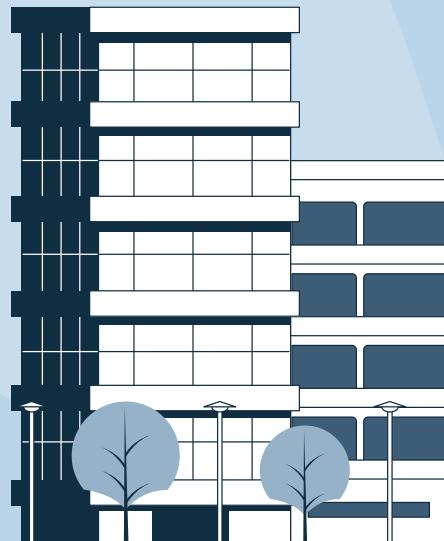


EduLofts: Final Submission

UXD 1001 002 | [REDACTED], Emily Claire
Lorenzen, [REDACTED]



Table of contents



01

Heuristic Fixes

04

Beyond Usability Testing

02

Microcopy & Accessibility

05

Final Prototype

03

Usability Testing

06

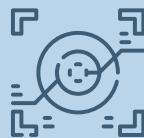
Reflection

Project Overview



Project Goal

Help students find affordable off-campus housing



Target User

College students who want to live off-campus

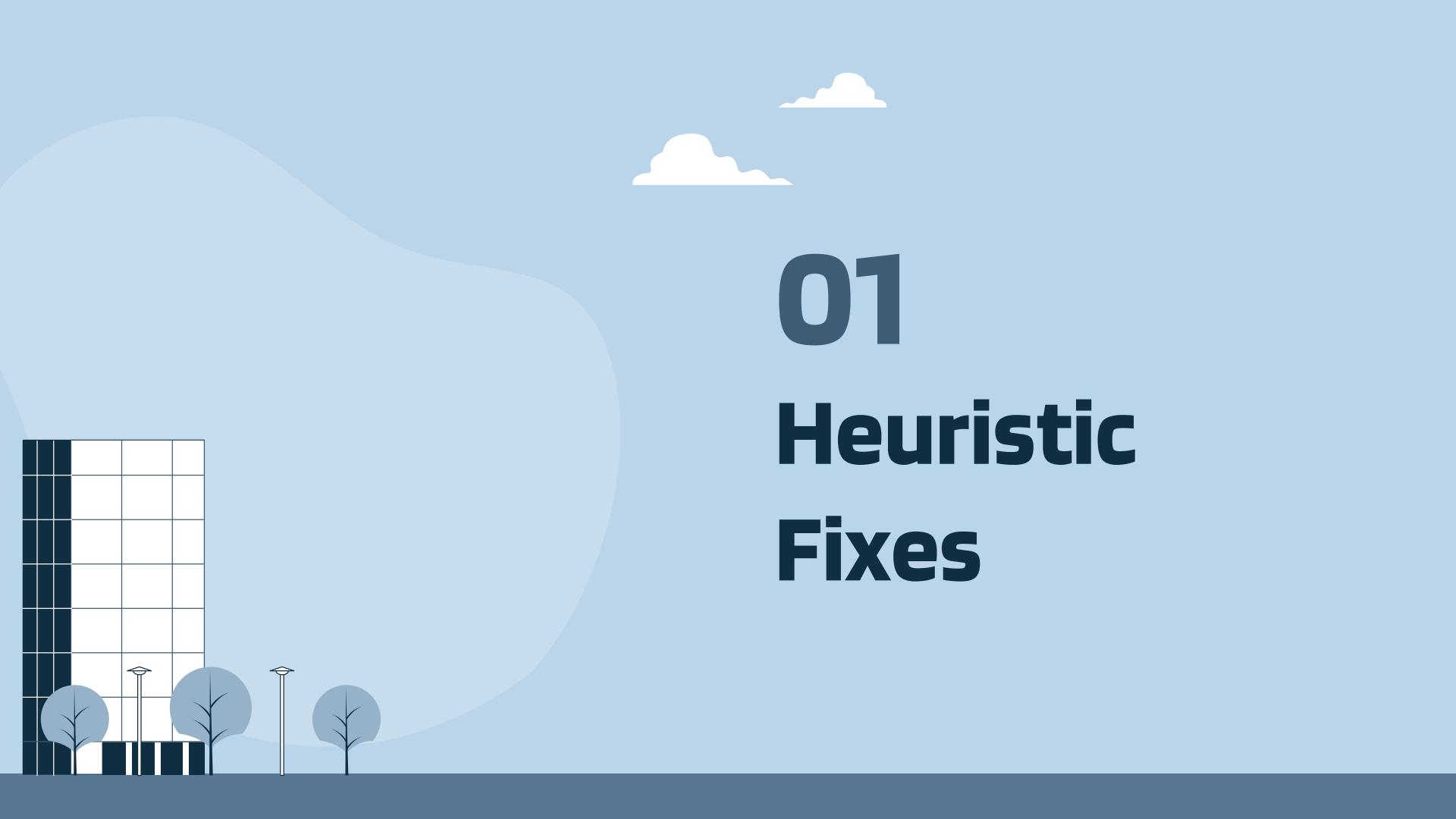


Problem Statement

How might we assist students to find affordable off-campus housing so they can move forwards towards independence?

In this stage of our project, we will focus on testing, evaluating, and refining our prototype. The final product will be polished and complete.





01

Heuristic Fixes

Fixes:

Consistency & standards

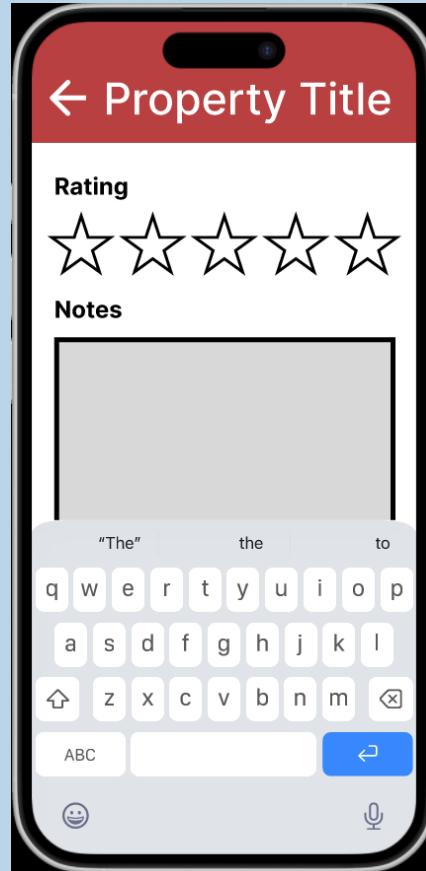
- User Interface components (keyboard, filters page)
- Navigation; buttons have correct destination

Visibility of System Status

- Communication with user (unsaved/saved, errors)

Error Prevention

- If user exits screen while typing
- Applies no filters





02

Microcopy & Accessibility

Microcopy Adjustments

- Added “all changes are automatically saved” text to notes screen
 - Reduces user anxiety by providing reassurance that changes to the notes field will be saved as the user types
- Changed language of section headers on home screen
 - Rewords our section headers to have a more conversational tone, invites users in from first look

← Property Title

Rating



Notes

A large, empty rectangular input field with a black border, representing the notes area.

Added “all changes are automatically saved” text to notes screen

(Reduces user anxiety by providing reassurance that changes to the notes field will be saved as the user types)

← Property Title

Rating



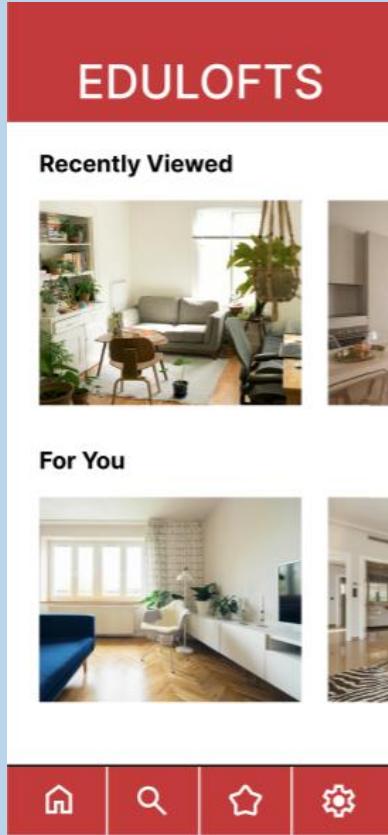
Notes

A large, empty rectangular input field with a black border, representing the notes area.

All changes are automatically saved

Before

After



Before



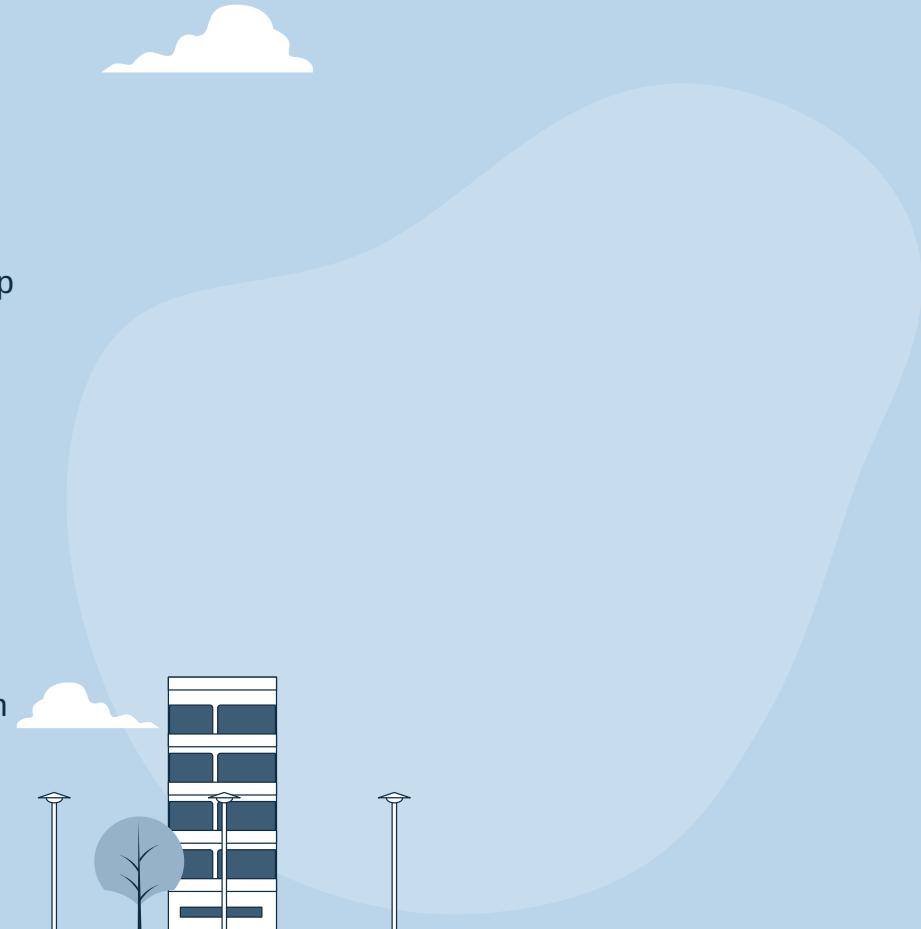
After

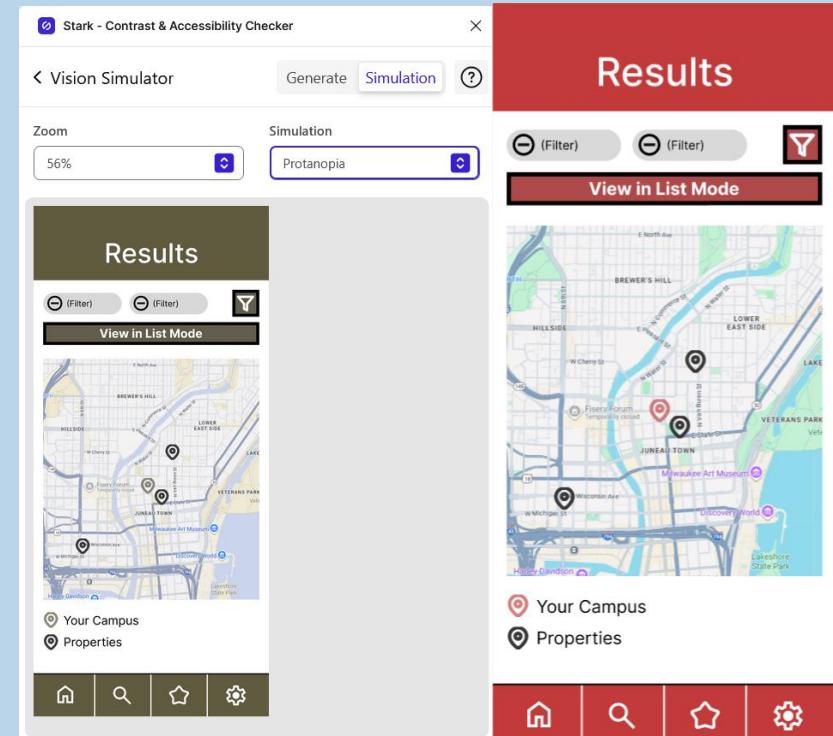
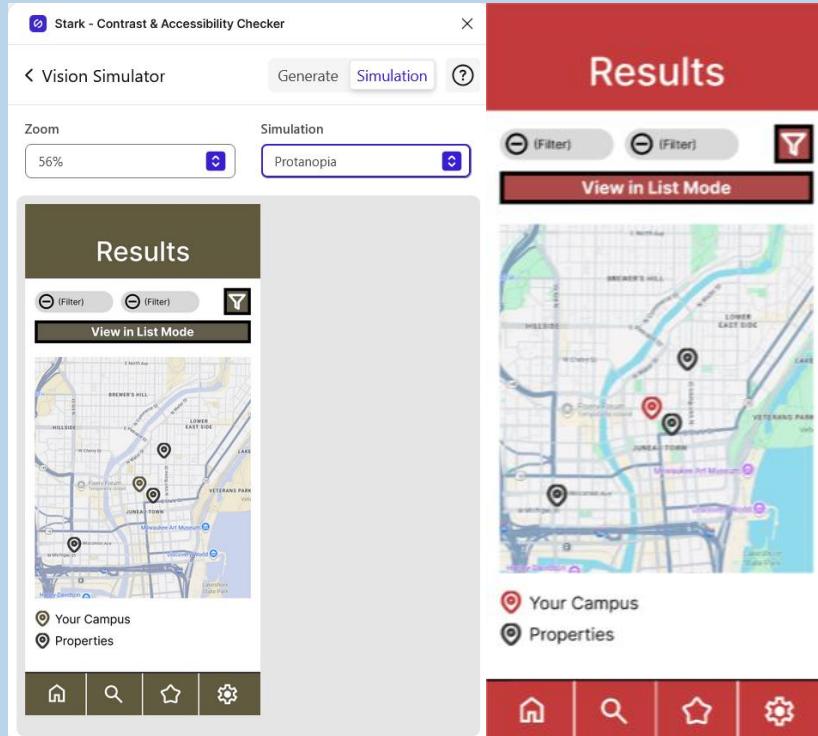
Changed language of section headers on home screen
(Rewards our section headers to have a more conversational tone, invites users in from first look)



Accessibility Adjustments

- Lowered transparency of campus map pin on map view results screen
 - When using the protanopia vision simulation, it was very difficult to tell apart the two different colors of map pins, so we changed the transparency of the color so that it could be distinguished by colorblind users.
- Increased size of filter sliders
 - Increased touch target from 22px to 36px. This can make it easier for people with motor disabilities to accurately interact with the app.





Before

After

Filters

Search

Monthly Rent:

\$ to \$

Proximity to campus:

Up to miles away

Other Features:

Furnished

Pet Friendly

Utilities Included

New Listing

Multiple Bedrooms

(Number of Bedrooms:)



Filters

Search

Monthly Rent:

\$ to \$

Proximity to campus:

Up to miles away

Other Features:

Furnished

Pet Friendly

Utilities Included

New Listing

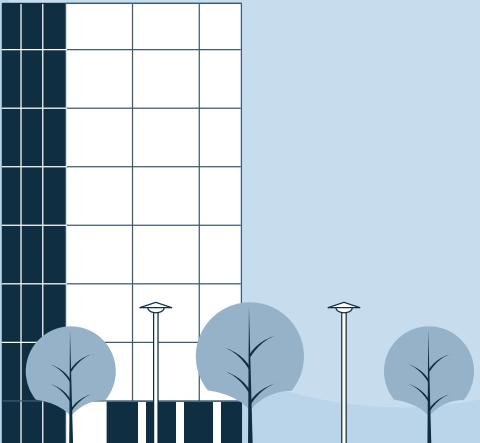
Multiple Bedrooms

(Number of Bedrooms:)



Before

After



03

Usability

Testing



Usability Testing

User Protocol Testing Tasks:

1. Set campus address
2. Search for housing based on budget and proximity
3. Write notes about a property

Key Findings

- Lots talked about wanting to be able to type in a specific amount of bedrooms
- The favorites section is really helpful; can easily keep track of what the user liked and good for when searching for housing with others

Participant 1 (Third-year female student)	Participant 2 (Second-year male student)
First looked in search page to put in address, eventually found in settings	Went straight to the settings page and found where to put address
Went to search page and applied the filters	Went to search page and applied the filters
Struggled to find where the personal notes was located. Eventually found after clicking on a property	Found it quickly by selecting a property and clicking on personal notes





04

Beyond

Usability

Testing

Beyond Usability Testing

5 – Second Test

For the beyond usability test, we decided to do the first impression test. Therefore, we showed the homepage for 5 seconds and asked the user three questions to capture their first impression. The results are shown below.

Results

	Participant 1	Participant 2
What do you think the purpose is?	Finding rooms (based on pictures), seems self-explanatory	Could figure out navigation bar icons, home page, at a glance what you might want
Use three words to describe your feelings	Curious, useful, necessary	Simple (good), streamlined, easy to understand
Would you continue using this?	Potentially	Yes

→ Based on the feedback from the 5-second test, we did not feel like we had to change anything about the Interface, as the feedback was very positive and there was nothing negative mentioned.



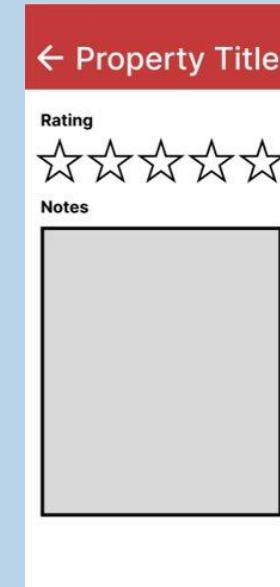
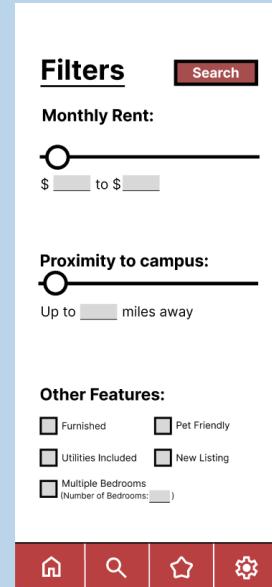
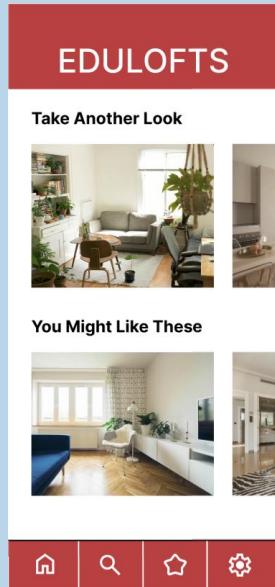
05

Final

Prototype



Our Final Prototype



Figma Link: <https://www.figma.com/proto/SXnny57AeSFAf8cvFWl8F/Edulofts-Prototype?node-id=0-1&t=3kDwQnBkPuCwFH6K-1>





06

Reflection

Team Reflection

- Our design evolved from analyzing a big problem to ideating solutions to polishing a product. We focused our initial prototype scope on doing well at a few core tasks, then added additional features as we received feedback. This approach worked well for creating a functional and solid design.
- During the interview stage, we discovered that some students did not consider proximity to campus to be a large factor in their decision-making about off-campus housing, which challenged a major assumption we held. In our final round of testing, we consistently heard that students wanted to be able to specify a number of bedrooms, which was a valuable and specific piece of feedback that we were able to quickly implement.
- If this were a real product, the next step would be transitioning work to a code platform in order to implement full functionality. Our Figma prototype was useful for cementing a good visual design, but we have run up against the limitations of what the program can do for further functionality testing.

Individual Reflection

████████: Throughout this project, I learnt a lot about designing products with the user at the heart of the development process. I learned which principles to keep in mind, and how to structure the process from initial idea to final product. This knowledge will be helpful in my future career as a biomedical engineer when designing medical devices that are user-friendly for both physicians and patients.

Emily Claire: As a civil engineering student, I am no stranger to group work, but this design approach was different than I am taught in my other classes. Designing infrastructure for the built environment is all about minimizing costs, reducing risks, and dealing with the desires of a single client. For this project, we had to remain centered on the end user through every step, which was different in a good way. I am excited to continue doing UX work in the future.

████████: In this semester long project and class, I learned a significant amount of information that can be applicable to my major. Since I am an Software Engineer, it is really important to develop software that can be easily accessible and used by anyone. With the new knowledge on user experience and design, I've learned how to tackle these problems such as user testing, low/high fidelity prototyping, and more. Learning the process to develop a product step by step in this project was a great experience that I will most likely apply to my career.