RentEase – Smart Online Rental Platform

Project Description

RentEase is an innovative online rental platform that allows users to rent and lease various items — from electronics and home appliances to lifestyle essentials — with ease and security.  
The platform provides a complete rental ecosystem where users can both list their items for rent and rent from others, supported by secure insurance documentation, in-platform communication, and smart negotiation features for rental duration and pricing.

Our main goal is to simplify the rental process, enhance user trust, and provide a smooth, safe experience for both renters and owners. The website integrates a filter system for duration, reviews, and availability, real-time chatting between users, and calendar-based booking to check available rental days.

The platform promotes sustainability by encouraging product reuse and affordability, creating a community-driven digital rental marketplace.

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**Group Members & Roles**

**Objectives**

1. Design a user-friendly rental platform where users can easily rent or lease products.
2. Build trust and transparency through integrated insurance and clear rental terms.
3. Enable real-time communication and negotiation between users directly on the platform.
4. Ensure an efficient search and filtering system based on product category, availability, duration, and reviews.
5. Deliver a responsive, accessible, and aesthetically pleasing design

**Tools & Technologies**

**Design & Collaboration:** Figma, FigJam, Miro, Notion, Google Meet, Discord **Research & Testing:** Optimal Workshop, Google Forms, ChatGPT Creative **Assets:** Midjourney, Adobe Photoshop, Adobe Illustrator

**Milestones & Deadlines**

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| User Research & Analysis | Conduct interviews, survey, and create personas | 20/8/2025 |
| Information Architecture & User Flow | Define structure and navigation of the platform | 30/8/2025 |
| Wireframing & Low-Fidelity Prototypes | Create initial wireframes for all key pages | 5/9/2025 |
| High-Fidelity Prototypes | Develop detailed visual and interaction designs | 15/9/2025 |
| Usability Testing & Refinement | Conduct user testing and implement feedback | 23/9/2025 |
| Final Presentation & Submission | Deliver the final prototype and documentation | 1/10/2025 |

**KPIs (Key Performance Indicators)**

1. **Research & User Insights**

* Conduct user research to identify pain points and motivations.
* Develop detailed user personas and journey maps reflecting both renters and owners.

**2. Wireframing & Prototyping**

* Deliver structured wireframes for main pages (Home, Category, Product Details, Profile, Checkout).
* Ensure prototypes reflect seamless interaction and clear user flow.

**3. Usability & Testing**

* Run usability testing to detect and solve friction points.
* Collect user feedback and apply iterative improvements.

**4. Visual & Interaction Design**

* Maintain a consistent design language across all pages.
* Ensure intuitive navigation, responsive layouts, and minimal visual clutter.

**5. Final Presentation & Documentation**

* Document the entire design process, insights, and testing outcomes.
* Present a final interactive prototype demonstrating complete user journeys