

FINDING OFF- CAMPUS HOUSING: FURTHER SYNTHESIS

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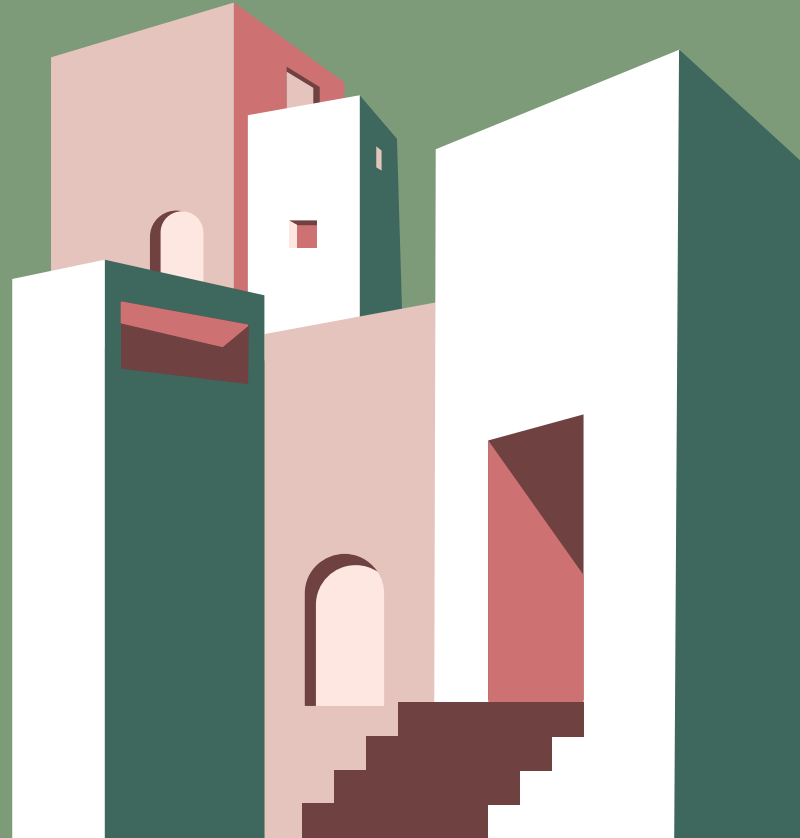


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01

PERSONAS

Two personas from affinity data





MATT



20 years old



Male



Single



Student in
Milwaukee

ABOUT

- Never used on-campus housing
- Commuted to school for first two years
- Never had roommates before

GOALS

- Live close to campus
- Be part of a community of other students

FRUSTRATIONS

- Difficulty scheduling apartment tours

CORE NEED

“Moving right next to campus... that was the main concern”

TRAITS

Social



Curious



RESOURCES

- Talked to friends
- Heard word-of-mouth reviews

Photo Credit:

AIDEN



21 years old



Male



Single



Student in
Milwaukee

ABOUT

- Stayed in student dorms for first three years
- Had roommates every year
- Wanted more privacy

GOALS

- Gain independence
- Save money on housing

FRUSTRATIONS

- Lots of unexpected costs beyond rent

CORE NEED

"The price for dorming here is more than living off campus"

TRAITS

Independent



Frugal



RESOURCES

- Used campus resources
- Searched on apartment-hunting websites

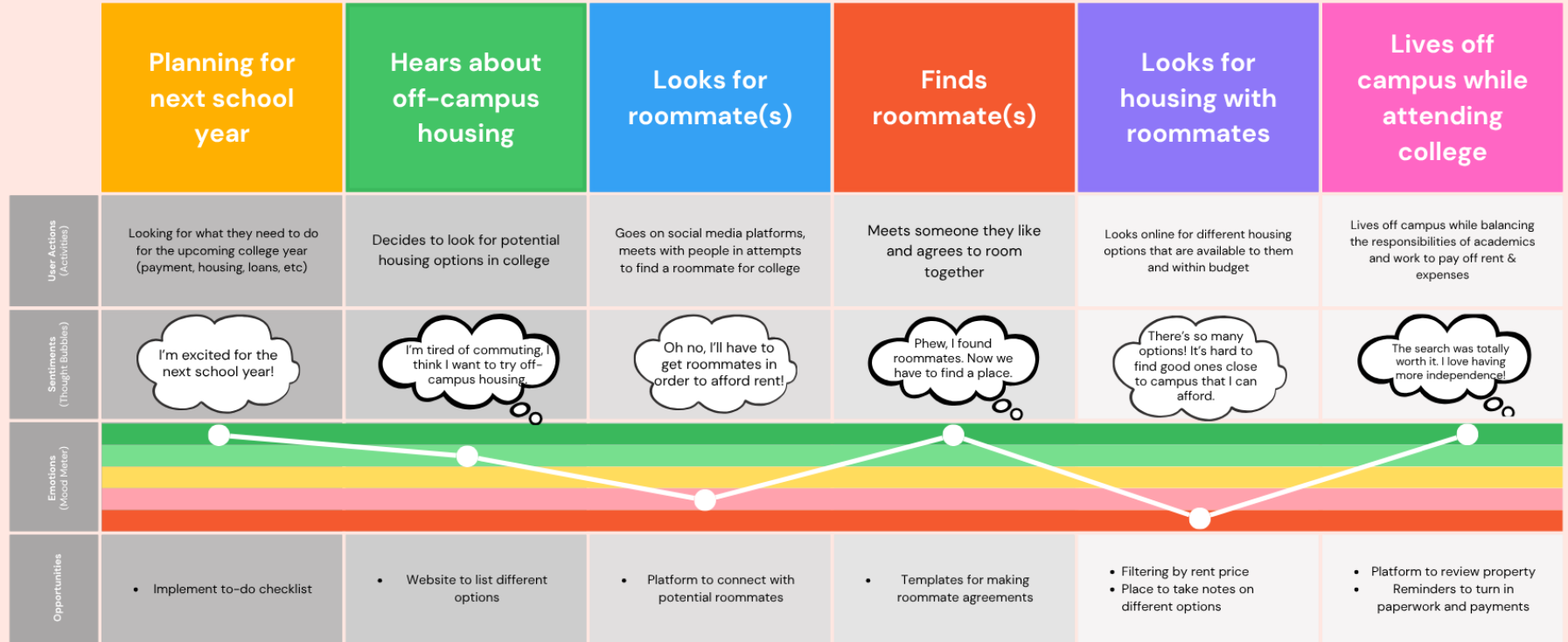
02

JOURNEY MAP

Current-state experience of one persona



USER JOURNEY MAP



03

DESIGN INSIGHTS

Key opportunities and HMWs



DESIGN INSIGHTS

Need: account for the proximity

Frustration: feeling overwhelmed by options

Need: account for costs including and beyond rent

How might we empower students searching for off-campus housing to find housing options near campus?

How might we address decision fatigue and overwhelm in the housing search process?

How might we assist students to find housing options within their budget?

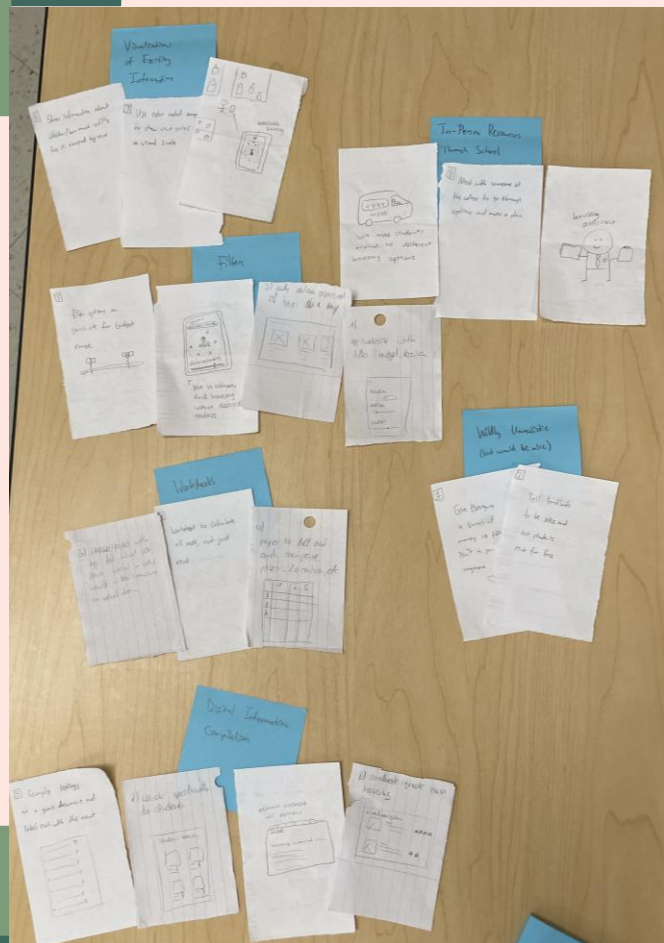


04

INITIAL IDEAS/SKETCHES

Crazy 8s, sketches, concept





CRAZY 8S

After brainstorming different solutions to our HMWs, we sorted them into groups

DIGITAL INFORMATION
COMPILATION

WORKSHEETS

IN-PERSON SCHOOL
RESOURCES

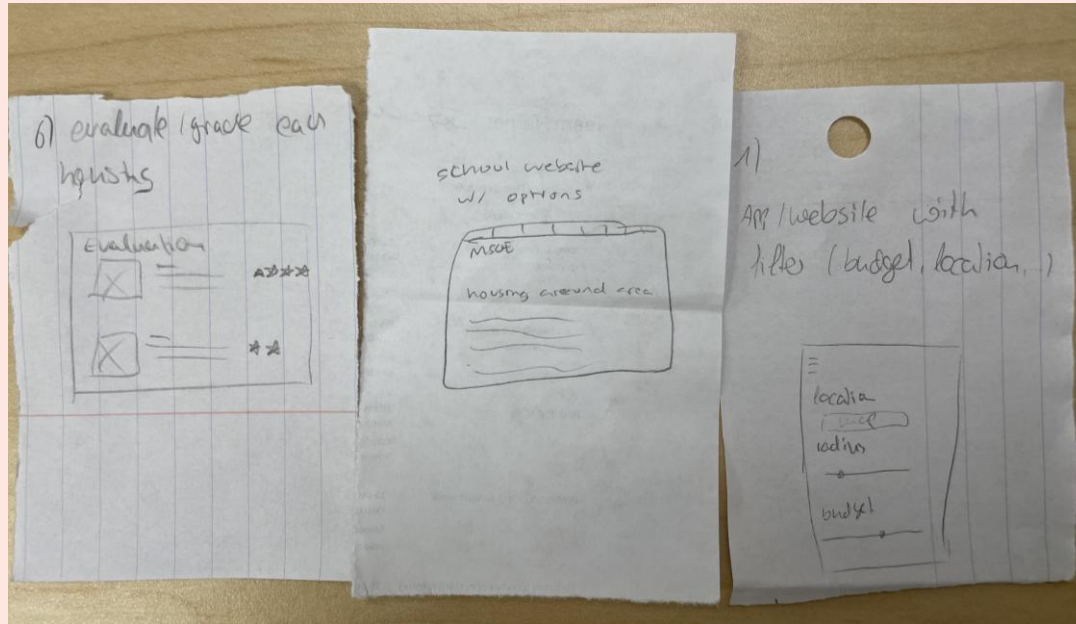
FILTERS

VISUALIZATIONS

WILDLY UNREALISTIC

CONCEPT

Our goal is to empower students to efficiently search for housing options by focusing on organization tools. We will do this by creating an **app** focused on **filters** and **note-taking**.



WIREFRAME SKETCHES

User Goal: The user wants to find an apartment off-campus

Scenario: In this situation, the user has a tight budget

We're focusing on: We want to know if the rent filtering feature is helpful

User Goal: The user wants to find the right apartment off-campus

Scenario: In this situation, the user is going on different apartment tours

We're focusing on: We want to know if the note-taking feature is easy to use

(App layout) Materials: Cardboard, phone frame, paper screens, post-it notes, markers/pens

Main Screens

1. Home screen	1. Home Screen	Icon
2. Search page	2. Menu	Icon
3. Filters	3. Favorites	Icon
4. Results	4. Listing Page	Icon
5. More Results	5. Personal Notes	Icon
6. Listing Page		

Additional notes: Search bar, Filter/Apply Button, Scroll, Post-it icon, Confirmation of hand note

We began by defining user goals and scenarios. Then, we developed flows to accomplish these goals.



Next, we came up with a list of needed screens, overlays, and components.

Home Screen Components

- ✓ - Recommendations
- ✓ - Search Bar
- ✓ - Menu Icon
- ✓ - Settings Icon
- ? - Profile Icon
- Recents/Favorites List
- (Name of app)

add to home page, scroll down to see recently viewed home:

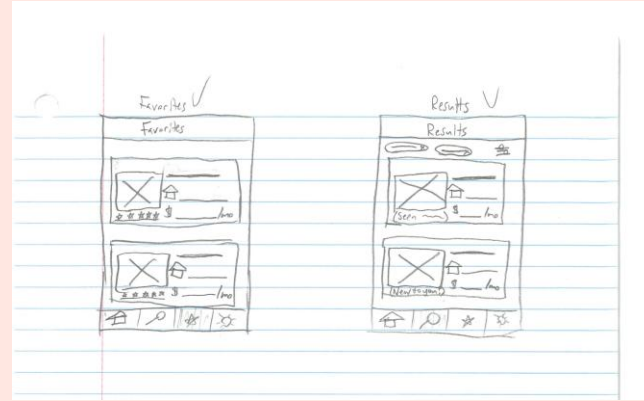
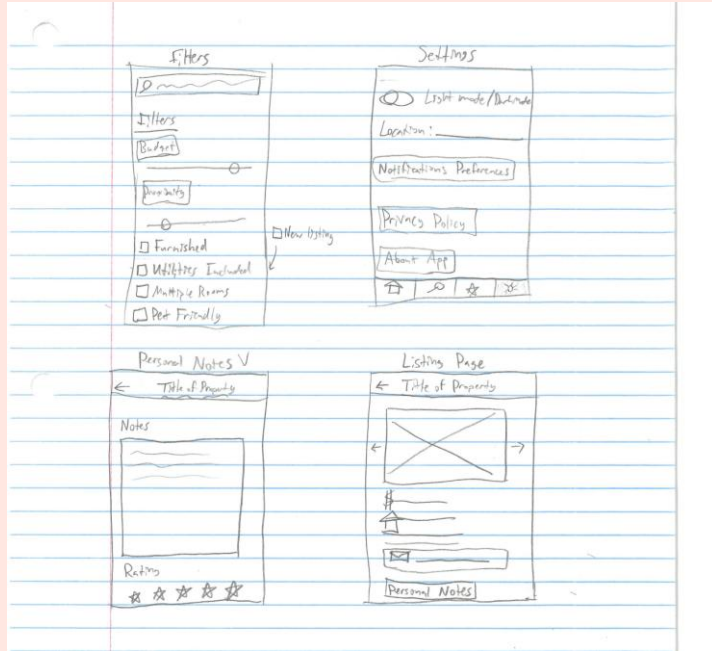
1. loading screen/welcome screen
↳ include login?

2. Home page

- ✓ Loading Screen
- ✓ Home Screens
- ✓ Favorites
- ✓ Settings (location, light/dark)
- ✓ Listing Page
- ✓ Results
- ✓ Filters (half screen overlay)
- ✓ Personal Notes

- Ability to chat with landlord?
- Email templates?
- Color code stuff you've already seen
- Cycles/sliders
- Stars
- Keyboard

WIREFRAME SKETCHES



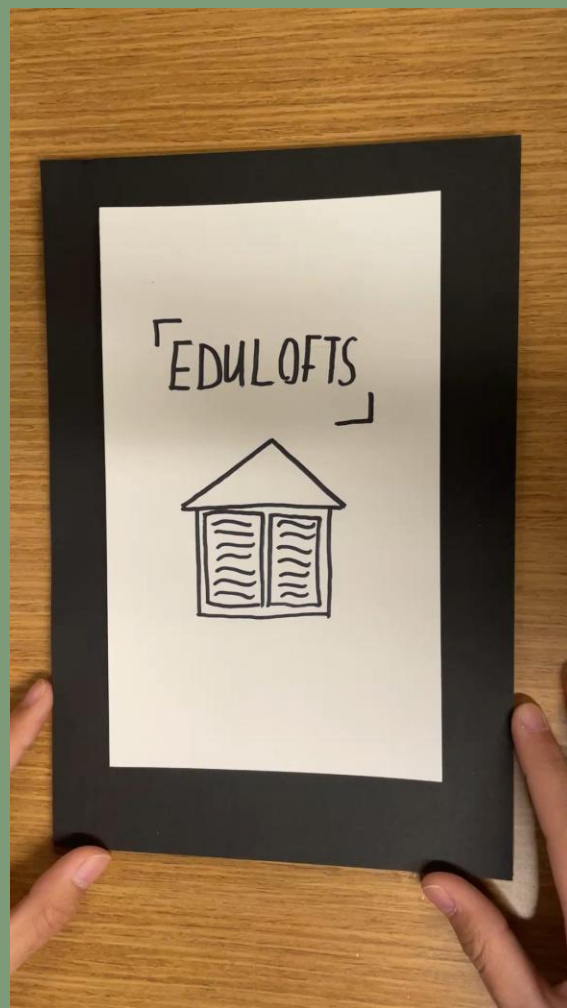
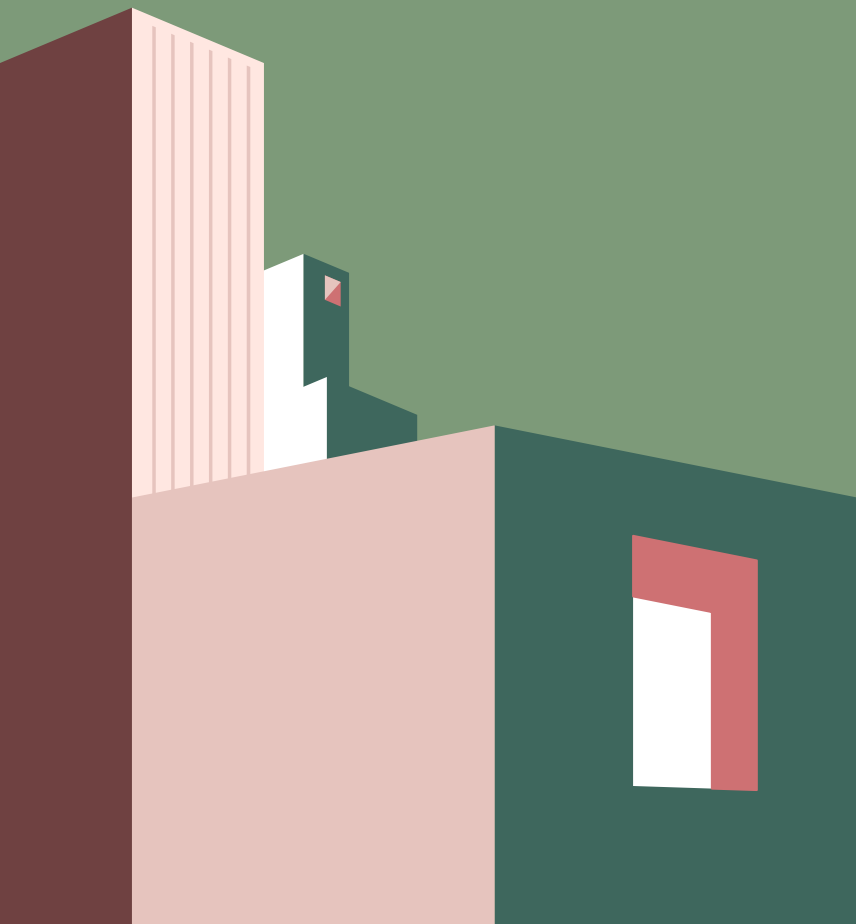
Using these lists, we sketched out our ideas for wireframe screens on paper before starting on our prototype.

05

LO-FI PROTOTYPE

Paper or slideshow





06

REFLECTION

What we learned, where we're going



REFLECTION

WHAT WE LEARNED

During the process of designing and prototyping, we learned about what main features to include in our app to best suit our target group's needs by using the data we synthesized. With the low-fidelity prototype created, we've learned what areas to improve and simplify for our upcoming high-fidelity prototype so that our target group can have the best experience when trying to find housing.

WHAT HAPPENS NEXT

Now that we have created a low-fidelity prototype, we will do **user testing** to evaluate our design.

Using the data from our testing, we will **analyze** our low-fidelity prototype in order to **develop an improved high-fidelity prototype**.

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