

KEA Student Project

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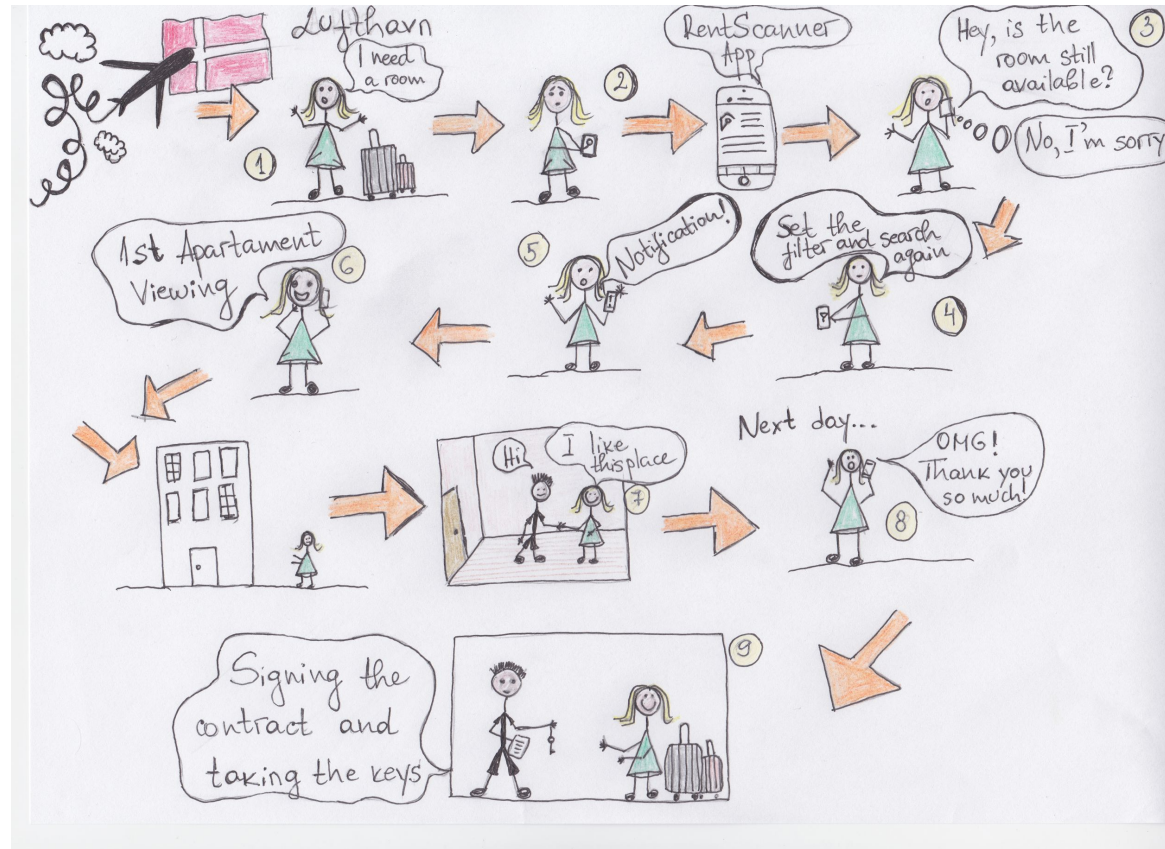


UX

All Websites in one App!



Customer Journey



The concept

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

Potential users:



"There is nothing more important for me then my family and to be able to ensure their future".

AGE 34
OCCUPATION Painter
STATUS Married
LOCATION Copenhagen, Denmark
FROM Romania
PERSONALITY Rational



" I love to spent my time with my friends. To go out all the time and just to enjoy life".

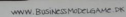
AGE 21
OCCUPATION Student
STATUS Single
LOCATION Copenhagen, Denmark
FROM Poland
PERSONALITY Artisan



"I'm looking for a forward thinking, forward way of communicating information."

AGE 39
OCCUPATION Sales Manager
STATUS In a relationship
LOCATION Roskilde, Denmark
TIER Multi-user
ARCHETYPE Creator

- **Partnerships**
- **Value Proposition**
- **Customer Relationship**
- **Customer Segment**



Visual Identity

Design elements:

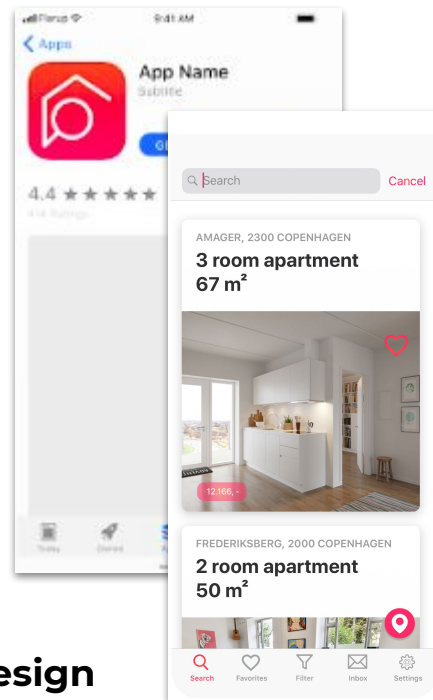
Logo

- simple;
- timeless;
- short and concise;



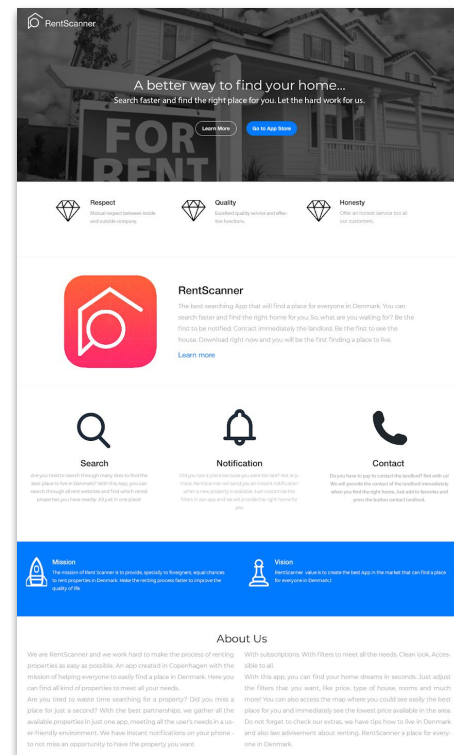
App prototype design

- simple;
- easy to navigate;
- memorable;

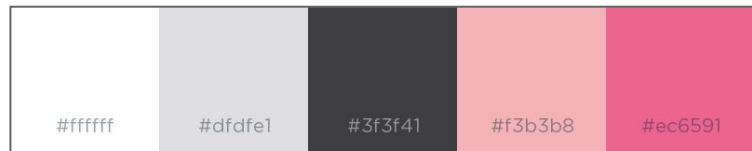
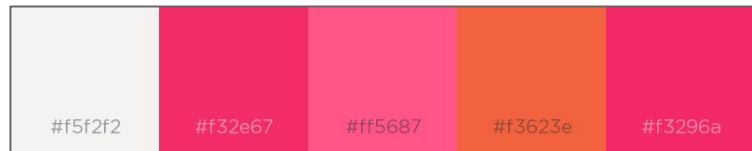


Website design

- asymmetric;
- clean design;
- laws of closure, similarity and proximity.



Colour palette of the App



Title page 34pt Bold #000000

Tab bar size 10pt Semibold #929292

Paragraphs 17pt Light #929292

Heading 40px Light #ffffff

Sub heading 25px Regular

Sub sub heading 24px Regular #000000

20px Bold #f00042

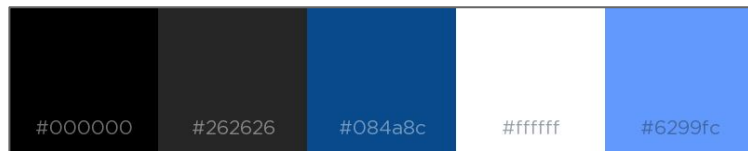
18px Regular #ffffff

16px Regular #000000

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

Footer 11px Regular #000000

Colour palette of the website



<http://andreia.dk/kea/app-rentscanner/index.html>

