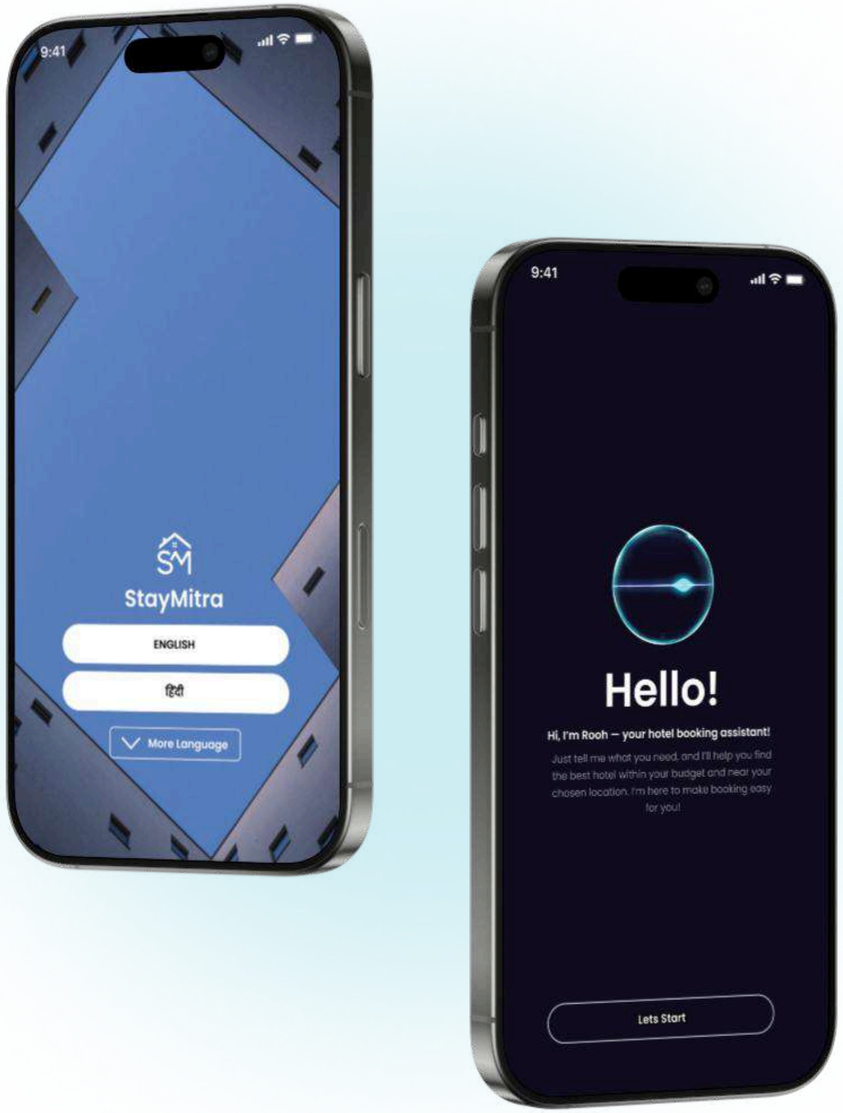


JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

StayMitra

Booking hotels in Tier 3 cities is a difficult process in terms of availability, reliability and trustworthiness of information.

Student : **Shatakshi Singh**

Sponsor : **Self Sponsor**

Mentor : **Dr. Devanuj Balkrishnan**

Programme :
Bachelor of Design (B.Des)
Interaction Design

THE GRADUATION PROJECT 2025

The Evaluation Jury has recommended **Shatakshi Singh**
for graduation from Institute of Design, **JK LAKSHMIPAT UNIVERSITY**
with specialization in **Interaction Design**

Herewith, for the project titled "**StayMitra: Redesigning Hotel Booking for Tier 3 India cities: A Trustworthy and Inclusive Experience**" on fulfillment of requirements by

Jury Chairman _____ _____

Jury Member _____ _____

Jury Member _____ _____

Subsequent remarks regarding fulfillment of requirements

_____

_____

_____

_____

_____

Dean, Institute of Design
JK Lakshmipat University

Originality Statement

I hereby declare that the work submitted here is entirely my own and does not contain any substantial portions or complete copies of previously published material. It also does not include significant portions of material that have been accepted for the completion of another degree or final graduation from any other educational institution, unless proper acknowledgment has been provided in this Graduation Project. Additionally, I affirm that I have not borrowed or copied any concepts without giving appropriate credit. The intellectual content of this Graduation Project is solely the result of my own efforts, except for any assistance received from others in the project's design, conception, style, presentation, and linguistic expression, which have been duly acknowledged. Finally, I assert that this Graduation Project, or any part of it, has not been and will not be submitted as assessed work for any other academic course.

Student Full Name: Shatakshi Singh

Signature:

Date:

Place:

Copyright Statement

I hereby authorize the Institute of Design, JK Lakshmipat University to archive and provide access to my Graduation Project, either in its entirety or partially, within the Institute for academic purposes. This permission applies to all existing and future forms of media, in accordance with the provisions outlined in the Copyright Act. I confirm that either no significant portions of copyrighted material have been used in my document, or I have obtained the necessary permissions to utilize such material.

Student Full Name: Shatakshi Singh

Signature:

Date:

Table Of Contents

Chapter 1: Introduction

- About JKLU
- Academic Mentor
- Project Brief
- Acknowledgment

Chapter 2: Understanding The Context

- Context of Hotel Booking in India
- Growing Digital Adoption in Urban vs Tier 3 Areas
- Internet Penetration: Urban vs Rural India
- Digital Literacy in Education
- Why This Matters for Tier 3 Hotel Booking
- Why Tier 3 Cities Are Underserved

Chapter 3: Field Study & Initial Insights

- Field Observations (Tier 3 City: Jamalpur, Bihar)
- Insights
- Motivation for Selecting This Topic
- Problem Area

Chapter 4: Research Objectives

- User Needs
- Pain Points
- Identified Gaps

Chapter 5: Research Methodology

- Primary Research
- Secondary Research
- Competitor Analysis

Table Of Contents

Chapter 6: Key Findings

- Fake / Missing Reviews
- Outdated or Misleading Hotel Photos
- Unreliable Confirmations
- Language Barriers at Hotels
- No Filters for Kid-Friendly, Food, Parking, etc.
- App Complexity for Low Digital Literacy Users

Chapter 7: User Personas

Chapter 8: Journey Mapping

- Hotel Booking User Journey Map

Chapter 9: Defining The Design Goal

- Problem Statement
- Key Objectives

Chapter 10: Design Principles

Chapter 11: Ideation Process

- Insights & Opportunity Areas
- Problem Breakdown
- Mind Mapping
- Feature Prioritization
- Final Direction

Chapter 12: Key Features Of The Solution (User-Side)

Chapter 13: Information Architecture (IA)

Chapter 14: Final Design Solution

Chapter 15: What I Learned

Chapter 1: Introduction

About The Institute
Academic Mentor
Project Brief
Acknowledgment

About The Institution

J K Lakshmipat University

This project was completed as part of my graduation journey at JK Lakshmipat University, Jaipur. The university has been a nurturing ground for creativity, critical thinking, and hands-on learning. With its supportive faculty and design-driven environment, JKLU has played a significant role in shaping my skills, confidence, and approach as a designer. I’m proud to have been a part of this community that encourages innovation and real-world impact.



Academic Mentor

Devanuj Balkrishan

I’m deeply grateful to my mentor, Devanuj Kanta Balkrishna, for his constant support, insightful guidance, and kind encouragement throughout this project. His thoughtful feedback and calm presence helped me stay focused and grow not just as a designer, but as a thinker. Thank you for being an inspiring mentor.



Project Brief

Booking hotels in Tier 3 cities is a difficult process in terms of availability, reliability and trustworthiness of information—especially for families, solo traveler's, and people booking remotely.”

Context
Tier 3 cities in India are often underserved by mainstream hotel booking platforms. While urban areas enjoy access to verified listings, support systems, and reliable platforms, smaller cities face:

Outdated or incomplete hotel data (no real photos, vague descriptions).
Fake or missing reviews that reduce user confidence. Unreliable booking confirmations, leading to miscommunication and failed reservations. Language barriers with local hotel staff during check-in or support.Lack of filters for needs like family/kid-friendliness, food, or parking. Difficulties faced by less tech-savvy users who may not be comfortable using apps.

Design Goal
To create a hotel booking experience that is trustworthy, transparent, and inclusive—tailored specifically to Tier 3 cities—and designed for usability for all types of users, including those with minimal digital literacy.

Acknowledgment

I would like to express my sincere gratitude to all those who supported me throughout the course of this project.

First and foremost, I am deeply thankful to my mentor, **Devanuj Kanta Balkrishna**, for his continuous guidance, insightful feedback, and encouragement during every phase of the project. His expertise and support played a crucial role in helping me refine my ideas and bring clarity to the final outcome.

This project was self-sponsored, and I take pride in having independently managed all aspects—from research and fieldwork to design and documentation. I would also like to thank the users and participants who willingly shared their experiences and perspectives, which greatly enriched my understanding of the real challenges faced in Tier 3 cities.

Lastly, I'm grateful to my faculty and peers for their moral support and valuable suggestions that helped shape this project into its current form.

Chapter 2: Understanding the Context

Context of Hotel Booking in India
Growing Digital Adoption in Urban vs Tier 3 Areas
Internet Penetration: Urban vs Rural India
Digital Literacy in Education
Why This Matters for Tier 3 Hotel Booking
Why Tier 3 Cities Are Underserved

Context of Hotel Booking in India

Hotel booking in India has seen a rapid shift towards online platforms, making it easier for travelers to plan their stays. However, this convenience is largely limited to metro and Tier 1 cities. In contrast, users in Tier 3 cities often face unreliable listings, language barriers, and poor service quality. This project focuses on understanding and addressing those challenges.

Growing Digital Adoption in Urban vs. Tier 3 City of India

Urban users benefit from better internet infrastructure, higher digital literacy, and exposure to online systems from school to workplace. They are familiar with mobile apps, online payments, and trust-based review systems. In contrast, many users in Tier 3 cities especially older adults or first-time traveler's depend on others (friends, family, or agents) to book hotels for them.

Limited access to quality digital education in Tier 3 cities contributes to hesitation in using apps independently. Many users are not confident in reading English or navigating app interfaces, which are rarely optimised for local languages. Even educated users sometimes avoid booking online due to fear of being scammed or receiving poor service.

Despite the growing availability of smartphones and mobile data, true adoption lags behind not because of access, but **because of usability gaps and a lack of trust in platforms designed primarily for urban markets.**

Internet Penetration: Urban vs Rural India

Location	Internet Penetration
Urban	58.3 %
Rural	41.7 %

📊 Internet User Base Comparison

- Urban: **542 million** users
- Rural: **375 million** users
- National average penetration: **65.9 %**, with urban at 110% (multi-device ownership) vs rural at 41.7%

Sources: GrabOn data; TRAI reports highlighting that ~95% of villages now have 3G/4G connectivity

Insight:

- Despite expanding connectivity, adoption remains lower in rural/Tier 3 areas — tech access is not the same as tech usage.

Digital Literacy in Education

- Only 33.9% of schools in India (and just 11.1% in Bihar) have internet access
- In rural and public schools, digital skills are much lower compared to urban private schools

newindianexpress.com

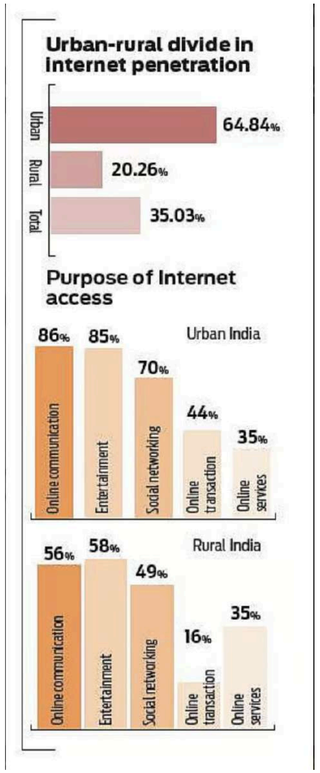
Wide gap in Internet use in urban, rural India

The Sunday Standard WIDE GAP IN INTERNET USE IN URBAN, RURAL INDIA While Internet penetration in ...

indiatoday.in

Rural parents prefer private schools, but digital literacy lags - India Today

Nationally, in 2024, basic reading levels for Std III children enroled in government schools were the ...



Insight:

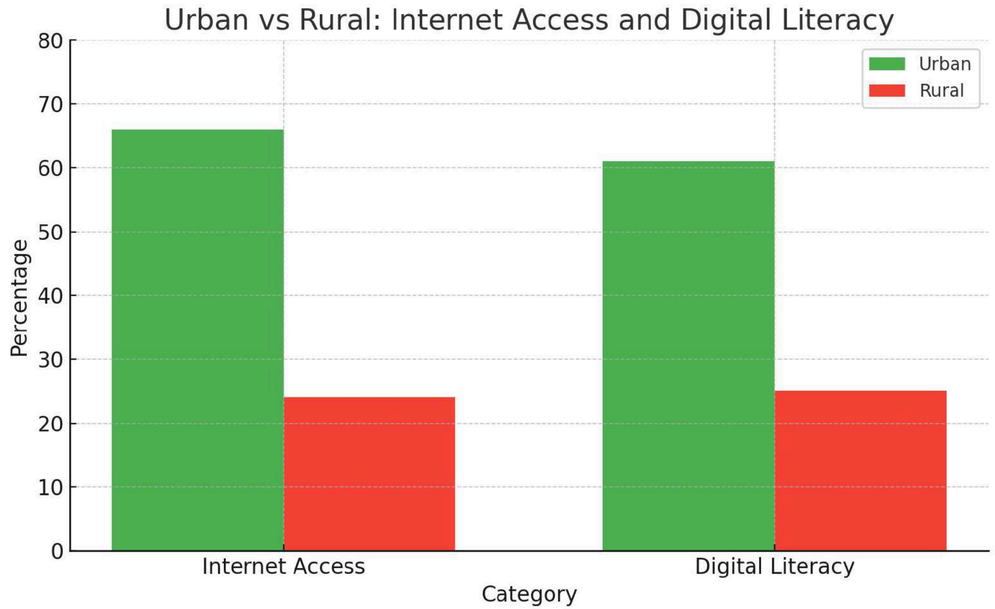
- Despite expanding connectivity, adoption remains lower in rural/Tier 3 areas — tech access is not the same as tech usage.
- A large online population exists in smaller towns, but gaps in confidence and usage persist.

Why This Matters for Tier 3 Hotel Booking

- Access is growing, but skills aren’t keeping pace apps need to be easy to use and language-inclusive.
- Educational gaps contribute to poor digital literacy interfaces must be intuitive and forgiving.
- Limited critical mass of confident users means platforms cannot rely on tech-savvy behaviour trust-building is essential.

Why Tier 3 Cities Are Underserved

- **Low Focus from Platforms**
  Major booking platforms prioritise metros and Tier 1 cities for better ROI—Tier 3 areas are often overlooked.
- **Poor Listing Quality**
  - Listings in Tier 3 cities frequently lack real photos, precise amenities, or family filters (Qualitative research)
  - Results: traveler's face booking anxiety and often avoid booking online.
- **Digital Literacy & Internet Gaps**



Issue	Proof Examples
Language barriers	OYO's late roll-out of Hindi support; limited local support opportunityindia.com +2
Reviews are untrustworthy	Industry research showing up to 40% fake reviews
Misleading 'family-friendly' claims	Real user feedback citing poor amenities for families

- **Language & Local Support Deficit**
  Customer support is primarily in English/Hindi. Local language support is limited, worsening communication gaps during bookings.
- **Fake or Missing Reviews**
  In Tier 3 cities, reviews are sparse or inauthentic—many users note the absence of genuine guest feedback, reducing trust.
- **Lack of Family-Friendly & Accessibility Features**
  Filters like “kid-friendly,” “parking,” or “meal availability” are often missing or incomplete, making it hard for families or elderly traveler's to find a suitable stay.

Chapter 3: Field Study & Initial Insights

Field Observations (Tier 3 City: Jamalpur, Bihar)
Insights
Motivation for Selecting This Topic
Problem Area

Field Observations (Tier 3 City: Jamalpur, Bihar)

While spending time in Jamalpur—my hometown and a Tier 3 city—I made informal observations around how people engage with hotel bookings in real-world settings. Most locals prefer to book hotels through phone calls or personal visits rather than online apps. Conversations with hotel staff revealed a lack of trust in online platforms, mainly due to poor communication from the booking platforms, last-minute cancellations, and cases where guests arrived without confirmation reaching the hotel.

In smaller hotels and lodges, I noticed handwritten registers were still being used for check-ins, and staff were often unfamiliar with using hotel partner apps provided by platforms like OYO or Goibibo. One hotel manager even said, “Humko kabhi booking ka message aata hi nahi, guest aa jaata hai bina bataaye” (We don’t even get the booking message, and guests show up without notice).

Additionally, I observed that people often ask friends or relatives for hotel recommendations instead of searching online. There is a strong reliance on local knowledge, and many potential users still hesitate to enter payment details in apps due to fear of scams or unclear refund policies.

These observations supported the interview insights and highlighted the gap between digital services and real-world practices in Tier 3 cities.

Insights

1. **Trust Is Broken in Tier 3 Hotel Bookings**

- Users often feel uncertain about what they see online. Hotels don’t always match the photos or descriptions, and fake reviews make it hard to know what’s real. This creates anxiety, especially when booking remotely.

2. **Language and Communication Are Major Barriers**

- Many travelers in Tier 3 cities are not comfortable with English or even Hindi. They face problems navigating apps or talking to customer care, which makes them rely on others or avoid digital booking altogether.

3. **Tech Literacy Is Low, Especially Among Older Users**

- People who are not used to smartphones or apps—like elderly traveler's—find the interfaces confusing. Even basic tasks like selecting a date or choosing filters can be overwhelming.

4. **Current Platforms Are Not Designed for Families or Diverse Needs**

- Many travelers in Tier 3 cities are not comfortable with English or even Hindi. They face problems navigating apps or talking to customer care, which makes them rely on others or avoid digital booking altogether.

5. **Current Platforms Are Not Designed for Families or Diverse Needs**

- Users worry their booking won’t be confirmed, or that the hotel might cancel last-minute without notice. This lack of reliability forces many to book through phone calls or local agents instead of using apps.

Motivation for Selecting This Topic

This project began with real user interviews and firsthand stories. I found that travelers in smaller towns often face recurring problems that mainstream hotel booking platforms fail to address. Families, solo travelers, and elderly users shared concerns about language barriers, misleading listings, fake reviews, and last-minute cancellations.

My personal motivation also played a big role. My father owns a hotel in Jamalpur, a Tier 3 city, and he still avoids online booking platforms—primarily due to trust issues and negative past experiences. This sparked my curiosity: why do so many people in Tier 3 cities hesitate to book hotels online, even as digital adoption rises elsewhere?

Through this project, I wanted to understand those pain points deeply and design a solution grounded in the real needs of underserved users.

Problem Area

Booking hotels in India’s Tier 3 cities remains a frustrating and unreliable experience for many users. Despite the growth of online travel platforms, travelers still struggle with outdated or misleading hotel listings, fake or missing reviews, unconfirmed bookings, and language barriers. These issues are especially challenging for families, solo travelers, and people booking remotely, who often lack trust in what they see online and face difficulties communicating with local hotel staff. Current mainstream solutions fail to address the specific needs of Tier 3 city users—such as those requiring family-friendly options, accurate local information, or assistance for less tech-savvy individuals—resulting in stress, confusion, and a lack of control during the booking process.

Chapter 4: Research Objectives

User Needs
Pain Points
Identified Gaps

User Needs

🙋‍♀️ User Needs in Tier 3 City Hotel Booking

🛏️ Reliable & Verified Listings

- Users want hotel information that is genuine, updated, and matches what's shown online — including real photos, amenities, and availability.

🗣️ Local Language Support

- Users prefer booking interfaces and support in their local language or dialect, especially elderly or rural users who aren't fluent in Hindi/English.

🧭 Simple & Clear Navigation

- Many users are not digitally literate, so they need a clean, intuitive interface with visual cues, voice input, and minimal text.

👨‍👩‍👧 Family-Friendly Features

- Filters for kid-friendly stays, in-house meals, parking, and safe locations are essential for families traveling with children or elderly members.

User Needs

💁‍♀️ User Needs in Tier 3 City Hotel Booking

📞 Real-Time Customer Support

- Users want immediate help during emergencies—especially when bookings are not confirmed, or hotels deny check-in.

✅ Trustworthy Reviews

- Users seek real reviews from real guests, written in relatable language, to feel confident in their booking decisions.

👵 Elder & First-Time User Accessibility

- Older users or those new to mobile phones need voice-enabled support, bigger buttons, and clear feedback during the booking process.

🔐 Safety & Assurance

- Solo travelers, especially women, seek secure listings, with verified stay options and transparent cancellation policies.

Pain Points

Lack of Trust in Listings

- Users often found a mismatch between the online photos and the real hotel conditions.
- Inaccurate information about amenities, cleanliness, or availability created booking anxiety.

Unreliable Booking Confirmations

- In several cases, travelers reached the hotel only to find that the staff had no record of their booking.

Fake or Sparse Reviews

- Many reviews were outdated, fake, or written in unfamiliar languages, making it difficult to judge reliability.

Language Barriers

- Customer support was mostly in English or Hindi. Locals speaking regional dialects felt excluded.
- Non-tech-savvy users, especially elders, found it hard to navigate or communicate on the platforms.

Language Barriers

- Customer support was mostly in English or Hindi. Locals speaking regional dialects felt excluded.
- Non-tech-savvy users, especially elders, found it hard to navigate or communicate on the platforms.

Pain Points

No Filters for Family Needs

- Most platforms lacked filters like "child-friendly," "parking availability," or "elderly access."

Limited Listings in Tier 3 Cities

- Users noticed a small number of options, many of which lacked proper verification, pictures, or contact info.

Digital Literacy Gap

- First-time users or older travelers found existing apps overwhelming or confusing to use.

No Support for Emergencies or Delays

- If check-ins got delayed or bookings were canceled, users were left without timely help or alternatives.

Identified Gaps

🚫 Trust & Authenticity Gap

- Lack of verified listings and real-time images creates doubt in users' minds.
- No reliable system to ensure the booking seen online is what the user gets in reality.

🗣️ Language & Communication Gap

- Platforms are not available in regional/local language.
- No voice support or simplified UI for less tech-savvy users.
- Hotel staff often don't understand or recognize online booking confirmations due to communication issues.

👩‍❤️‍👨 User Experience Gap

- No assistive features like voice input, simplified design, or offline help for those with low internet/data.
- No assistive features like voice input, simplified design, or offline help for those with low internet/data.

💬 Review System Gap

- Many reviews are fake, paid, or not helpful.
- No way to confirm that a review is from a genuine guest.
- Lack of review moderation in local languages.

Identified Gaps

📍 Discovery & Local Connection Gap

- Limited listings in smaller towns.
- No real connection with verified local properties or real-time updates about stay availability.

📞 Support System Gap

- Weak or no localized customer care during emergencies.
- No real-time human support or escalation mechanism tailored to Tier 3 issues.

Chapter 5: Research Methodology

Primary Research
Secondary Research
Competitor Analysis

User Story

Case study 1

A middle-class family from Bhagalpur, told me about their recent experience booking a “family-friendly” hotel in Gaya through OYO. They trusted the verified listing on the app, but when they arrived, the hotel was nothing like the photos there was no food service, and the place was very poorly cleaned. The father told me, “We should’ve called and confirmed first. These apps can’t be trusted.” You could really feel their frustration and anxiety about the whole situation.

User Story

Case study 2

An elderly couple from Jamalpur shared their experience with me when they were in town to attend a wedding. Since they weren’t very familiar with how hotel booking apps work, they asked a younger relative to help them make a reservation online. Everything seemed fine at first—the booking was confirmed on the app. But when they reached the hotel, the staff claimed they hadn’t received any confirmation. Despite showing the booking details, the couple was told there were no available rooms. In the end, they had to search for another hotel at the last minute, which was stressful and exhausting for them. The husband said, “Too much confusion—next time we’ll just call directly,” clearly disheartened by the unreliable experience.

User Story

Case study 3

A solo female traveler from Muzaffarpur shared a troubling experience she had while booking a hotel through MakeMyTrip. She had chosen a place near the railway station, thinking it would be convenient since she was arriving late in the evening. But when she got there, the location pinned on the app turned out to be inaccurate. The surrounding area felt unsafe dimly lit, with barely any people around—and to make things worse, there were no hotel staff present to receive her. She had to wait alone outside with her luggage, feeling vulnerable and unsure of what to do next. She told me, “Apps should flag places for solo traveler's. I didn’t feel safe.” The experience clearly shook her, and it highlighted how important accurate information and safety features are, especially for women traveling alone.

User Story

Case study 4

A solo female traveler from Muzaffarpur shared a troubling experience she had while booking a hotel through MakeMyTrip. She had chosen a place near the railway station, thinking it would be convenient since she was arriving late in the evening. But when she got there, the location pinned on the app turned out to be inaccurate. The surrounding area felt unsafe dimly lit, with barely any people around—and to make things worse, there were no hotel staff present to receive her. She had to wait alone outside with her luggage, feeling vulnerable and unsure of what to do next. She told me, “Apps should flag places for solo traveler's. I didn’t feel safe.” The experience clearly shook her, and it highlighted how important accurate information and safety features are, especially for women traveling alone.

User Story

Case study 5

One local resident from Jamalpur shared his experience with me while trying to book rooms for relatives coming in for a wedding. He initially tried using Oyo, thinking it would be an easy and modern way to book. But he quickly ran into a few problems—many of the well-known hotels in town weren't even listed, and the ones that were didn't have clear descriptions or reviews he could trust. On top of that, the app was only in English and Hindi, which made it hard for him and his family members to navigate, as they were more comfortable with Bhojpuri and Maithili.

Feeling frustrated, he finally gave up and decided to call the hotel directly. He told me, "These apps feel too complex. I just want something quick and local." His experience reflected a very common sentiment in smaller towns: that technology should simplify things, not complicate them and unless these platforms become more regionally rooted and language-accessible, people will continue to rely on direct phone calls and local networks.

User Story

Case study 6

He had to travel to Gaya for an entrance exam and, since he was going alone, he was simply looking for a decent and safe place to stay for one night. He searched online and came across a few hotel options, but most of them lacked proper ratings, reviews, or clear photos. One hotel seemed fine at first glance, so he went ahead and booked it online.

However, when he arrived at the hotel, the staff claimed they hadn’t received any booking confirmation. Even after he showed them the confirmation message, they made him wait for nearly an hour before finally giving him a room—and it wasn’t even the one he had booked. The room was dusty, and the bathroom didn’t have proper water facilities. He didn’t argue much, as he was already mentally drained and focused on his exam the next day.

Later, he shared how stressful the experience had been. If there had been a reliable booking platform with verified listings and student-friendly stays, it would have saved him a lot of last-minute tension during such an important trip.

User Story

Case study 7

He had to travel to Gaya for an entrance exam and, since he was going alone, he was simply looking for a decent and safe place to stay for one night. He searched online and came across a few hotel options, but most of them lacked proper ratings, reviews, or clear photos. One hotel seemed fine at first glance, so he went ahead and booked it online.

However, when he arrived at the hotel, the staff claimed they hadn’t received any booking confirmation. Even after he showed them the confirmation message, they made him wait for nearly an hour before finally giving him a room—and it wasn’t even the one he had booked. The room was dusty, and the bathroom didn’t have proper water facilities. He didn’t argue much, as he was already mentally drained and focused on his exam the next day.

Later, he shared how stressful the experience had been. If there had been a reliable booking platform with verified listings and student-friendly stays, it would have saved him a lot of last-minute tension during such an important trip.

Secondary research



Study of Existing Services

India’s travel industry is expanding, with digital platforms like OYO, MakeMyTrip, and Goibibo streamlining bookings in cities. However, the trust gap in Tier 3 areas continues. These platforms often fail to deliver accurate information, local support, or confidence in the booking process, especially for people who are not digitally fluent.



OYO

Despite branding itself as a convenient and budget-friendly option, OYO frequently disappoints users in Tier 3 cities with misleading room listings, unverified bookings, and poor service reliability. Many traveler's have found the actual rooms to be far worse than what the app showed dirty, outdated, or missing essential amenities while staff were often unaware of confirmed reservations, leading to chaotic check-ins. In some cases, last-minute booking cancellations and system glitches have left guests stranded, with little help from customer support . Serious hygiene problems, including reports of bed-bugs and unsafe conditions, have further eroded trust in the brand

These recurring issues misleading visuals, booking failures, poor communication, and health hazards highlight a core mismatch between OYO's digital promises and the real-world experiences of users in smaller towns. It underscores the pressing need for a more trustworthy, transparent, and reliable hotel booking platform, particularly tailored to the unique constraints of Tier 3 cities. Enhancing on-ground verification, support systems, and hygiene standards will be key to restoring user trust.



make my trip

MakeMyTrip is a widely used platform for travel bookings across India, yet users—especially in Tier 3 cities—frequently encounter significant problems with their hotel reservations. Many traveler's report that the hotels they booked did not match the images and descriptions listed online—for example, what appeared as a well-maintained room with air conditioning could turn out to be a dingy, non-AC guest room infested with pests. There are also multiple cases where confirmed bookings failed to reflect at check-in; guests were either denied entry or offered alternate low-quality accommodation, with support from the platform proving inadequate and refunds delayed . Non-technical users and families have particularly struggled, finding it difficult to navigate refunds or raise complaints, often feeling stranded upon arrival

These recurring experiences demonstrate a clear mismatch between MakeMyTrip’s digital promises and the real-world experiences of users in smaller towns. Misleading hotel listings, unverified room descriptions, failure to honor bookings, and lack of responsive support all point to a critical need for stronger on-ground verification, transparent booking protocols, and user-friendly support systems—especially tailored for travelers in Tier 3 cities who cannot rely on urban conveniences. Reliable, trustworthy solutions are essential to rebuild confidence and ensure safe, smooth stays.

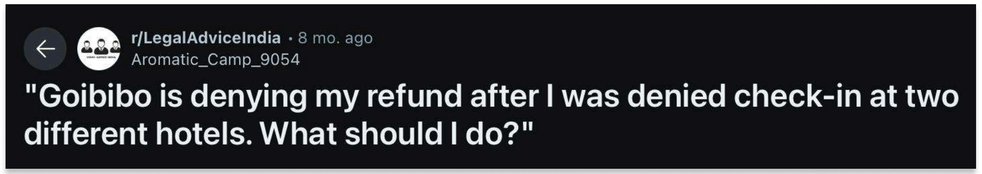


goibibo.com

Goibibo well-known for its hotel and travel booking services—often falls short for users in smaller Indian towns. A common complaint is that hotel bookings are not confirmed: people arrive only to find hotels with no record of their reservation, even after pre-paying Others report misleading visuals and listings, where the property's photos actually belong to a different venue, causing hassle and confusion. Some guests trying to cancel or adjust bookings are left struggling with unresponsive customer support or denied refunds—with customer reps dismissing situations they consider invalid. These challenges reflect deeper problems in Goibibo's system—especially for users in Tier 3 cities who often lack local alternatives or support systems.

Goibibo's recurring failures—unconfirmed bookings, misleading listings, poor customer service, and uncompensated cancellations—create significant distress, particularly for travelers in Tier 3 cities. These experiences underscore the urgent need for platforms that offer verified hotel data, reliable booking confirmation, and responsive support tailored to smaller-town users. Addressing these real user pain points will be essential to build a trustworthy booking experience where families, solo traveler's, and digitally novice users can feel secure.

User Review



Goibibo - Confirmed hotel booking rejected after confirmation

Ankush Sharma filed complaint against **Goibibo** on Aug 23, 2017

I have made booking for hotel reservation through goibibo on *rd august for ram Ganga resort corbett, where I have paid complete amount ***** to goibibo and I got my booking confirmation but on **th august I got a message from go ibibo this booking is rejected by hotel as there no tie ups between goibibo and hotel & they promised to resolve this issue with in ** hours but after so many chaser we have no resolution. I want my compensation for this booking as they spoiled my holidays and very unreliable staff and organisation where customer is suffering. I want some strict actions against them.

Customer Answer

Date: 04/14/2025

Better Business Bureau:

I have reviewed the response offer made by the business in reference to complaint ID ********, and have determined that this proposed action would not resolve my complaint. For your reference, details of the offer I reviewed appear below.

I did book knowing no refund but we never ever dreamed the place was so filthy dirty, gross and unsanitary to stay in. We booked 2 rooms for 3 nights. Rooms 142 & 143. We couldn't even stay through the first night. When I talked to the guy at the front desk, I requested to talk to a manager and he said he did know where the manager was. I told him issues and he laughed and blew me off. I should have read the reviews on this place first and I would have seen all the issues and I would have bypassed this place. I have learned my lesson. We do a lot of traveling and stay at hotels quite often and we have never encounter a place so disgraceful! I believe you should think about customer satisfaction instead of ripping people off. I am still requesting a full refund for my booking. A better description of this place needs to be posted so people know what they are getting into.

Regards,

******* ********

User Review

Initial Complaint

Type: Product Issues

Date: 04/23/2025

Status: Resolved

I booked a two-night stay at ********** in ********, ** through ***. I never received a confirmation email and only knew my reservation was confirmed because my card was charged. I called OYO the day before my trip to confirm and get my reservation number (RZVB9728).When I arrived, the hotel was in unacceptable condition. The room was dirty, there was mold throughout, and the parking lot was full of trash due to nearby construction. I checked out after one night even though I had paid for two, because the place was not safe or clean.I contacted OYO about a refund, and they told me I had to go through a third-party company called ******** name I had never seen or agreed to during the booking process. I looked up WebBeds and found a disconnected phone number. I also emailed them but have received no response. I have no confirmation, no receipt, and no way to contact anyone from WebBeds directly.Ive now called OYO multiple times and keep getting the same responsethat only WebBeds can issue a refund. OYO takes no responsibility despite being the brand I booked through, the one who charged my card, and the only point of contact I was given. I feel like Im being scammed and passed around with no ********** requesting a refund for the unused night and an acknowledgment from OYO. If I dont hear back, I will dispute the charge with my credit card and continue sharing my experience publicly to warn other customers.Desired resolution: Full refund for one nights stay and written confirmation that the issue is being addressed.

Initial Complaint

Type: Sales and Advertising Issues

Date: 04/22/2025

Status: Unanswered

March 31st from the pictures sent I had a claim for a refund in the amount of ****** because I had roaches in my room for the entire stay and they never came and cleaned my room as advertised to myself. After 14 business days after march 31st I did not receive that refund and now Im going through another 7-14 business days. I do believe I should have the money they say that they are going to refund me or I should be compensated a refund for the full amount of my stay if they cant give me the money in the time they said I was going to get it when if they kept up with their hotels I wouldnt be waiting for the money owed to me and they want their money the first day and I couldnt even get my money with the 14 business days.

Competitor Analysis: How Existing Platforms Compare

OYO

- **Strengths:**
  - Budget rooms, online check-in, 24/7 support
- **Weaknesses in Tier 3:**
  - Mismatch between photos and actual rooms
  - Hotel staff often unaware of bookings
  - Hygiene and safety concerns (reported bed bugs, unclean rooms)
  - Customer service slow or non-responsive
    - Gap: Need for real verification, local trust, and consistent on-ground standards

Competitor Analysis: How Existing Platforms Compare

MakeMyTrip

Strengths:
- Variety of filters, user reviews, integrated booking options

Weaknesses in Tier 3:
- Limited hotel options available
- Reviews appear fake or outdated
- Bookings frequently not honored at arrival
- Customer support doesn’t cater well to non-English/Hindi speakers
  - Gap: Require accurate property details, reliable booking confirmations, and multilingual as

Competitor Analysis: How Existing Platforms Compare

Goibibo

Strengths:
- Rewards program (GoCash), filter options like parking and family-friendly

Weaknesses in Tier 3:
- Fake or misleading property photos
- Unverified location data
- Booking confirmation issues
- Limited local-language support at check-in
  - Gap: Must enhance trustworthiness, clarity, and support for local-language users

Competitor Analysis: How Existing Platforms Compare

🧩 Summary Table: Competitor Performance in Tier 3

Platform	Positives	Negatives in Tier 3	Core Opportunity
OYO	Budget-friendly, standard check-in	Fake listings, booking mix-ups, hygiene issues	Verified listings, on-ground trust
MakeMyTrip	Variety, deals, app features	Limited inventory, fake reviews, poor local support	Accurate descriptions, confirmations
Goibibo	Loyalty rewards, feature filters	Misleading photos, booking failures, language barriers	Reliable listings, localized UX

Key Takeaway

While all three platforms work well in urban areas, they consistently fail to address key needs of Tier 3 city users—like reliable information, booking assurance, family-friendly filters, hygiene, and local-language support. This gap is your opportunity to design a more inclusive, transparent, and trust-based hotel booking experience.

Chapter 6: Key Findings

Fake / Missing Reviews
Outdated or Misleading Hotel Photos
Unreliable Confirmations
Language Barriers at Hotels
No Filters for Kid-Friendly, Food, Parking, etc.
App Complexity for Low Digital Literacy Users

Chapter 7: User Personas



Full Name : Vishal Kumar

Date Of Birth : May 7, 2004

Age : 21 Years Old

Job : Student

Location : Dehri, Bihar (Traveled To Gaya)

Statement
I Just Needed A Safe Room For One Night Near My Exam Centre, But The Whole Booking Process Felt Unreliable.

About

Vishal Is A Focused And Independent Student Who Traveled Alone To Gaya For An Entrance Exam. To Save Time, He Booked A Hotel Online, But On Arrival, The Staff Said They Hadn't Received Any Booking Despite Him Showing The Confirmation. This Caused Stress And Made Him Wait For Over An Hour. The Experience Left Him Doubtful Of Online Hotel Platforms

Personality

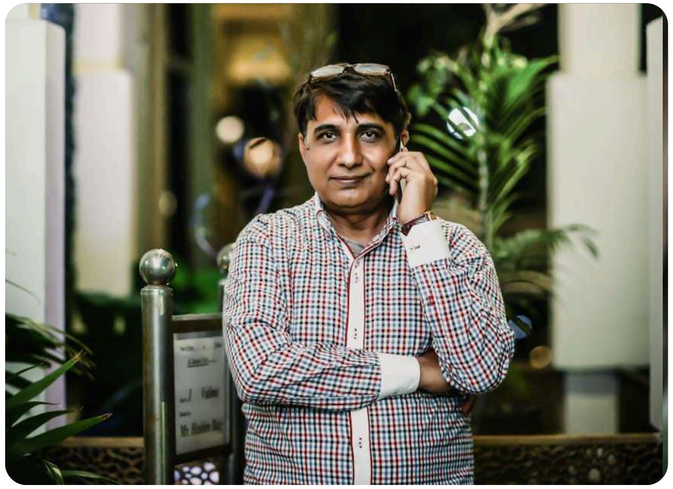
- Independent
- Responsible
- Cautious
- Tech-Using But Skeptical

Goals

- Book A Hotel Quickly And Securely
- Get Reliable Confirmation
- Ensure Safety As A Solo Traveler
- Avoid Last-Minute Surprises

Frustrations

- Hotel Denied Booking Despite Confirmation
- Wasted Time And Added Stress
- No Reliable Customer Support
- Trust In Apps Is Reduced



Full Name : Rajesh Jha

Date Of Birth : February 18, 1981

Age : 44 Years Old

Job : Shopkeeper

Location : Jamalpur, Bihar

Statement
These Apps Are Too Confusing. I Just Want To Book A Good Hotel For My Family Without Any Doubts Or Risks.

About

Rajesh Wanted To Take His Family On A Short Vacation And Turned To Hotel Apps. However, He Found Them Cluttered, With Unclear Images, Missing Information, And Fake-Sounding Reviews. Eventually, He Asked A Relative In The Destination City To Book A Hotel Offline. He Felt Online Options Didn't Offer The Trust Or Clarity Needed For Family Travel.

Personality

- Family-First
- Responsible
- Skeptical About Tech
- Seeks Clarity Before Decision

Goals

- Book Safe And Suitable Stays For Family
- Use Apps Only If They Are Simple And Reliable
- Trust Reviews And Hotel Photos
- Avoid Any Travel Surprises

Frustrations

- Complex Interfaces
- Unclear Photos And Fake Reviews
- Uncertainty Over Booking Status
- Lack Of Trust In App Listings



Full Name **MR. Miss Sharma**

Date Of Birth :October 5, 1958

Age : 67 Years Old

Job : Retired Teacher

Location : Hajipur, Bihar

Statement
I Want To Book Hotels, But I Can't Understand These Apps. I Just Prefer Calling The Hotel Directly.

About

MR. Miss Sharma Were Attending A Wedding In A Nearby City. They Attempted To Book A Hotel Online But Faced Multiple Barriers—Complex Filters, Small Fonts, Language Difficulties, And Confusing Payment Screens. Finally, They Found A Phone Number Online And Made The Booking Through A Direct Call Instead.

Personality

- Simple Lifestyle
- Open To Help But Not Confident With Tech
- Patient
- Traditional

Goals

- Stay Close To Event Venue
- Find A Trusted Hotel Easily
- Use A Platform With Clear Language And Big Buttons
- Have Human Support When Needed

Frustrations

- Can’t Understand App Navigation
- Filter And Payment Options Are Overwhelming
- No Local Language Support
- Misses A Simple Booking Method For Seniors



Full Name **Shyamlal Verma**

Date Of Birth :July 10, 1987

Age : 38 Years Old

Job : Construction Worker

Location : Bihar

Statement
These Apps Look Expensive And Confusing. I'd Rather Find A Place By Walking Around.

About

Shyamlal Often Travels To New Towns For Labor Jobs. He Has A Basic Smartphone But Doesn't Use Hotel Apps Because The Prices Seem Too High And The Interfaces Too Flashy Or Confusing. He Usually Reaches The City, Walks Around To Find A Place, And Negotiates Directly With The Owner For A Cheaper Rate.

Personality

- Practical
- Street-Smart
- Budget-Conscious
- Tech-Aware But App-Averse

Goals

- Find Affordable Stays Easily
- Avoid Being Overcharged
- Book With Simple And Visual UI (Ideally In Hindi)
- Pay In Cash Or Simple Methods

Frustrations

- Feels Apps Show Fake Prices
- Booking Options Not Suited For Labourers
- Interface Feels Overwhelming
- Doesn't Trust Online Payments Or Fancy Hotel Listings



Full Name **Ramesh Singh**

Date Of Birth :March 25, 1972

Age : 53 Years Old

Job :Hotel Owner

Location : Jamalpur, Bihar

Statement
These Platforms Are Made For Big Cities. They Charge High, Verify Nothing, And Don't Help When Guests Cancel Last Minute.

About

Ramesh Runs A 15-Room Hotel In Jamalpur. Though He's Digitally Aware And Uses WhatsApp And UPI, He Avoids Listing On Major Booking Platforms. His Past Experiences Include Fake Bookings, Last-Minute Cancellations, And Confusing Commission Policies. He Wants A System Built For Small Towns That Verifies Both Guests And Hotels Properly.

Goals

- Get Genuine Guests
- Reduce No-Shows And Fake Bookings
- Use A Low-Commission, Easy-To-Manage Platform
- Build Local Trust

Personality

- Straightforward
- Responsible
- Business-Minded
- Open To Change, But Cautious

Frustrations

- High Commissions
- Lack Of Verification
- Platform Bias Towards Metro Hotels
- No Customer Service In Regional Language

Chapter 8: Journey Mapping

Hotel Booking User Journey Map

User Type	Activity	Detailed Activity	How They Feel	Problem	Cognitive Issues	Touch points	Idea/Solution
Hotel booking in small cities	Searching Hotel	Browses app, confused by fake photos and missing details.	Distrustful, cautious.	Lack of verified information.	Hard to judge authenticity.	Hotel card, image gallery, reviews section.	Verified hotel photos with AI geo-tag.
	Comparing Options	Too many listings, overwhelmed by filters and UI complexity.	Overwhelmed, indecisive.	Poor sorting, no local language or filters.	Decision fatigue, information overload.	Filters, AI bot, suggestion card.	AI-curated suggestions in local language.
	Booking Hotel	Unsure if hotel will accept; afraid of being scammed.	Anxious, skeptical.	App not trusted due to past experiences.	Doubt over reliability.	Booking screen, summary page, QR confirmation.	Booking from verified hotels only.
	Arrival Day	No check-in guidance; unsure if booking is received by hotel.	Stressed, lost.	Unclear check-in process	Fear of being stranded	Map screen, QR scan, chat support	Map, QR code check-in, AI voice call confirmation
	During Stay	Language barriers with staff; amenities not as described.	Disappointed, confused	Miscommunication, inconsistent service	Feeling out of place, misinformed	AI bot, voice help, amenities checker	On-trip support via AI chat in local language
	Leaving Review	App asks for review, but they skip due to lack of clarity or effort.	Disengaged, lazy	No motivation to leave review	Effort vs. reward conflict	Notification, review card, AI prompt	Voice review submission + small reward

Chapter 9: Defining the Design Goal

Problem Statement
Key Objectives

Design Goal

The goal of this project is to design a hotel booking experience that is trustworthy, transparent, and inclusive—specifically tailored for users in India’s Tier 3 cities. Many existing platforms fail to meet the expectations of users in these areas, who often struggle with fake listings, language barriers, and lack of digital literacy. This solution aims to address these gaps by ensuring real and verified hotel information, simplified user journeys, and support for multiple languages. It will also include features that cater to families, solo travelers, and elderly users, creating a system that is easy to use, even for those with minimal tech skills. The ultimate aim is to build confidence in online booking and provide a dependable experience for all.

Problem Statement

In Tier 3 cities of India, hotel booking remains a challenge due to limited digital literacy, lack of trust in online platforms, absence of regional language support, and unverified or misleading listings. Users—especially families, elderly people, and solo travelers—face booking anxiety, last-minute cancellations, fake reviews, and poor accessibility features, making current solutions unreliable and exclusionary.

Key Objectives

Understand User Pain Points:
Identify the real struggles faced by Tier 3 city users while booking hotels online, especially around trust, usability, and communication.

Analyze Gaps in Existing Platforms:
Evaluate popular hotel booking apps (like OYO, MMT, Goibibo) to find what they lack in terms of accessibility, language support, and transparency.

Explore User Needs in Context:
Capture emotional and functional needs of families, solo travelers, and elderly users in Tier 3 cities who often rely on others or avoid online bookings.

Design an Inclusive and Trust-Centric Solution:
Develop a system that offers verified listings, local language support, voice/mute input, and family-friendly features.

Bridge the Digital Divide:
Create a product that makes digital hotel booking approachable for users with low tech literacy, building confidence through intuitive design.

Chapter 10: Design Principles

Design Principles

The foundation of this hotel booking platform is built on five key design principles. Clarity ensures that users have access to real images and verified hotel listings, eliminating confusion and false expectations. Trust is fostered by allowing only genuine users who have completed a stay to leave reviews, reducing the risk of fake or misleading feedback. Support is prioritized through multi-language options and AI-based assistance to help users navigate the app with ease, regardless of their linguistic background. Accessibility focuses on a simple, intuitive interface with features like voice input and large touch zones, making the platform usable for those with limited digital skills. Finally, Inclusiveness guides the design to support diverse user needs, including families, elderly travelers, and people from rural areas who are often left out by mainstream digital services.

Chapter 11: Ideation Process

Insights & Opportunity Areas
Problem Breakdown
Mind Mapping
Feature Prioritization
Final Direction

Ideation Process

Overview

The ideation phase aimed to translate insights from research into meaningful, feasible, and user-centered design directions. This step involved multiple tools and frameworks to ensure that every concept was deeply rooted in real user needs and contextual limitations of Tier 3 city travelers.

Insights & Opportunity Areas

Lack of Trust in Online Listings

- Many users (especially in Tier 3 cities) doubt the authenticity of photos, reviews, and listed amenities.
- Discrepancies between booking details and on-ground reality cause frustration.

Opportunity:
Build a platform with verified listings, real-time photos, and genuine user feedback.

Insights & Opportunity Areas

Language & Local Context Barriers

- Most apps use English or Hindi, which alienates users from regional backgrounds
- Staff and users face trouble communicating during check-in or customer support.

Opportunity:
Enable multilingual support (app + voice/chat), and integrate local hotel staff training or translation tools.

Insights & Opportunity Areas

Limited Support for Low Digital Literacy Users

- Elderly users or less tech-savvy people avoid using hotel booking apps due to complex interfaces.
- Many rely on younger family members to make bookings.

Opportunity:
Design simplified UI with voice commands, visual prompts, and offline help (like helpline booking)

Insights & Opportunity Areas

Missing Family-Friendly & Safety Filters

- Families need options like kid-safe, clean bathrooms, in-room food, or proximity to hospitals—but apps don’t offer these.
- Safety information (e.g., verified staff, CCTV, women-friendly) is rarely visible.

Opportunity:
Add dedicated filters for family safety, travel preferences, and real-time hotel ratings with local alerts.

Problem Breakdown

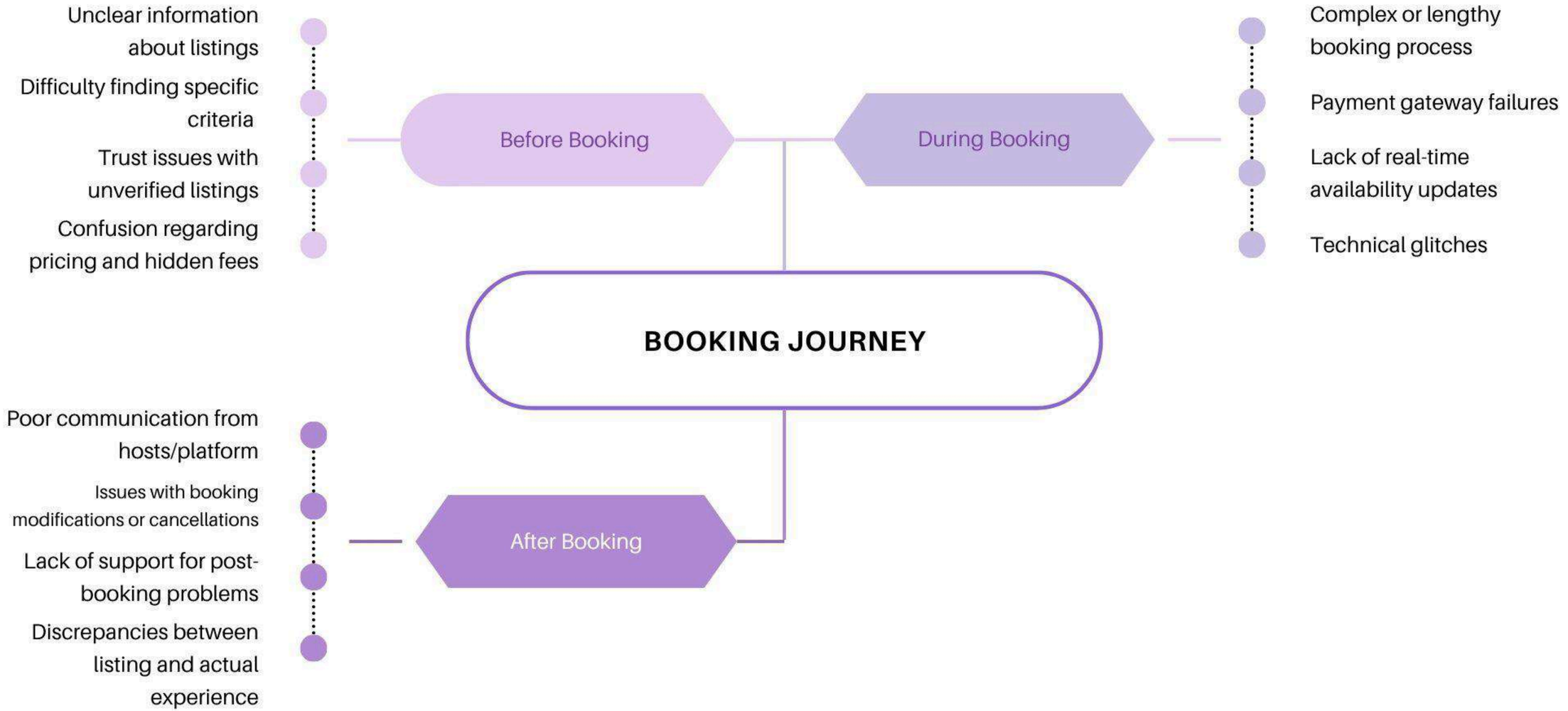
To begin, the major pain points were mapped into categories based on:

- **User Challenges:** Low trust in listings, booking uncertainty, language barriers.
- **System Gaps:** Lack of real-time support, no family-friendly filters, inaccessible design for low-tech users.

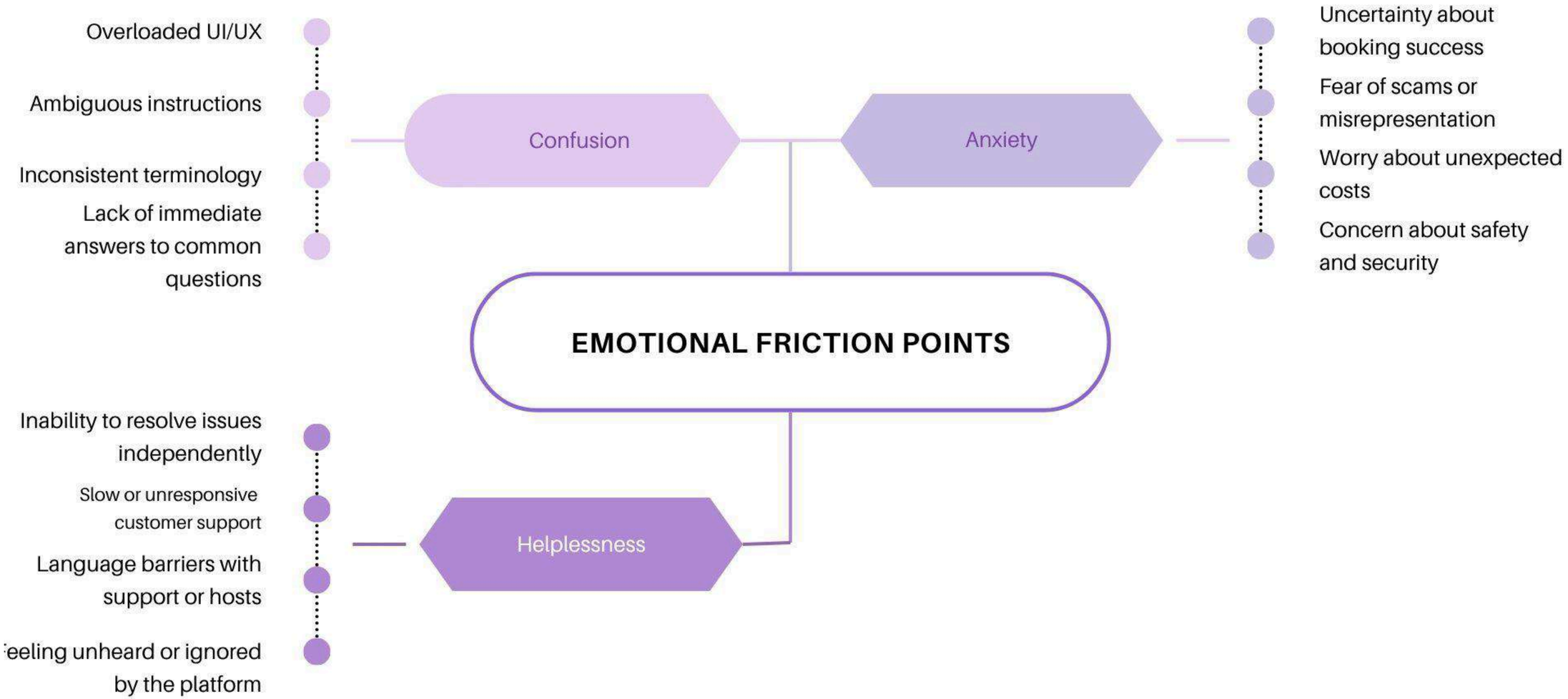
This helped identify the core areas that needed solutions:

- **Trust & Transparency**
- **Language & Support**
- **Accessibility & Simplicity**

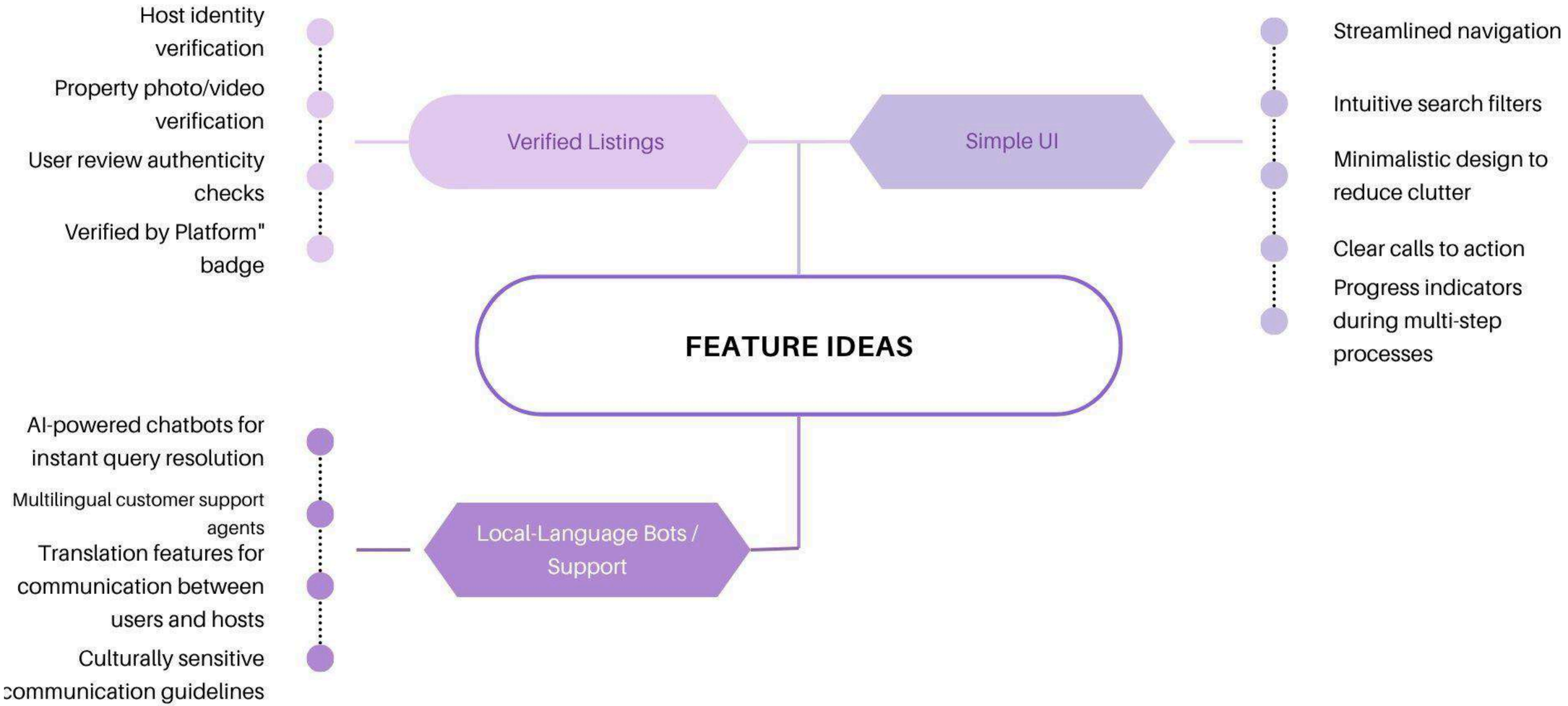
Mind Mapping



Mind Mapping



Mind Mapping



Feature Prioritization

To decide which ideas to implement in the current scope, a Feasibility vs. Impact Matrix was used. This matrix helped evaluate each feature idea on three key dimensions:

- User Demand – How frequently it was brought up during interviews or research.
- Implementation Complexity – The technical effort required based on available tools.
- Impact on Experience – How much the feature would improve trust, usability, and inclusivity.

Feature Prioritization (High Impact & Feasible)

These were selected for the MVP (Minimum Viable Product):

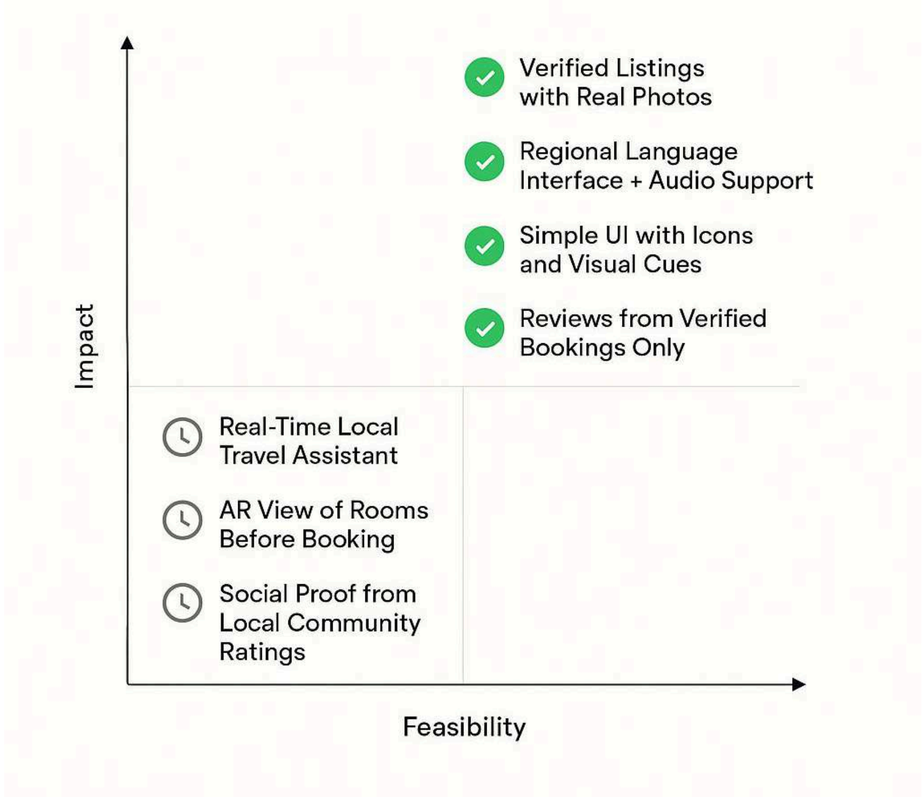
- Verified Listings with Real Photos
  Increases trust, reduces surprises at check-in.
- Regional Language Interface + Audio Support
  Helps elderly and less tech-savvy users navigate with ease.
- Simple UI with Icons and Visual Cues
  Makes booking intuitive and reduces friction for all user types.
- Genuine Reviews from Verified Bookings Only
  Builds credibility and improves decision-making

Feature Prioritization (Future Scope Ideas)

- Real-Time Local Travel Assistant (AI Chatbot)
  For guidance on hotel queries, directions, local transport, etc.
- AR View of Rooms Before Booking
  Would give users a virtual walkthrough of the space.
- Social Proof from Local Community Ratings
  Trusted recommendations by users from the same region.

Feature Prioritization Matrix: Balancing Impact & Feasibility

- This matrix helped me map out which features deliver maximum value while being realistically doable in the current context of Tier 3 users.
- Features in the green zone were selected for the MVP, while the ones in the gray zone are future-facing, promising ideas that need more tech/money/user readiness.



Final Direction:

After gathering extensive insights from primary interviews, field visits, and competitor reviews, a clear framework was established to evaluate potential solutions. The core guiding principle was distilled into one key question:

Final Direction:

Does this solve a real problem faced by a real user in a Tier 3 context?

This question became the litmus test for every idea that emerged from the ideation process. While many innovative features were conceptualized—ranging from AI-based travel companions to AR room previews—only those that directly addressed the immediate frustrations, gaps, and limitations reported by real users in Tier 3 cities were prioritized.

This stage helped narrow down the scope and maintain a human-centered approach. Each idea was mapped back to real user stories—whether it was a solo traveler who struggled with language, or a family frustrated by fake hotel images. Ideas that didn’t pass this reality check were either discarded or noted for future consideration as the platform evolves.

Final Direction:

Key Criteria for Filtering Ideas:

- Relevance to actual Tier 3 users and use cases
- Ease of adoption by low digital literacy users
- Impact on user trust, experience, and accessibility
- Feasibility of implementation with available tools

This filtering process ensured that the final direction remained practical, empathetic, and solution-driven—tailored to the realities of underserved towns and real travelers. The ideas that passed this stage were then translated into low-fidelity wireframes and experience prototypes to test and refine before final execution.

Chapter 12: Key Features of the Solution (User-Side)

Key Features of the Solution (User Side)

To ensure the hotel booking experience is inclusive, intuitive, and trustworthy for Tier 3 city users, the solution was designed with the following core features:

🗣️ Voice & Mute Input Options

For users who are not comfortable typing or are differently-abled, the app includes voice input in multiple local languages. Mute input (visual-only interaction) is also supported for accessibility.

🌐 Language Selector with Local Dialects

Users can choose their preferred language, including regional dialects like Maithili, Bhojpuri, or Bundeli. This helps break communication barriers and makes the app feel more personal and approachable.

⚠️ Delay Alerts with AI Call Confirmation

If there is a delay in check-in, the system automatically alerts the hotel and the user with an AI-generated call in the user's chosen language to confirm arrival. This reduces anxiety and prevents no-show misunderstandings.

✅ Verified User Reviews Only

To build trust, only users who have completed a stay can post a review. This helps eliminate fake ratings and increases the credibility of listings. Users earn points for authentic feedback to encourage participation.

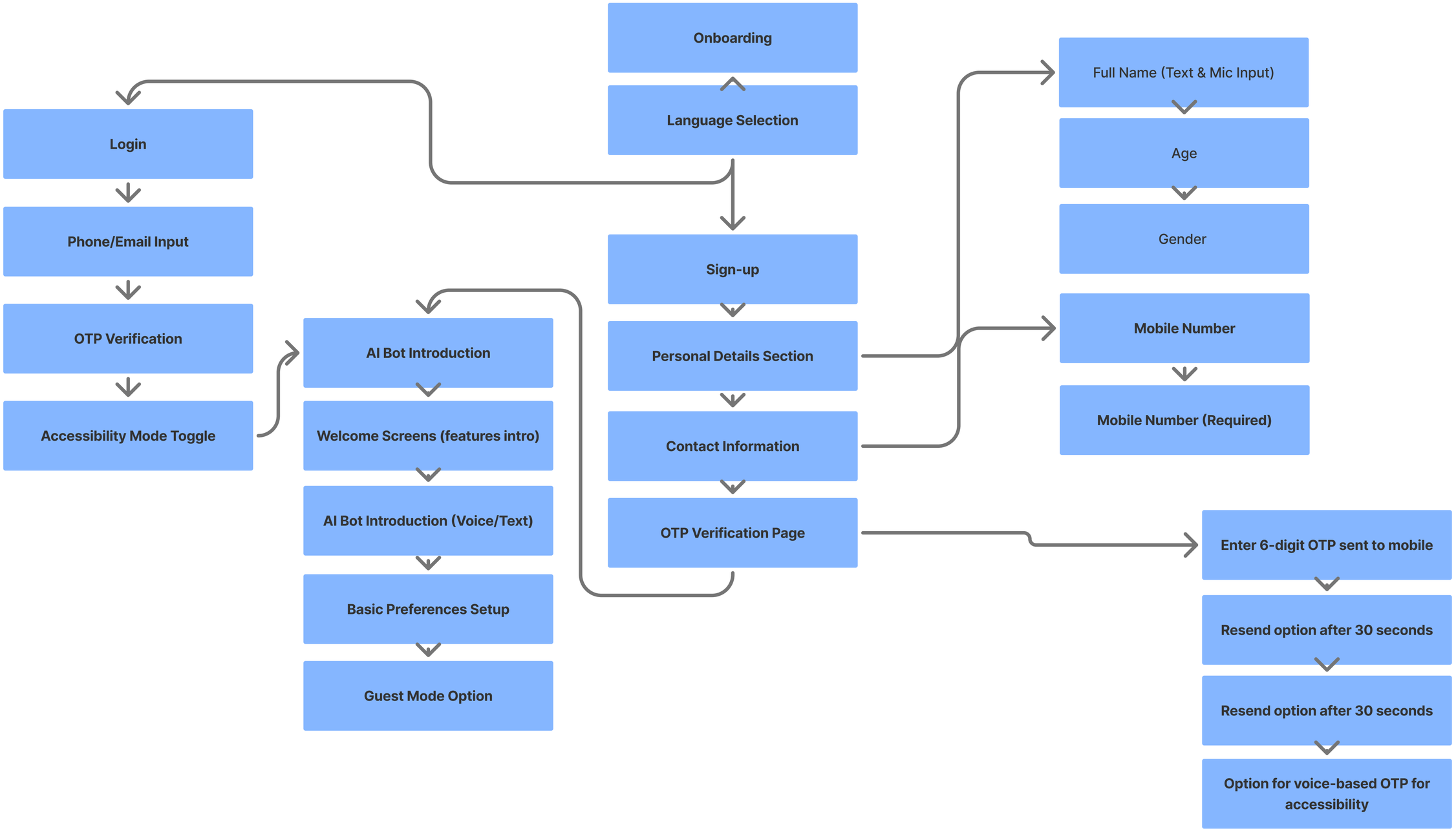
📍 Booking Tracker for Families & Hotels

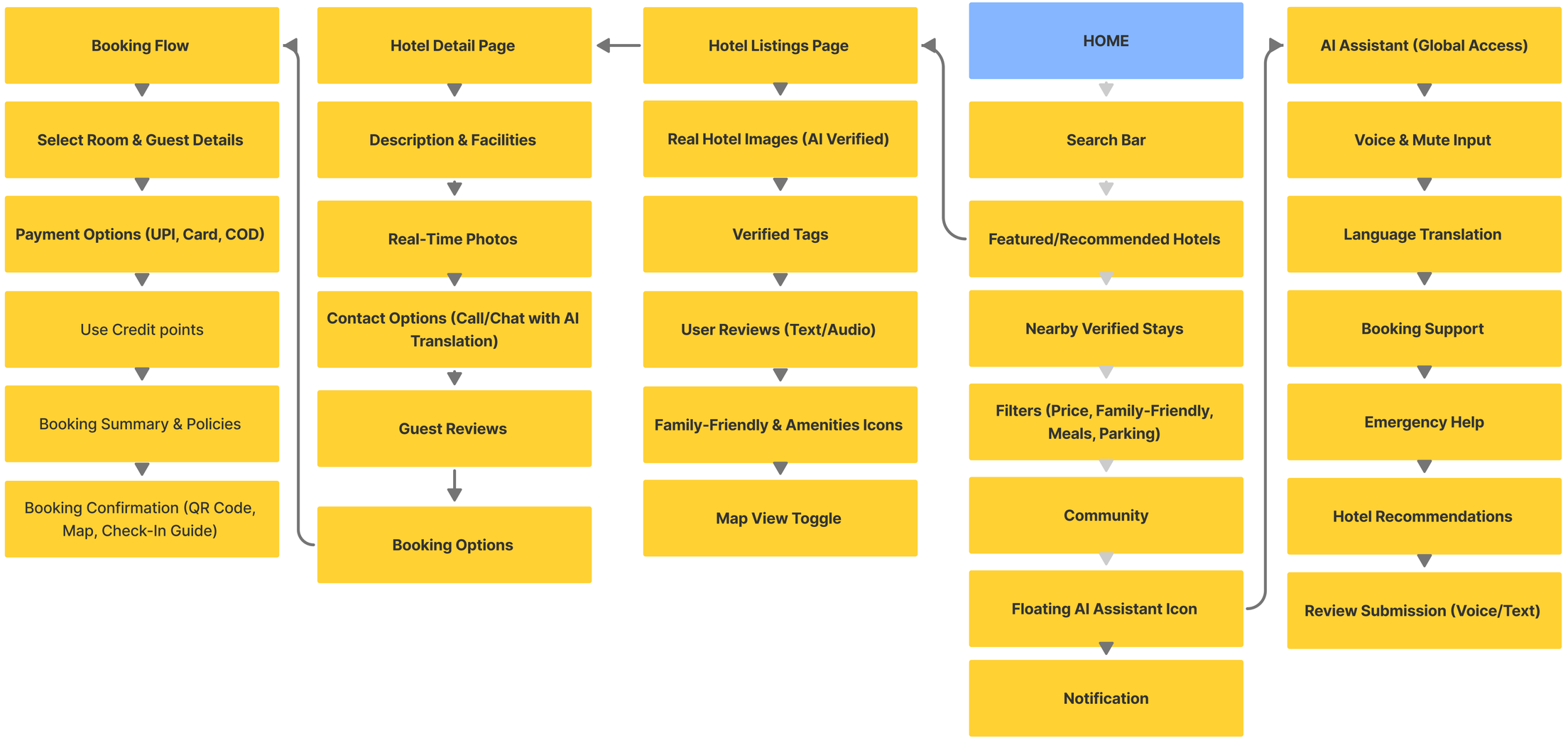
A tracking feature allows families to monitor their loved one's travel and hotel check-in status. Hotels also receive alerts to prepare ahead of arrival, reducing miscommunication.

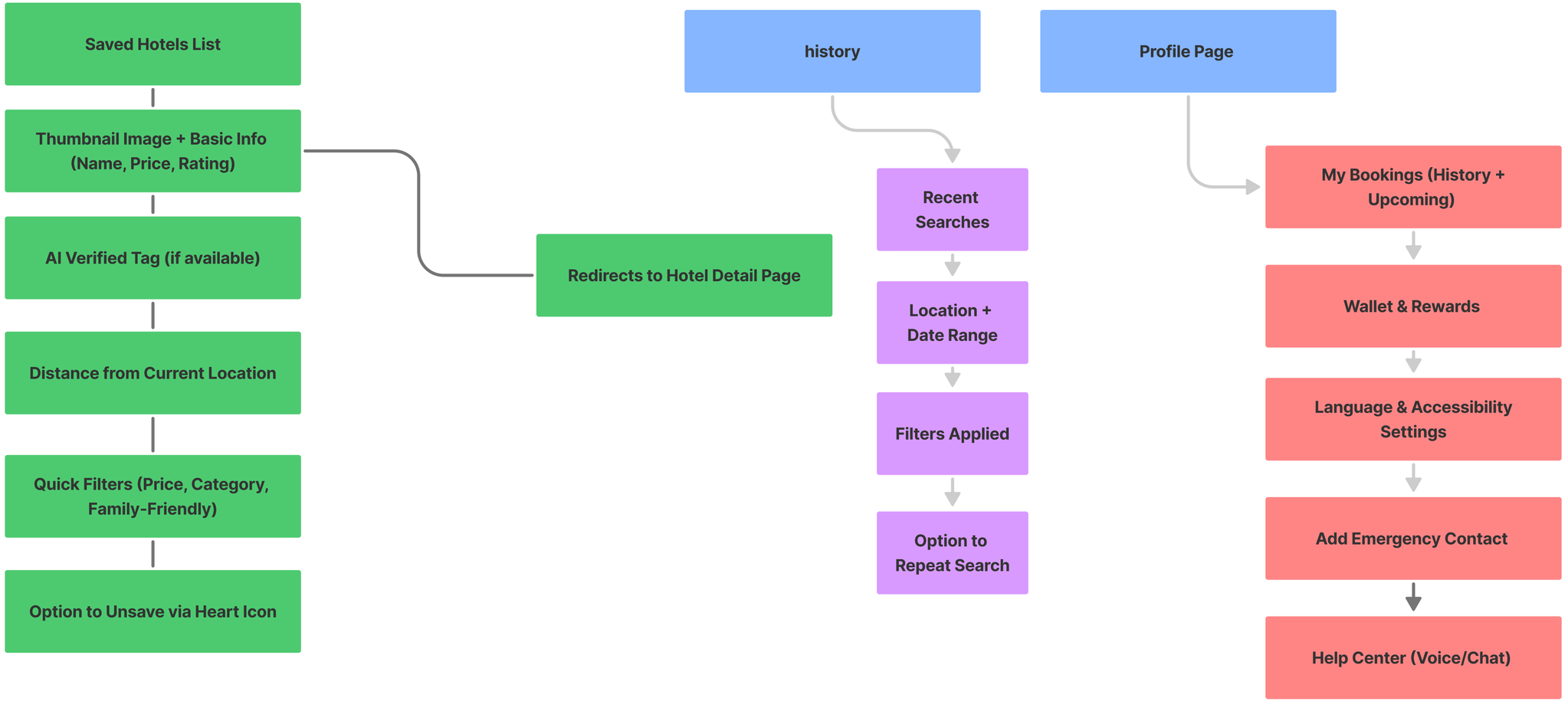
♿ Accessibility-First Interface

The user interface is kept clean and icon-driven with minimal text. It uses large buttons, audio guidance, and easy navigation so that even first-time users with low digital literacy can operate it with ease.

Chapter 13: Information Architecture (IA)


Onboarding
Language Selection
Login
Phone/Email Input
OTP Verification
Accessibility Mode Toggle
AI Bot Introduction
Welcome Screens (features intro)
AI Bot Introduction (Voice/Text)
Basic Preferences Setup
Guest Mode Option
Sign-up
Personal Details Section
Contact Information
OTP Verification Page
Full Name (Text & Mic Input)
Age
Gender
Mobile Number
Mobile Number (Required)
Enter 6-digit OTP sent to mobile
Resend option after 30 seconds
Resend option after 30 seconds
Option for voice-based OTP for accessibility


Booking Flow
Select Room & Guest Details
Payment Options (UPI, Card, COD)
Use Credit points
Booking Summary & Policies
Booking Confirmation (QR Code, Map, Check-In Guide)
Hotel Detail Page
Description & Facilities
Real-Time Photos
Contact Options (Call/Chat with AI Translation)
Guest Reviews
Booking Options
Hotel Listings Page
Real Hotel Images (AI Verified)
Verified Tags
User Reviews (Text/Audio)
Family-Friendly & Amenities Icons
Map View Toggle
HOME
Search Bar
Featured/Recommended Hotels
Nearby Verified Stays
Filters (Price, Family-Friendly, Meals, Parking)
Community
Floating AI Assistant Icon
Notification
AI Assistant (Global Access)
Voice & Mute Input
Language Translation
Booking Support
Emergency Help
Hotel Recommendations
Review Submission (Voice/Text)

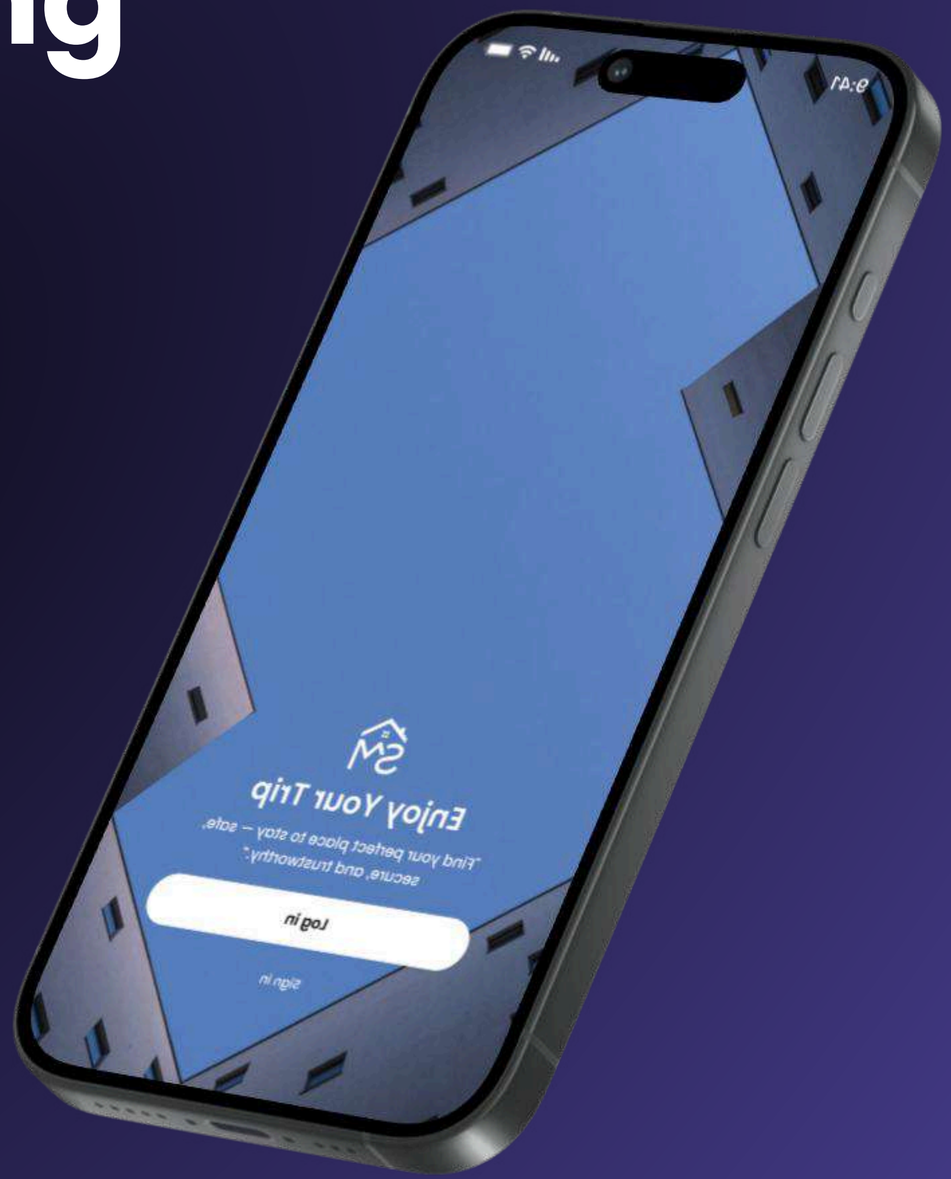

Saved Hotels List
Thumbnail Image + Basic Info (Name, Price, Rating)
AI Verified Tag (if available)
Distance from Current Location
Quick Filters (Price, Category, Family-Friendly)
Option to Unsave via Heart Icon
Redirects to Hotel Detail Page
history
Recent Searches
Location + Date Range
Filters Applied
Option to Repeat Search
Profile Page
My Bookings (History + Upcoming)
Wallet & Rewards
Language & Accessibility Settings
Add Emergency Contact
Help Center (Voice/Chat)

Chapter 14: Final Design Solution

Introducing

StayMitra





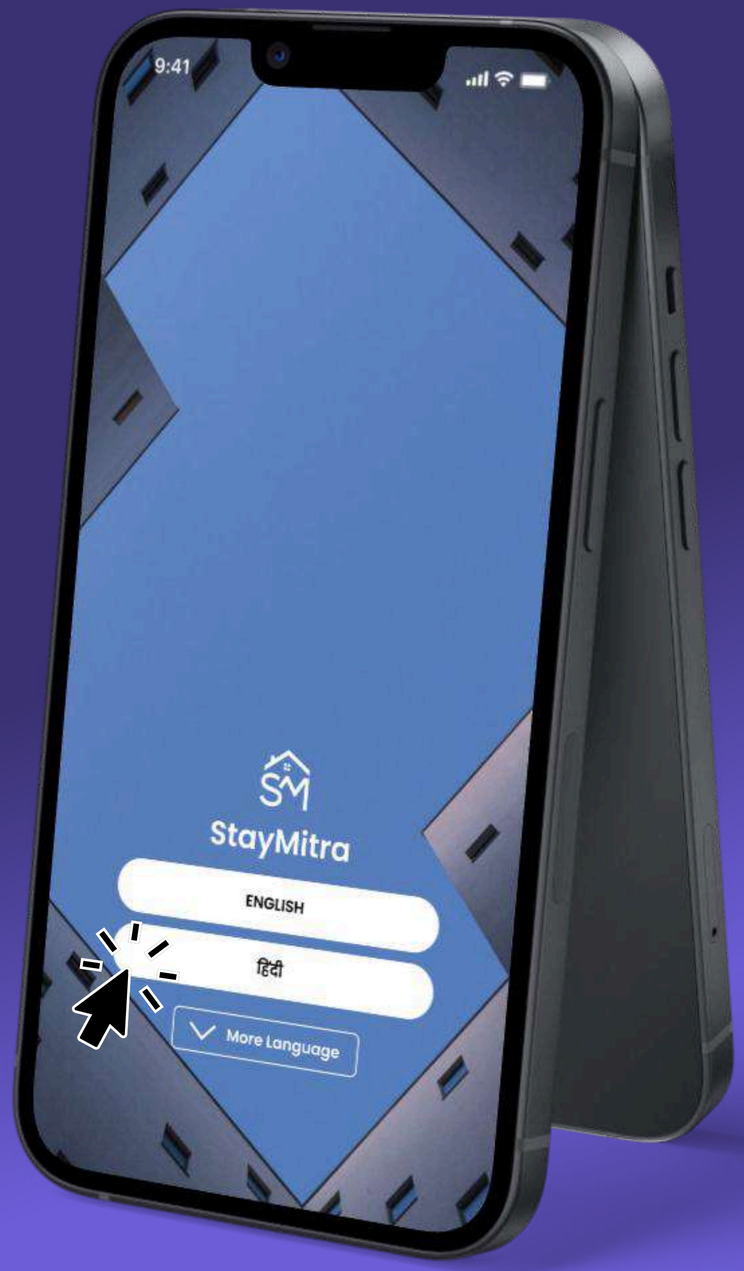
Onboarding Page

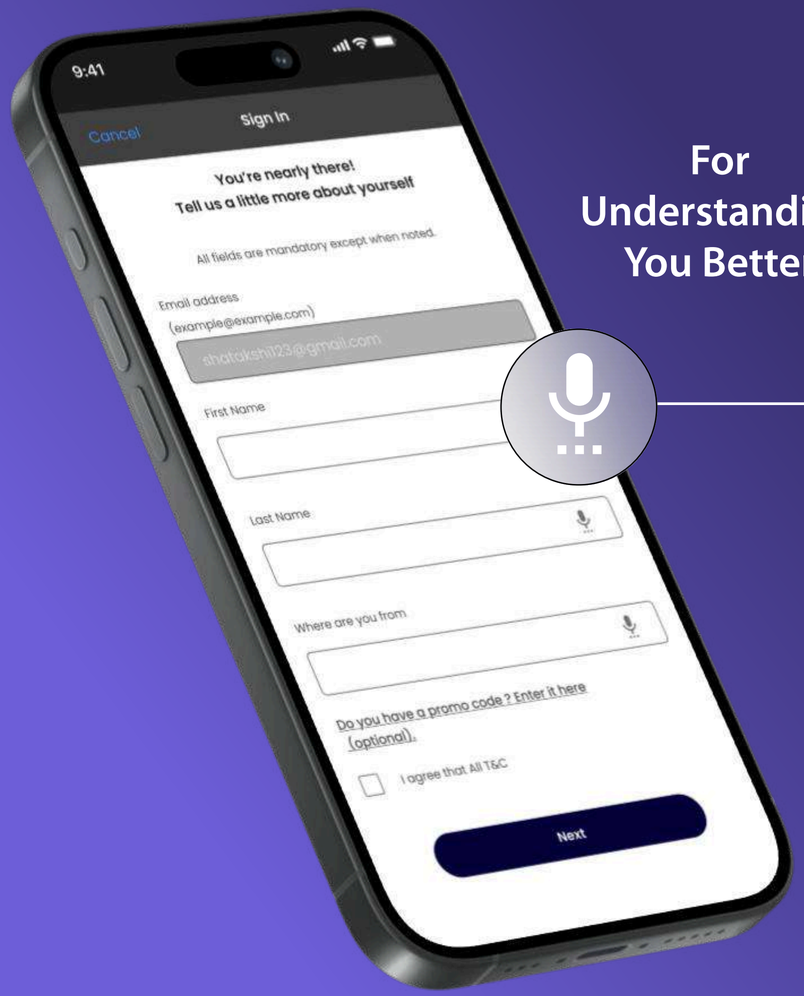
Language That User Speaks

Users start by selecting their preferred language, ensuring a comfortable and personalised app experience from the very beginning.



By offering familiar language, clear visuals, and optional voice guidance, the app helps users feel at ease and builds confidence from the very first step.





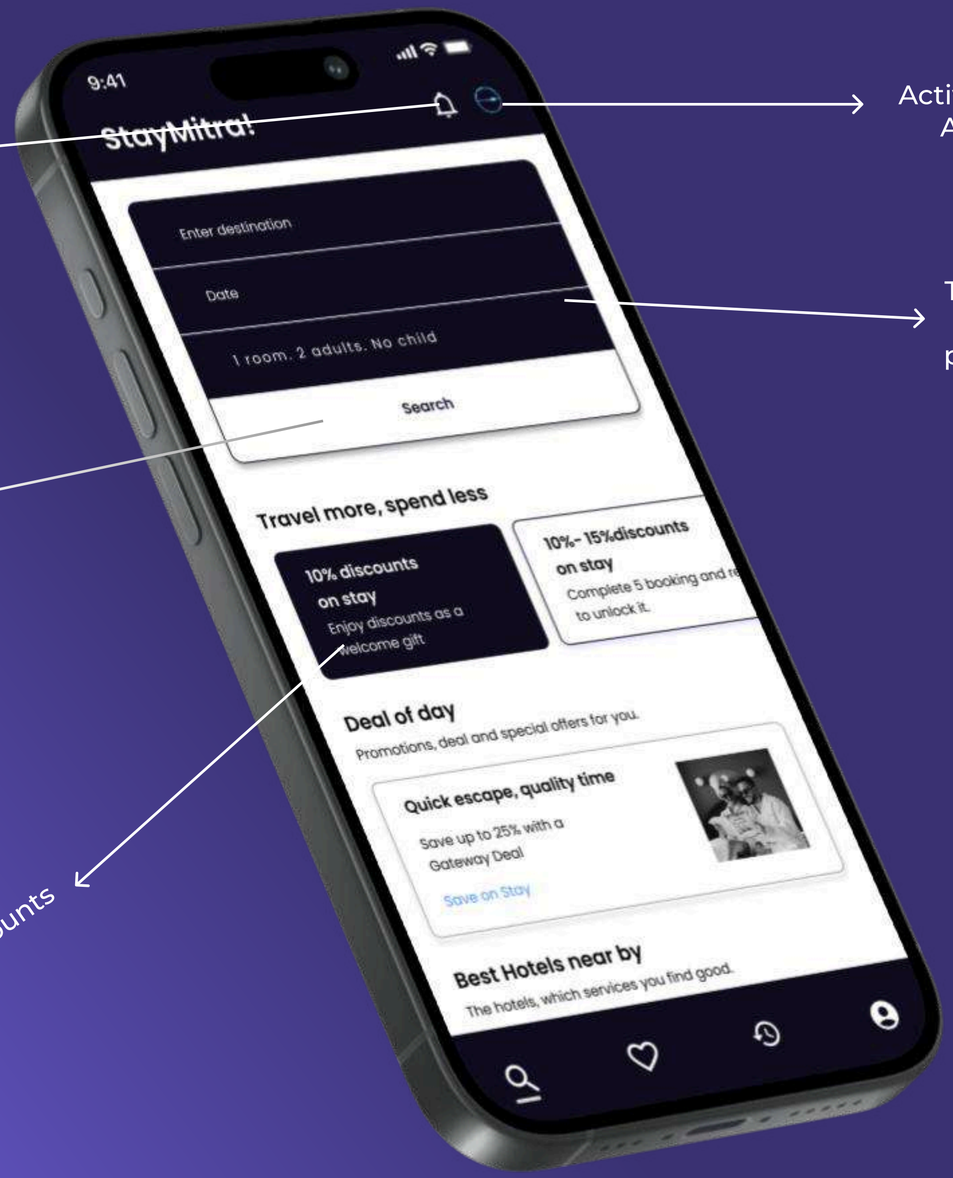
For Understanding You Better

Speak to Log In Easily

voice input option making the process quicker

Understanding that many users may not be comfortable typing, the app includes a voice input feature directly on the login screen. With this mic option, users can speak their phone number or commands, making the login process faster, simpler, and more inclusive especially for elderly users, first-time app users, and those with limited literacy.

Home Page



For new updates, about app and booking

Activating the AI Assistance

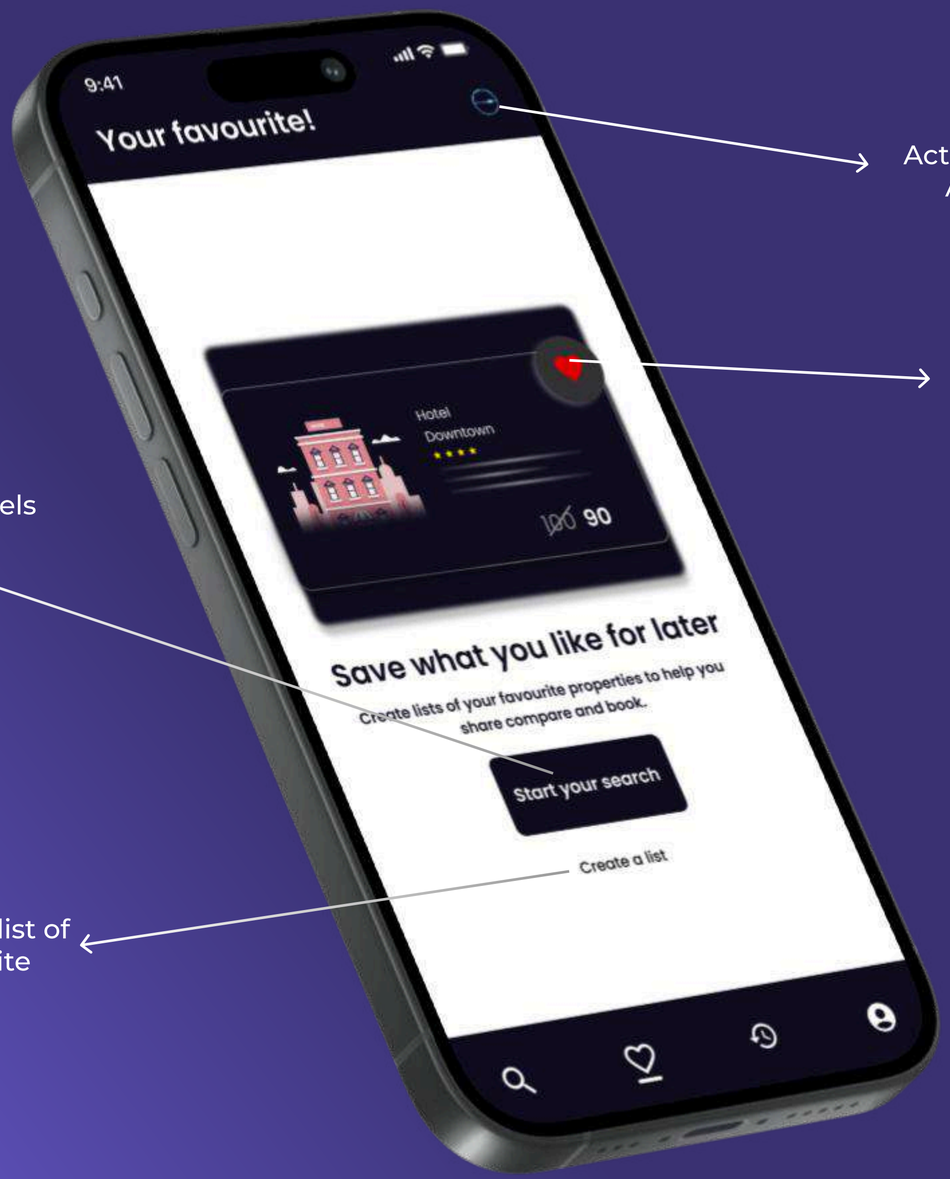
To choose rooms and how many people are going to come.

Searching hotels

For discounts

Your favourite

All the hotels a user likes are saved in one place, allowing them to revisit, compare, and book whenever they’re ready.



Activating the AI Assistance

❤️ Tap the heart icon to save any hotel.

Searching hotels

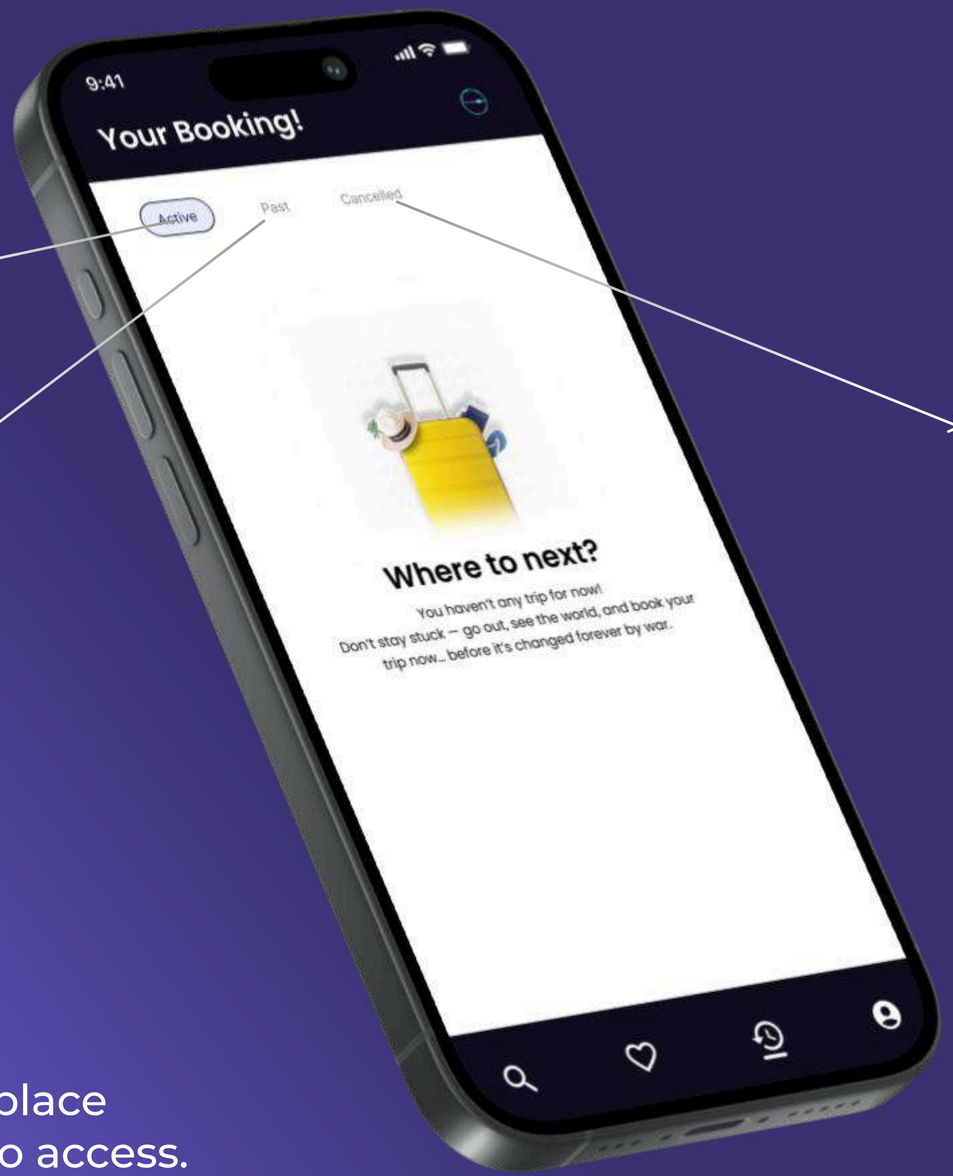
Creating list of favourite

Your Booking

View current/ upcoming bookings

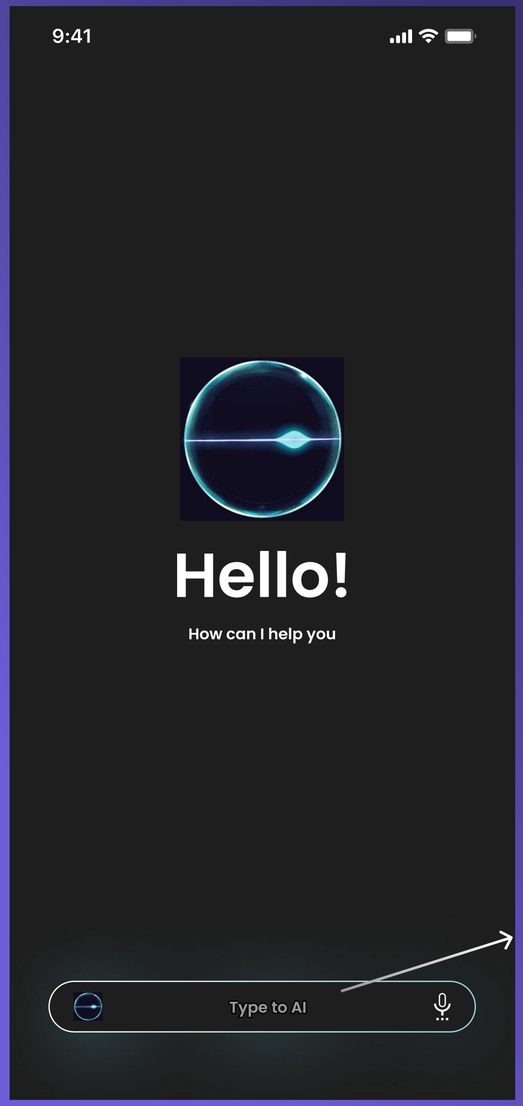
Booking history

All cancelled booking

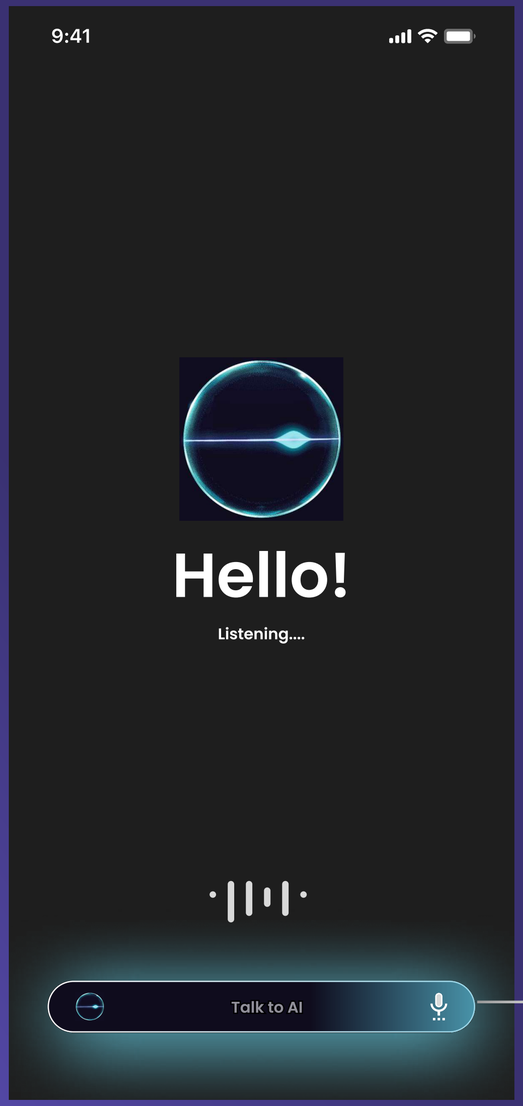


Track all booking records in one place
Everything, organised and easy to access.

Your AI Helper

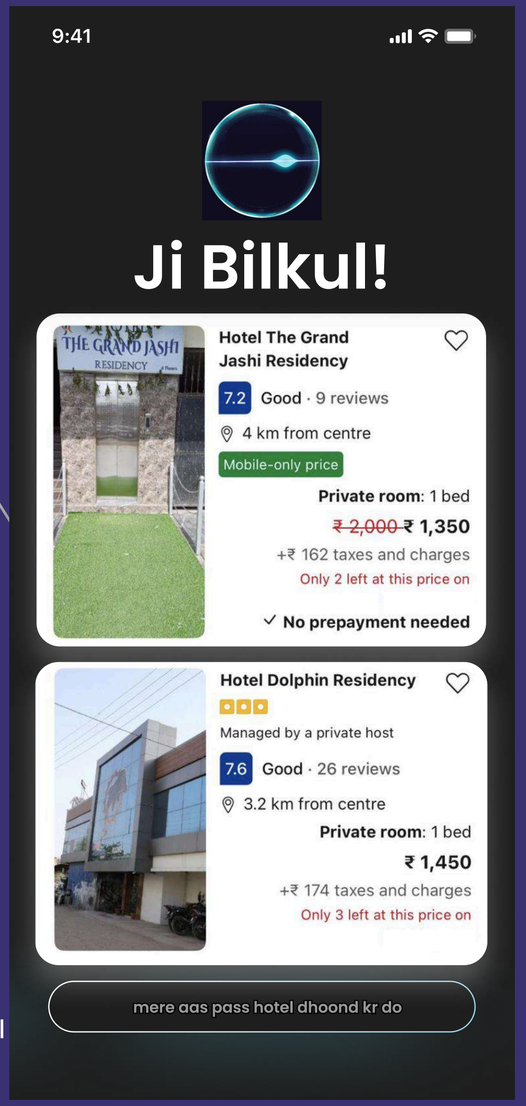


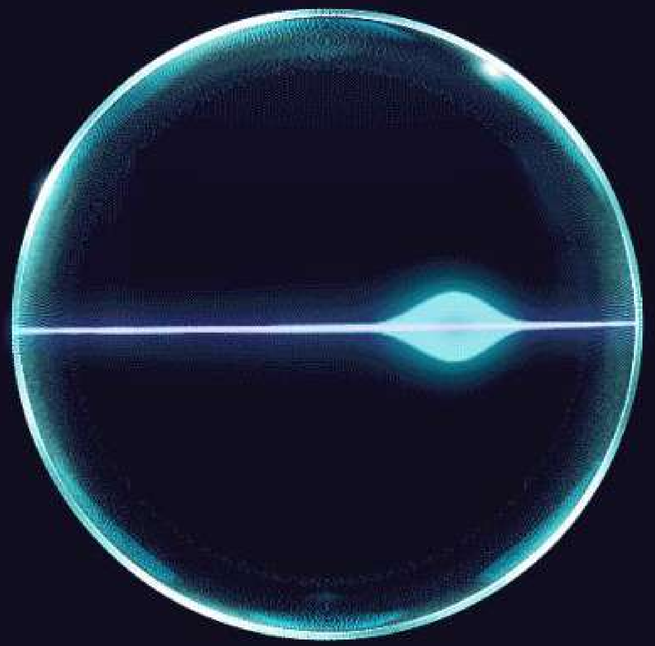
Chat with Assistance



Click on mic to voice chat with AI

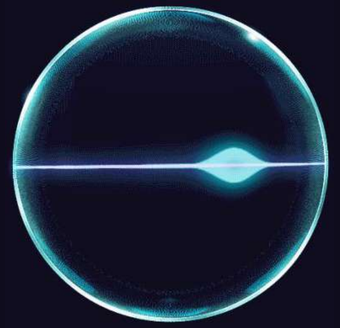
Ai suggestion as per requirement





Hello!

Welcome to the.....



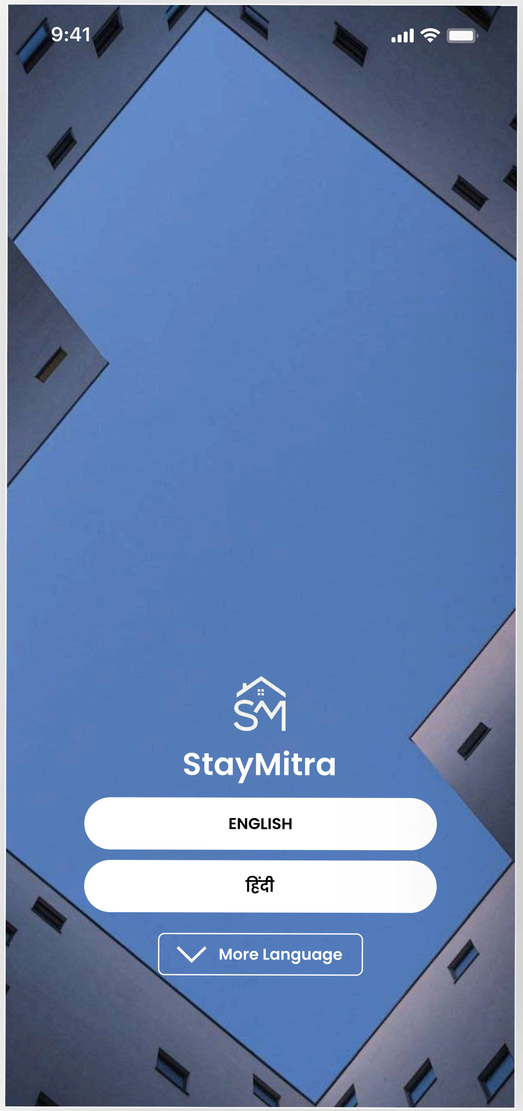
Next-Level Hotel Booking Experience

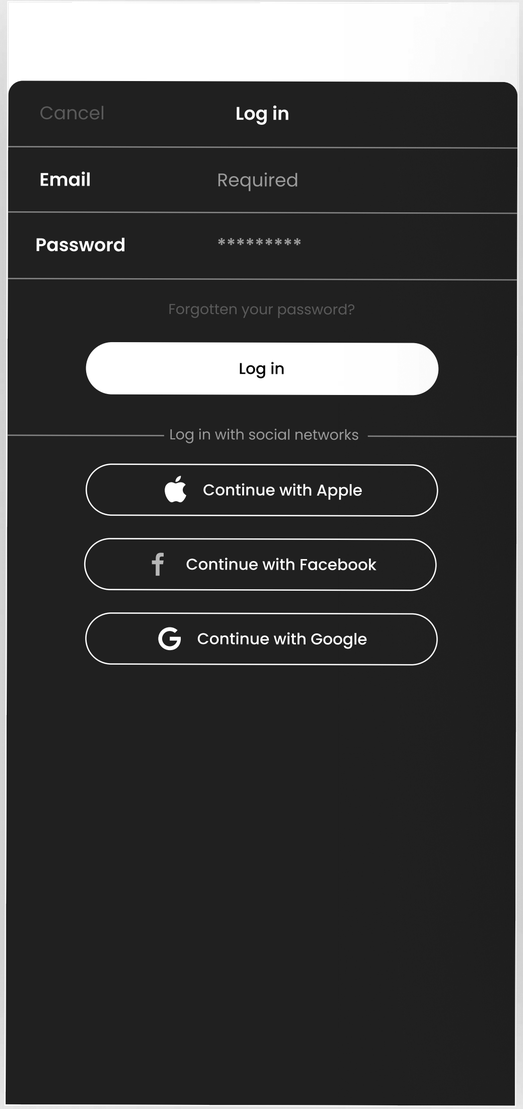
"An application with no age boundaries, where you don't need to be highly educated to find a perfect hotel especially in Tier 3 cities, where there's often no guarantee that the hotel you book even exists."

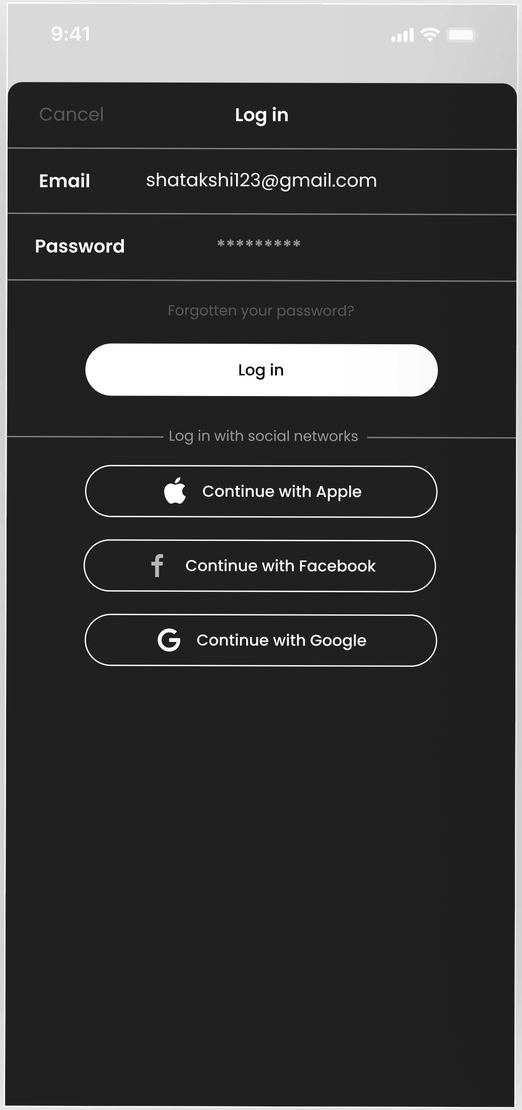
Trust Layer

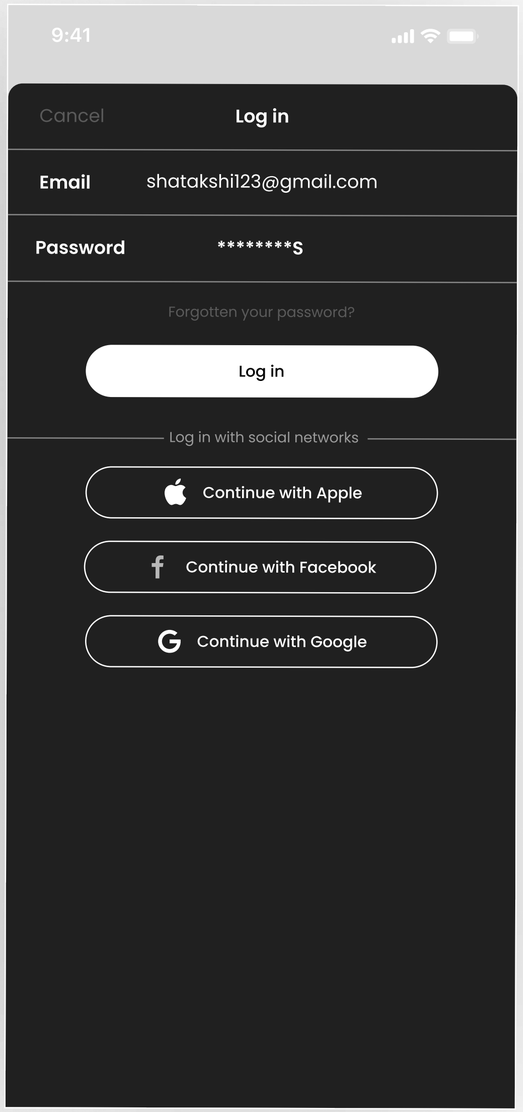
- Local Verified” Badge System Using Quick Video Audit
- Community-Based Review And Rating System
- Real Hotel Photos With Timestamp Stamp




9:41
StayMitra
ENGLISH
हिंदी
More Language


Cancel
Log in
Email
Required
Password
****
Forgotten your password?
Log in
Log in with social networks
Continue with Apple
Continue with Facebook
Continue with Google


9:41
Cancel
Log in
Email
shatakshi123@gmail.com
Password
****
Forgotten your password?
Log in
Log in with social networks
Continue with Apple
Continue with Facebook
Continue with Google


9:41
Cancel
Log in
Email
shatakshi123@gmail.com
Password
*******S
Forgotten your password?
Log in
Log in with social networks
Continue with Apple
Continue with Facebook
Continue with Google

9:41

Cancel **Sign In**

You're nearly there!
Tell us a little more about yourself

All fields are mandatory except when noted.

Email address
(example@example.com)
shatakshi123@gmail.com

First Name

Last Name

Where are you from

Do you have a promo code ? Enter it here (optional).

I agree that All T&C

Next

9:41

Cancel **Log in**

You're nearly there!
Tell us a little more about yourself

All fields are mandatory except when noted.

Email address
(example@example.com)
shatakshi123@gmail.com

First Name
Shatakshi

Last Name
Singh

Where are you from
Patna

Do you have a promo code ? Enter it here (optional).

I agree that All T&C

Next

9:41

Cancel **Log in**

You're nearly there!
Tell us a little more about yourself

All fields are mandatory except when noted.

Email address
(example@example.com)
shatakshi123@gmail.com

First Name
Shatakshi

Last Name
Singh

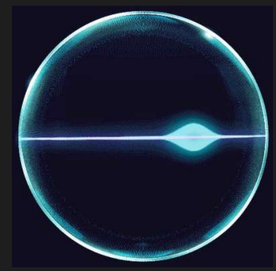
Where are you from
Patna

Do you have a promo code ? Enter it here (optional).

I agree that All T&C

Next

9:41



9:41

Hello!

9:41

Hello!

Hi, I'm Rooh — your hotel booking assistant!

Just tell me what you need, and I'll help you find the best hotel within your budget and near your chosen location. I'm here to make booking easy for you!

Lets Start

9:41

StayMitra!

Enter destination

Date

1 room. 2 adults. No child

Search

Travel more, spend less

10% discounts on stay
Enjoy discounts as a welcome gift

10%- 15%discounts on stay
Complete 5 booking and re to unlock it.

Deal of day

Promotions, deal and special offers for you.

Quick escape, quality time

Save up to 25% with a Gateway Deal

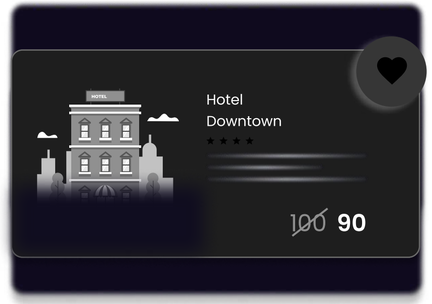


Best Hotels near by

The hotels, which services you find good.

9:41

Your favourite!



Save what you like for later

Create lists of your favourite properties to help you share compare and book.

Start your search

Create a list

9:41

Your Booking!

Active | Past | Cancelled



Where to next?

You haven't any trip for now!
Don't stay stuck — go out, see the world, and book your trip now... before it's changed forever by war.

9:41

Your Booking!

Active | Past | Cancelled

Patna
21 April-27 April



Hotel palace
26 April - 27 April Rs.1,034
Cancelled

9:41

Your Booking!

Active | Past | Cancelled

Patna
21 Mar-27 Mar



Hotel Sweta Villa & Banquet hall
27 Mar - 28 Mar. Rs.1,402.30
Completed

Rebook this property

Your booking earn rewards


StayMitra
Scan For Prototype
9:41
StayMitra
ENGLISH
More Language

Chapter 15: What I Learned

Reflection

Through this project, I learned the true value of user-centred design especially when creating for Tier-3 India, where digital access, trust, and usability vary widely. Understanding real users through interviews and observation helped me design with empathy, not assumptions. I discovered that simplicity is complex to achieve, especially for elderly users, first-time app users, and small hotel owners with limited digital exposure. Iterative testing and feedback showed me how to refine features based on real needs. Most importantly, I realised that designing for India means embracing its diversity in language, access, and behaviours and building flexible, trustworthy solutions that genuinely serve.