

RentScanner



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Purpose

An app that can search through all rental properties in Denmark, with a clean and user-friendly design to facilitate the process of search housing.

Mission

The mission of Rent Scanner is to provide, specially to foreigners, equal chances to rent properties in Denmark. Make the renting process faster to improve the quality of life.

Vision

A place for everyone in Denmark.

Values

Respect | Quality | Clarity and Honesty | Customer Focus | Equality

Through our mission, vision, and value we created a design that is clear to transmit honesty to our customers. Also trying to be simple, with different languages to show respect and equality for everyone.

We used warm colors to be seen as a brand of comfort and energetic at the same time. A safe place, relating to our customer focus.

Why this Design Now?

At the moment in Denmark, we have many housing search websites. Many of them are not user-friendly and in Danish. So we need an app:

- With other languages since we have countless international students and foreigners in Denmark.
- A clean design and visual attractive that can join all renting housing and help the process of searching.
- Facilitate the user receiving perceptible and instant notifications.

Design Brief

Design Brief

Outcomes / Scope

- Create the best App for searching renting properties in Denmark.
- Support a good communication between landlords and tenants.
- Provide legal advisement about contracts.
- Offer Denmark living tips to help specifically foreigners but also Danish customers who live outside of the main cities.

Target

- Young Adults: 20-30
- Adults: 30-60
- Students age: 18-20
- Foreigners

Key Stakeholders:

- Internet
- Users
- Partnership
- Social media for advertisement
- Developers and designers

The competition environment

We have a big competition environment, but without one factor - to search through all rental properties in Denmark.
So our app will contain all websites with a simple design that can join all different websites logos.

Current industry trends

Our app will be focused on the current industry trend with a modern, simple and functional design, satisfying our customers and simplifying their life.

Mood Board



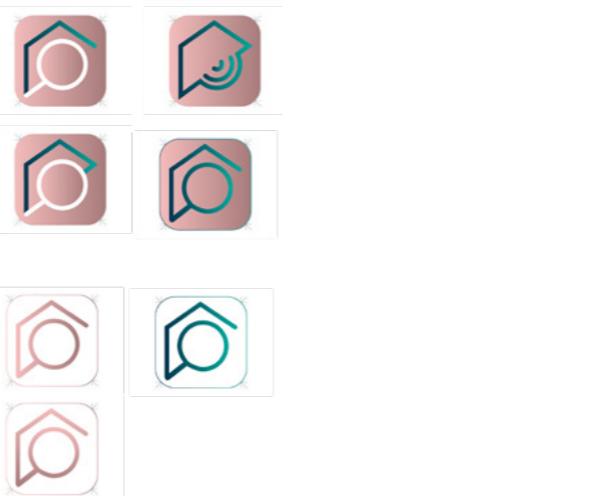
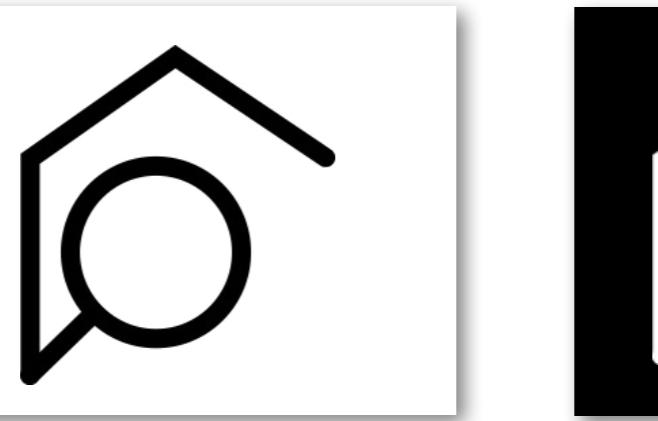
Design Program

Design Program

Our logo is our trademark, as our clean design; the idea joins our two most important elements: a house and a magnifying glass for searching.

So, we created logo drawn in one line, that starts in a House and it ends on a Magnifying glass.

It is really simple and is presented in white color with a gradient between a strong pink and orange.



Trade Mark



Logo

Design Program

Our logo is a Picture mark has a Figurative characteristic and is on the Descriptive and Metaphor mark parameter. So, as you can see, it is descriptive because has a shape that reveals the function. However is also metaphoric due to the junction of a house and a magnifying glass in only one shape.

- Visibility - a simple shape in negative from that makes it visible.
- simplicity - only a thick line that creates the shape.
- timelessness - simple image that makes it timeless.
- graphic excellence - two shapes joined to create one concept.
- tone of voice - created with a house outline that transmits coziness and round corners that generate it a gentle and cozy tone.
- Short and concise - has a simple shape and without much complexity to transmit the function of the app.

Design Program

The typography we used for RentScanner App is San Francisco (SF) Pro. It is a system typeface in iOS. We choose San Francisco font because it is optimized for unmatched legibility, clarity, and consistency. Also because it is part of the Apple kit and our App is designed according to the Apple design rules.

Title page 34pt Bold #000000

Tab bar size 10pt Semibold #929292

Paragraphs 17pt Light #929292

18px Regular #ffffff
16px Regular #000000
Text Regular 16px, 14px, 12px #aaaaaa
Footer 11px Regular #000000

First, we applied Roboto font for our website but it was too condensed and didn't fit well. That's why we decided to use Montserrat font because it was more close to San Francisco font.

Heading 40px Light #ffffff

Sub heading 25px Regular

Sub sub heading 24px Regular #000000

20px Bold #f00042

18px Regular #ffffff

16px Regular #000000

Text Regular 16px, 14px, 12px #aaaaaa

Footer 11px Regular #000000

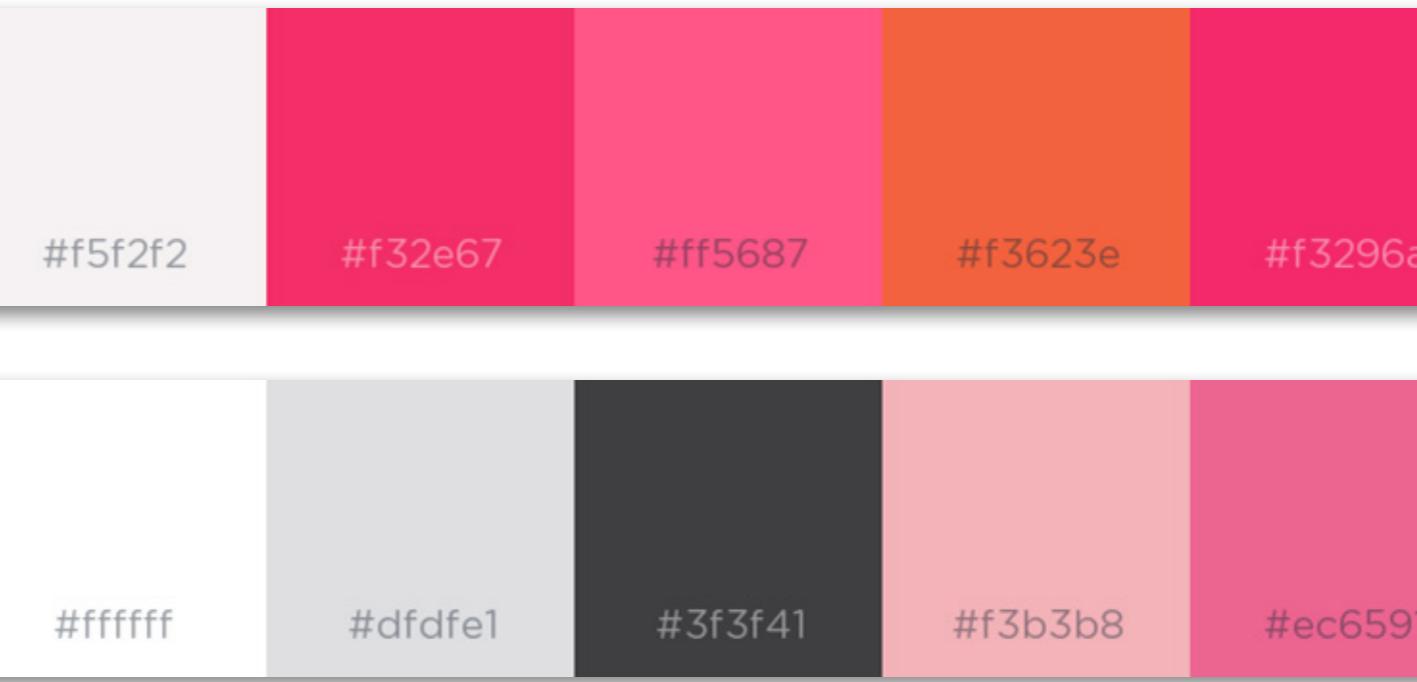
Typography

Design Program

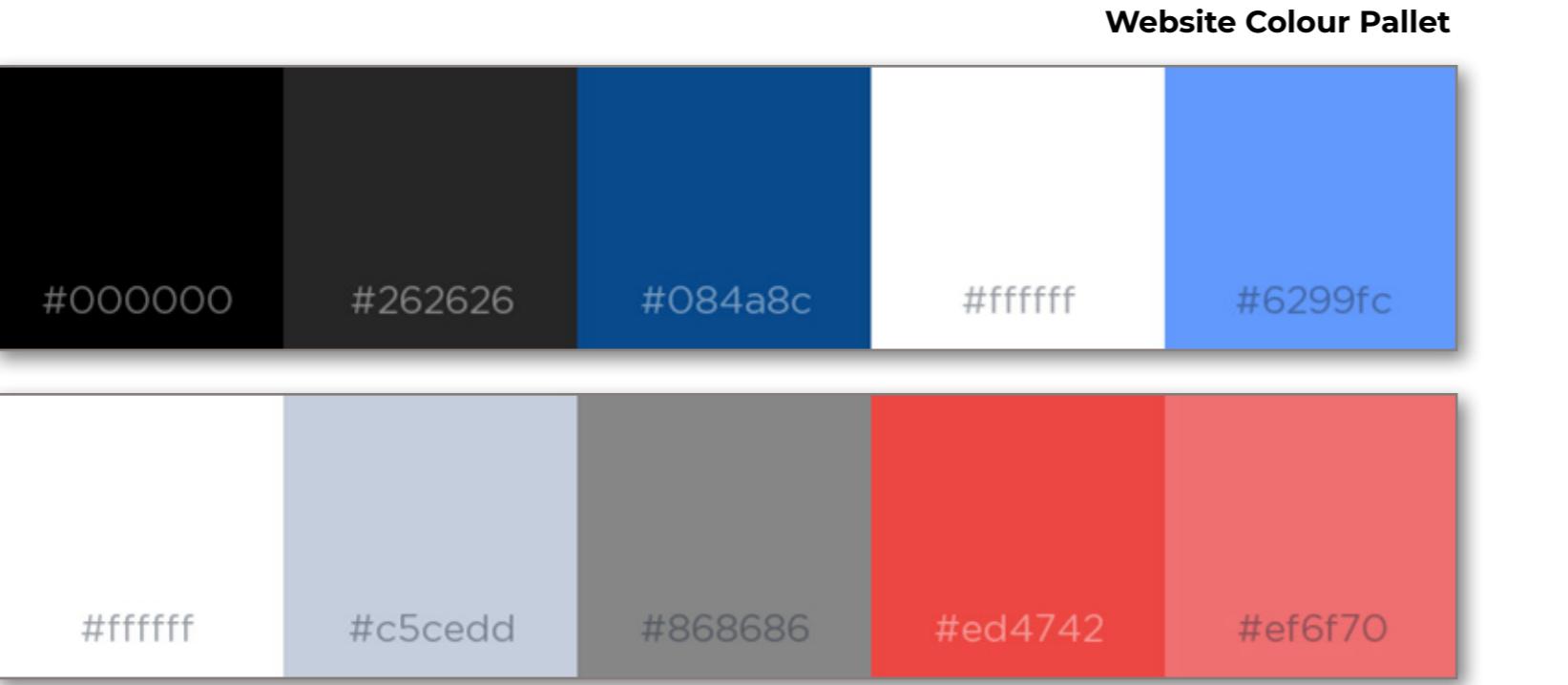
Colour Schemes

Our app design is very simple in general, so we decided to use white and grey for our background, grid, and typography. We choose also a warm, vibrant gradient as a finishing touch of the app (for example for the buttons and navigation). It grabs the attention, transmits comfort and easily navigates the user.

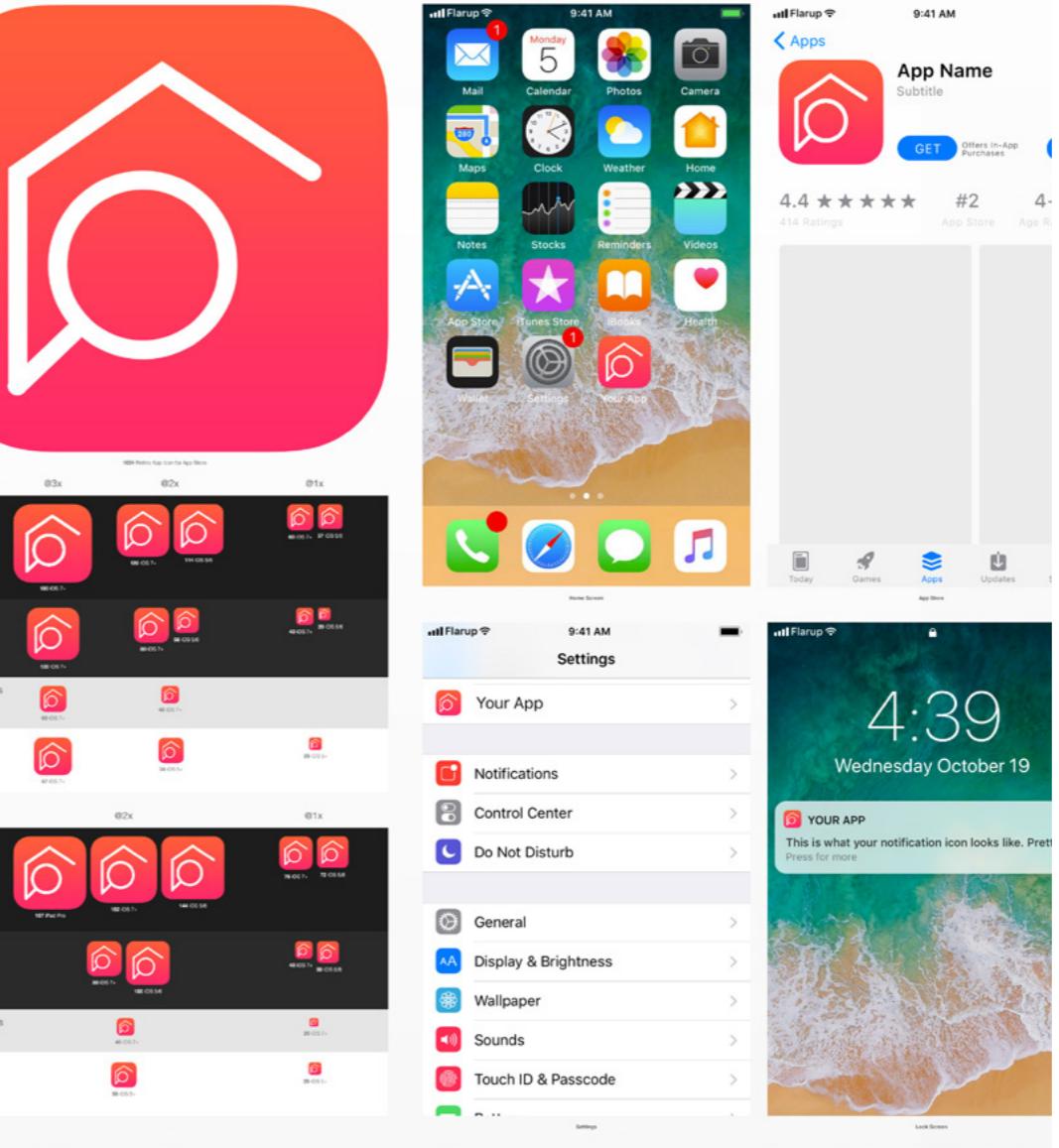
RentScanner App Colour Palette



The movement of our eyes through a composition is not random. We look for the desired information and our attention is pulled to specific elements with features. We quickly skip over what's irrelevant looking for a meaning in what we focus on. That's why the colors of our promoting website are very simple and sophisticated. We used white, grey and black as a primary color. As a secondary color, we choose blue and warm gradient and we used it only for specific details. For example, we emphasized on the elements that are most important.



Colour Schemes



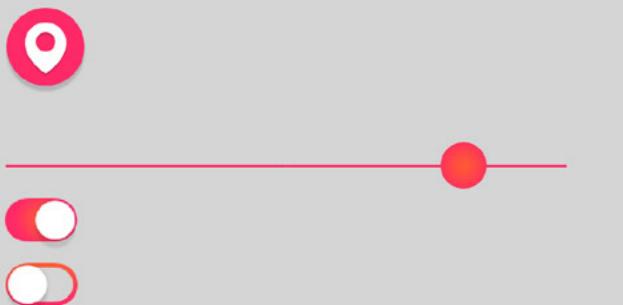
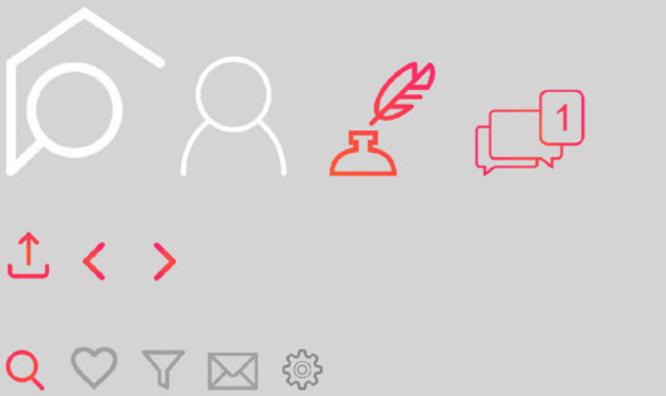
iOS App

Since our App will be made for iOS, here you can see how our app icon will be presented on your phone, which sizes are required and how the notification will appear.

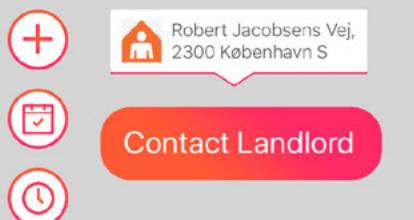
Design Guide

Sketches/Pretotype

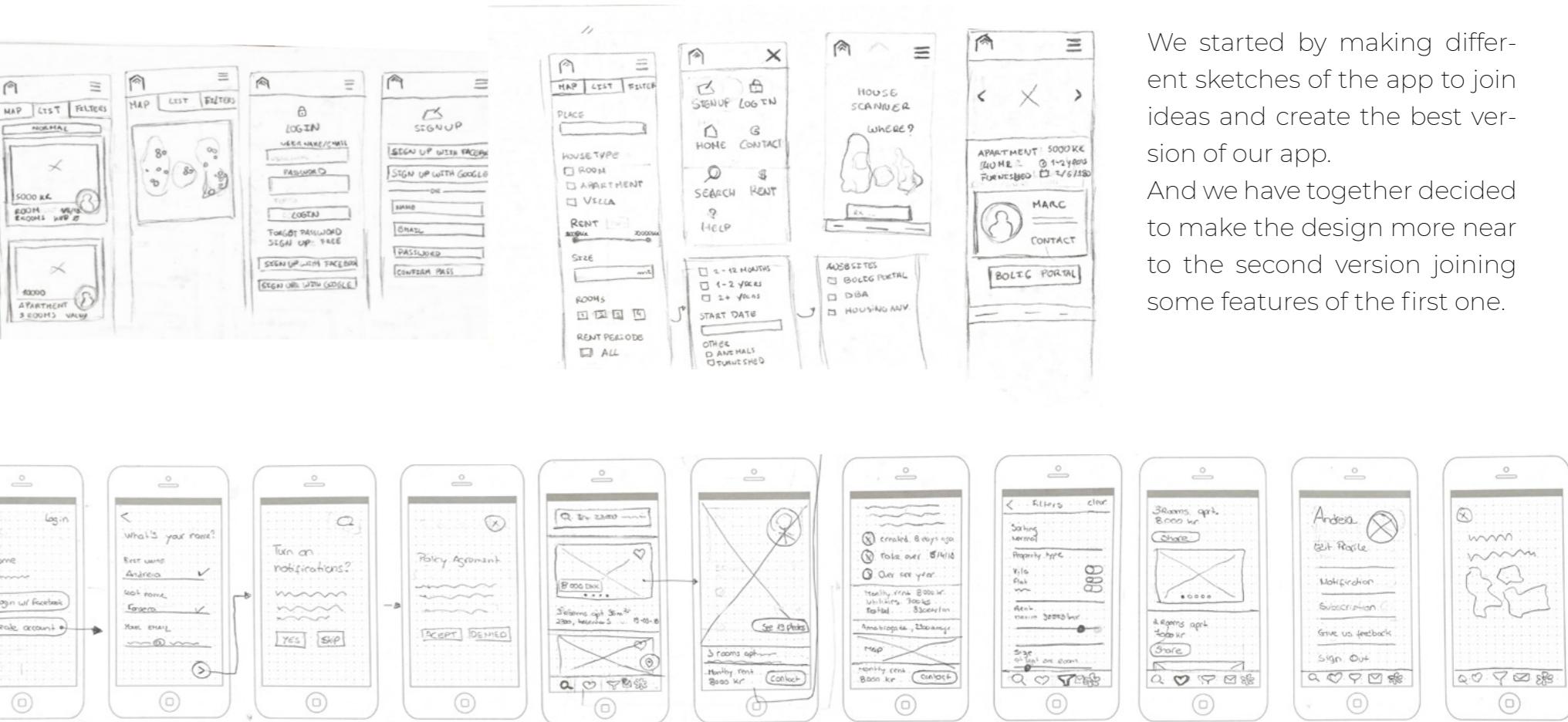
App Icons



Other informative icons and Buttons example

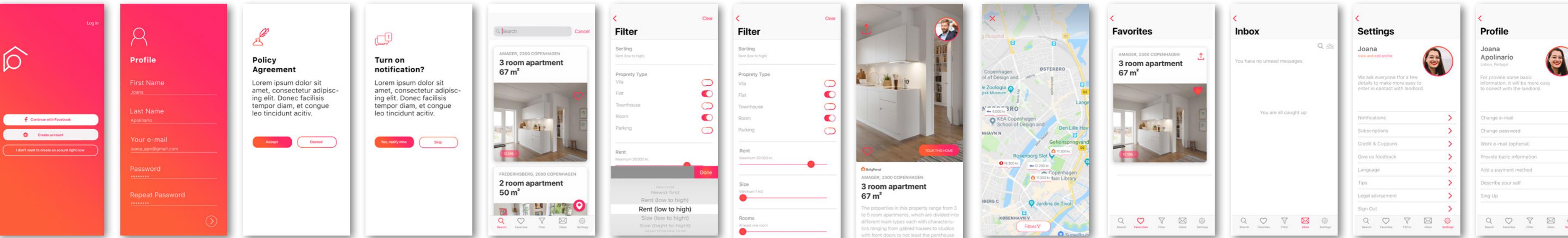


Website Icons



We started by making different sketches of the app to join ideas and create the best version of our app. And we have together decided to make the design more near to the second version joining some features of the first one.

Prototype



Design characteristics

- The screens are made in an asymmetric organization to create a more dynamic view for the user.
- The buttons are using the law of proximity, similarity, closure, and figure-ground to be more perceptible and clear for the user.
- We used color contrast in the 2 first screens to be more appealing in the beginning and after that, we inverted the colors to create more contrast on icons and buttons. Becoming more clear all functions.
- We also used the law of common fate and past experience on the filter screen to be clear our filters usability.

App Prototype

App Characteristics

Based on our sketches we created this prototype using two methods of searching properties. Through map and list. We decided to use a menu bar in the bottom of the screen so it will be visible for the user all functions of our application, instead of being hidden on a burger menu.

Prototype

Prototype

Website Prototype

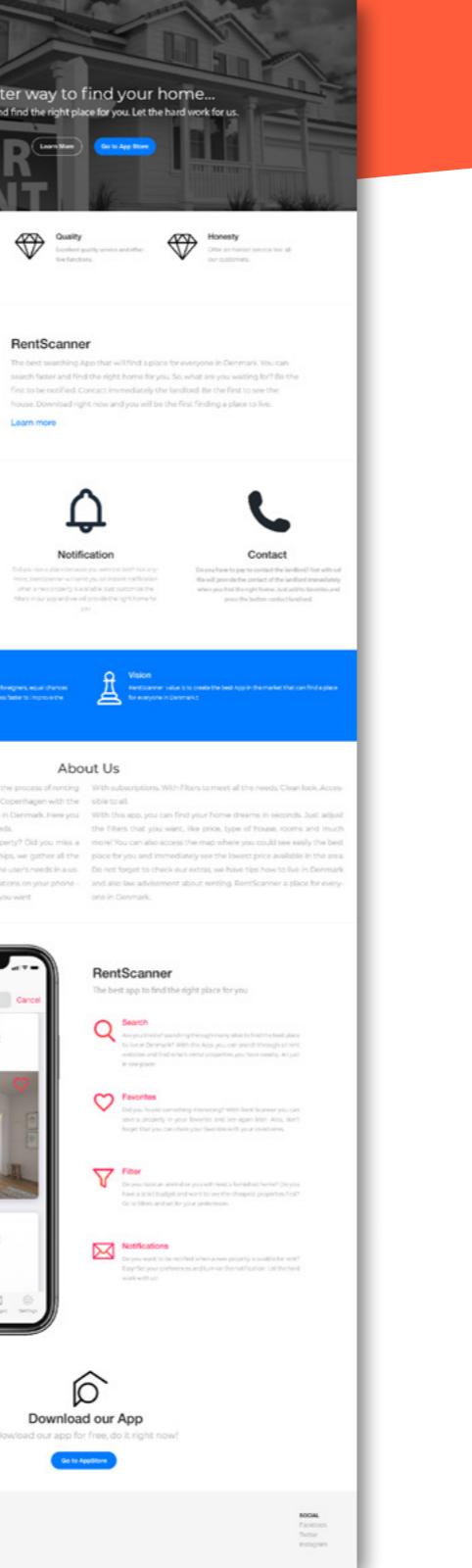
The prototype of our website was made based on our business ideas and our application design.

We have produced this mockup on just one page since all the information will be immediately exposed to the users and they can read easily which characteristics of our app is more important for them.

As you can see, the text from the report became part of our website explaining our mission, vision, and value. The features of our app are also described and our design is revealed through one of the screens.

Design characteristics

- The page is made mainly in a symmetric organization to explain better all the info of our app.
- We used the law of closure, being more evident in the header to make our slogan and logo more appealing for the user and also in the middle section to emphasize the importance of our vision and mission.
- the law of similarity and proximity is also very present to distinguish the different types of info that we want to explain to our customers.



App Task Test Report

User Tasks	User 1 (student, male)	User 2 (student, female)	User 3 (adult, male)	Imagine you are in your phone and go back in the screen	clear	needs a better indicator, maybe a narrow	can't immediately find a way to go back but I know that in iPhone I just have to go back with the finger
Create an account	with facebook	easy	clear				
Go to next page	clear	clear	clear				
Accept the terms	clear	clear	is easy because of the choose colours to be more appealing				
Do you want to be notified?	yes	clear	yes				
See the house details	clear	clear	clear				
Set the filters	clear	clear	clear				
Can you navigate between the different screens?	yes	clear	navigate bar, yes				
In settings edit your profile	done	clear	clear				
Do you think our logo fits in our app? can you relate it?	yes, because it is a house and a magnifying glass	yes	yes				yes, it need to be refined, but it is a good one.

What changes and enhancements do you consider to use?

Throughout all process, the input we got from the users were really important for us: we tested the logo, we tested the prototype and also the website.

In the future, we want to do some changes and improve the app using the user's input. So, we are going to change the "send to a friend" icon for one more intuitive and the map icon background to be more visible to the users.

Website Trunk Test Report

In the website, based on this Trunk test, we understood that the purpose of our app is understandable, that it is appealing and it would be probably used by our customers. So as future enhancement we will reformulate our heading to be more predictable the idea of scanning properties through all renting websites. And also we will probably think in a better way to present our info in mobile version since is maybe too long for a scroll down formate or make a floating menu bar.

The subscriptions are also a way to have a better access to our app, so I think we will try to enhance that explaining the price table.

Questions	User 1 (Student, Female)	User 2 (Adult, Female)	User 1 (Adult, Male)	User 1 (Student, Male)
What is the purpose of this website?	To promote an app Rents-canner	The website promotes an app that helps search apartments in Denmark.	Provide help finding accommodation in denmark.	The website's purpose is to provide an easy way for a person to find accomodation in Denmark.
Do you find our website Appealing?	Yes, it looks really nice and professional	First of all, I find it very transparent, with clear and simple layout. It is also useful.	Yes. Simple lines and warm colours.	Yeah, definitely! Really good looking website. I missed kinda the contents of the menubar up top. The structure is simple and understandable.
Would you use our App?	Absolutely yes	Yes, as it is a problem to find an apartment in Denmark.	Sure. Especial in Denmark where is very hard to find accomodation at reasonable prices.	Yeah I think so. Im looking for a place!
Do you miss any information about our app?	Yes, I think you should mention it as soon as possible, that the app is searching through all the other websites.	How much it costs to use your app, as most Danish real estate portals charge for their services, so it would be good to know if and when I need to pay something. Do I pay for the app?	No. Its very clear the information displayed.	Um, depends whether there was more besides what I've managed to look through within 30 seconds.
Would like to have more subpages in this website?	No, I like it as a onepager. It looks modern.	No, but floating menu bar would be great (if you want to create more scrollable content).	Yes. On mobile version its perhaps to long the display to scroll down.	Yeah. I think it would make a more immersive experience.

Kea Student Project

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