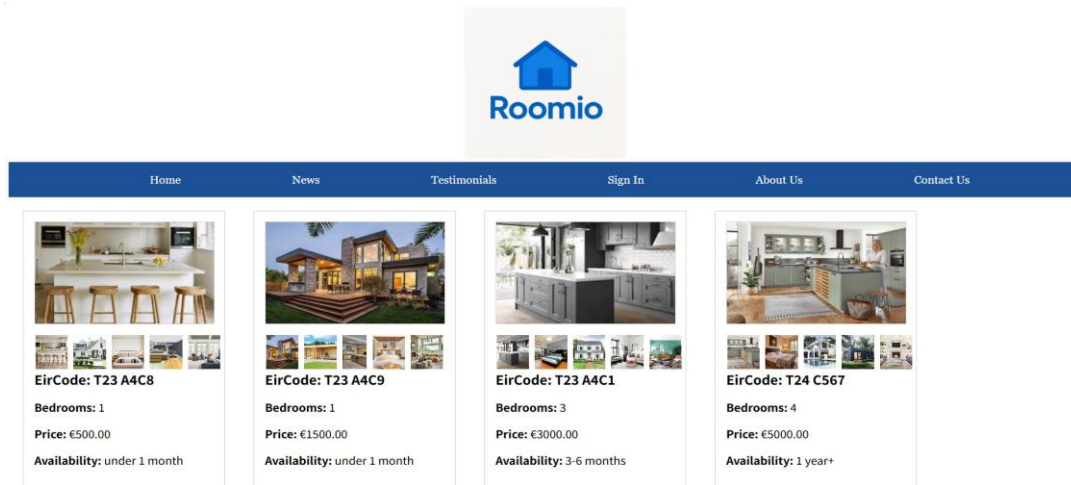


Roomio – UX Case Study

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Overview

Roomio is a web-based accommodation management system designed to connect landlords and tenants. The goal was to create an intuitive, responsive, platform that simplifies the process of listing, searching, and managing rental properties.

Problem

The existing rental websites often leave users at a loss with their messy layout and navigation. It is difficult for students and small landlords to effectively find or post properties. My goal is to design a simple and reliable platform to meet the needs of both sides.

User Research

I interviewed five students and two landlords to uncover their main challenges on finding an accommodation. Tenants wanted quick searches and transparent prices, while landlords needed easier listing management. These insights led to two key personas: the busy student and the independent landlord.

Design Process

I mapped user flows and created wireframes in Figma, emphasizing clarity and mobile responsiveness. Through iterative testing, I simplified the registration process, optimized search filters, and improved layout readability. The interface was developed using HTML, CSS, JavaScript, PHP, and MySQL.

Outcome

Users can easily browse, post, and manage listings through a clean dashboard. Testing showed faster task completion and improved satisfaction. The minimalist interface and clear navigation increased user trust and engagement.

Reflection

This project strengthened my understanding of user-centered design and responsibility in software development. I learned how attention to detail and iterative improvement create meaningful, accessible user experiences.