

Digitalisation of Housing in Nepal

Kushal Atreya
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Need for digitalisation of housing

The subject of the thesis was to develop a web-based apartment rental service with a business model from the field survey, observation and research.

The main aim was to cut the complication of the traditional way of renting by digitalisation. Featuring the rentals for the landlords, and by providing a visual dashboard for the tenants who can search the right apartment with the search and sort parameters like location, size, facilities and more. (Figure 1.)



FIGURE 1. Front-page of the site.

In-App Filter

The website facilitates search, sort and filter methods for the tenants. One can search the rental based on location, sort it with properties like room rent, the size of an apartment, available facilities like parking and more.

In-app filter functionality results in better user experiences.

Observation and Survey

76 people took the survey combined. 64 tenants and 12 landlords. 75% of the potential tenant were eager to go online to find the room. Among the 75%, 62.5% of them were willing to go online just to check if there is a better-valued room.

About 58% of landlords were positive about posting the room online. However, when the advantages was explained, 83% of them were willing to go online and post rental.

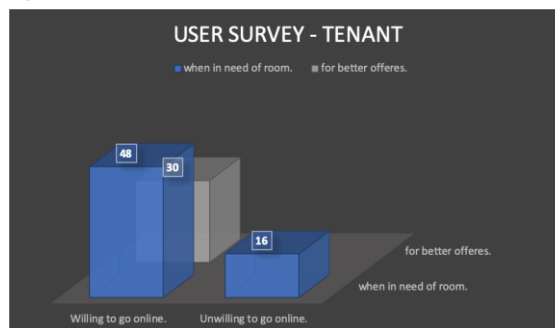


FIGURE 2. Tenant survey.

Evaluation of the Study

Around 58.65% of people in the capital city of Nepal live in a rental apartment (Central Bureau of Statistics 2011), which shows the availability of the market. Furthermore, the acute observation on user needs and behavioural studies alongside with the field survey gave an excellent development ground for taking the next step in web-app development. It proved the availability of the market and also the willingness of the people towards technology.

Market Analysis

- **85.26%** of the population resides in their own house in Nepal.
 - Renting the property is considered as one of the major sources of livelihood.
 - most of the buildings are constructed with renting in mind.
- **58.65%** resides in rental apartment in Kathmandu (capital city)
 - More than **800,000** people are staying in rental apartment.

FIGURE 3. Market Analysis

Applicability and Evaluation of the End Product

The prototype is interactive and demonstrates how the application should feel and function. The detail view page displays everything about the rental property and what it has to offer. Tenant can sort and search among the available rentals and choose the most favourable rental.

From the observation, survey and market analysis, it was funnelled if correct marking is done and straightforward UI and UX is designed, more landlords would be interested in getting in.

References

Central Bureau of Statistics. 2012. 2011 Census. Highlights of the census results. National Population and Housing Census 2011. Date of retrieval Jan 30, 2020, <https://unstats.un.org/unsd/demographic-social/census/documents/Nepal/Nepal-Census-2011-Vol1.pdf>.