

Design a website for finding apartment

Nishu devi

Project overview

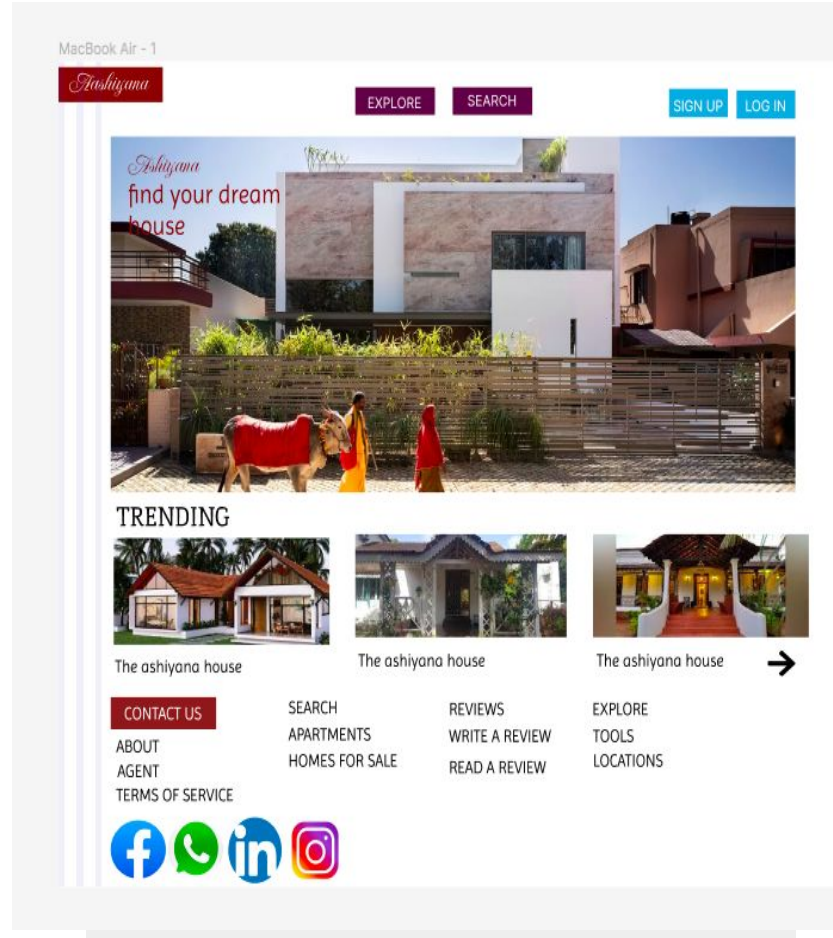


The product : Aashiyana find your dream house allows users to find their dream home at various cities of india



Project duration:

Feb 2023 to March 2023



Project overview



The problem:

Aashiyana website having a problem for user its payment process not easy for everyone so sometime it feels irritated



The goal:

Design a website for finding apartments to be user friendly by providing clear navigation flow

Project overview



My role:

UX designer leading the aashiyana find your dream house design



Responsibilities:

Conducting interviews , paper and digital wireframing , low fidelity prototyping conducting usability studies , accounting for accessibility , iterating on designs and responsive design

Understanding the user

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

User research: summary



I conducted user interviews and used empathy maps to better understand the target user and their needs. customer use website for finding apartment and connect to holder. Before visit he can check everything about apartment

User research: pain points

1

Flyout menu

Flyout menu process is not very clear its seems very unrealistic

2

Payment navigation

Payment navigation flow is not very clear the asked for every details during the process of searching

3

Time

When user open the website and he choose the create account option like log in and sign up it takes too much time

Persona: Akshat

Relevant personal quote that captures the persona's attitude and personality



Problem statement:

Akshat is a software designer who works in bangalore he wants an apartment for stay permanent .

Age - 27
Work - software engineer
Location - bangalore

Goals:

- Akshat want an apartment to near his office

Frustrations

- He wants a website which gives him to everything he wants

User journey map

[User journey map helped
identify possible pain points
and improvement
opportunities

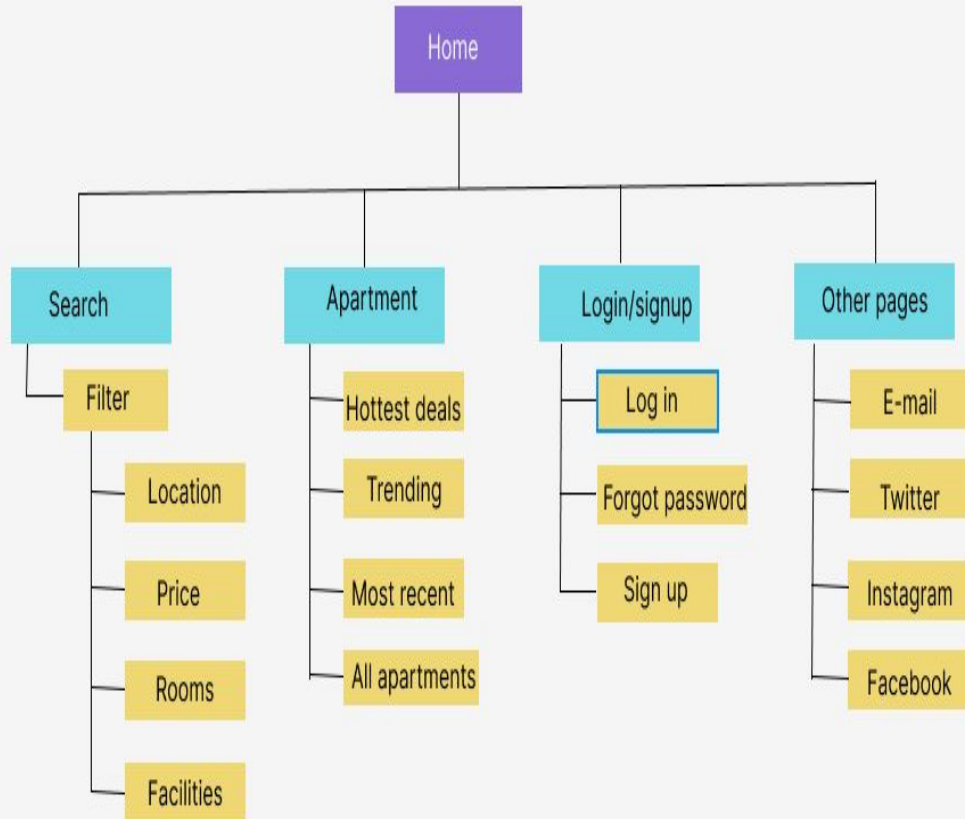
User Journey Map - Ankit Jain

Goals - Get a better experience in online train tickets booking.

Stages	Research & planning itinerary	Booking	Pre-Travel	During-Travel (Arrival at platform)	Post-Travel
ACTIONS	<ul style="list-style-type: none">- Research about destinations- Ask advice from friends & colleagues- Set a budget	<ul style="list-style-type: none">- Finalize destination & date- Book tickets with preferred berth & class- Check fare & seats- Detailed information about train schedule	<ul style="list-style-type: none">- Check PNR status- Check train schedules- Confirmation of seats- Packing	<ul style="list-style-type: none">- Find coach and seat- Check train schedules- Look for food & other necessary options	<ul style="list-style-type: none">- Write reviews- Post photos on social media
TOUCH POINTS	<ul style="list-style-type: none">- Primarily desktop research- mobile phone- Travel Agency	<ul style="list-style-type: none">- IRCTC website- Check out other competitor	<ul style="list-style-type: none">- Phone	<ul style="list-style-type: none">- Digital bill boards- Announcements	<ul style="list-style-type: none">- Social Media websites
PAIN POINTS	<ul style="list-style-type: none">- Sometimes the website takes time to load- No itinerary planner feature available- No reviews available for trains & routes- Cluttered information throughout the web platform which creates confusion- Regaining password process is frustrating	<ul style="list-style-type: none">- Creating account & resetting password is painful- During tatkal booking website server gets down- Booking modification is not available- Uncertainty in getting confirmation on 'Waiting list' tickets.- Unable to see train details as per the name	<ul style="list-style-type: none">- Worried about tickets getting cancelled- Booking modification is not available	<ul style="list-style-type: none">- Difficulty locating the correct platform- Can't buy travel related accessories inside the train- Tracking live updates of the train	
OPPORTUNITY	<ul style="list-style-type: none">- Provide customized travel offers- Save travel history for quick booking- Remember passenger profile for autofill	<ul style="list-style-type: none">- OTP based login option- Check trains based on rating system- Waiting list ticket update on a daily basis- Remember passenger profiles for autofill	<ul style="list-style-type: none">- Notify for WL tickets a day before- Notify about all the important details	<ul style="list-style-type: none">- Provide or suggest cross selling items for purchase like food, cab, hotel etc.- Save route details	<ul style="list-style-type: none">- User can give feedback or review
EXPERIENCE					

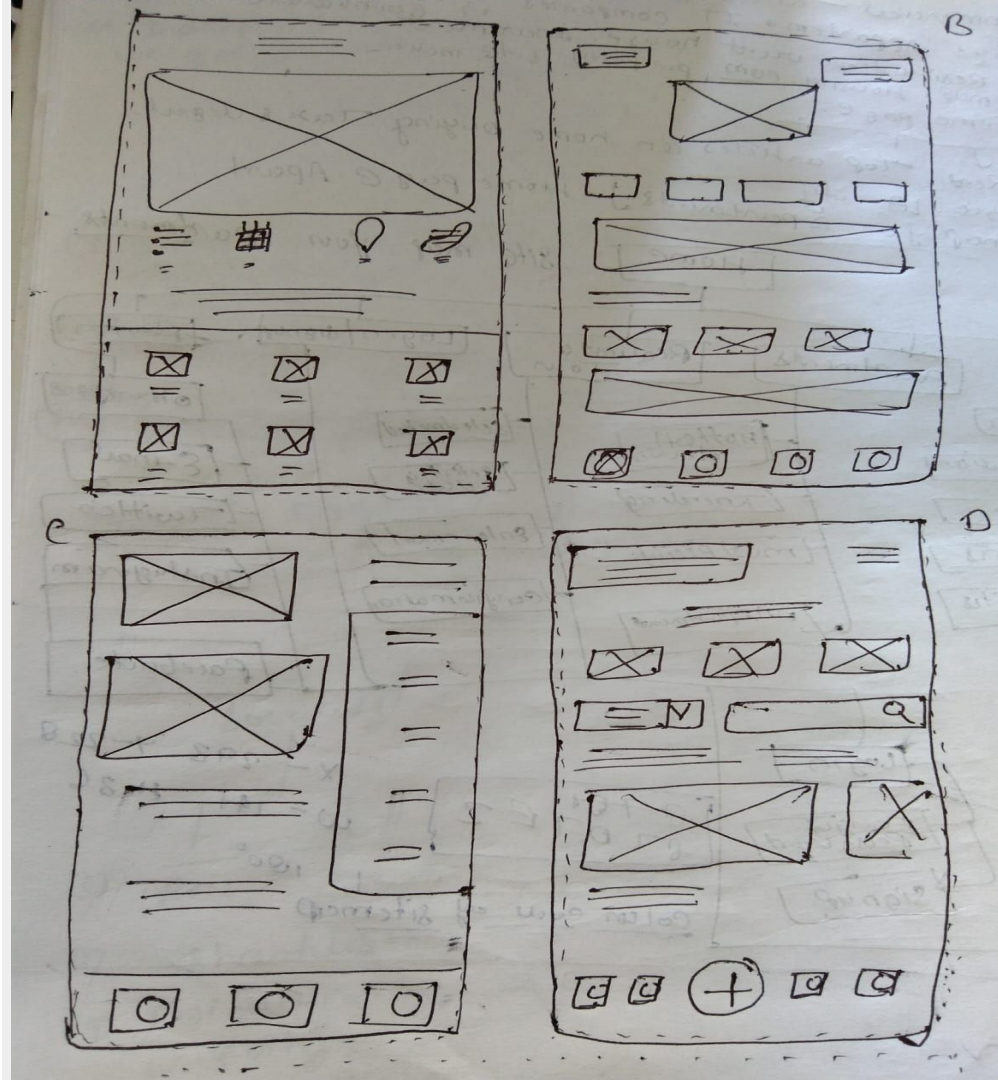
Sitemap

[Focused on keeping navigation as simple as possible to eliminate confusion]

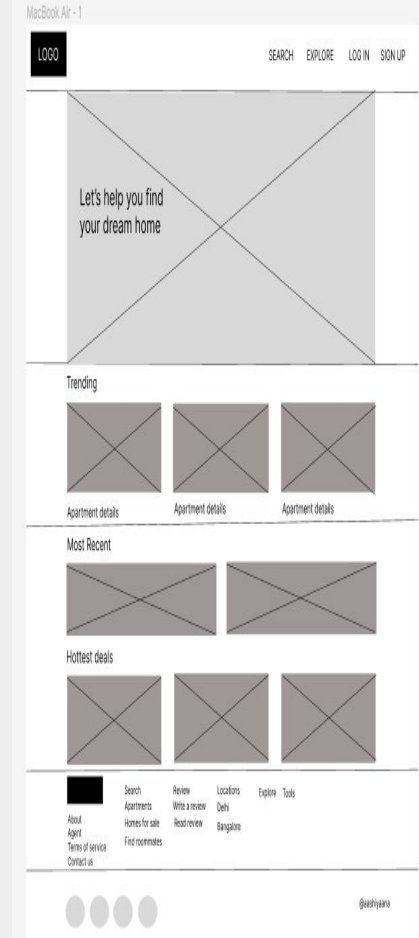
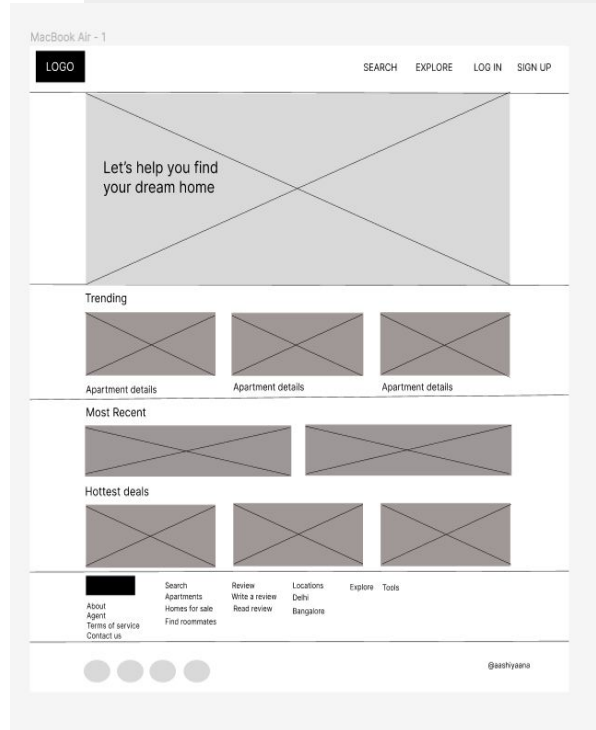


Paper wireframes

[I sketched out paper wireframes for each screen in my app , keeping the user pain points about navigation , browsing and checkout flow in mind]

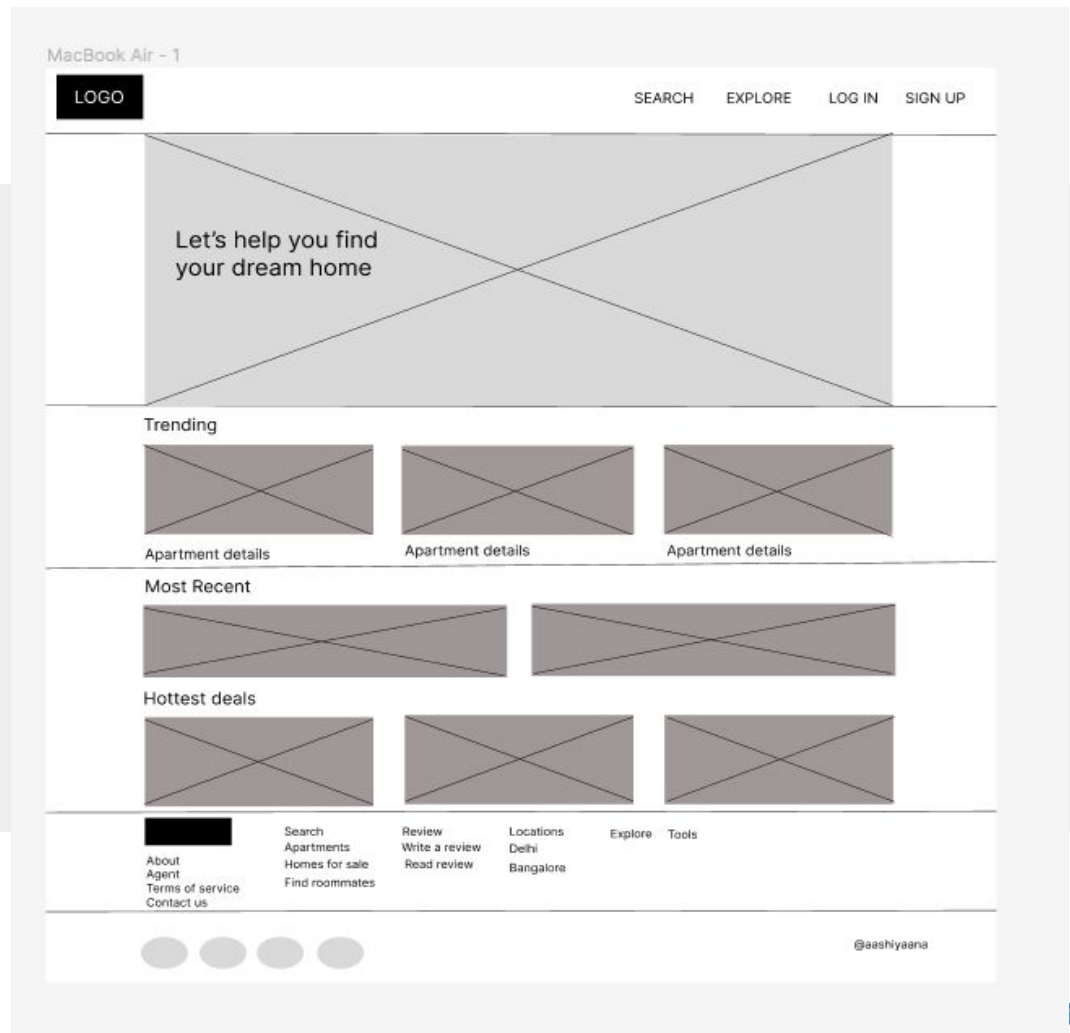


Paper wireframe screen size variation(s)



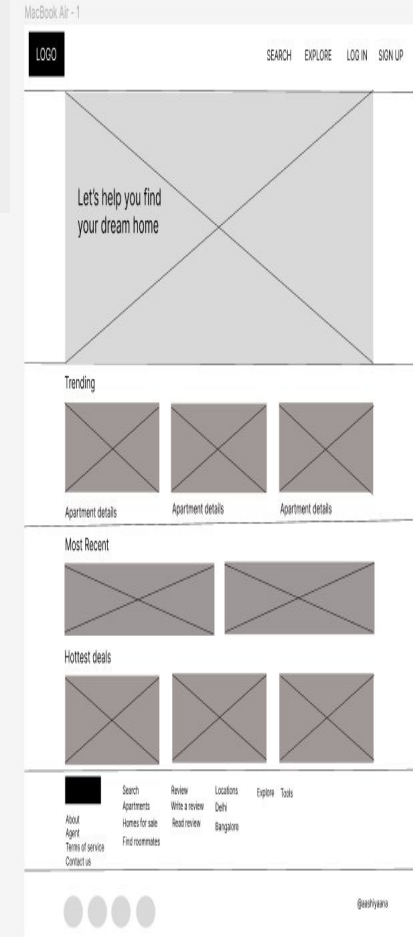
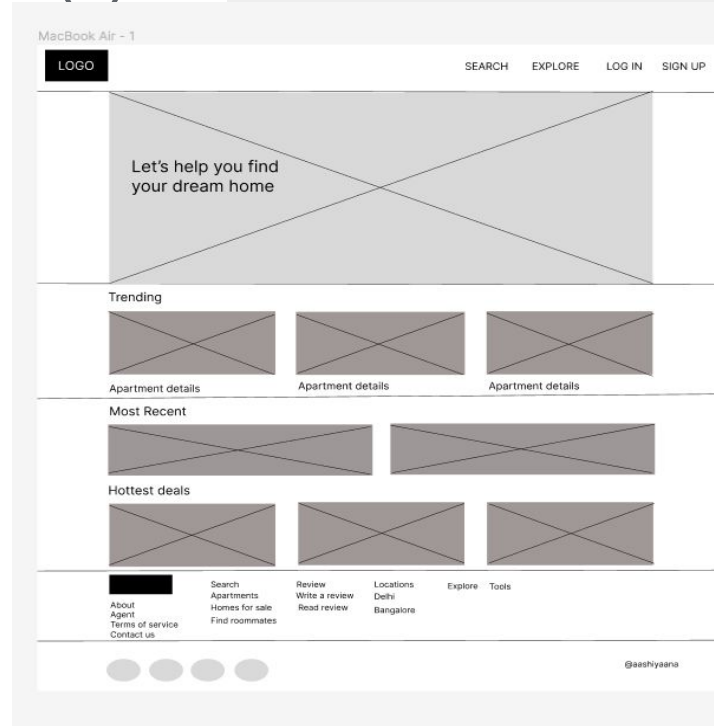
Digital wireframes

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

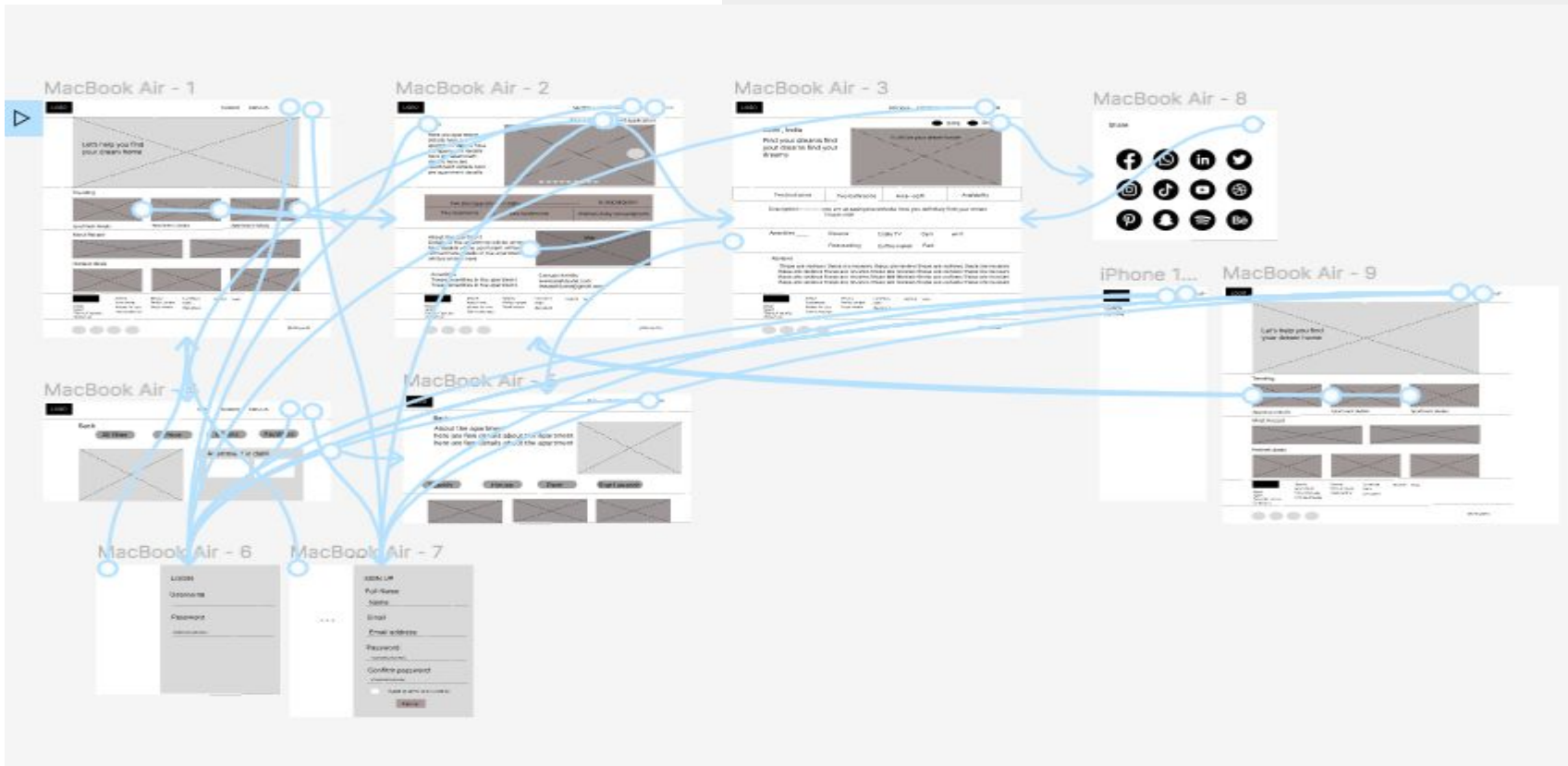


Digital wireframe screen size variation(s)

[Your notes about goals and
thought process + how you
responded to and
implemented peer
feedback]



Low-fidelity prototype



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: Parameter

Insert a one to two sentence introduction to the findings shared below.

1

Study type

Unmoderated usability study.

2

Location

India.

3

Participants

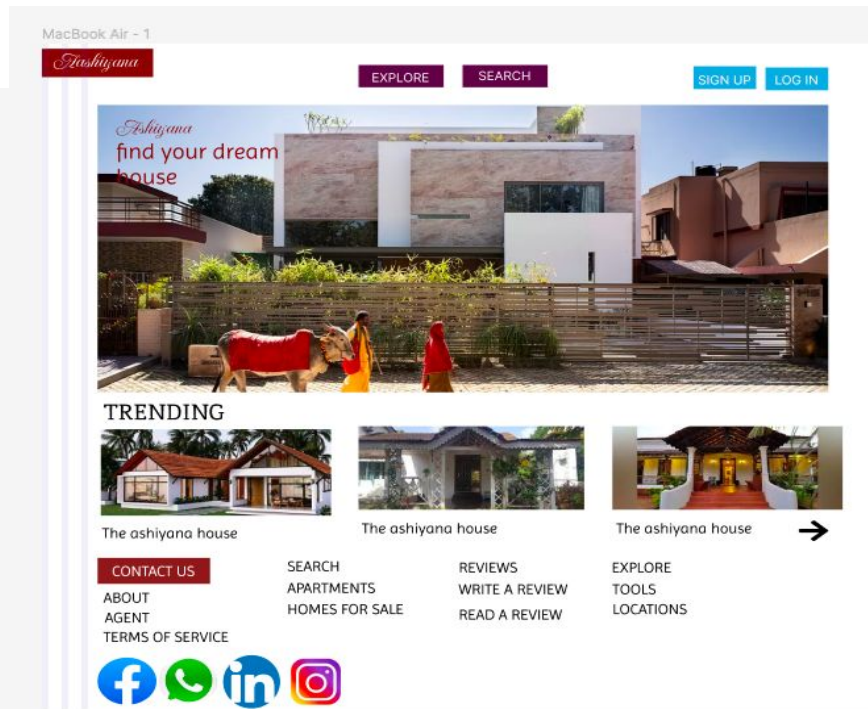
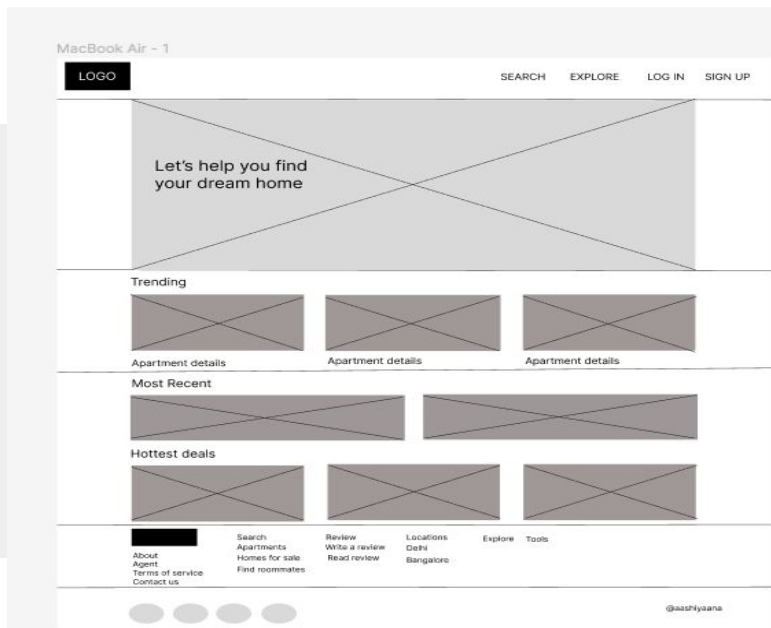
5 participants

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

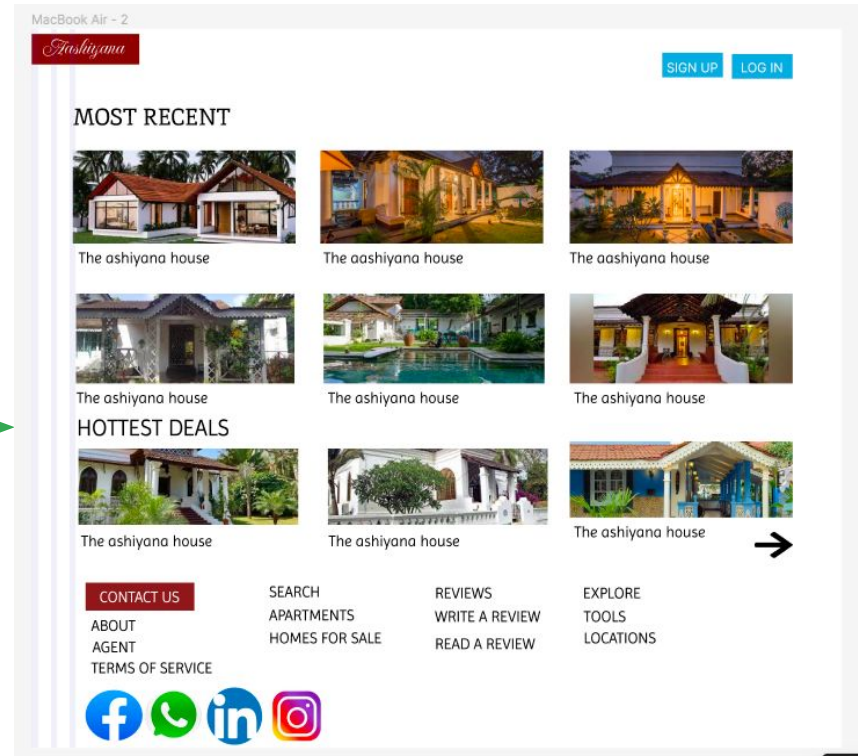
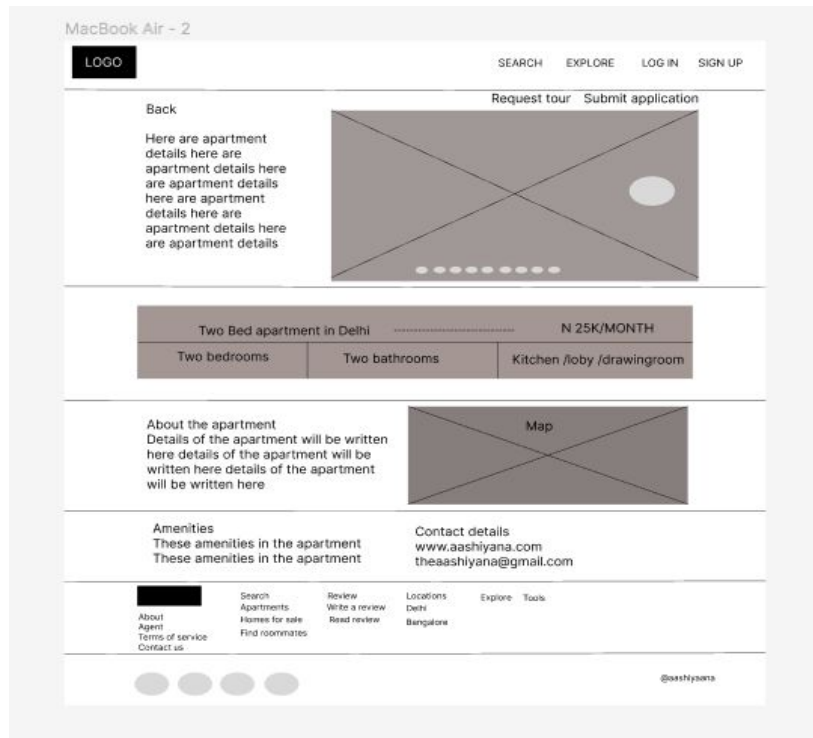
Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

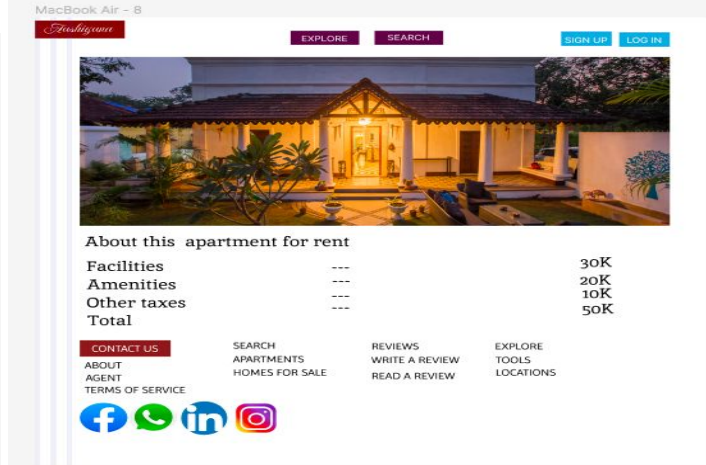
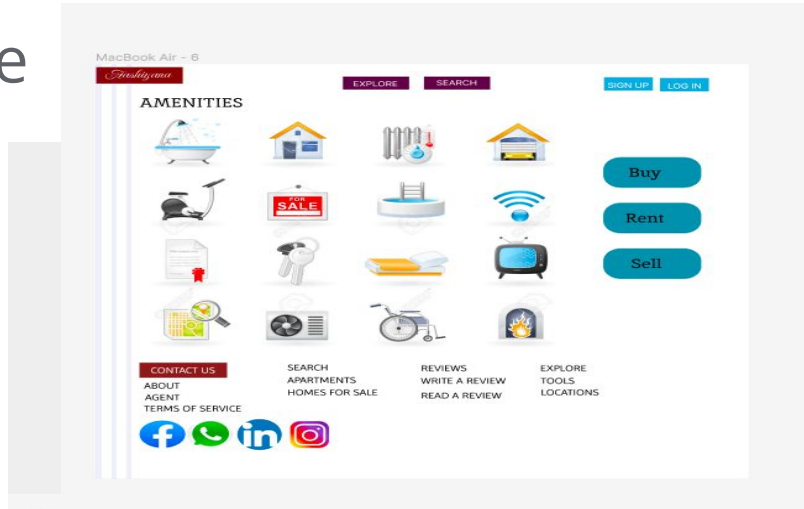
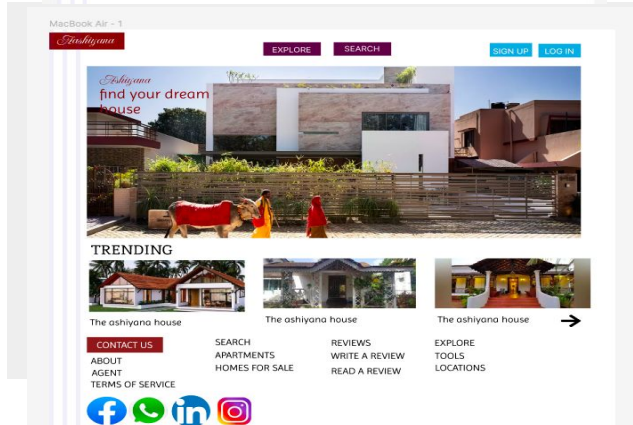
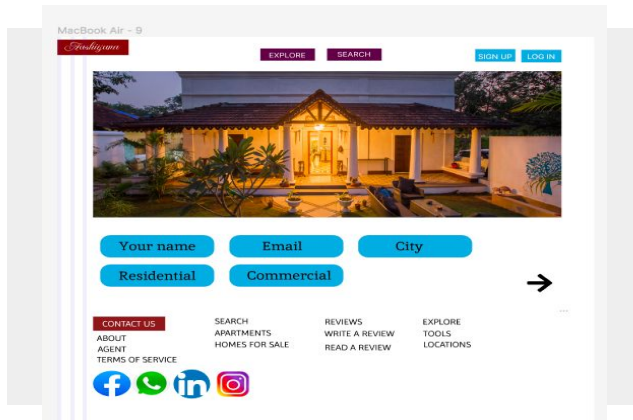


Mockups

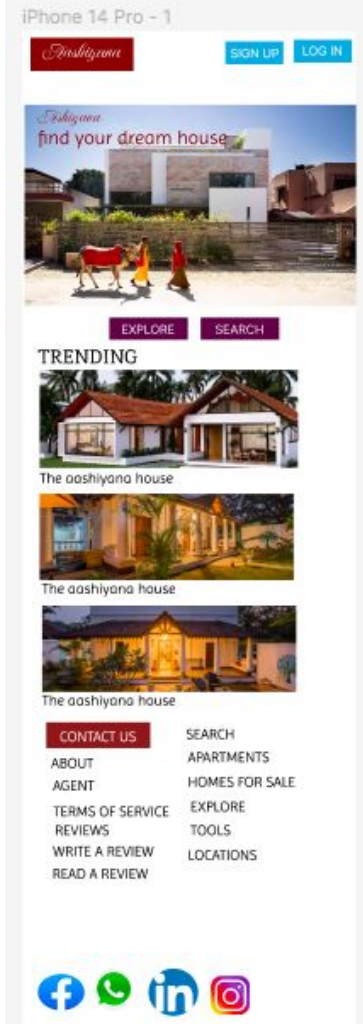
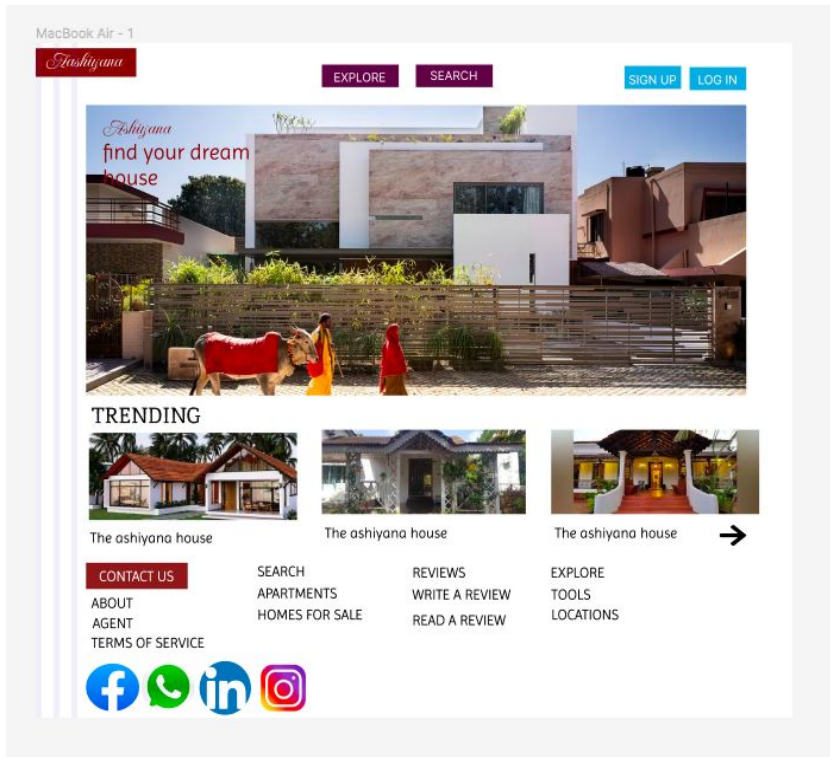
[Your notes about goals and thought process + how you responded to and implemented peer



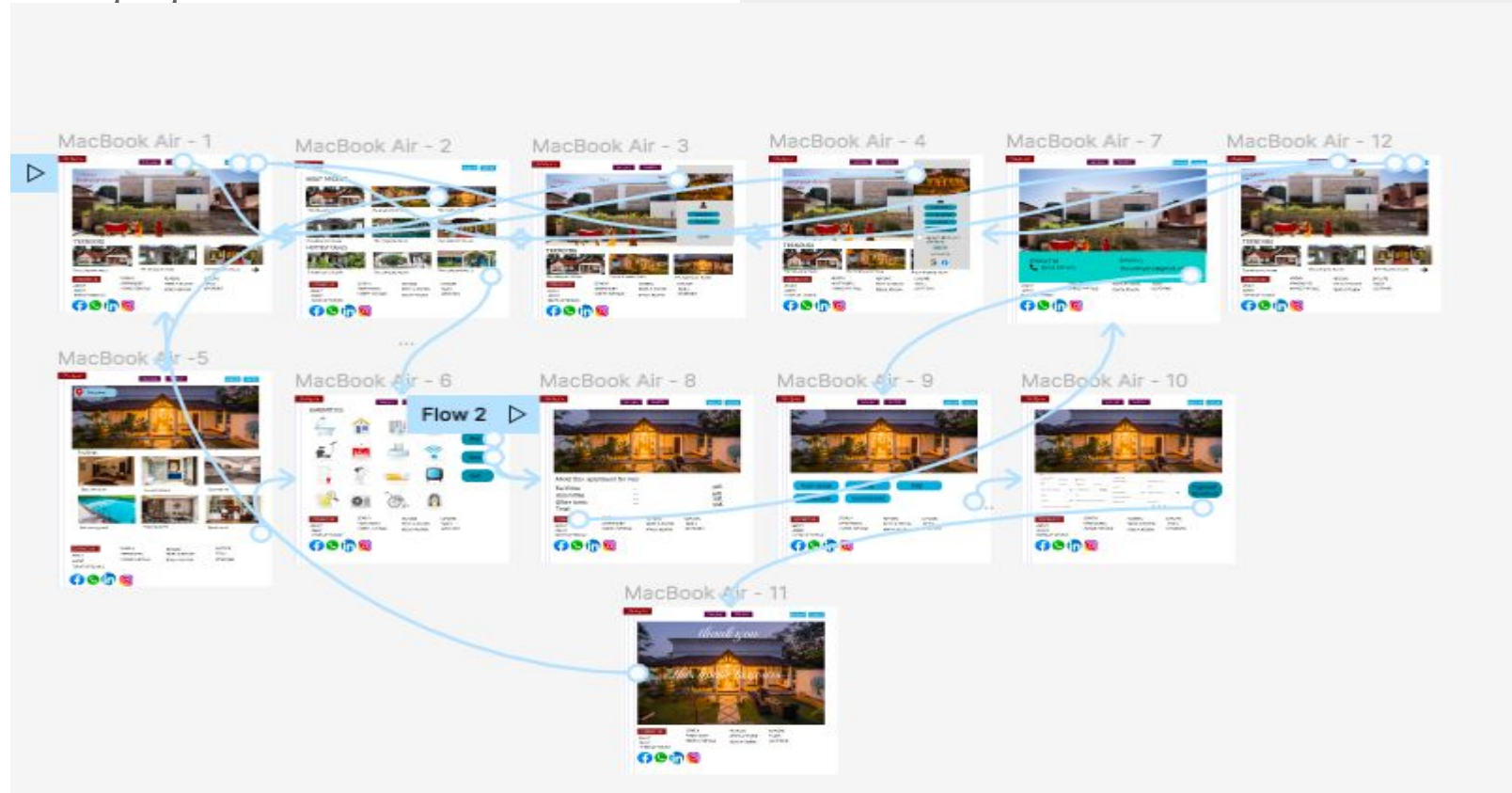
Mockups: Original screen size



Mockups: Screen size variations



High-fidelity



Accessibility considerations

1

Used icons to make navigation easier

2

Used high contrast colors to assist users who are vision impaired or in low lighting

3

Used headings with different sized text for clear visual hierarchy

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Finding apartment websites allows users to find their dream house



What I learned:

While designing apartment website . i learned that designing an app is a progress and ideas change and grow as you learn more about the users and competitors through user interviews and competitive analysis

Next steps

1

Conduct follow-up usability testing on the new website

2

Conduct more user research to determine new opportunities for improvement

Let's connect!



Thank you for taking the time to review my work on the artzie app if you would like to see more of my work or connect . my contact information is provided below

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