



Davide Parizia



REHOUZZ

Project overview



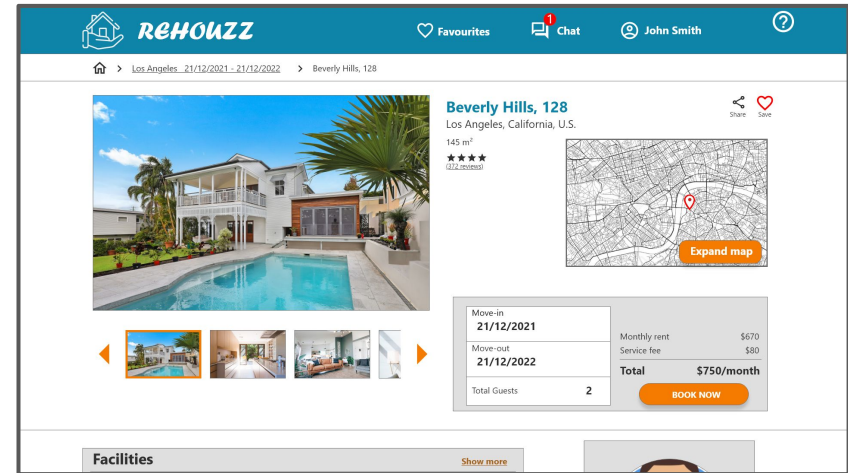
The product:

Responsive website, adaptative for each kind of device's size. It allows everyone to quickly rent a house for a vacation or for staying by following an intuitive process.



Project duration:

1 month - November 2021



Problem & Goal



The problem:

With the spread of the internet people are getting used to order something, booking travels or renting houses online but not always websites that offer a service are trustable.



The goal:

The goal is to make people more relaxed when they have to order online. Before renting the house, people are able to analyze advertisers' information and if they want to, they can directly contact them as well.

Davide Parizia



My role:

Lead UX designer, UX researcher.



Responsibilities:

- User research
- Wireframes
- Mockups
- Low & High fidelity prototypes
- Accessibility considerations

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand how different types of people interact with booking and renting websites and which problems do they often face trying to understand how to improve and solve these kinds of pain points to help users to overcome them and to make this application more user-centered in order to cover and predict the majority of the problems users would encounter.

I can say that some assumptions that i made before starting the user research have been confirmed by conducting interviews on users and creating personas, but there were also other issues that i had not taken into account in my initial assumptions.

User research: pain points

1

Hidden fees

Lot of websites are not honest about final prices.

They often show a “preview” price that is not actually the final price because it might include hidden prices that will be added to the total expense.

2

Advanced filtering

Each person have different needs when they are about to looking for an house or apartment, such as bring with them their pets, a private bathroom and so on.

3

House location

People need to be sure where is located the house or apartment they're going to rent. A “map view” is a very important feature to include within the website.

4

Refund

Refund information have always been a crucial information to include in this kind of website, especially in this particular period with Covid-19 in circulation.

Persona: Elia

Problem statement:

Elia is a busy marketing manager and a pet owner who needs a filter to only show houses that allow pets because he needs to quickly find a place where to stay that allows him to bring his dog with him.



Elia

Age: 28

Education: Business degree

Hometown: Milan, Italy

Family: Wife and dog

Occupation: Marketing manager

"My dog is a part of me, so I have to be sure he can come with me on vacation"

Goals

- A filter for showing only houses that allows pets
- Show additional fees and hidden prices that will be added beforehand

Frustrations

- "Difficult to find houses that allow pets without checking the details for each one."
- "Frustrating when you reach the checkout page and hidden fees have been added"

Elia is a 28-year-old marketing manager for a shipping company who lives with his wife and his dog. He loves his pet so he feels frustrated when booking websites don't include filters to only include houses that allow pets to enter or when they don't include information in details' section. He feels also tricked when he reaches the checkout and discovers that hidden prices have been added to the final price.

User journey map

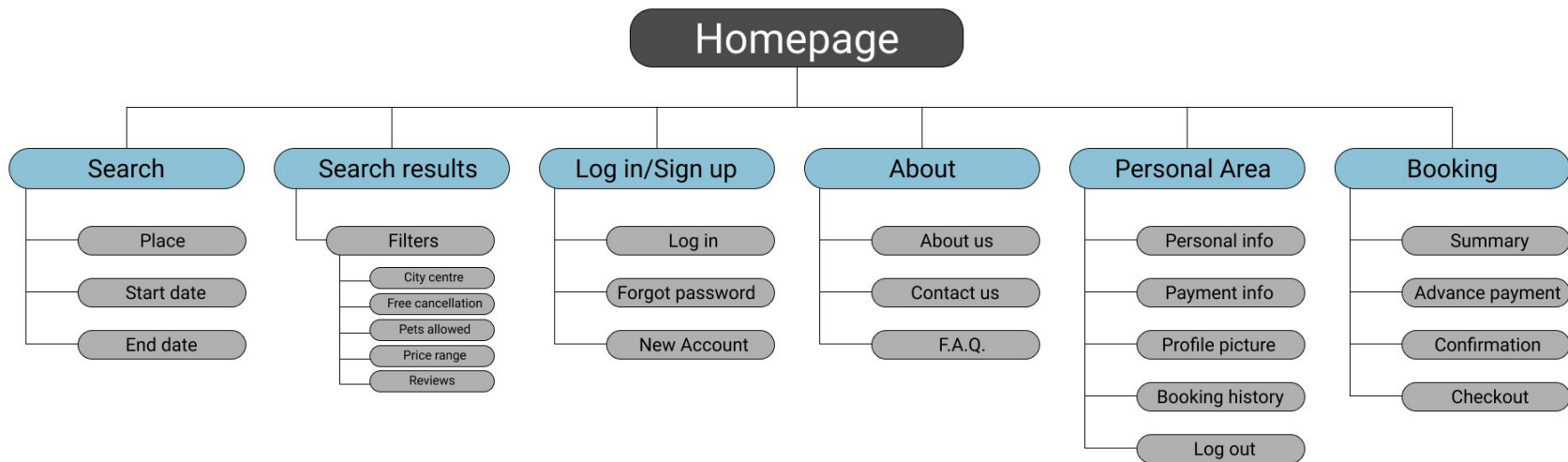
This journey map allows me to understand lots of improvement to make, like including refund information, adding “view map” feature, and add a section for advanced filters.

Persona: Elia

Goal: Rent a house for him and his dog in a quick and easy way

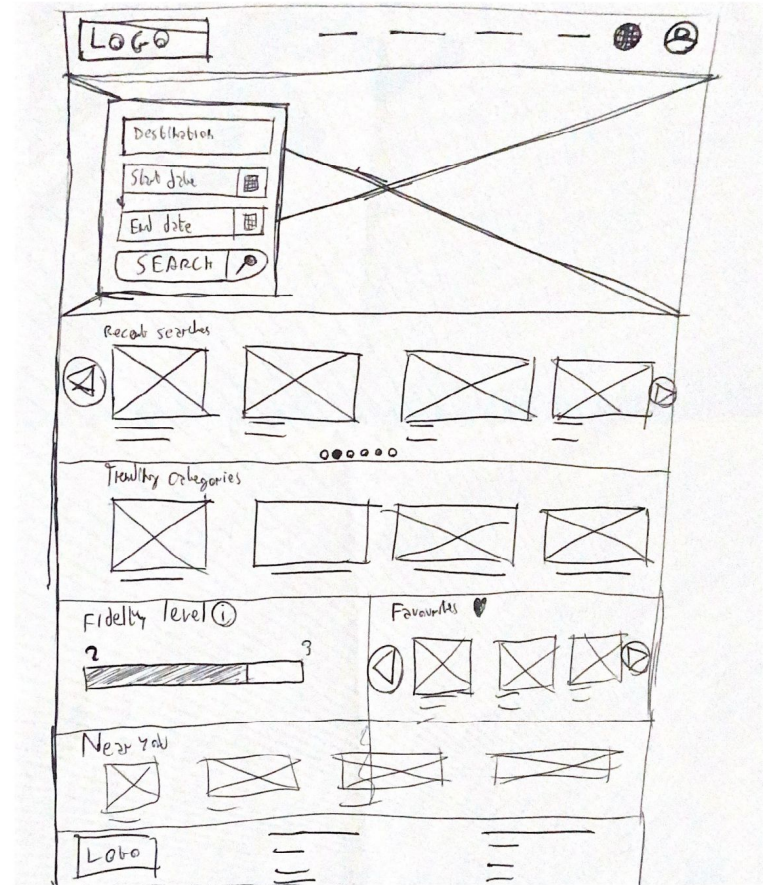
ACTION	Enter the app	Search for location and period	Browse houses	Select the house	Check out
TASK LIST	A. Open the app B. Log in or Sign up	A. Insert the desired location B. Selected the period	A. .Apply filters options B. Browse the houses available	A. Select a house B. Check the details to be sure if it's the right one	A Review the booking summary B. Add payment information C. Confirm order
FEELING ADJECTIVE	Excited to find a house to rent for his travel.	Happy that he's going to book a comfortable place where to stay.	Overwhelmed by the huge amount of houses in the selected location.	Nervous about checking all the details.	Nervous about checking the booking summary.
IMPROVEMENT OPPORTUNITIES	-Create a quick and easy to understand log in and sign up process	-Add a search bar -Add two calendar items for selecting dates	-Add easy-to-use filters. -Add “View map” feature to search the house in a specific area.	-Well explained section for house details. -Include refund information.	-Well explained summary with all of the needed details for the booking.

Sitemap



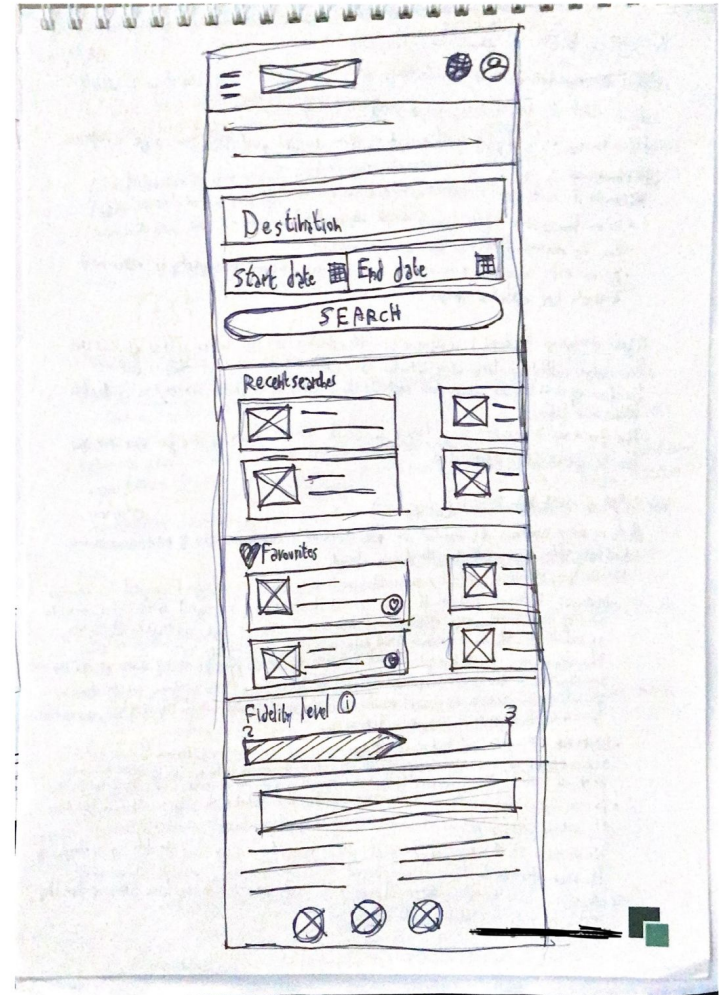
Paper wireframe Desktop version Homepage

I tried to include all of the most important features I found while building personas, user journey maps and conducting competitive audit in a single page.



Paper wireframe Mobile version Homepage

By using cards, that in my opinion are the best components to use when designing for smaller screens, i managed to include all of the information included in desktop version.

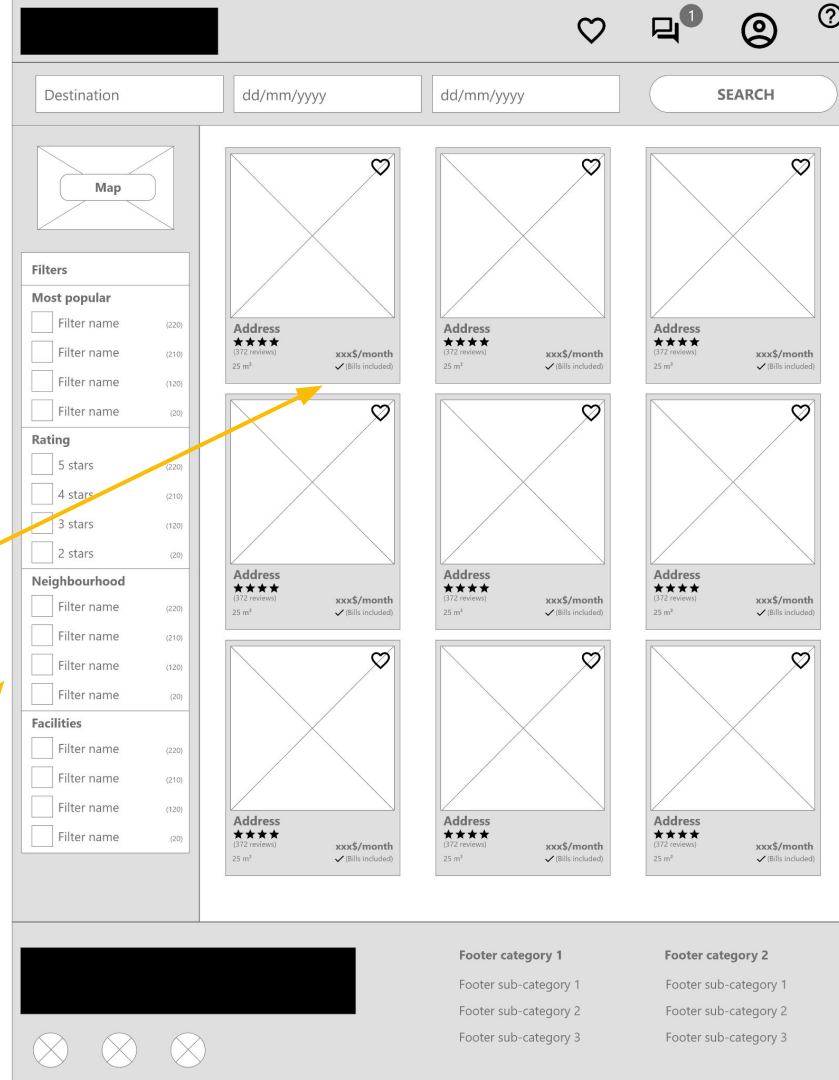


Digital wireframes

In the search results' page I included the two most important pain points discovered while building Elia's personas and his user journey map.

Information about additional fees or prices

Filters, in this case it was important for Elia the Pets' filter



Digital wireframe screen size variation(s)

The same information showed in the previous page are included in mobile version as well but structured in a different way. For example filters are all inside an external page that appears when clicking the “filters’ button.



Low-fidelity prototype

[Links to low-fidelity prototypes of different screen variations and brief description of the user flow + how you responded to and implemented peer feedback]

Screenshot of prototype with connections or prototype GIF

Usability study: parameters



Study type:

Unmoderated usability study.



Location:

Italy, remote.



Participants:

3 people that have already rented houses online, one of which with visual impairments.

2 people that have never rented a house online.



Length:

About 20 minutes each.

Usability study: findings

I focused the usability study I conducted mainly on the navigation.

It revealed very important problem that that struggled the users while they were navigating the low fidelity prototype.

1

Filtering

Users can't search for houses by filtering for the number of guests

2

Contact advertisers

Users don't understand how they can contact the advertiser

3

Saving payment info

Users have to insert payment information every time they make a booking

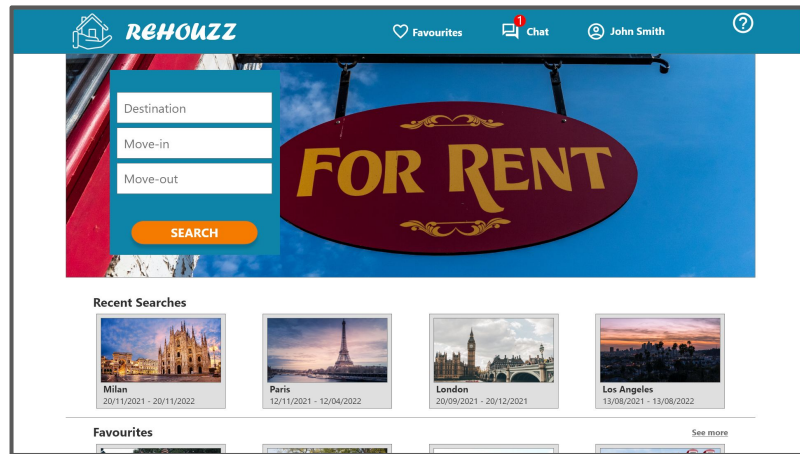
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

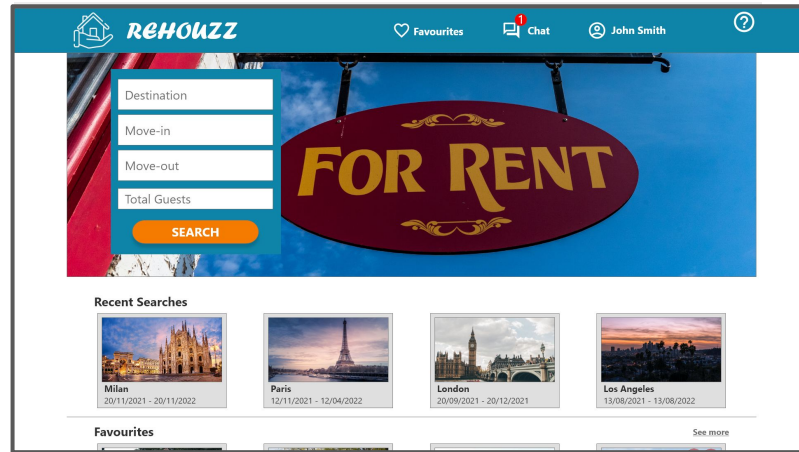
Mockups

Users can't search for houses by filtering for the number of guests. It was for sure an important problem to solve and to do that I added an input where users can insert the number of guests they will be.

Before usability study



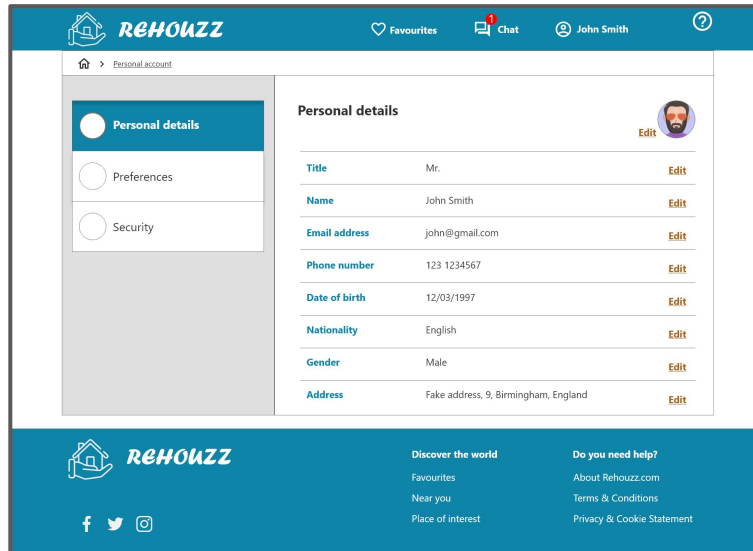
After usability study



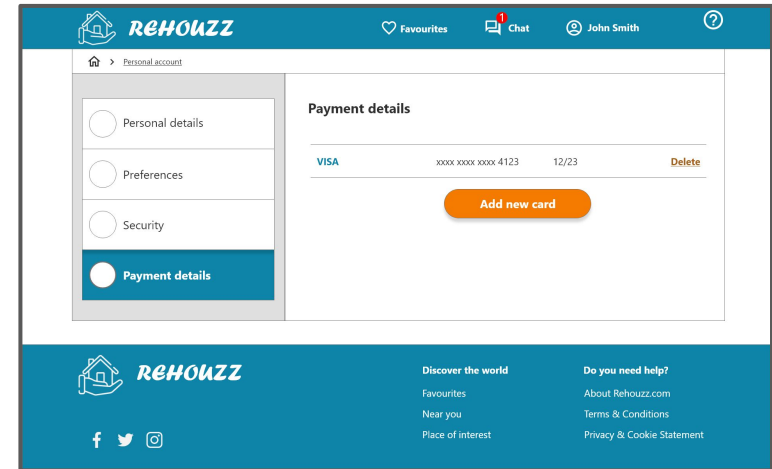
Mockups

Lot of users feels frustrated that they have to insert payment information every time they make a booking. To solve this problem I designed an additional section of the personal area where users can save these information.

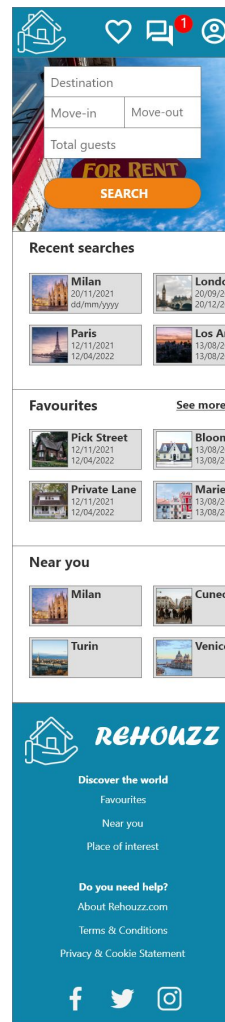
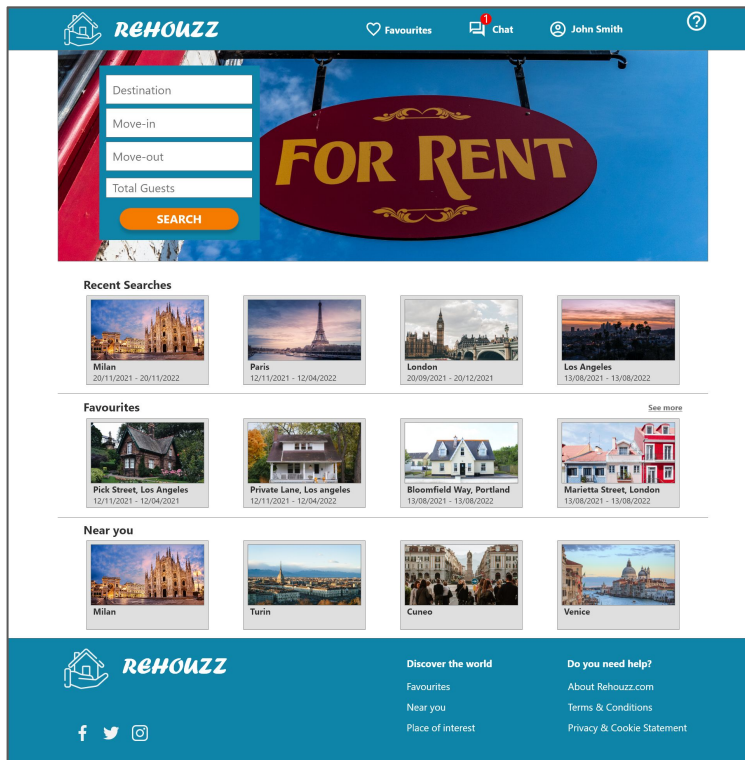
Before usability study



After usability study



Mockups: Homepage



Mockups: Search results

Los Angeles

21/12/2021

21/12/2022

2

SEARCH

Map

Filters

Size

☐ 100 m² or more (100)
 ☐ 125 m² or more (110)
 ☐ 150 m² or more (100)
 ☐ 200 m² or more (100)

Rating

☐ 5 stars (100)
 ☐ 4 stars (110)
 ☐ 3 stars (100)
 ☐ 2 stars (100)

Facilities

☐ Wifi (100)
 ☐ Private house (100)
 ☐ Pets Allowed (100)
 ☐ Parking (100)

Amenities

☐ Washing machine (100)
 ☐ Air conditioning (110)
 ☐ Dryer (100)
 ☐ Dishwasher (100)

Private Lane, 201
 ★★★★★
 11 reviews
 \$250/month
 ✓ (Bills included)
 80 m²

Beverly Hills, 128
 ★★★★★
 13 reviews
 \$750/month
 ✓ (Bills included)
 140 m²

Center Street, 352
 ★★★★★
 13 reviews
 \$500/month
 ✓ (Bills included)
 100 m²

Center Street, 500
 ★★★★★
 11 reviews
 \$700/month
 ✓ (Bills included)
 150 m²

Collins Avenue, 20
 ★★★★★
 21 reviews
 \$222/month
 ✓ (Bills included)
 70 m²

Alpaca Way, 511
 ★★★★★
 17 reviews
 \$218/month
 ✓ (Bills included)
 80 m²

Grant View Drive, 160
 ★★★★★
 11 reviews
 \$430/month
 ✓ (Bills included)
 170 m²

Grant View Drive, 170
 ★★★★★
 8 reviews
 \$422/month
 ✓ (Bills included)
 150 m²

Pick Street, 325
 ★★★★★
 20 reviews
 \$282/month
 ✓ (Bills included)
 100 m²

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Favourites
 Near you
 Place of interest

Do you need help?

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Los Angeles

21/12/2021 - 21/12/2022

2 guests

Sort

Filter

Map

Private Lane, 201
 ★★★★★
 11 reviews
 \$250/month
 ✓ (Bills included)
 80 m²

Beverly Hills, 128
 ★★★★★
 6 reviews
 \$750/month
 ✓ (Bills included)
 145 m²

Center Street, 352
 ★★★★★
 10 reviews
 \$500/month
 ✓ (Bills included)
 100 m²

Center Street, 500
 ★★★★★
 3 reviews
 7005/month
 ✓ (Bills included)
 150 m²

Discover the world

Favourites
 Near you
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High-fidelity prototype

[Links to low-fidelity
prototypes of different
screen variants and brief
description of the user flow
+ how you responded to
and implemented peer
feedback]

Screenshot of
prototype with
connections or
prototype GIF

Accessibility considerations

1

Good color contrast ratio allows text to be read easily, even for people with low vision.

2

The usage of well-known icons, such as back arrow, avatar icon for account and so on, helps the user easily navigate the application.

3

Thanks to alternative text in images users that are visually impaired can easily navigate and complete the renting process using a screen reader.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



What I learned:

Insert a few sentences summarizing what you learned throughout the project.

Next steps

1

Conduct a usability study to check if the last design iterations address all the users' pain points or not.

2

Conduct a usability study as soon as we launch the complete website in order to understand whether we address all the different problem a user can have while using our website or if we've missed something.

3

In the meanwhile, continue researching to determine if there are new areas where I have to focus my attention on.

Let's connect!



Thank you for your attention on my work on the PortWich app!

If you want to know more or get in touch with me, my email is provided below.

davideparizia98@gmail.com

In addition if you are interested about myself or about my other works you can visit my website.

davide-parizia.webflow.io



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