

To save money on travel expenses so that he can allocate more funds towards adventure activities

To create long-lasting memories and have an adrenaline rush during travel

To have a seamless and hassle-free booking experience

Channels



Laptop



Facebook



Instagram



LinkedIn



YouTube



Email



Smartphone



Zoom



WhatsApp



Google



Vehicle

Frustrations

Difficulty in finding accommodations that fit within his budget

Limited Information about local experiences, can make it difficult for him to find new and exciting activities to do near the property

Uncertainty about the safety of accommodations

Business Traveler



Background

Sophia is a 35-year-old Marketing Executive, who frequently travels around the world in relation to business meetings and conferences. Speed and convenience are her mottos, and she wants to move from one place to another with ease and efficiency.

Goals

- To find a comfortable and peaceful stay with good internet connectivity, so that she can attend her meetings online with minimum disturbance.
- To stay at stress-free and productive accommodation that will keep her motivated in her work.

Demographic

Female 35 years

London, UK

Marketing Executive

Motivations

- Time is money for Sophia. She wants to be efficient at work and during her stay.
- Sophia also wants to discover the local area and culture if time permits.

Frustrations

- Lack of amenities like high-speed internet, at her place of stay which hinders her meetings.
- Long and complicated process for booking listing.
- Unreliable or unresponsive host.

Skills

Business Traveler



Technolgy Proficiency



Communication



Channels



Facebook



Face to face



Instagram



LinkedIn



Website



Email



Zoom



Event



Laptop



Smartphone



Travel insurance



Handouts

Technology



Browsers



Chrome



Firefox



Edge

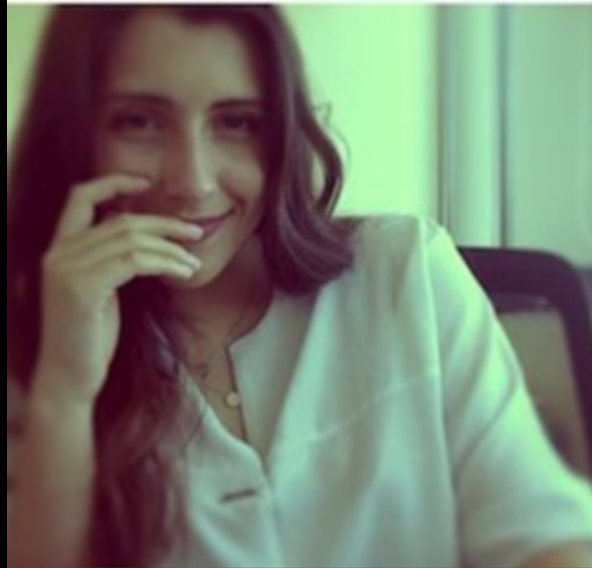


Opera



Safari

Food Blogger



Background

Samantha is a food blogger who travels to different parts of the world to explore new cuisines and restaurants. She has been writing her food blog for 6 years and has a large following on social media and other platforms. Samantha is passionate about delicacies and loves sharing her experiences with her audience with the help of unique pictures and descriptions.

Goals

To discover unique and authentic culinary experiences in different parts of the world
To create visually appealing and engaging content for her followers

Demographic

Female 29 years

Berlin, Germany

Food Blogger, Foodie

Motivations

To establish herself as a famous writer in the food blogging industry
To find connections with other food bloggers, chefs, and food industry professionals

Frustrations

Hard finding unique and authentic restaurants and food experiences
New content after every blog is mandatory
Budget limitations when travelling to expensive food restaurants
Difficult to find local food experts and insiders

Skills

Food Blogger



Social media proficiency



Speaker



Channels



Zoom



Face to face



Facebook



Instagram



Event



TikTok



YouTube



Email



Handouts

Technology



Browsers



Safari

GABRIELLE

Pet Lover



Background

A 25-year-old travel Vlogger likes to record the interesting things she and her pets encounter on the trip with cameras. She will post videos on Youtube and Tiktok and post pictures on Instagram. In her videos, she will share her travel experiences with her pets, her thoughts about the place she traveled to, and provide advice and guides on the travel destinations, including the pet travel supplies she's using and pet travel tips. She loves exploring new places and experiencing different cultures with her pets.

Goals and Needs

- To find a hotel/hosting house/restaurant that is pets friendly;
- To find places to take pets with;
- To have a stressless vacation with pets.

Motivations

- Bring her audience a good vibe to life, showing them all the beautiful landscapes and cultures worldwide.
- Finding locals to connect with and explore new cultures and new things with her pets.
- Sharing experiences with other pet lovers who want to travel with their pets, showing them what they should and shouldn't do.

Frustrations

- Having to get different SIM cards across different countries.
- Couldn't find a satisfying place for her and her pets to stay with.
- Didn't bring enough pet supplies/the pet service provided by the hotel is not enough.,
- There are not enough pet-friendly places to go at the destinations.

Demographic

 Female 25 years

 TX, USA

Vlogger

Skills

Networking



Marketing proficiency



Time management



Channels



YouTube



TikTok



Instagram



Travel insurance



Smartphone



Laptop

Technology



Apple



Apple



Apple



Apple

Browsers



Chrome



Edge



Safari



NANCY

Mother, House wife

TYPE

Rational

Goals

Relaxing on the Turkish Riviera.

Quote

“
It's so weird when a plane is off and I'm out of the pilot cabin.
”

What matters for a good vacation

Beautiful location



Good weather



HQ service



Fun activities



Tasty food



Background

Filippa flew around the world, but she rarely went on vacation, especially with her family.

She's active, friendly, curious.

She loves comfort and would never spend a night in a forest.

She got the COVID-19 vaccine.

Demographic

Female 40 years

Denmark

Married

1 child

High income

Motivations

- Get tanned.
- Read a few books.
- Swimming.
- Spend time with family.
- Health safety.

Frustrations

- Her family isn't vaccinated yet.
- Lockdown consequences.

Technology



Channels



Smartphone



Laptop



Tablet



Smart watch



WhatsApp



Face to face



Friends



Instagram

Previous experience

Filippa has been to Turkey 3 times, for this vacation she chose Kemer because she knows what to expect from this location.

She had been to thousands of hotels during her work as a pilot and can tell bad service from good.

CX Journey Map

What is the customer doing?	Step 1 Sign up and Login	Step 2 Search for property	Step 3 Booking and Payment	Step 4 Chat	Step 5 Host Creating Listing Manage Booking	Step 6 Profile
What is the customer expecting?	Easy register process for creating an account Log in into existing account	Hassle-free search of the desired property with a detailed description and pictures	Do the booking for the property and also do the payment for the booking	24x7 Customer Support, Instant Help	Can create a listing of the property and manage booking	Check all information available on the profile section Make changes to the editable part
What is the customer thinking? What questions do they have?	Is the process going to be easy?	Is the location suitable to stay and seek comfort?	Is this website reliable? Is this website reliable to do payment?	Will I get some assistance if stuck in between? What if the payment fails, which to reach out?	Is the process going to be easy? Is the process going to be time-consuming?	The customer will be thinking about the changes they want to make on the profile section, or check out the information they want to know.
What is the customer feeling?	Exciting	Anxious, exciting	unsure	Seeking help, tensed, anxious	Struggle, confusion	Desire to know the information, exciting to make change

The logo features the word "wireframes" in a white, lowercase, rounded sans-serif font. It is centered within a white circle. This circle is set against a black background that contains a smaller white circle. The word "wireframes" is positioned between these two circles, with its left and right edges slightly overlapping the white circle's boundary. Behind the text, there are three thin, dark gray concentric circles that are slightly offset from each other, creating a layered, wireframe-like effect.

wireframes

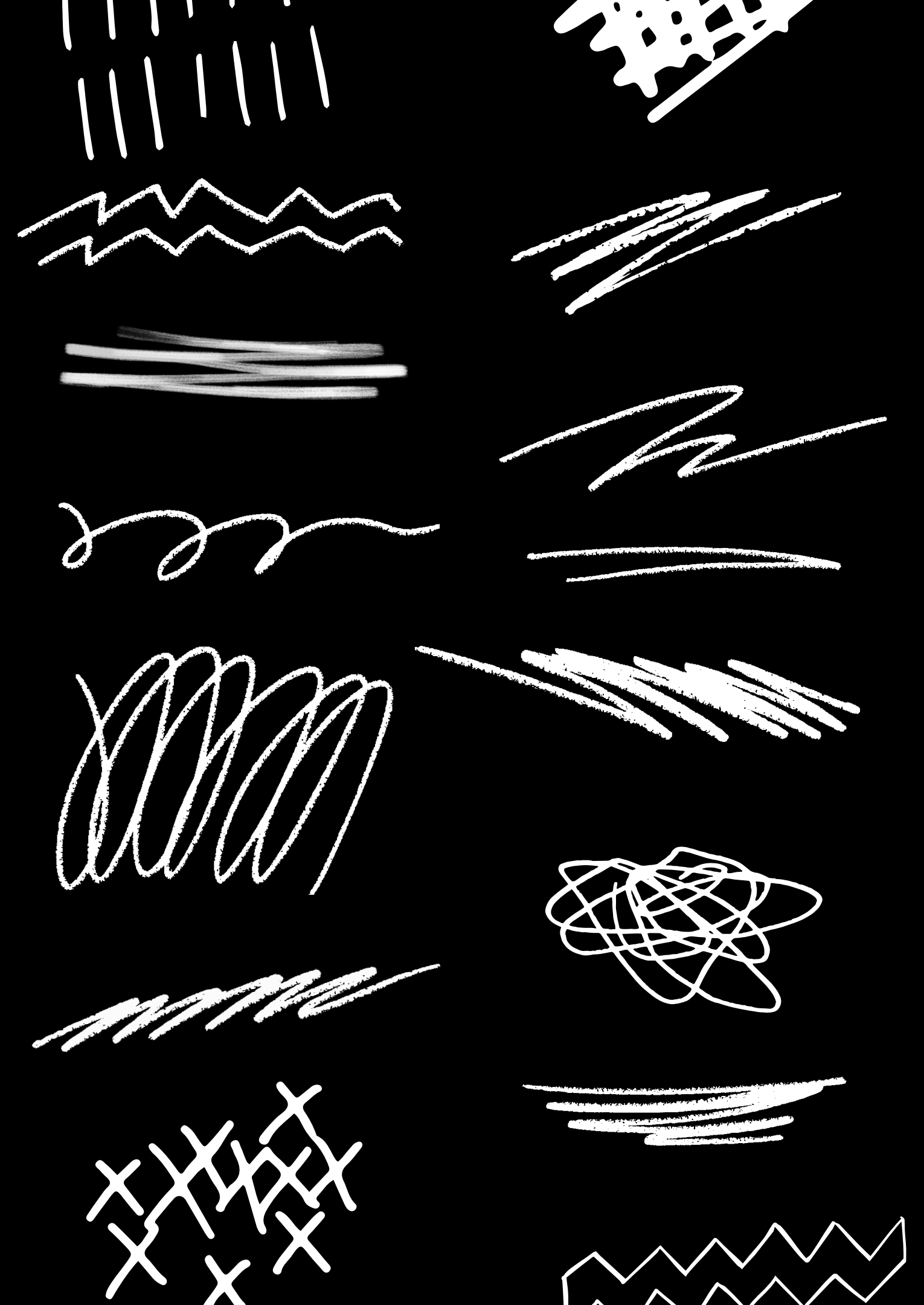
Design Elements

Glassmorphism

Neumorphism

Minimalistic icons

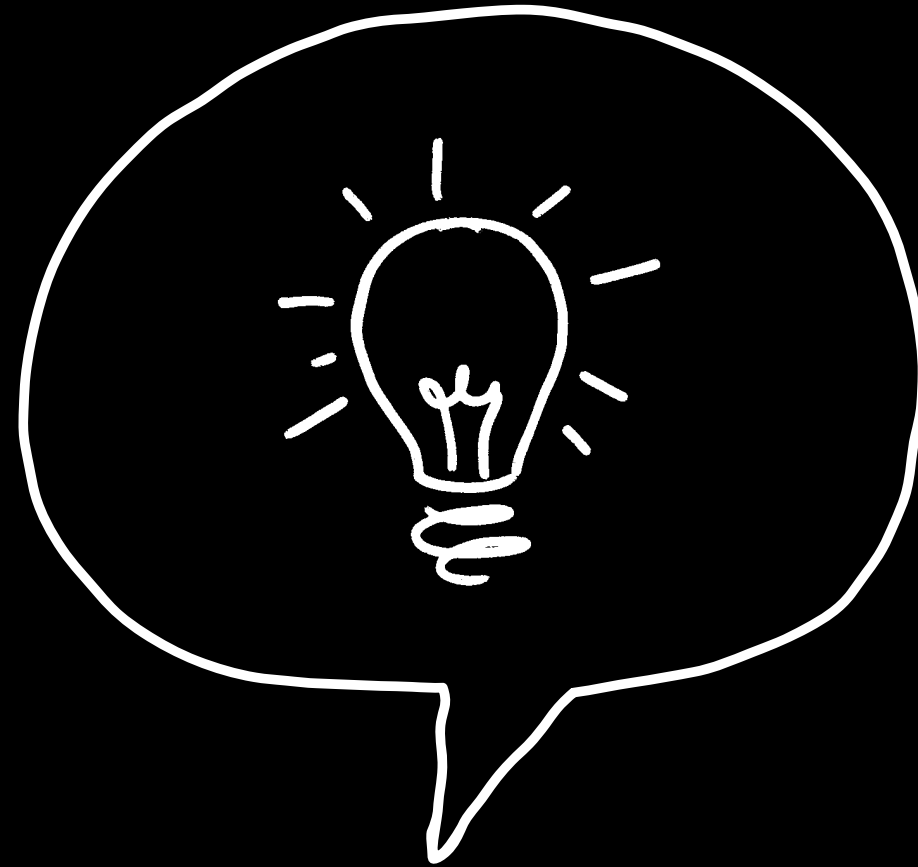
Dark Theme



Conclusion

Customer centric apps are the future unlike business centric apps which were a thing of the past, We designed NestAway around our users and their needs.





Any Questions?

Thanks for your time!

