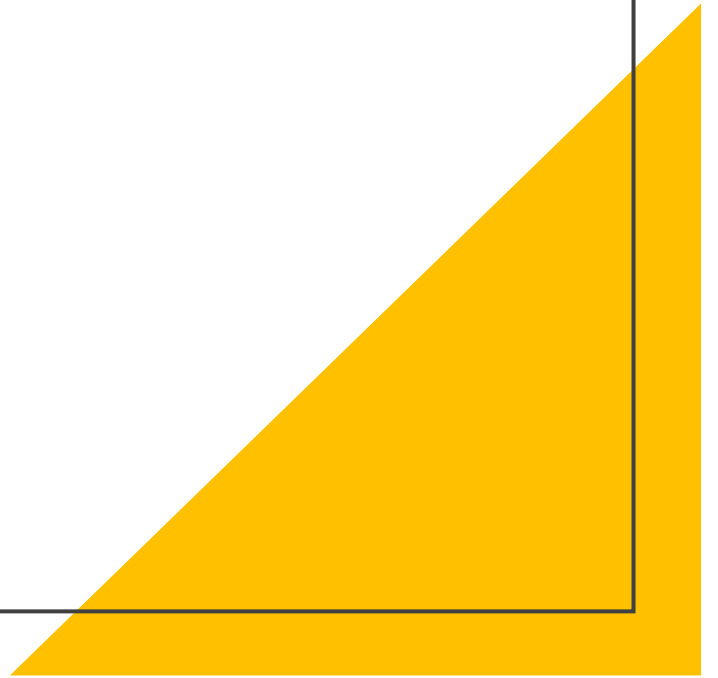


Final Redesign Project

Cooper Sanders
ITLS 3120
Amy Carpenter
4/25/23

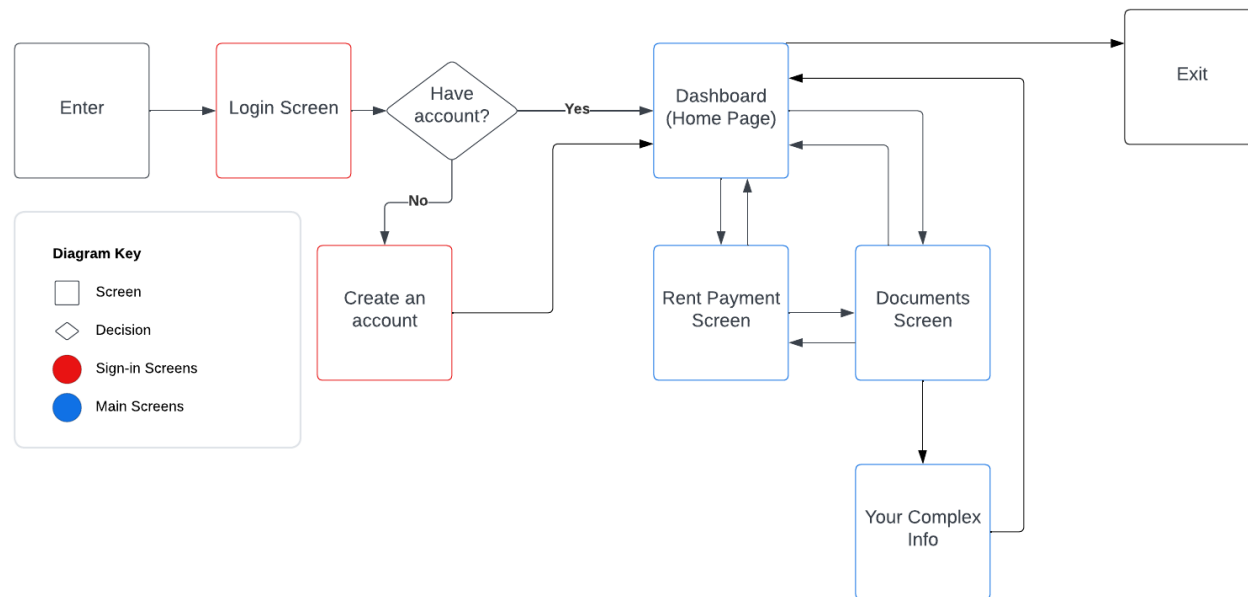


The Problem

The problem that I decided to address with my redesign project was the lack of ability for tenants at my apartment complex to pay rent online. I live at an off-campus student apartment complex and the only way we can make payments is via check. I, along with many others feel that this is an outdated method of processing rent. One thing that I found while researching my audience was that many college students don't have a checkbook. By apartments only allowing students to pay with checks, the students must obtain several checks or a checkbook. Chances are the checks will only be used for rent, and the leftover checks will sit there and collect dust. Students and other renters need another option for paying rent. I also found that students and other renters want rent documents and requesting maintenance to be easy to manage, and preferably in a digital form. I created an all-in-one portal for renters to use to manage everything they need while renting, including online rent payment capabilities. I called my website **Foundation** because I wanted to be the main support for renters. This solves the problem because it provides another method to process rent, besides just using a check.

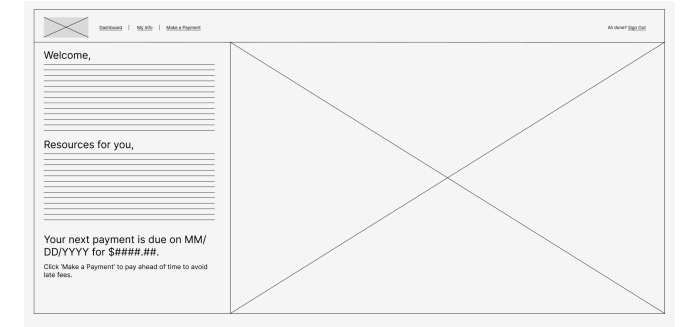
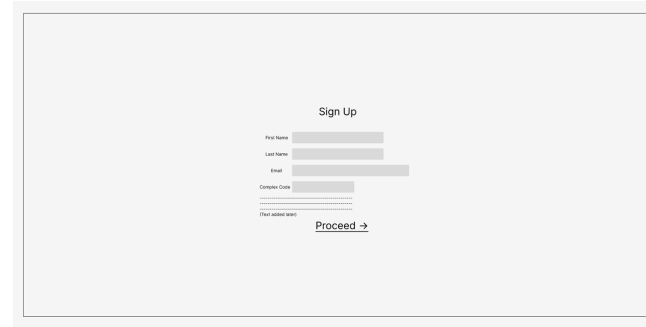
I decided to build my prototype using Figma because it is the industry standard for UX designers.

Information Architecture Chart



Here is the Information Architecture chart that I initially created to understand the interactions that the users would have while using my website. I created a simplified version of the wireframe that is pictured on the left, and then had my partner Cole complete a card sort, that I used to validate my Information Architecture chart. I used the validation to finish the Information Architecture chart. On the left is the final chart that I used in the rest of the design process.

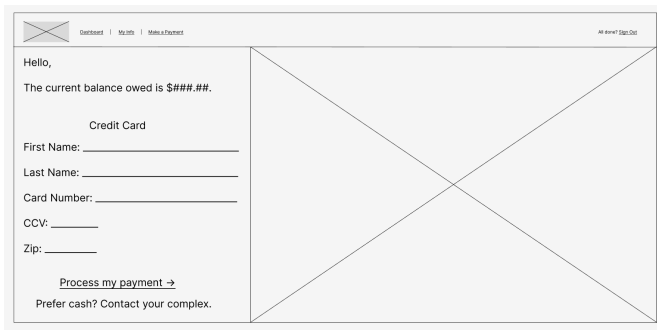
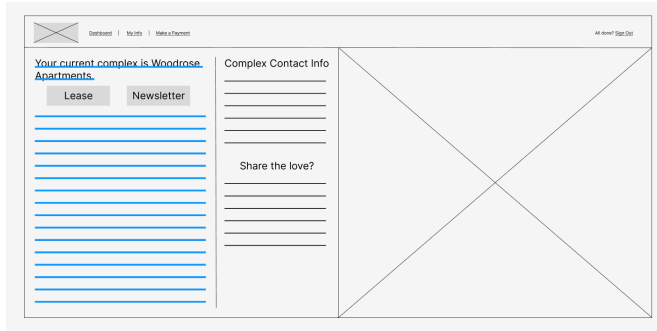
You'll see as I continue the process, the prototype doesn't follow the Information Architecture chart exactly. Things ended up being changed to simplify the site and make it more user friendly.



Wireframe

An article titled *Mockups vs. Wireframes vs. Prototypes*, written by Sirus Azadi, mentions that a wireframes purpose is to allow the designers to group the information, and begin to form a very basic understanding of the user interface. I wanted to make sure that my wireframe was very visually simplistic, to allow me to focus on these main points.

Here are images of the wireframe that I created. I took the Information Architecture chart that I created and designed pages based off the screens showcased in the chart. Some screens in the information chart got condensed into one screen, as opposed to being two separate pages. This helped simplify the UI on the site.



Developing Prototypes

I developed a mid-fidelity prototype before I added in branding and images. I wanted to have an interactive prototype for users to test, before I moved on to creating a high-fidelity prototype.

The mid-fidelity prototype that I created was almost an exact one-to-one transfer of my wireframe into my prototyping software (Figma). I had the prototype set up how I felt it would work best but was seeking validation and feedback from users. This is where user testing comes in.

User Testing

The article titled *How To Write Effective Usability Testing Questions: A Beginners Guide* by Raven Veal helped me create the objectives that I tested my users on. One point that she made that was particularly helpful to me was that a large goal of user testing was to understand the most important features of the prototype. In the testing, I made sure to focus in on having users complete important tasks, rather than simply answering questions because I felt that I would understand what users were experiencing by watching them interacting with my prototype, as opposed to them answering a long list of questions. I made sure to test the users on paying rent because that was the initial problem that sparked the creation of my prototype. I asked a couple of college aged students who are currently renting, as I know they fit my demographic. I also asked another user who hasn't rented in a while but is experienced with using websites and databases like this one.

The objectives I tested users on were:

- Complete the sign-up process. Did the way it was organized make sense?
- Attempt to pay rent. Could you easily navigate your way there?
- Find the page that will hold your information. What would you expect to be there?
- Sign out of the session when complete.

I also asked the following question: What would you like on the dashboard page? What do you think would make the most sense?

User Testing Findings

One of the largest findings that I stumbled on in my user testing was adding an indicator that notifies the user if their payment went through. Without it, the users could get confused and process several payments. I added a little indicator that pops up after the user presses the button that says Process My Card.

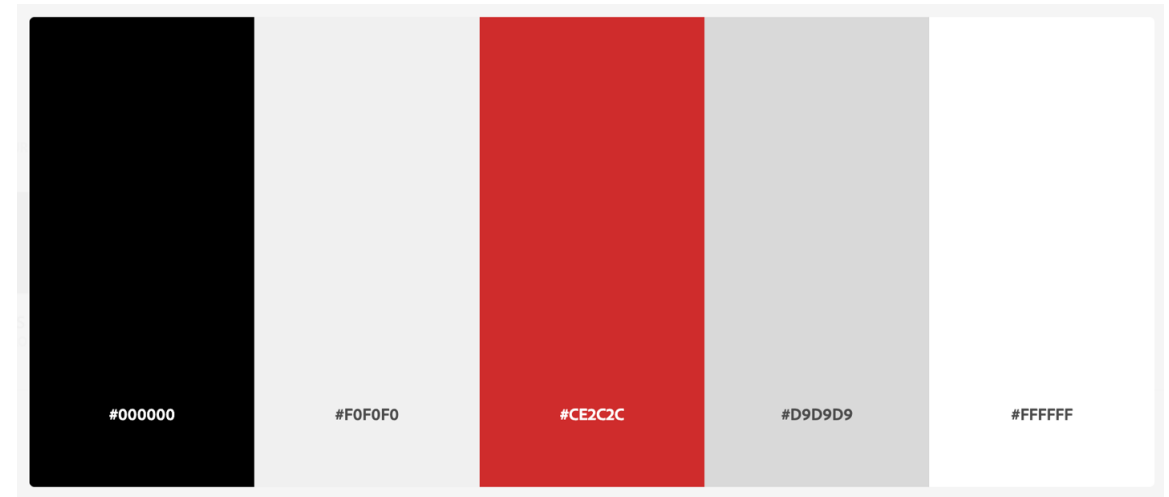
Another thing I found was that adding a bio so that the users understood what **Foundation** was would eliminate some confusion. If renters didn't even know what my platform was, they wouldn't use it. I added in a few bios throughout the prototype that explains to the user what my website is.

Branding and Color Scheme

Here is the color scheme I am using for my website. I decided to go with a clean, modern color scheme that is mostly made up of grays and whites, with a touch of red. I felt this would go well with my target audience because it is visually simplistic, allowing the users to pay more attention to the important information. The simple color scheme allows the site to feel organized, without several different colors distracting the users.

The background color of the website is #F0F0F0. The text color is #000000. An alternate background color is #D9D9D9. This color is to be used on buttons, etc. The accent color is #CE2C2C. The user fill-in boxes are #FFFFFF.

In my final design, I decide to use the Lexend Font Family. The fonts were available directly inside of Figma, but [here](#) is a link to view the fonts online.



Accessibility

An article titled *What the Heck is Inclusive Design Anyways*, written by Heydon Pickering describes that not only should our prototypes be **accessible**, but they should be designed **inclusively**. Any user should see the same color scheme, font, layout, etc. You should consider every possible user in your audience when designing your site. Every member of your target audience deserves the same attention to detail, and elevated experience.

Below are my results from the [WebAim Color Contrast Checker](#). My website was inclusively designed to comply with WCAG AA standards right.

Foreground Color

#CE2C2C

Lightness

↔

Background Color

#F0F0F0

Lightness

Contrast Ratio

4.58:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input ✓

Foreground Color

#000000

Lightness

↔

Background Color

#FFFFFF

Lightness

Contrast Ratio

21:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input ✓

Foreground Color

#000000

Lightness

↔

Background Color

#F0F0F0

Lightness

Contrast Ratio

18.42:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

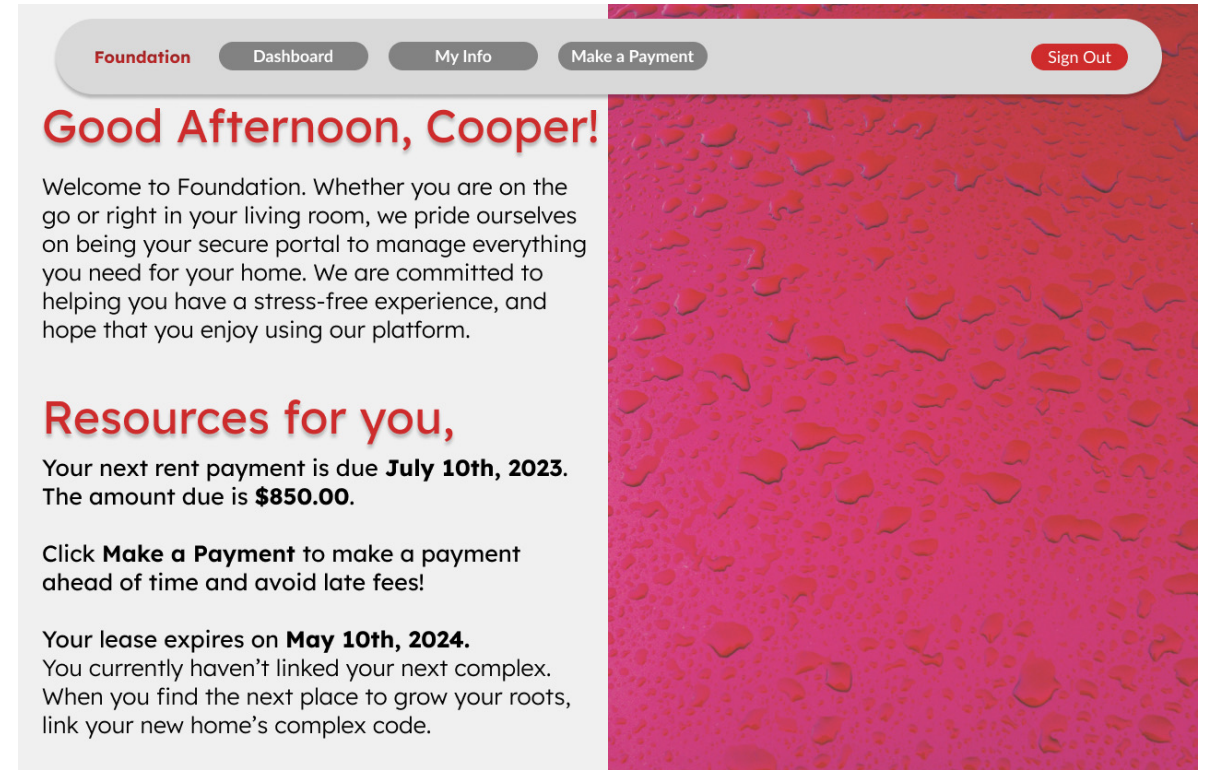
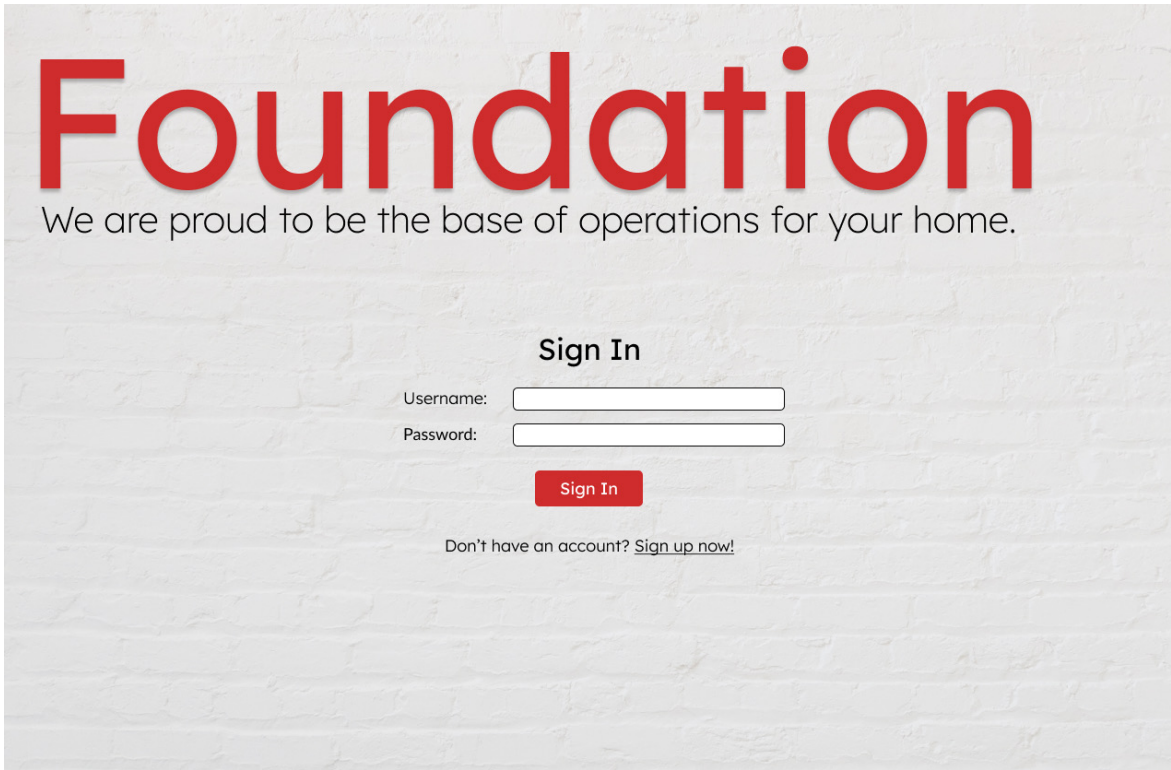
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input ✓



My High Fidelity Prototype

[Foundation - Final Prototype](#) (Click the link to open my prototype in your browser.)

My Reflection

I feel that this project has helped further my understanding of what makes a prototype user-friendly. I thought a lot about how to make a minimalist prototype – one that only shows the information that the user needs. My design elevated the process and felt cohesive and user friendly.

Early in the process, I thought about including relevant articles about renting, such as tips, strategies for finding cheap places to live, etc. I decided not to include this because the audience didn't express this as a need. I felt that this would distract from the important tasks that I wanted to focus on and felt that it would add friction and clutter on the user's end.

I solved the initial problem, without removing the option of using a different form of payment. I added additional functionality to the website that I felt renters could find useful, such as an option to view a lease, or lookup the apartment complex's contact information.

This design matters to the world because there are so many people who rent housing, and they deserve a user-centered approach to paying rent and managing their home. User-centered design shouldn't only be for rich people. It's for everyone. By creating this prototype, I was able to help remove stress from the user, allowing them to focus on the tasks that truly mattered.

I think that this project especially helped me as the designer learn how to use design choices such as font and color scheme to support the functionality, rather than distract from it. I learned how to create a sleek and minimalist prototype, that felt polished and supported exactly what the audience needed. I also learned more about understanding audience needs and wants. I as a designer thought about several different ideas that I could add to the site, but the audience didn't need or want those additions, so I would be adding clutter, rather than focusing on the tasks that were important to users. I learned that it is ok to remove or change functionality to better fit with the users needs. Letting go of some features and functions is ok, especially if doing so helps you support the users more.

Credits to Images and Fonts Used in my Prototype

- The image of the bricks was found [here](#).
- The image of the red raindrops was found [here](#).
- The image of the red building was found [here](#).
- The image of the city was found [here](#).
- As mentioned earlier, the font used in the prototype was the Lexend Font Family. View the fonts [here](#).

Credits to Resources Mentioned in This Presentation

- Azadi, S. (2016, November 17). Mockups vs. Wireframes vs. prototype. which one to use when? Medium. Retrieved April 20, 2023, from <https://blog.prototypr.io/mockups-vs-wireframes-vs-prototype-which-one-to-use-when-1f8e0cea957f>
- Pickering, H. (2016, December 7). What the heck is inclusive design? 24 ways to impress your friends. Retrieved April 20, 2023, from <https://24ways.org/2016/what-the-heck-is-inclusive-design/>
- Veal, R. L. (2022, December 6). How to write good usability testing questions [2023 guide]. CareerFoundry. Retrieved April 20, 2023, from <https://careerfoundry.com/en/blog/ux-design/how-to-write-usability-testing-questions/>