Team Members

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Project Title

Real Estate Apartment Hunting Web App – Villado

User needs

1. **Affordability:** The rental cost of the apartment should be within the individual's financial means, including any utility bills and other expenses.
2. **Location**: It should be situated in a desirable area that is convenient for work, school, commuting, and amenities such as grocery stores, restaurants, and leisure activities.
3. **Size and Layout:** The apartment should provide adequate space and arrangement to meet the individual's housing needs and preferences.
4. **Amenities:** Depending on the individual's lifestyle and preference, amenities such as laundry facilities, car park, gym, pool, or outdoor area may be important.
5. **Safety and Security**: The apartment should be situated in a secure environment, and the building should have adequate security measures, like locks, cameras, and access control.
6. **Pet-Friendly:** For individuals with pets, finding a pet-friendly apartment is essential.
7. **Education:** Families with children may prioritize living in areas with good quality schools or near universities or other educational institutions.
8. **Community:** Some users may prioritize social connections and the sense of community that can come from living in a particular area or development.

Card Sorting techniques used

Open Card Sorting and Closed Card Sorting are two user research techniques used to evaluate and improve the organization and structure of information in a product, typically a website or an app. These methods help identify how users perceive and categorize information, which helps create an intuitive information architecture and ultimately improves the overall user experience (UX).

For this assignment we used **UXtweak**

1. Open Card Sorting

In an open card sorting session, participants are given a set of cards, each containing a piece of information or a concept related to the product. They are then asked to organize these cards into groups or categories based on their understanding and create labels for each group. There are no predefined categories in open card sorting, so participants have the freedom to create and label their categories.

Preparation: We started by identifying the key information and features of our product that we wanted the participants to categorize. We created cards representing these

pieces of information and features. And allowed the users to self-construct the categories

Cards Chosen:

1. Apartment Listings
2. Pricing
3. Proximity to Campus
4. Amenities
5. Transportation
6. Roommate Matching
7. Lease Duration
8. Safety Features
9. Furnished or Unfurnished
10. Contact Agents/Brokers
11. Contact Landlord
12. Campus Affiliation (Student, Faculty, Staff)
13. Apartment Type
14. Move-in Date
15. Parking
16. Laundry Facilities
17. Apartment Photos
18. Apartment Reviews
19. Virtual Tours
20. Map View

Participant Selection: We selected a diverse group of participants representing our target user base to ensure a variety of perspectives.

Instructions: We provided clear instructions to the participants, explaining the open card sorting method and the process of creating their categories and sorting the cards into those categories. We encouraged participants to sort the cards based on their understanding and to feel free to create and label categories as they saw fit.

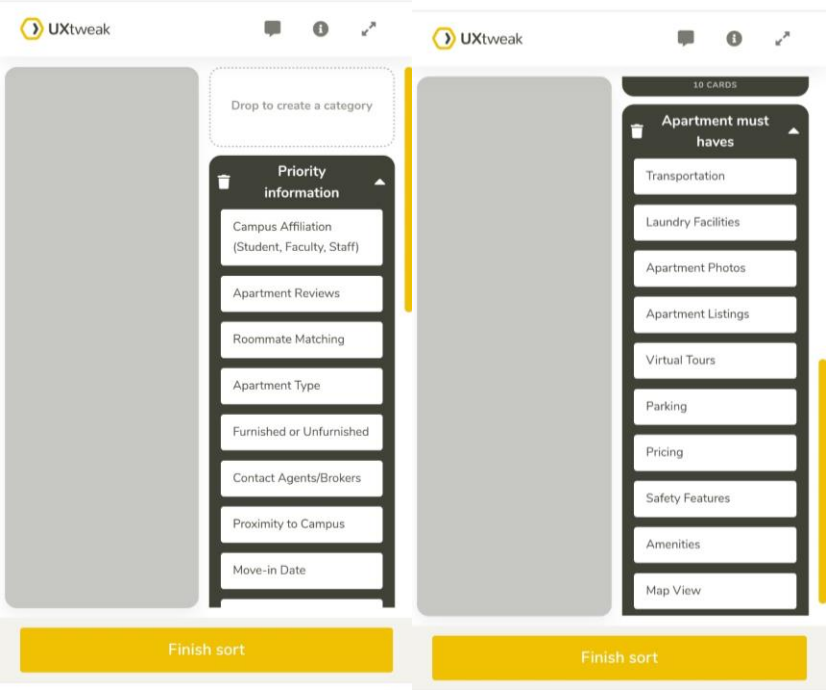
Conducting the Card Sorting: Participants were presented with a list of cards on UXTweak. They reviewed the cards and started creating categories that made sense to them. Once they had created their categories, they began sorting the cards into these categories by dragging and dropping. They had the flexibility to move cards between

categories, create new categories, or modify category labels if they changed their opinion.

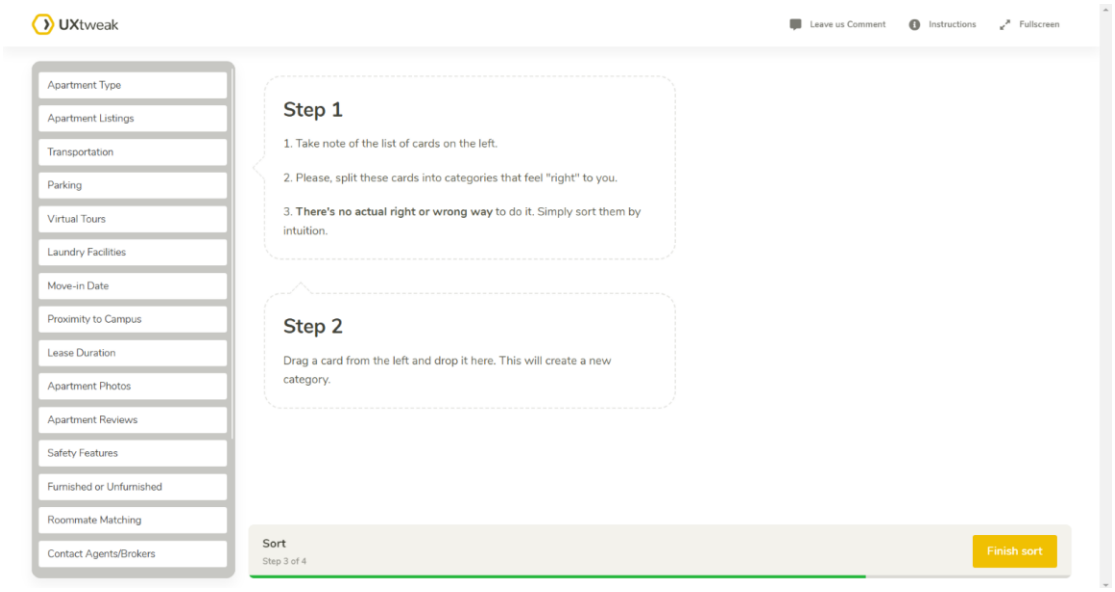
Monitoring and Support: During the card sorting process, our team monitored the participants' progress and was available to address any questions or concerns they might have had.

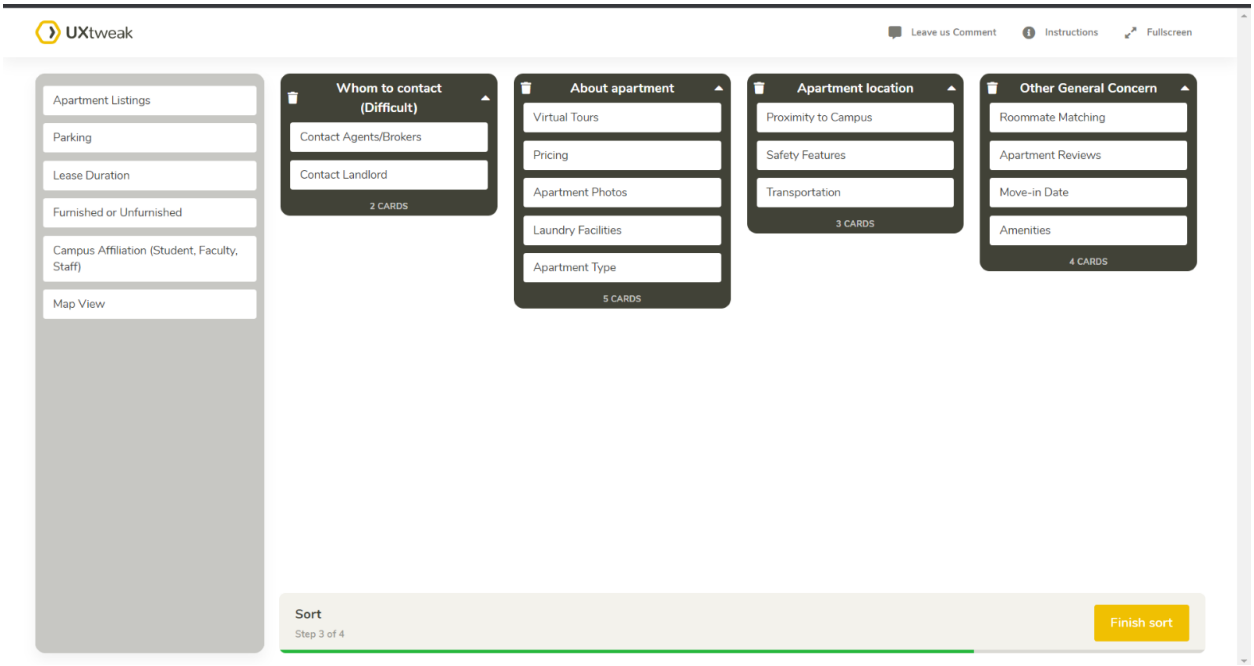
Completion: Once the participants were satisfied with their card sorting, they submitted their results.

User 1

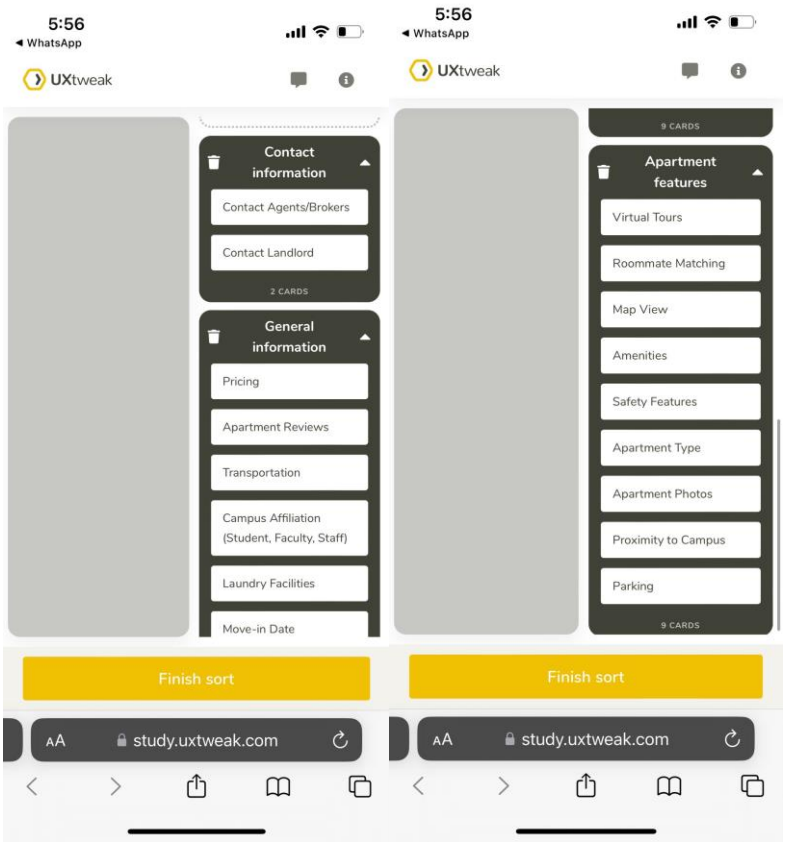


User 2

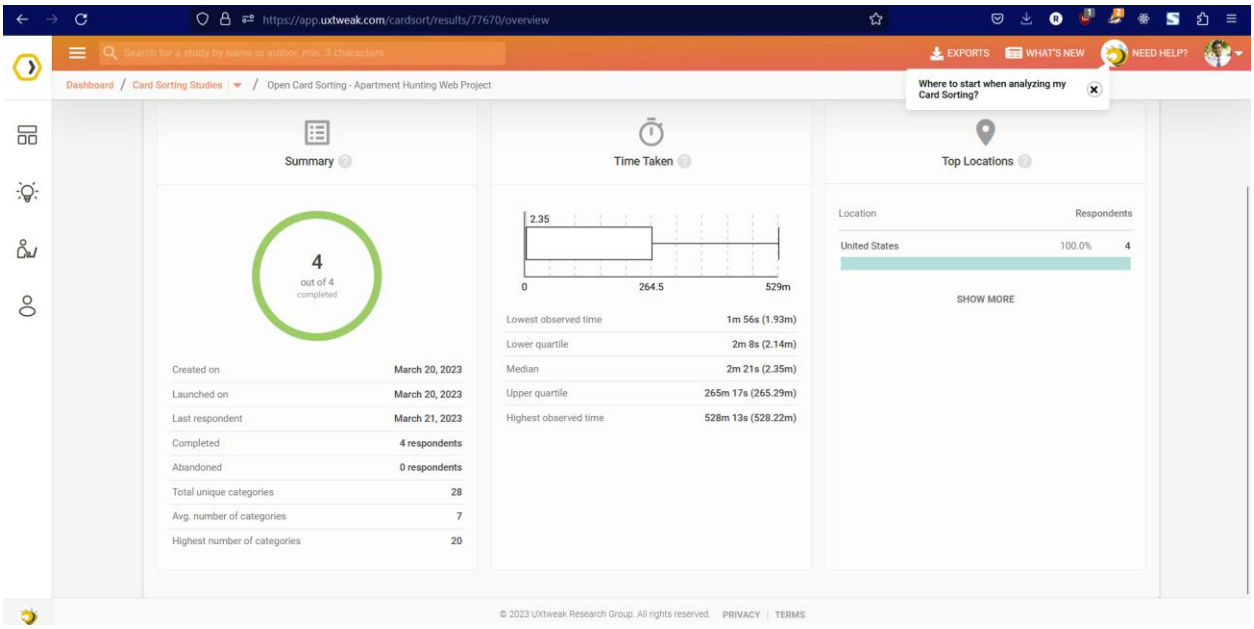

UXtweak
Leave us Comment
Instructions
Fullscreen
Apartment Type
Apartment Listings
Transportation
Parking
Virtual Tours
Laundry Facilities
Move-in Date
Proximity to Campus
Lease Duration
Apartment Photos
Apartment Reviews
Safety Features
Furnished or Unfurnished
Roommate Matching
Contact Agents/Brokers
Step 1
1. Take note of the list of cards on the left.
2. Please, split these cards into categories that feel "right" to you.
3. There's no actual right or wrong way to do it. Simply sort them by intuition.
Step 2
Drag a card from the left and drop it here. This will create a new category.
Sort
Step 3 of 4
Finish sort


UXtweak
Leave us Comment
Instructions
Fullscreen
Apartment Listings
Parking
Lease Duration
Furnished or Unfurnished
Campus Affiliation (Student, Faculty, Staff)
Map View
Whom to contact (Difficult)
Contact Agents/Brokers
Contact Landlord
2 CARDS
About apartment
Virtual Tours
Pricing
Apartment Photos
Laundry Facilities
Apartment Type
5 CARDS
Apartment location
Proximity to Campus
Safety Features
Transportation
3 CARDS
Other General Concern
Roommate Matching
Apartment Reviews
Move-in Date
Amenities
4 CARDS
Sort
Step 3 of 4
Finish sort

User 3



Data Analysis: After all participants completed the card sorting, our team collected the data and analyzed it to identify patterns, commonalities, and differences in how the participants organized the information and features. This analysis helped us understand our users' mental models and informed our decisions on creating an initial information architecture.



2. Closed Card Sorting

In a closed card sorting session, participants are given a set of cards and a set of predefined categories. They are asked to organize the cards into the provided categories. In this method, the focus is on understanding how users perceive the relationship between the cards and the given categories.
Here's a step-by-step explanation of how we carried out the process:

Preparation: We started by identifying the key information and features of our product that we wanted the participants to categorize. We created cards representing these pieces of information and features. We also established predetermined categories that the participants would use to sort the cards.

Cards

1. Apartment Type (Studio, 1BR, 2BR, etc.)
2. Furnished or Unfurnished
3. Utilities Included
4. Laundry Facilities
5. Photos and Videos
6. Virtual Tours
7. Apartment Reviews
8. Pricing
9. Lease Duration
10. Proximity to Campus
11. Lease Terms
12. Transportation

13. Amenities
14. Roommate Matching
15. University Affiliation (Student, Faculty, Staff)
16. Safety Features
17. Agent/ Broker Contact
18. Contact Landlord
19. Apartment Listings
20. Interactive Map View

6. Contact & Support

Categories

1. Apartment Details
2. Financial Information
3. Location & Transportation
4. Preferences & Compatibility
5. Safety & Accessibility

Participant Selection: We selected a diverse group of participants representing our target user base to ensure a variety of perspectives. We decided to conduct this with **3 users**

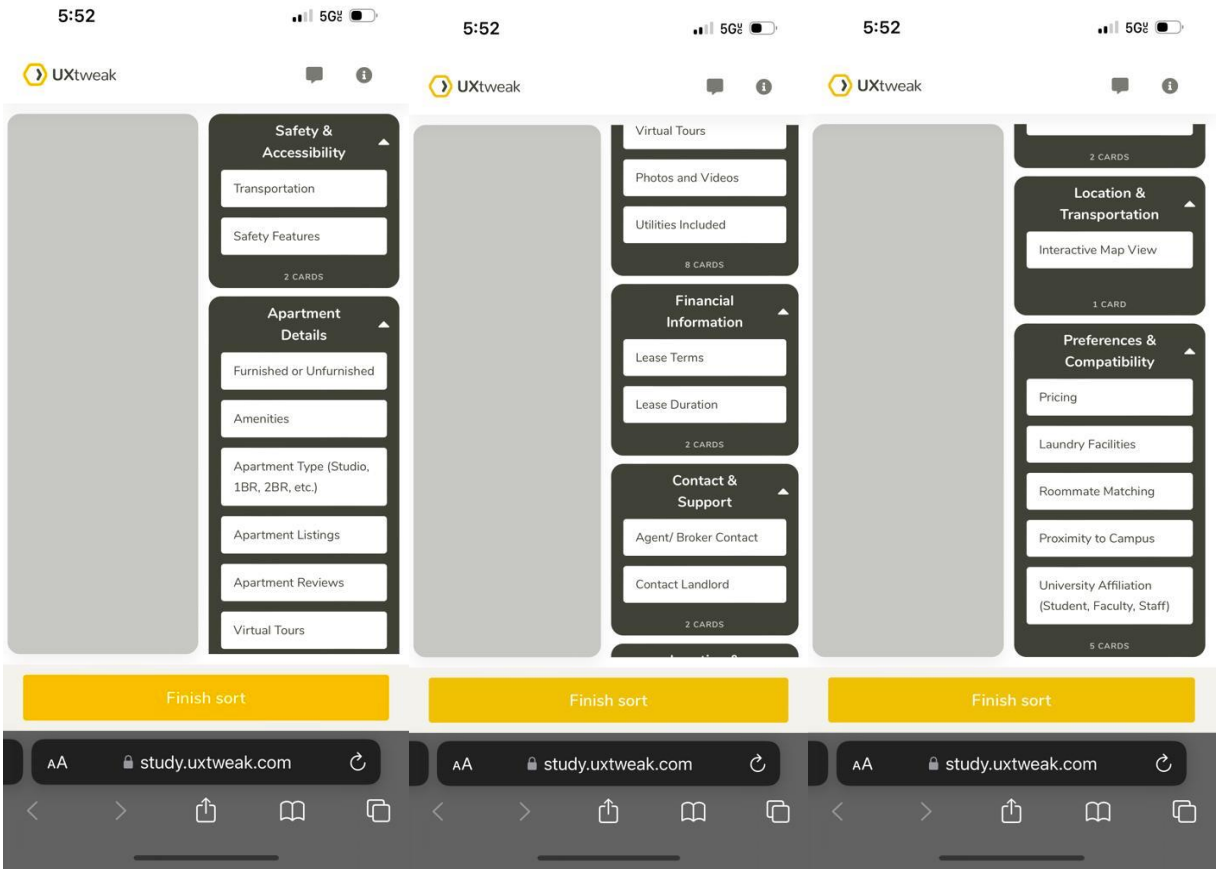
Instructions: We provided clear instructions to the participants, explaining the closed card sorting method, the predetermined categories, and the process of sorting the cards into those categories. We encouraged participants to sort the cards based on their understanding and to feel free to rearrange the cards as they saw fit.

Conducting the Card Sorting: Participants were presented with a list of cards on the UXtweak platform. They reviewed the cards and started sorting them into the predetermined categories by dragging and dropping. They had the flexibility to move cards between categories if they changed their opinion.

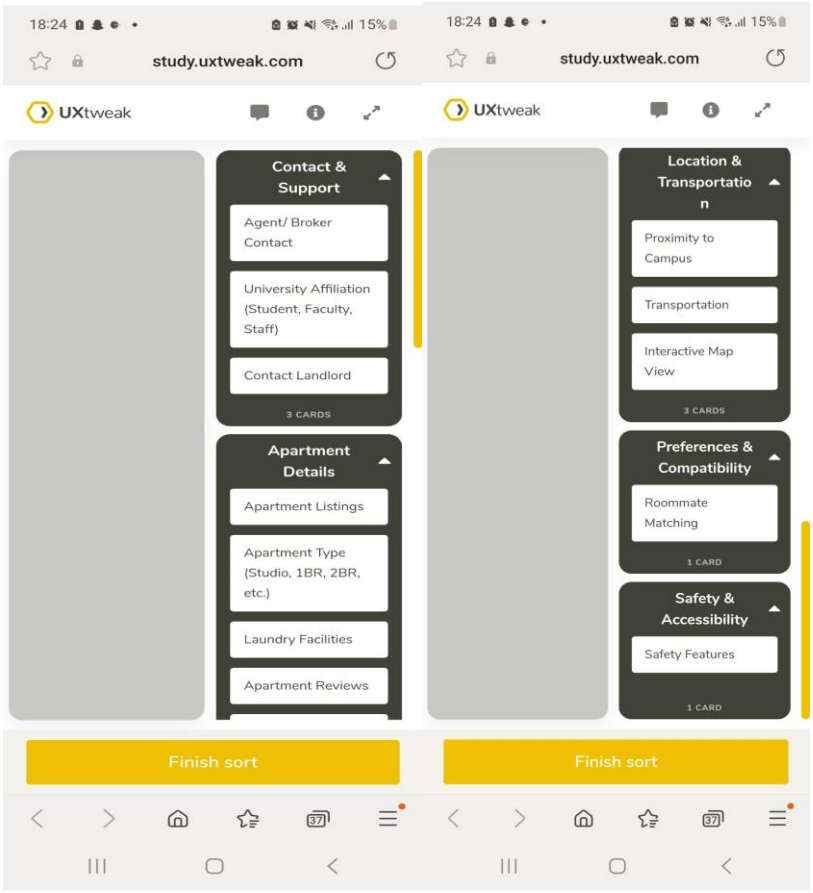
Monitoring and Support: During the card sorting process, our team monitored the participants' progress and was available to address any questions or concerns they might have had.

Completion: Once the participants were satisfied with their card sorting, they clicked "Finish" to complete the exercise.

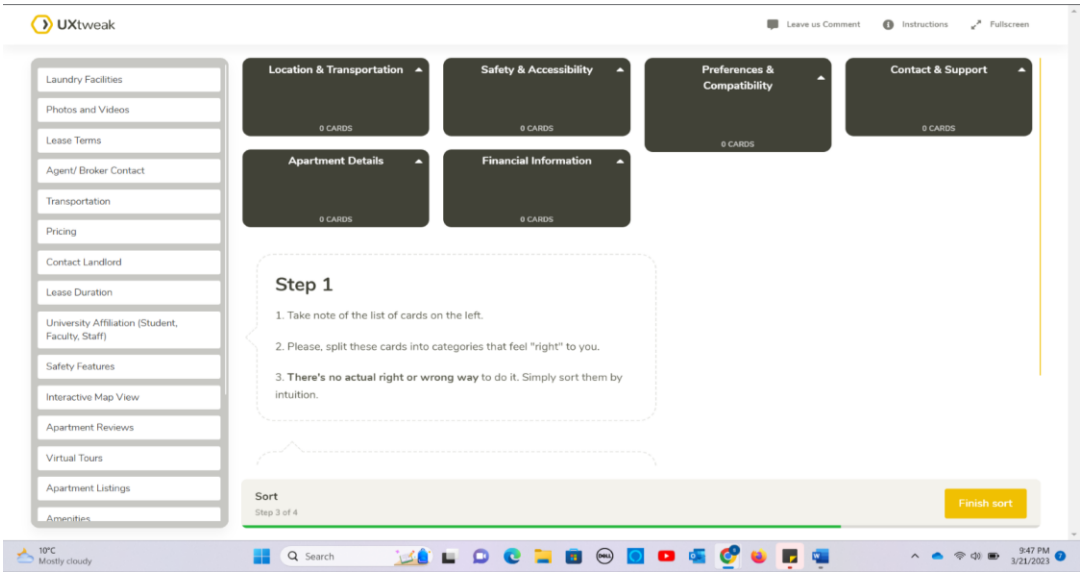
User 1

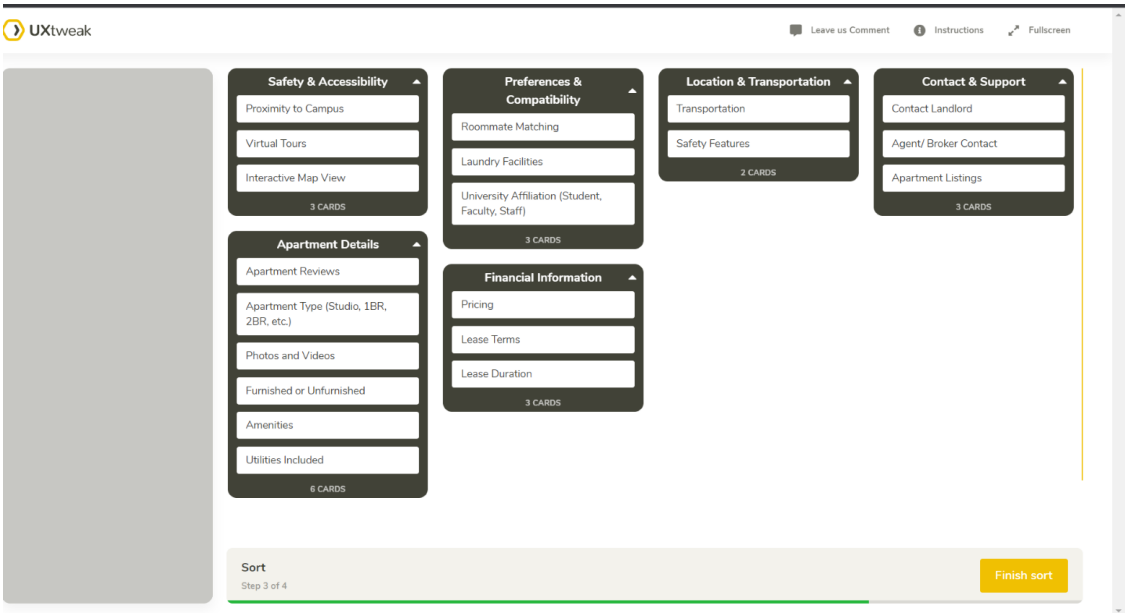

5:52
UXtweak
Safety & Accessibility
Transportation
Safety Features
2 CARDS
Apartment Details
Furnished or Unfurnished
Amenities
Apartment Type (Studio, 1BR, 2BR, etc.)
Apartment Listings
Apartment Reviews
Virtual Tours
Finish sort
AA
study.uxtweak.com
5:52
UXtweak
Virtual Tours
Photos and Videos
Utilities Included
8 CARDS
Financial Information
Lease Terms
Lease Duration
2 CARDS
Contact & Support
Agent/ Broker Contact
Contact Landlord
2 CARDS
Finish sort
AA
study.uxtweak.com
5:52
UXtweak
2 CARDS
Location & Transportation
Interactive Map View
1 CARD
Preferences & Compatibility
Pricing
Laundry Facilities
Roommate Matching
Proximity to Campus
University Affiliation (Student, Faculty, Staff)
5 CARDS
Finish sort
AA
study.uxtweak.com

User 2

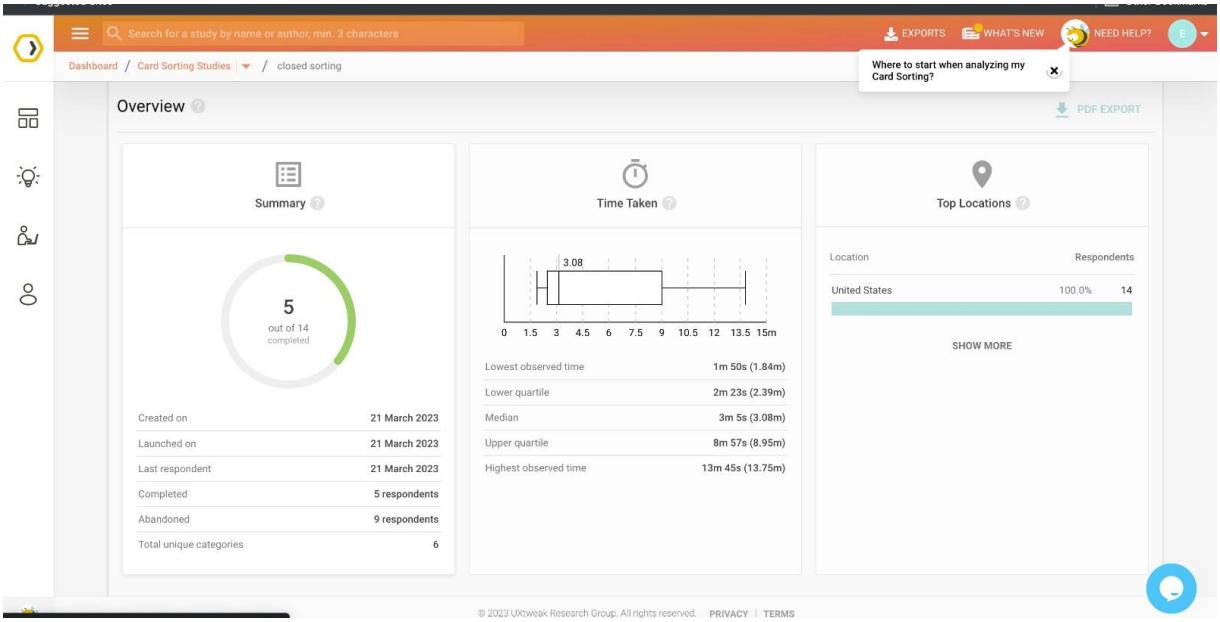

18:24
15%
study.uxtweak.com
UXtweak
Contact & Support
Agent/ Broker Contact
University Affiliation (Student, Faculty, Staff)
Contact Landlord
3 CARDS
Apartment Details
Apartment Listings
Apartment Type (Studio, 1BR, 2BR, etc.)
Laundry Facilities
Apartment Reviews
Location & Transportation
Proximity to Campus
Transportation
Interactive Map View
3 CARDS
Preferences & Compatibility
Roommate Matching
1 CARD
Safety & Accessibility
Safety Features
1 CARD
Finish sort

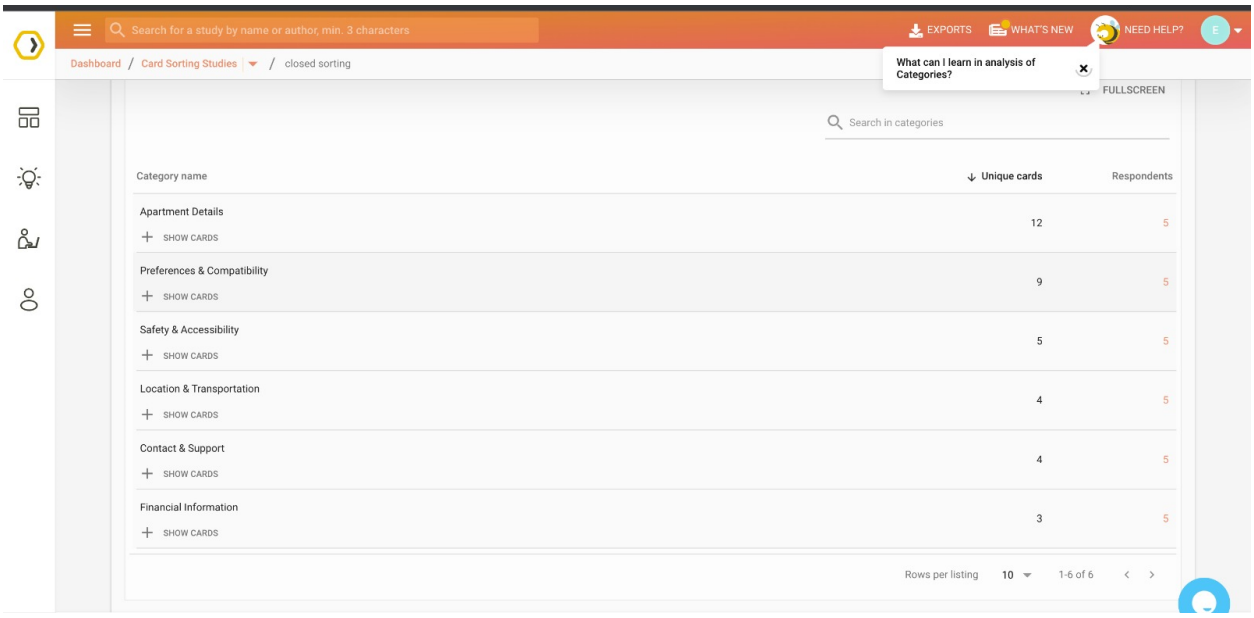
User 3


UXtweak
Leave us Comment
Instructions
Fullscreen
Laundry Facilities
Photos and Videos
Lease Terms
Agent/ Broker Contact
Transportation
Pricing
Contact Landlord
Lease Duration
University Affiliation (Student, Faculty, Staff)
Safety Features
Interactive Map View
Apartment Reviews
Virtual Tours
Apartment Listings
Amenities
Location & Transportation
0 CARDS
Safety & Accessibility
0 CARDS
Preferences & Compatibility
0 CARDS
Contact & Support
0 CARDS
Apartment Details
0 CARDS
Financial Information
0 CARDS
Step 1
1. Take note of the list of cards on the left.
2. Please, split these cards into categories that feel "right" to you.
3. There's no actual right or wrong way to do it. Simply sort them by intuition.
Sort
Step 3 of 4
Finish sort
10°C
Mostly cloudy
Search
9:47 PM
3/21/2023



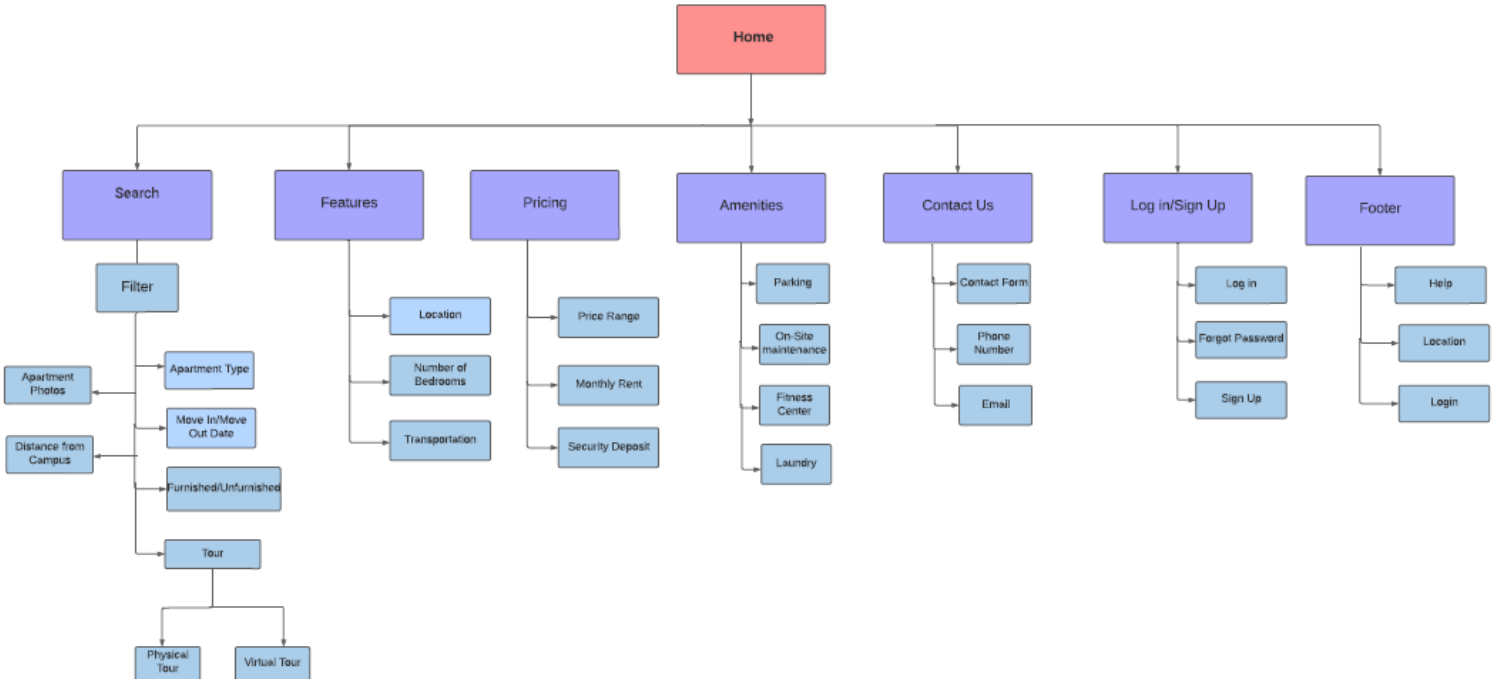
Data Analysis: After all participants completed the card sorting, our team collected the data and analyzed it to identify patterns, commonalities, and differences in how the participants organized the information and features. This analysis helped us understand our users' mental models and informed our decisions on refining the information architecture.



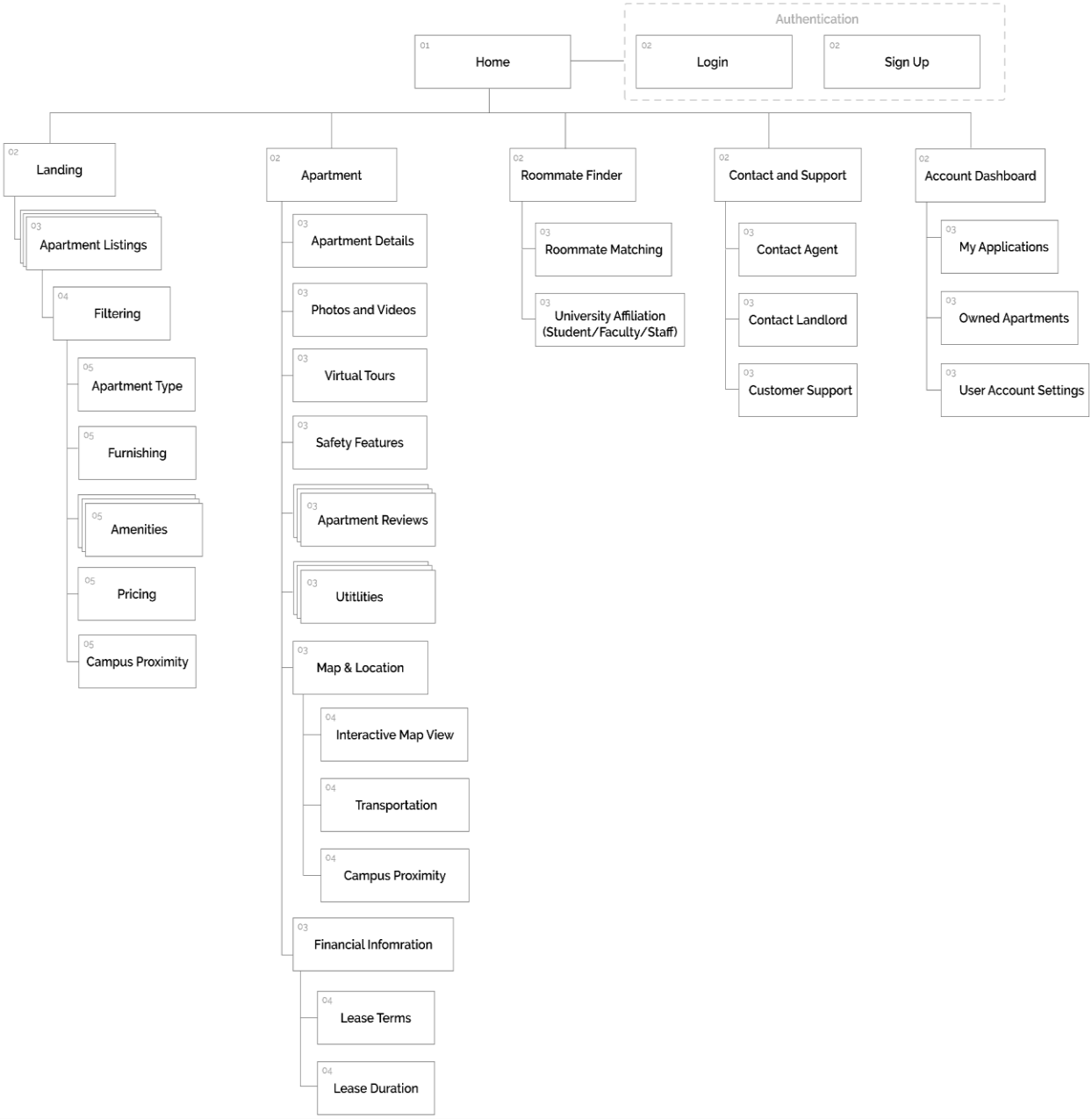


Information Architecture

1. Open Card Sorting



2. Closed Card Sorting



After analyzing the data from both open and closed card sorting exercises, we developed two distinct information architectures.

- The open card sorting architecture was derived from user-generated categories, reflecting their natural thought process and organization of information.
- The closed card sorting architecture, on the other hand, was based on predetermined categories, focusing on how users perceived the relationship between the cards and the given categories.