



Prototype Documentation
**Copenhagen Live, Work and Connect for international
students**

Conventions regarding design, content and functionality

1. Simplicity – the people who use the website will need to complete actions or find piece of information quickly and easily. This is why we need to include elements with functional purpose so visitors can accomplish what they are trying to accomplish.

- Colours – we will use 5 colours.
- Typefaces – we will use just 2 typefaces and apply just 2 colours on them.
- Graphics – we will use only graphics that help the user to complete the task (icons, buttons or relevant images).

2. Visual Hierarchy – it is closely tied to the Simplicity. We will arrange and organize the website elements in a way which will help the visitors to naturally gravitate toward the most important elements first. We will optimize the usability and UX in order to lead the visitors to complete the desired action, but in a way that feels natural and enjoyable.

3. Navigability – The navigation should be intuitive in order to ensure that the visitors can find what they're looking for. The visitor should not have to think extensively about where they should click next or how to move from point A to point B.

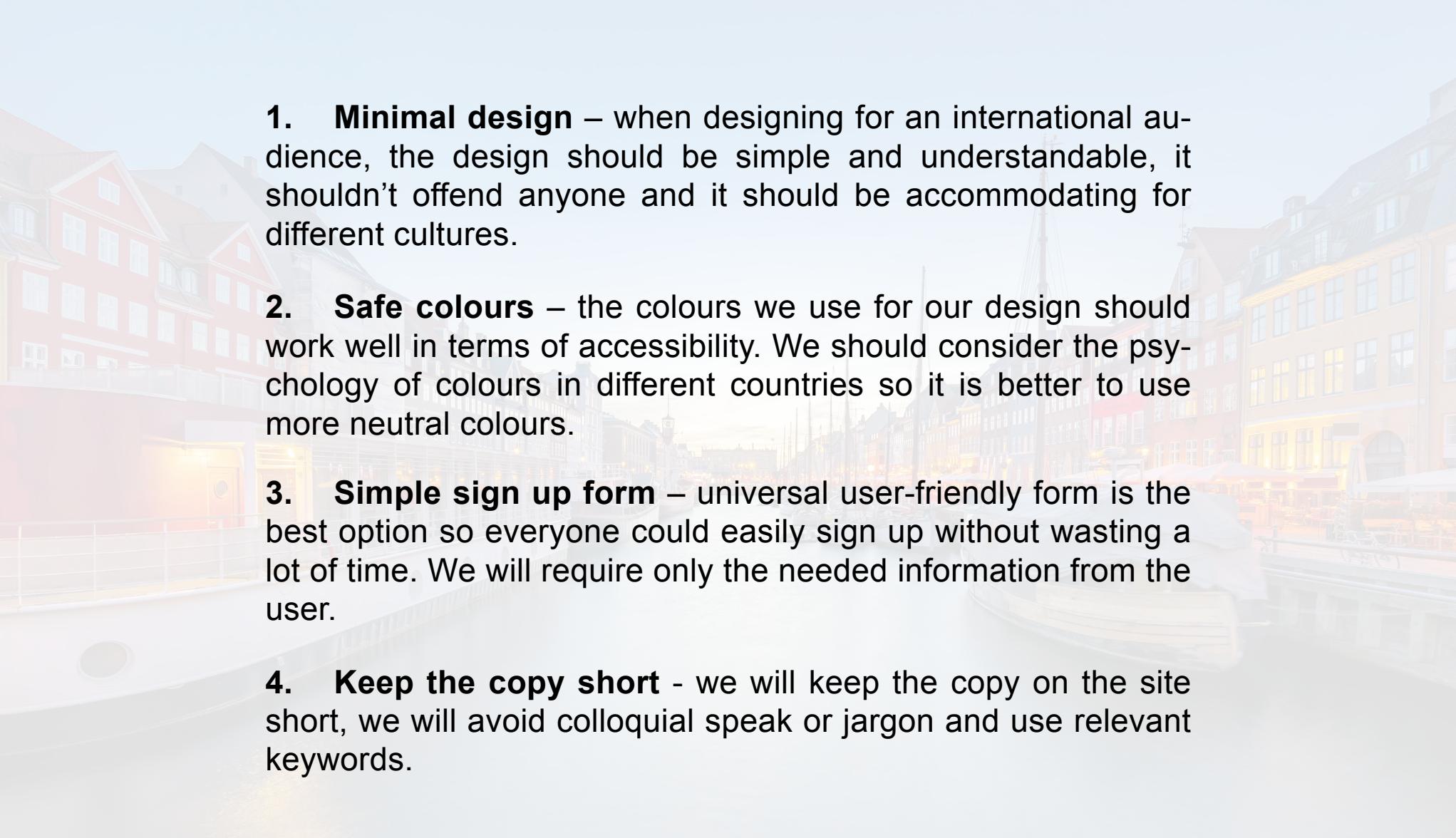
- Keep the structure of the primary navigation simple.
- Include navigation in the footer.
- Use some kind of indication so the users could know on which page of the site are they currently on.

4. Consistency – the overall look (navigation + all of the site's pages) and feel of the website should be consistent: same layout, background, colours, typefaces, tone of voice.

5. Conventionality - by researching the already known and popular platforms for accommodation/ job searching or social networking, we have an insight of what is the best user experience possible for our site's visitors. So our aim is to create a familiar experience for them in order to make our site easier for visitors to navigate.

- Having the main navigation at the top.
- Having a logo at the top left.
- Include filters so users can choose what kind of accommodation/ job or network they are looking for.
- Include pictures of the accommodation properties.
- Include map that shows the location of each property.

Digital communication targeted towards an international audience

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1. **Minimal design** – when designing for an international audience, the design should be simple and understandable, it shouldn't offend anyone and it should be accommodating for different cultures.
 2. **Safe colours** – the colours we use for our design should work well in terms of accessibility. We should consider the psychology of colours in different countries so it is better to use more neutral colours.
 3. **Simple sign up form** – universal user-friendly form is the best option so everyone could easily sign up without wasting a lot of time. We will require only the needed information from the user.
 4. **Keep the copy short** - we will keep the copy on the site short, we will avoid colloquial speak or jargon and use relevant keywords.

How we have used our findings in our solution

We used 5 different websites as examples:

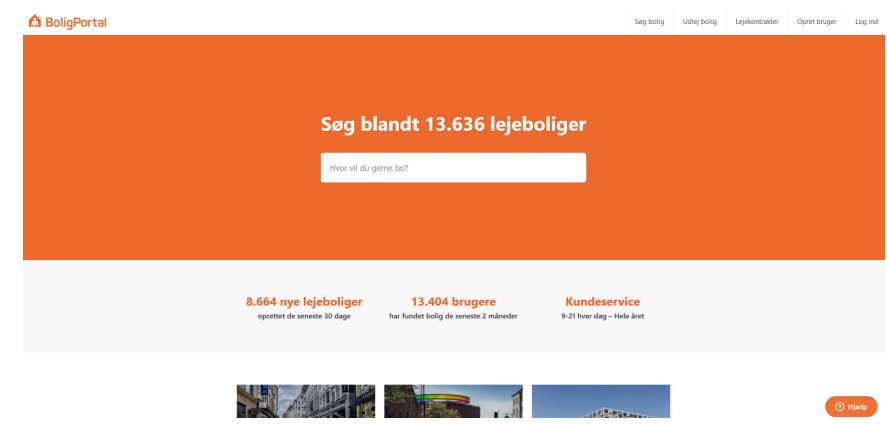
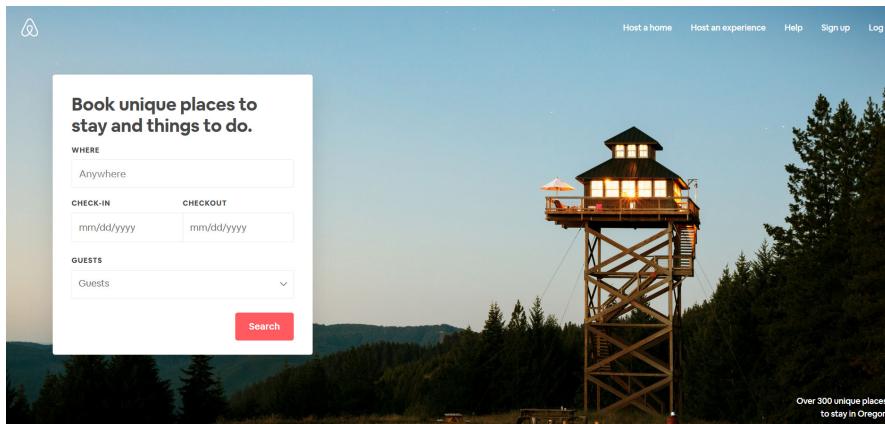
[airbnb](#)

[boligportal](#)

[home.dk](#)

[findroommate.dk](#)

[boligsurf.dk](#)



We mainly followed some principles used from [airbnb.com](#) and [boligportal.dk](#).

What we applied from there is conventionality (having the main navigation at the top, having the logo at the top left, etc)

Examples of how we have used copy and microcopy to provide good UX for target audience

We mainly used call of action in our microcopy:

The screenshot shows a website interface. At the top, there's a navigation bar with links for 'THE MINISTRY', 'EDUCATION', 'ACCOMMODATIONS', 'JOBS', 'NETWORK', 'SIGN UP', 'LOGIN', and user icons. Below the navigation is a 'Sign Up' form with fields for 'First name', 'Last name', 'Email', and 'Password', along with 'Create an account' and 'Log in' buttons. The background features a blurred image of a canal with buildings. At the bottom, there's a section for '4 room apartment - 93 m²' in 'Copenhagen S, Islands Brygge'. It includes three small images of the apartment's interior (kitchen, bedroom, bathroom), a price of '17.545,- kr/ month', and a note about monthly water + heating deposit and a 1000,- kr deposit. An 'I am interested' button is at the bottom.

Examples of microcopy:

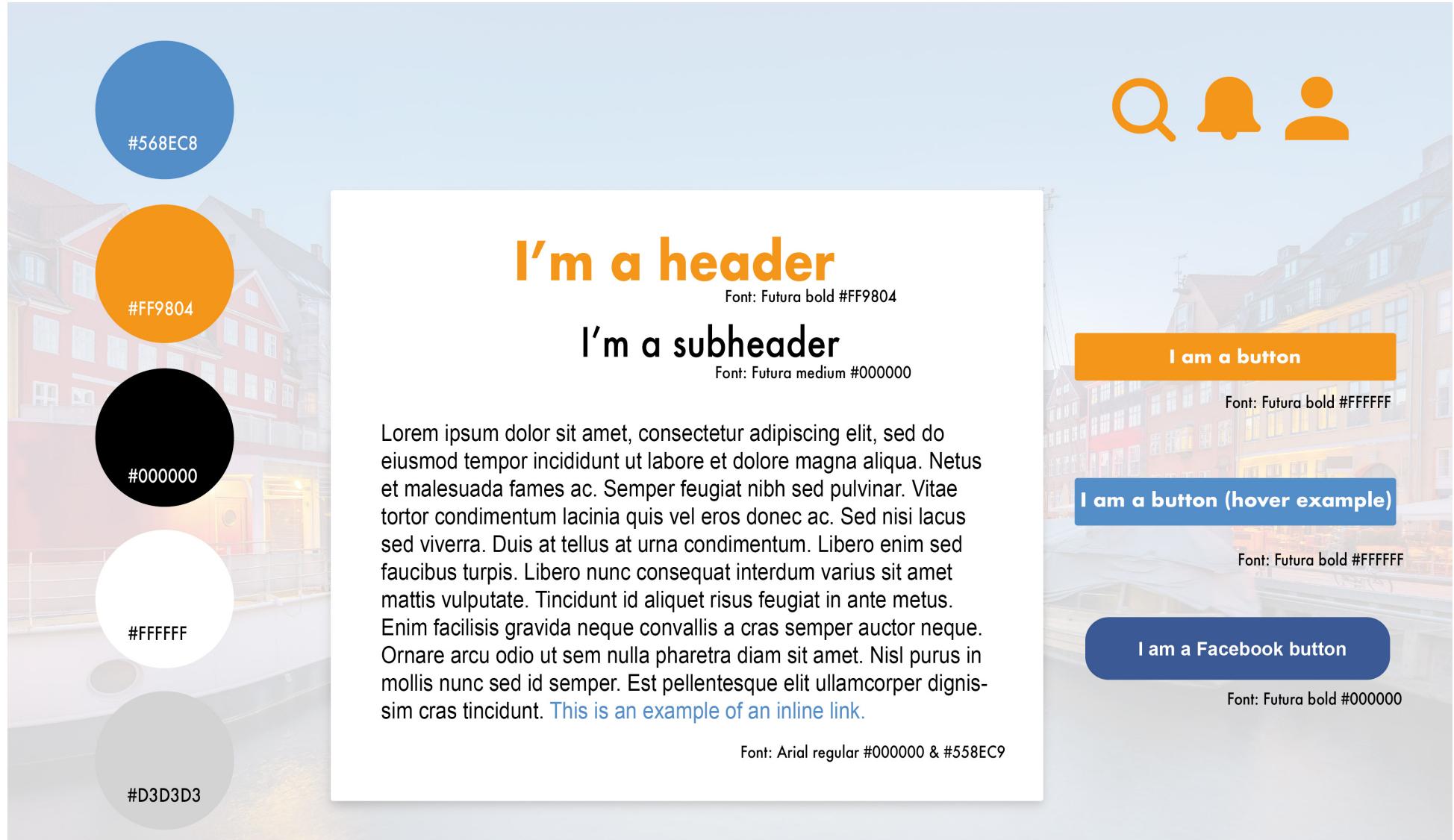
- sign up;
- log in;
- create an account;
- I am interested.

We tried to keep the text simple and short - just put the necessary words so it would be clear and easy for the users what they need to do.

Examples of copy:

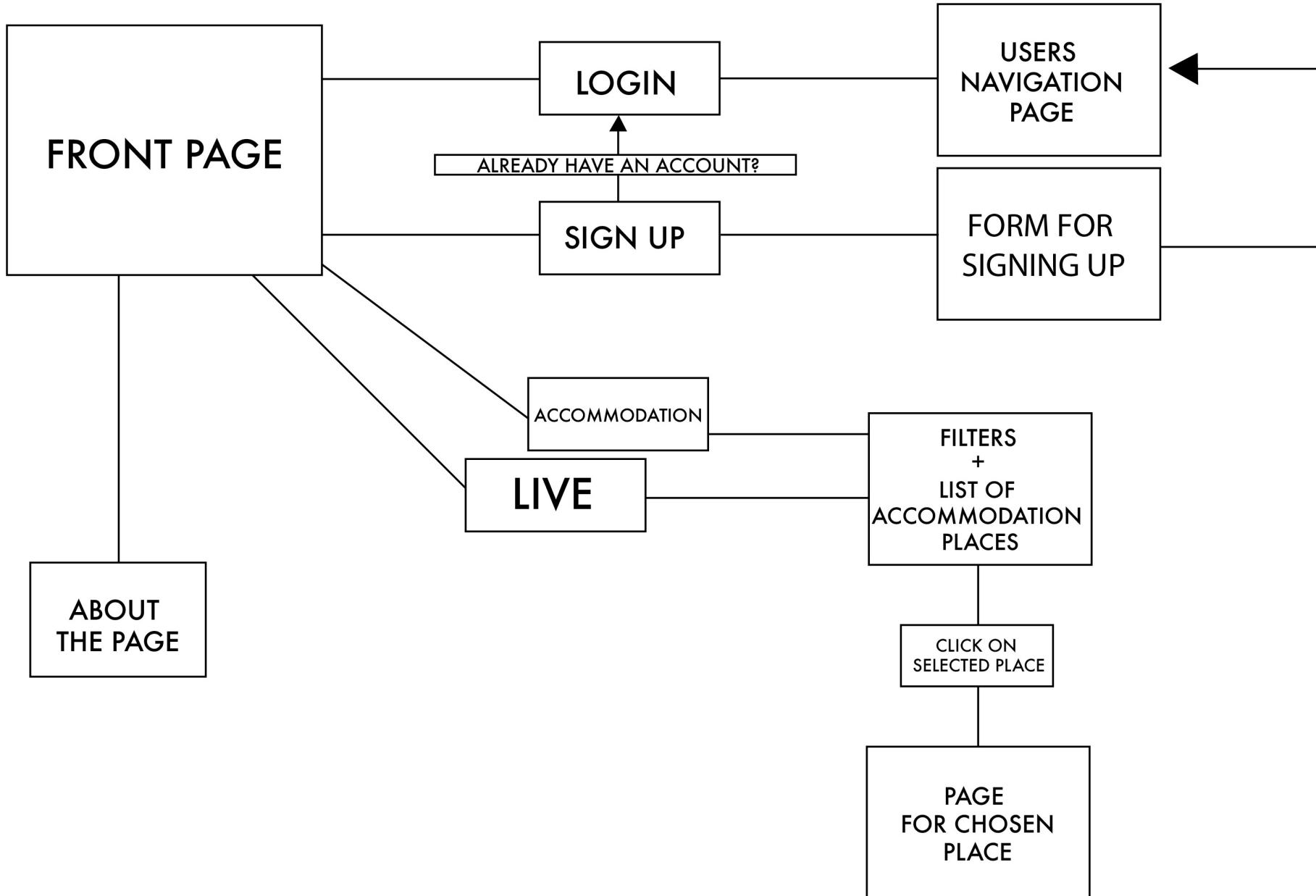
On the left you can see one example of our copy (description of an apartment that appears after the user has set his/her filters).

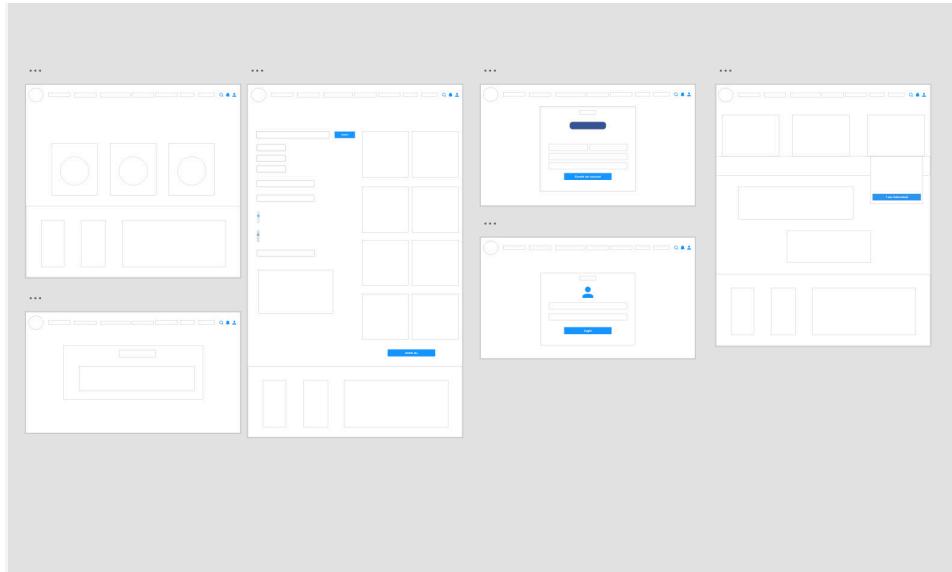
Our copy is also very simple and clear. We try to put just the essential information that the user needs, no excessive information, just short sentences.



STYLE TILE
Copenhagen Live, Work & Connect - for international students

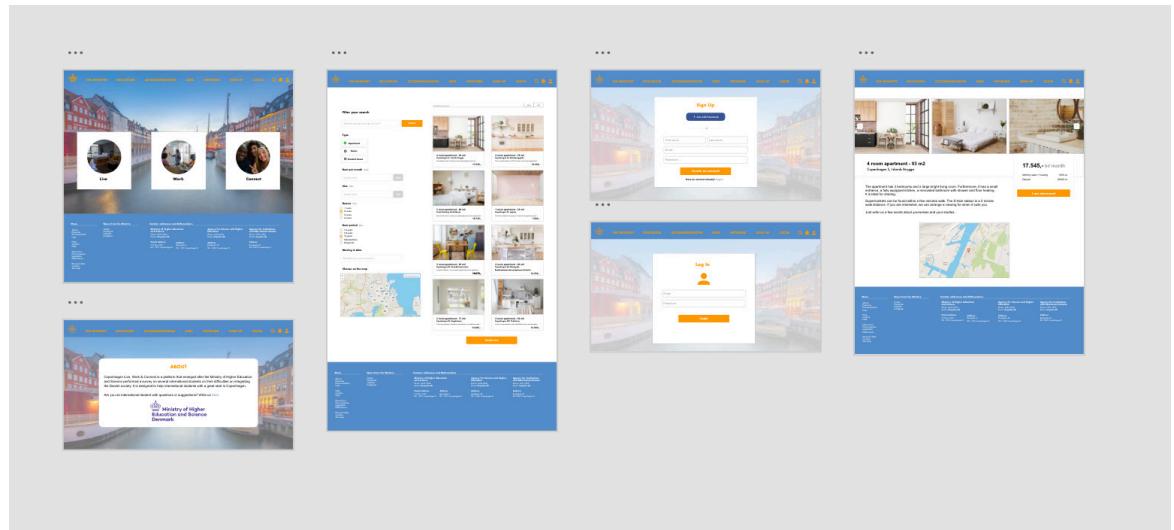
WIREFLOW





Low-fidelity

High-fidelity



Think aloud test results

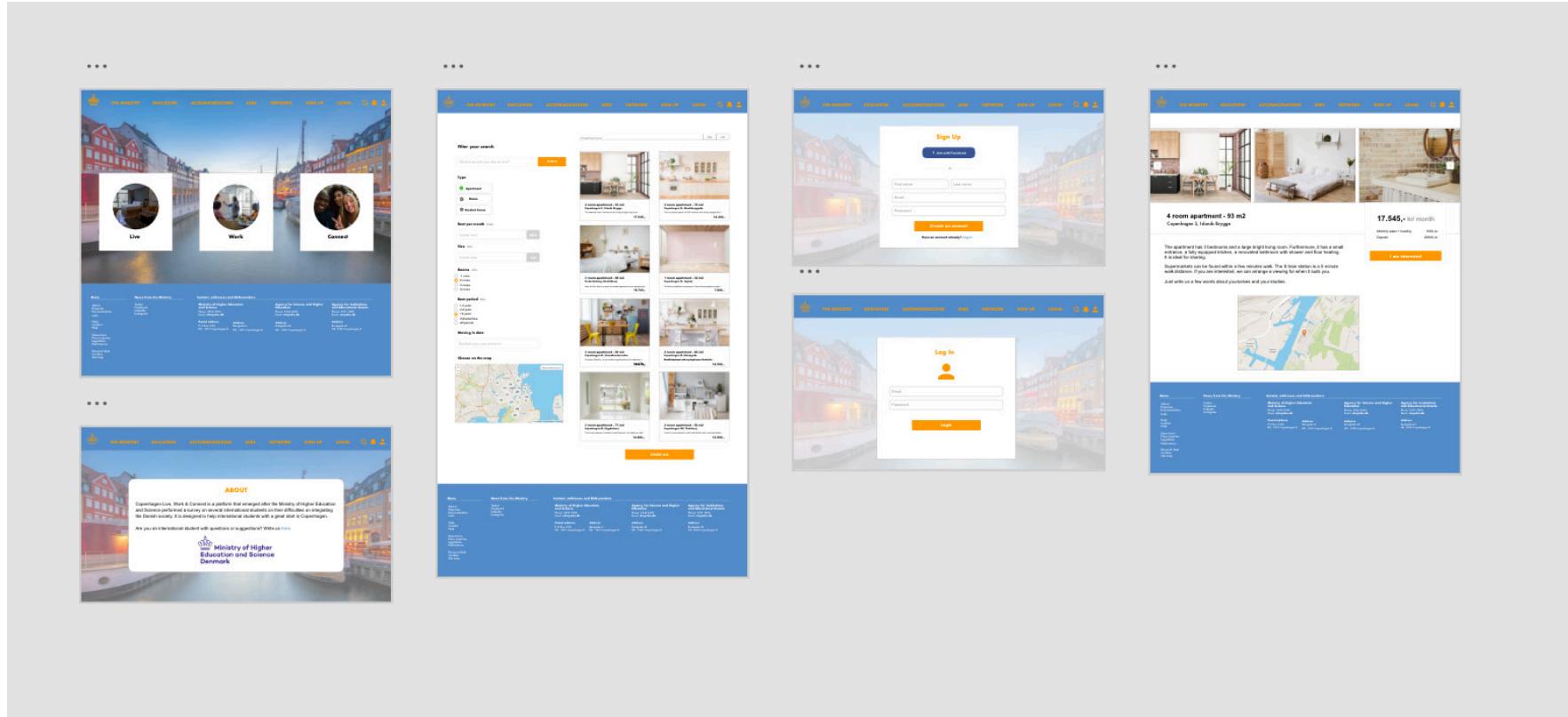
The testers found the design pleasant to look at and easy to navigate. They were able to perform the actions that were required, in less than 5 minutes, which were the following: read about the webpage, find accommodation, choose accommodation, sign up and log in.

One of the testers found very difficult to tell what the page was about by glancing at the front page. Another tester missed more details about the facilities. “Is there an elevator, or parking/garage space?” The same tester also pointed out that if the person does not know the names of the neighborhoods of Copenhagen, the search doesn’t offer options with their names.

Improvements:

- Find a way to make the front page more descriptive without ruining the design.
- Change on the copy of the selected place, create boxes for facilities descriptions and details about the determined place.
- Add buttons with the names of the main neighborhoods of Copenhagen.

High-fidelity prototype



Link to interactive high-fidelity prototype:

<https://xd.adobe.com/view/4e0dc848-99fe-49b4-571a-e41d6e4fd533-383c/>