

Rental Website for Rentals and Landlords

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Project overview



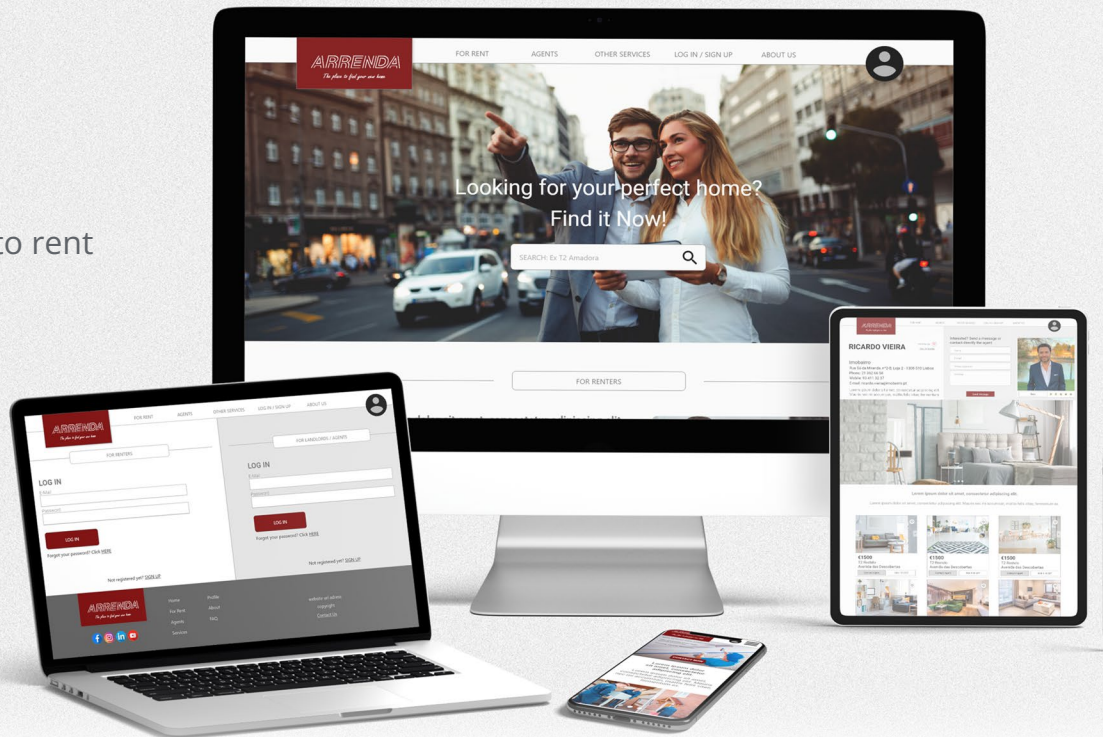
The product:

A new website that allows users to rent their new home and landlords to promote it.



Project duration:

February 2021 – March 2022



Project overview



The problem:

Renters had some difficulty to get feedback from the agents or specific details when searching for a new home to rent.

Most of the properties shown on my searches are not what I'm looking for



The goal:

To offer users the possibility to rate agents and find reliable professionals when renting a new property, and to create a renter profile in order to facilitate their search for a new home.

Provide a personalized experience for renters when using the website

Project overview



My role:

UX designer and UX researcher



Responsibilities:

User research, wireframing, prototyping, testing

Understanding the user

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

User research: summary



After some interviews made, an empathy map was created in order to understand users needs and frustrations, taking over 18 years old persons with diferent age, gender, professional background and location.

Different people leads to different answers, with two type of personalities.
The typical renter that wants to know if they can bring their pet or if there is a good school offer nearby or agents that can be on top of searches due the positive rating gained from renters feedbacks.

User research: pain points

1

Pain point

No info about the agent or agency that manages the property

2

Pain point

Time lost when seaching for a property and hundreds are shown and only a few match the desireble new home

3

Pain point

As an agent to be lost between dozens of other agents even if I can provide a better service

4

Pain point

Lack of details like neighbourhood info, lifestyle, facilities...

Persona: Anna

Problem statement:

Anna is a full time mom, who looks to provide the best for her kids, including a perfect place to live, that needs a way to optimize her home seaching, because there's very short info on the existing online platforms.

Goals

- To give the best for their kids.
- To find the perfect place to live, specially if close to the beach.
- Learn Portuguese

Frustrations

- "People who don't answer phone calls"
- "To trust in rentors she don't know"
- "It's difficult to find the perfect spot in so many offers, specially if no detailed information about the neighborhood is available."

"I lived in 4 different countries so far, and being a mom of 3, it's a lot to take care of."



Age: 35
Education: Marketing Degree
Hometown: Oporto
Family: Married with 3 kids
Occupation: Housewife

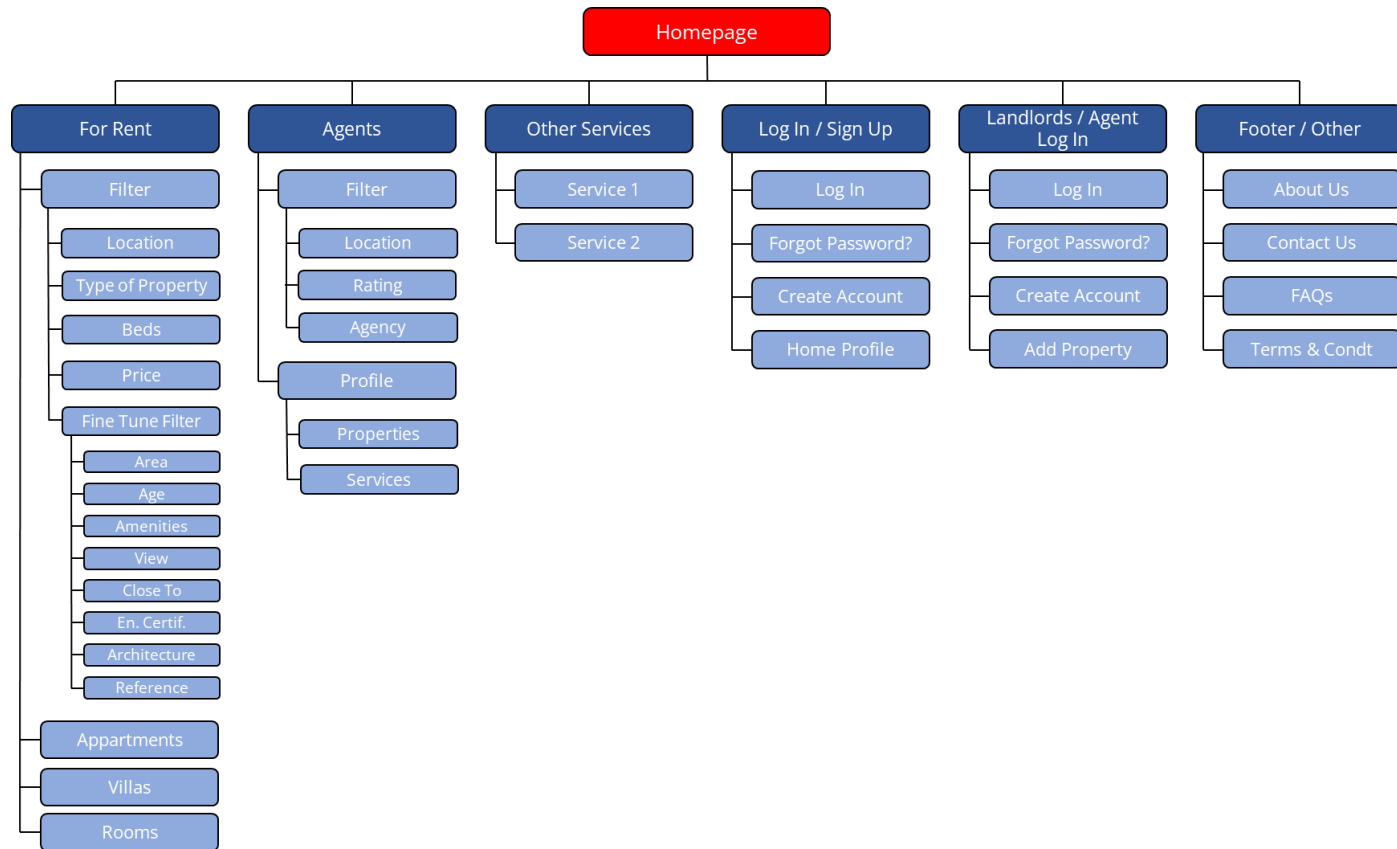
Anna is a mid-class housewife with a busy and demanding schedule due the 3 very young kids. Anna is looking for a 4 bedrooms house with backyard in a calm and peaceful neighborhood, with good elementary schools. She needs to find their perfect spot that for sure will be close to the beach. A trustful rental agent/manager would help her with this task.

User journey map

Persona: Anna
Goal: Optimize home searching

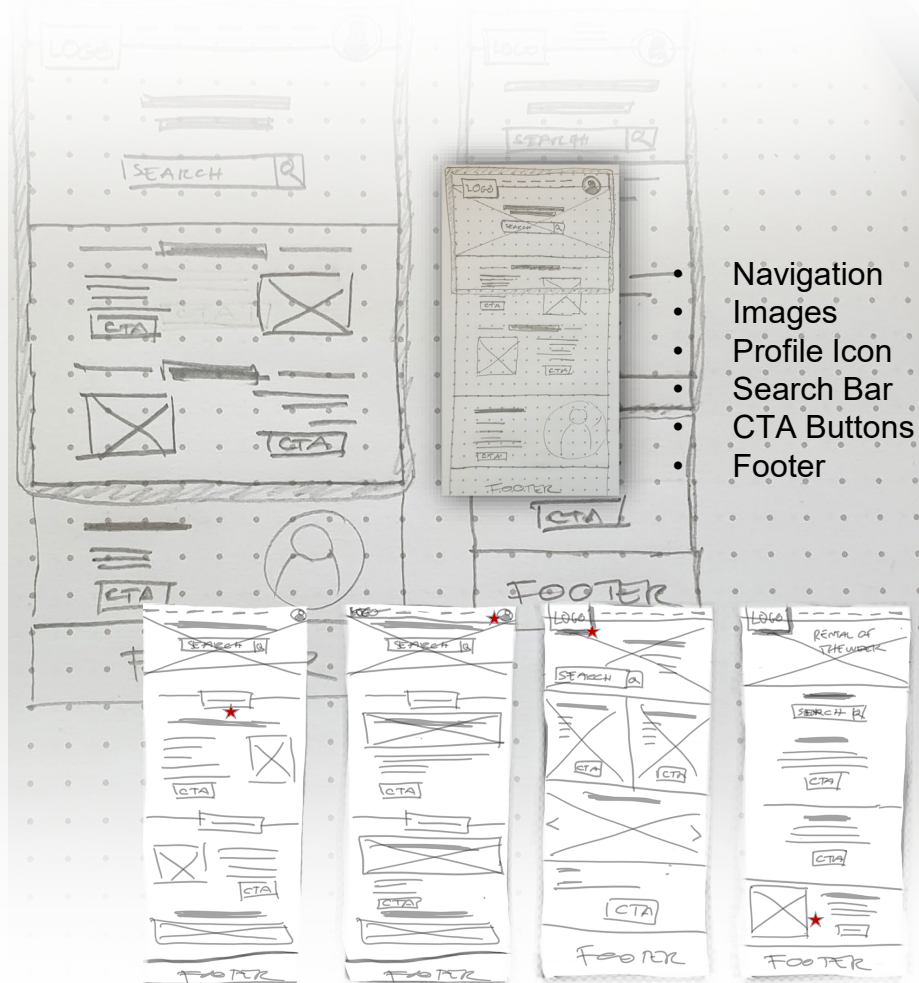
ACTION	Go to a Real Estate Portal	Look houses for rent	Select the potential house	Contact the agency	Sign the contract
TASK LIST	Tasks A. Browse a portal B. Open theportal	Tasks A. Use a filter to find a house B. Search the house C. Read info about the house D. Repeat it several times until find a good one	Tasks A. Choose a house B. Discuss with the family about it C. Take note of the contacts	Tasks A. Call the agent or landlord B. Ask a few questions C. Visit the property	Tasks A. Discuss financial terms B. Send necessary documentation C. Sign the contract D. Receives the key E. Moves to the new home
FEELING ADJECTIVE	- Excited - Curious - Confused and indecise regarding the portal	- Upset because there is tons of houses and many are not what she is looking for - Frustrated due the lack of information about the neighborhoods - Tyred of the repetitive task	- Optimistic - Excited - Rushed	- Inpatient - Frustrated when the phone call is not answered - Suspicious about the rent manager credibility - Amazed with the new house	- Rushed - Inpatient - Excited - Angry about the price of the rents - Relieved
IMPROVEMENT OPPORTUNITIES	Inovative rental portal with strong Ads campaign in order to catch potential renters attention based on their profile	Create an user profile in order to deliver the properties according with the user preferences and lifestyle	High detailed info about the property including schools, nearest neighborhoods, including users rating	Rated agents will increase their credibility on the potential renters and landlords. Dedicated agent will more often pick up the phone than the landlord when renting by himself.	Possibility of rate the agent linked to the process will help future renters or landlords in next transactions.

Sitemap



Paper wireframes

Taking in care the painpoints of the potential users, I took some time to draw a few wireframes that could solve some of them giving priority to the time saving and easy to use functionalities.

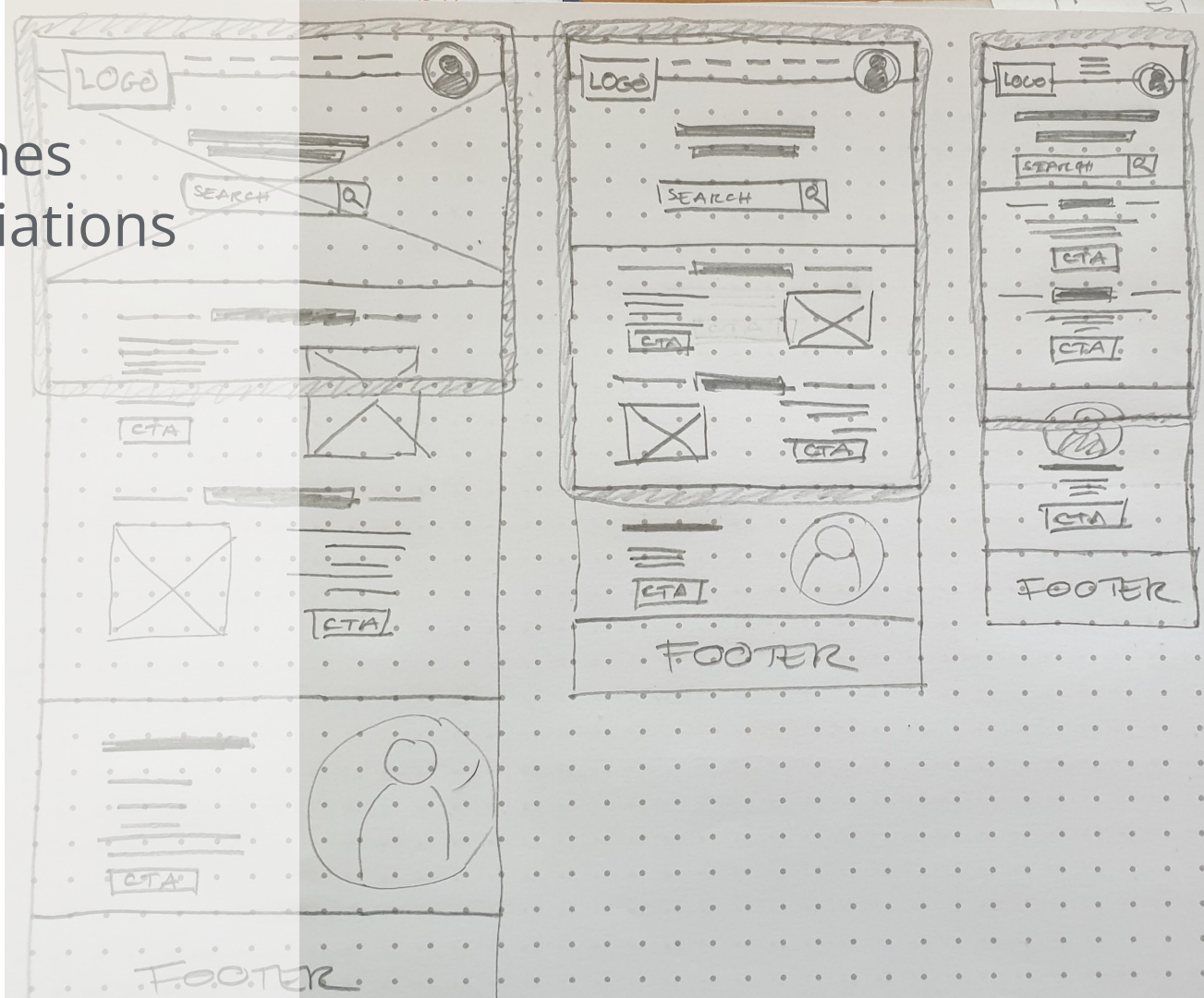


Stars were used to mark elements of each sketch that would be used in the initial digital wireframes

Paper wireframes

Screen size variations

Taking in care the mobile users, a fully responsive website needed to be designed to be used in different screen sizes as tablets and smartphones



Digital wireframes

Based on users feedback and needs, it was important to achieve a design result where time saving would be the main goal, including tools that will help users to gain this extra time at their future searches.

Easy to find
Search bar

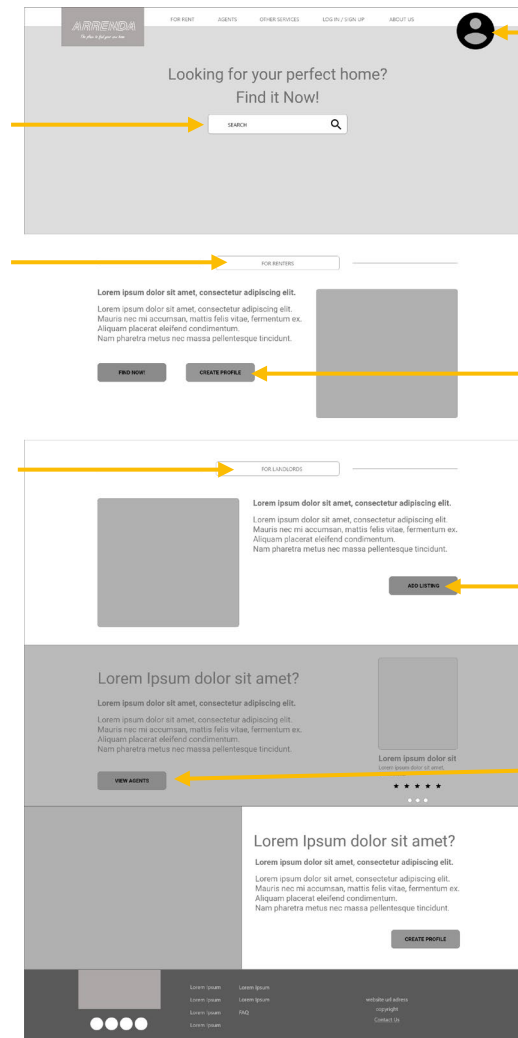
Easy to log in
and set preferences,
saving time in the
next searches

Clear
indication that
section 1 is for
renters and
section 2 for
landlords
saving both to
open
additional
pages

Create a profile and
set preferences for
next searches

Direct link (CTA) for
landlords to add a
new property

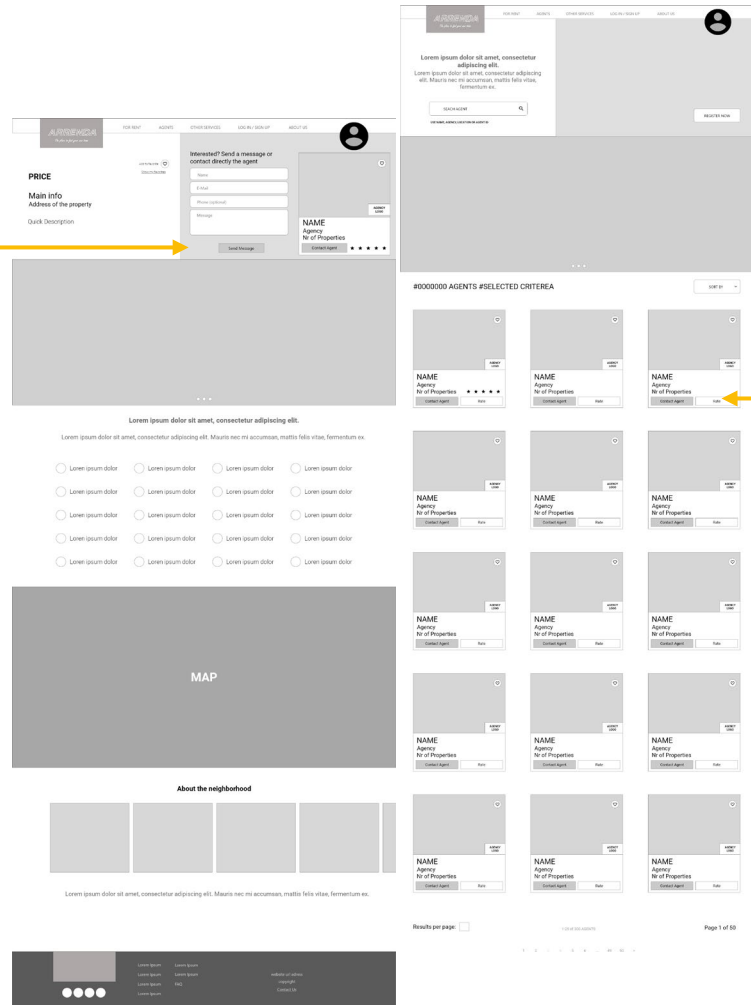
Quick step for
renters to search
about the existing
agents



Digital wireframes

Different color will create a immediate visual separation between the two boxes

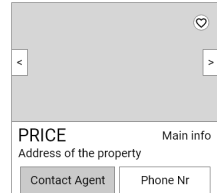
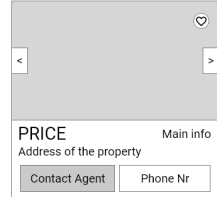
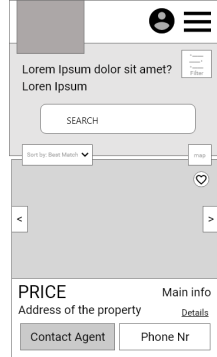
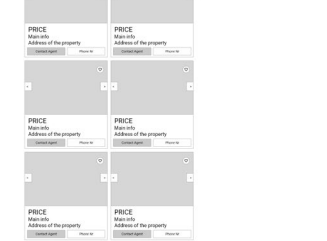
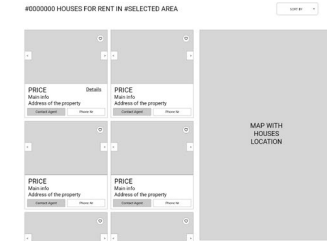
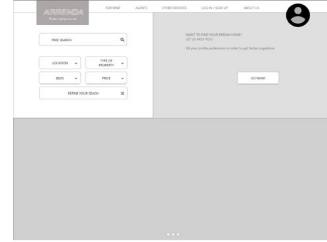
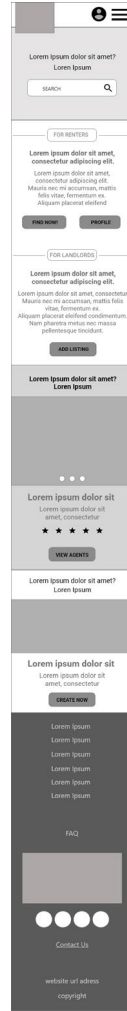
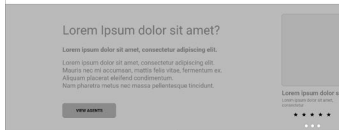
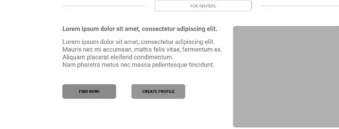
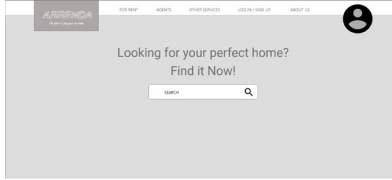
Rate Button will allow users to give a 0 to 5 stars classification on the selected agent allowing them to share their experience with other users.



Different colors in order to give emphasis of both buttons.

Digital wireframes

Screen size variations

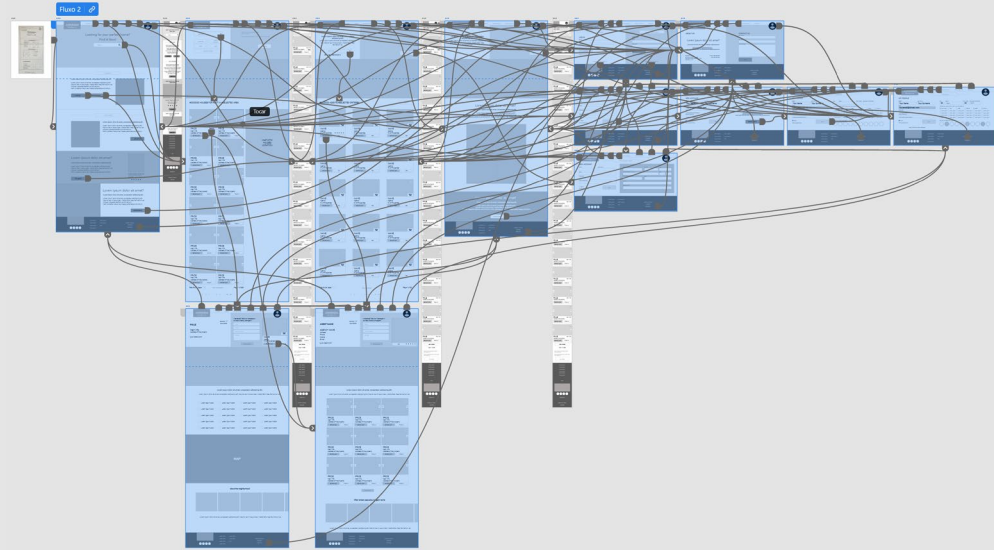


Low-fidelity prototype

An user flow was created based on the inputs from our Persona (Anna).

From searching on the homepage, looking at the available properties and checking the agent, till the contact is made. Also a new account can be created including a personal profile.

To see this workflow, follow the [Link](#)



Usability study: Parameters



Study type:

Unmoderated usability study



Location:

Lisbon, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

A short introduction to the usability study findings:

Findings

- 1 Users like the simple process
- 2 Users wants quality rating option
- 3 Users were confused about "professionals" at the menu
- 4 Users were pleased with the profile settings
- 5 Users found color scheme helpful

Refining the design

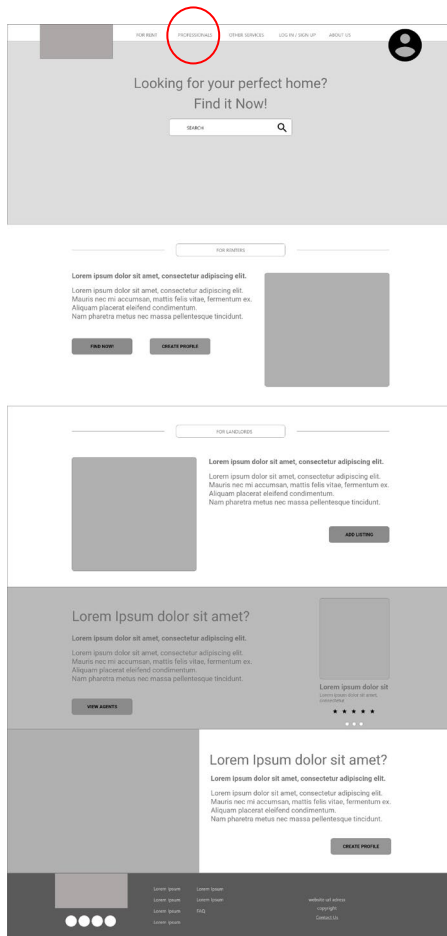
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

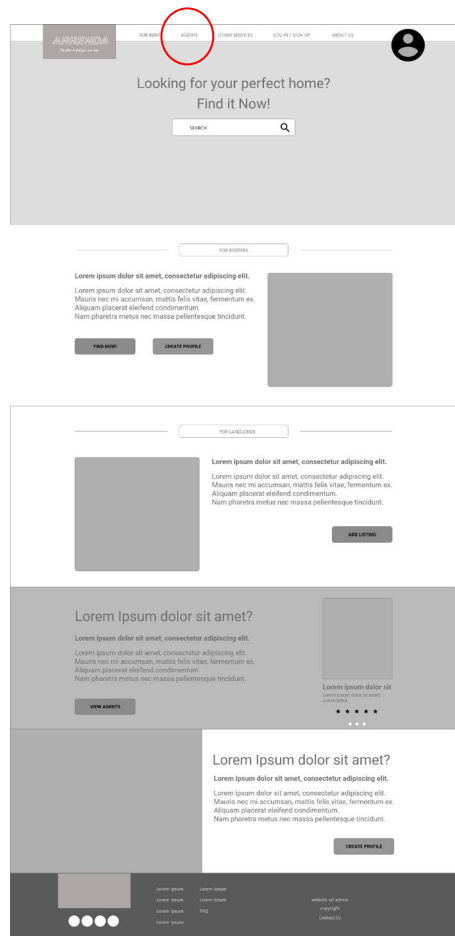
Some users were confuse with the professionals menu item and were not able to quickly find the agent page in order to rate him from any point of the flow.

A change of name to agents helped users to better understand it.

Before usability study



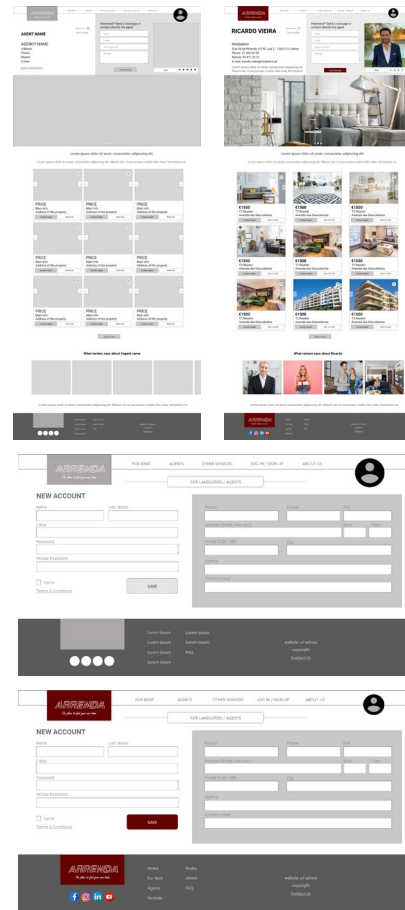
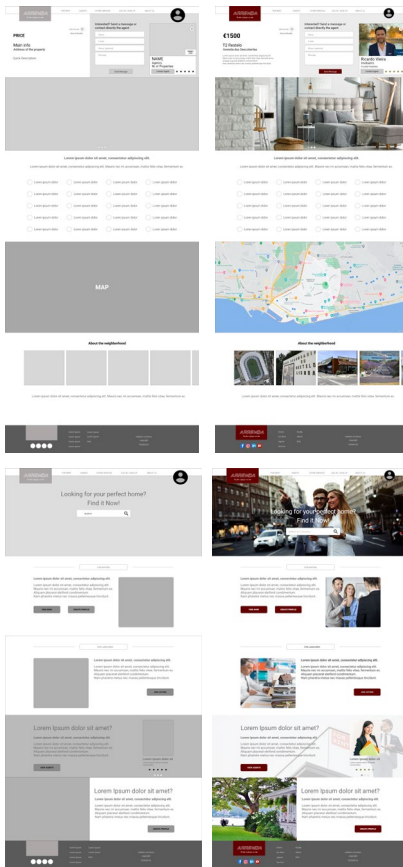
After usability study



Mockups

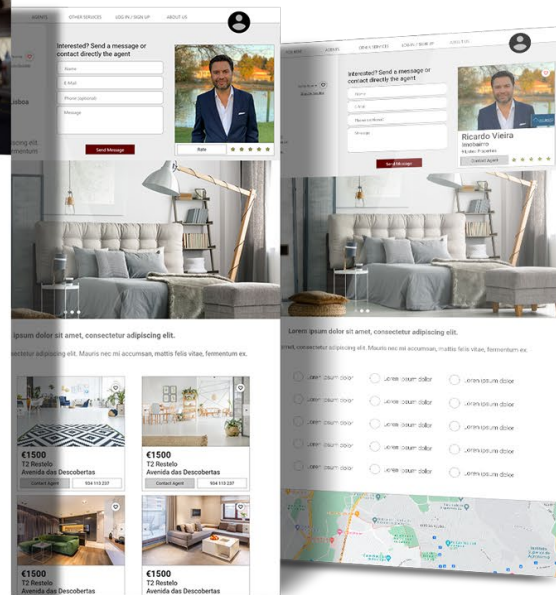
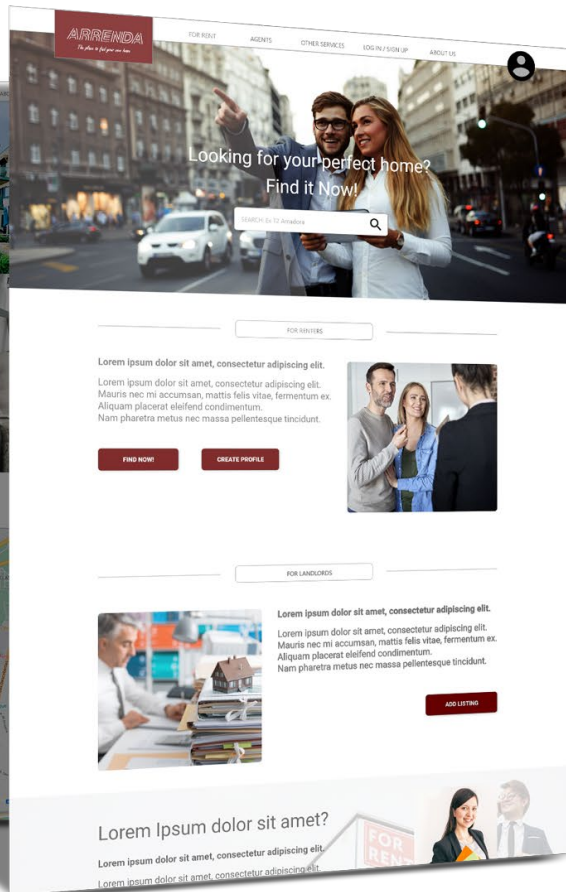
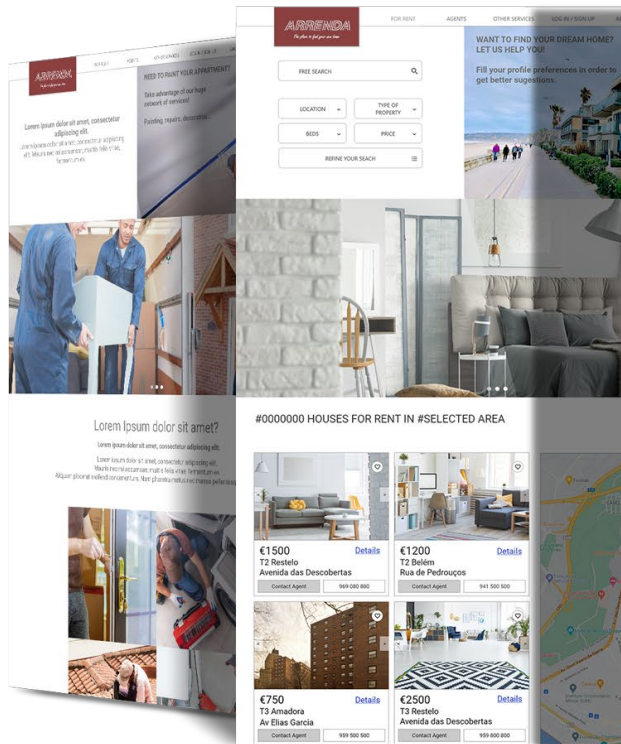
CTA were highlighted with the same dark red color of the company logo to let users quickly understand it is a linkable button to an important action. At the Home page, header's search bar position was slightly moved down in order to give more emphasis to the text.

From Low Fidelity to Hi Fidelity Mockups



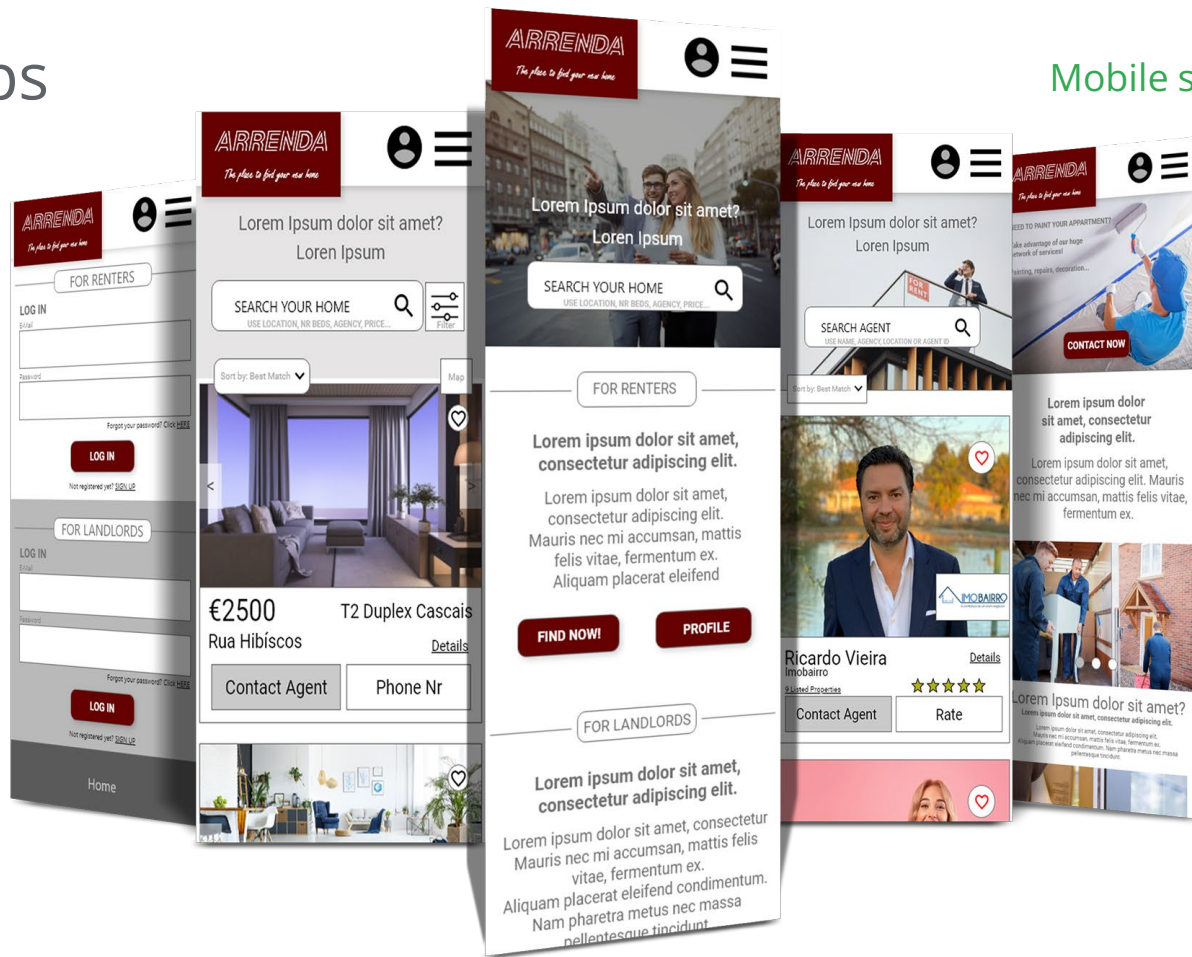
Mockups

Original screen size



Mockups

Mobile screen size



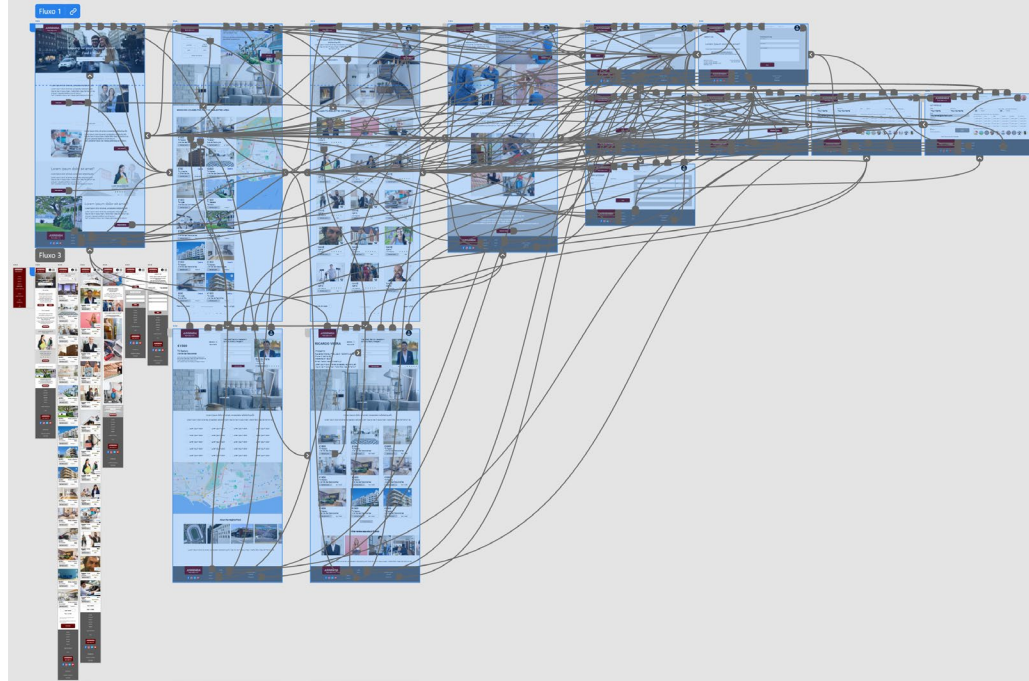
High-fidelity prototype

This is the Renters flow at the Rental Website.

About Us and Log-in / Sign Up also available.

View the Rental Website here:

<https://xd.adobe.com/view/af101dc1-e5ae-45b3-a6e8-928e3bd0dfb9-fa43/?fullscreen>



Accessibility considerations

1

Thinking on the accessibility, a higher contrast was used in the text and the related background. Darker Red and Dark Grey were chosen taking this in consideration. Detailed pictures of each property allows users to evaluate them easily.

2

Content easily understandable – simpler language reaches more users, as do effective information hierarchy, progressive disclosure and prompting. Also the use of icons makes the navigation easier.

3

Exemplificative text within the search box will help users to quickly understand what to search and how they can search. Search bar allows different searching criteria.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"I would be glad to have a website like this. For me as a mom of 3 young kids, would be perfect to have website that could help me to find the best neighborhood for us to live, according with our personal preferences."



What I learned:

People wants to have everything delivered very quickly. A search engine that already knows their preference is valued. A trustful rating system also help them to move forward in a big decision like choosing a new home to live. Saving time for the most important things

Next steps

1

Complete the other
two paths:
Landlords and Agents
(At this stage, only renters
was designed)

2

Send to production in
order to get a full
operational website

3

Upgrade the site
experience with a mobile
app.
Some users found it an
interesting option.

Let's connect!



Please feel free to contact!

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[LinkedIn](#)

Thank you!