

ux case study | 2019

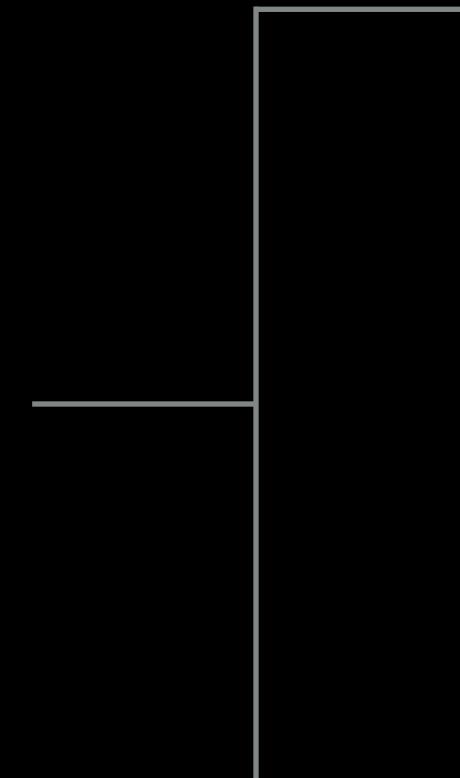


Settl'd

onyekachi nwabueze

Moving homes has never been viewed as an easy task. Your mental energy is spent preparing, planning, organizing, and scheduling every detail of your move.

common questions reflected  
on *during* the moving process

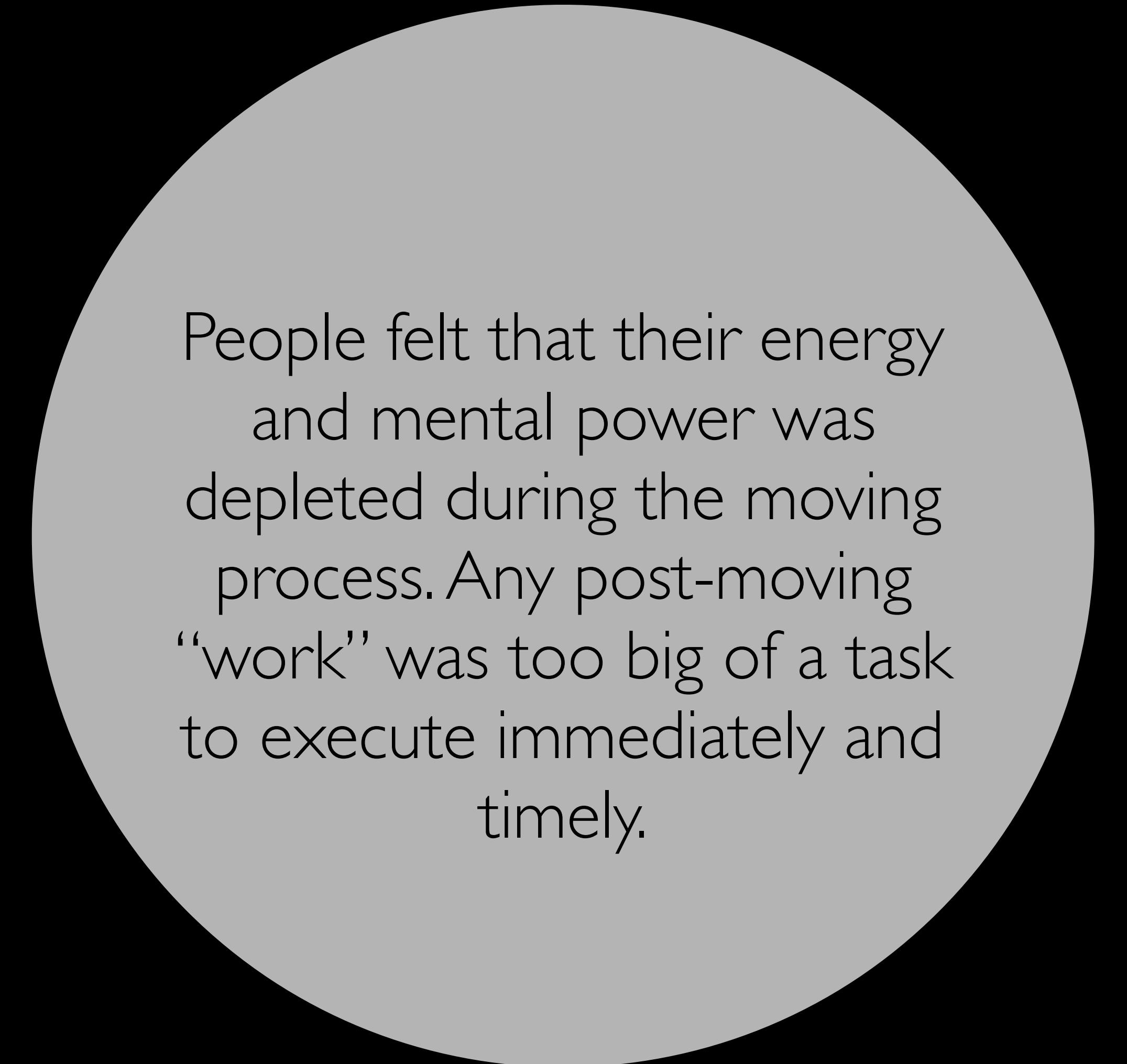


Will I need odd-shaped boxes?  
Where do I even start?  
How can I find the best moving company?  
Do I have enough moving supplies?  
Who can I call to help?

Question considered *after* the moving process  
How am I going to get settled into my new home?



Unpacking and settling into a new home is stressful, overwhelming, and daunting.



People felt that their energy and mental power was depleted during the moving process. Any post-moving “work” was too big of a task to execute immediately and timely.

original assumptions + research-based refinement = solution

Originally, our goal was to minimize the stress of the *moving process* itself.

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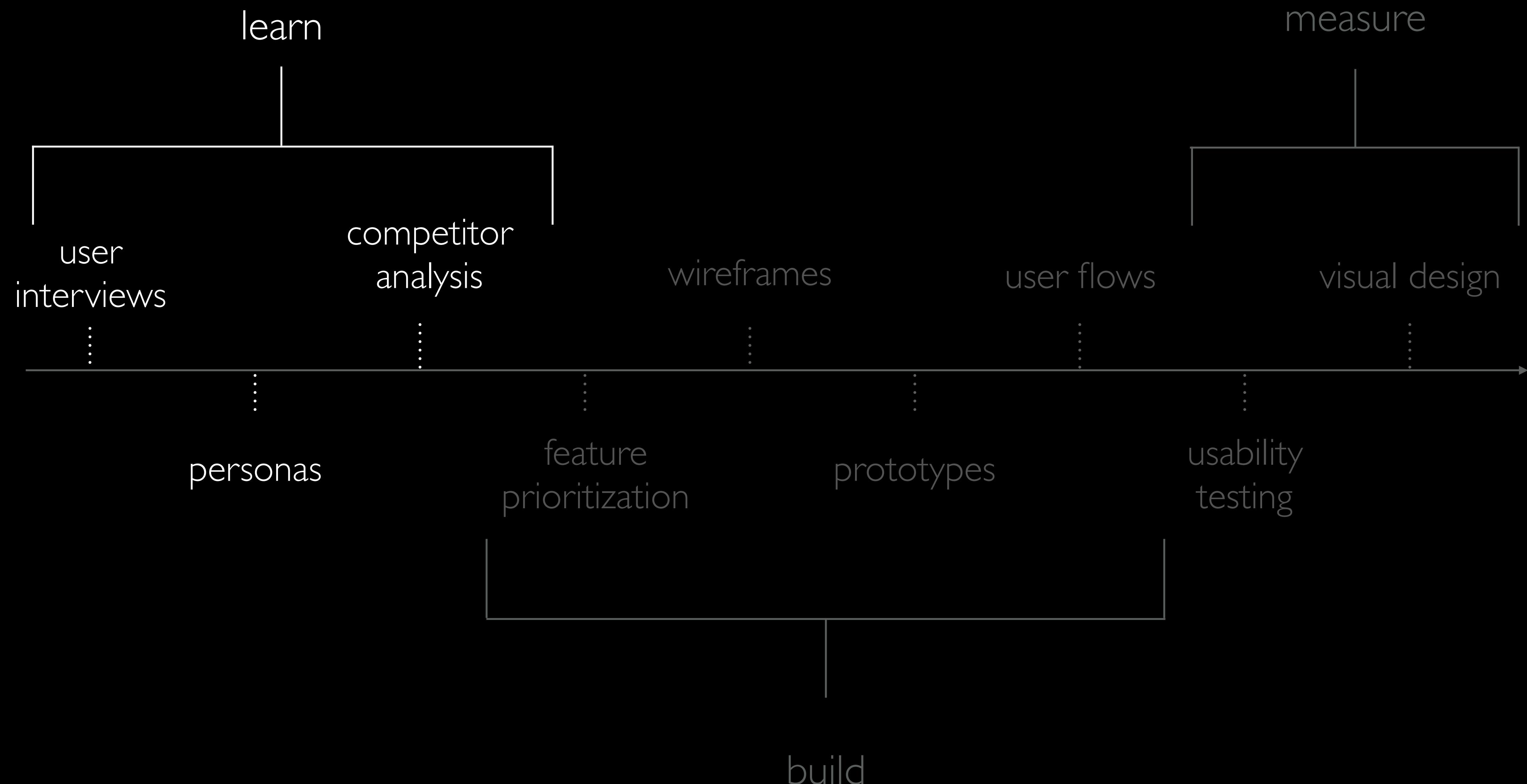
However, we found that one of the greatest challenges occurred *after* the moving process was completed... unpacking and settling into your new home.

=



Settl'd is a moving company that provides detailed unpacking services to make moving into your new home seamless. From arranging and placing furniture, to setting up all of your home electronic devices, Settl'd makes it their goal to prove that moving can be easy.

journey



## findings

### goals

People need a way to unpack and place their belongings in their new home, in a timely and organized manner.

Relocators need a way to do this soon after moving, so they can get back to their life routine.

### motivation

People are motivated to unpack their belongings because it brings feelings of accomplishment and mental relief when the move-in process is complete. People try to avoid having to look at, or live in a disassembled living space. They are happy when they feel comfortable in their new home.

### info

Interviewed 3 people in various stages of the moving process

"I like to pack things by myself... the more hands, the more anxiety, however, when unpacking - the more hands the better"

"general laziness and procrastination... you don't want to unpack"

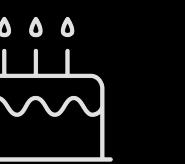
"The physical part of moving is not the hard part, the mental energy is what makes moving hard... the forethought, the planning"

on unpacking being the longest part of the moving process:

"my bags sat in my car for a while..."



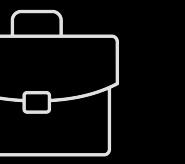
## jordan cruz



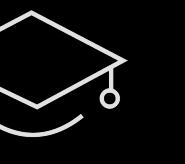
23-27 yrs old



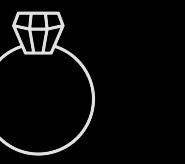
greater los angeles



recent graduate,  
young professional



bachelor's degree



single

“The part that takes the longest is getting settled into the new spot... because you have to re-set up a new space”



bar hopping, clubbing,  
playing video games, social  
media user,  
entertaining others (regular  
party thrower), reading, netflix

Jordan was recently hired, as an investment consultant, in Santa Monica, CA, for a small-sized start-up. The company requires for every new hire to throw a company-wide party in order to meet the team and welcome the new member. After deciding to host the party at his new home, Jordan recruits as much help he can find to help with his move. Jordan's housewarming party is set for 3 days from now, but his new home is nowhere near ready for guests. After many trips in-between homes, Jordan and friends are exhausted by the end of the day. Despite the due date, they decide to leave the unpacking and decorating for another day.

### goals + needs

during move:

- complete the moving process in as few trips as possible

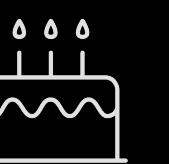
post move:

- decorate his new home in order to throw a housewarming party in the next 3 days
- set up his gaming consoles, wifi, cable, etc. so his guests have entertainment during the party
- set up his bedroom for a goodnight's rest before his Day 1



## vanessa roth

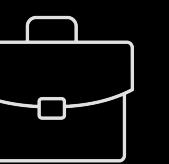
“If I could just walk in and someone show me where they've put all my kitchen supplies, I'd be so happy”



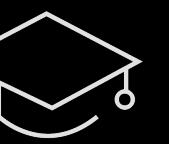
30-40yrs



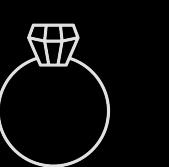
san francisco bay area



event planner (self-employed/freelance and often works from home)



some post-grad education



lives with her dog and raises 2 teenage children with her husband



casual hangouts with friends, likes stumbling upon new and unique experiences, enjoys planning parties for friends when asked, often uses phone and computer to research new activities for entire family to enjoy

The Roth family has outgrown their home and will be moving into their new home within the month. As the self-titled “family organizer”, Vanessa begins ordering boxes and other moving supplies online. She does her best to assign roles to members of the family as the moving process continues, but finds that everyday life just gets in the way. Soon, Vanessa finds herself doing a lot of the work without much valuable help from the family. After the move is complete, Vanessa quickly finds herself tired from all of the work, and begins to- like the rest of the family, leave things for another day. This means a lot of the Roth family's possessions are still within boxes, sitting in various rooms of their new home.

## goals + needs

during move:

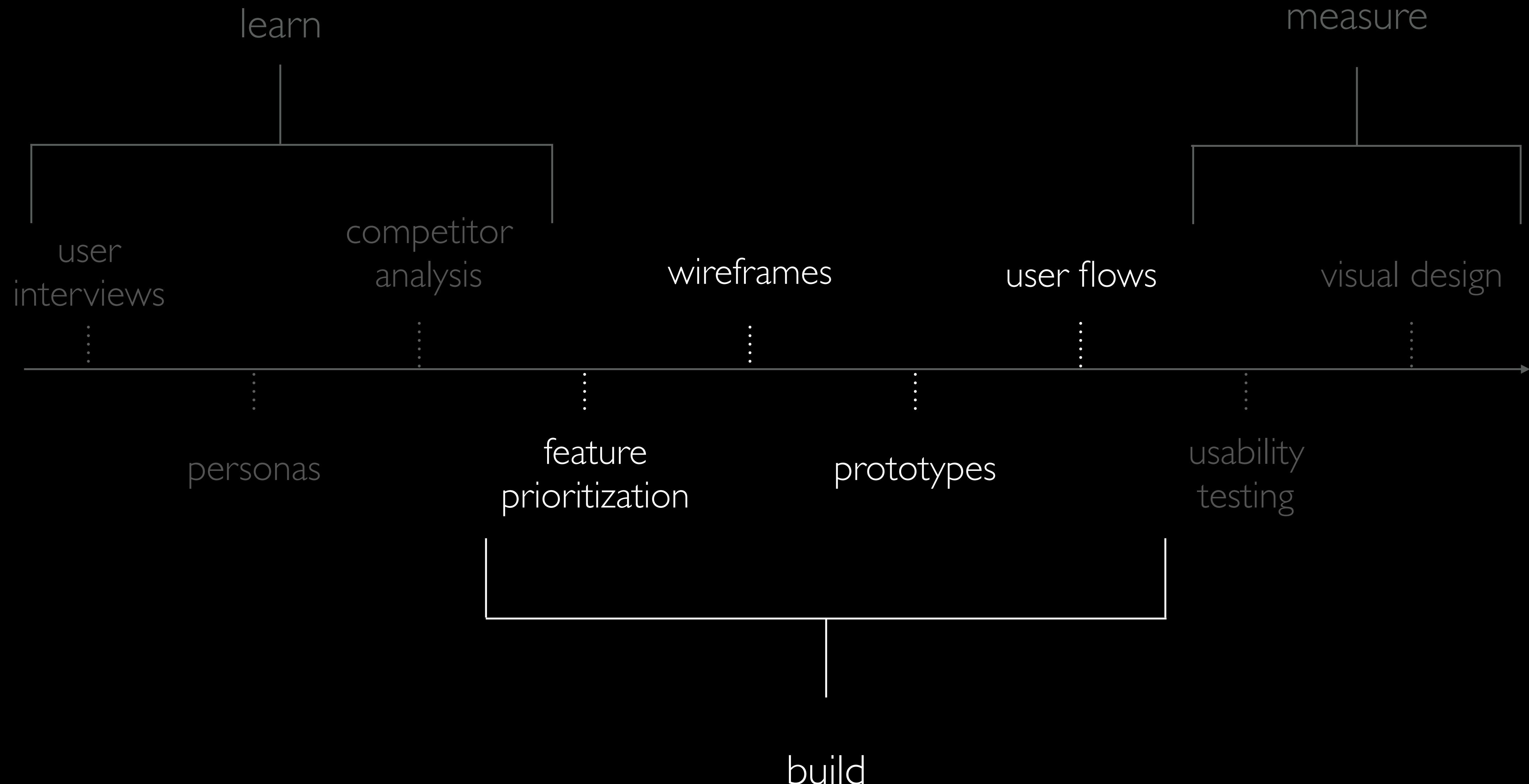
- maintain family routine while moving homes
- getting rid of non-necessities while learning what will be needed after the move

post move:

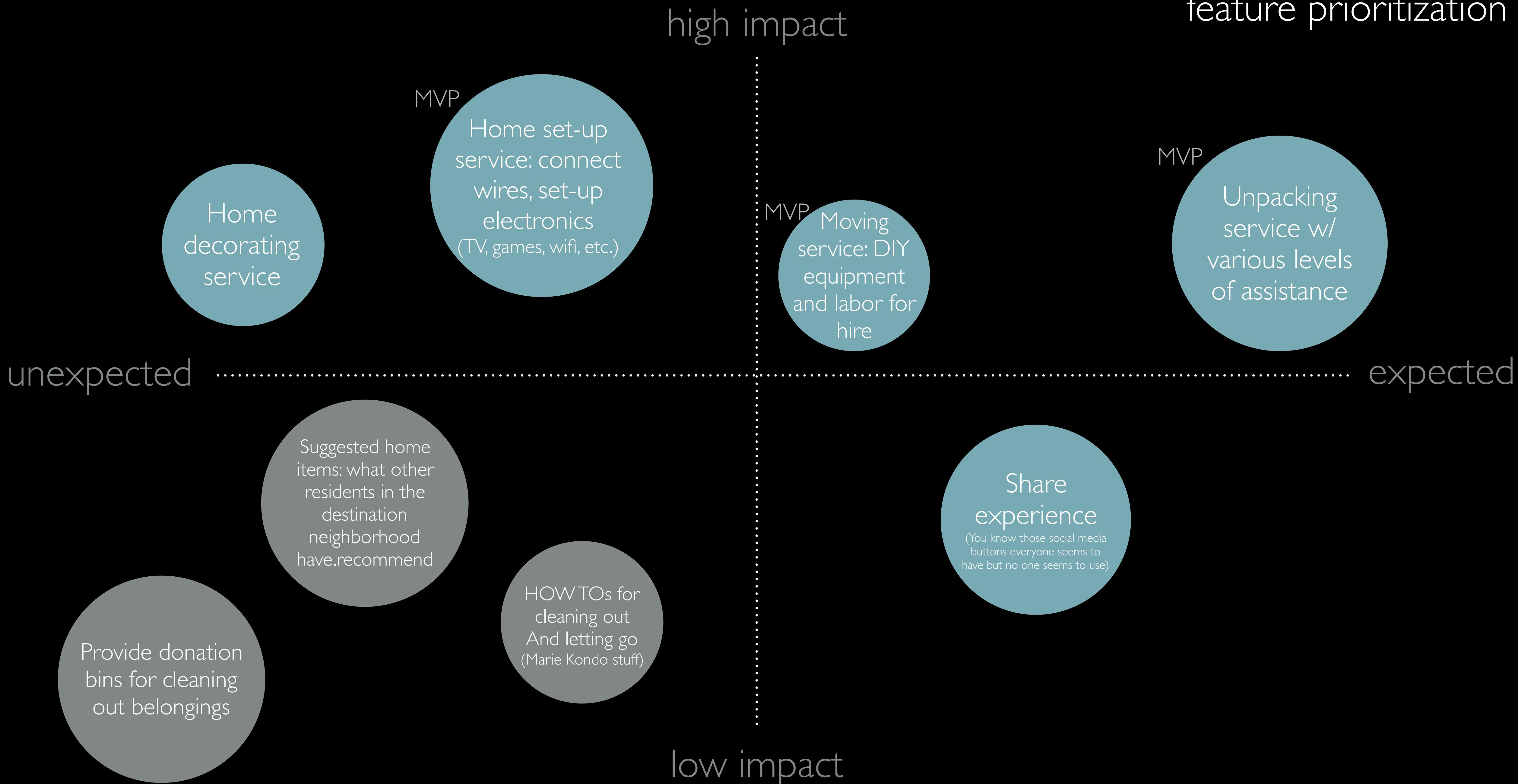
- settle in as quickly as possible so family feels comfortable and “at home”

# competitor analysis

| competitor       | feature  |              |                       |                            |                    |
|------------------|--|--------------|-----------------------|----------------------------|--------------------|
|                  | moving assistance<br>(packing, loading, unloading) | moving labor | installation services | design + arrange furniture | move-in ready home |
| U-haul           | ○  | ○            | ✗                     | ✗                          | ✗                  |
| Common           | ✗  | ✗            | ✗                     | ○                          | ○                  |
| Handy            | ○  | ○            | ○                     | ○                          | ✗                  |
| Toll Brothers    | ✗  | ✗            | ✗                     | ○                          | ○                  |
| friends & family | ○  | ○            | ○                     | ○                          | ✗                  |

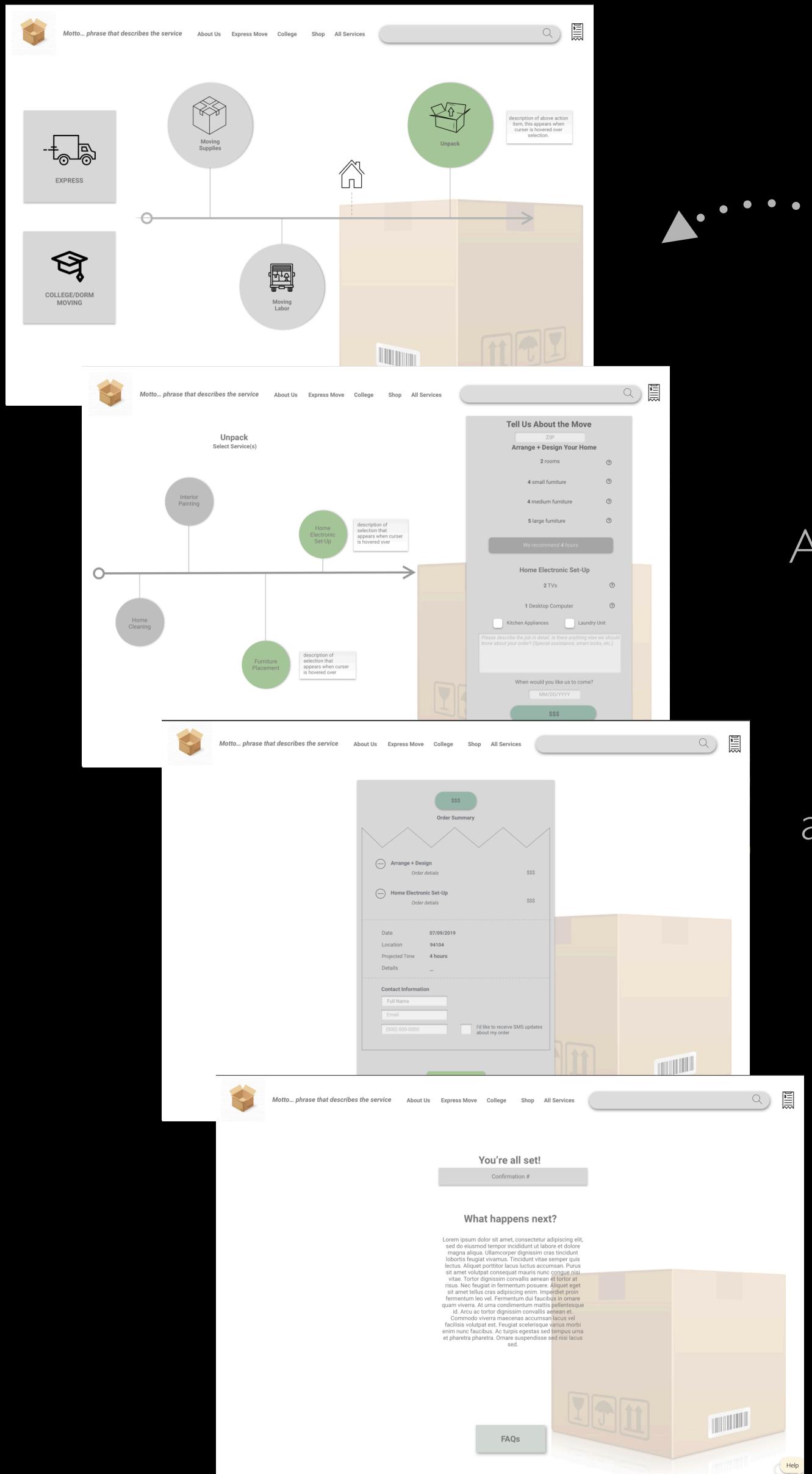


# feature prioritization



The next ideation implemented a “timeline” content organization and focused on ease of comprehension of product

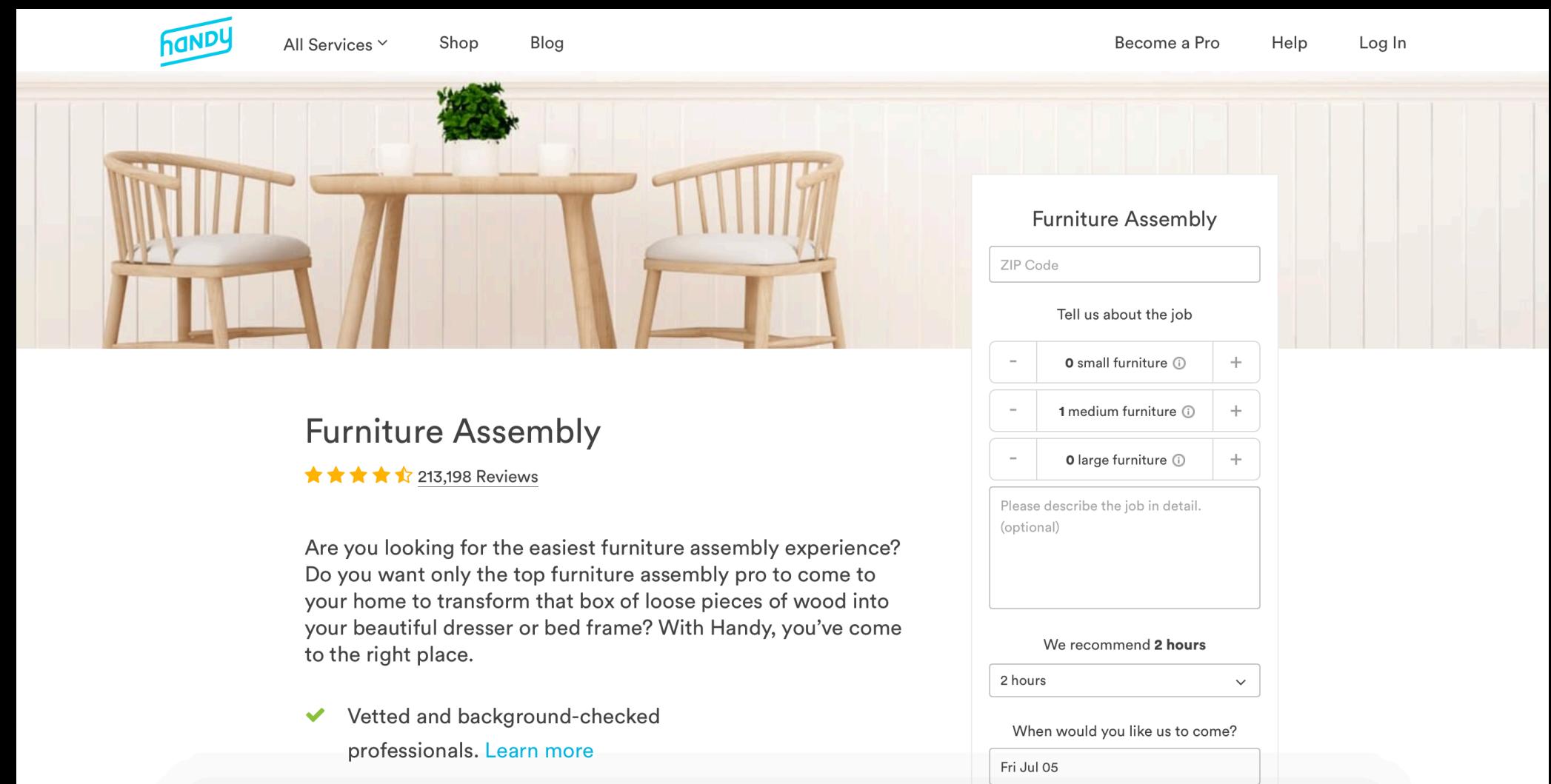
# wireframes



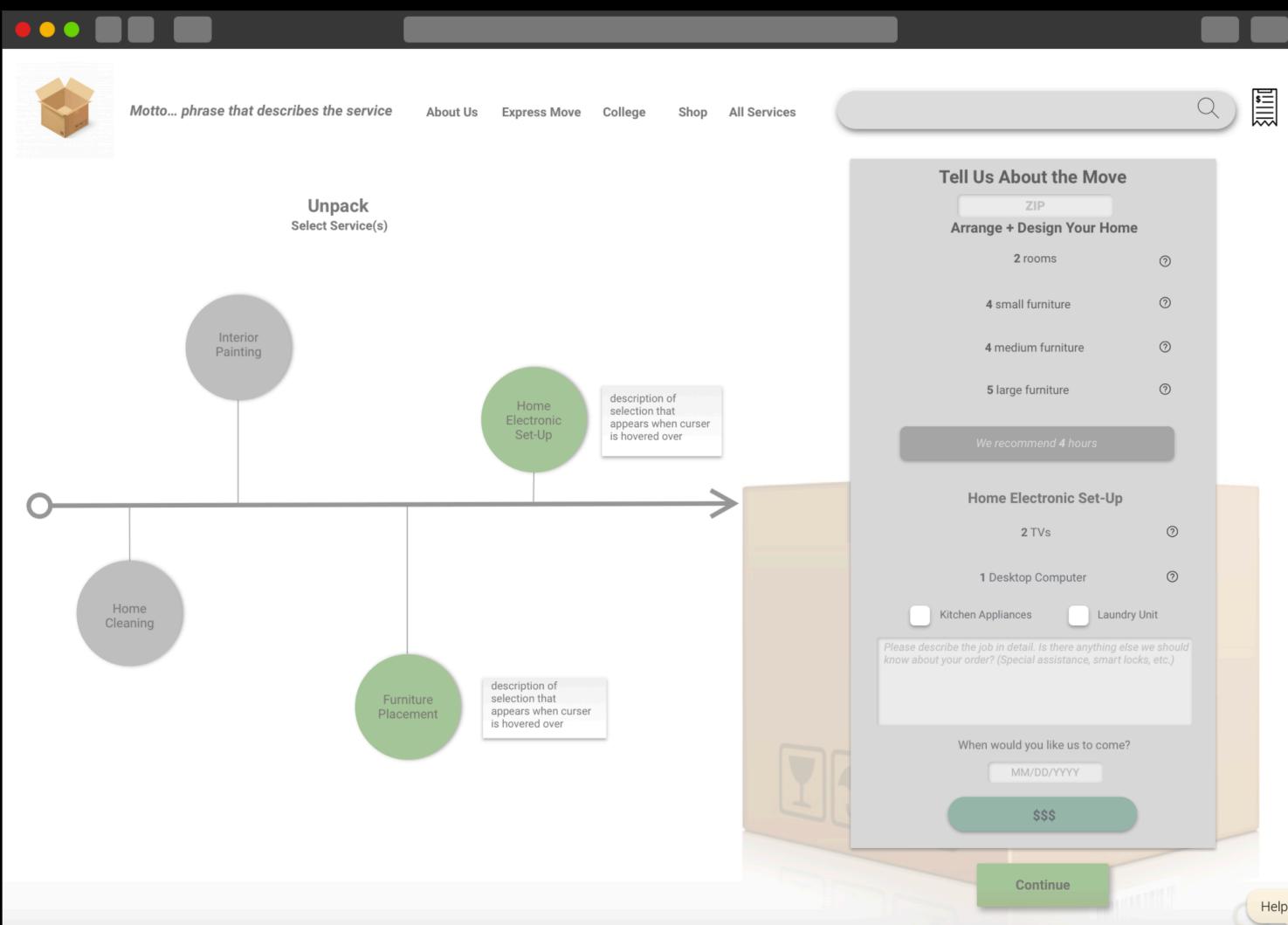
Additional  
“high  
value”  
features  
were  
added to  
the  
product

prototype

handy.com



1st iteration



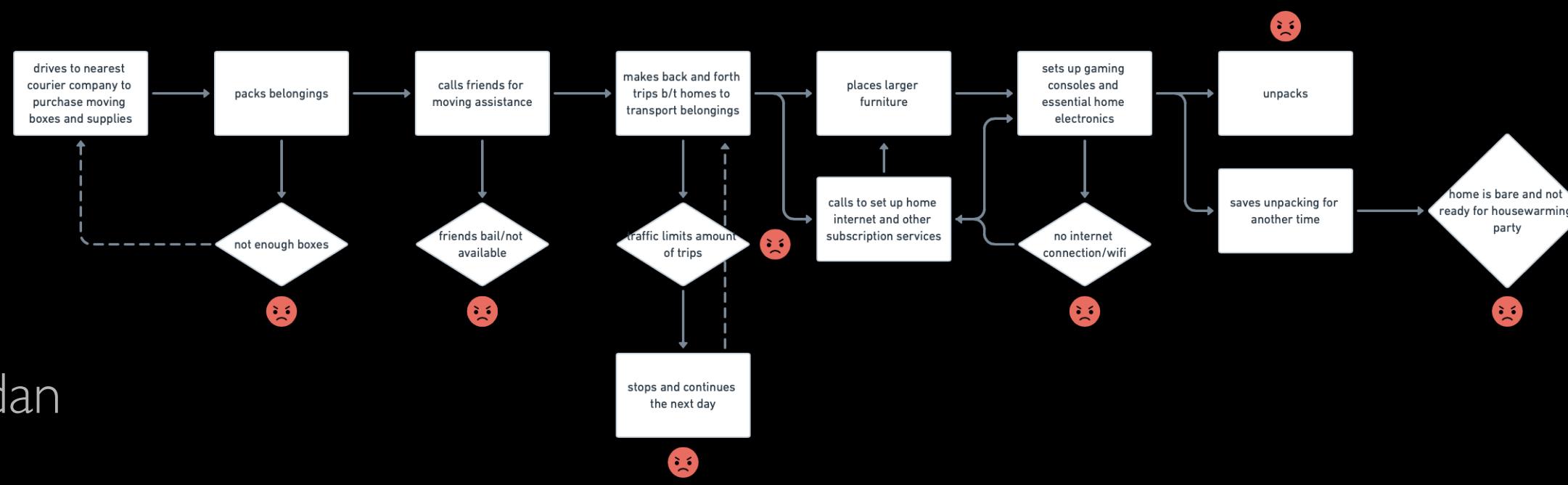
We used a competitor's website for initial prototyping and usability tests to learn what works and does not work.

Things to keep: minimize pages, have as much as possible on a single page without cluttering, less text, more visual call to actions...

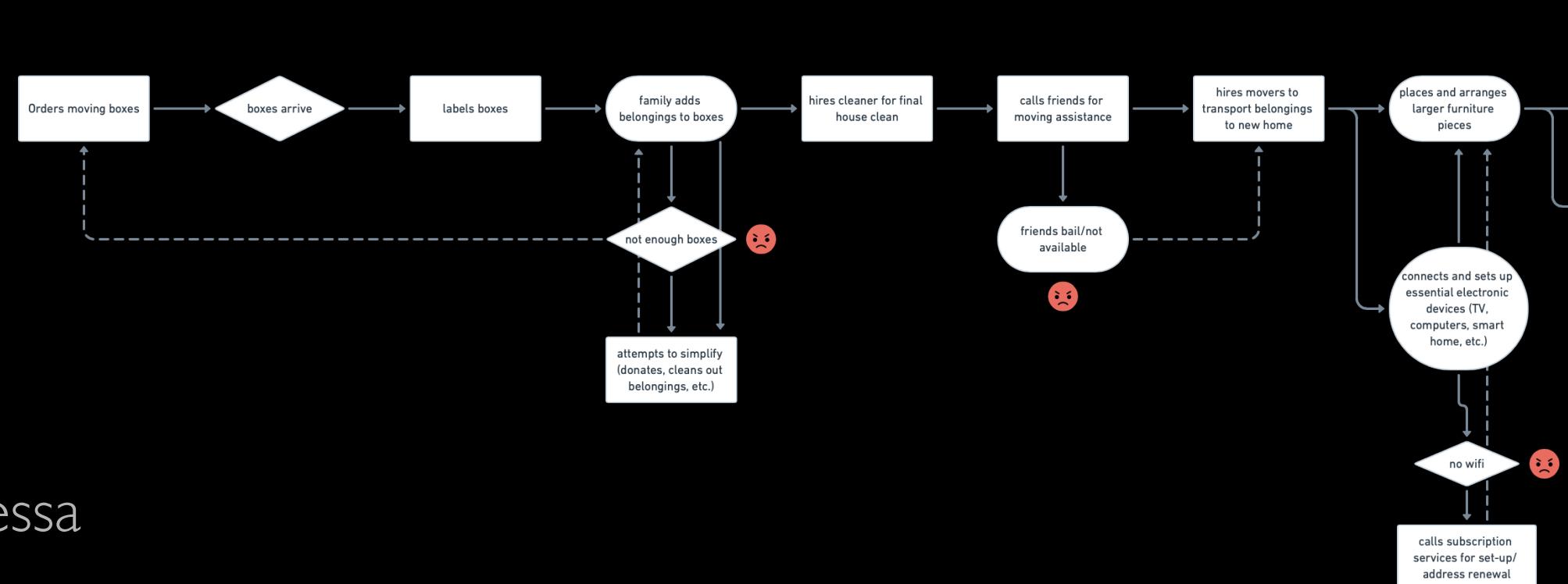
# user flows

Original user flows showed the current moving process of Jordan and Vanessa.

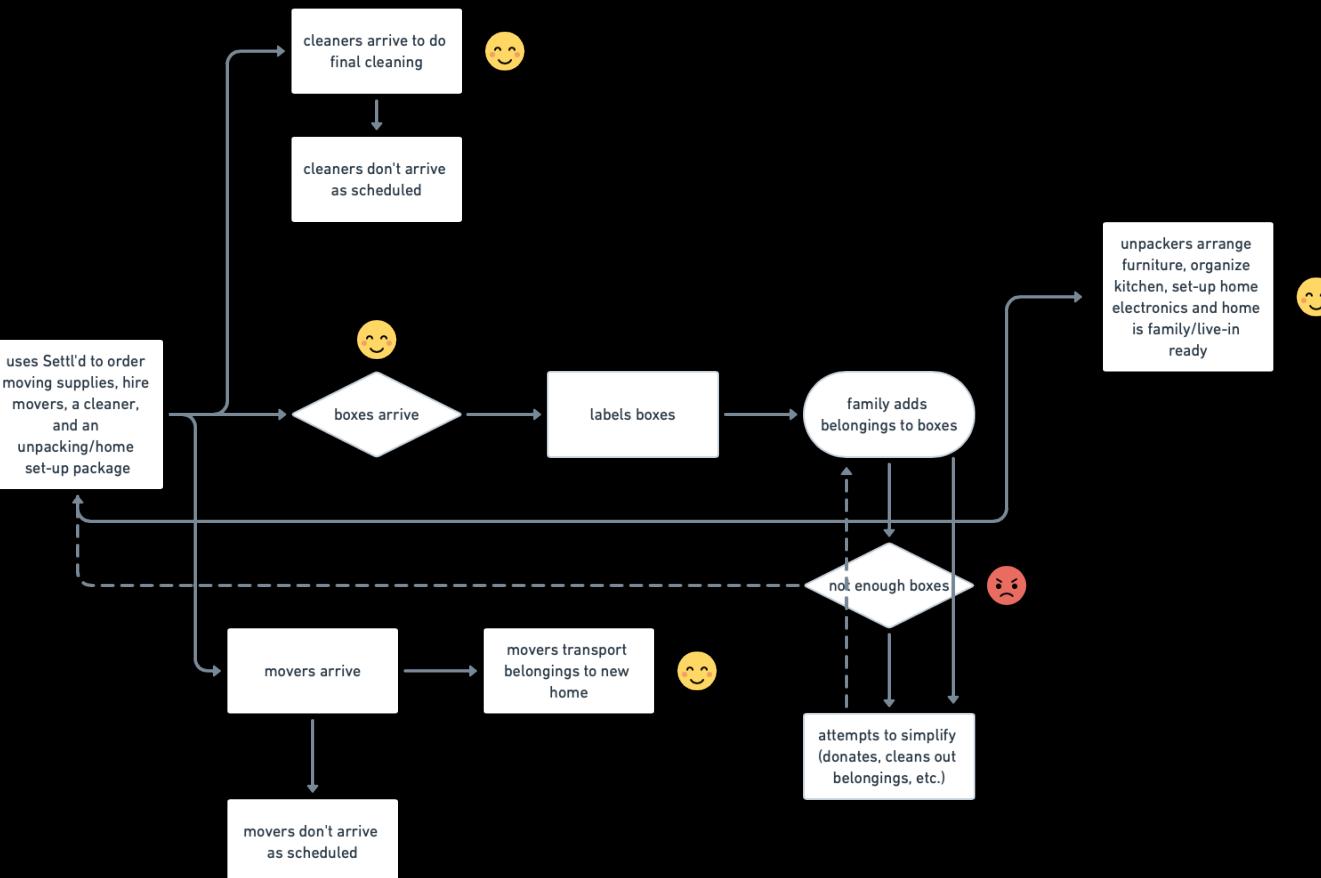
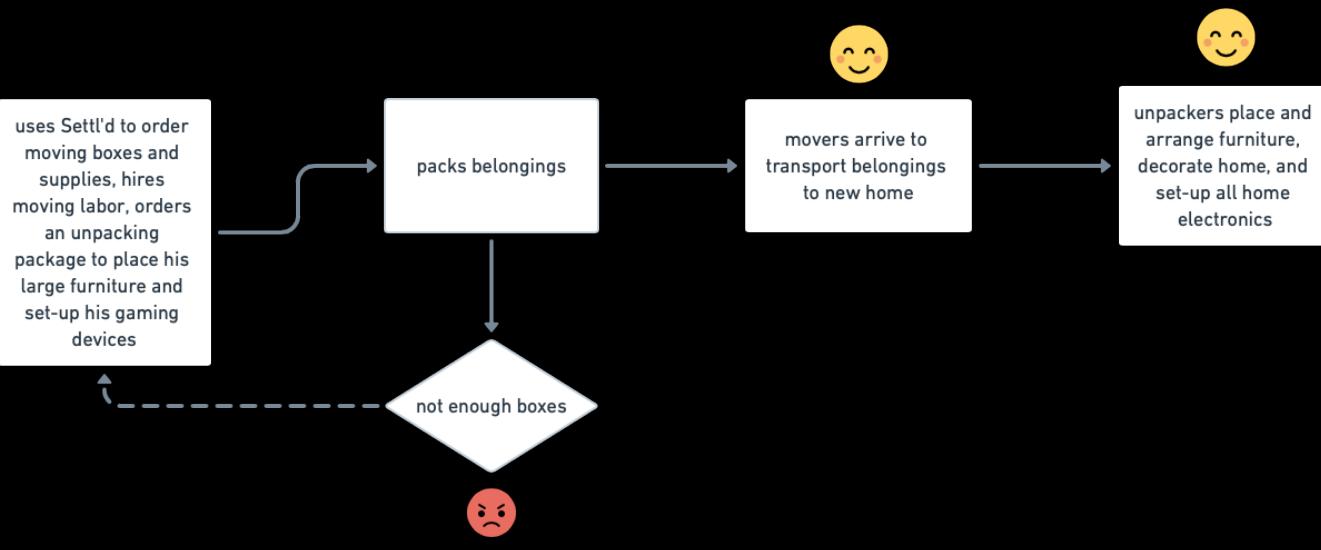
jordan



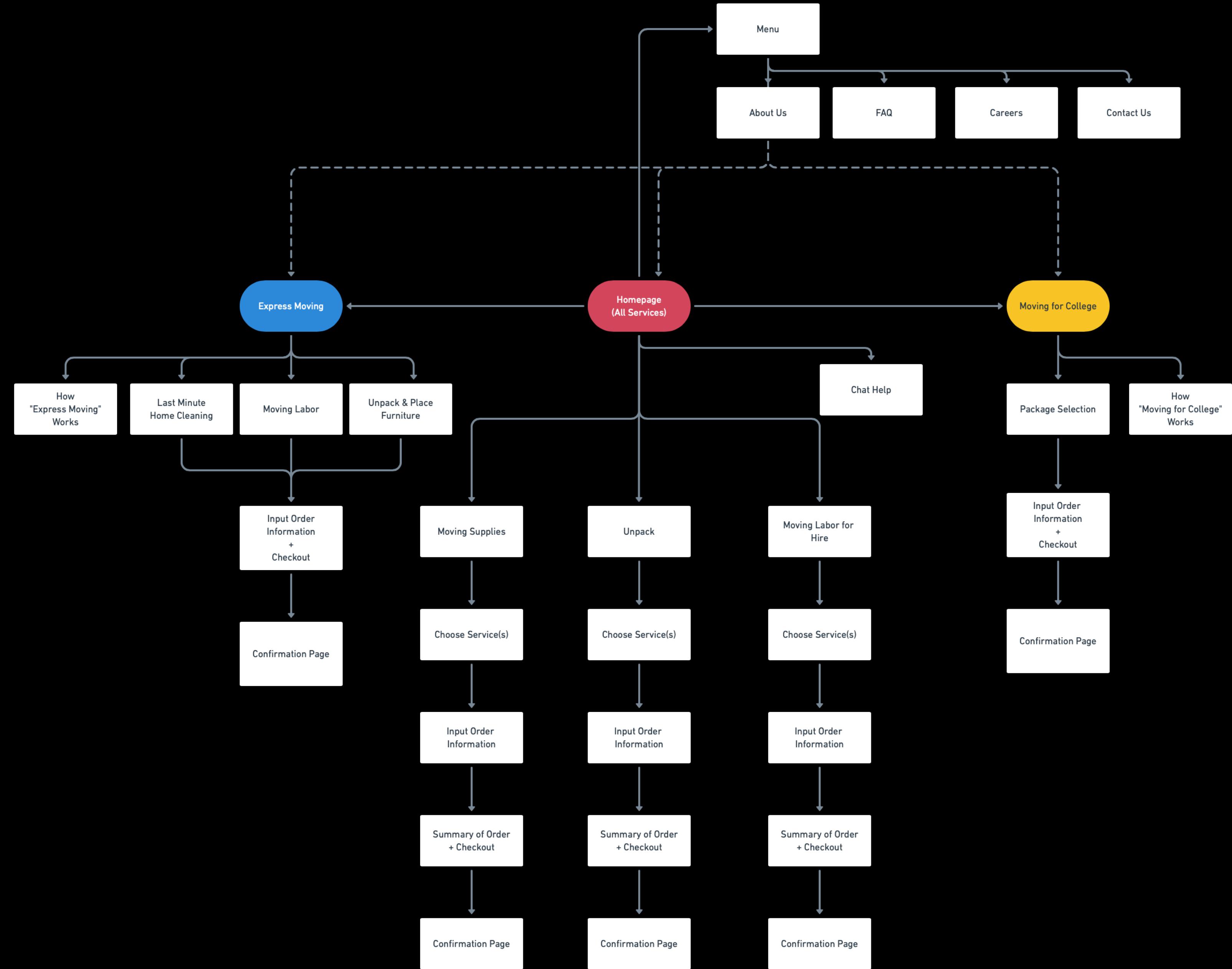
vanessa

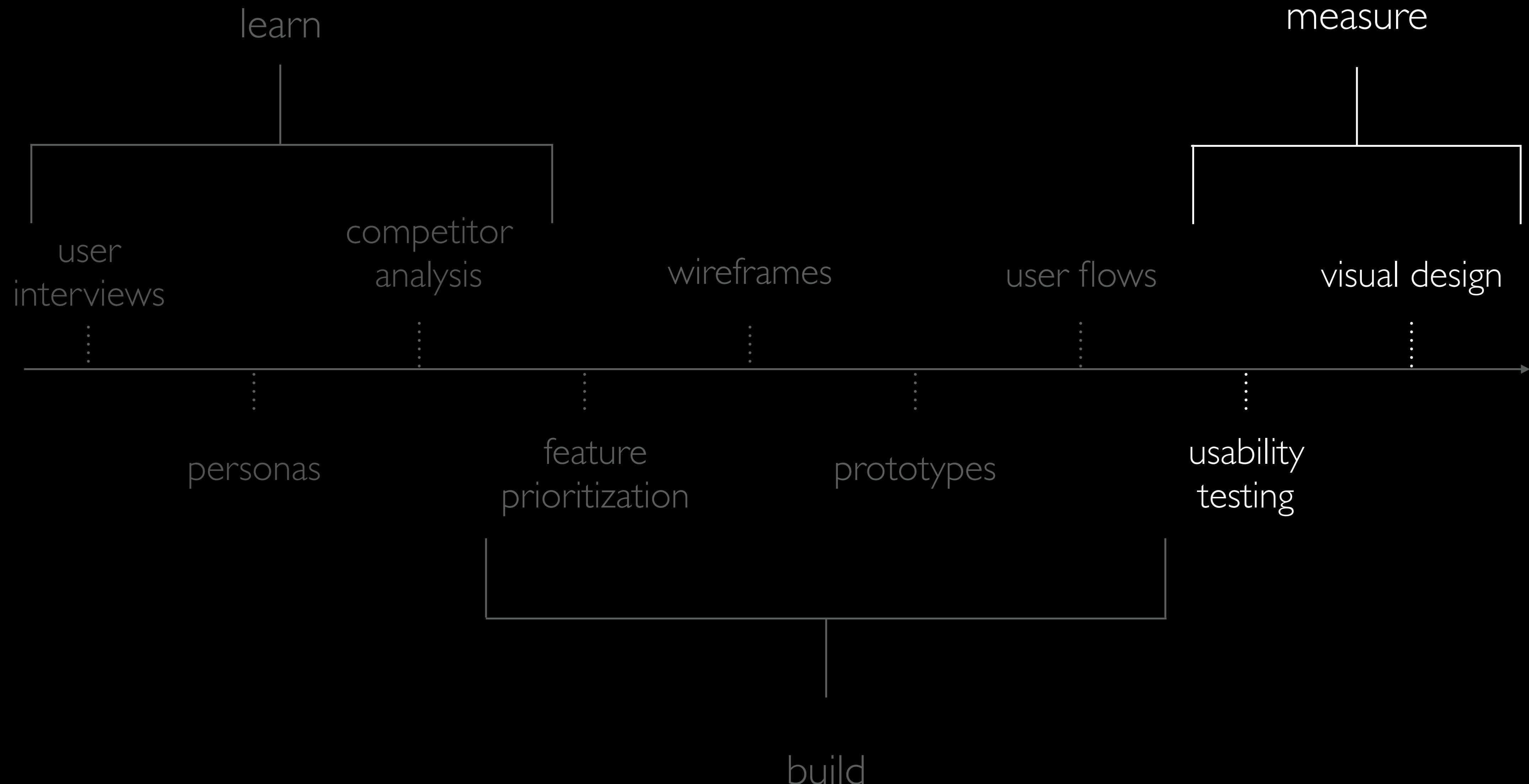


Refined user flows show the moving process using an unpacking service.



# site map





## research goals

Is the purpose/goal of the project understood?

Are there enough resources for users to answer their questions?

## duration

~5 minutes

## task

Imagine you are a young professional who is moving to San Francisco to start your new job. Your job requires that you throw a housewarming party to meet the team before your first day (which is in 3 days). None of your friends are available to help and you can't do it alone. You figure the least you need done before the party is the placement of your large furniture and the set-up of your home electronics for entertainment. Please use this site to hire/order the needed services.

## usability test results

- users did not realize that the “Select Services” page was in order
- some of the options were redundant and were not clear in meaning to users
- not exactly knowing what to click first
- navigation was pretty difficult
- clicking or reading the page left to right

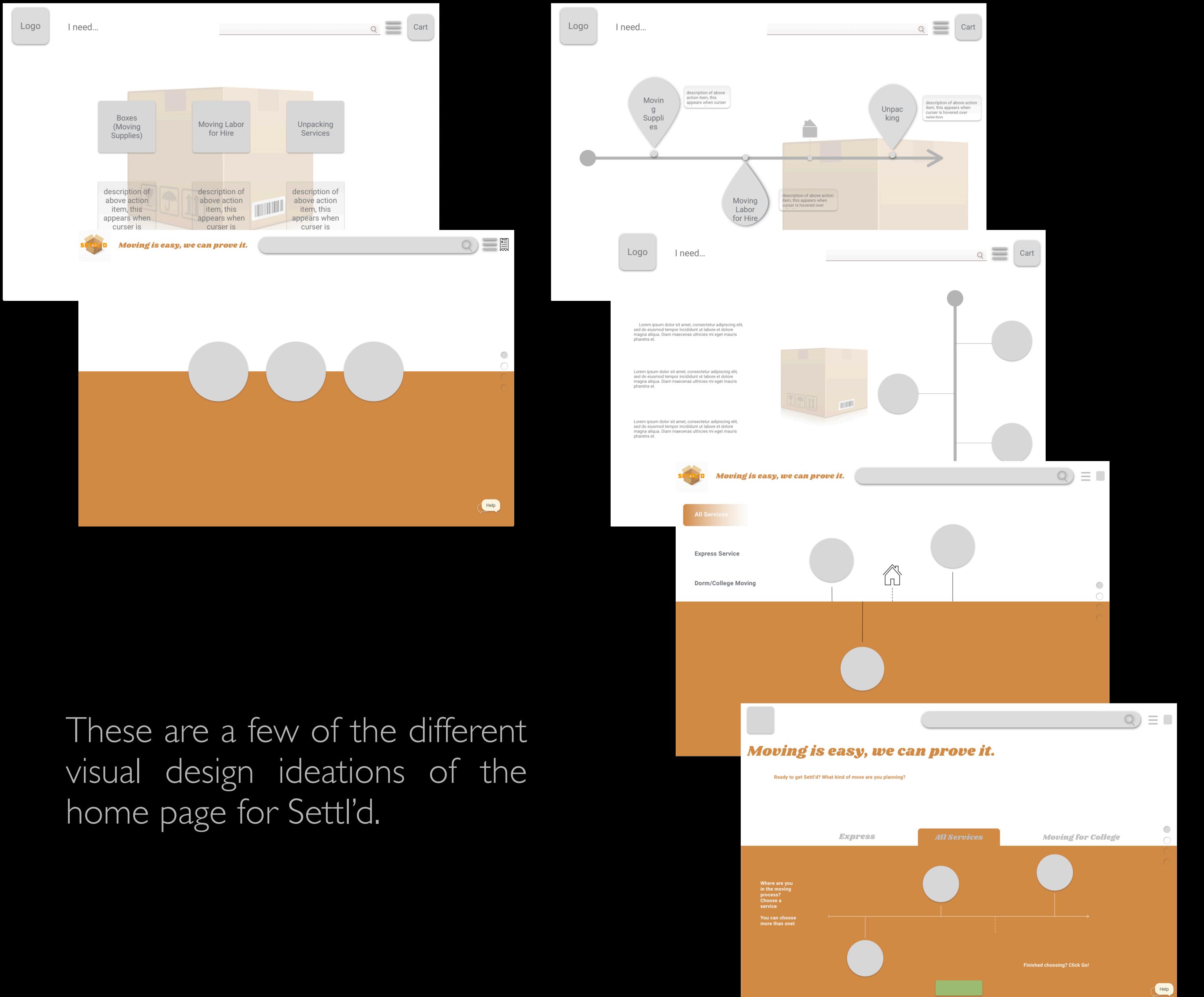
## outliers

one user clicked on everything despite the task at hand because s/he “just wanted to see what happens”

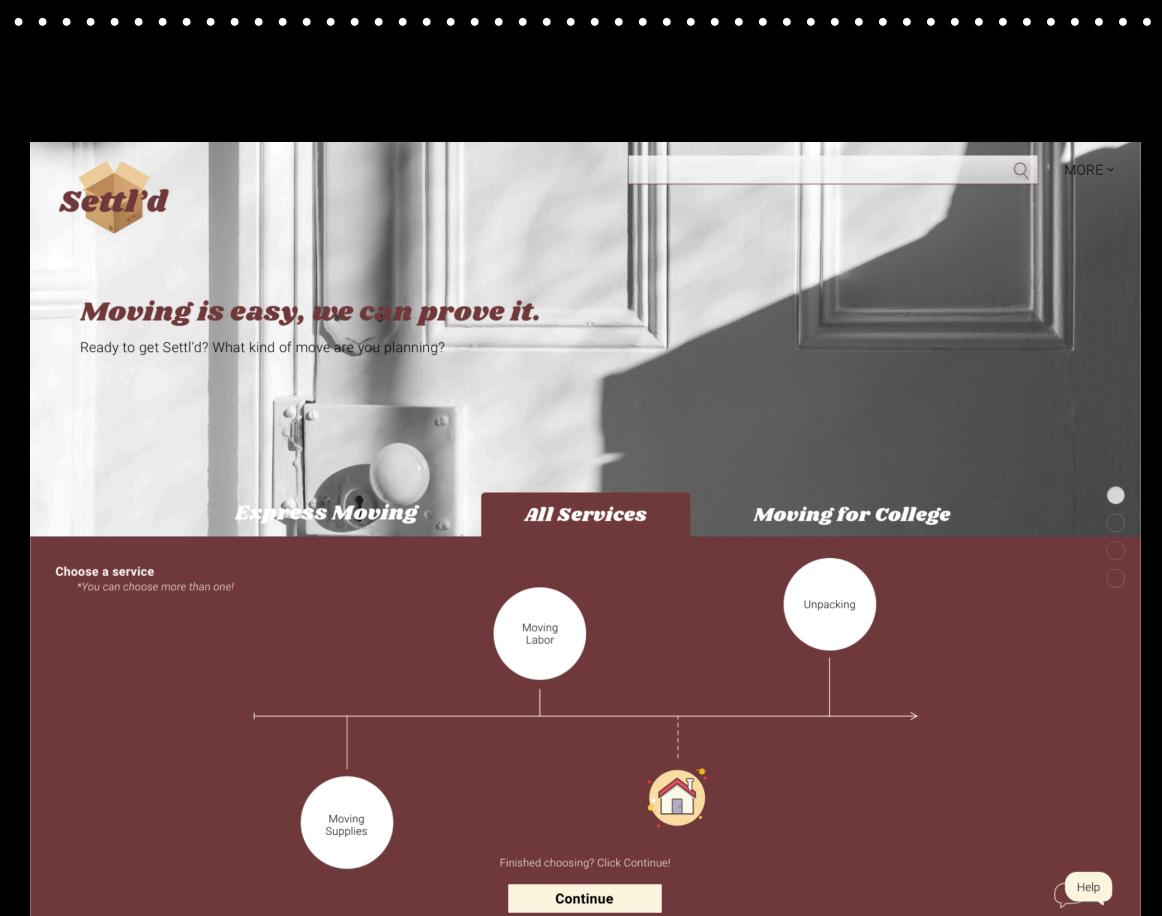
## insight + reiterations

- change the wording of services or services offered (the first page seems easy to understand and navigate)
- change prototype to be able to select different pathways
- reconsider layout and functionality of home page

# visual design



These are a few of the different visual design ideations of the home page for Settl'd.



This is the working-final visual design ideation of the homepage for Settl'd.

[working] final prototype



invision prototype  
<https://invis.io/CTSTQ9AJY6X>

## learn

- Interview more people to “go deeper” into problem
- Create college student persona
- Create persona for a person needing express services

## build

- Add more functions, simplify functions
- Can always improve on visual design

## measure

- Conduct more, as well as other variations of usability tests
- Include non-target audience just to make sure the product is usable

thank you