

GUESTLY DIRECT 2026

Direct Booking — Design Specification

The brand system, the flow and the conversion reasoning behind the new Guestly Homes direct checkout prototype.

INTERNAL · PREPARED FOR THE CTO

8 August 2026

Guestly Homes · Homely Away From Home

Colour

#2B2D42

Navy

Headings, dark bands, primary text

#FF385C

Pink

Primary CTA only — one per screen

#FFB300

Yellow

Accents: dash, save badges, design notes

#0F7173

Teal

Trust: locks, verified badges, perks

#7E7F8C

Body grey

All running copy and captions

#FAF9F7

Off-white

Section and card backgrounds

Typography

Poppins only. Bold for every headline at 110% line-height; Regular for body copy at 160% line-height. Eyebrows are 600 weight, uppercase, 0.18em tracking.

Hero · 700 · 36–64px

Homely Away From Home

Section · 700 · 28–38px

This is margin, not marketing

Step title · 700 · 22px

Details & payment

Body · 400 · 15px / 160%

Two taps if you use a wallet. Four fields if you don't.

Caption · 400 · 12–13px

Taxes and cleaning included · no hidden fees

Buttons**Radius** 8px on every button and input**Primary** pink #FF385C, white Poppins SemiBold**Shadow** 0 10px 24px -10px rgb(255 56 92 / .55)**Hover** translateY(-2px), shadow to .65**Height** 48px minimum touch target**Rule** one pink action per screen**Cards****Radius** 12px compact rows, 16px feature cards**Border** 1px rgb(43 45 66 / .08)**Shadow** 0 1px 2px rgb(43 45 66 / .05), 0 14px 34px -20px rgb(43 45 66 / .24)**Lift** 0 2px 6px rgb(43 45 66 / .06), 0 26px 50px -26px rgb(43 45 66 / .30)**Selected** pink border + pink 6% fill; add-ons use teal**Dash** 34 × 4px, radius 999px, yellow, 16px under a title

Landing to confirmation

Eight screens, one continuous decision. Nothing is asked twice and the price is never hidden.

01 Landing — Guestly Direct 2026 /

The internal pitch. Hero, funnel data, the leak, Maria's story and the payoff. Its job is to make the cost of the current checkout undeniable before anyone sees the prototype.

02 Password gate / (section)

A navy band that gates the prototype behind a single shared password. Keeps the demo internal without building auth.

03 Property listing /stay

IBR Cozy Apartment in Boden. Gallery with lightbox, sticky section tabs, amenities, bedrooms, location, reviews and the booking widget. Dates and guests are chosen here — once.

04 Step 1 — Your stay /checkout

Dates and guests arrive from the listing as search params and render as a compact summary card with an Edit dates toggle. Direct entry still gets the full calendar.

05 Step 2 — Choose how you want to stay /checkout

Flexible versus Committed, two options in plain language, with the six direct-booking perks shown as included value rather than fine print.

06 Step 3 — Add-ons /checkout

Three optional upsells with teal selected states. Priced, skippable, and never blocking the path to payment.

07 Step 4 — Details & payment /checkout

Express wallet pay first, then four fields. A five-star guest review sits at the anxiety peak, with the total and cancellation terms visible the whole way.

08 Confirmation /checkout

Booking reference, stay summary and three real calendar actions — Google, Outlook and an .ics download built from the booked dates.

Why each screen looks like this

These are the annotations behind the Design Notes toggle in the prototype.

- **Billboard effect**

The hero has one job: land the claim in the first three seconds. One headline, one number, one action.

- **Price transparency before commitment**

The nightly rate, the total and what's included are visible from the first screen. No fee reveal at the last tap.

- **Asked once, remembered**

Dates and guests are chosen on the listing and carried into checkout. Re-asking guests to re-decide is how you lose momentum.

- **12% weekly = the Committed rate**

The listing's weekly promo and the checkout's Committed rate are the same discount, told once. One consistent story builds trust.

- **Plain-language cancellation**

Every rate states its terms in a sentence a guest can repeat out loud, next to the price it applies to.

- **Social proof at the anxiety peak**

A five-star stranger vouches exactly where 7 of 10 guests walk away — beside the card field, not on a separate reviews page.

- **Sticky total transparency**

The running total and primary action stay pinned to the bottom on every step, so the price never changes out of view.

- **Two paths, not eight**

Rate choice is binary. Plain language and a hard cap on options kill decision paralysis.

Included when you book direct

Shown on Step 2 as included value, not fine print. Six reasons an OTA cannot match the same apartment.

24/7 Gym Membership

Full access for the length of the stay, included with every direct booking.

Our Best Direct Rate

Never beaten by an OTA listing of the same apartment.

Priority Early Check-in

Direct guests are first in the queue when the apartment is ready early.

Priority Late Checkout

Same priority on the way out, subject to the next arrival.

Flexible Stay Extensions

Extend a stay in place instead of rebooking through a channel.

Human Support, 24/7

A real person on the other end, for the whole stay.

Cancellation model

Four windows, four outcomes, always stated in a sentence a guest can repeat.

Free cancellation	15+ days before arrival	0% charged
Partial refund	5–14 days before arrival	50% charged
Non-refundable	0–4 days before arrival	100% charged
No-show	Without notice	100% charged

Flexible rate — cancel free until 24 h before check-in, pay at arrival.

Committed rate — 12% less, paid today, no changes or refunds. The discount is the reason, and it is said out loud.