

URBAN RENTAL

Divya Baby

Project overview



The product:

The rentals website that determined to make the process of finding an apartment easier for people.



Project duration:

November 2021 - December 2021



**DISCOVER YOUR
PERFECT RENTAL HOME**



Project overview



The problem:

Stressful countless apartments tour and moving all your stuff. And when you finally think the hard work is over, you're then faced with the not-so-easy task of trying to fruitful neighbours.



The goal:

To open up the platform, enabling anyone to list their apartment and an easy and transparent way to get approved for an apartment

Project overview



My role:

I conduct the all scenario which led me to Full Research for UX Designer role.



Responsibilities:

By analysis the concept of rental apartment website which guide to all steps from user research to user testing.

Understanding the user

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

User research: summary



The platform, enabling anyone to list their apartment features include an easy and transparent way to get approved for an apartment, and a secure digital payments platform. On the radar is Urban rental Stay, which will allow individuals and roommates to pay their recurring rent online seamlessly.

User research: pain points

1

Safely Connecting

to find an easy and
stress-free way for
individuals

2

Secure Digital Payments

allow individuals to pay
their recurring rent
online seamlessly

Persona: Rohit Sharma

Problem statement:

Rohit is a bank manager who get transfer yearly due to his job priority. He wants a website where he can come with owning a rental property include finding a suitable property, preparing the unit, finding good tenants, maintenance issues, and also find out how our leasing, maintenance, rent collections, evictions, and accounting services.



Rohit Sharma

Age: 32
Education: B.com
Hometown: PUNE
Family: Beautiful wife and kid
Occupation: Bank Manager

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

Goals

- looking to move house, and want to find a suitable rental property or shared accommodation

Frustrations

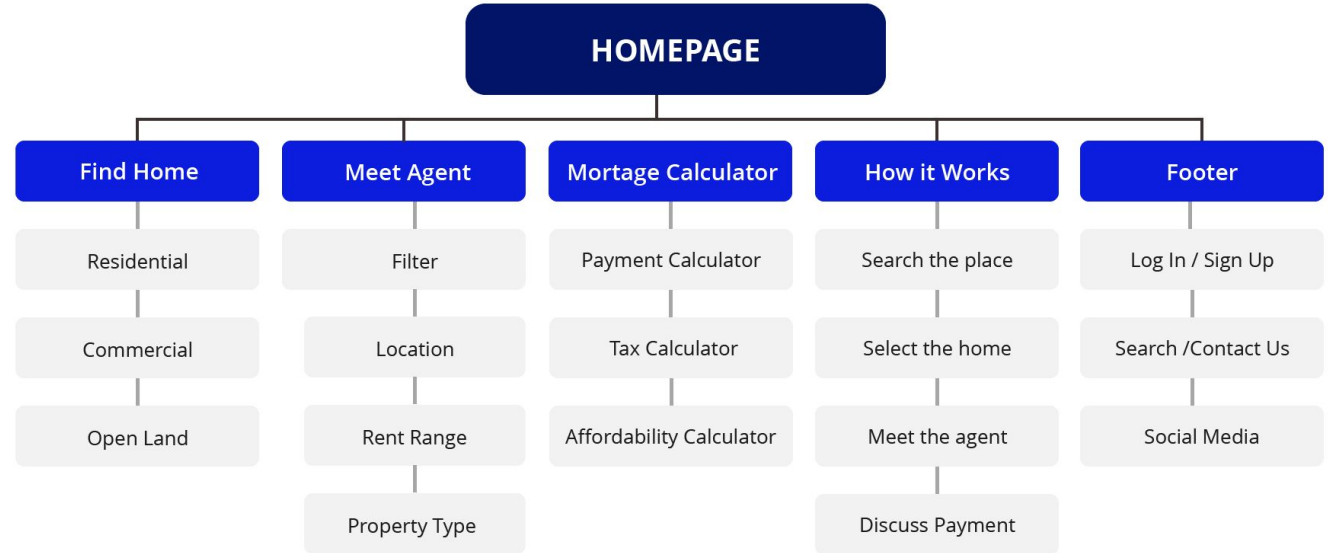
- issues in the lease agreement to ...
Deciding rent amount

Rohit is a bank manager who get transfer yearly due to his job priority. He wants a website where he can come with owning a rental property include finding a suitable property, preparing the unit, finding good tenants, maintenance issues, and also find out how our leasing, maintenance, rent collections, evictions, and accounting services.

Sitemap

My goal here is to structure the strategic information architecture that led to navigate overall experience and elaboration of the website .

DESIGN A RESPONSIVE WEBSITE FOR FINDING RENTAL HOMES



Digital wireframes

With the basic layout of the site established, I began sketching for smaller screen sizes eg. tablet and mobile, while trying to maintain a consistent structure across all devices.



Low-fidelity prototype

Clear the UI text to give users a clear description of the site's purpose.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

INDIA, remote



Participants:

5 participants



Length:

10-15 minutes

Usability study: findings

users would not have any trouble locating it.

1

Search for an apartment in your
chosen location quickly and easily

2

the exact location of the apartment
with a location map

3

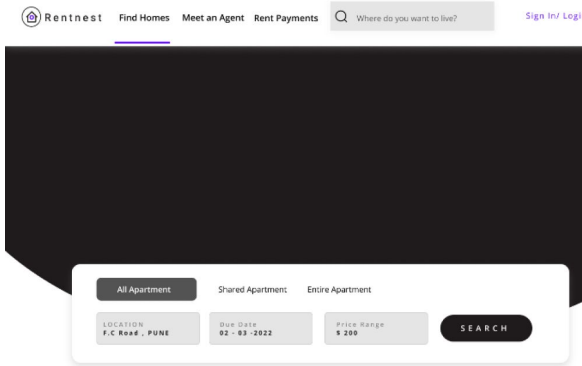
the stress of countless physical tours
with a virtual tour option

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Before usability study



EASY WAY TO FIND A PERFECT PROPERTY



EASY PAYMENT METHOD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Qu at feugiat ultrices ut pellentesque molestie sollicitudin. Senectus nisi feugiat luctus mi, tristique. Nullam ultrices lectus consectetur vitae. Quam arcu augue convallis etiam orci luctus tristique.

TAX ADVANTAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Qu at feugiat ultrices ut pellentesque molestie sollicitudin. Senectus nisi feugiat luctus mi, tristique. Nullam ultrices lectus consectetur vitae. Quam arcu augue convallis etiam orci luctus tristique.

After usability study



Home Our Property Best Deal Agents Blogs Contant Us



We've worked with renowned companies



California Realty



Proper test LLC

Our Feature Property

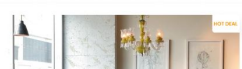
House

Villa

Apartment

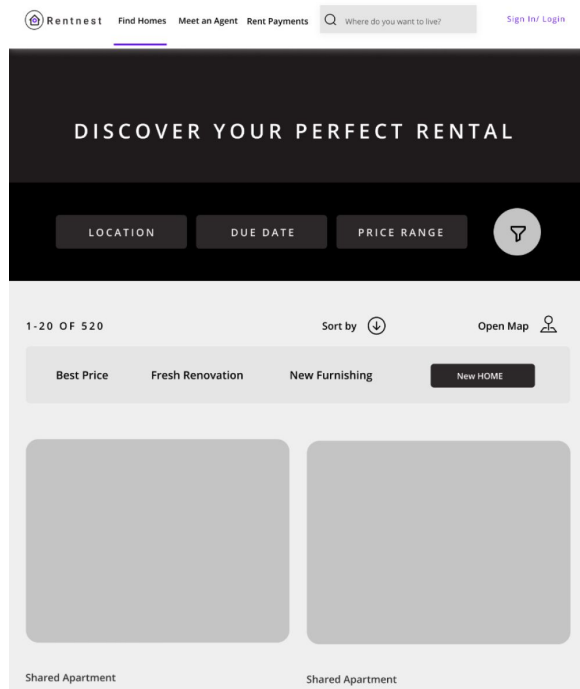
Office

Shop

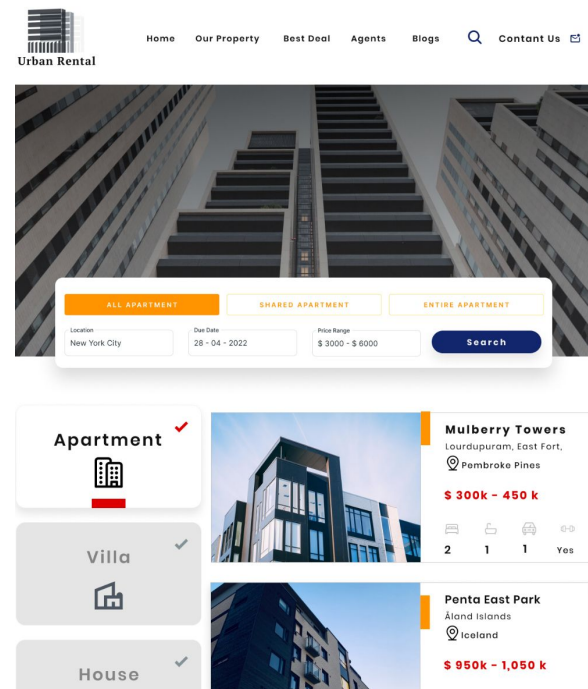


Mockups

Before usability study



After usability study



Mockups: Original screen size

Upcoming projects & sites



What People Say about us



Kathryn Murphy

For athletes, high altitude produces two contradictory effects on performance.

2118 Thornridge Cir. Syracuse, Connecticut 35024



T n (u) z B

Gallery

Photo Video 360 View

All Photo
24



Location

Google Map

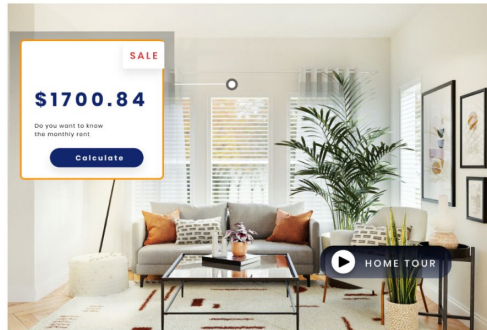
Sun Zone



Penta East Park

Åland Islands

Iceland



About The Property

This project is under construction with possession scheduled in possession on Jun

Investment Brochure
pdf

Property Description
pdf



Summary

Whether you decide to clean your holiday home by yourself or outsource to professional cleaners, make sure to adapt the cleaning checklist to your vacation rental size and requirements. A clean and well-maintained holiday home will keep you keep guests satisfied, more likely to leave you amazing reviews and to recommend your holiday home to friends and family!

More Blogs

Travel

Rental Tips

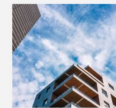
Home Trends



14 Ways Landlords Can Verify Proof of Income for Renters

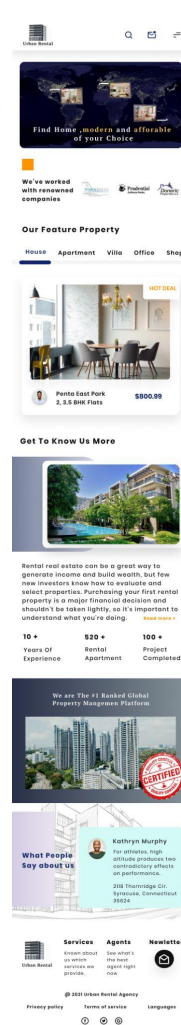
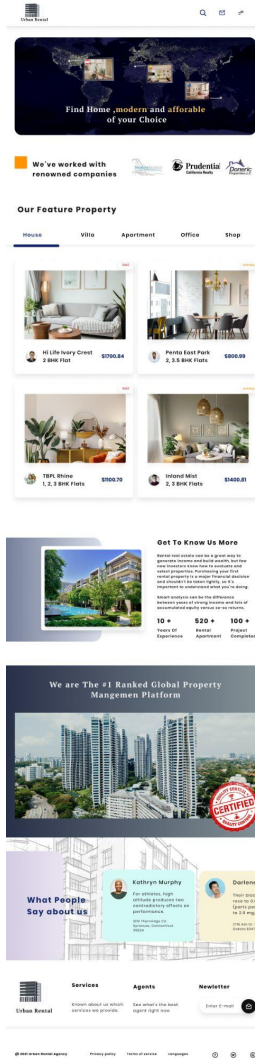


6 Apartment Work From Home Trends to Expect in 2022



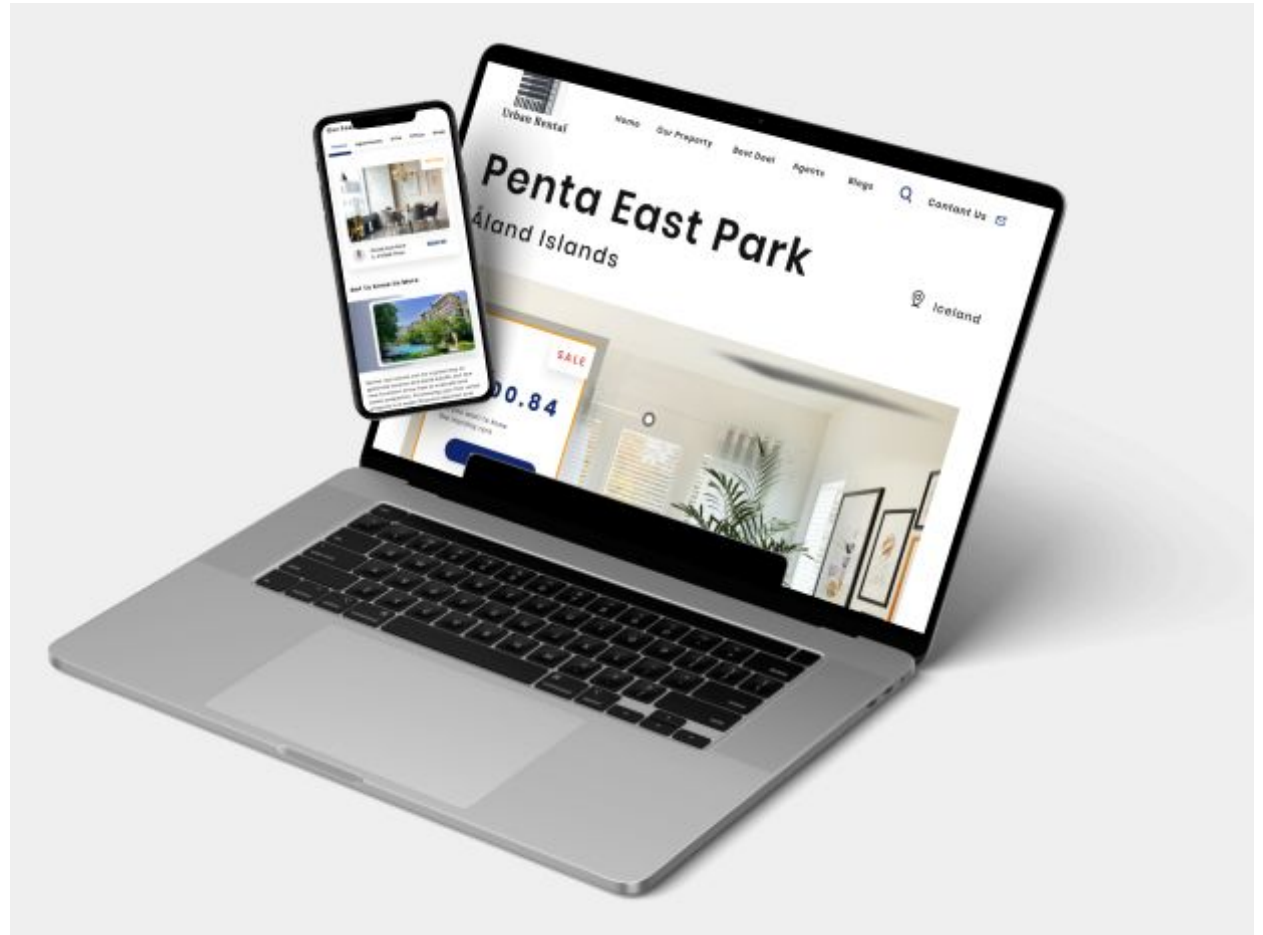
The Neighborhood New York City for Renters in 2022

Mockups: Screen size variations



High-fidelity prototype

Factors such as screen size, interaction, functionality and content layout while designing for the web is key to ensuring an optimal user experience across all devices.



Accessibility considerations

1

used high contrasting colours and appropriate font sizes to ensure that the website's content can be read by everyone

2

appropriate hierarchy and emphasis throughout the design.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

design can elicit emotions that help users to make their day better, will help them achieve their goals and complete tasks more easily, and will help build emotional connections between users and brands.



What I learned:

The time used as a way to challenge a lot of the assumptions we ourselves have as designers.

Let's connect!



Thank You ! For reviewing the website work .So I would appreciate your feedback , comment and suggestion.

Divya Baby {divyababy139@gmail.com} .
I'D LOVE TO HEAR FROM YOU !