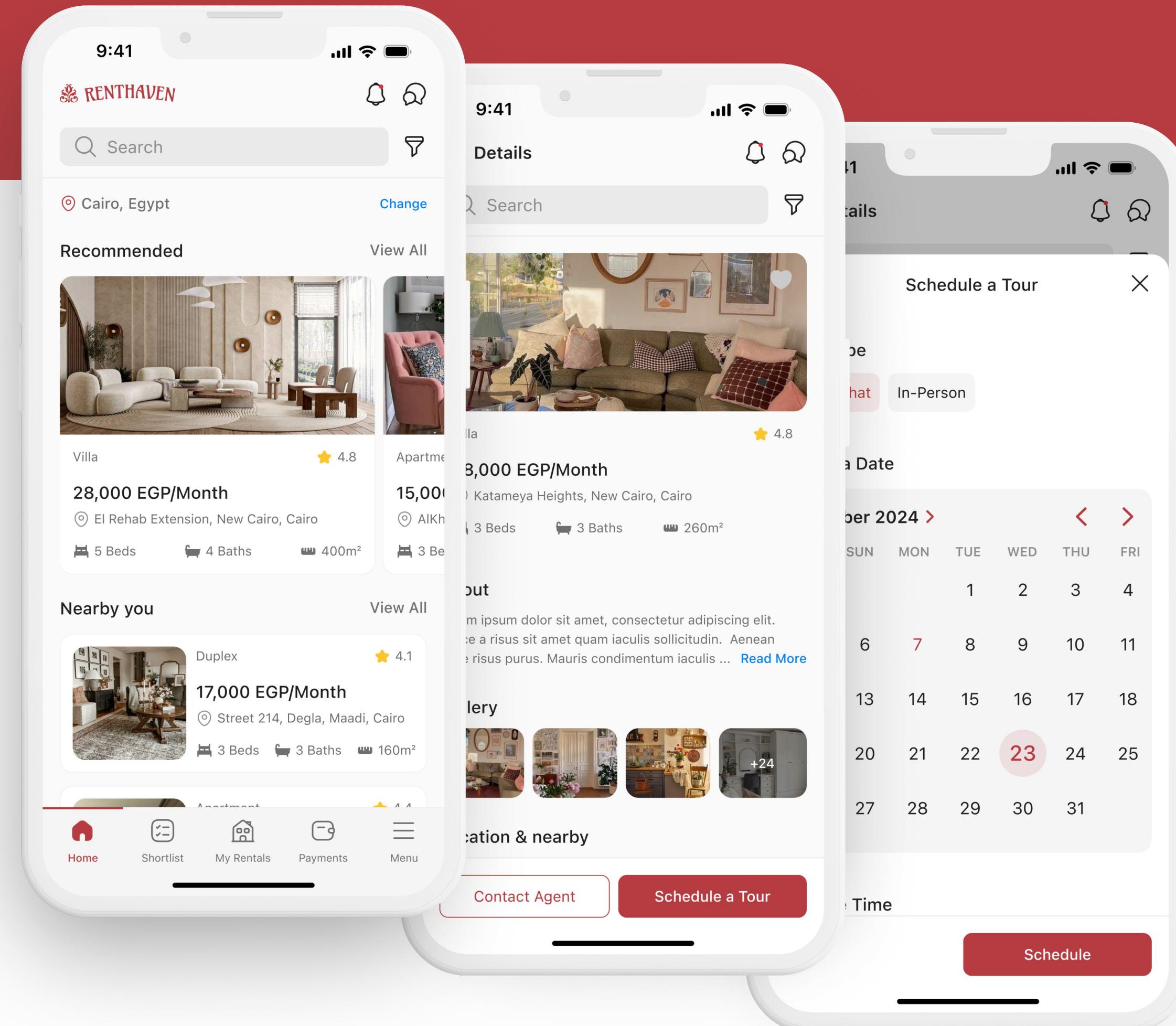




RENTHAVEN



At a Glance

RentHaven is a platform for leasing and renting residential and commercial properties in Egypt, eliminating the need for realtors. All transactions, including fees and contracts, are securely handled through the platform, making the process seamless and transparent.

How did RentHaven came to life

01

Discovery

- Research
- Stakeholder Interview
- Competitive Analysis
- 6 Users Interviews
- Personas & Journey Maps

02

Ideate

- Value Proposition Canvas
- Task Flow
- Information Architecture
- Wireframes

03

UI Design

- Design System
- UI Concepts
- UI Screens
- Prototyping

Discovery Phase

Defining our **RentHaven** goals

01 Effortless Booking

Book your perfect space effortlessly

Simplify the property booking process for users, ensuring a seamless and hassle-free experience.

02 Personalized Recommendations

Discover homes curated for you

Provide tailored property suggestions based on user preferences and behavior to enhance the booking experience.

03 Secure Transactions

Book with confidence, every time

Ensure secure payment processing and data protection to build trust and confidence among users

04 Enhanced Property Exploration

Explore, experience & sign with ease

Facilitate comprehensive property exploration through virtual tours, in-person visits, and online contract signing to empower users in making informed renting decisions.



Discovery Phase

Competitive Analysis

I conducted a competitive analysis to compare real estate field in other apps, understand existing UI patterns, and identify areas of improvement.



Property Finder



Aquaarmap



Bayut Egypt



Dubizzle EG OLX

STRENGTHS

- Wide search engine & filters
- Property details
- Customer service

WEAKNESSES

- Weak User Interfaces
- No customer reviews
- No owners verification
- No online payment

Who is this project for

Meet our RentHaven Personas



Aware Aya

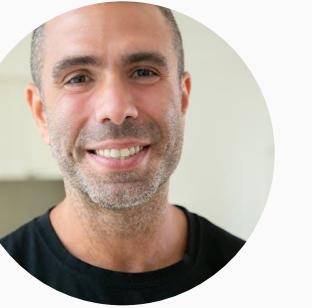
A 25-year-old working single living in Cairo. She values independence, comfort, and a convenient location. As a busy individual, Aya seeks a hassle-free rental experience that allows her to focus on her career and personal goals.

Hopes

- Find a long-term rental that suits her lifestyle and budget.
- Live in a safe and clean environment.
- Have easy access to transportation and essential shops.
- Avoid dealing with untrustworthy landlords or brokers.

Struggles

- Difficulty finding affordable options in good locations.
- Lack of transparency in the rental process, including hidden fees and unreliable information.
- Dealing with unresponsive and untrustworthy landlords or brokers.
- The difference between the actual quality and what was said.



Caring Emad

A 44-year-old dedicated family man and a seasoned professional with a strong background in engineering. He is passionate about creating a comfortable and secure living environment for his family and is actively involved in finding suitable rental properties.

Hopes

- Safe and comfortable home where his family can live securely.
- Proximity to work, schools, and amenities.
- Clear and direct communication with the landlord.

Struggles

- Dealing with real estate agents or brokers.
- Dislikes hidden fees and unclear prices.
- Frustrated by inaccurate or incomplete information.



The Wisely Hesham

A 55-year-old seasoned landlord with a passion for ensuring a positive rental experience for both himself and his tenants. With years of experience managing multiple properties, he understands the importance of finding reliable tenants and maintaining his properties in excellent condition. He is dedicated to providing a safe and comfortable rental experience for his tenants while securing himself a stable income.

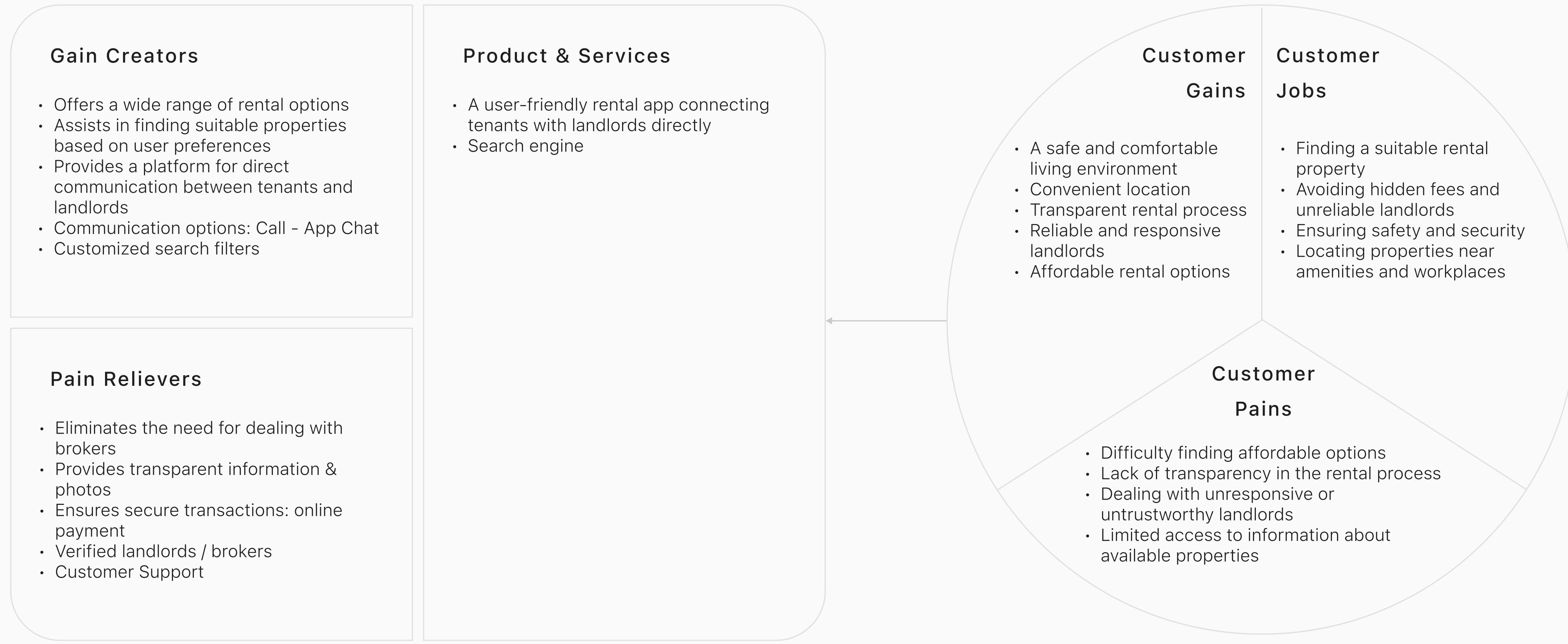
Hopes

- Avoid property damage.
- Smooth rental process.
- Seriousness of tenants.

Struggles

- Dealing with tenants who don't pay rent on time or damage the property.
- Complex rental process.
- Difficulty communicating with tenants, especially when issues arise.

Using Value Proposition Canvas Method

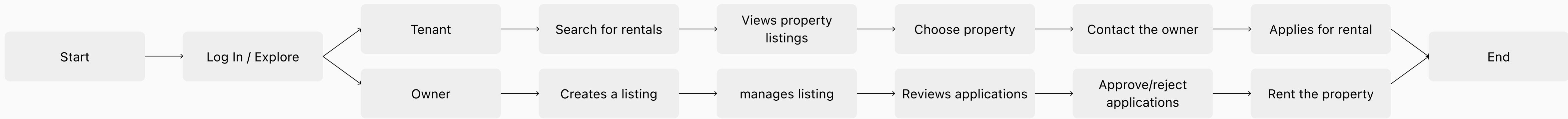


Value Map

Customer Profile

Ideate Phase

RentHaven Task Flow

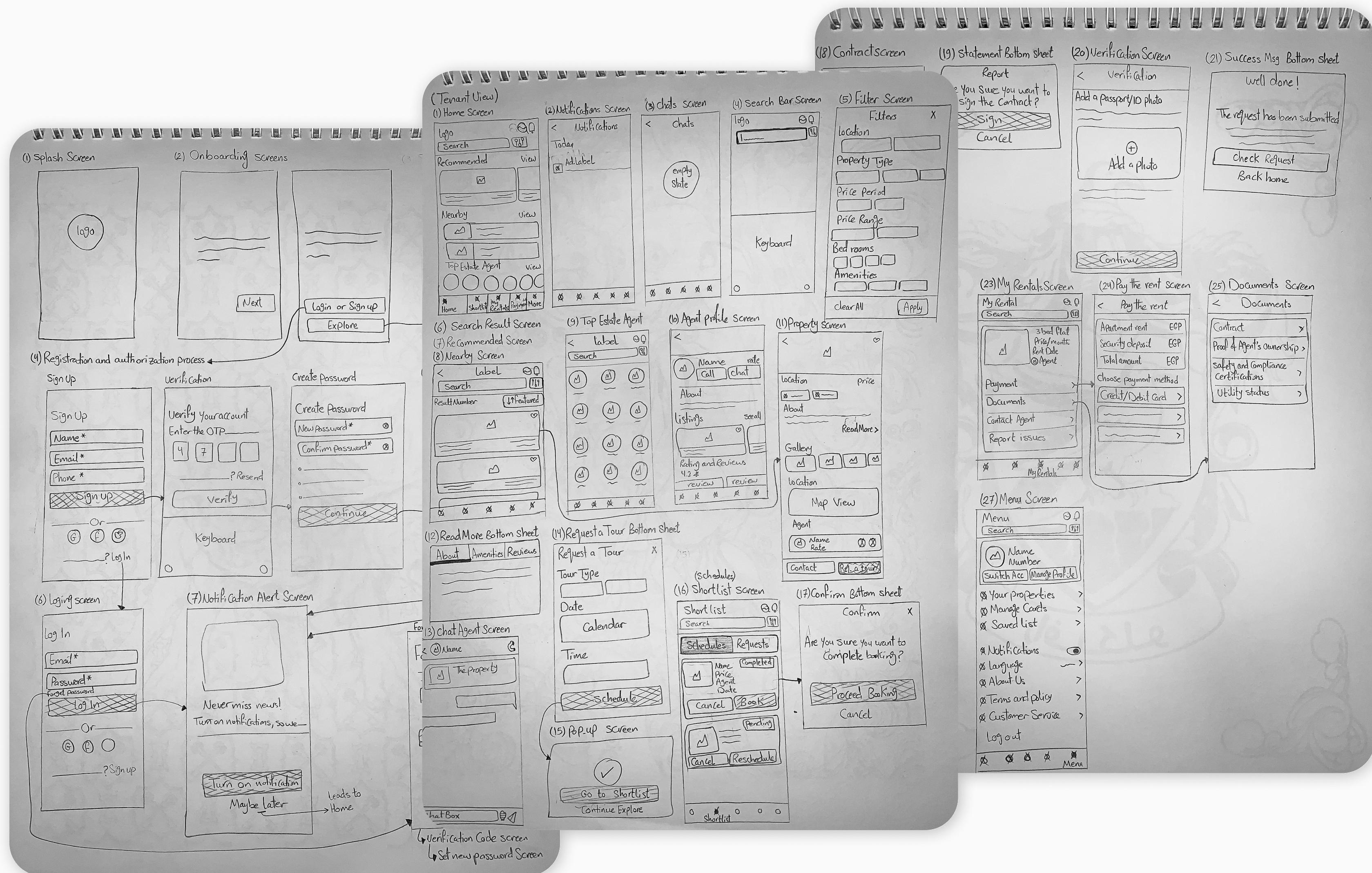


Our RentHaven Information Architecture

[Go To Mobile App Mindmap ↗](#)

Skeleton Phase

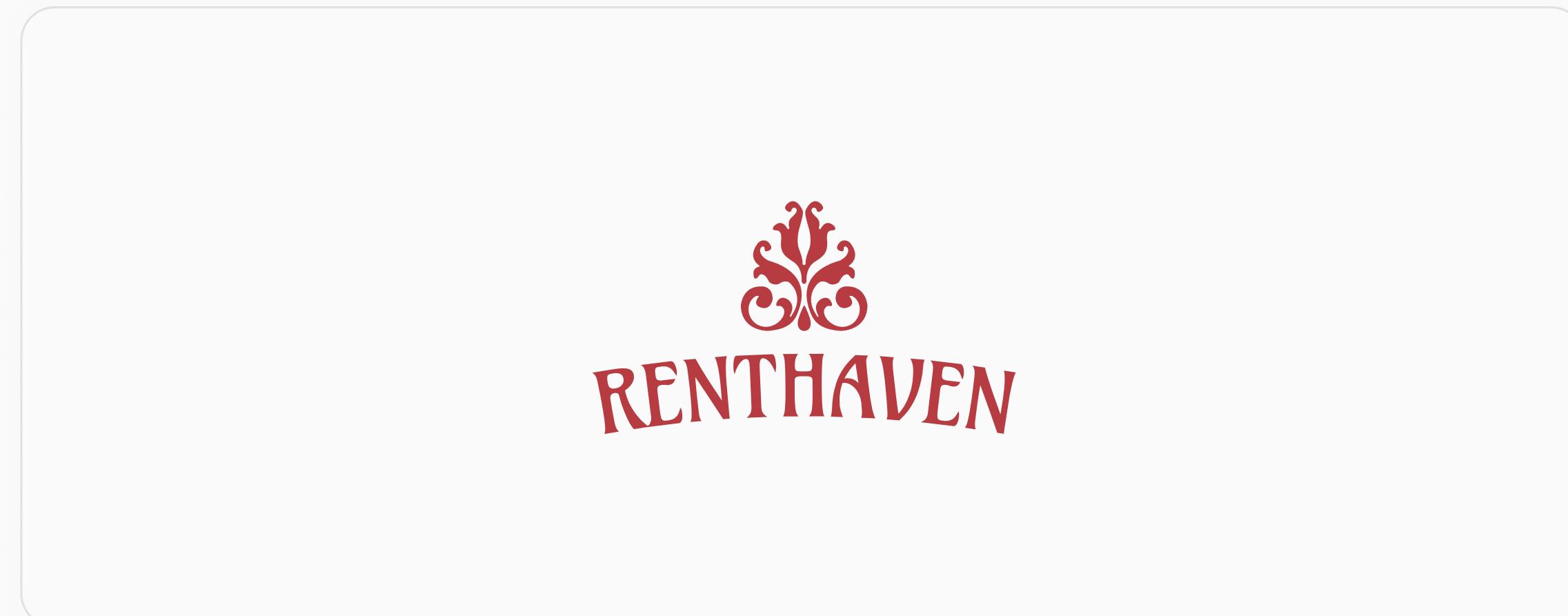
Our RentHaven Sketched Wireframe



The Brand



Brand
Guideline



Typography

Aa SF Pro Text SemiBold
AaBbCcDdEeFfGg

Aa SF Pro Text Medium
AaBbCcDdEeFfGg

Aa SF Pro Text Regular
AaBbCcDdEeFfGg

Colour Palette

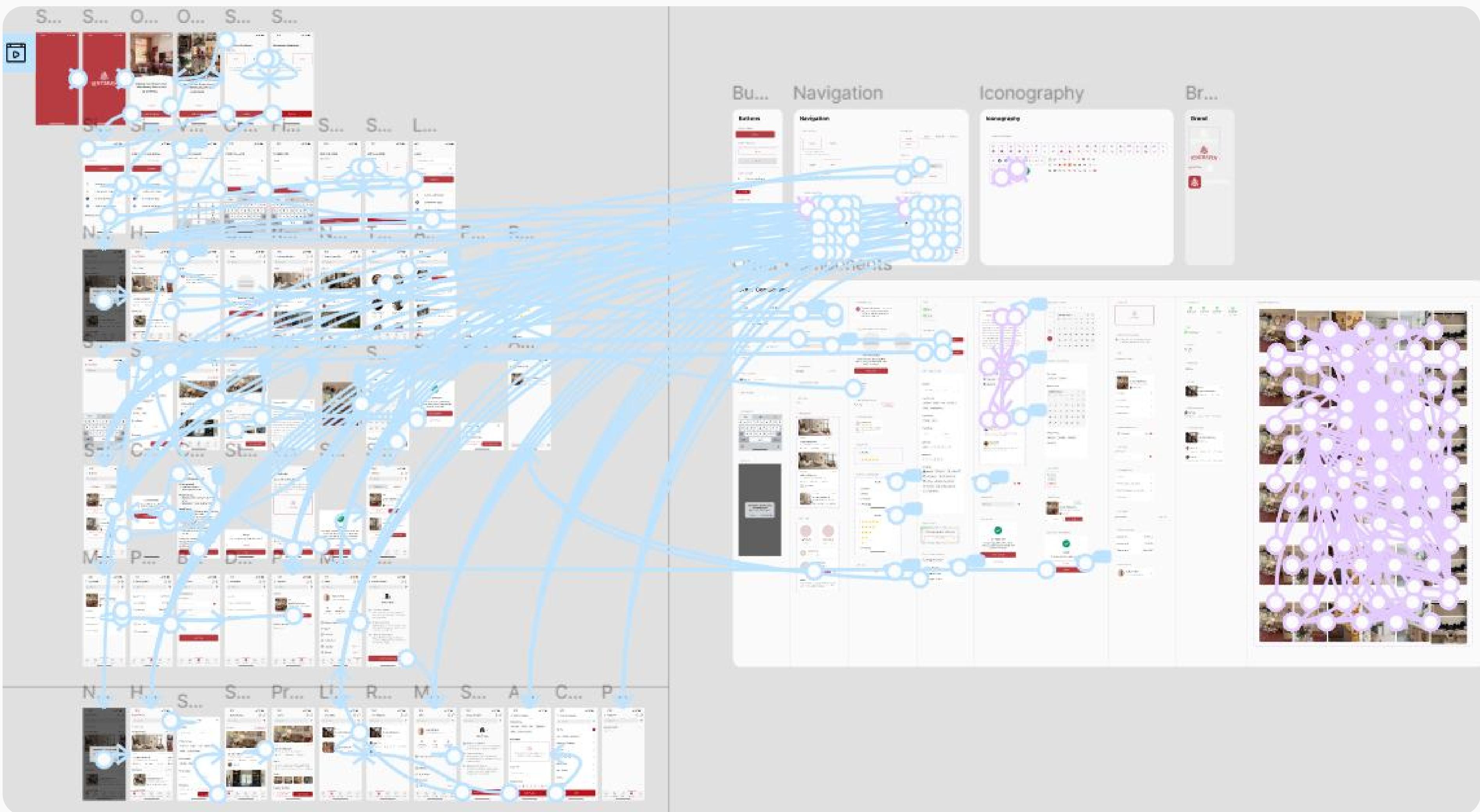


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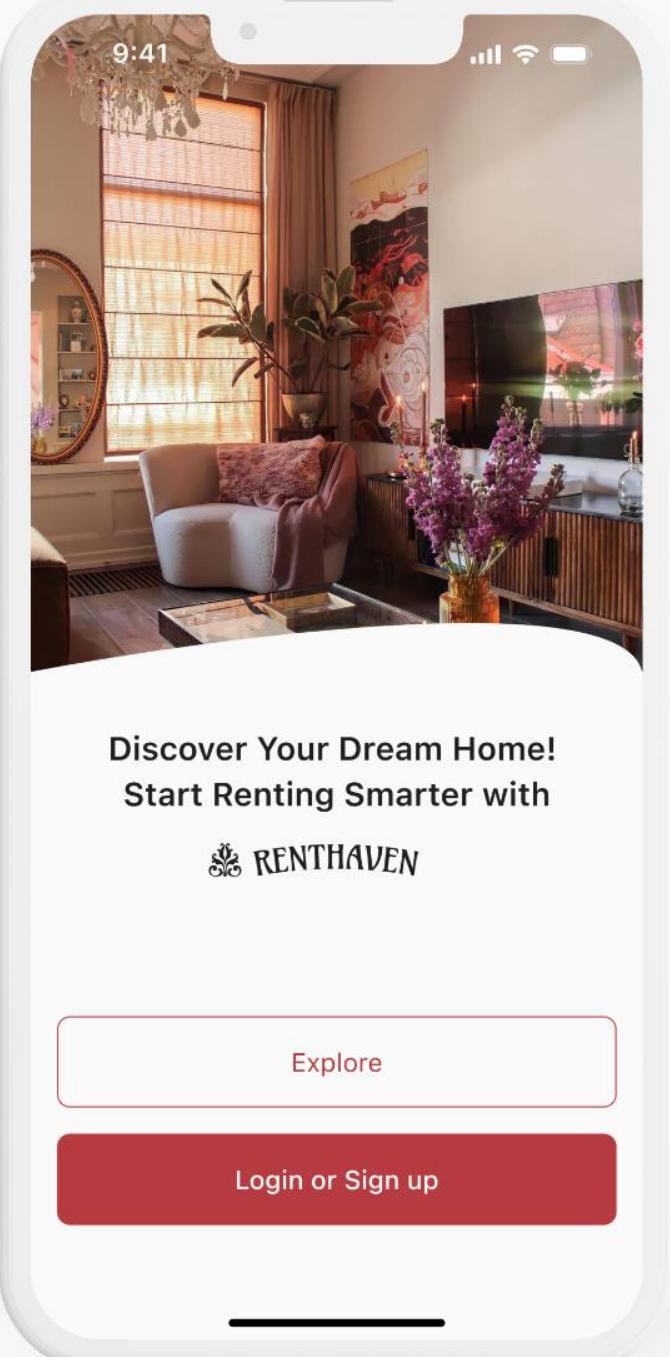


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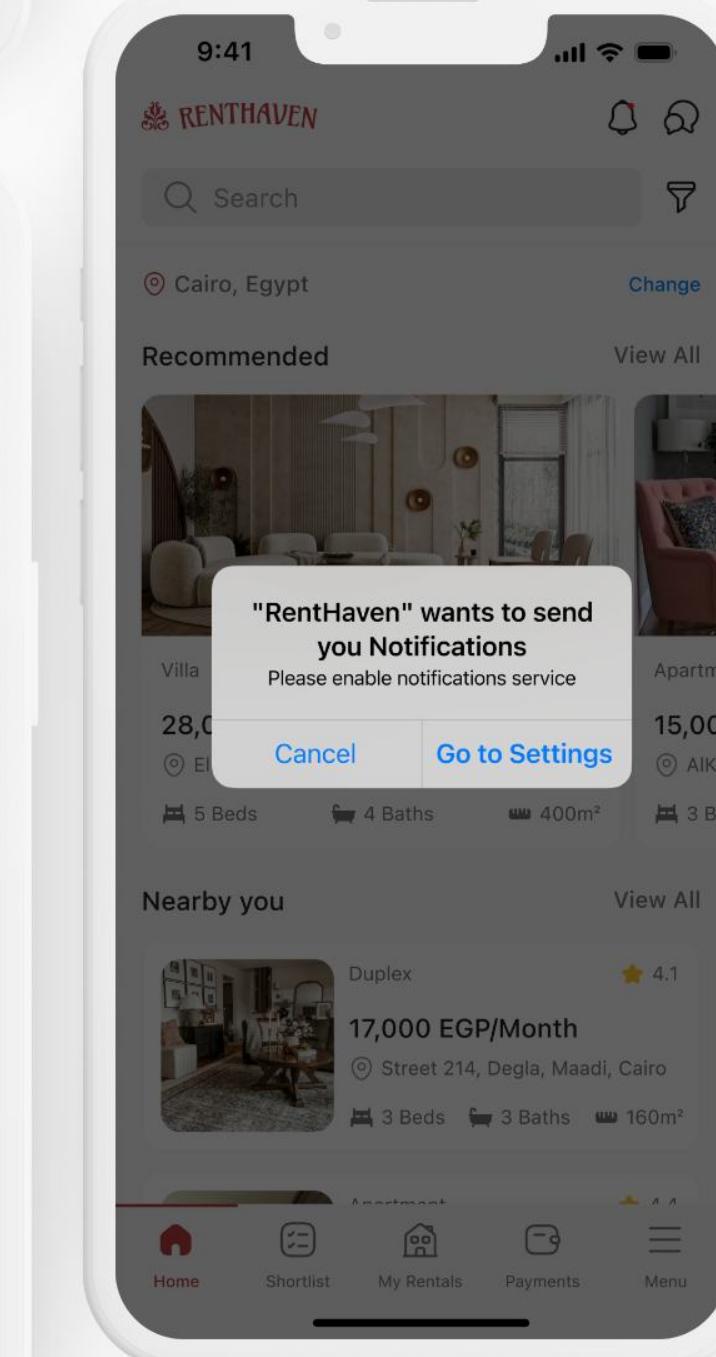
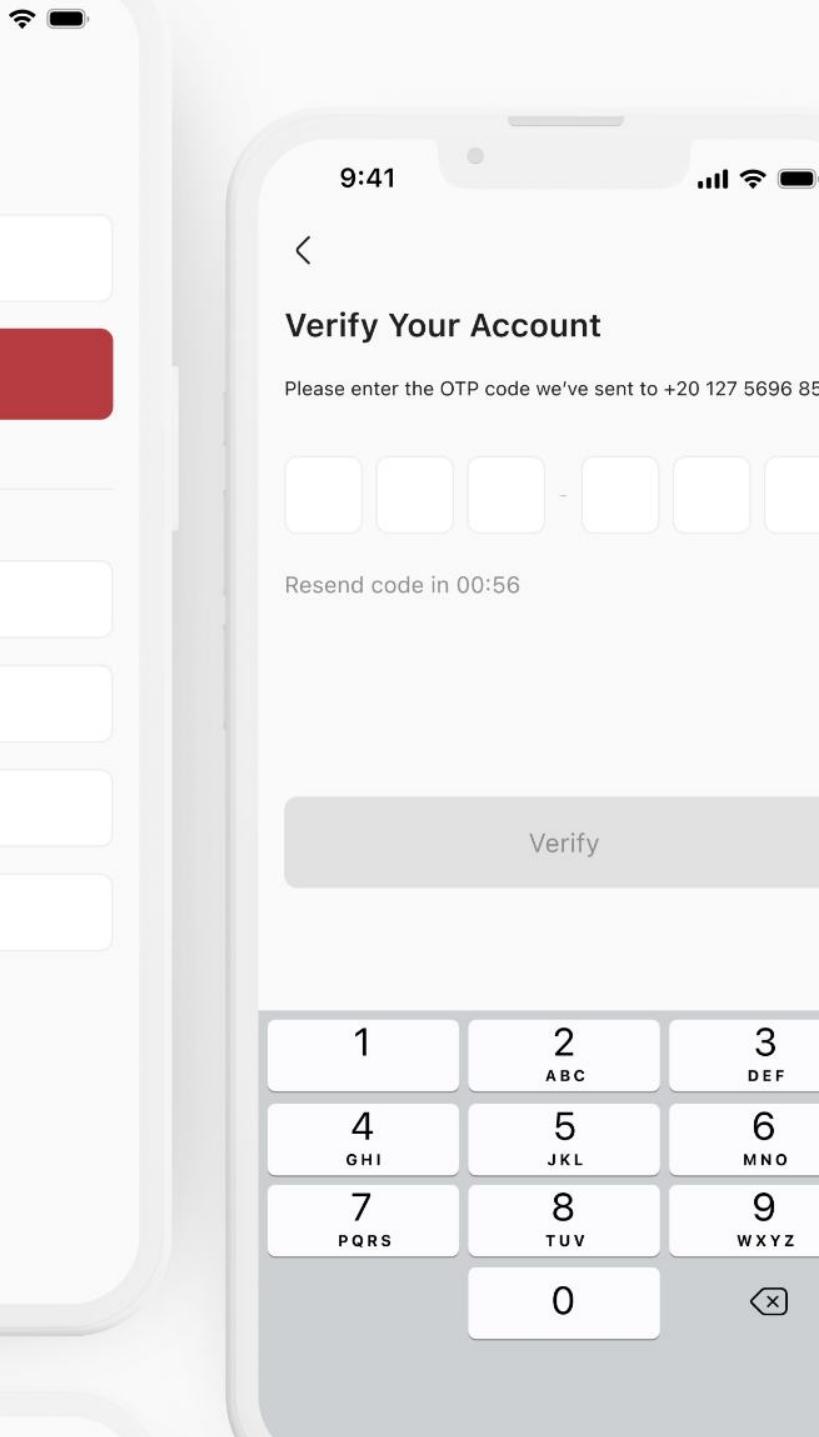
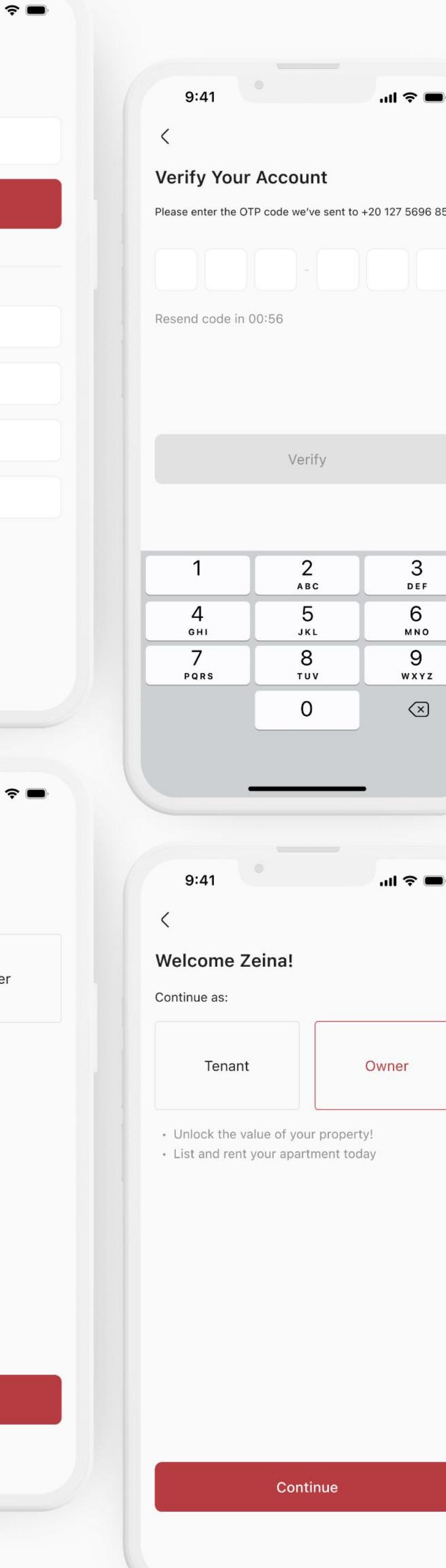
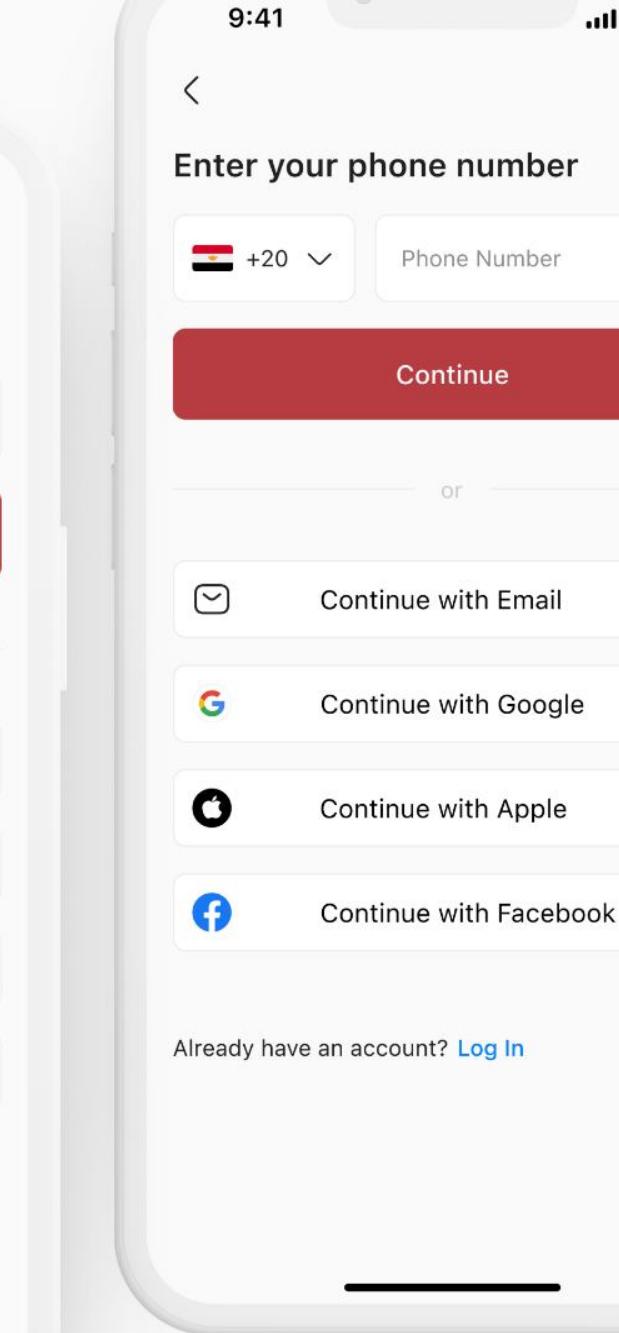
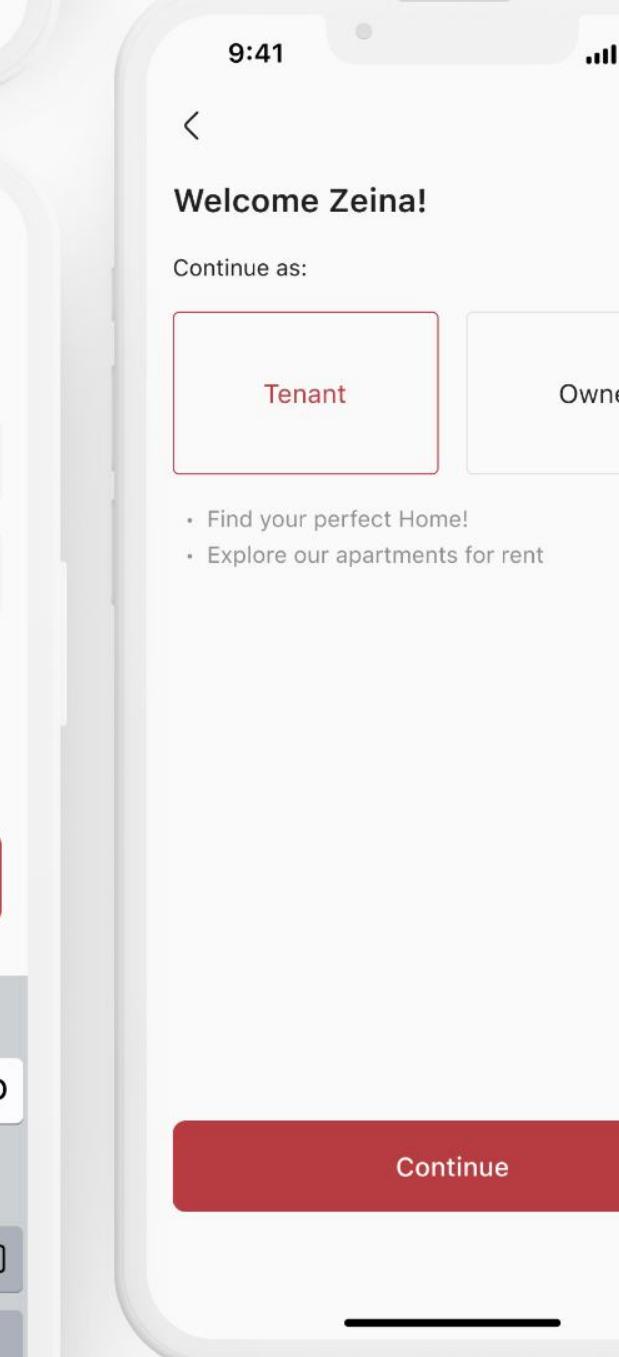
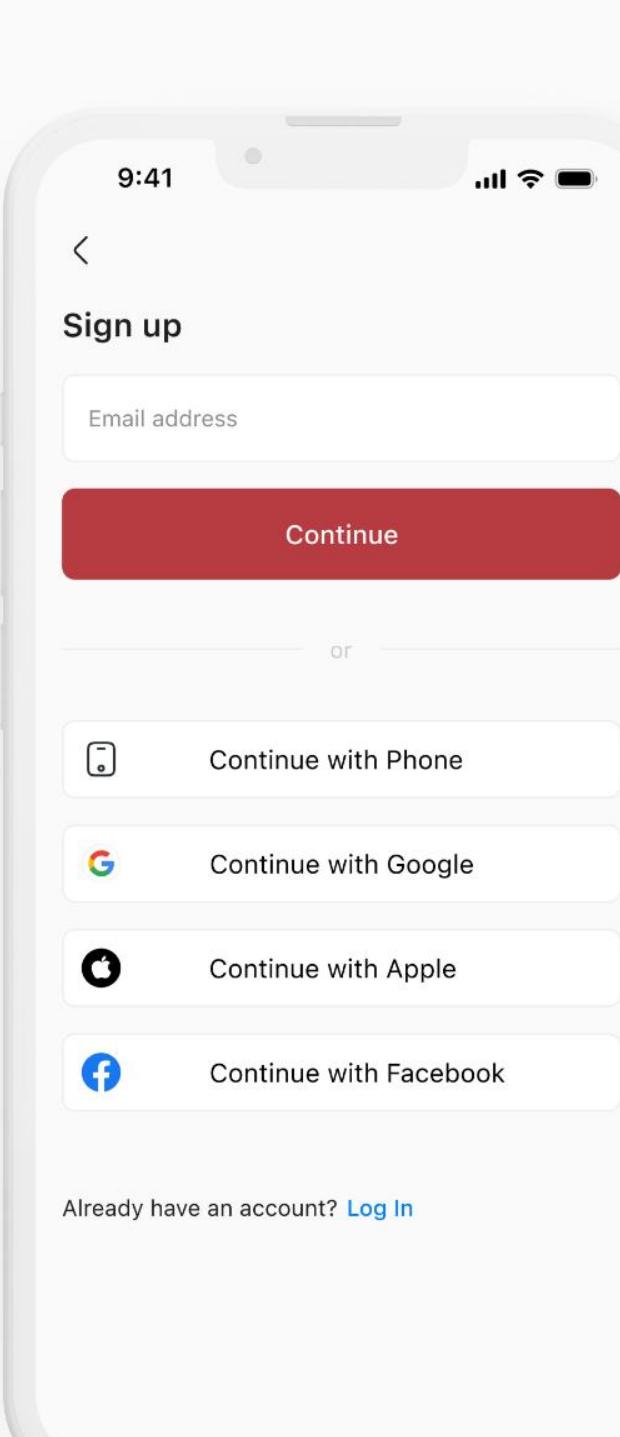
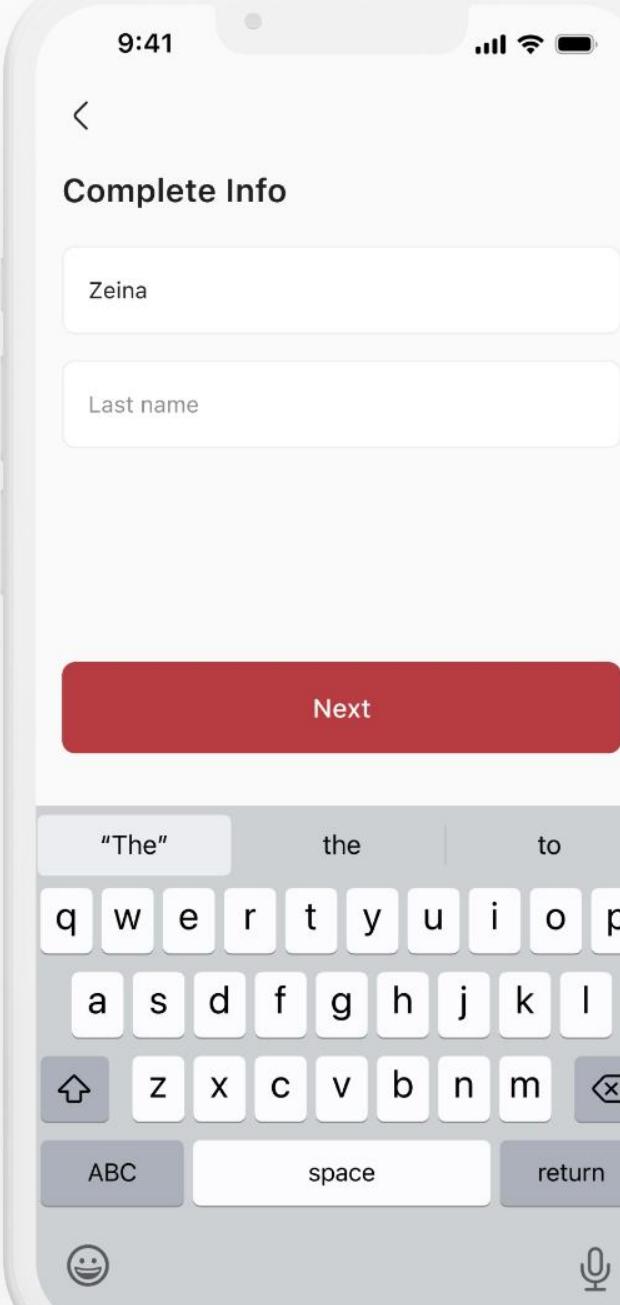
RentHaven Prototype & UI Screens



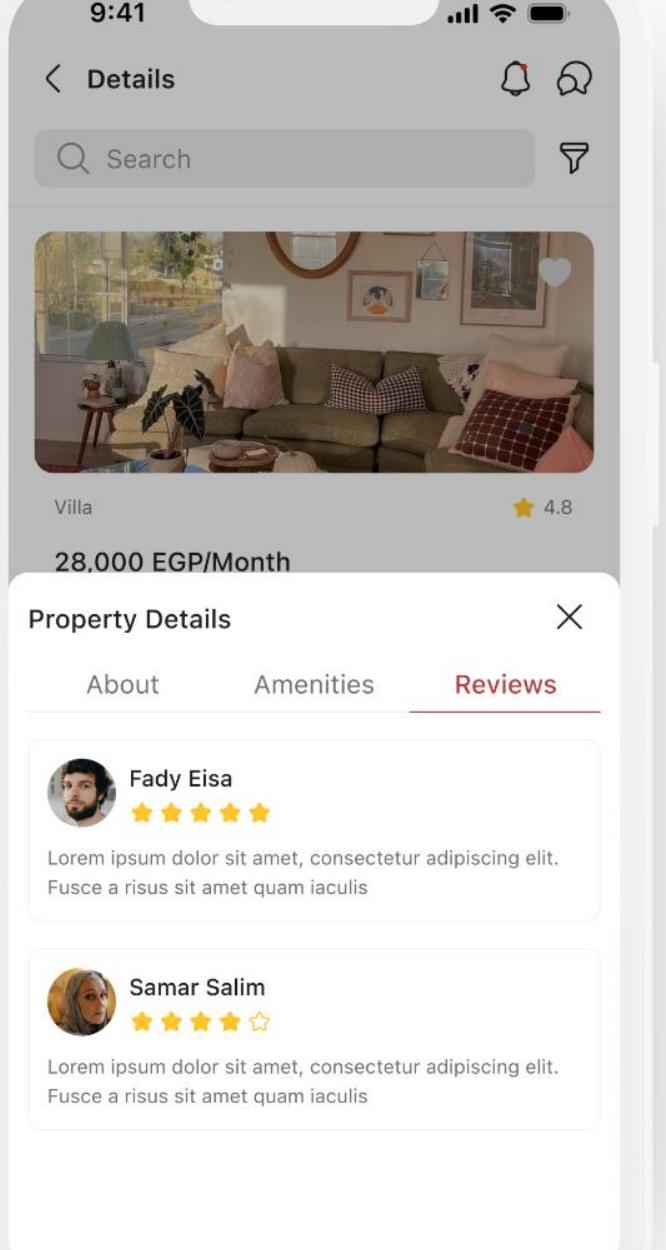
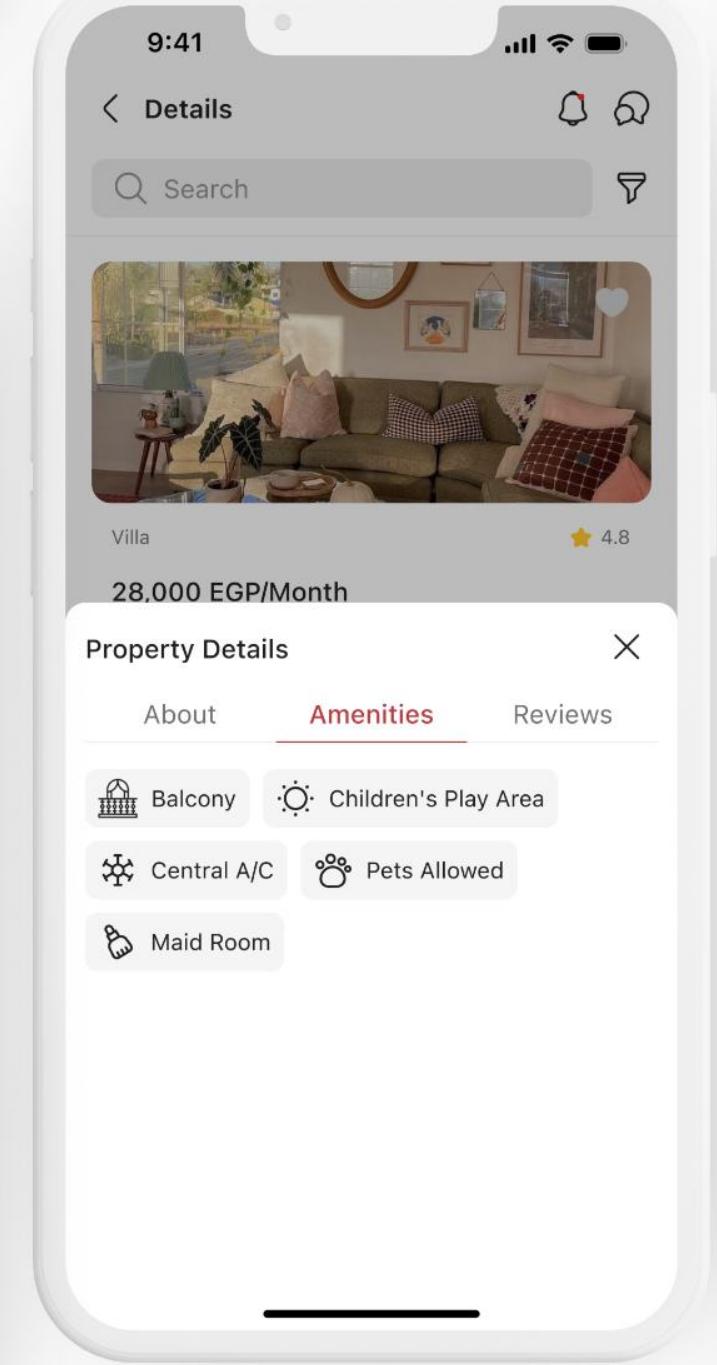
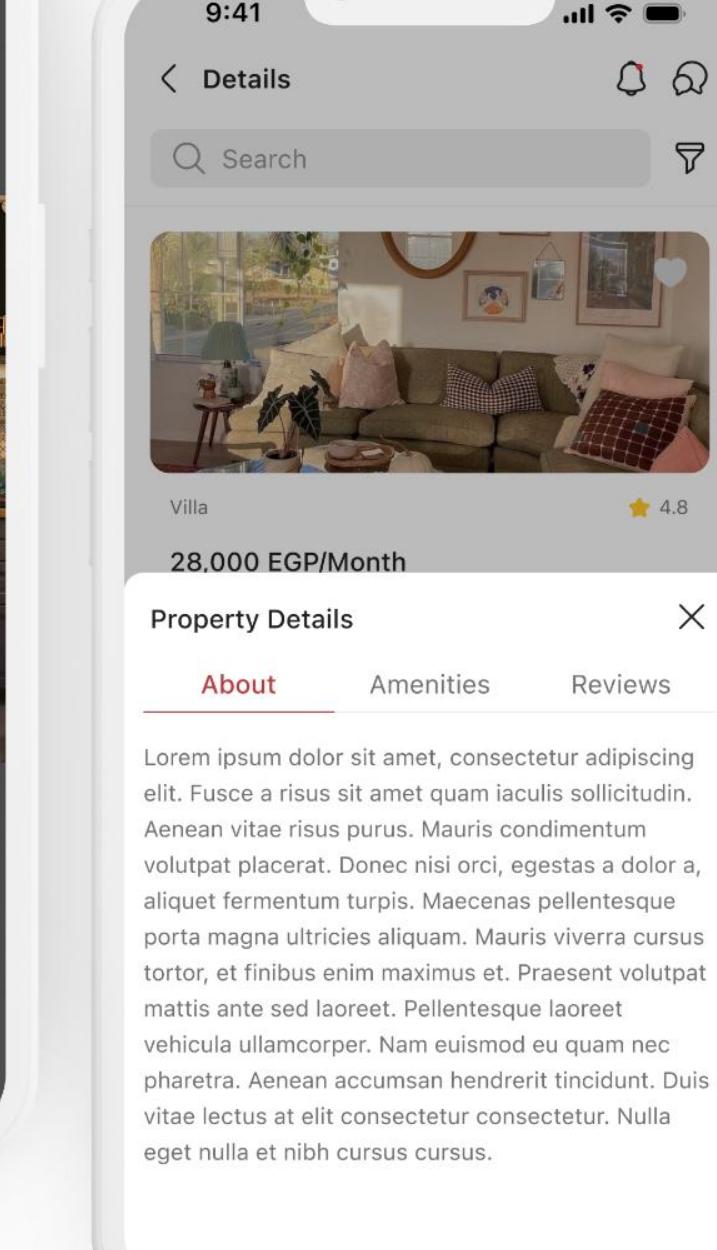
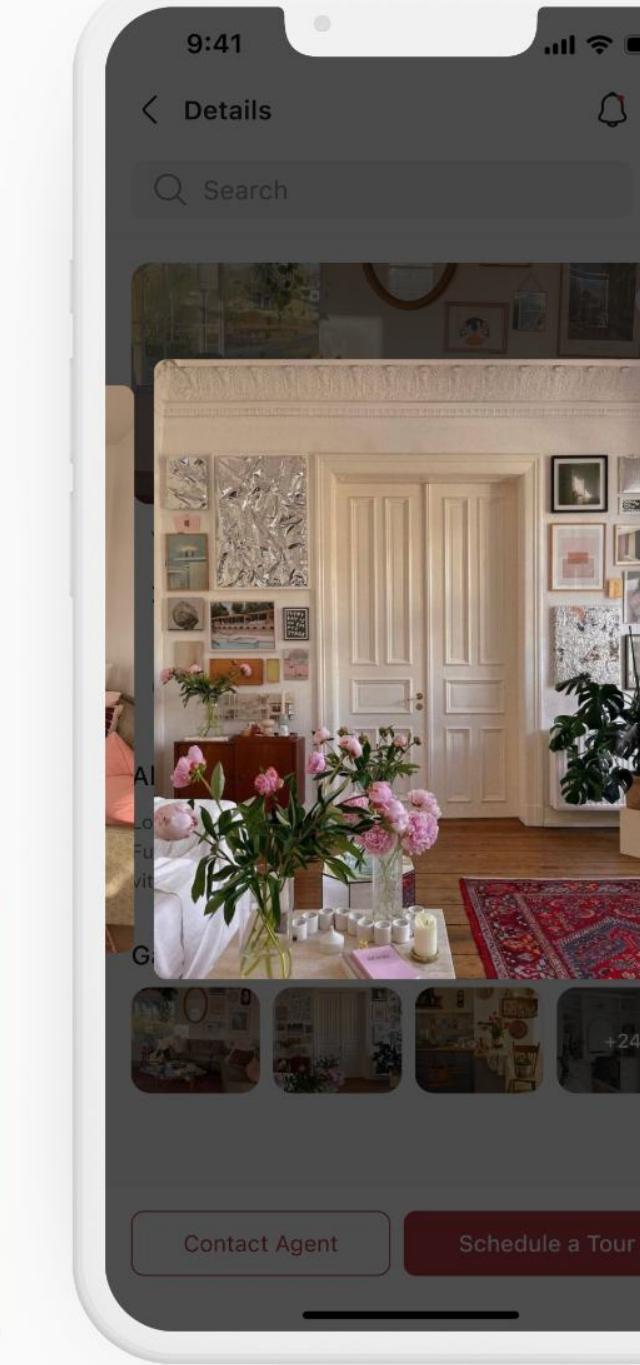
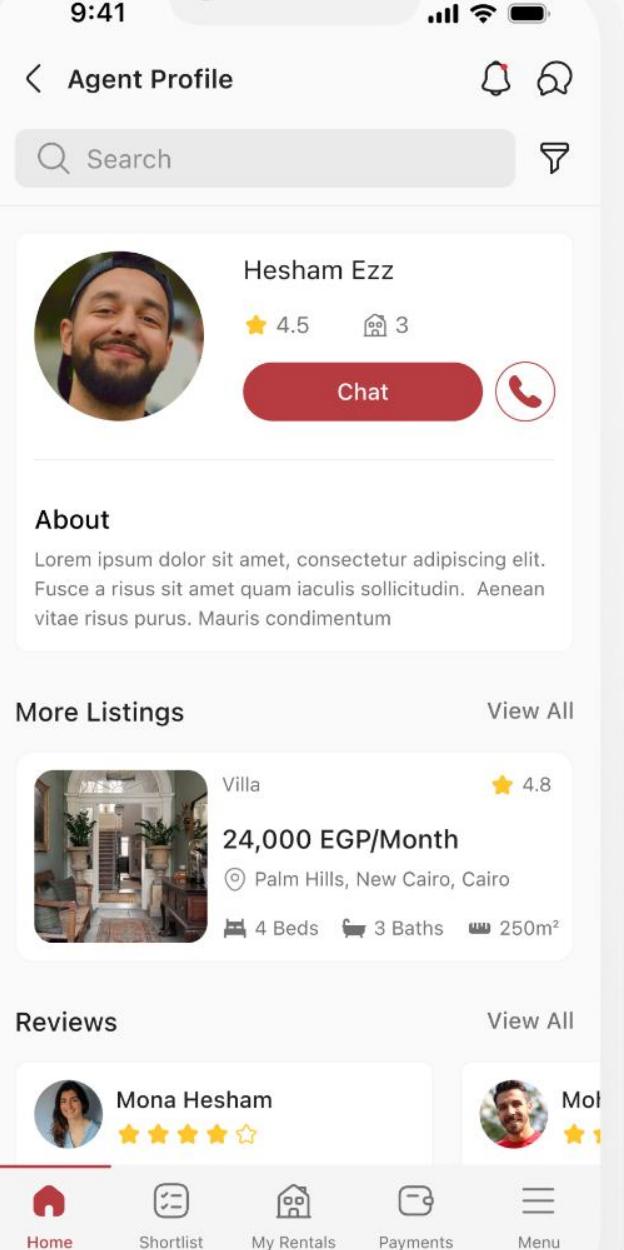
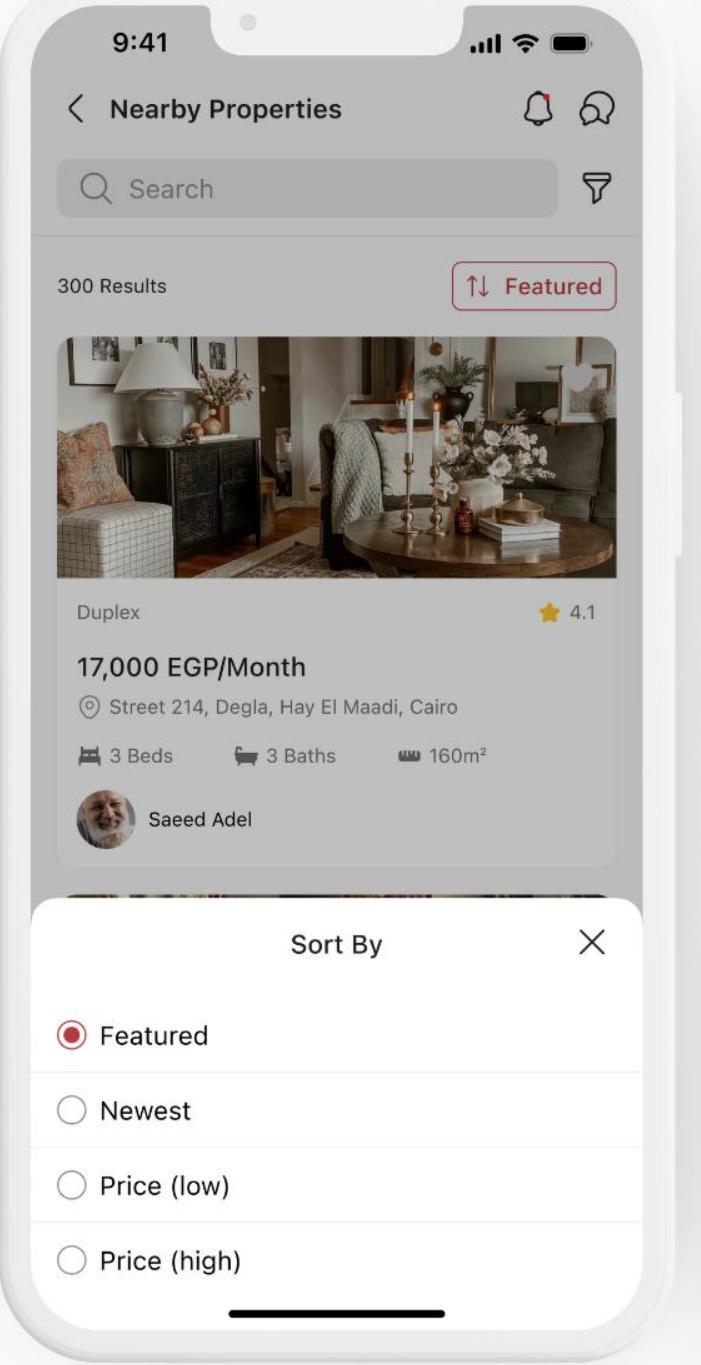
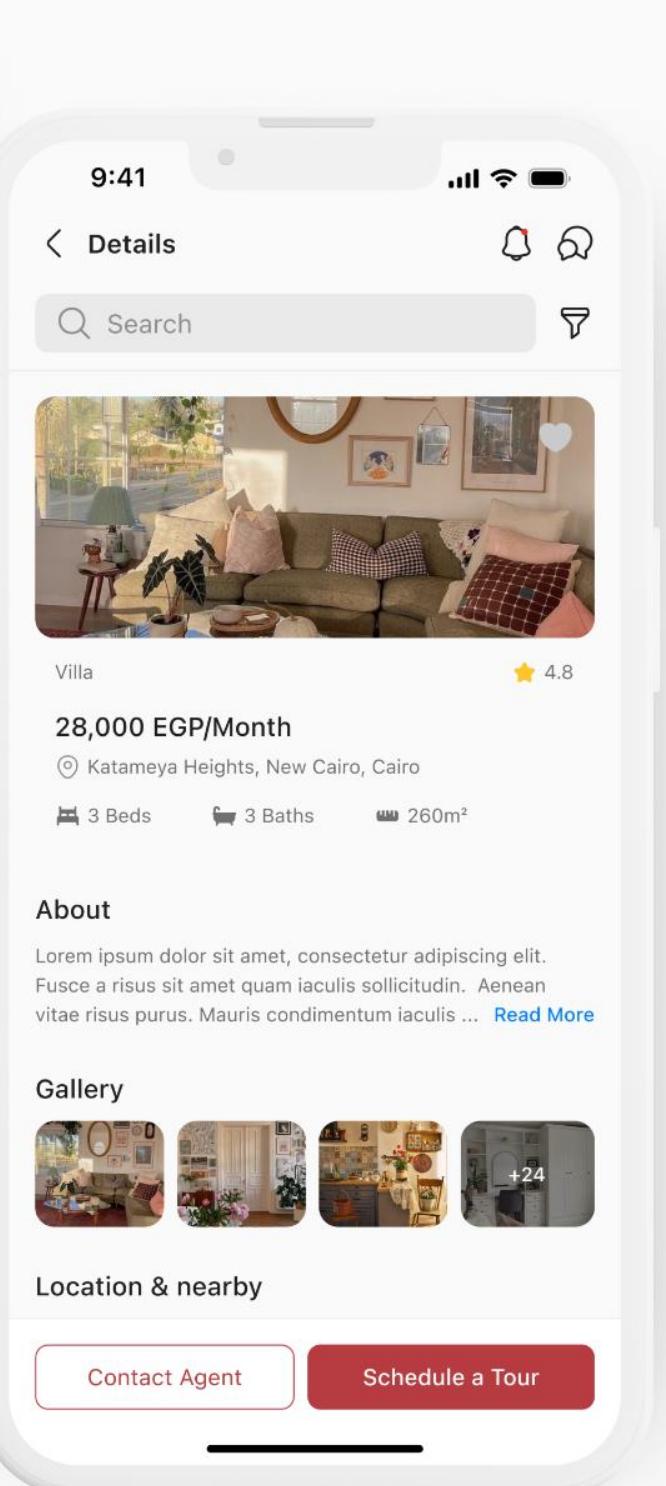
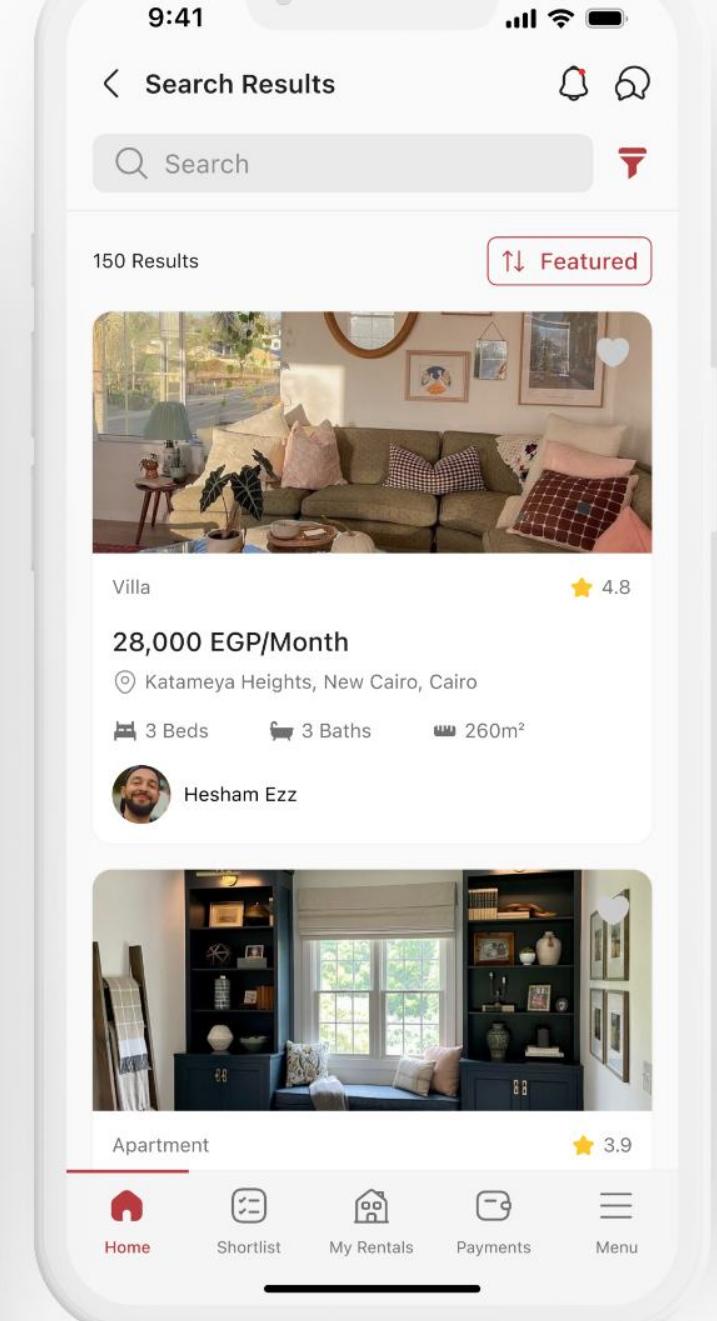
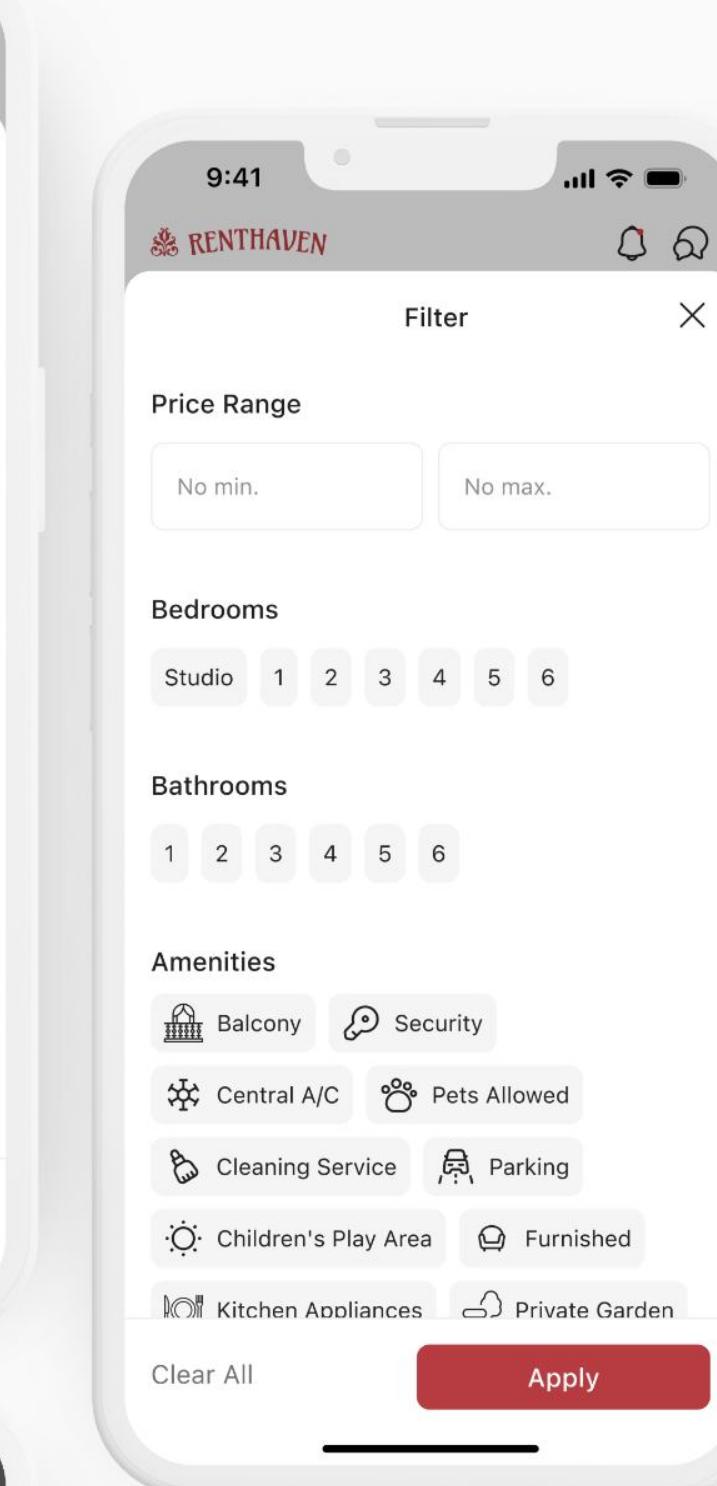
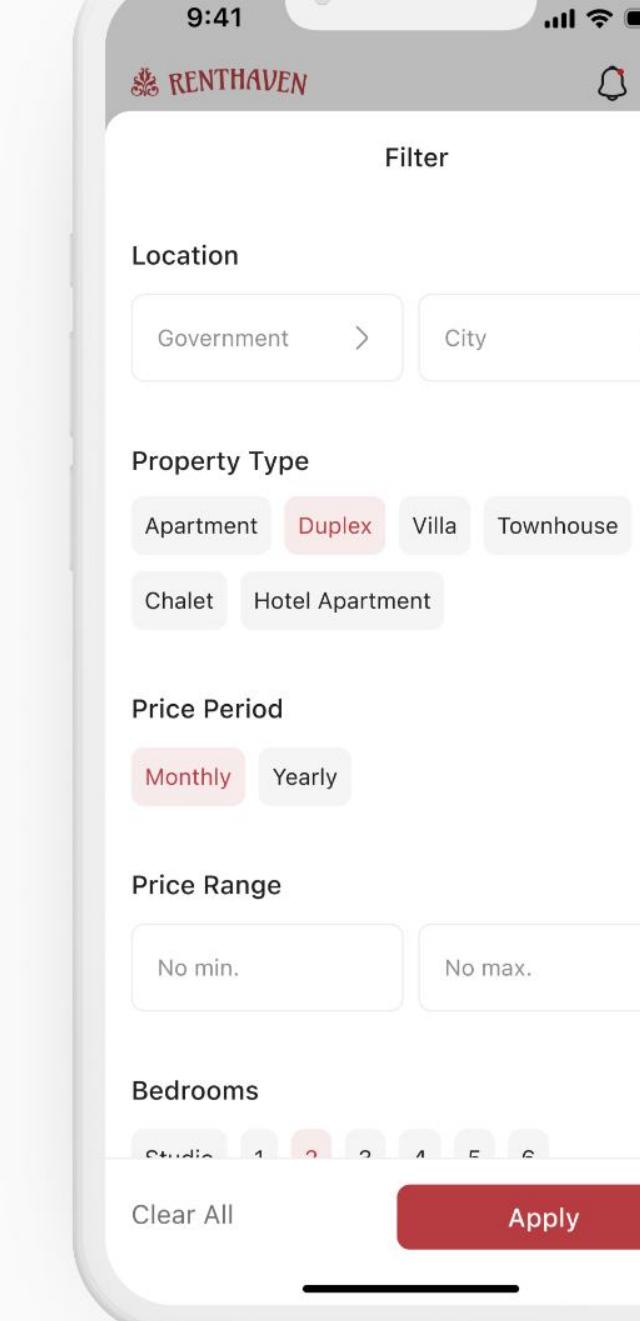
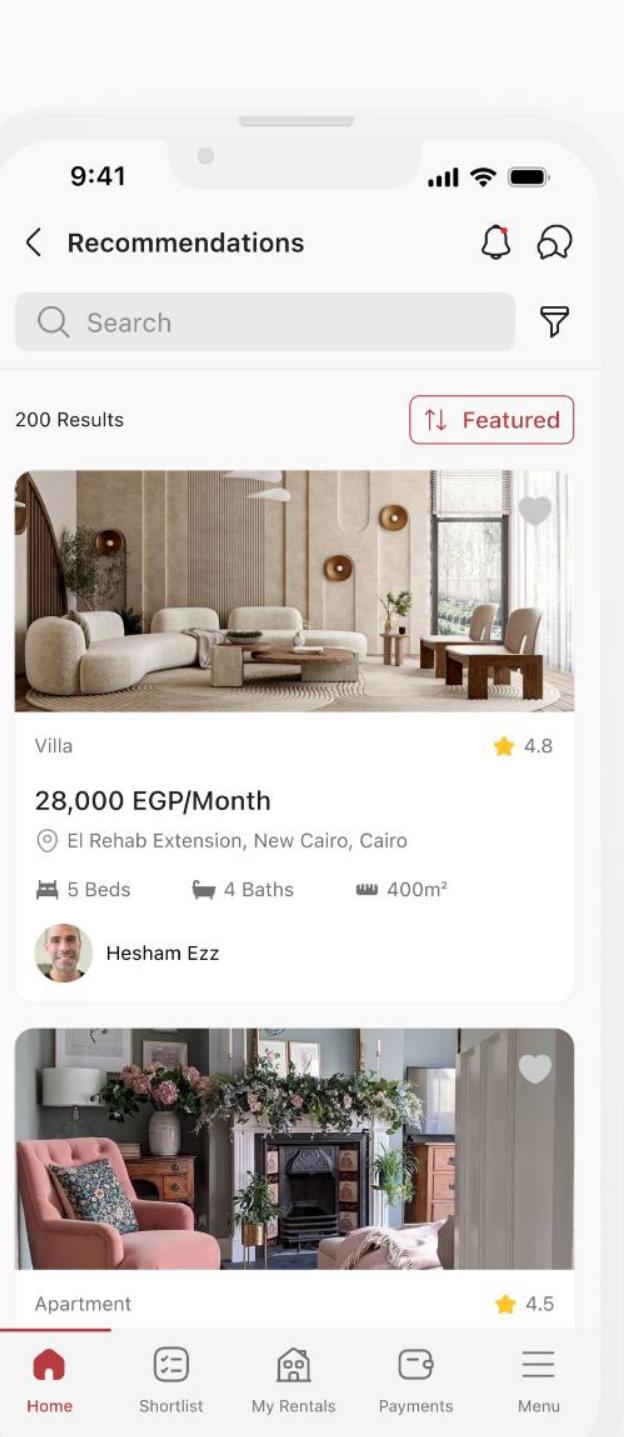
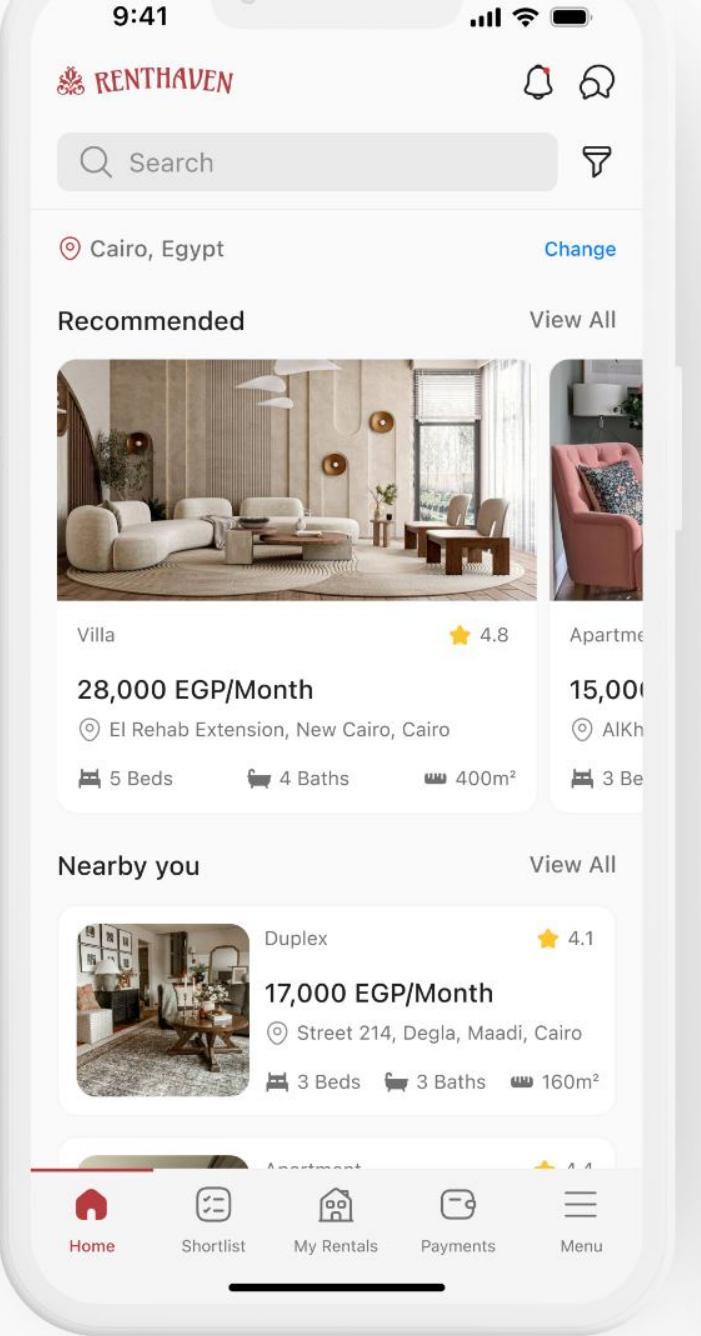
Splash & Onboarding Screens



Registration Screens

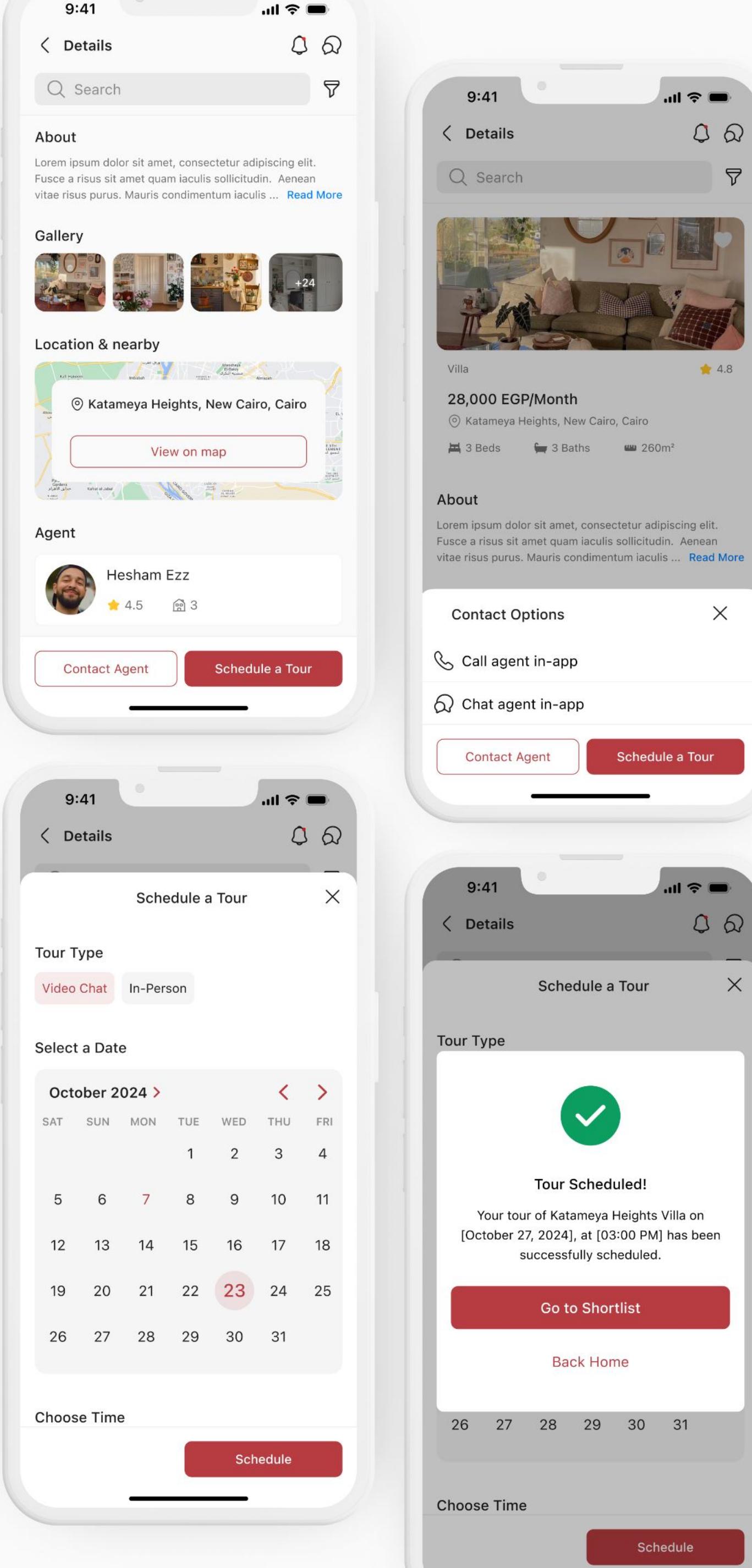


Home Screen

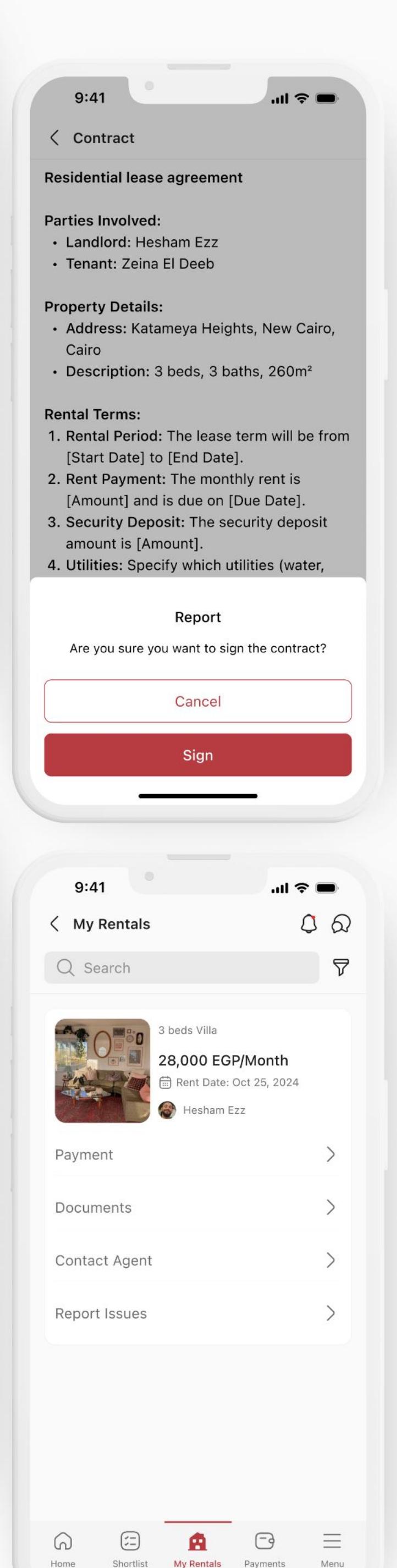
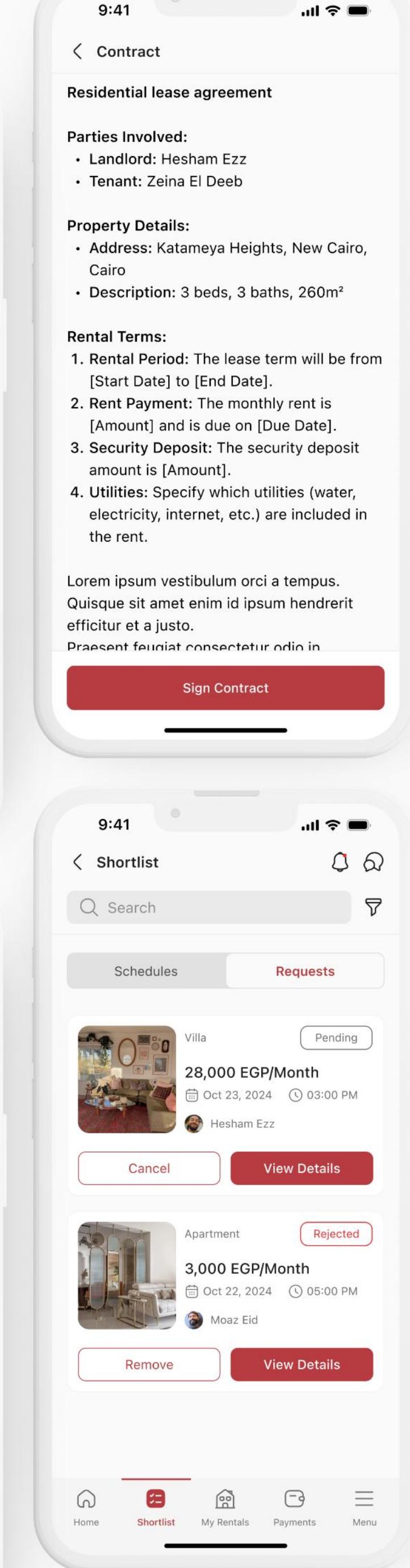
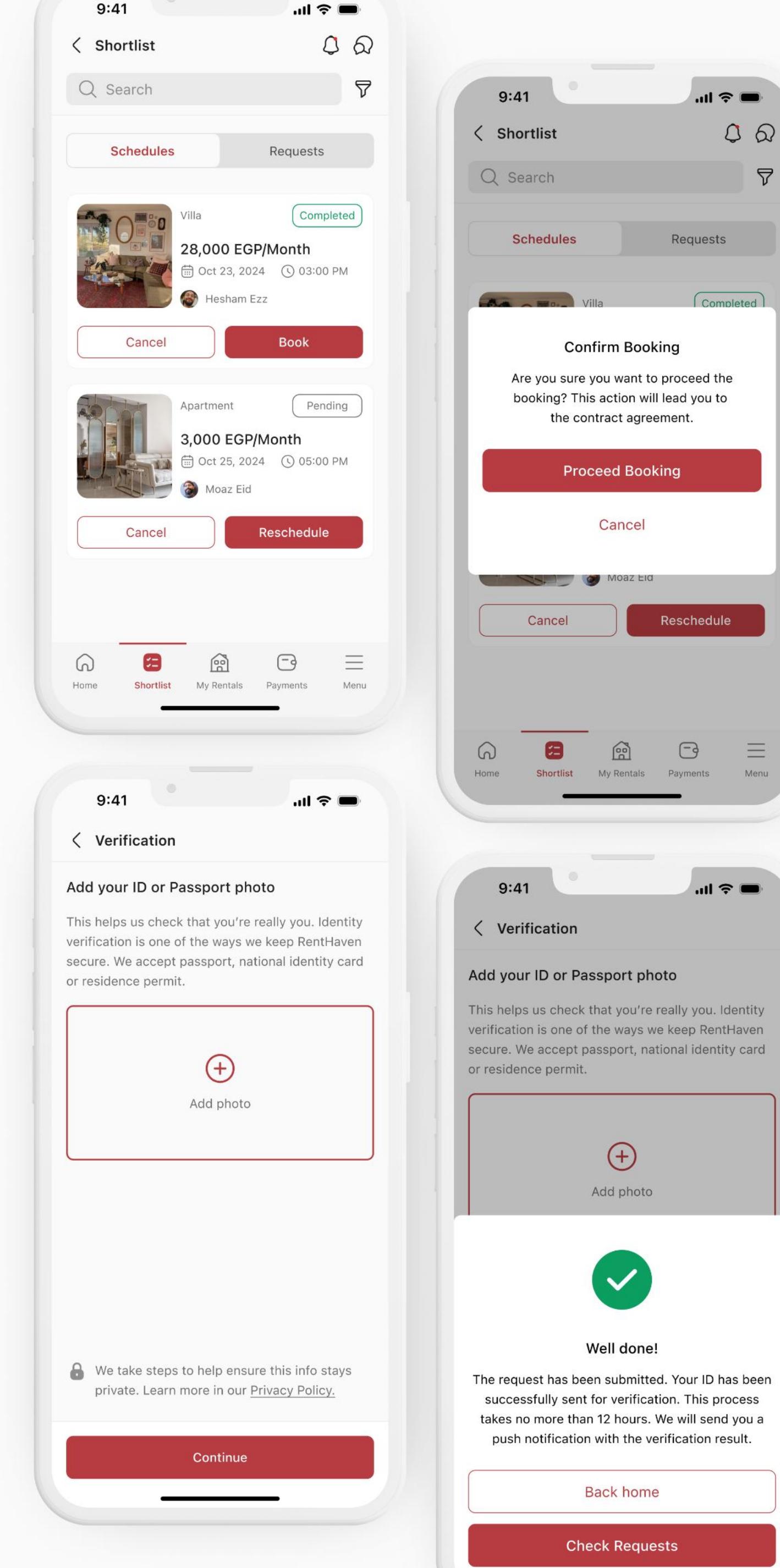


Search filter flow

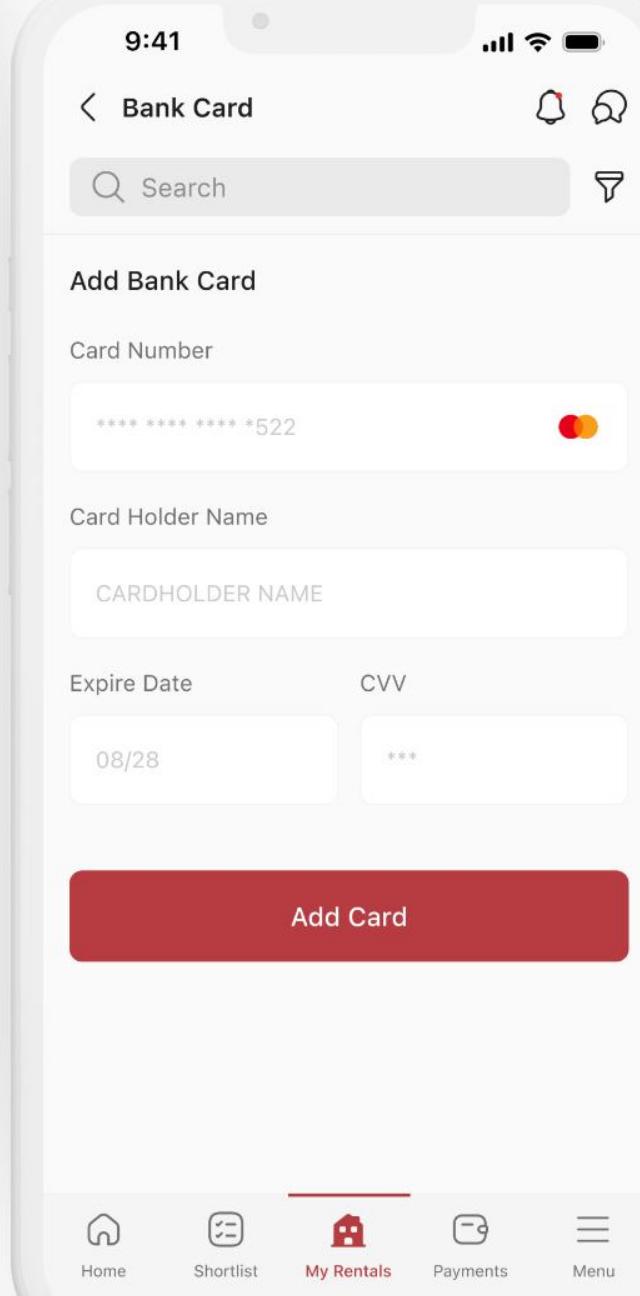
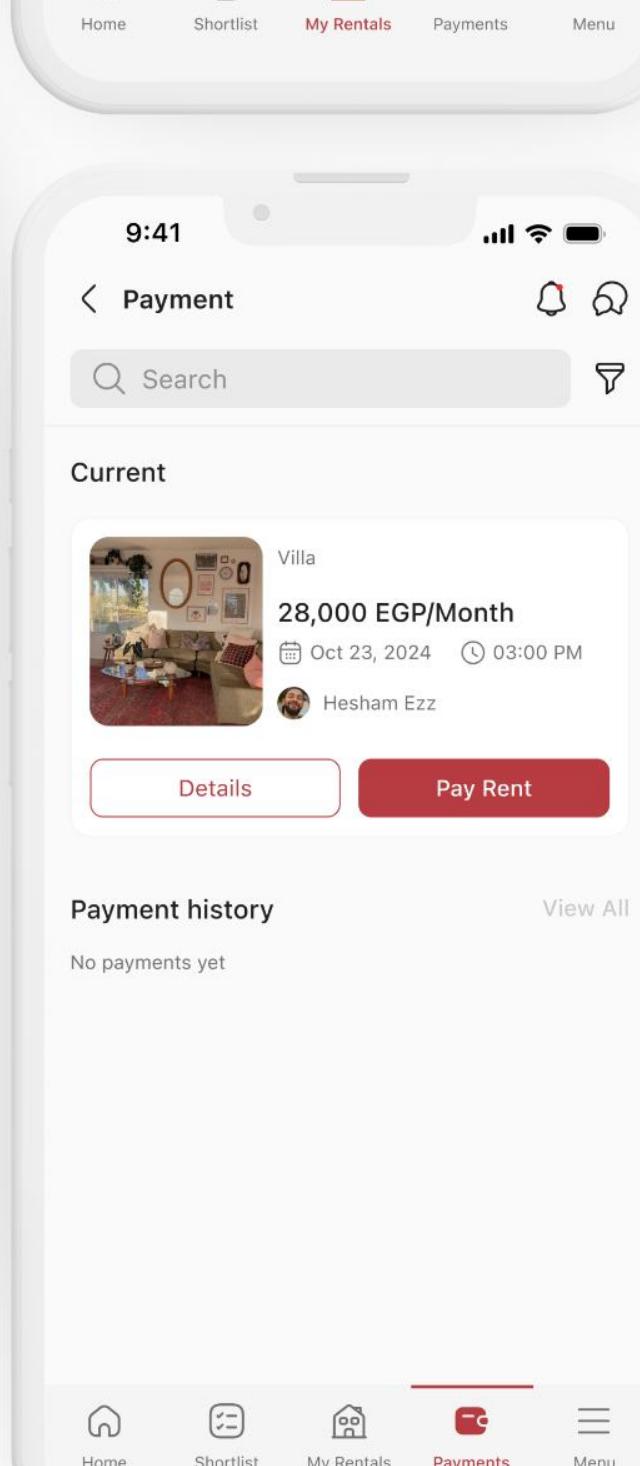
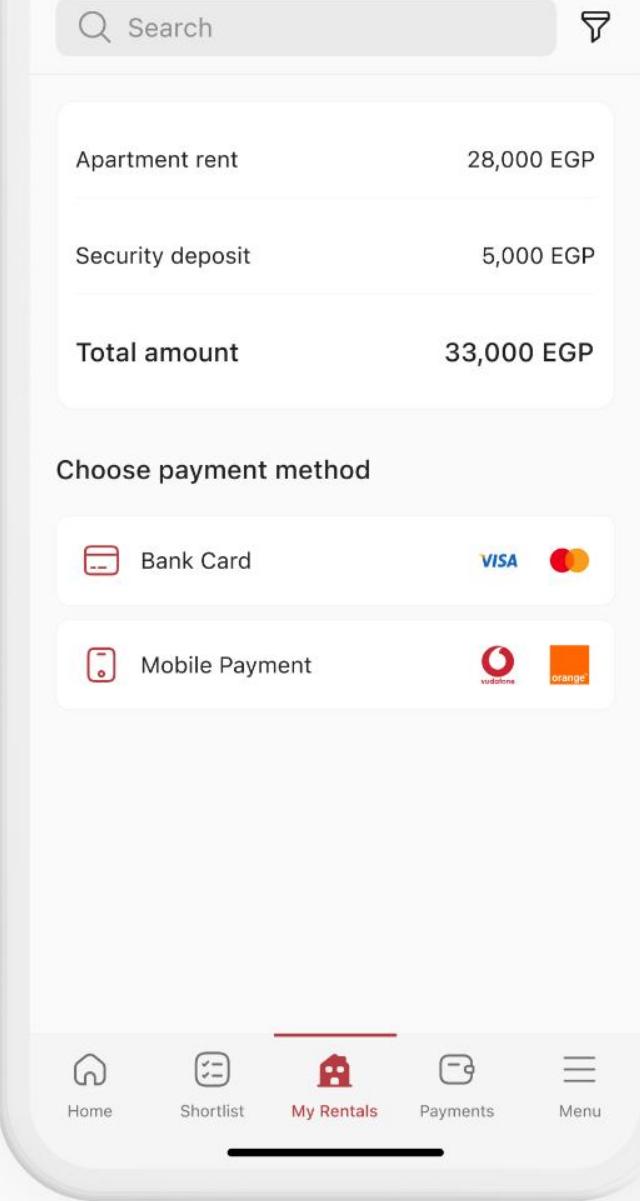
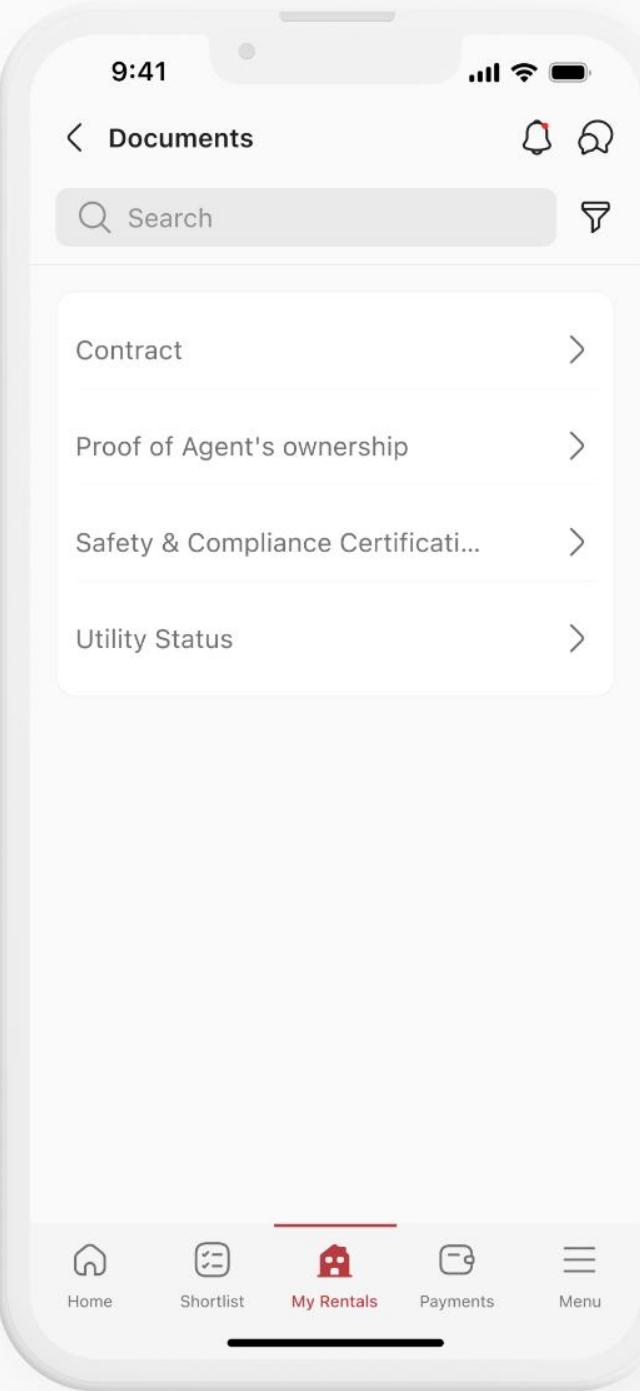
Scheduling property tour



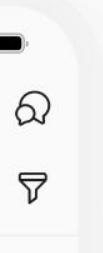
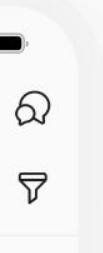
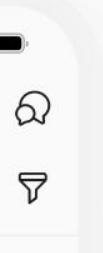
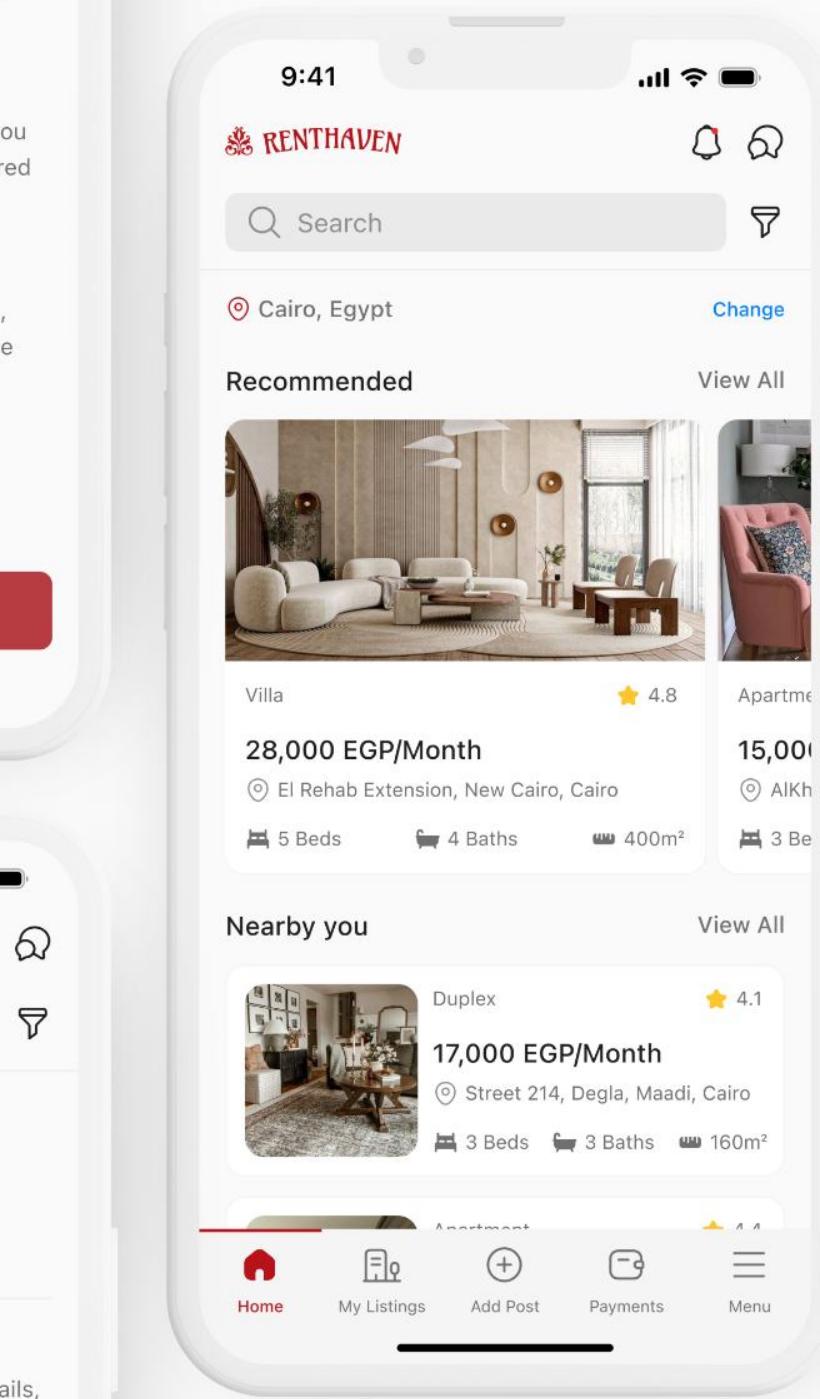
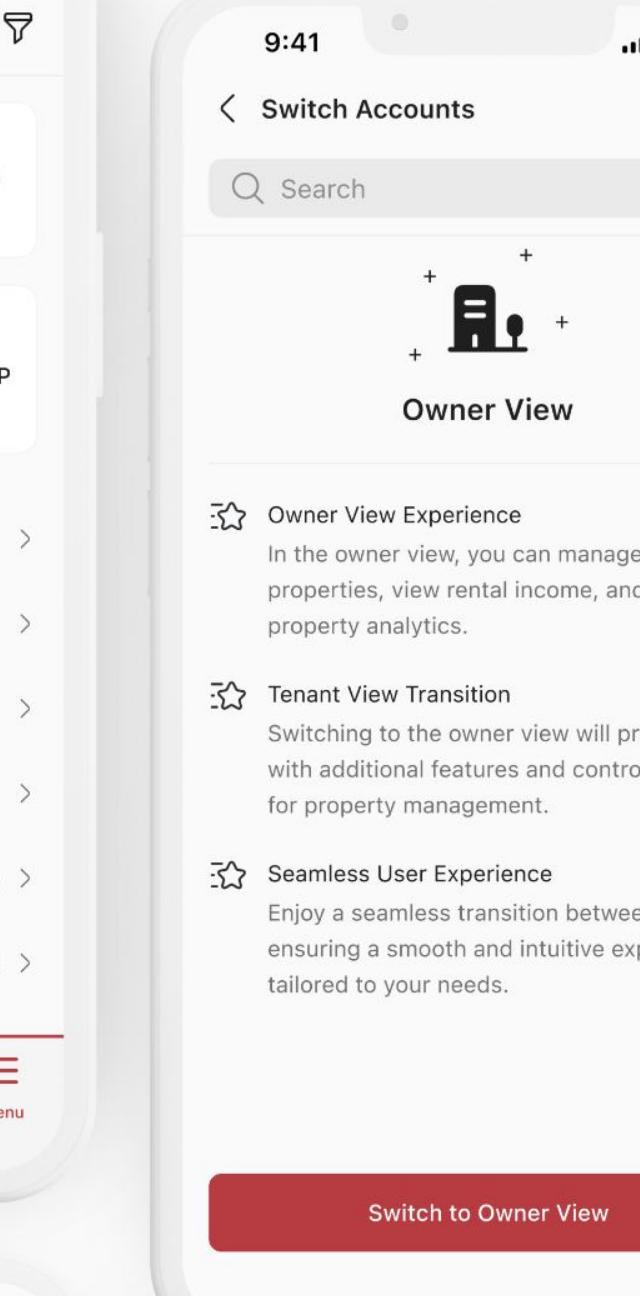
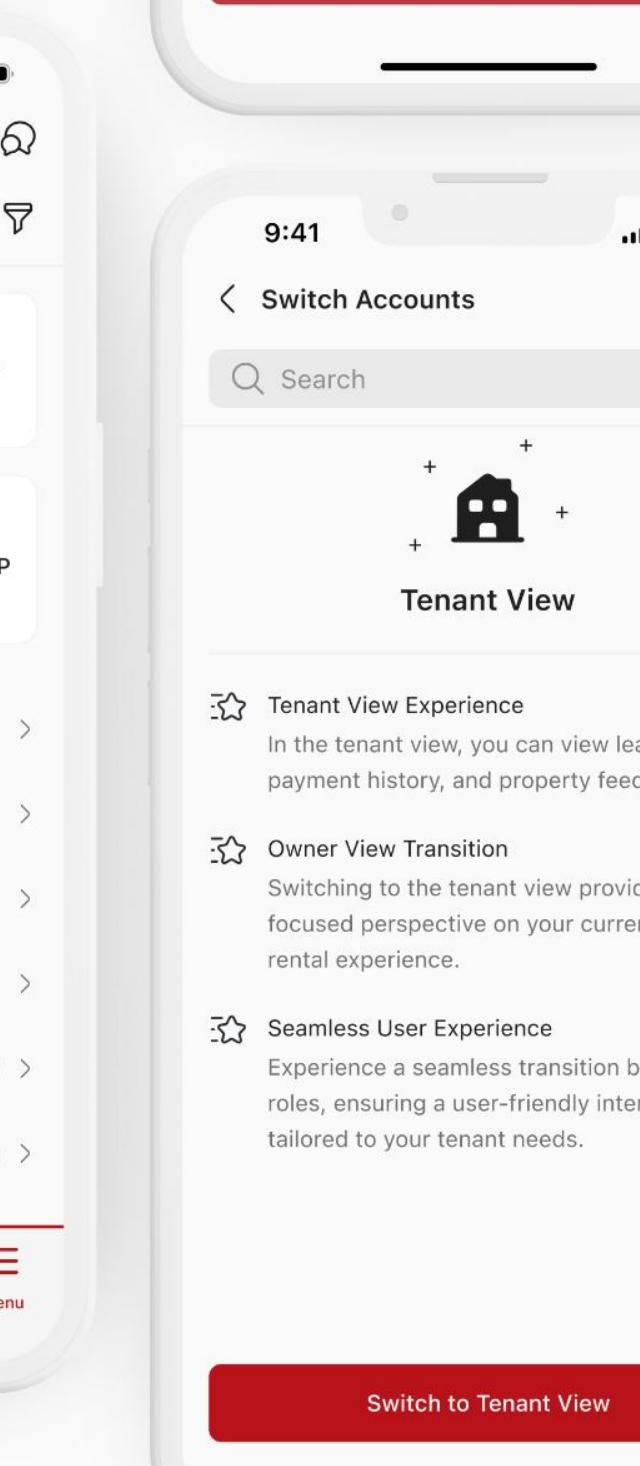
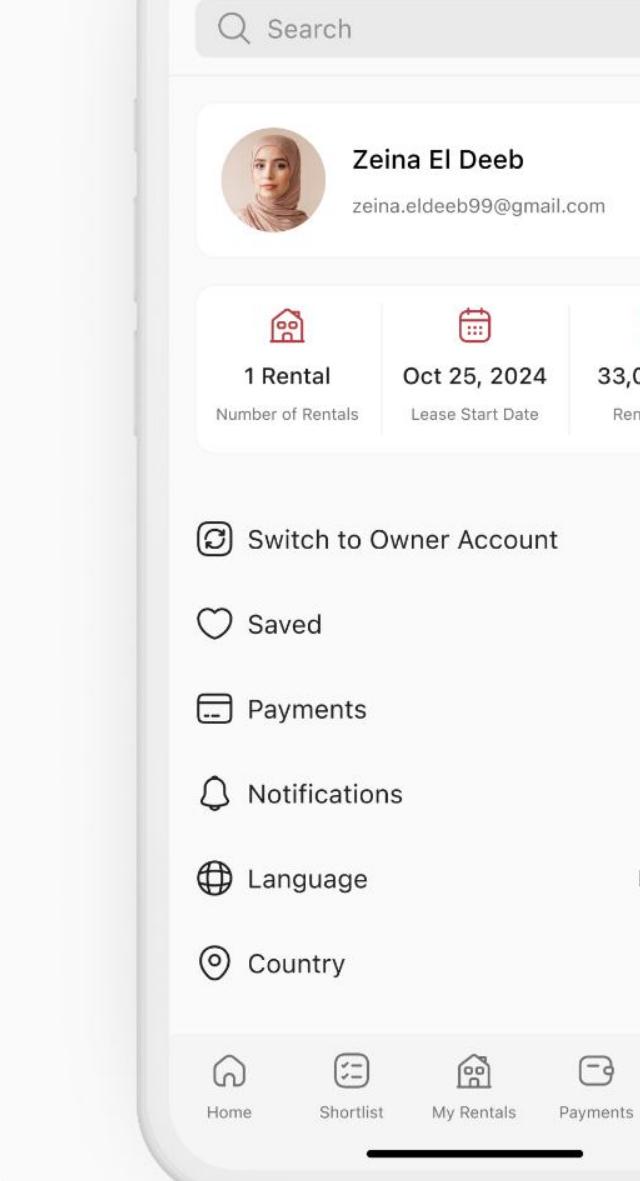
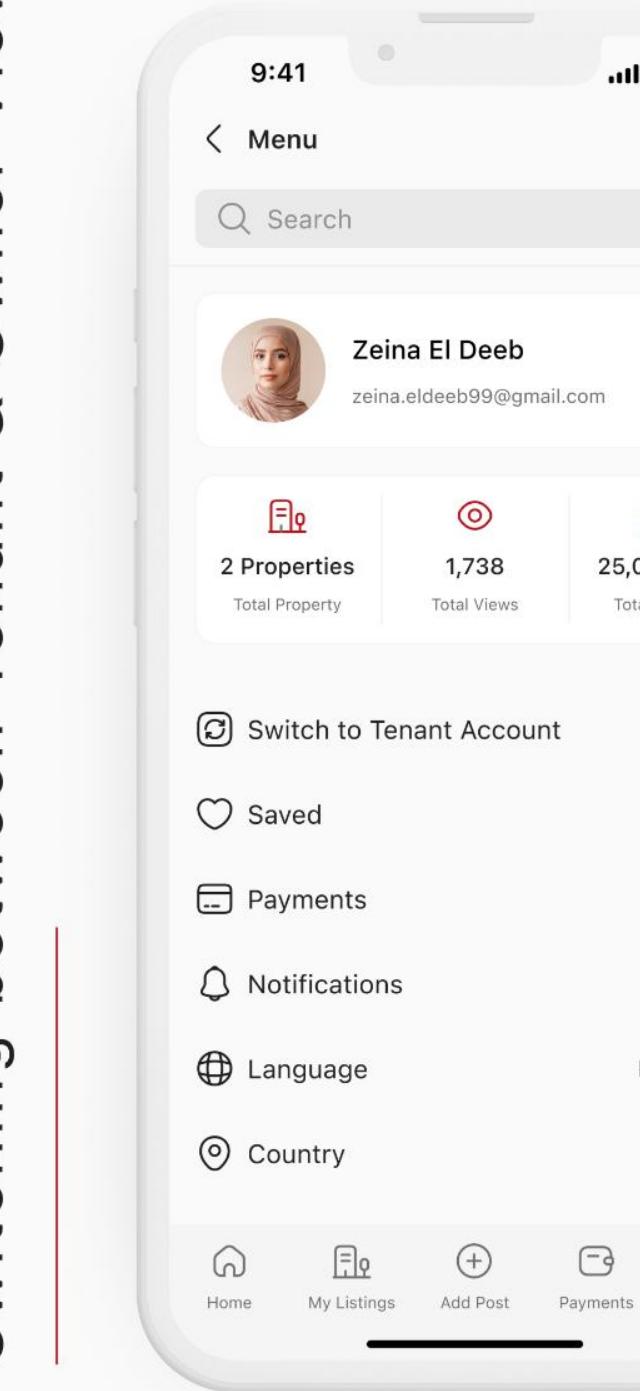
Property renting flow

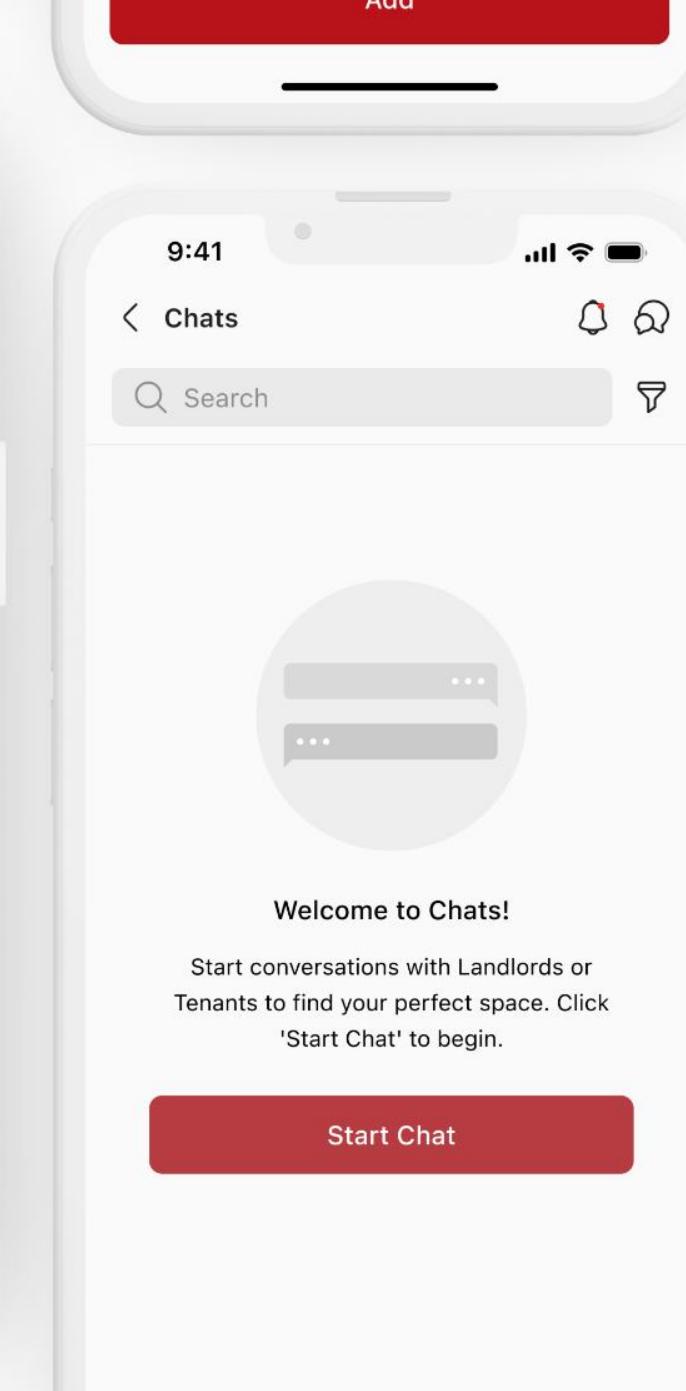
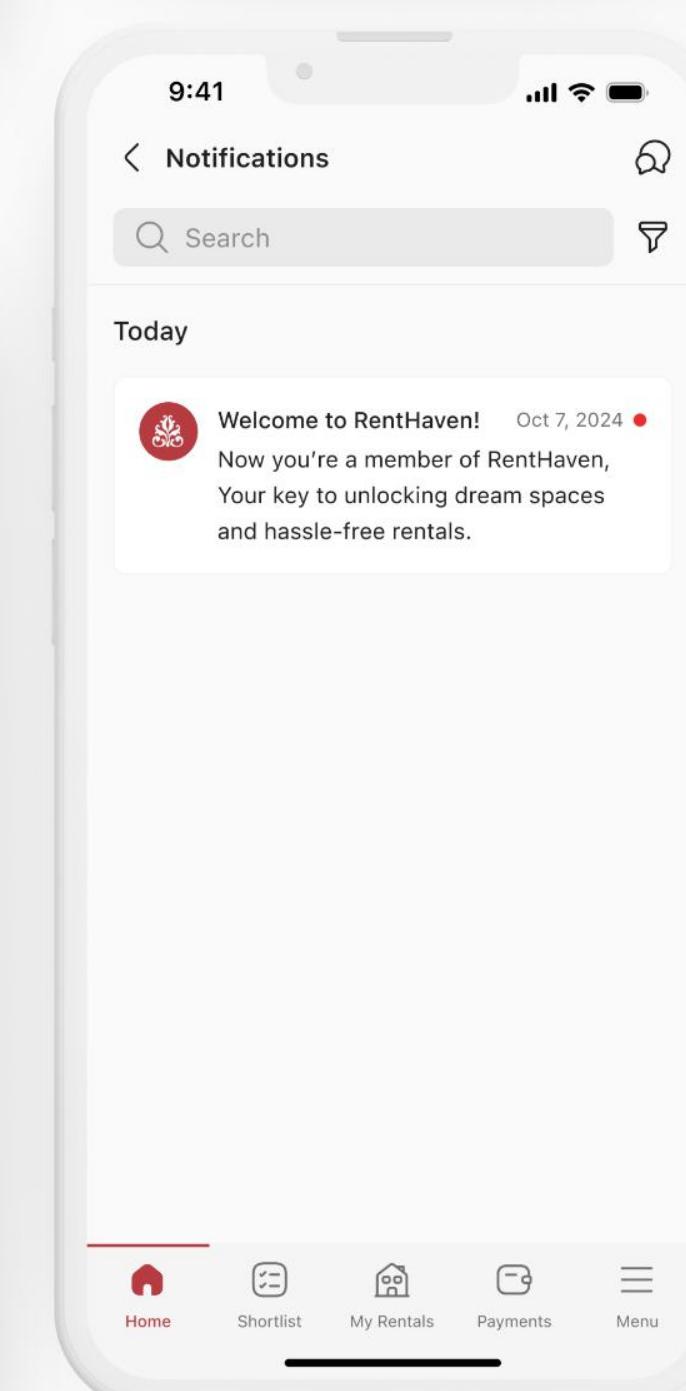
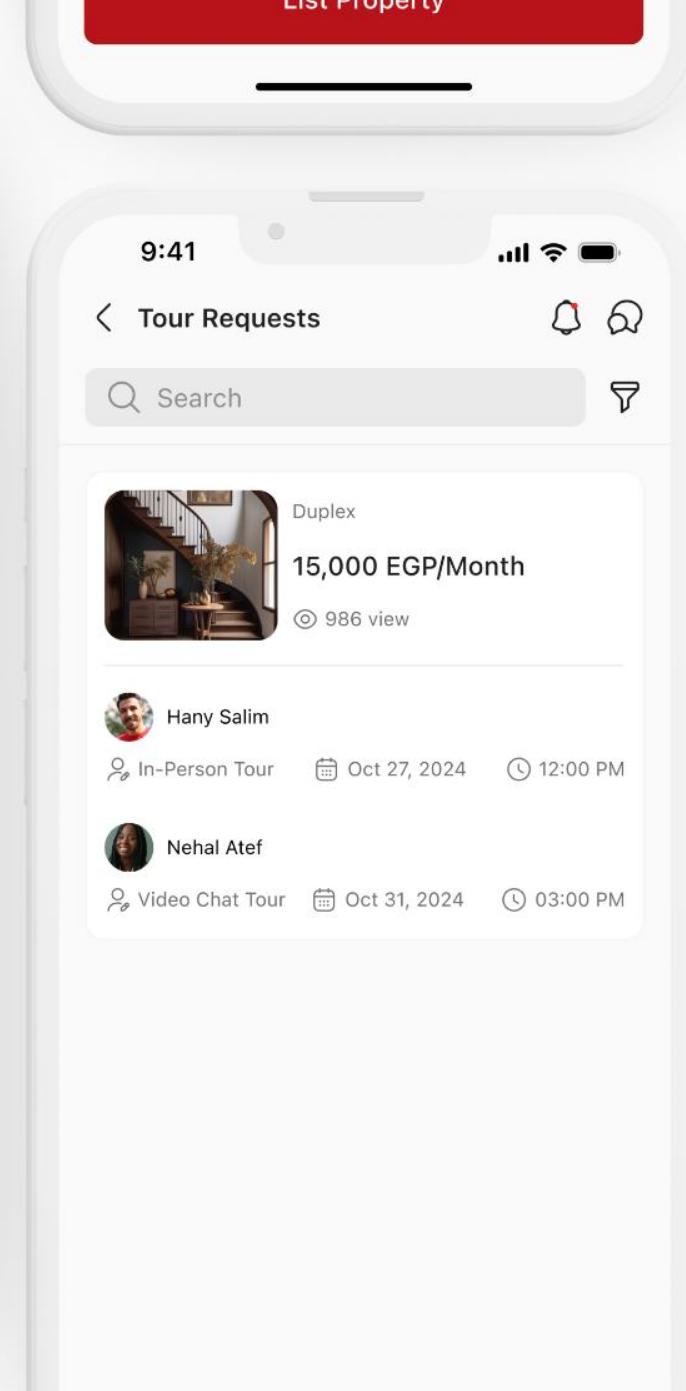
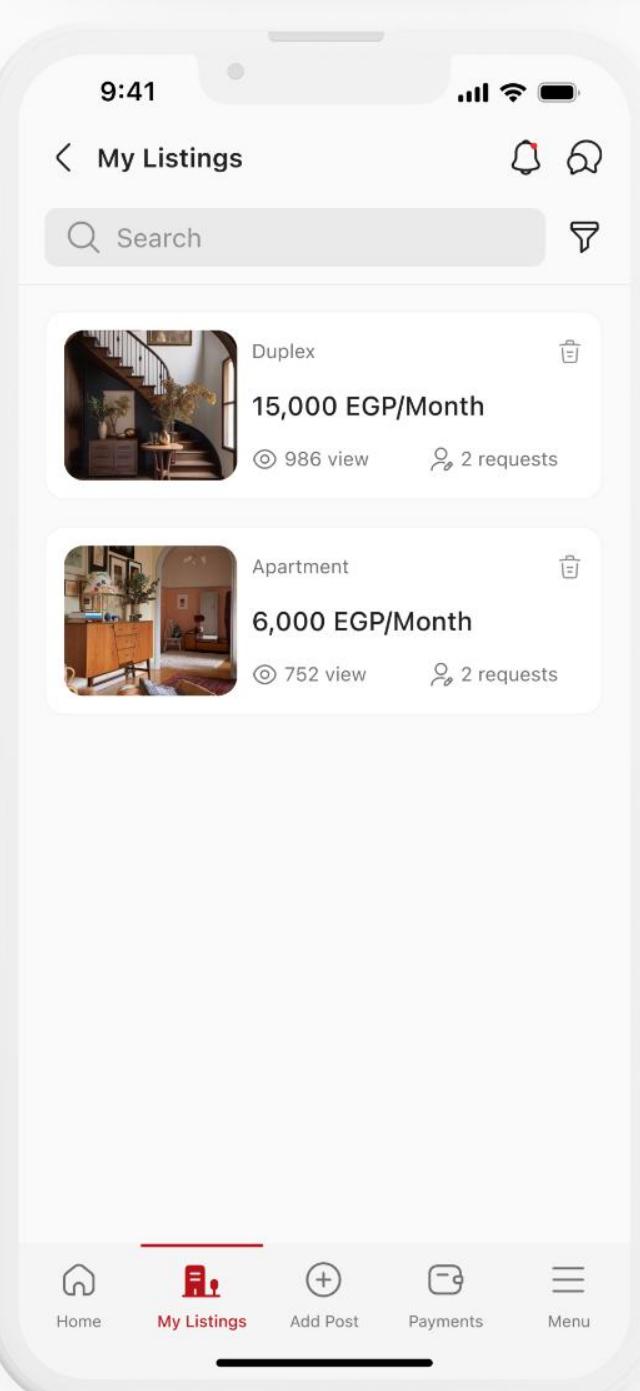
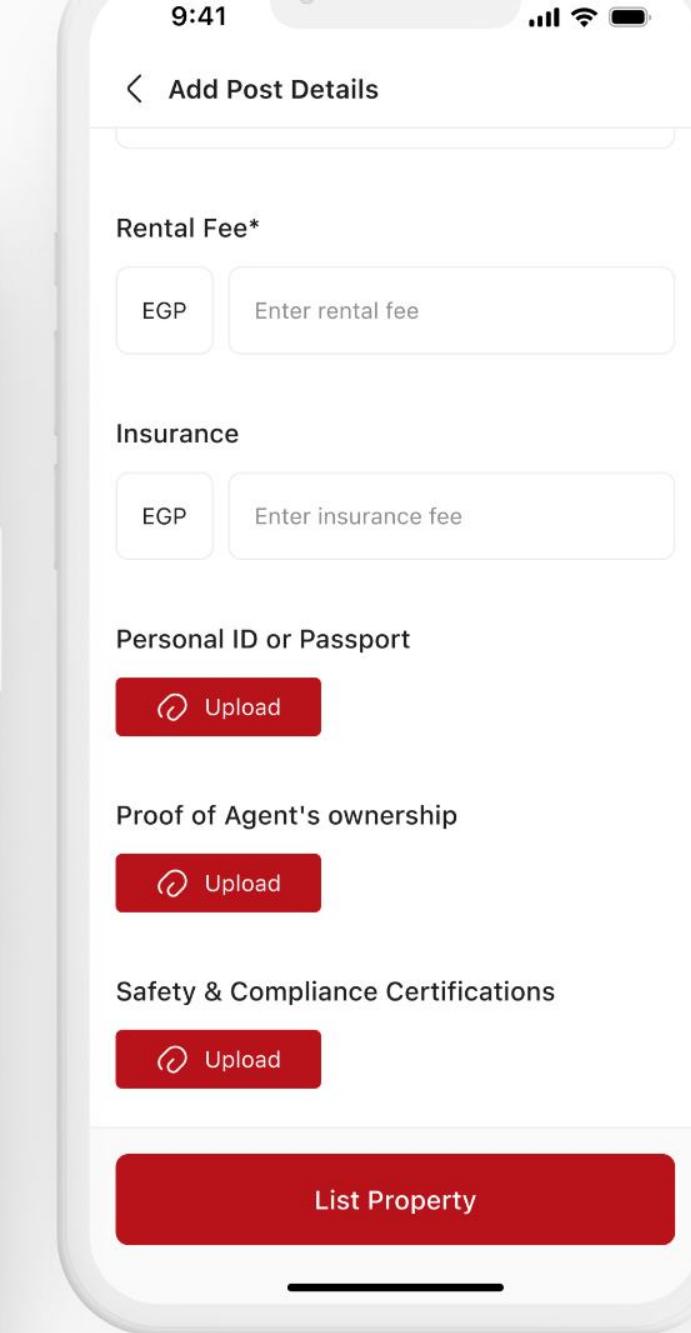
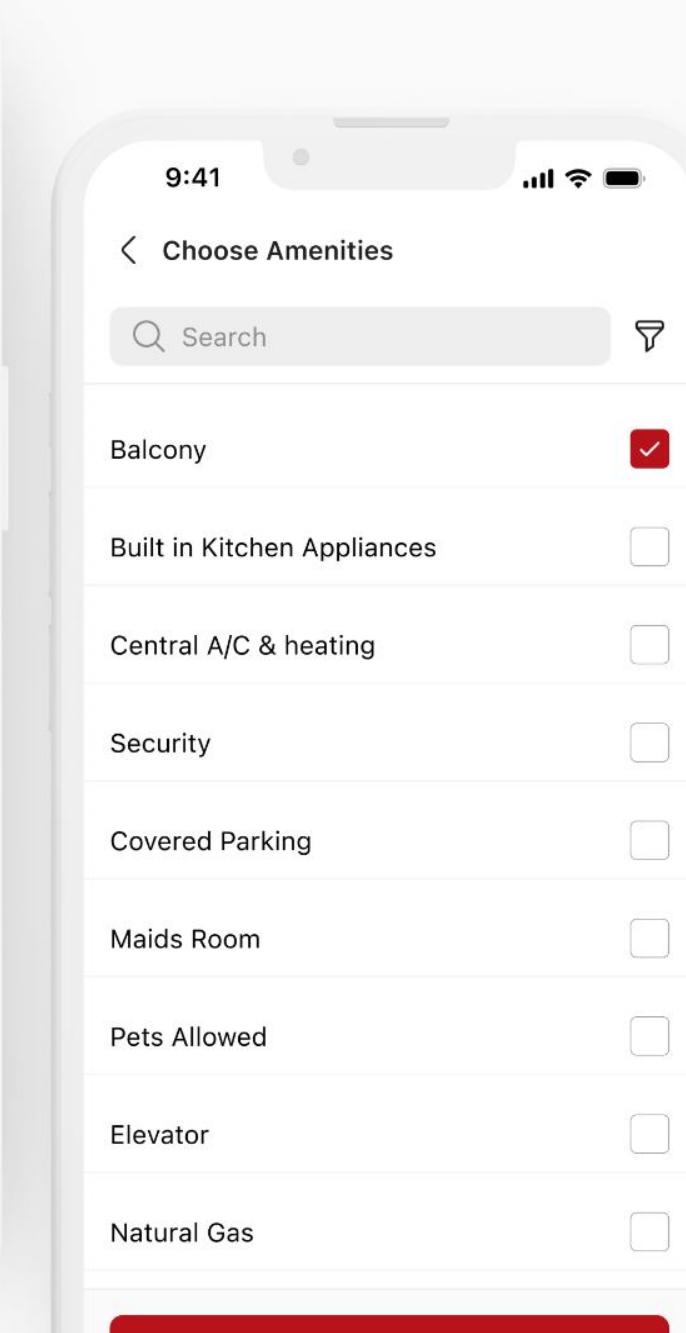
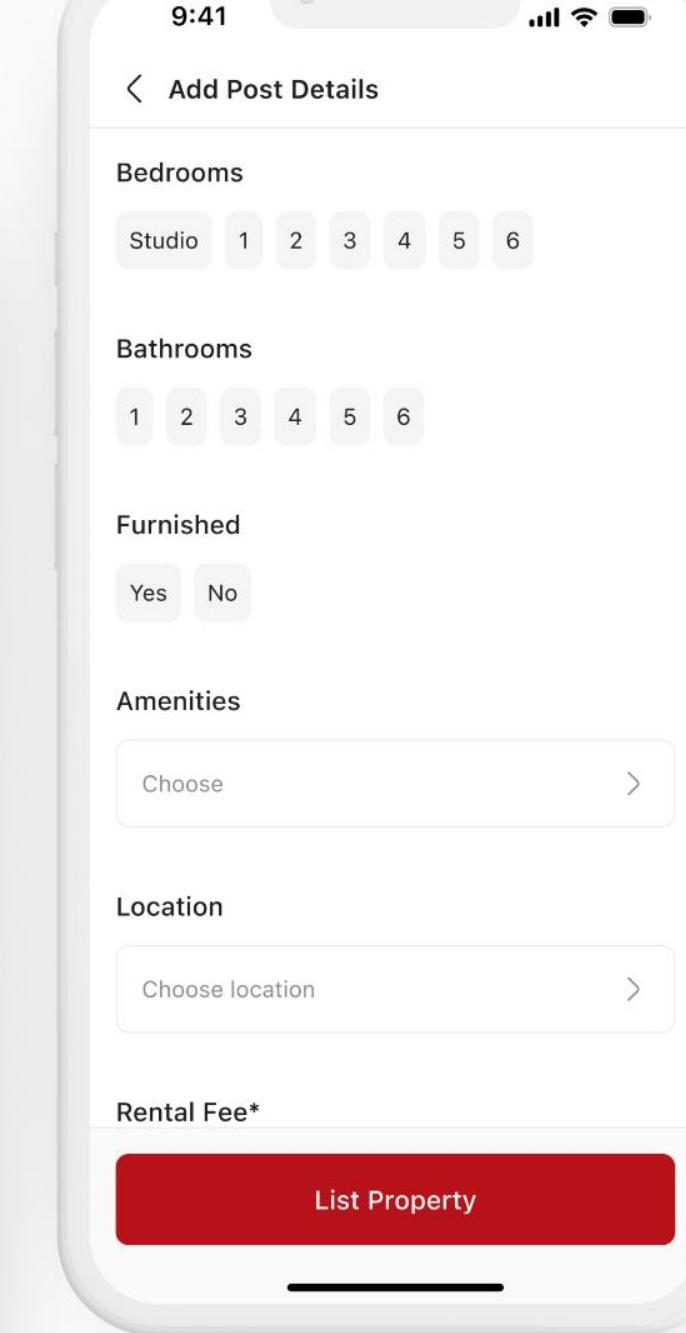
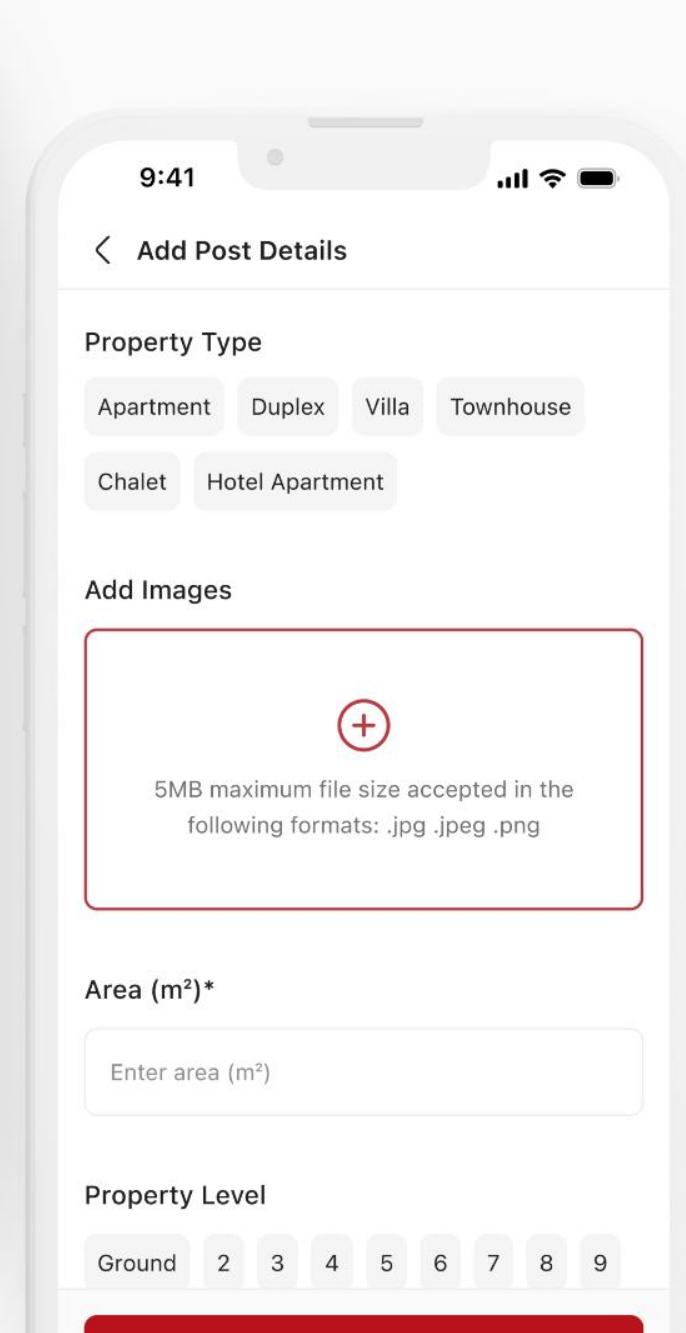
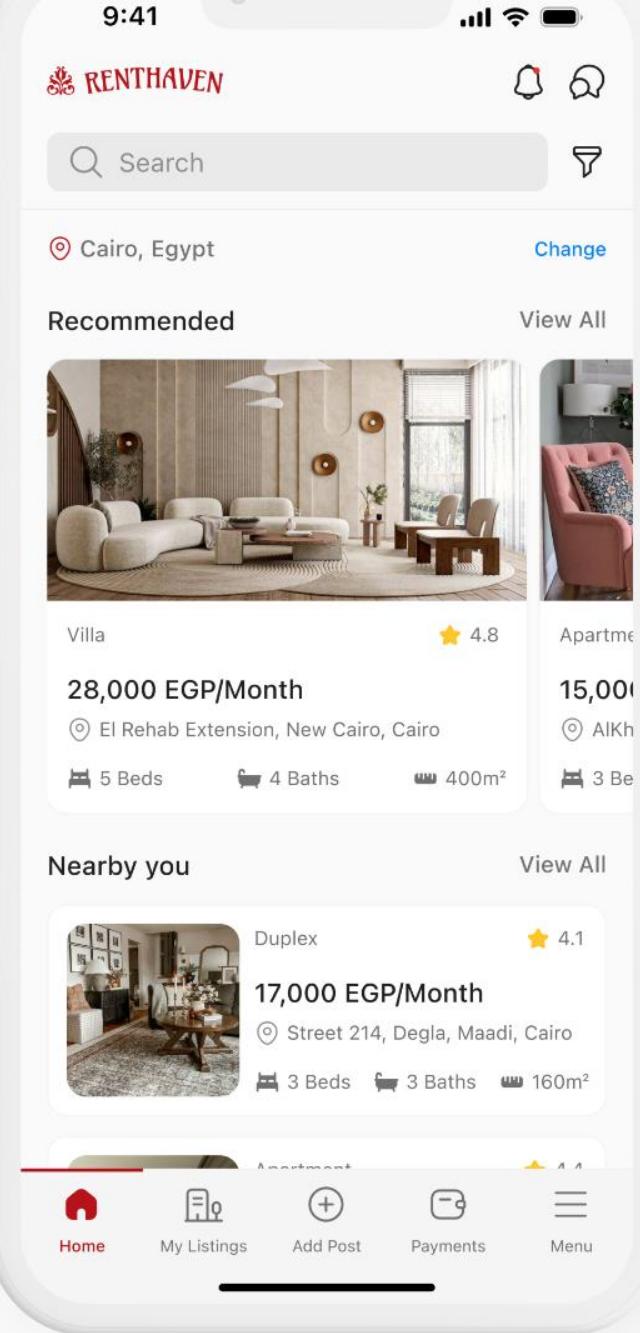


Rental details



Switching between Tenant & Owner Views





What I Learned

- Gained valuable experience in conducting user research to understand the needs and pain points of both tenants and landlords.
- How to organize and structure information in a user-friendly way to improve navigation and discoverability.
- Honed my skills in creating wireframes and high-fidelity prototypes to visualize the user interface and user experience.
- Gained expertise in creating visually appealing and consistent user interfaces, including typography, color schemes, and iconography.
- Developed strong problem-solving skills by identifying and addressing design challenges.
- Learned the importance of paying attention to detail in every aspect of the design process.

