

FINDING OFF-CAMPUS HOUSING: FURTHER SYNTHESIS

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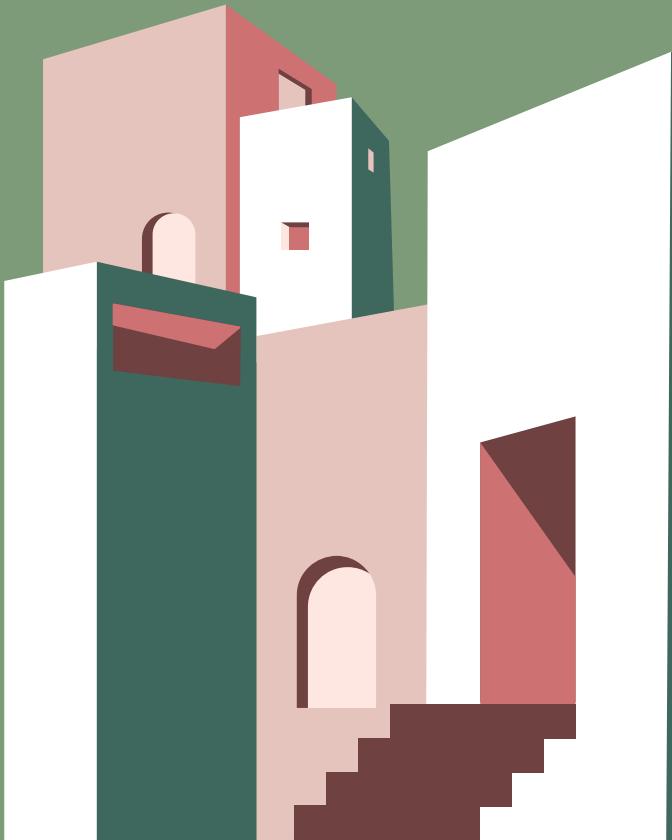


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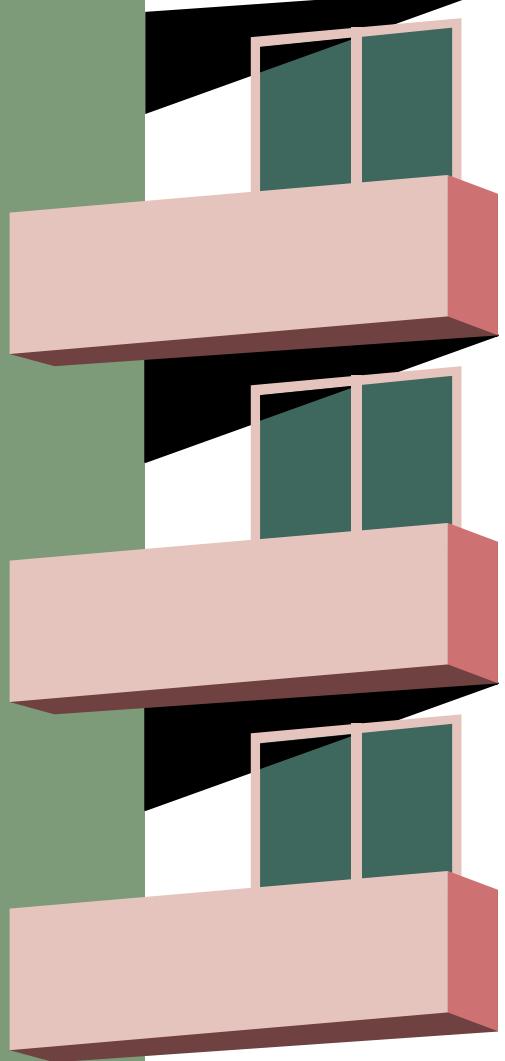
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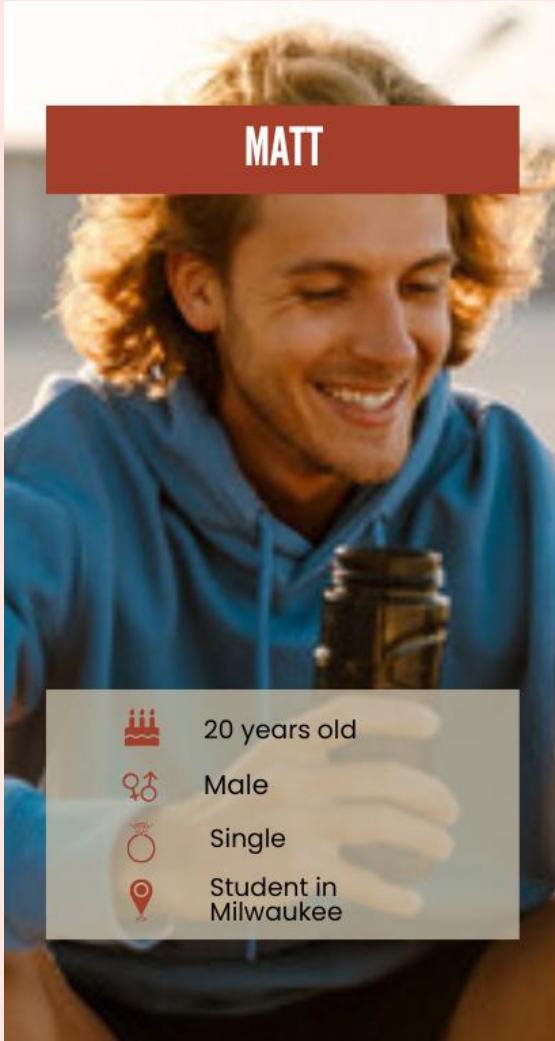
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01

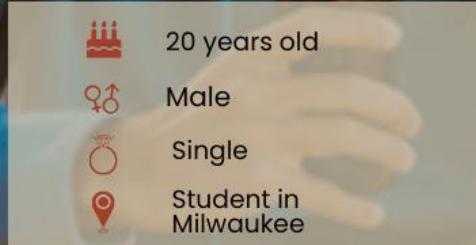
PERSONAS

Two personas from affinity data





MATT



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



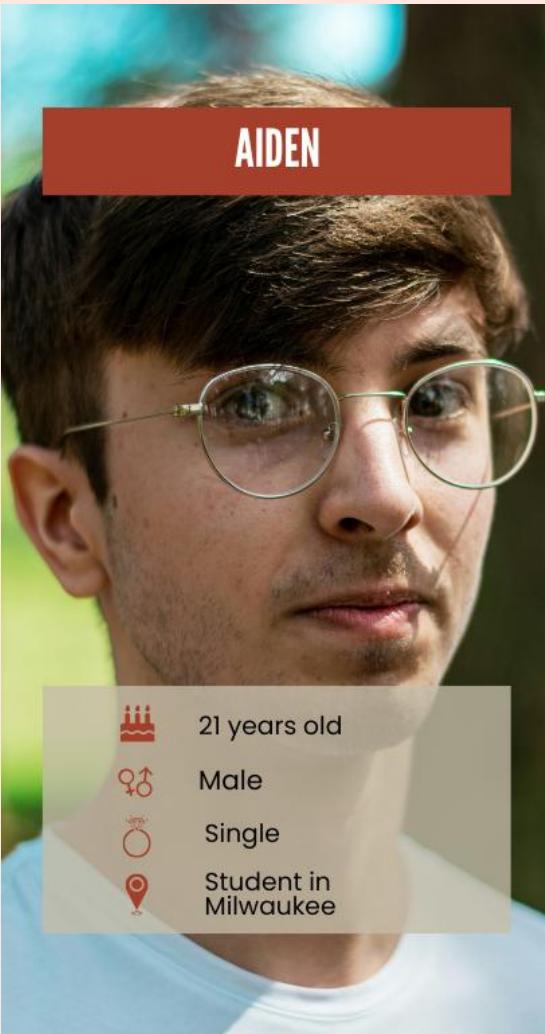
Curious



RESOURCES

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

Photo Credit:



AIDEN

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



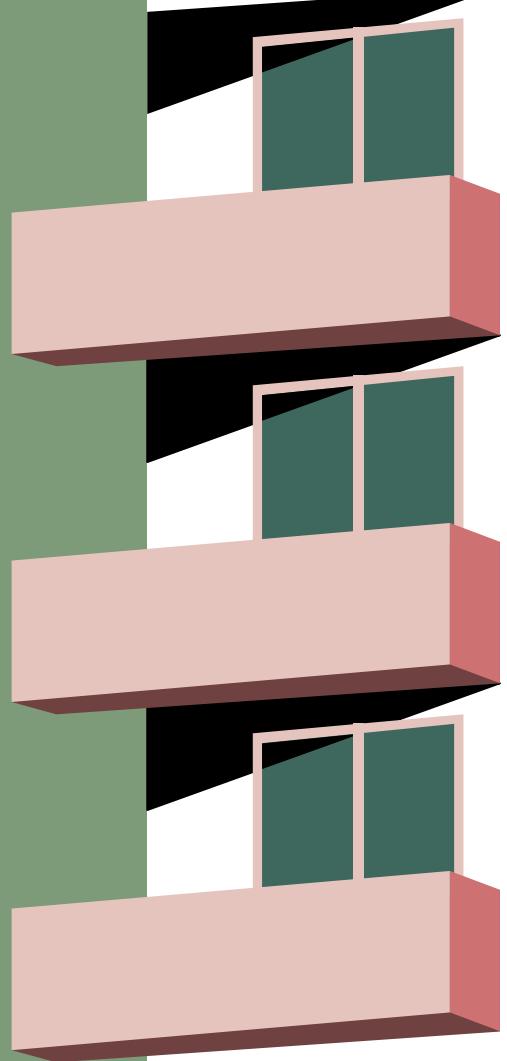
RESOURCES

- Used campus resources
- Searched on apartment-hunting websites

02

JOURNEY MAP

Current-state experience of one persona



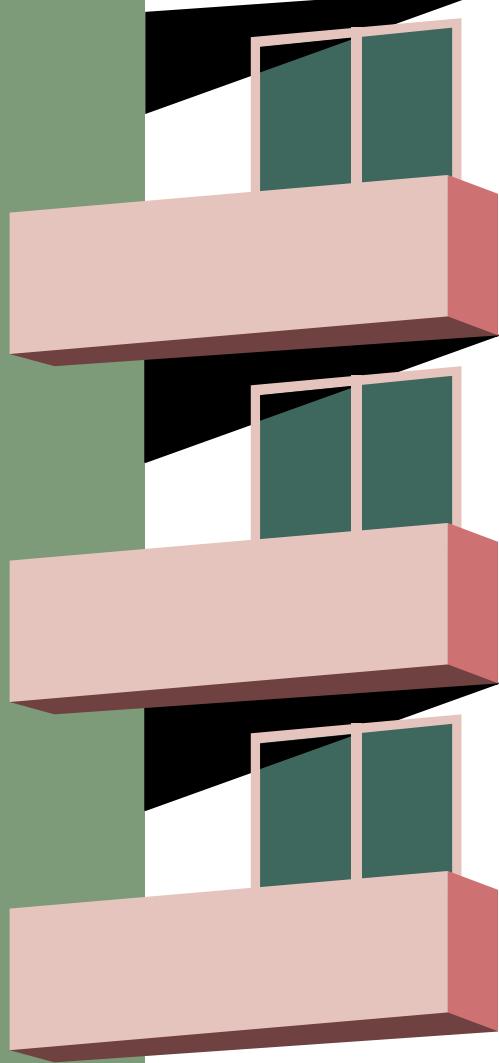
USER JOURNEY MAP

User Journey Map						
	Planning for next school year	Hears about off-campus housing	Looks for roommate(s)	Finds roommate(s)	Looks for housing with roommates	Lives off campus while attending college
User Actions (Activities)	Looking for what they need to do for the upcoming college year (payment, housing, loans, etc)	Decides to look for potential housing options in college	Goes on social media platforms, meets with people in attempts to find a roommate for college	Meets someone they like and agrees to room together	Looks online for different housing options that are available to them and within budget	Lives off campus while balancing the responsibilities of academics and work to pay off rent & expenses
Sentiments (Thought Bubbles)	I'm excited for the next school year!	I'm tired of commuting. I think I want to try off-campus housing.	Oh no, I'll have to get roommates in order to afford rent!	Phew, I found roommates. Now we have to find a place.	There's so many options! It's hard to find good ones close to campus that I can afford.	The search was totally worth it. I love having more independence!
Emotions (Mood Meter)						
Opportunities	<ul style="list-style-type: none"> Implement to-do checklist 	<ul style="list-style-type: none"> Website to list different options 	<ul style="list-style-type: none"> Platform to connect with potential roommates 	<ul style="list-style-type: none"> Templates for making roommate agreements 	<ul style="list-style-type: none"> Filtering by rent price Place to take notes on different options 	<ul style="list-style-type: none"> Platform to review property Reminders to turn in paperwork and payments

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?

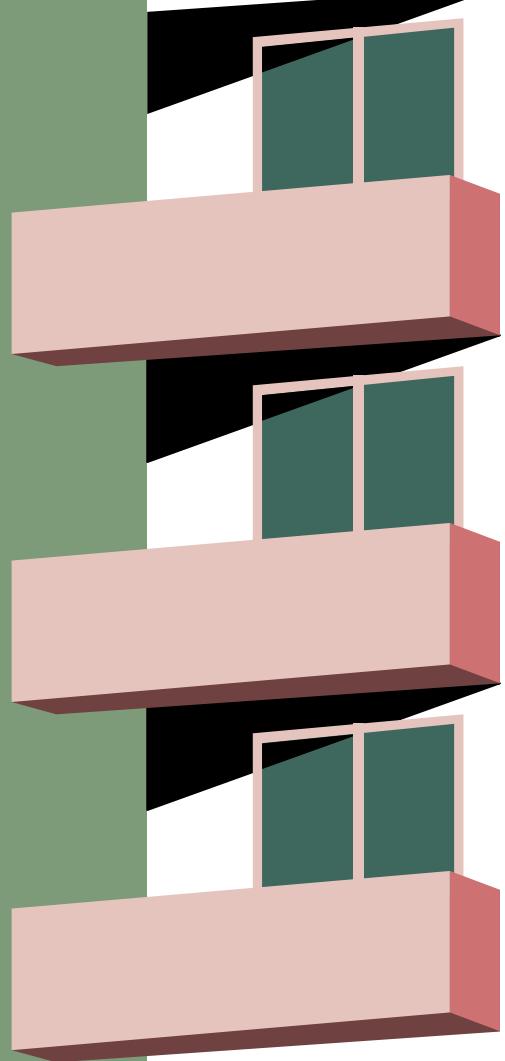
How might we assist students to find housing options within their budget?

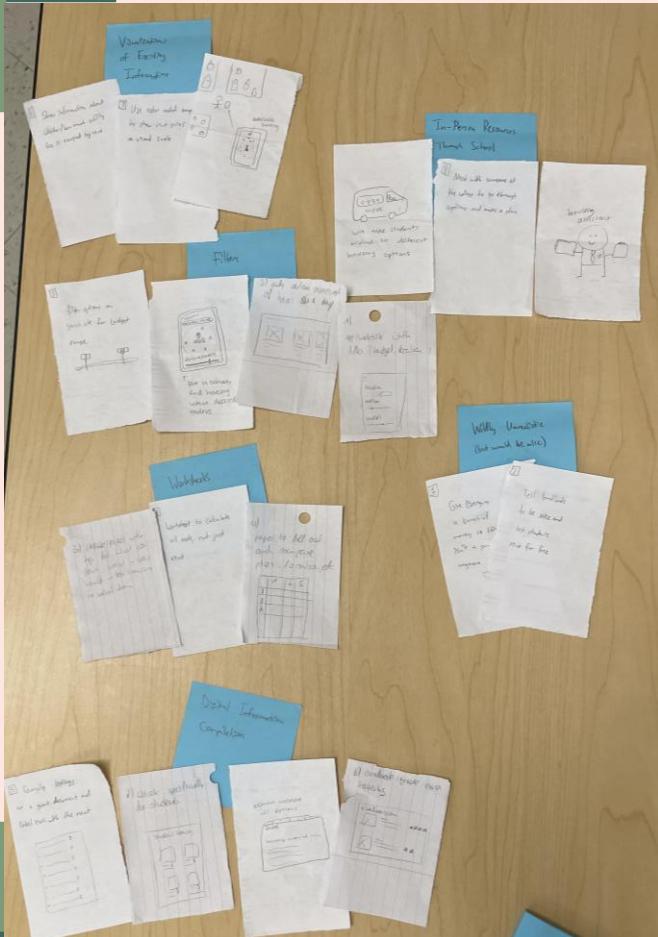


04

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

FILTERS

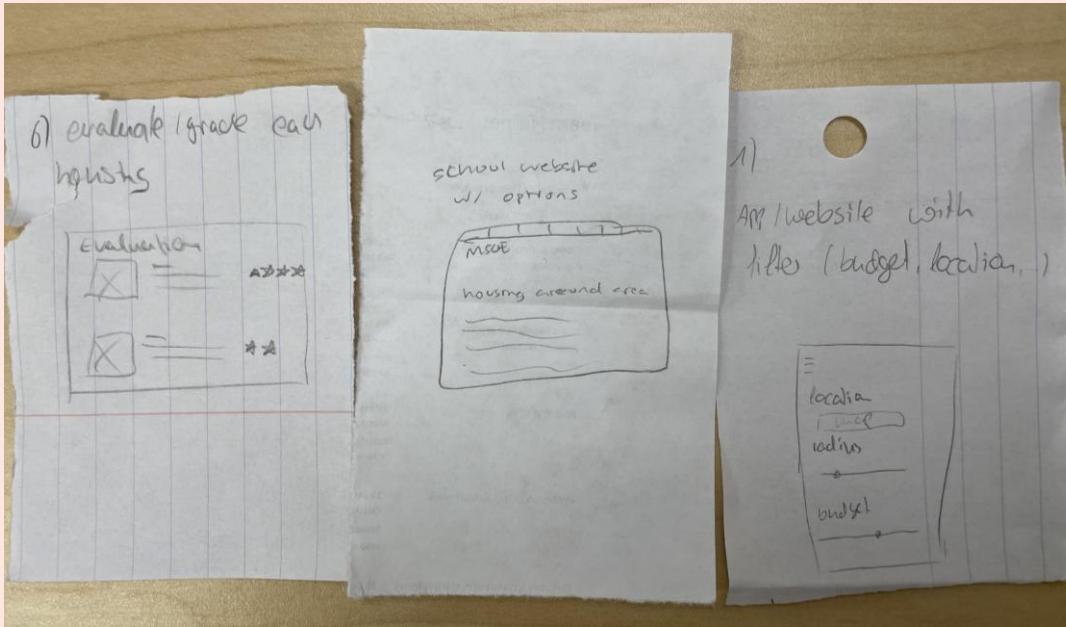
IN-PERSON SCHOOL
RESOURCES

VISUALIZATIONS

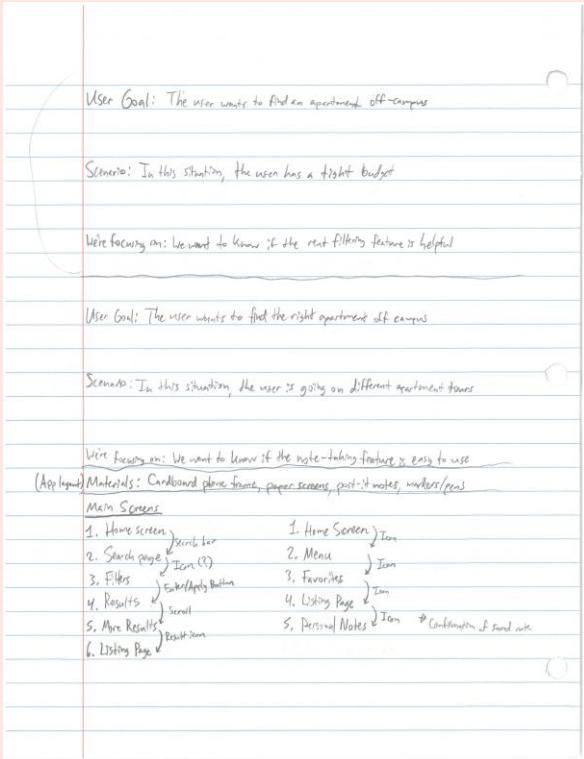
WILDLY UNREALISTIC

CONCEPT

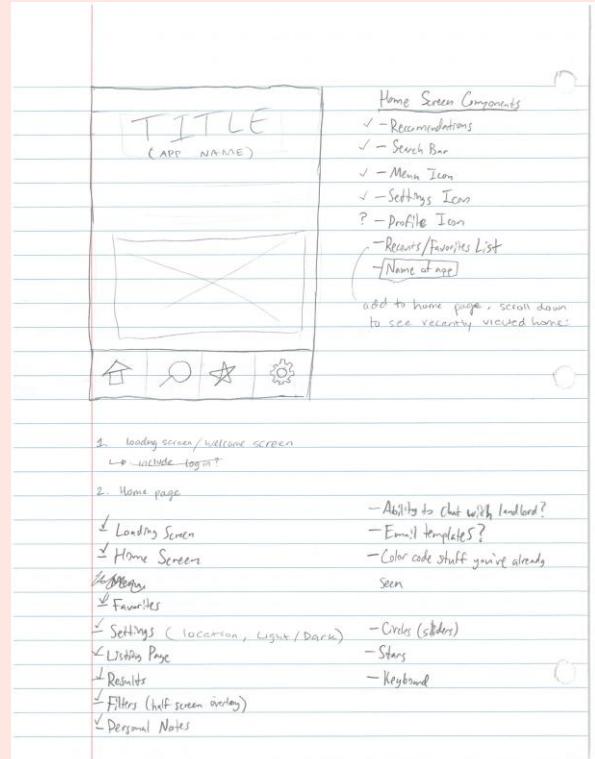
Our goal is to empower students to efficiently search for housing options by focusing on organization tools. We will do this by creating an **app** focused on **filters** and **note-taking**.



WIREFRAME SKETCHES

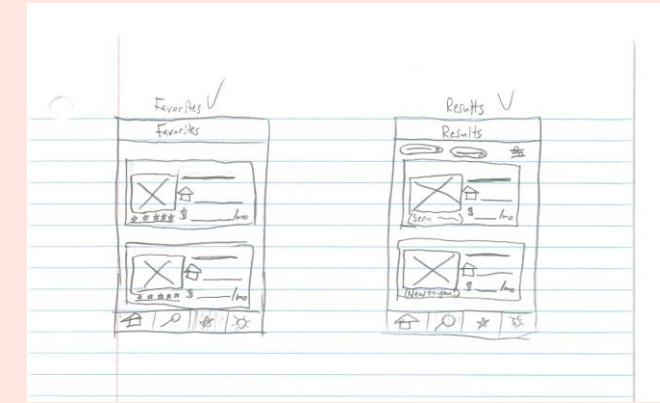
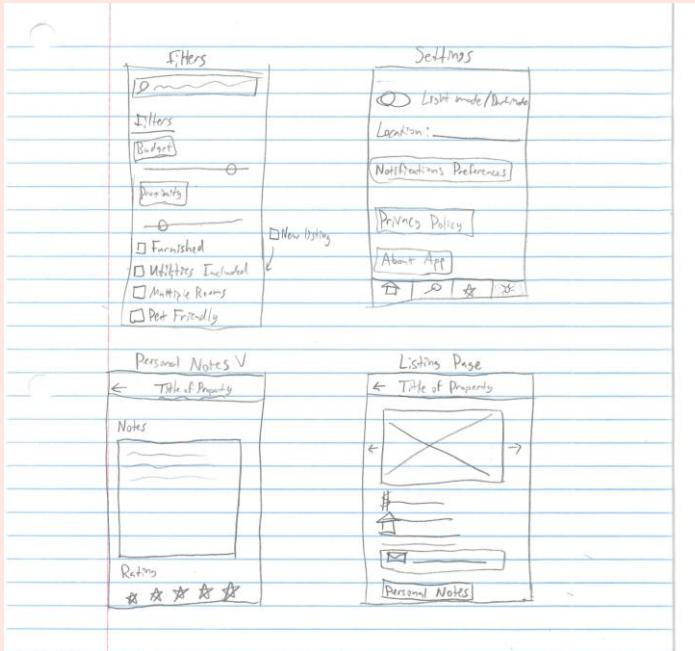


We began by defining user goals and scenarios. Then, we developed flows to accomplish these goals.



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

WIREFRAME SKETCHES

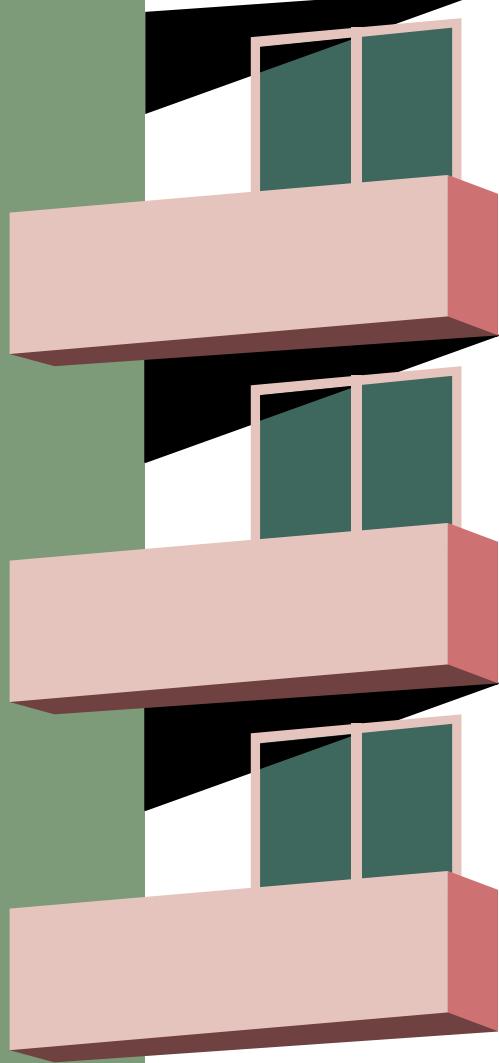


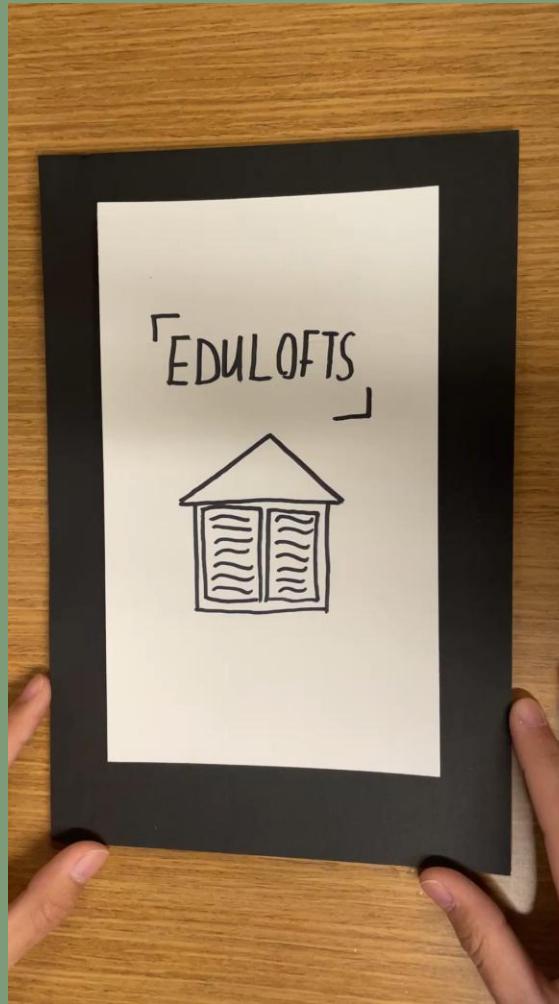
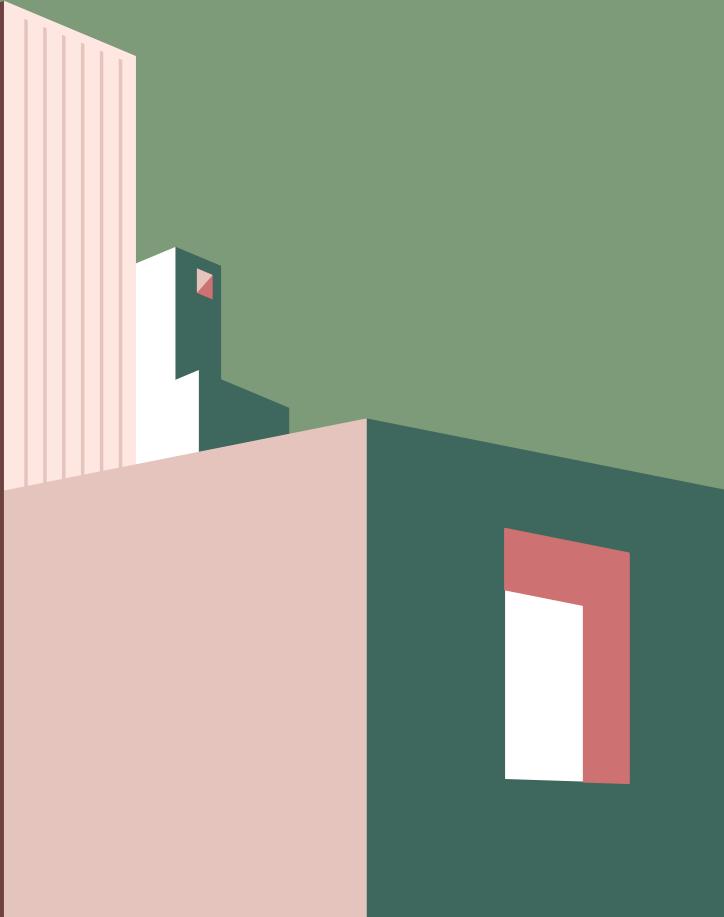
Using these lists, we sketched out our ideas for wireframe screens on paper before starting on our prototype.

05

LO-FI PROTOTYPE

Paper or slideshow

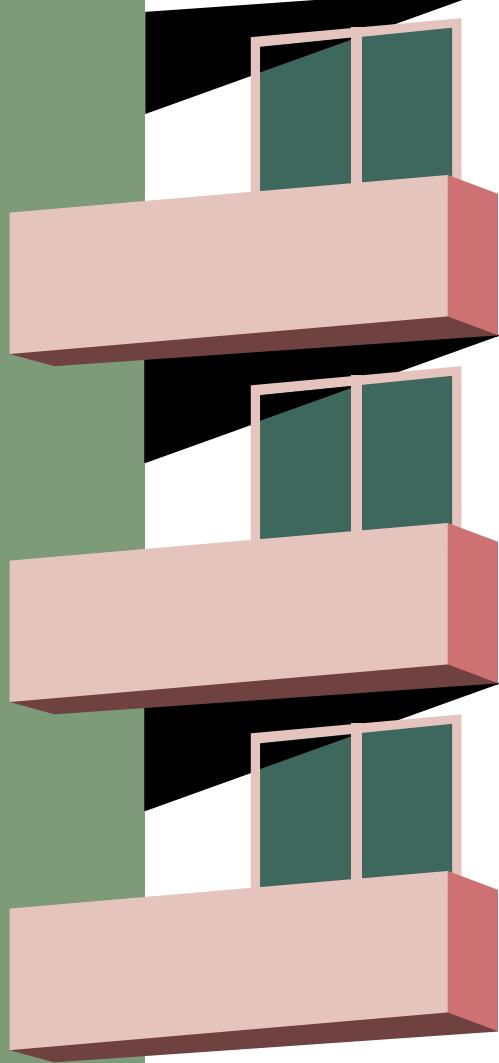




06

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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