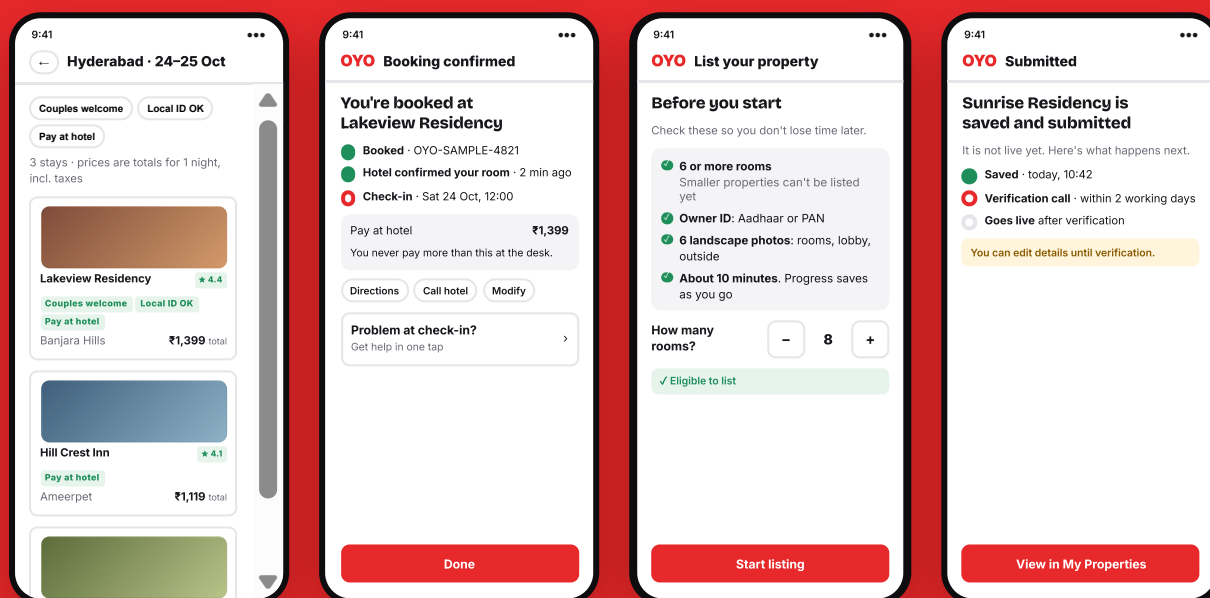


One smooth OYO for the guest who books and the owner who lists

This report explains every page of the 10-page deck: the evidence, each of the 19 issues, the UX laws behind them, what best-in-class products do, how my redesign works for guests and owners and why I shaped it that way, and how I would prove it. Issues are numbered in the order people meet them: T1–T8 for travellers, O1–O11 for owners.

**3****people followed**

First-time guest, returning guest, property owner

19**friction points**

8 for guests (T1–T8) and 11 for owners (O1–O11)

4**UX laws**

Hick's, Jakob's, Fitts's and Peak–End, on both sides

26**clickable screens**

15 guest and 11 owner concept screens in the prototype

[► Open the live prototype: oyo-varun-v3.netlify.app](#)[Contents →](#)[10-page deck ↗](#)

CONTENTS

How to read this *report*

Tap any row to jump. Every page also carries the section tabs at the top.

3	At a glance The problem, the root cause and my answer on one page	Deck page 1
4	Product and users The marketplace, three people, two flows, method	Deck page 2
5	Three journeys Every step, and the issue found there	Deck page 3
6	Current experience 14 observed owner screens and what works today	Deck page 4
7	Traveller research What reviews and booking-UX studies show	Deck page 4
8	Traveller issues T1–T8 Evidence, why it matters, heuristic, fix, 10/10 reference	Deck page 5
12	Owner issues O1–O11 Observed behaviour, heuristic, fix, 10/10 reference	Deck page 6
15	UX laws Hick's, Jakob's, Fitts's and Peak–End on both sides	Deck page 7
16	Master issue table Issue Heuristic violated How to improve	Deck page 5–6
17	Benchmarks: what 10/10 looks like Ten capabilities rated against the best pattern I found	Deck page 5–9
18	Solution: travellers 15 clickable screens, first-time and returning	Deck page 8
19	Travellers: how it works and why Five standout features in detail	Deck page 8
20	Solution: owners 11 clickable screens and the shared design system	Deck page 9
21	Owners: how it works and why Five standout features in detail	Deck page 9
22	Prioritisation P1–P3, release order and dependencies	Deck page 10
23	Validation and conclusion Metrics, guardrails, tests, sources	Deck page 10

Evidence labels

- OBSERVED** seen in screenshots of the live app.
- RESEARCH** supported by public reviews, complaint sites or published UX research; sources sit with each issue.
- HYPOTHESIS** plausible; needs traveller screenshots or testing.
- CONCEPT** my proposed design with sample data, not OYO's screen.

Three ways in

- **Short on time:** read page 3, then the deck.
- **Want to try it:** the [live prototype](#) has every screen clickable, in the same 10 tabs as the deck.
- **Reviewing the brief:** the master table on page 16 uses the required columns: Issue | Heuristic violated | How to improve.

The whole story on *one page*

What is broken, why, and what I would do about it.

THE ROOT CAUSE

The app says things it can't back up. Owners see “Welcome Aboard” for a listing that then vanishes. Guests see “Confirmed” for a room the desk may refuse. Fix the truth of every status first; remove friction second.

GUESTS (T1–T8)

They can't see the full price, the hotel's rules or whether the hotel has actually accepted the booking. The worst moment is at the desk: refused or asked to pay again (T5). Refunds can't be tracked (T8) and support loops (T6).

OWNERS (O1–O11)

They can enter anything (junk address, fake KYC) and learn the rules late. The worst moment is the end: confetti “Welcome Aboard”, then an empty My Properties page (O11).

My answer

01

Make every status true

Hotel-confirmed bookings for guests. Saved, in-review and live listings for owners.

02

Show the real price and the real rules, early

One all-in total and the ID and couple rules before a guest pays. Eligibility and ID needs before an owner starts.

03

Check inputs and shorten the path

Inline validation, auto-read OTP, GPS address, one-tap rebooking and a refund tracker.

The ten standout features

FEATURE	FOR	FIXES	TODAY → AFTER
Price Promise · One total, taxes included, from search to payment.	Guest	T2	4 → 9
Rules Before You Pay · ID, couples and check-in rules on the card, not in the FAQ.	Guest	T3	4 → 9
Hotel-Confirmed Status · “Booked” is not the same as “the hotel said yes”.	Guest	T5	3 → 9
Check-in Rescue · If the desk says no, one tap starts the fix.	Guest	T5 T6	3 → 8
Book Again + Refund Tracker · Rebook in one tap; see where every rupee is.	Guest	T7 T8	3 → 9
Know Before You Start · Eligibility and effort on screen one.	Owner	O6 O8	3 → 9
Fields That Can't Lie · Inline checks, required marks, GPS address.	Owner	O1 O2 O3 O4 O5	2 → 9
KYC That Checks · A legal step that actually verifies.	Owner	O9	2 → 9
True Go-Live Tracker · Saved, in review, live: each one real.	Owner	O10 O11	1 → 9
Honest Facilities & Photos · Say what's missing; show the rules first.	Owner	O7 O8	4 → 9

Ratings are my own, on a 0–10 scale where 10 is the best pattern I found in public teardowns and research. Guest-side “today” scores are provisional because they rest on research and two observed screens. “After” is projected and has to be proven in the tests on page 10.

A two-sided marketplace runs on *trust*

Who am I designing for, and why these two flows?

OYO is one of India's largest budget-hotel platforms. Travellers book rooms; independent owners list properties for OYO to fill. Each side depends on the other: without listings there is nothing to book, and without trusted bookings owners get no guests.

First-time traveller

New to OYO. Booking a budget room in an unfamiliar city for a weekend, paying by UPI.

Goal: Find a room they can trust, know the full price and the hotel's rules before paying, and check in without a fight.

Worries: Hidden charges, being turned away at the desk, unclear ID or couple rules.

Returning traveller

Has booked OYO 3+ times. Travels for work twice a month and often stays at the same hotel.

Goal: Rebook in under a minute, change or cancel without calling anyone, and see exactly when a refund lands.

Worries: Retyping everything, slow refunds, support that goes in circles.

Property owner

Independent hotel owner with 6–30 rooms, listing on OYO for the first time.

Goal: Get the property listed correctly, once, and know when it goes live.

Worries: Wasted effort, rejected or vanished listings.

Why these two flows

- **Booking** is where OYO earns trust or loses a customer. A first booking sets the habit; a returning guest decides whether to stay loyal.
- **Listing** is the longest, highest-stakes owner flow: identity documents, address and photos. A failed listing loses a supply partner.

Method

- **Owner flow:** manual walkthrough of the live app with realistic and deliberately invalid input (14 screenshots, personal data redacted).
- **Traveller flow:** two observed screens, plus OYO app-store reviews, complaint sites and published booking-UX research (Baymard, MoneySavingExpert via Travolution, Inc42).
- **Lenses:** Nielsen's 10 heuristics; Hick's, Jakob's and Fitts's laws and the Peak–End Rule; NN/g severity 0–4.
- **Benchmarks:** public teardowns and help pages of Airbnb, Booking.com and Uber, plus everyday Indian apps (UPI, food delivery) for familiar patterns.

SEVERITY	MEANING
4 Catastrophe	Catastrophe: work, money or a stay is lost
3 Major	Major: high impact; fix soon
2 Minor	Minor: slows or confuses; recoverable
1 Cosmetic	Cosmetic

2 · THREE JOURNEYS DECK PAGE 3

Every step in order, with the issue *found there*

Where exactly does each person get stuck?

Read each journey top to bottom. Each issue appears once, at the step where the person meets it, and the numbers follow that order.

First-time traveller

1	Open app	T1	Menu has 11 equal items	Minor
2	Search		✓ no issue	
3	Results	T2	Taxes added late	Major
4	Hotel page	T3	ID & couple rules unclear	Major
5	Verify phone	T4	Login before value	Minor
6	Review & pay		✓ no issue	
7	Confirmed	T5	"Confirmed", refused at desk	Catastrophe
8	Check-in	T6	Support chat loops	Major

Returning traveller

1	Open app	T7	Retype every search	Minor
2	Book again		✓ no issue	
3	Confirmed		✓ no issue	
4	My trips		✓ no issue	
5	Cancel		✓ no issue	
6	Refund	T8	Refund can't be tracked	Major
7	Rate stay		✓ no issue	

Property owner

1	Entry		✓ no issue	
2	Login & OTP	O1	Submit works with no OTP	Minor
		O2	Rate limit, no retry time	Major
3	Location	O3	"At property?" does nothing	Minor
4	Address	O4	Address accepts junk	Major
5	Property info	O5	Floors value cut off	Minor
		O6	6-room rule shown late	Major
6	Facilities	O7	Fixed facilities list	Minor
7	Photos	O8	Photo rules shown late	Minor
8	KYC	O9	Fake KYC accepted	Major
9	Review	O10	Review shows junk	Major
10	Publish	O11	Listing vanishes	Catastrophe

Emotional low points: guest

Paying, then being refused at the desk (T5); waiting weeks for a refund with no tracker (T8); a support chat that loops (T6).

Emotional low points: owner

Learning about the 6-room minimum only after entering details (O6); a "Welcome Aboard" screen followed by an empty My Properties page (O11).

The pattern

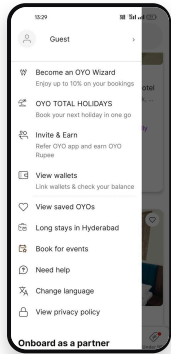
On both sides the lowest point is the end of the journey, the moment the Peak-End Rule says people remember most.

3 · CURRENT EXPERIENCE DECK PAGE 4

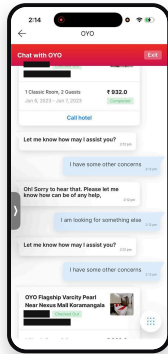
What I observed in the *live app*

What does the app really show today?

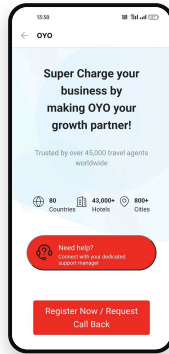
Screens shared by both journeys, then the owner's listing flow end to end. Phone numbers, names and booking IDs are blacked out.



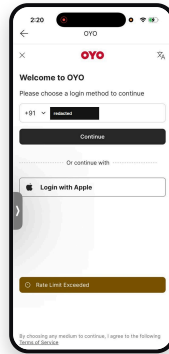
Menu (all users) · T1



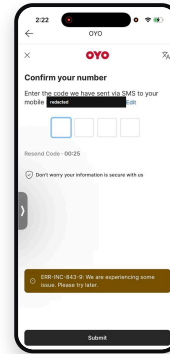
Support chat · T6



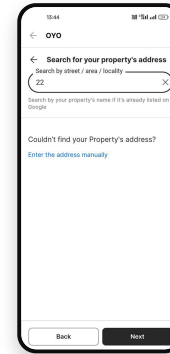
Partner entry



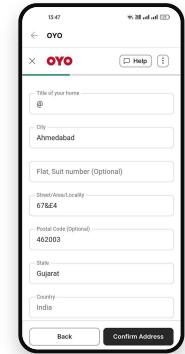
Owner login · O2



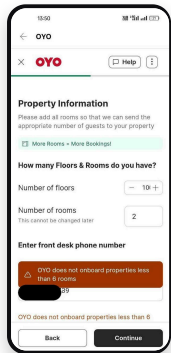
OTP · O1



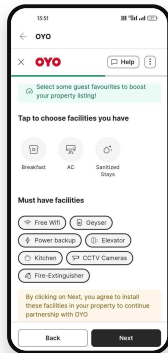
Location · O3



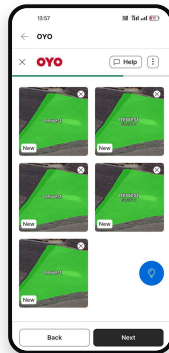
Address · O4



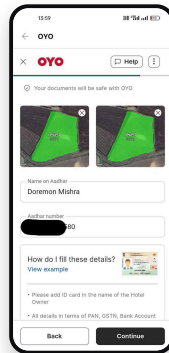
Property info · O5, O6



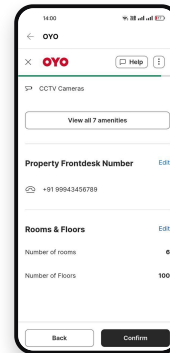
Facilities · O7



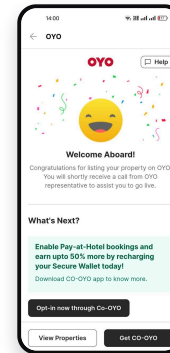
Photos · O8



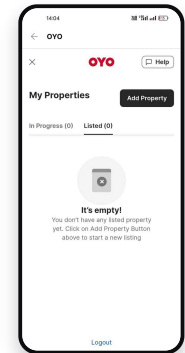
KYC · O9



Review · O10



Welcome Aboard · O11



My Properties · O11

What works well: I keep all of it

- ✓ Back and Next on every step · #3 User control & freedom
- ✓ Login with Apple as an alternative · #7 Flexibility & efficiency
- ✓ Edit links on each review section · #3 User control & freedom
- ✓ Resend-code timer on the OTP screen · #1 Visibility of system status
- ✓ "How do I fill these details? View example" on KYC · #10 Help & documentation
- ✓ Full-width primary buttons at the bottom, in thumb reach · Fitts's Law followed

What travellers say, and what *booking research* shows

Evidence for the guest side.

With no traveller booking screenshots, recurring themes from public sources stand in for observation. Reviews are self-selected and unverified, so they show patterns to test, not measured frequency.

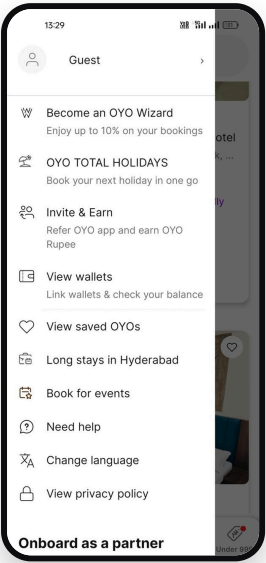
THEME	WHAT SOURCES REPORT	ISSUE · SOURCE
Refused or charged again at check-in	Guests describe arriving with confirmation and payment proof, then being turned away, or asked for more money because the hotel says it received only part payment.	T5 Trustpilot, App Store
Slow, untraceable refunds	Reviewers cite “7 to 14 working days” and follow-ups lasting 30+ days without a clear answer.	T8 ConsumerComplaints.in, Trustpilot
Support that doesn't resolve	Long holds, dropped calls and escalations that go nowhere. The chat loop was also observed directly.	T6 reviews + observed
Prices that grow at checkout	Many hotel sites show nightly rates first and add taxes later; Baymard's benchmark notes most travel sites don't show total cost upfront.	T2 Travolution, Baymard
ID and couple rules vary by hotel	OYO's FAQ says photo ID is mandatory and couples' check-in is at the hotel's discretion. A couple-friendly filter exists, but the rules sit away from the booking.	T3 OYO pages, The Quint
Forced sign-up costs bookings	About 19% of checkout abandoners leave because they must create an account (Baymard, as cited by secondary sources).	T4 Baymard
Returning users retype everything	Recent searches hidden behind a button and easy-to-miss recently viewed hotels in Indian booking apps.	T7 Inc42, travel UX playbook

Sources (tap to open)

- OYO reviews, Trustpilot: www.trustpilot.com/review/www.oyorooms.com
- OYO app reviews, App Store: apps.apple.com/us/app/988141624?see-all=reviews&platform=iphone
- OYO complaints, ConsumerComplaints.in: www.consumercomplaints.in/oyo-rooms-b110912
- Baymard Institute: travel accommodations UX: baymard.com/research/travel-accommodations
- Baymard Institute: reducing checkout abandonment: baymard.com/blog/reduce-cart-abandonment
- Travolution: hotel sites fail to show real costs upfront: www.travolution.com/news/travel-sectors/accommodation/leading-hotel-booking-webs
- Inc42: UI/UX of Cleartrip, MakeMyTrip, Yatra hotel booking: inc42.com/?p=11779
- The Quint: OYO Relationship Mode: www.thequint.com/lifestyle/taking-on-big-brother-oyo-rooms-for-unmarried-couples
- OYO: couple-friendly hotels page: www.oyorooms.com/hotels-in-ooty/oyo-welcomes-couples/
- NN/g: 10 usability heuristics; severity ratings: www.nngroup.com/articles/ten-usability-heuristics/
- Laws of UX: lawsofux.com/

Eight issues across first-time and *returning* journeys

What goes wrong for guests, and what does best-in-class do?



T1 Side menu offers 11 equal options

2 Minor OBSERVED Hick's Law Both travellers · Open app

WHAT WE KNOW	The menu lists Wizard, Holidays, Invite & Earn, Wallets, Saved, Long stays, Events, Help, Language, Privacy and Partner onboarding at the same weight.
WHY IT MATTERS	Bookings, help and account live among promotions, so the things a guest needs take longer to find.
HEURISTIC	#8 Aesthetic & minimalist design
HOW TO IMPROVE	- Group into Trips, Money, Help, Settings - Put My bookings and Help first - Move promotions out of navigation
10/10 LOOKS LIKE	Airbnb, Booking.com: A few bottom tabs, not a long menu

RESEARCH

No traveller
screenshot

Based on reviews and
UX research

T2 Nightly price shown first; taxes and fees appear later

3 Major RESEARCH Both travellers · Results & hotel page

WHAT WE KNOW	An industry-wide pattern: many hotel sites show a nightly rate in results and reveal taxes and fees only at checkout. A MoneySavingExpert investigation found most brokers did not always show the final cost upfront.
WHY IT MATTERS	The first real number appears at the moment of commitment, which reads as a hidden charge and drives drop-off.
HEURISTIC	#1 Visibility of system status
HOW TO IMPROVE	- Show the total for the stay, incl. taxes, on every card - Keep one price, from results to payment - Expandable breakdown, never a surprise
10/10 LOOKS LIKE	Airbnb: Total price with fees in search results
SOURCES	Travolution · Baymard: travel accommodations

RESEARCH

No traveller
screenshot

Based on reviews and
UX research

T3

ID and couple rules are decided by each hotel, and unclear before paying

3 MajorRESEARCHFirst-time · Hotel page

WHAT WE KNOW

OYO's own FAQ says valid photo ID is mandatory and that checking in couples is at the hotel's discretion; local-ID acceptance varies by property. A “couple friendly” filter exists, but rules live in FAQs, not at the point of booking.

WHY IT MATTERS

A guest can pay for a room they will not be allowed to use, and finds out only at the desk.

HEURISTIC

#10 Help & documentation

HOW TO IMPROVE

- “Before you book” rules card on every hotel: ID, couples, local ID, check-in time
- Show the same rules as tags in results
- Require the hotel to confirm these rules

10/10 LOOKS LIKE

Airbnb, Booking.com: House rules on the listing page, before booking

SOURCES

[OYO: couples page](#) · [The Quint on Relationship Mode](#)

HYPOTHESIS

No traveller
screenshot

Based on a related
owner observation
and research

T4

Login asked before the guest sees value

2 MinorHYPOTHESISJakob's LawFirst-time · Verify phone

WHAT WE KNOW

The owner flow (observed) forces a fresh login even when signed in. For travellers, forced sign-up is a leading cause of checkout abandonment in Baymard's research (about 19%, as cited by secondary sources). Verify when OYO asks travellers to log in.

WHY IT MATTERS

Users expect to browse and see prices freely, and log in only to book.

HEURISTIC

#7 Flexibility & efficiency of use

HOW TO IMPROVE

- Browse and see totals without login
- Ask for the phone number only at booking
- Auto-read the OTP

10/10 LOOKS LIKE

Airbnb: Browse and compare first; sign in only to book

SOURCES

[Baymard: cart abandonment](#)

RESEARCH

No traveller
screenshot

Based on reviews and
UX research

T5

"Confirmed" in the app, refused or charged again at the desk

4 Catastrophe

RESEARCH

Peak-End Rule

Both travellers · Confirmation & check-in

WHAT WE KNOW

Recurring reviews describe guests arriving with a confirmation and payment proof, then being turned away or asked to pay more. The app's "confirmed" does not show whether the hotel itself has accepted the booking.

WHY IT MATTERS

The end of the trip is the worst moment of the journey, with no in-app way to resolve it on the spot.

HEURISTIC

#1 Visibility of system status

HOW TO IMPROVE

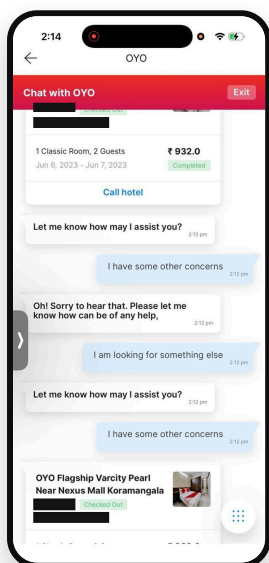
- Show "Hotel confirmed" as its own status
- One-tap Check-in help: OYO calls the hotel, moves the guest or refunds
- State "You never pay more than ₹X"

10/10 LOOKS LIKE

Airbnb: Pending vs confirmed; refund or rebook if the host cancels

SOURCES

[Trustpilot reviews](#) · [App Store reviews](#)



T6

Support chat loops the same prompts, with no human handoff

3 Major

OBSERVED

Both travellers · Support

WHAT WE KNOW

In "Chat with OYO", choosing "I have some other concerns" and "I am looking for something else" returns the same prompt. There is no free-text box and no agent.

WHY IT MATTERS

A guest with a live problem (for example at check-in) is trapped in a loop.

HEURISTIC

#3 User control & freedom

HOW TO IMPROVE

- Free-text "Describe your issue"
- "Talk to an agent" after one loop
- Show expected reply time

10/10 LOOKS LIKE

Amazon: Chat that escalates to an agent or a callback

T7

Returning guests retype searches and details

2 Minor

RESEARCH

Returning · Open app

WHAT WE KNOW	A UX review of Indian booking apps found recent searches hidden behind a separate button and recently viewed hotels easy to miss. Travel UX guidance recommends showing previous searches inside search.
WHY IT MATTERS	Frequent travellers repeat the same search and details every time, which slows rebooking.
HEURISTIC	#6 Recognition rather than recall
HOW TO IMPROVE	“Book again” card for past stays - Recent searches inside the search box - Saved guests and saved UPI

10/10 LOOKS LIKE

Swiggy, Zomato: “Reorder” in one tap; recent searches in search

SOURCES

[Inc42: Cleartrip, MakeMyTrip, Yatra UX](#) · [Travel UX playbook](#)

RESEARCH

No traveller
screenshot

Based on reviews and
UX research

T8

Refund timing is vague, with no way to track it

3 Major

RESEARCH

Returning · Cancel & refund

WHAT WE KNOW	Reviews cite “7 to 14 working days” and follow-ups lasting 30+ days. Users can't see where the refund is or when it will land.
WHY IT MATTERS	Money in limbo drives repeated support contacts and stops returning users booking again.
HEURISTIC	#1 Visibility of system status
HOW TO IMPROVE	- Show refund amount and date before cancelling - Refund tracker with steps and a date - UPI refunds to source by default

10/10 LOOKS LIKE

Amazon, Flipkart: Refund timeline that shows a date

SOURCES

[ConsumerComplaints.in](#) · [Trustpilot reviews](#)

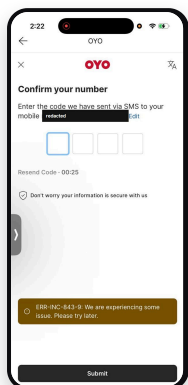
RESEARCH

No traveller
screenshot

Based on reviews and
UX research

Eleven issues in *List Your Property*

All observed in the live app.



O1 Submit works before the OTP is entered

2 Minor

OBSERVED

Jakob's Law

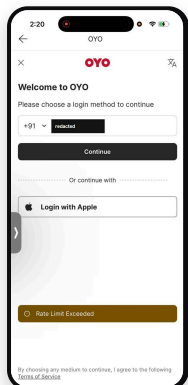
Step: Login & OTP

WHAT HAPPENS On "Confirm your number", Submit stays active with all four boxes empty. Tapping it shows "ERR-INC-843-9: We are experiencing some issue. Please try later." The flow also asks for a fresh phone login inside an app that is already signed in.

HEURISTIC #5 Error prevention

IMPROVE Keep Submit disabled until all 4 digits are in; Auto-read the SMS code; reuse the existing session; Say "That code is incorrect or expired" in plain words.

10/10 LOOKS LIKE Banking and UPI apps: OTP auto-read; button waits for 4 digits



O2 "Rate Limit Exceeded" with no retry time

3 Major

OBSERVED

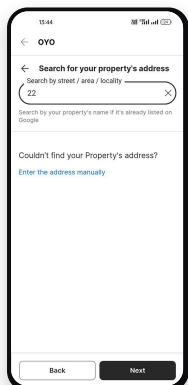
Step: Login & OTP

WHAT HAPPENS After a few attempts the login screen shows "Rate Limit Exceeded". It does not say how long the block lasts or what to do meanwhile.

HEURISTIC #9 Help users recover from errors

IMPROVE "Too many attempts. Try again in 15:00" with a countdown; Offer Login with Apple or a support callback.

10/10 LOOKS LIKE Banking apps: "Try again in 15:00" countdown



O3 "Yes, I'm at my property" still means typing the address

2 Minor

OBSERVED

Hick's Law

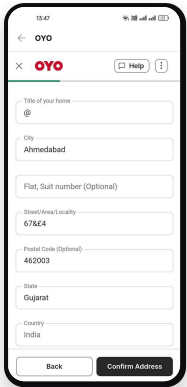
Step: Location

WHAT HAPPENS The flow asks "Are you at your property's location right now?" Choosing Yes leads to the same manual address search as No.

HEURISTIC #2 Match with the real world

IMPROVE If Yes and location is allowed, pre-fill the address from GPS; Otherwise remove the question.

10/10 LOOKS LIKE Food-delivery apps: GPS pre-fills the address; edit after



O4

Address form accepts junk; required fields are unmarked

3 Major

OBSERVED

Step: Address

WHAT HAPPENS

The form accepted a home title of “@” and a street of “67&£4” (alphabetic postal codes were also accepted in testing). No field is marked required, postal code says “Optional”, and Confirm Address stays active.

HEURISTIC

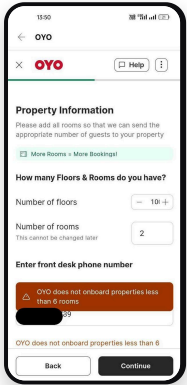
#5 Error prevention

IMPROVE

Validate each field inline; numeric 6-digit PIN; Mark required fields; Enable Confirm only when the form is valid.

10/10 LOOKS LIKE

Checkout forms: PIN lookup fills city and state; inline checks



O5

Floors value is cut off, uncapped and later changed

2 Minor

OBSERVED

Fitts's Law

Step: Property info

WHAT HAPPENS

The floors stepper shows “10(”, clipped between small – and + buttons. It accepted 99,999 floors in testing, and the review later showed 100.

HEURISTIC

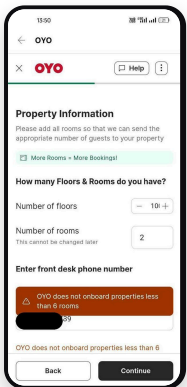
#1 Visibility of system status

IMPROVE

Show the full value; cap floors at a realistic maximum; 44 × 44 pt stepper buttons, or a numeric field.

10/10 LOOKS LIKE

Apple, Material guidance: 44–48 px touch targets



O6

“Minimum 6 rooms” rule appears only after Continue

3 Major

OBSERVED

Step: Property info

WHAT HAPPENS

After entering 1–2 rooms and tapping Continue, a red banner says “OYO does not onboard properties less than 6 rooms.” The rule is stated nowhere earlier.

HEURISTIC

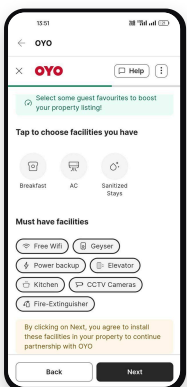
#10 Help & documentation

IMPROVE

State eligibility on the first screen; Show “Minimum 6 rooms” beside the rooms field.

10/10 LOOKS LIKE

Airbnb: Sets expectations before setup begins



O7

Facilities are a fixed list; Next means agreeing to install them

2 Minor

OBSERVED

Step: Facilities

WHAT HAPPENS

Must-have facilities (Wi-Fi, Geyser, Power backup, Elevator, Kitchen, CCTV, Fire extinguisher) cannot be marked absent, and nothing can be added. A footnote says tapping Next means agreeing to install them.

HEURISTIC

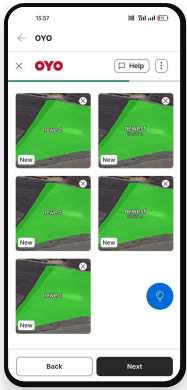
#7 Flexibility & efficiency of use

IMPROVE

Mark each facility Available / Not available; Add “Other facility”; Ask for consent explicitly, not via Next.

10/10 LOOKS LIKE

NN/g #7: Say what is true: available or not



08 Photo rules appear only after a rejected upload

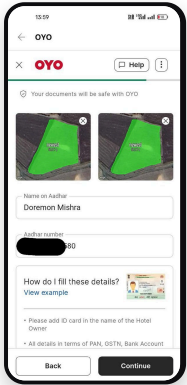
2 Minor **OBSERVED** Step: Photos

WHAT HAPPENS Portrait photos are rejected only after upload. Guidance sits behind a small blue bulb icon. Six identical, irrelevant images were accepted and Continue stayed active.

HEURISTIC **#10 Help & documentation**

IMPROVE Show photo rules and examples before upload; Flag duplicates and off-topic images.

10/10 LOOKS LIKE **NN/g #10:** Guidance and examples before the action



09 KYC accepts a fake name, invalid number and non-ID images

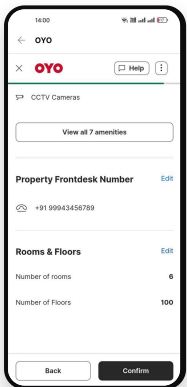
3 Major **OBSERVED** Step: KYC

WHAT HAPPENS The step is labelled mandatory under government rules, yet it accepted the name "Doremon Mishra", an Aadhaar number in an invalid format and two map screenshots as ID images.

HEURISTIC **#5 Error prevention**

IMPROVE Check Aadhaar format and checksum; Verify the document image (OCR) and name match; Continue only when KYC passes.

10/10 LOOKS LIKE **Uber, Booking.com:** Document verification; Know Your Partner form



010 Review shows junk as valid; floors silently set to 100

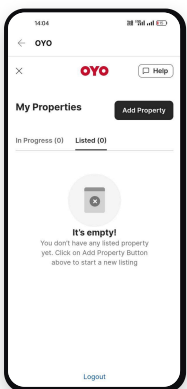
3 Major **OBSERVED** Step: Review

WHAT HAPPENS The review lists the address "@,67&£4, Ahmedabad...", title "@" and 100 floors, a value the owner never chose, all ready to Confirm.

HEURISTIC **#1 Visibility of system status**

IMPROVE Validate before review; never reach review with invalid data; Never change a value silently; explain any cap.

10/10 LOOKS LIKE **Principle:** Never reach review with invalid data



011 "Welcome Aboard", then the listing vanishes

4 Catastrophe **OBSERVED** **Peak-End Rule** Step: Publish

WHAT HAPPENS Publishing shows a confetti "Welcome Aboard!" screen. My Properties briefly shows Listed (1), not editable, then In Progress (0) / Listed (0): "It's empty!" No error, no recovery.

HEURISTIC **#1 Visibility of system status**

IMPROVE Show success only after a confirmed save; Status "Submitted for review" with next steps; Keep the draft editable; show a clear error with retry if saving fails.

10/10 LOOKS LIKE **Uber:** Onboarding statuses with a last-updated time

7 · MAPPING TO UX LAWS DECK PAGE 7

Four laws, applied to *both sides*

Why do these problems happen?

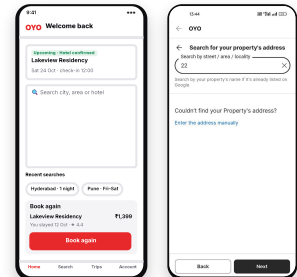
Hick's Law *More, equal choices mean slower decisions.*

GUEST

T1 11 equal menu items hide bookings and help.

OWNER

O3 "Are you at your property?" adds a decision that changes nothing.
My change: Group the menu; remove choices with no outcome.



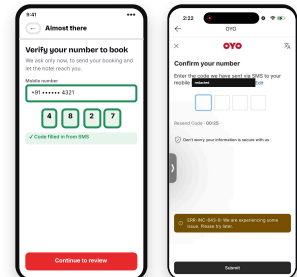
Jakob's Law *Users expect apps to work like the ones they already use.*

GUEST

T4 Guests expect to browse freely and log in only to book.

OWNER

O1 Owners expect auto-filled OTPs and a session that carries over.
My change: Just-in-time login, auto-read OTP, reuse sessions.



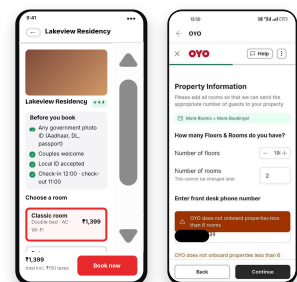
Fitts's Law *Big, close targets are faster and safer to hit.*

GUEST

Sticky full-width Book and Pay buttons in thumb reach.

OWNER

O5 Tiny +/- buttons crowd the floors value.
My change: 44 pt targets; primary action pinned to the bottom.



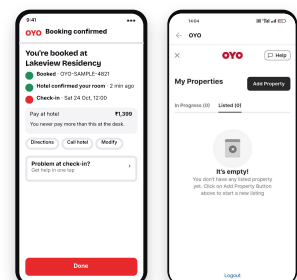
Peak-End Rule *People judge an experience by its peak and its end.*

GUEST

T5 A confirmed booking refused at the desk.

OWNER

O11 Confetti, then the listing vanishes.
My change: Make the ending true: hotel-confirmed status, saved listing, honest status.



Fitts's Law is also **followed** today: full-width primary buttons sit at the bottom of the owner screens, within thumb reach. Owner target sizes are estimated from screenshots; verify on a device.

8 · MASTER ISSUE TABLE DECK PAGE 5-6

Issue | Heuristic violated | *How to improve**All 19 issues in the submission format.*

#	ISSUE	HEURISTIC VIOLATED	HOW TO IMPROVE
T1	Side menu offers 11 equal options 2 Minor OBSERVED	#8 Aesthetic & minimalist design Hick's Law	Group into Trips, Money, Help, Settings; Put My bookings and Help first.
T2	Nightly price shown first; taxes and fees appear later 3 Major RESEARCH	#1 Visibility of system status	Show the total for the stay, incl. taxes, on every card; Keep one price, from results to payment.
T3	ID and couple rules are decided by each hotel, and unclear before paying 3 Major RESEARCH	#10 Help & documentation	"Before you book" rules card on every hotel: ID, couples, local ID, check-in time; Show the same rules as tags in results.
T4	Login asked before the guest sees value 2 Minor HYPOTHESIS	#7 Flexibility & efficiency of use Jakob's Law	Browse and see totals without login; Ask for the phone number only at booking.
T5	"Confirmed" in the app, refused or charged again at the desk 4 Catastrophe RESEARCH	#1 Visibility of system status Peak-End Rule	Show "Hotel confirmed" as its own status; One-tap Check-in help: OYO calls the hotel, moves the guest or refunds.
T6	Support chat loops the same prompts, with no human handoff 3 Major OBSERVED	#3 User control & freedom	Free-text "Describe your issue"; "Talk to an agent" after one loop.
T7	Returning guests retype searches and details 2 Minor RESEARCH	#6 Recognition rather than recall	"Book again" card for past stays; Recent searches inside the search box.
T8	Refund timing is vague, with no way to track it 3 Major RESEARCH	#1 Visibility of system status	Show refund amount and date before cancelling; Refund tracker with steps and a date.
O1	Submit works before the OTP is entered 2 Minor	#5 Error prevention Jakob's Law	Keep Submit disabled until all 4 digits are in; Auto-read the SMS code; reuse the existing session.
O2	"Rate Limit Exceeded" with no retry time 3 Major	#9 Help users recover from errors	"Too many attempts. Try again in 15:00" with a countdown; Offer Login with Apple or a support callback.
O3	"Yes, I'm at my property" still means typing the address 2 Minor	#2 Match with the real world Hick's Law	If Yes and location is allowed, pre-fill the address from GPS; Otherwise remove the question.
O4	Address form accepts junk; required fields are unmarked 3 Major	#5 Error prevention	Validate each field inline; numeric 6-digit PIN; Mark required fields.
O5	Floors value is cut off, uncapped and later changed 2 Minor	#1 Visibility of system status Fitts's Law	Show the full value; cap floors at a realistic maximum; 44 × 44 pt stepper buttons, or a numeric field.
O6	"Minimum 6 rooms" rule appears only after Continue 3 Major	#10 Help & documentation	State eligibility on the first screen; Show "Minimum 6 rooms" beside the rooms field.
O7	Facilities are a fixed list; Next means agreeing to install them 2 Minor	#7 Flexibility & efficiency of use	Mark each facility Available / Not available; Add "Other facility".
O8	Photo rules appear only after a rejected upload 2 Minor	#10 Help & documentation	Show photo rules and examples before upload; Flag duplicates and off-topic images.
O9	KYC accepts a fake name, invalid number and non-ID images 3 Major	#5 Error prevention	Check Aadhaar format and checksum; Verify the document image (OCR) and name match.
O10	Review shows junk as valid; floors silently set to 100 3 Major	#1 Visibility of system status	Validate before review; never reach review with invalid data; Never change a value silently; explain any cap.
O11	"Welcome Aboard", then the listing vanishes 4 Catastrophe	#1 Visibility of system status Peak-End Rule	Show success only after a confirmed save; Status "Submitted for review" with next steps.

9 • BENCHMARKS DECK PAGE 5–9

Where OYO isn't 10/10, I learned from *who is*

What does best-in-class look like for each capability?

For each capability that fails today, I looked for the strongest public pattern in products people already use, and built my design to reach it. Where no product teardown was strong enough, I fell back on a published principle and say so.

CAPABILITY	OYO TODAY	10/10 REFERENCE	MY DESIGN	AFTER
Price Promise Guest · fixes T2	4	Airbnb PRODUCT Shows the total price with fees in search results; made the default worldwide in 2025. source	One total, taxes included, from search to payment.	9
Rules Before You Pay Guest · fixes T3	4	Airbnb, Booking.com PRODUCT House rules, check-in details and cancellation terms sit on the listing page before the guest books.	ID, couples and check-in rules on the card, not in the FAQ.	9
Hotel-Confirmed Status Guest · fixes T5	3	Airbnb PRODUCT Keeps “request to book” (pending) separate from confirmed; the host has 24 hours to accept. source	“Booked” is not the same as “the hotel said yes”.	9
Check-in Rescue Guest · fixes T5, T6	3	Airbnb AirCover PRODUCT If a host cancels, the guest gets a full refund and help finding a similar place. source	If the desk says no, one tap starts the fix.	8
Book Again + Refund Tracker Guest · fixes T7, T8	3	Swiggy, Zomato; Amazon PATTERN “Reorder” from past orders in one tap; e-commerce refund timelines that show a date.	Rebook in one tap; see where every rupee is.	9
Know Before You Start Owner · fixes O6, O8	3	Airbnb PRODUCT Opens host onboarding with an earnings estimate and keeps a visible progress tracker through setup. source	Eligibility and effort on screen one.	9
Fields That Can't Lie Owner · fixes O1, O2, O3, O4, O5	2	Banking and UPI apps PATTERN OTP auto-read, inline validation and retry countdowns; 44-pt minimum touch targets in Apple's guidance. source	Inline checks, required marks, GPS address.	9
KYC That Checks Owner · fixes O9	2	Uber; Booking.com PRODUCT Documents pass explicit verification before activation; Booking.com requires a Know Your Partner form to stay bookable. source	A legal step that actually verifies.	9
True Go-Live Tracker Owner · fixes O10, O11	1	Uber PRODUCT Partner status model (onboarding, onboarded, active, waitlisted, rejected), each with a last-updated time. source	Saved, in review, live: each one real.	9
Honest Facilities & Photos Owner · fixes O7, O8	4	NN/g heuristics PRINCIPLE Show guidance before the action (#10) and let the user say what is true (#7). source	Say what's missing; show the rules first.	9

Ratings are my own, on a 0–10 scale where 10 is the best pattern I found in public teardowns and research. Guest-side “today” scores are provisional because they rest on research and two observed screens. “After” is projected and has to be proven in the tests on page 10.

Where I go beyond the benchmark

- **Taxes included** in the headline total, not just fees.
- **Hotel confirmation** shown as its own state on every booking, not only for request-to-book stays.
- **Owner status** with a promised next step and date, not only a state name.

Where I hold back

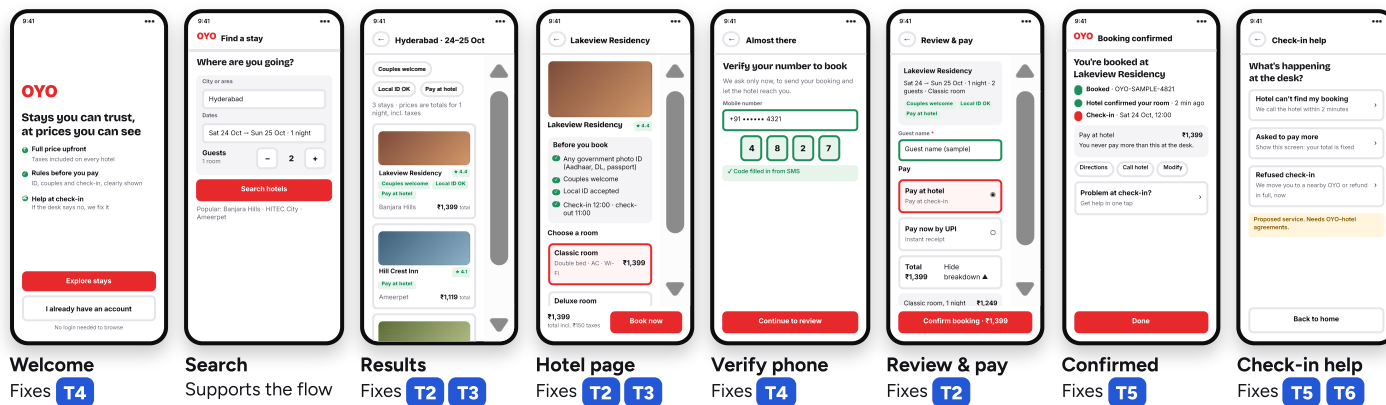
- Check-in Rescue is rated 8, not 9: it depends on hotel agreements and night staffing.
- KYC routes need legal review before any Aadhaar-based verification ships.
- Guest-side “today” scores are provisional until I see real booking screens.

10 · SOLUTION: TRAVELLERS DECK PAGE 8

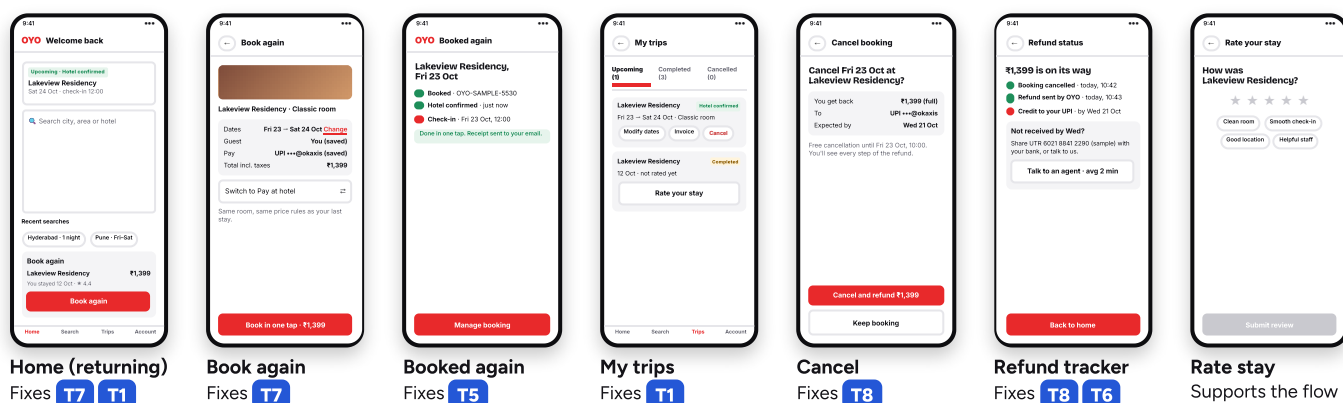
Book with the full price and rules in view; *rebook in one tap*

How will the guest journey work now?

First-time traveller. Browse without login, see totals with taxes and the hotel's rules before paying, and get help in one tap if the desk refuses.



Returning traveller. Book again in one tap with saved details, see the refund amount and date before cancelling, and track it after.



Login only at booking T4

Browse and see totals with no account. Ask for the phone number at booking; the OTP fills itself. Baymard's research links forced sign-up to about 19% of checkout abandonment.

Four tabs, not eleven options T1

Home, Search, Trips and Account replace the 11-item side menu. Promotions leave the navigation.

Support that resolves T6

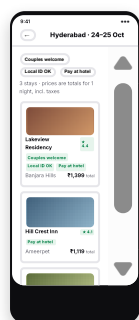
Free-text "Describe your issue", a human after one loop, and an expected reply time.

Trade-offs and dependencies

- Hotel confirmation and check-in help need OYO–hotel agreements and service levels.
- Totals upfront can look pricier next to rivals that quote nightly rates; the A/B test on page 23 checks the effect on conversion.
- Saved UPI needs explicit consent and secure storage.

Five features that make a guest *trust the booking*

How will it work, and why did I design it this way?



₹ Price Promise T2

Today 4 → 9

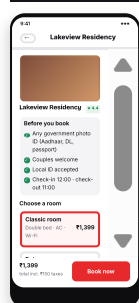
One total, taxes included, from search to payment.

HOW IT WORKS Every result card shows the total for the whole stay, taxes included. That same number follows the guest to the hotel page, the pay screen and the receipt, with the breakdown open by default. The pay button names the exact amount.

WHY I BUILT IT The first real number a guest sees should also be the last one. When taxes appear late, guests read it as a hidden charge and leave.

10/10 REFERENCE **Airbnb:** Shows the total price with fees in search results; made the default worldwide in 2025. [source](#)

DEPENDS ON Totals upfront can look pricier next to rivals that quote nightly rates.



✓ Rules Before You Pay T3

Today 4 → 9

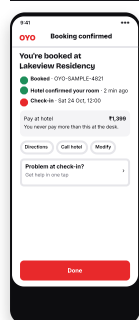
ID, couples and check-in rules on the card, not in the FAQ.

HOW IT WORKS Rule tags (Couples welcome, Local ID OK, Pay at hotel) appear in results and work as filters. Every hotel page opens with a “Before you book” card. A hotel can only carry a tag after it confirms the rule.

WHY I BUILT IT For a first-time guest the biggest fear is being refused at the desk. Answering that before payment is worth more than any discount.

10/10 REFERENCE **Airbnb, Booking.com:** House rules, check-in details and cancellation terms sit on the listing page before the guest books.

DEPENDS ON Needs hotels to confirm and keep their rules up to date.



🎯 Hotel-Confirmed Status T5

Today 3 → 9

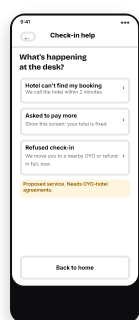
“Booked” is not the same as “the hotel said yes”.

HOW IT WORKS A booking moves through three honest states: Booked, Hotel confirmed, Checked in. “Hotel confirmed” appears only when the hotel has accepted the booking, and the guest is told in plain words that they never pay more than the total at the desk.

WHY I BUILT IT The worst OYO reviews describe one moment: arriving with a “confirmed” booking and being refused. The cure is to stop saying what we can’t back up.

10/10 REFERENCE **Airbnb:** Keeps “request to book” (pending) separate from confirmed; the host has 24 hours to accept. [source](#)

DEPENDS ON Needs an OYO–hotel agreement and a service level for confirming.



📞 Check-in Rescue T5 T6

Today 3 → 8

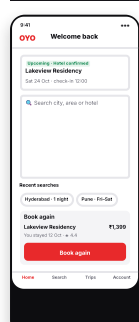
If the desk says no, one tap starts the fix.

HOW IT WORKS The confirmation screen carries “Problem at check-in?”. Three choices: the hotel can’t find my booking, I’m asked to pay more, I’m refused. OYO calls the hotel within 2 minutes, shows a fixed-total proof screen, or moves the guest to a nearby OYO or refunds in full.

WHY I BUILT IT The end of a trip decides how the whole trip is remembered. A guest at a desk at night needs a person, not an FAQ.

10/10 REFERENCE **Airbnb AirCover:** If a host cancels, the guest gets a full refund and help finding a similar place. [source](#)

DEPENDS ON Needs a rebooking inventory and an agent team on call at night.



🔄 Book Again + Refund Tracker T7 T8

Today 3 → 9

Rebook in one tap; see where every rupee is.

HOW IT WORKS Returning guests land on their upcoming stay, recent searches and a Book again card with saved guest and UPI. Before cancelling, the app shows the refund amount, destination and date. After, a tracker shows each step with a bank reference and a talk-to-agent button.

WHY I BUILT IT Frequent travellers are OYO’s cheapest growth. Retyping everything, and waiting weeks for a refund, pushes them to rivals.

10/10 REFERENCE **Swiggy, Zomato; Amazon:** “Reorder” from past orders in one tap; e-commerce refund timelines that show a date.

DEPENDS ON Saved UPI needs explicit consent and secure storage.

12 · SOLUTION: OWNERS DECK PAGE 9

List once, correctly, and know the *real status**How will the listing journey work now?*

Before you start
Fixes **O6**Login (auto OTP)
Fixes **O1 O2**Location
Fixes **O3**Address (validated)
Fixes **O4**Property info
Fixes **O5 O6**Facilities
Fixes **O7**

Photos
Fixes **O8**KYC
Fixes **O9**Review
Fixes **O10**Honest status
Fixes **O11**My Properties
Fixes **O11**Progress you can see **O10**

A step counter on every screen and Edit links on the review page. Back and Next stay, because they already work.

Review only valid data **O10**

The review page can't be reached with junk, and no value is ever changed silently. Any cap is explained.

Help that doesn't loop **O2**

A retry time on rate limits, plus Login with Apple or a support callback.

Why the whole design is shaped this way

Trust before polish

A smoother screen on top of a false status makes the lie more believable. So I fixed what the app says before how it looks.

Put bad news early

Eligibility, taxes and rules cost the user the most when they come last. I moved each to the first moment it matters.

Only ask when needed

Login at booking, OTP from SMS, details saved for next time. Each ask I removed is a drop-off I avoid.

Same system on both sides

Guests and owners lose trust at the same point, so one status language, one set of components and one tone serve both.

One design system for both sides

Honest totals

One price, incl. taxes, from results to payment.

Rules before commitment

House rules for guests; eligibility for owners, on screen one.

Status you can trust

Hotel-confirmed bookings, saved listings, refund and review timelines.

Ask only when needed

Login at booking; OTP auto-read; details saved for next time.

Shortcuts for regulars

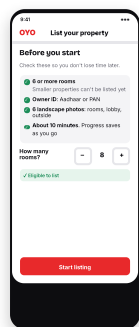
Book again, recent searches, saved guests and UPI.

Help that resolves

Check-in help, free-text support and a human handoff.

Five features that get a hotel *live, correctly*

How will it work, and why did I design it this way?



Know Before You Start O6 O8

Today 3 → 9

Eligibility and effort on screen one.

HOW IT WORKS Before any login, a checklist shows what's needed: 6 or more rooms, owner ID, six landscape photos, about 10 minutes, progress saved as you go. A rooms stepper gives an instant yes, or "we'll save your details and tell you if this changes".

WHY I BUILT IT Today an owner can type for ten minutes before learning they can't list. Bad news is cheaper the earlier it comes.

10/10 REFERENCE **Airbnb:** Opens host onboarding with an earnings estimate and keeps a visible progress tracker through setup. [source](#)

DEPENDS ON Product must agree the minimum-rooms rule is final.



Fields That Can't Lie O1 O2 O3 O4 O5

Today 2 → 9

Inline checks, required marks, GPS address.

HOW IT WORKS The address pre-fills from GPS when the owner is at the property. Every field is checked as it's typed (6-digit PIN, letters in names), required fields carry a star, the OTP fills from SMS and Submit waits for four digits, a rate limit shows a countdown, and floors get 44-pt buttons and a cap.

WHY I BUILT IT Junk that enters a live listing costs OYO far more than the minute it saves. Catch it at the field, where fixing is cheapest.

10/10 REFERENCE **Banking and UPI apps:** OTP auto-read, inline validation and retry countdowns; 44-pt minimum touch targets in Apple's guidance. [source](#)

DEPENDS ON PIN-code lookup and an SMS auto-read integration.



ID KYC That Checks O9

Today 2 → 9

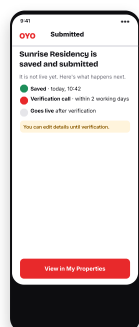
A legal step that actually verifies.

HOW IT WORKS The Aadhaar number is checked for format and checksum, the ID image is checked to be an ID card, and the name must match. A failed check says why and how to fix it. Verification should use consent-based routes such as offline e-KYC or DigiLocker, after legal review.

WHY I BUILT IT A mandatory legal step that accepts "Doremon Mishra" protects no one. This is a compliance risk before it is a UX problem.

10/10 REFERENCE **Uber, Booking.com:** Documents pass explicit verification before activation; Booking.com requires a Know Your Partner form to stay bookable. [source](#)

DEPENDS ON Legal review of how private platforms may verify Aadhaar-based identity.



True Go-Live Tracker O10 O11

Today 1 → 9

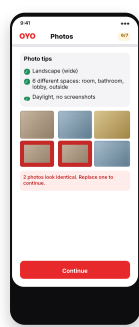
Saved, in review, live: each one real.

HOW IT WORKS Success appears only after a confirmed save. The owner sees "Submitted for review" and a timeline: Saved, then a verification call within 2 working days, then Live. The listing stays editable, and if saving fails the owner sees an error with retry while the draft stays.

WHY I BUILT IT Confetti followed by an empty page is the worst ending the longest flow could have. A truthful "in review" beats a false "welcome aboard".

10/10 REFERENCE **Uber:** Partner status model (onboarding, onboarded, active, waitlisted, rejected), each with a last-updated time. [source](#)

DEPENDS ON A backend draft-saving and status model.



Honest Facilities & Photos O7 O8

Today 4 → 9

Say what's missing; show the rules first.

HOW IT WORKS Each facility is Available or Not available, with "Add another". Installing missing must-haves becomes a clear checkbox with a 30-day window. Photo rules and examples come before upload, and duplicates and screenshots are flagged.

WHY I BUILT IT Accurate listings prevent "not as described" complaints later, and an owner should never commit to installations by tapping Next.

10/10 REFERENCE **NN/g heuristics:** Show guidance before the action (#10) and let the user say what is true (#7). [source](#)

DEPENDS ON Duplicate-photo detection.

Make every status true, *then remove friction*

What do we build first?

Priority combines severity, how many people are affected, risk to OYO and effort. P1 items lose money, stays or listings, or create legal exposure. Effort is my estimate.

PRIORITY	THEME	FOR	ISSUES	WHY
P1	Make every status true	Both	T5 O10 O11	Confirmed bookings refused at the desk; listings that vanish after success.
P1	Full price and rules before paying	Traveller	T2 T3	Surprise totals and rules at the desk break trust on the first booking.
P1	Validate owner inputs	Owner	O1 O4 O9	Junk addresses and fake KYC reach live listings.
P2	Track refunds; support that resolves	Traveller	T6 T8	Money in limbo and loops drive repeat contacts.
P2	Shortcuts for returning users	Traveller	T4 T7	Rebooking should take one tap, not a full search.
P2	Rules up front for owners	Owner	O6 O8	Hidden eligibility wastes owners' effort.
P3	Simpler menu and controls	Both	T1 O3 O5 O7	Friction rather than failure.

Release order

- Truth:** save listings before showing success; add the hotel-confirmed status (O11, T5).
- Clarity:** totals and rules before payment (T2, T3); validate owner inputs (O1, O4, O9).
- Recovery:** refund tracker and a human in support (T6, T8).
- Speed:** Book again and login at booking (T4, T7); owner rules up front (O6, O8).
- Polish:** menu and control fixes (T1, O3, O5, O7).

Dependencies

- Hotel partner commitments on honouring bookings.
- Payments: refund status from the payment gateway.
- Backend draft saving and a listing status model.
- KYC validation, PIN-code lookup and legal review.

What I would not build yet

A redesigned home feed, loyalty features or new promotions. None of them matter while a “confirmed” booking can be refused at the desk. Trust first, growth features after.

How I would know it *works*

How will we know it worked?

Guest metrics

- Search → booking conversion (first-time users)
- Check-in success: bookings honoured at the desk
- Repeat booking within 90 days
- Time to rebook (returning users)
- Refund turnaround in days

Owner metrics

- Listing completion: started → submitted
- Listings live within 7 days
- Drop-off by step

Guardrails

- Cancellation rate
- Support contacts per 100 bookings
- Average booking value
- KYC false-reject rate

Usability tests (moderated, think-aloud)

PARTICIPANTS	TASK	SUCCESS LOOKS LIKE
First-time travellers (5, never used OYO)	Book a couple-friendly room in Hyderabad for Saturday under ₹1,500 in total. Tell us the final price and the ID you need.	Finds total and rules before paying; no surprise at review.
Returning travellers (5, booked OYO 3+ times)	Book the hotel you stayed at last time for this Friday. Then cancel it and tell us when the money comes back.	Rebooks in under a minute; states refund amount and date.
Property owners (5–6, first-time listers)	Find out if your 4-room guest house can be listed; list an 8-room hotel; say whether it is live.	Learns eligibility first; understands “in review”.

Measure: completion, time on task, errors and backtracking, correct understanding of price and status, confidence (1–7). Compare current and concept flows with matched participants in counterbalanced order, then A/B test totals-upfront and Book again after release.

Limitations

One evaluator; no OYO analytics or interviews. Guest-side findings rest on two observed screens, public reviews and published research; verify them with traveller screenshots and tests. Reviews are self-selected, so they show patterns to test, not measured frequency. Owner-side findings come from a manual walkthrough of the live app. Concept screens use sample data.

Conclusion

Guests and owners lose trust at the same moment: when the app's status isn't true. A “confirmed” room the desk refuses and a “welcome aboard” listing that vanishes are the same failure. Fix the status first, then the price, the rules and the shortcuts, and both sides of the marketplace get one smooth, trustworthy OYO. Every outcome here is a hypothesis until the tests prove it.

Benchmark sources

- Airbnb: www.timeout.com/usa/news/airbnb-will-finally-display-total-booking-prices-upfront-042125
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