

# TENANTS

Securing apartments on the Go

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Project Duration: 1Month

## Tools

Miro  
Figma  
Lookback  
Zeplin

# Challenge or Problem Overview

It has always been a pain in the lives of individuals, trying to get new apartments, either moving to a new city or busy schedules to make out time to check out every other apartments before narrowing down to the few they would eventually consider. I am interested in creating a digital solution (mobile app) that would ease this pain point and save a lot of time and resources, by narrowing down this needle in a hay stack search. This product would enable tenants narrow their search for apartments to location, price range, size etc. they would be able to browse through pictures of favorites and eventually schedule meetings to checkout their preferred choice on the GO.



# Interview Notes

P1

i usually combine my school with a side job

i start searching for a place after i am done with school registrations

i change apartments at the beginning of new school sessions

i usually have up-to 2 weeks to run this process before school work becomes too tedious

set a reminder on google calendar

ask a couple of friends for referrals to either agents or vacant apartments

set up a meeting to get where we could probably

i check out physically upto atleast 5 to 8 apartments

it takes me upto 2 to 3 weeks to finally get a preferred choice

this process is quite too stressful most of the time

P2

i work from 8am-9pm weekdays

i usually need to search for new apartment every 2 years or when i change jobs

search online for estate agents

mostly agents link me up to other agents if they don't have what i need

there's always a clash in schedules so i need to set time ahead

set up a reminder on my calendar for this agreed date

i get frustrated after going to check out an apartment and it doesn't meet my requirements

some times i waste a whole day in a fruitless search

this whole process takes me up-to 2-3 months to finally get a good one

this experience is usually too stressful and time consuming for me

i usually have to pay the agent on every meet for their time

i would prefer to have quality information about the apartment before going to check it out

i work with a budget so the price is very important

i will be willing to pay for a service that could run all these process with optimized time and result

P3

usually works in 2days shifts

searching for apartment is usually too complicated

search for apartment when it is unavoidable like moving to a new city

usually search different websites for vacancies

get to call the agent to meet at the particular apartment

the agent mostly takes me to new places when not satisfied

i provide the agents my specifications before hand

met lots of agent try to swindle me

usually use my free days shift for this process

takes me upto 3-4 weeks intensive search to make a choice

most site i have used usually dont get enough information about the apartment, mostly horrible pictures

most times i miss out on good deals because the agents are not truthful



# Discovery: Research & Analysis

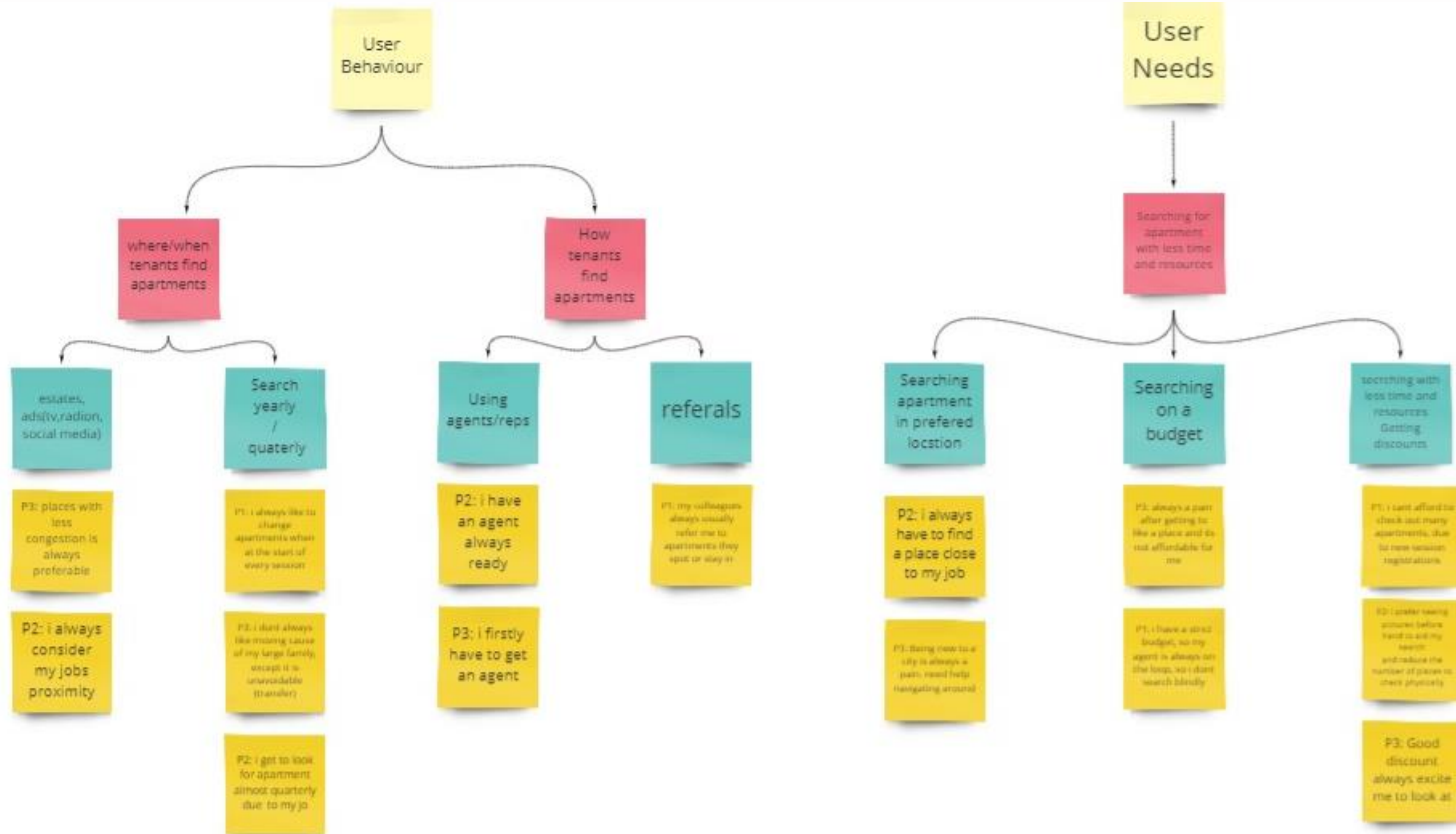
Considering the fact that our product is at a very early stage, we are interested in exploring opportunities with tenants who are looking to secure new apartment with ease. We interviewed 3 individuals on their needs, pain points and what expectations they might have in having the process digitalized.

## Key Findings

- **Tenants use House agents to look for new apartments:** People don't always have access to house agents, they either have to search rigorously or from recommendations, before finding the right one to fit their preference
- **It takes a lot of time and resources to finally settle for their choice apartment:** Tenants always have to go check out various apartments physically before narrowing down their choice.

In a case of being new to the environment they would need the guide of an agent, to show them new places for a fee. In most cases they cant even find these agents.

# Affinity Mapping

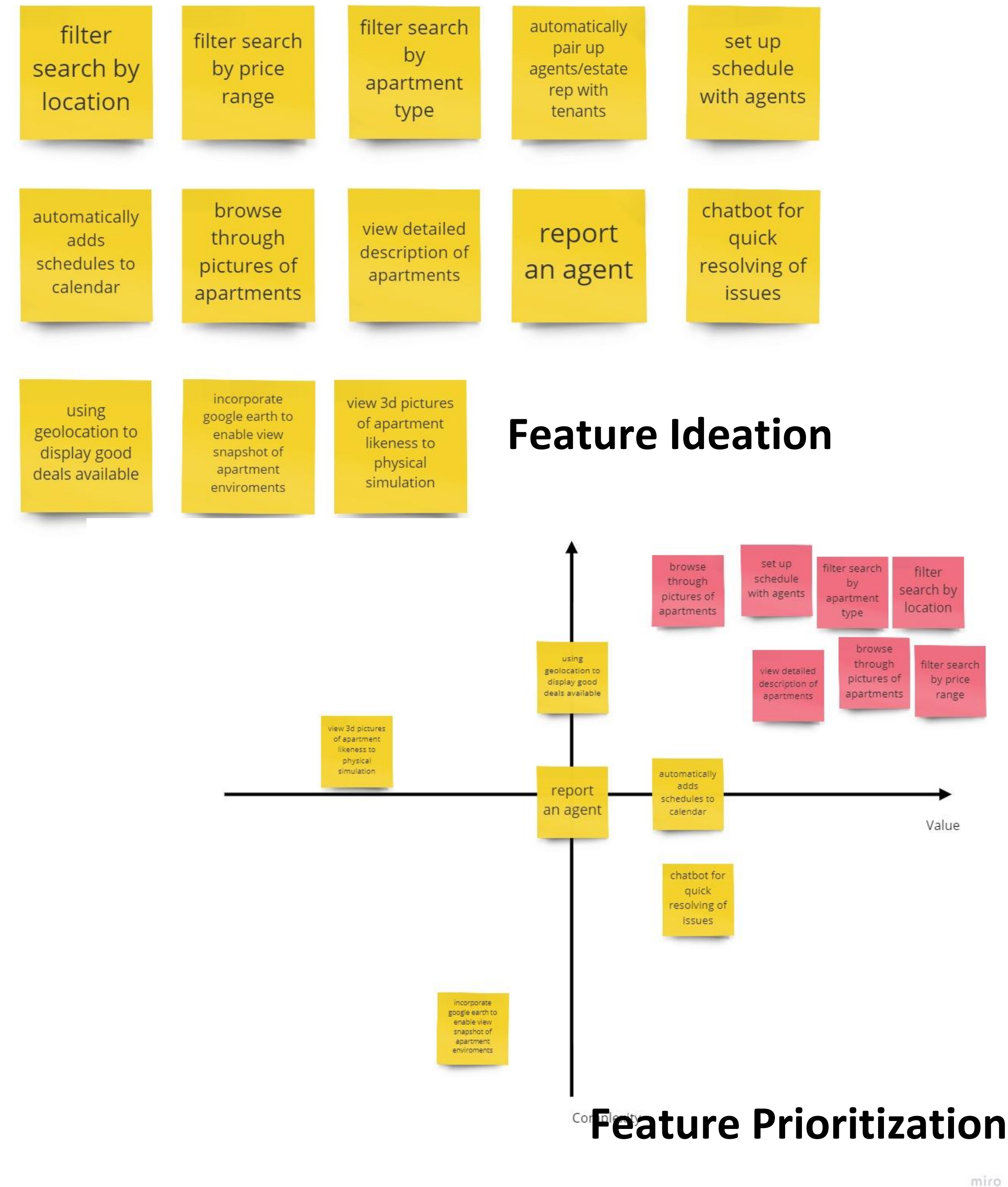






## Interview Synthesis

miro



miro

# Design: Concepts & Sketching

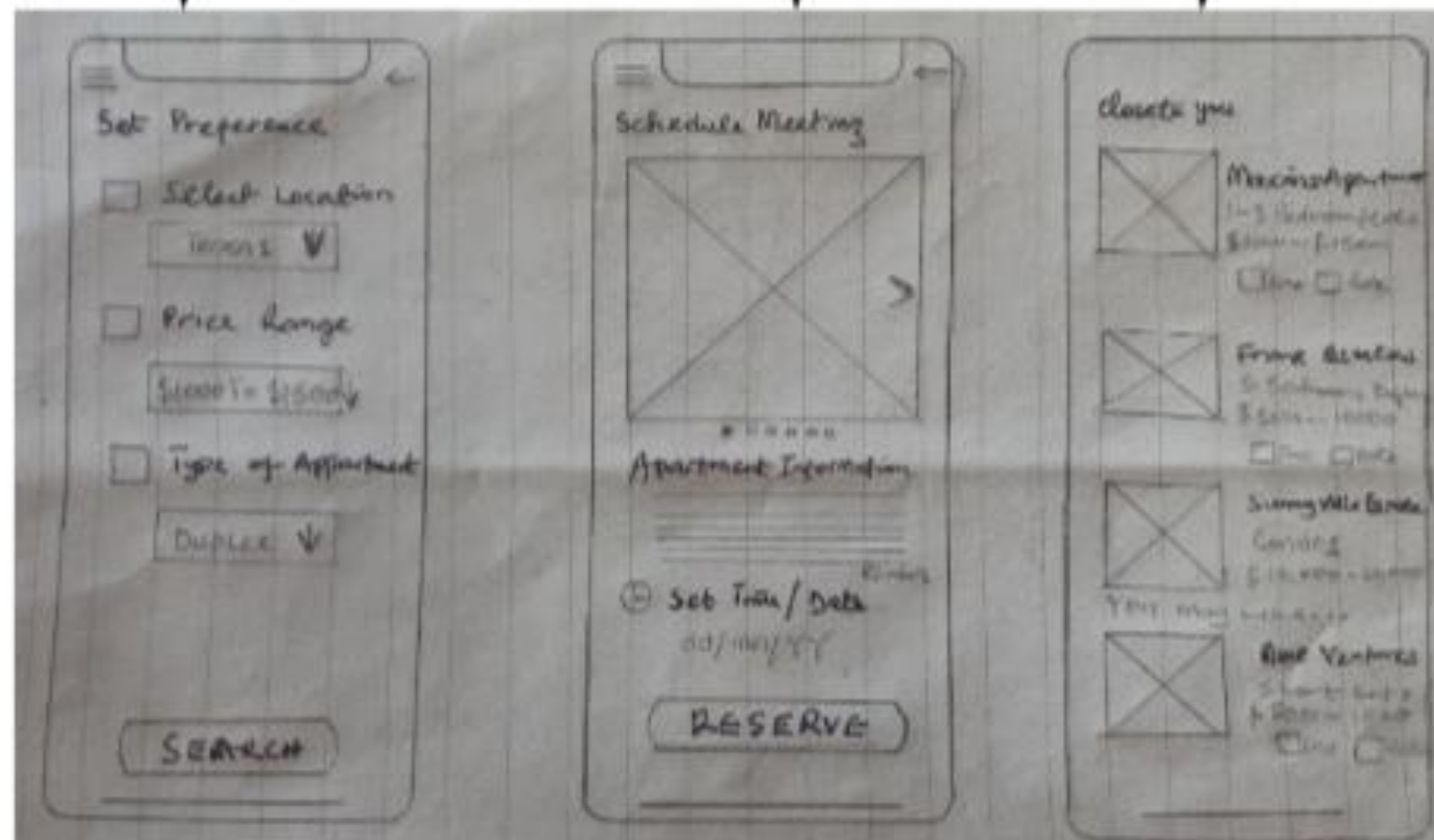
After several ideation and research we could come up with basic sketches to give more insight to our product



**Set Preference Screen:**  
Users would be able to set their preferred search by choosing location, price range, and type of apartment

**Schedule Meeting:**  
After finding their likely preferred choice, users would be able to schedule meetings with the apartment reps/agents. Users would be able to view pictures of their preferred choice, and get a brief information about their choice apartment

**Search Result screen:**  
A pool of result for the preferred setting of apartment is presented here, from the most favorite to the least favorite. Users would be able to select any of the result, browse through pictures and get little description about the apartment, plus price made available to them. Users would be able to go ahead setting up a meeting to physically check out the apartment or go back to check others if not satisfied



## Card Sorting



## Research finding:

I found out that it takes a lot of time and resources to be able to find new apartments and check them out, due to busy schedules or being new to a particular city. these few screens would eliminate that pain point, in minutes, or at the comfort of your home, or on the go, you could sieve through various choice of apartment and narrow down your search to location, price range, and even type of apartment.



This iteration gives the users more control and not overwhelming the users with too much information. helps them more focus to what is important; thereby optimizing the product in carrying the important tasks efficiently



BEFORE



AFTER

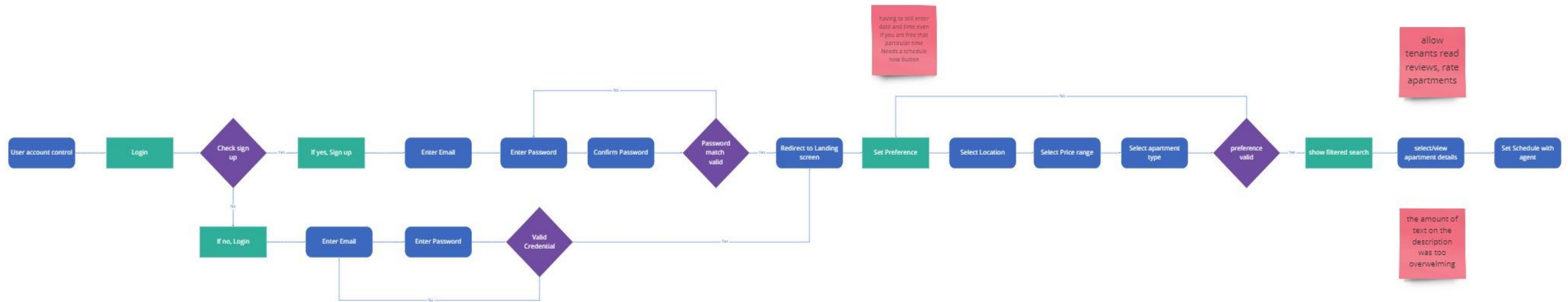
**Rate Apartments:**  
Tenants would be able to rate apartments with their experience

**Read Reviews:** Give tenants a glimpse of what other people think about the apartments, when they physically check them out.

**View more description:**  
Give users more control what they want to see, if they are interested they would be able to see more detailed description of the apartments

**Meet now:** users would be able use this button to choose to meet now, instead of pre-filing the dates

# User Journey





# Digital Lo-fi Prototype

| SLIDE

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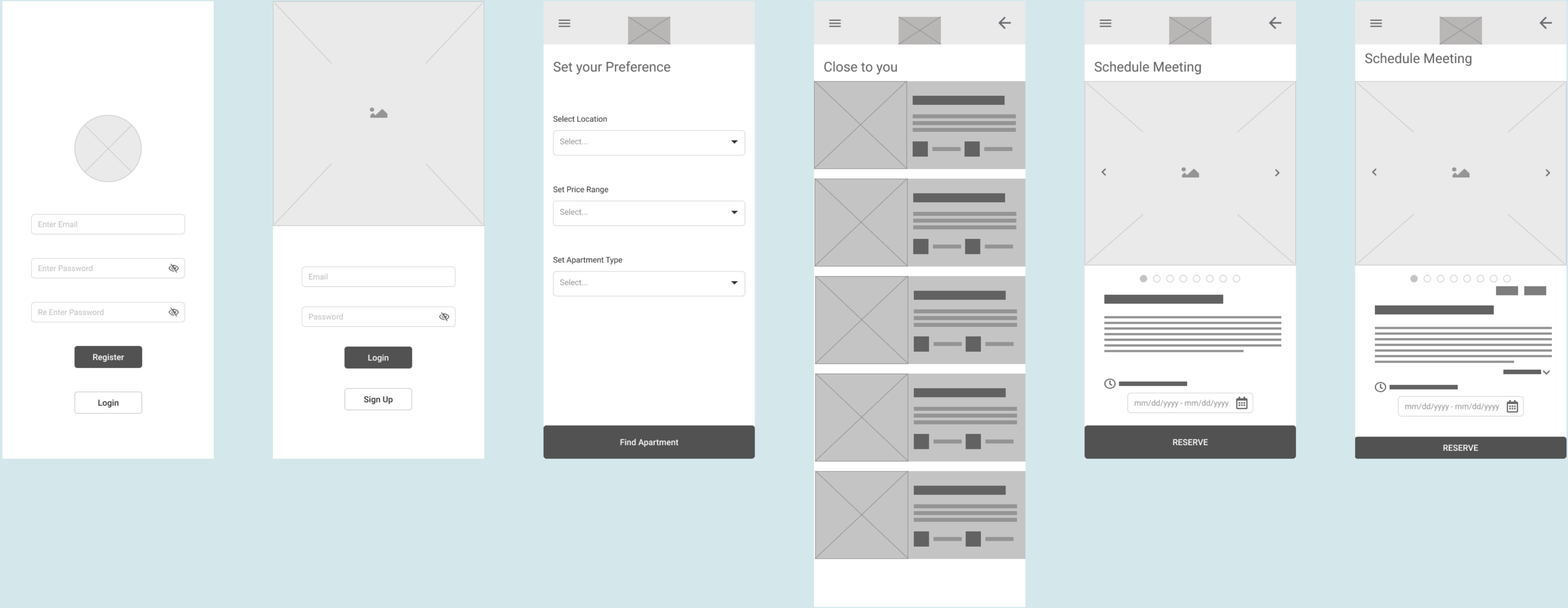
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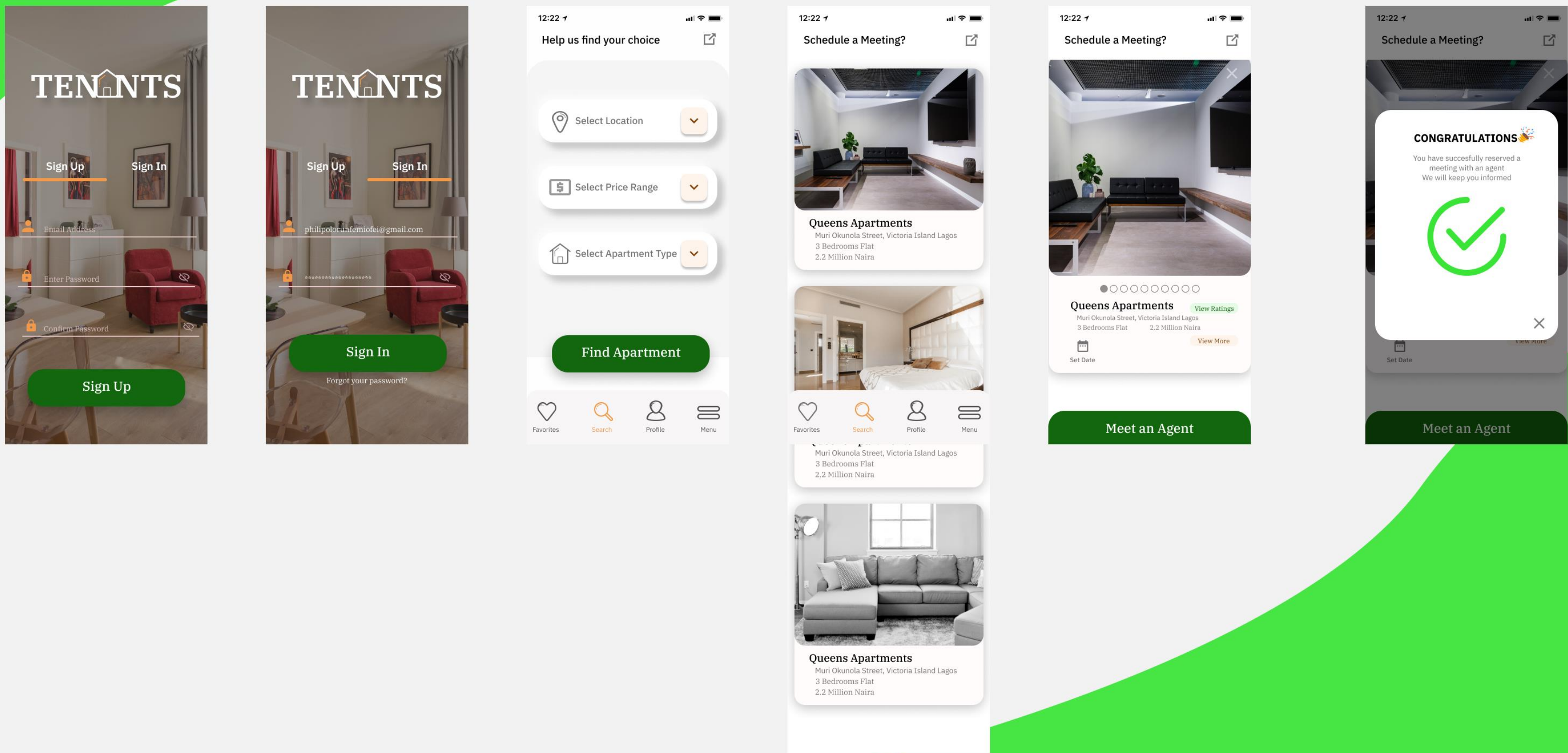
# Develop: Prototyping

Prototype Link : [Tenants App](#)



# HiFi Prototype

| SLIDE



# Test: Validation, Usability, Feedback

Unmoderated Remote User Testing was carried out using a tool called *Lookback*

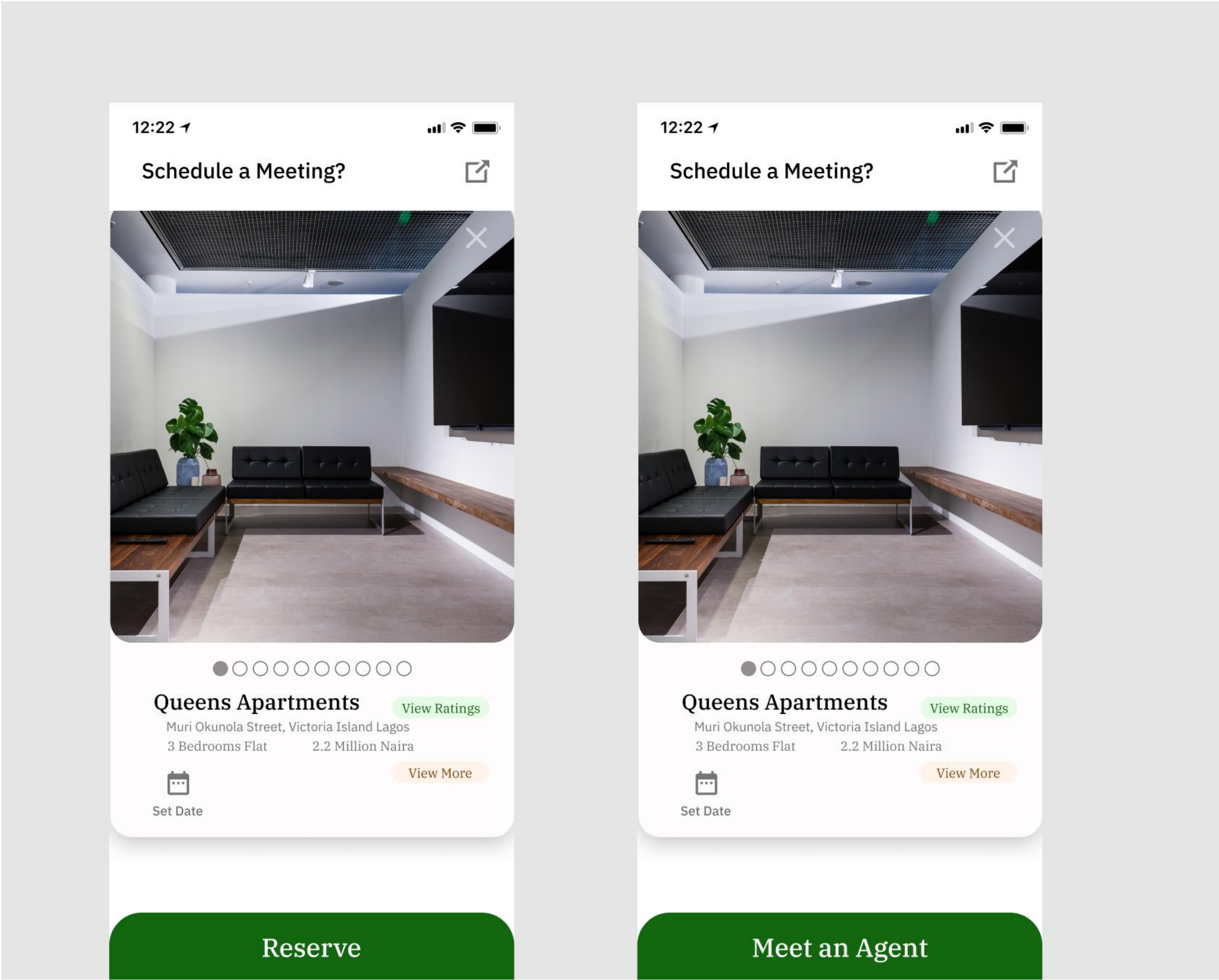
- 17 users took the test with instructions being highlighted on the task given
- 82% got confused on the final screen
  - The CTA button copy was not passing the required reaction
  - Mistakenly logged out: the logout button was not properly represented

7%



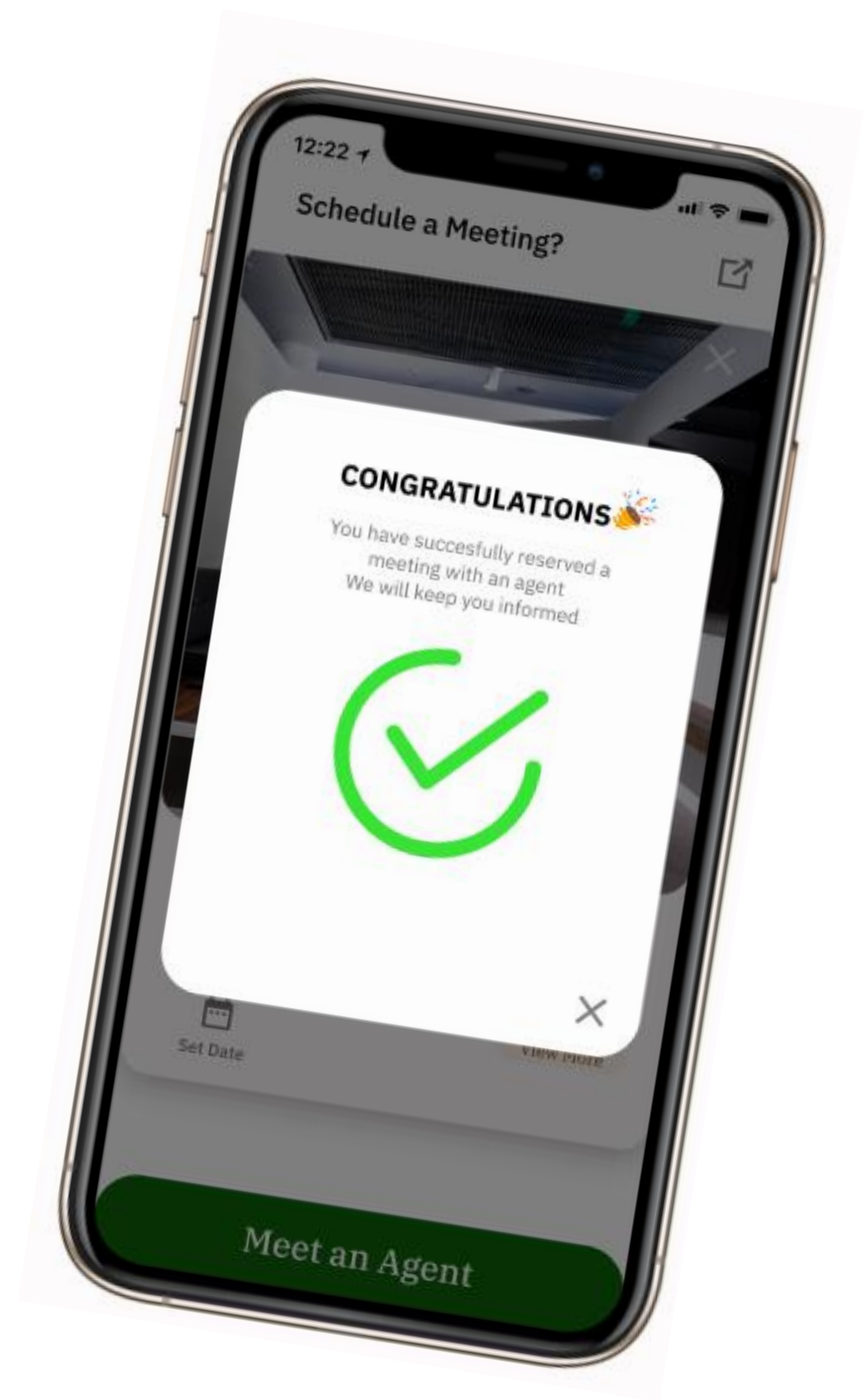
CTA copy was optimized to reduce users thinking too much, not knowing the main function

# Design: Iteration



# Solution & Impact Overview

[Clickable Prototype](#)





# About Me

Hi, I am Philip! a user experience designer, who loves creating human centered design solutions with empathy. I am interested in finding and building the space where business needs meet user needs, and real value is created.

Finding product value isn't enough if the final product isn't polished or refined. I relentlessly push and pull to create UI that is aesthetically pleasing, technically refined and delightful to use.

With my background in psychology and a nanodegree in user Research I am always very ecstatic in finding solutions to ease the every day life of people.

I currently live in Abuja, Nigeria

