

Renta

Ahmed Mohamed Didi

Project overview



The product:

A responsive website that allows you to search for apartments and other properties in the Maldives. The goal of this project is to make the process of booking apartment viewings considerably easier.



Project duration:

April 2021 to June 2021

Project overview



The problem:

Due to a lack of information on apartment listing websites, it is difficult to obtain accurate information and schedule viewings.



The goal:

Creating a responsive website where the user can quickly check the apartment details and photos and schedule a viewing date.

Project overview



My role:

Designing a responsive real estate website for finding apartments and other properties in the Maldives.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs..

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



While the user group agreed with the initial expectations about renting apartments and tenants, the research also revealed that the number of websites for apartment listing was not the only factor preventing users from renting an apartment.

Obtaining accurate information about listed apartments does not provide sufficient information such as 'whether the building has a lift or the size of the apartment.' Instead of going to view the apartment, people can see the size and available facilities by going to view the apartment. As a result, I decided to include these features and make it simple for users to schedule viewings of apartments or properties in the Maldives.

User research: pain points

1

Information

Most of the listings does not provide sufficient information and photos.

2

Accessibility

There are few resources for finding apartments, and there are even fewer listings.

3

Trust

Renting from a third party will result in a higher price.

Persona: Imdad

Problem statement:

Imdad is an IT professional who needs to find apartment online, because he needs view and book online due to his hectic work schedule.



Imdad

Age: 41
Education: College
Hometown: Addu City
Family: Married
Occupation: IT Professional

"I'd like a service that allows me to search for apartments, view photos, and schedule viewings."

Goals

- Find apartments with ease.
- View photos and book for viewing.
- Easy navigation for finding apartments

Frustrations

- Listings doesn't have enough details.
- Have to call the owners for information.
- No proper service for finding apartments

Imdad is a 40-year-old IT professional who works in Male. He was living on the island of Villingili, which is close to the capital. Due to his work schedule, he had no choice but to relocate to Male' and rent an apartment.

Persona: Ameen

Problem statement:

Ameen is an Hospitality professional who needs to find an apartment in Hulhumale, because He works at the airport and wants to relocate Hulhumale, but finding an apartment is difficult.



Ameen

Age: 46

Education: High school

Hometown: Addu City

Family: Married

Occupation: Hospitality Professional

"There should be a simple way to find apartments, book them, sign contracts, and pay."

Goals

- To have a service dedicated for finding apartment..
- View photos and book
- Hassle free platform for finding apartments.

Frustrations

- Listings are confusing.
- Every Time have to call for information .
- No proper service for finding apartments

Ameen is a 46-year-old Hospitality professional living and working in Male', Maldives. He is from Addu City and has spent his entire life in Male'.

User journey map

Mapping Ameen's user journey revealed how useful a website for finding apartments in the Maldives would be for users.

Persona: Ameen

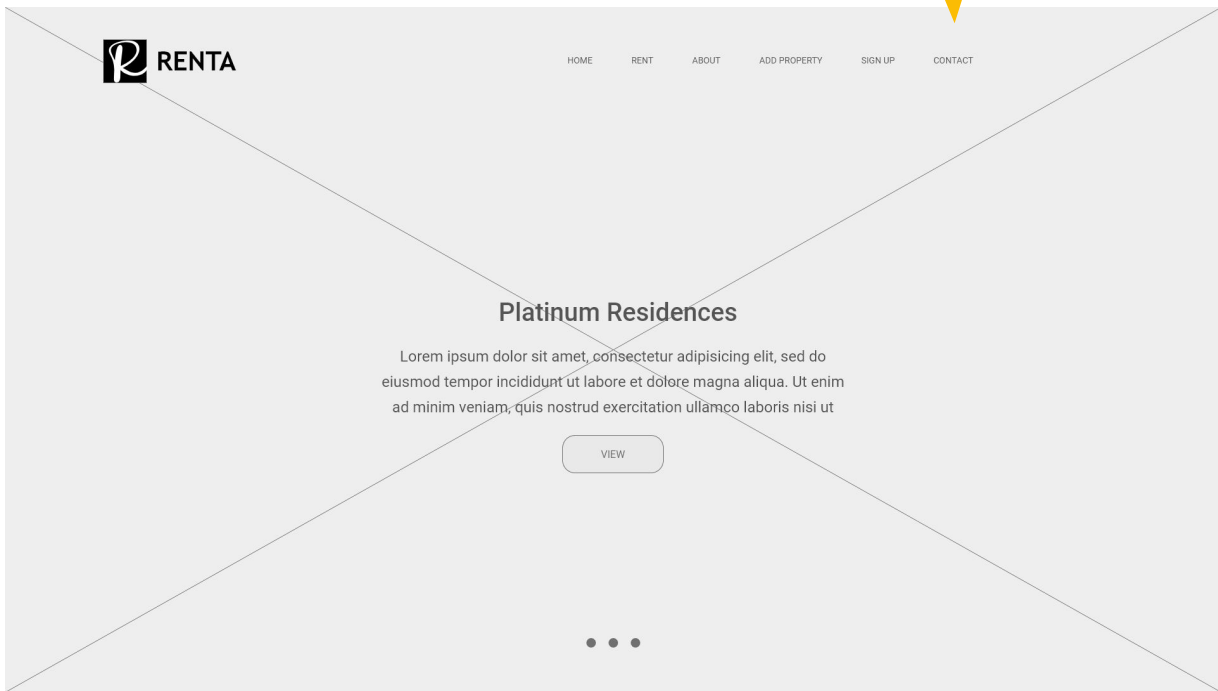
Goal: Find apartment with ease

ACTION	Sign up	Search for apartments	Choose an apartment	Schedule viewing	Confirm and sign contract
TASK LIST	Tasks A. Enter sign up information B. Get registered	Tasks A. Search by location. B. Search by budget. C. Check ratings	Tasks A. Scroll through the pages. B. check the information. C. Click schedule viewing.	Tasks A. Select a date for viewing. B. Click "checkbox" terms and condition.. C. Click confirm	Tasks A. After viewing apartment. B. Sign the contracts. C. Move into new apartment.
FEELING ADJECTIVE	Excited Happy	Wondering	Excited Relieved	Hopeful Curious	Excited Satisfied
IMPROVEMENT OPPORTUNITIES	None	Add search by distance filter	Virtual tour can be a huge game changer.	Area to improve	Use E-signature in contracts. Go green!

Digital wireframes

First wire frame, I've decided to use only Menu which isn't accessible to some users.

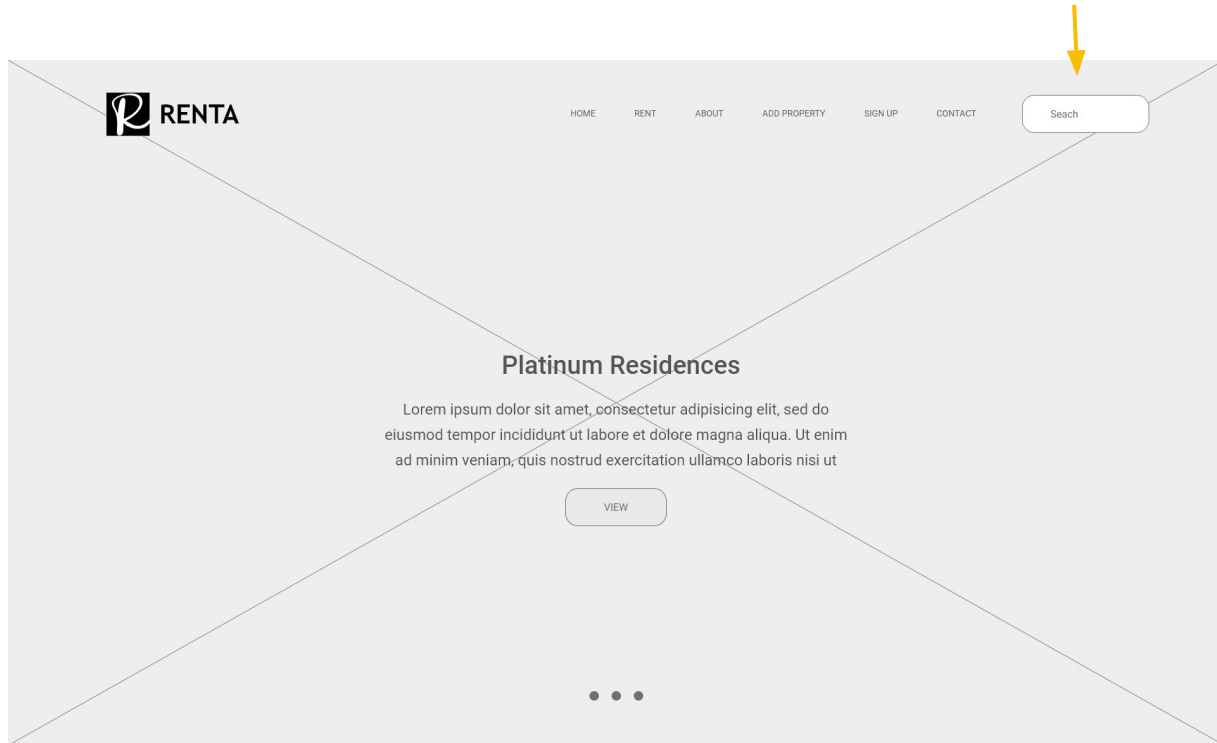
Menu before usability test



Digital wireframes

The home screen has been updated to include a search option in the menu, making it more accessible to the majority of users.

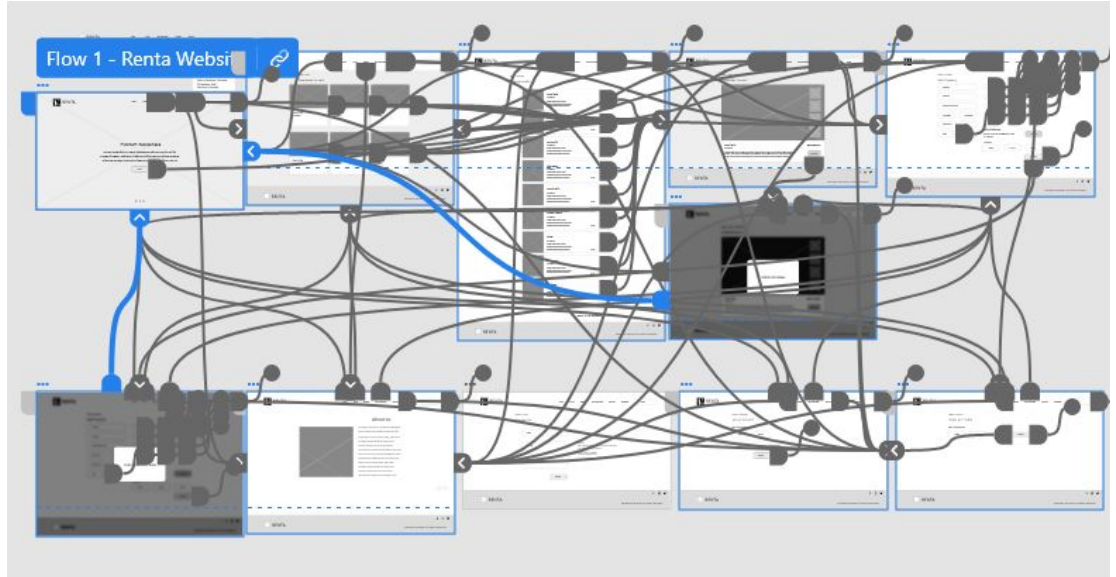
Menu updated with search feature



Low-fidelity prototype

Lo-Fi prototype of Renta app updated with new screens.

Link to the prototype: [Renta app Lo-Fi prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Male', Maldives; remote



Participants:

5 participants

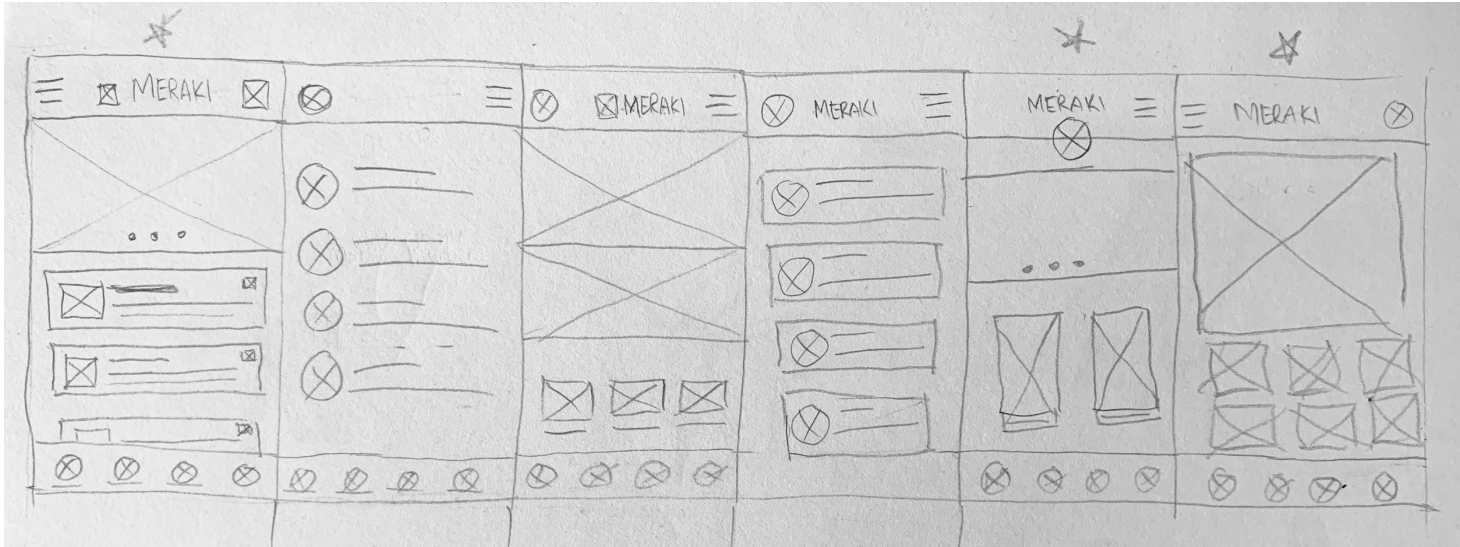


Length:

15 - 20 minutes

Paper wireframes

Prioritize star wireframe drawings for use in digital prototypes. I chose the sixth sketch because it is by far the most accessible design for me.



Usability study: findings

These were the primary findings of the usability study.

1

Efficiency

Users who wants to find apartments in the maldives..

2

Customization

Users require a search option on the home screen.

3

Convenience

Users wants a reservation option for viewing the apartment..

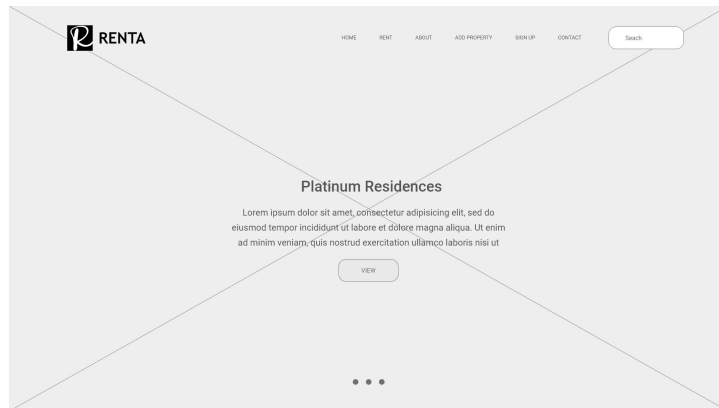
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

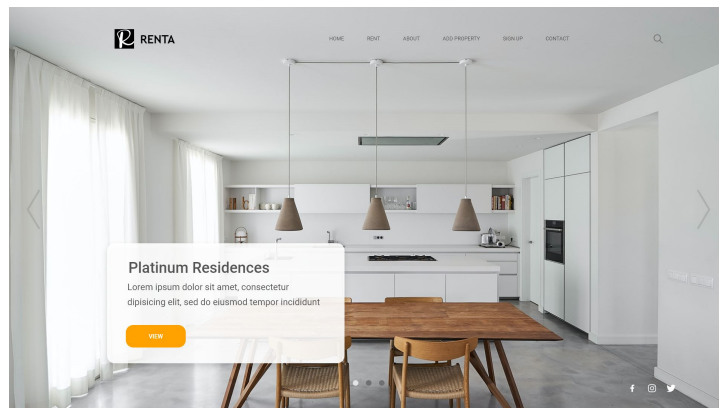
Mockups

I came up with a few actionable insights from the usability studies. One of them was to add more sign-up options to the app's home screen, making it easier for more users to sign up.

Before usability study



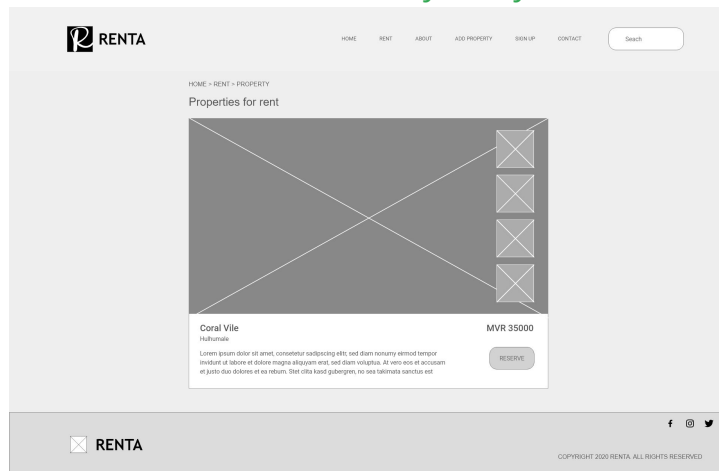
After usability study



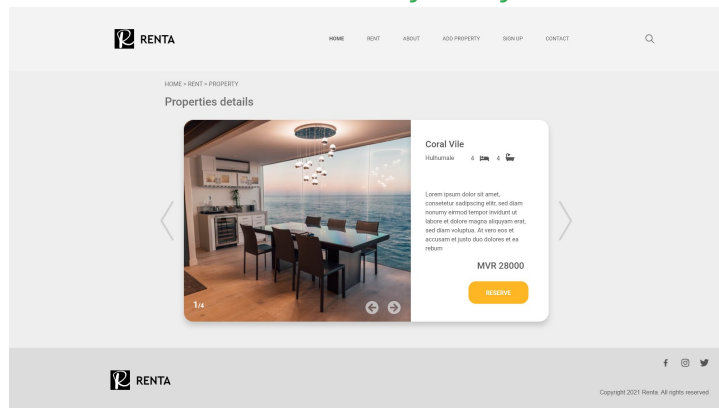
Mockups

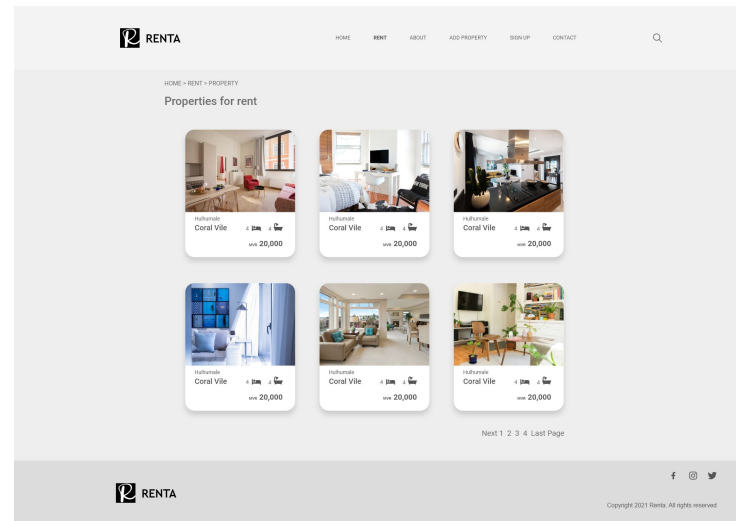
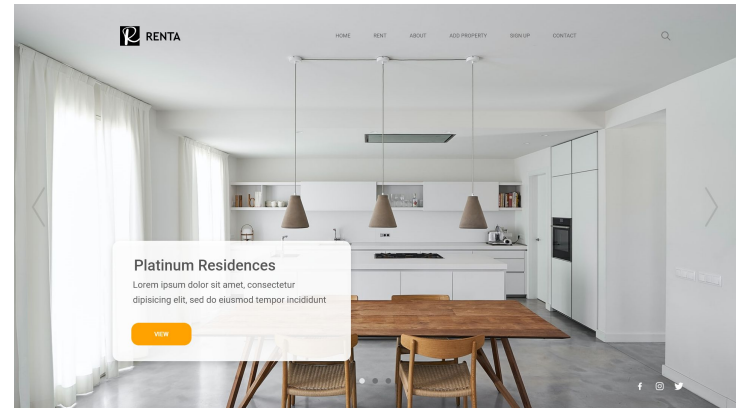
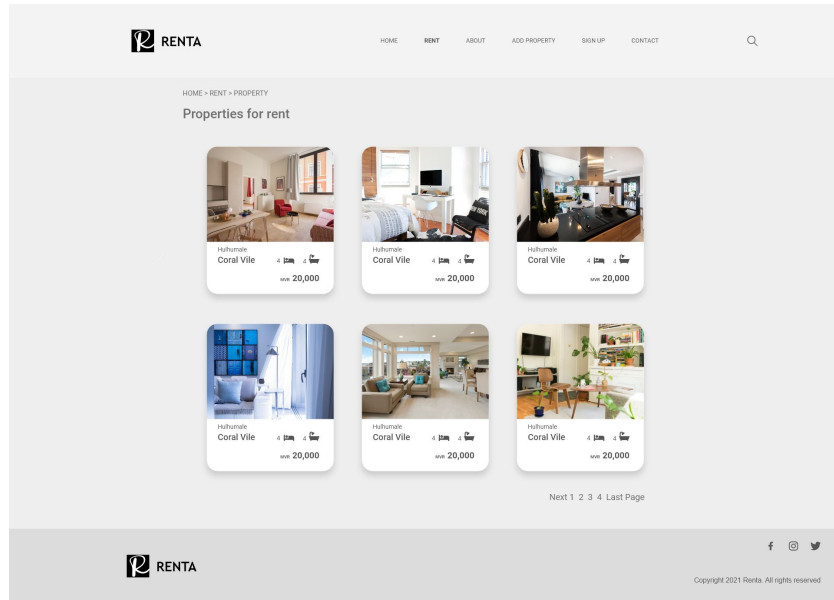
Another iteration was to make the interface more user-friendly by adding a scrolling feature for the best-selling items. This will assist the user in quickly locating fast-moving items.

Before usability study



After usability study



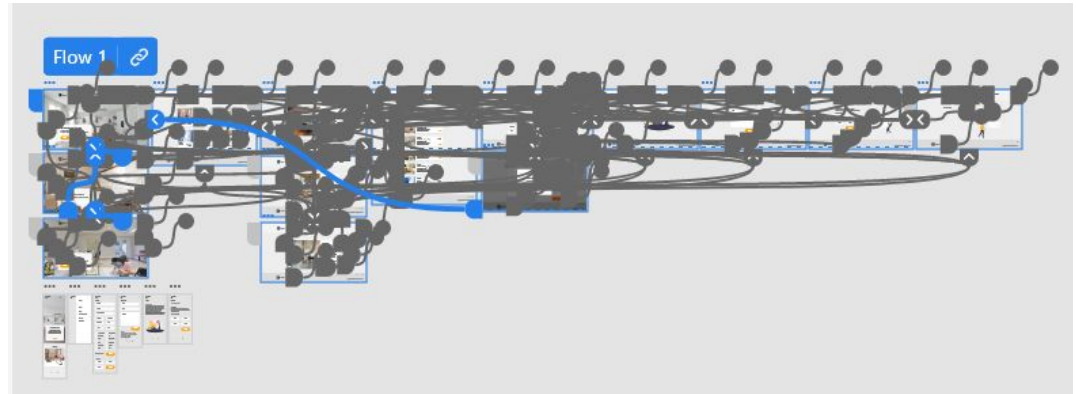


High-fidelity prototype

The Hi-Fi prototype adopted the same "Renta website" user flow as the Lo-Fi prototype, but with design improvements based on the usability study's findings.

View Renta website

[High-fidelity prototype.](#)



Accessibility considerations

1

After doing a usability research, I decided to add a search feature. This improves the website's accessibility.

2

Users can add properties for rent, along with their amenities and features.

3

With a few clicks, users can now reserve apartments for viewing.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website gives consumers the impression that the Renta app is truly concerned with meeting their needs.

One comment from a peer: "I'd like a service that allows me to search for apartments, view photos, and schedule viewings."



What I learned:

While designing the Renta website, I discovered that the initial app concepts are only the start of the process. Usability studies and peer reviews inspired each iteration of the app's design.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed

2

Conduct more user research to determine any new areas of need.

3

Keeping up with design inspiration and technology in order to keep up with the latest trends and applications.

Let's connect!



Thank you for your time reviewing my work on the Renta responsive website! If you'd like to see more or get in touch, my contact information is provided below.

Email: amd@eszo.com

Website: amdcreations.com

Thank you!