

# Building a blogging platform at **jottful**

## Problem

Jottful is a startup that builds and maintains websites for small businesses. Its key product differentiator is a website editing software that's extremely easy for customer's to use, whether they consider themselves tech-savvy or not.

Jottful has built its product around an easy and intuitive editor that only allowed for changing text and replacing images. But adding blogging functionality introduced the need for more functionality and design language.

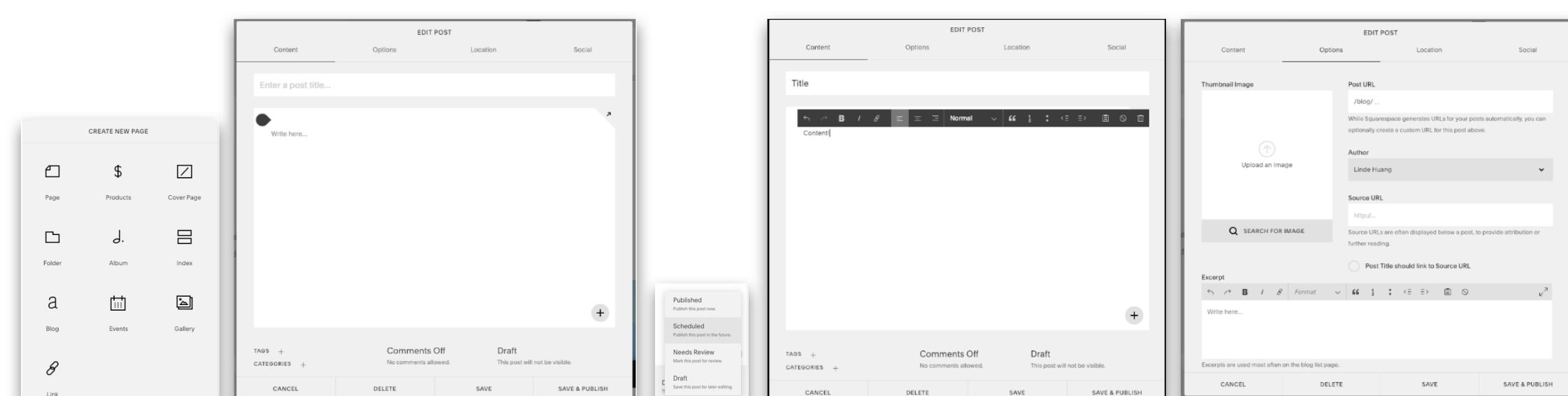
Herein lies the problem: **How do you introduce blogging functionality while maintaining a low barrier to entry for less tech-savvy customers?**

## Phase 1: Research

### Competitive Landscape

#### SquareSpace

The SquareSpace website builder has a very comprehensive interface, giving customers lots of control over their posts. However, this admin interface is far too technical for our customers.



## Things SquareSpace does well that we can emulate:

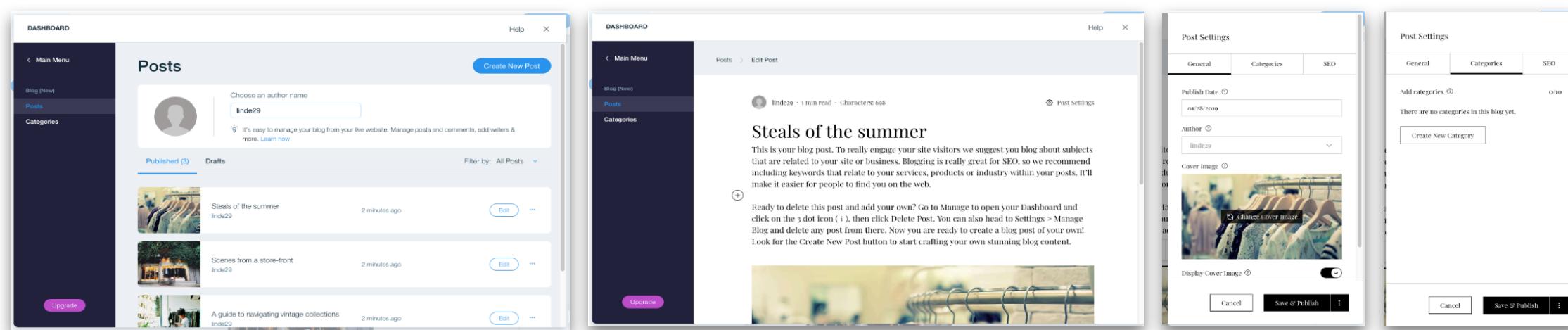
- They offer options to publish in the future, or save a draft for review
- All the options is very clear with the navigation

## Things SquareSpace does that we want to avoid:

- They make editing feel like an admin tool, which is less accessible for our customers
- Too many features, like location and SEO

## Wix

The Wix website builder has a completely separate modal that controls blog posts once you've created a Blog page. The editing is WYSWYG, but there are quite a few steps you have to take to get to the editor itself, where people can get lost in the process.



## Things they do well that we can emulate:

- The text editing is WYSIWYG
- Beautiful and clear UI

## Things they do that we want to avoid:

- There are too many stages someone has to go through to actually edit the blog content
- Too many settings options, like SEO and characters and minutes to read
- Too many options for blog styles

## Understanding the User

---

### Personas

Through my experiences working with customers to build out their websites, I put together three personas of potential blog users. The main persona focused on the lawyer, since Jottful had a business goal of bringing on more law clients.

**Tiana Tutor**  
WEBMASTER AT YOUTH NONPROFIT

Female  
25 y.o.  
Atlanta, GA



"These kids need people in their life that to be there for them"

WEBSITE MOTIVATION	BLOG GOALS
To get people to donate their time or money to the nonprofit	<ul style="list-style-type: none"> <li>To promote upcoming events</li> <li>To show off past events</li> <li>To share successes and testimonials</li> <li>To share tips for parents</li> </ul>
WEBSITE NEEDS	TECH SAVVY
Advanced website functionality	Comfortable with most tech

FEATURES DESIRED	IMAGES VS TEXT
<ul style="list-style-type: none"> <li>Uploading files</li> <li>Editing text within the tool</li> <li>Organizing content</li> </ul>	<ul style="list-style-type: none"> <li>More text than images</li> </ul>

**Andy Attorney**  
PARTNER AT SMALL LAW FIRM

Male  
51 y.o.  
Columbus, OH



"We know how much a work injury can wreck someone's life.  
We work hard to get our clients the what they deserve"

WEBSITE MOTIVATION	BLOG GOALS
To schedule an introductory call with the firm	<ul style="list-style-type: none"> <li>To rank highly in searches</li> <li>To make the firm give off a trusted, professional image</li> <li>To feature testimonials of previous clients</li> </ul>
WEBSITE NEEDS	TECH SAVVY
Basic website functionality	Comfortable with some tech

FEATURES DESIRED	BIO
<ul style="list-style-type: none"> <li>Uploading files</li> <li>Editing text within the tool</li> <li>Organizing content</li> </ul>	<p>Leon runs a workers compensation law firm with one other employee. He mostly gets clients through word of mouth and billboard ads, but wants to have a more professional presence on the web where people could find him on his own. He's a kind man who's aggressive in his deals. Outside the office he loves spending time with his grandkids.</p>



a bride's face light up when she finds that perfect dress

LOG GOALS	BLOG CHALLENGES
<ul style="list-style-type: none"> <li>To connect with her clients</li> <li>To get her thoughts down on paper</li> <li>To make sure she stays current in the industry</li> </ul>	<ul style="list-style-type: none"> <li>No time to figure out how to work a new technology system</li> <li>Not sure how to distribute his blog</li> <li>Not sure how to optimize his blog for best SEO</li> </ul>
TECH SAVVY	IMAGES VS TEXT
Incomfortable with most tech	More images than text

BIO

Betsy runs a local blog in order to keep in touch with these employees. She prefers using a book for scheduling appointments, but knows that to attract more customers she needs a professional website. Still, she'd much rather spend time with her husband and two kids than on website design.

## User Journey

Looking at the high-level experience of publishing a blog post on the Jottful platform for the first time, I created a journey map to empathize with the user and find areas for significant design impact.

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
FEELING						
THINKING	<p>"I really want my company to stand out by having a blog"</p> <p>"Last time I made a blog in Wordpress it was so confusing"</p> <p>"I hope this blogging thing is as easy as they say"</p>	<p>"I'm guessing this is my blog"</p> <p>"Is this going to take me to some complicated form?"</p>	<p>"I need to add a post"</p> <p>"Ah, that's how I can add it"</p>	<p>"What's a really grabbing opener?"</p> <p>"How do I want to phrase this?"</p>	<p>"Wow, I'm about to let people see this"</p> <p>"I hope this will make my business look good"</p>	<p>"That was easier than I expected!"</p> <p>"Great! What's next?"</p>
SEEING	Editor version of their site	"Blog" page on the site navigation	Option to add blog post	Easy text editor	Confirmation indicator	Published blog post
DOING	Logging in to edit	Clicking "Blog" on the site navigation	Clicking "Add Post"	Editing text in the post	Making the post live	Moving on to the next task

## Reflections

- Writing the post is the most effortful part of the process. How can we make the UI inviting and straightforward so the only anxiety comes from the content, and not from needing to navigate the system?
- Getting to Step 2, finding the blog, may not be as straightforward as it seems. How can we make the blog more easily accessible on the site?

## Phase 2: Iterate

### User Stories

Using the competitive analysis as a basis for standard blog features, I worked with the CEO to rank user stories for development. The MVP would ship with the High and Medium priority items.

Role	Task	Importance
As a customer	I want to create a new blog post	High
As a customer	I want to write and edit the text (headline and body) of a blog post	High
As a customer	I want to publish a blog post immediately	High
As a customer	I want to add one photo to a blog post	High
As a customer	I want to edit the content (headline, body, and photo) of a blog post	High
As a customer	I want to add multiple photos to a blog post	Medium
As a customer	I want to add subheadings to a blog post	Medium
As a customer	I want to publish the blog post on a different date	Medium
As a customer	I want to save a draft of the blog post	Medium
As a customer	I want to delete a blog post	Medium
As a customer	I want to change the position of the photo in a blog post	Medium
As a customer	I want to add a caption to a photo in a blog post	Low
As a customer	I want to add a CTA to the bottom of a blog post	Low
As a customer	I want to add an author to the blog post	Low
As a customer	I want to change the URL of the blog post	Low
As a customer	I want to rearrange sections within a blog post	Low

## Reflections

- Originally, adding a photo was not in the MVP. But, after more discovery we found that most people would not post a blog without a photo, so we drew on our competitive analysis and decided it was indeed fundamental.
- Almost as important as what will be included in the product are features not included. For this project, features that we deemed out of scope include: tags, categories, RSS feeds, location functionality, and comments.

# List Page

The blog list page came down to two main designs.

## Readable list

This screenshot shows a blog post titled "NO 'DISPARATE IMPACT' CLAIM FOR OLDER APPLICANTS, COURT SAYS" from January 20, 2019. The post features a photo of a man holding a sign that says "NEED WORK". Below the photo is a detailed legal summary of the case, mentioning Dale Kleber and his experience with age discrimination. Another post, "SCOTUS ARBITRATION DECISION: EVERYTHING OLD IS NEW AGAIN", is partially visible at the bottom.

## Preview list

This screenshot shows a preview list of blog posts. The first post, "NO 'DISPARATE IMPACT' CLAIM FOR OLDER APPLICANTS, COURT SAYS" from January 20, 2019, includes a thumbnail of a man holding a "NEED WORK" sign. The second post, "SCOTUS ARBITRATION DECISION: EVERYTHING OLD IS NEW AGAIN" from January 17, 2019, includes a thumbnail of a woman in bed. Both posts have a "Read more >" link. The top navigation bar includes "HOME", "ABOUT US", "SERVICES", "BLOG", and "CONTACT US". A sidebar on the right lists other posts and categories like "BLOG".

### Pros

- Allows readers to keep scrolling to read

### Cons

- Hard to link to separate posts
- Hard to see an overview of every post available
- Makes it unclear where to edit

### Winner

The **preview list!** The compact nature of the preview list made it more appealing as a blog list choice. It also mimicked current design trends for blog list styles, which would add familiarity and trust to customer websites.

### Pros

- Compact list
- Consistent size for each post

### Cons

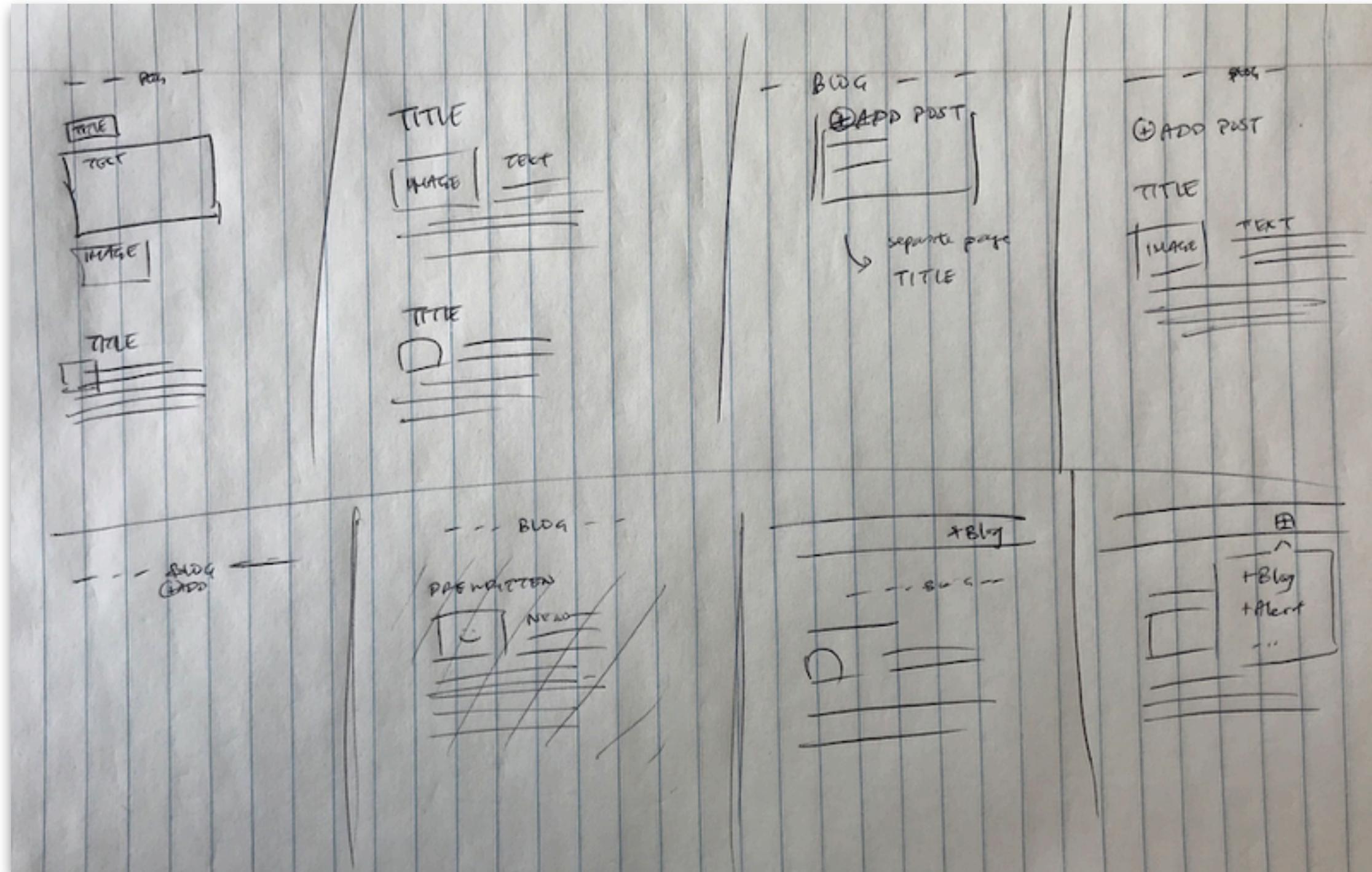
- With the sample titles running slightly onto the second line, this style could look messy
- Must always click to read more

# Adding a Post

Step 2 of the User Journey. This feature brought about the most contention over a more philosophical question for the site: **We value WYSIWYG design, but what does WYSIWYG really mean?**

## Sketches

I used a Crazy 8's approach to generate a variety of ideas.



## Low-Fidelity Prototypes

I took my sketches and turned them into prototypes to get a team review.

**Option 1: “Add post” button at the top      Option 2: Hovering button at bottom**

**Andy Attorney and Sons**

HOME ABOUT US SERVICES BLOG CONTACT US

+ Add Post

New Special Report: A Look Ahead at Federal Regulation  
Jan 29, 2019  
Download your free copy of the latest Bloomberg Law Special Report, A Look Ahead at Federal Regulation. This report examines how a divided government will influence regulatory changes in key areas—from labor and employment issues to the opioid epidemic and beyond.  
[Read more >](#)

Husch Blackwell Must Face Claims It Aided Client’s Fraud  
Jan 28, 2019  
Husch Blackwell LLP failed to convince a New York appellate court that it shouldn’t face claims alleging it aided and abetted a client’s fraud scheme.  
Kamran Nezami owns several medical companies. Investors accused Husch Blackwell of aiding and abetting him to embezzle their investments to fund an extravagant life style.  
[Read more >](#)

**Andy Attorney and Sons**

HOME ABOUT US SERVICES BLOG CONTACT US

New Special Report: A Look Ahead at Federal Regulation  
Jan 29, 2019  
Download your free copy of the latest Bloomberg Law Special Report, A Look Ahead at Federal Regulation. This report examines how a divided government will influence regulatory changes in key areas—from labor and employment issues to the opioid epidemic and beyond.  
[Read more >](#)

Husch Blackwell Must Face Claims It Aided Client’s Fraud  
Jan 28, 2019  
Husch Blackwell LLP failed to convince a New York appellate court that it shouldn’t face claims alleging it aided and abetted a client’s fraud scheme.  
Kamran Nezami owns several medical companies. Investors accused Husch Blackwell of aiding and abetting him to embezzle their investments to fund an extravagant life style.  
[Read more >](#)

+ Add Post

## Pros

- Easy to find
- Location of button is where the next element would naturally be

## Cons

- Depending on UI, may be less discoverable

## Pros

- Follows generic internet convention of placement and treatment

## Cons

- Depending on UI, may be less discoverable
- Location of button is not where next element would naturally be

### Option 3: Sample text at the top showing a new post

The screenshot shows the homepage of the "Andy Attorney and Sons" website. At the top, there is a large, prominent "New Blog Post Title" section with a placeholder image featuring a large 'X'. Below it, the date "Jan 30, 2019" and the text "New blog post content" are visible. A "Edit full >" link is at the bottom of this section. Below this, there are two more news items: "New Special Report: A Look Ahead at Federal Regulation" (date: Jan 28, 2019) and "Husch Blackwell Must Face Claims It Aided Client's Fraud" (date: Jan 28, 2019). Each news item has a placeholder image with a large 'X' and a "Read more >" link.

## Pros

- Easy to find
- Location of button is where the next element would naturally be

## Cons

- May be confusion about whether it's possible to edit on the list page or not

### Option 4: Add Post option in dropdown

The screenshot shows the homepage of the "Andy Attorney and Sons" website. The navigation bar includes links for HOME, ABOUT US, SERVICES, BLOG (which is highlighted), and CONTACT US. A dropdown menu is open over the BLOG link, showing "Add Post" and "See Posts". Below the navigation, there is a large placeholder image with a large 'X'. To the right of the image, the text "WE'LL FIGHT FOR YOU" is displayed, followed by a paragraph of placeholder text.

## Pros

- Keeps the page compact

## Cons

- May confuse users because it breaks the normal behavior of the dropdown

### Option 5: Add Post in top toolbar

The screenshot shows the homepage of the "Andy Attorney and Sons" website. At the top, there is a toolbar with links for "Manage Billing", "+ Add Blog Post", "+ Add Alert", and "Contact Support". Below the toolbar, the website header "Andy Attorney and Sons" is displayed, along with the navigation links HOME, ABOUT US, SERVICES, BLOG, and CONTACT US. The main content area shows the "New Special Report: A Look Ahead at Federal Regulation" news item from January 29, 2019, with its details and a "Read more >" link.

## Pros

- Accessible from every page

## Cons

- Less discoverable
- Location of button doesn't suggest next element

## **Feedback & Reflections**

- Feedback from team: flush out options 1 and 3 further
- Option 3 is best for the WYSIWYG established design language
- Option 1 is best to reduce editing confusion
- Option 5 would be a good addition to the main treatment, but shouldn't be the only way we have to add a post

## **Advocating for a specific direction**

The CEO was pushing for Option 3 as a WYSIWYG option, but they weren't feeling right. There was just too much added to a page that wasn't contributing to the functionality.

I realized that her idea of WYSIWYG could be presented in two different ways:

1. WYSIWYG in terms of **present tense**. Meaning when you're in the editor, the view matches most closely what you would see live on your page right now.
2. WYSIWYG in terms of **future tense**. Meaning when you're in the editor, the view matches most closely what you would see if you were to add a new element.

I then sketched out the scenarios of adding things to the entire site (not just a blog) to see much chrome would be added for each method.

### **Present tense**



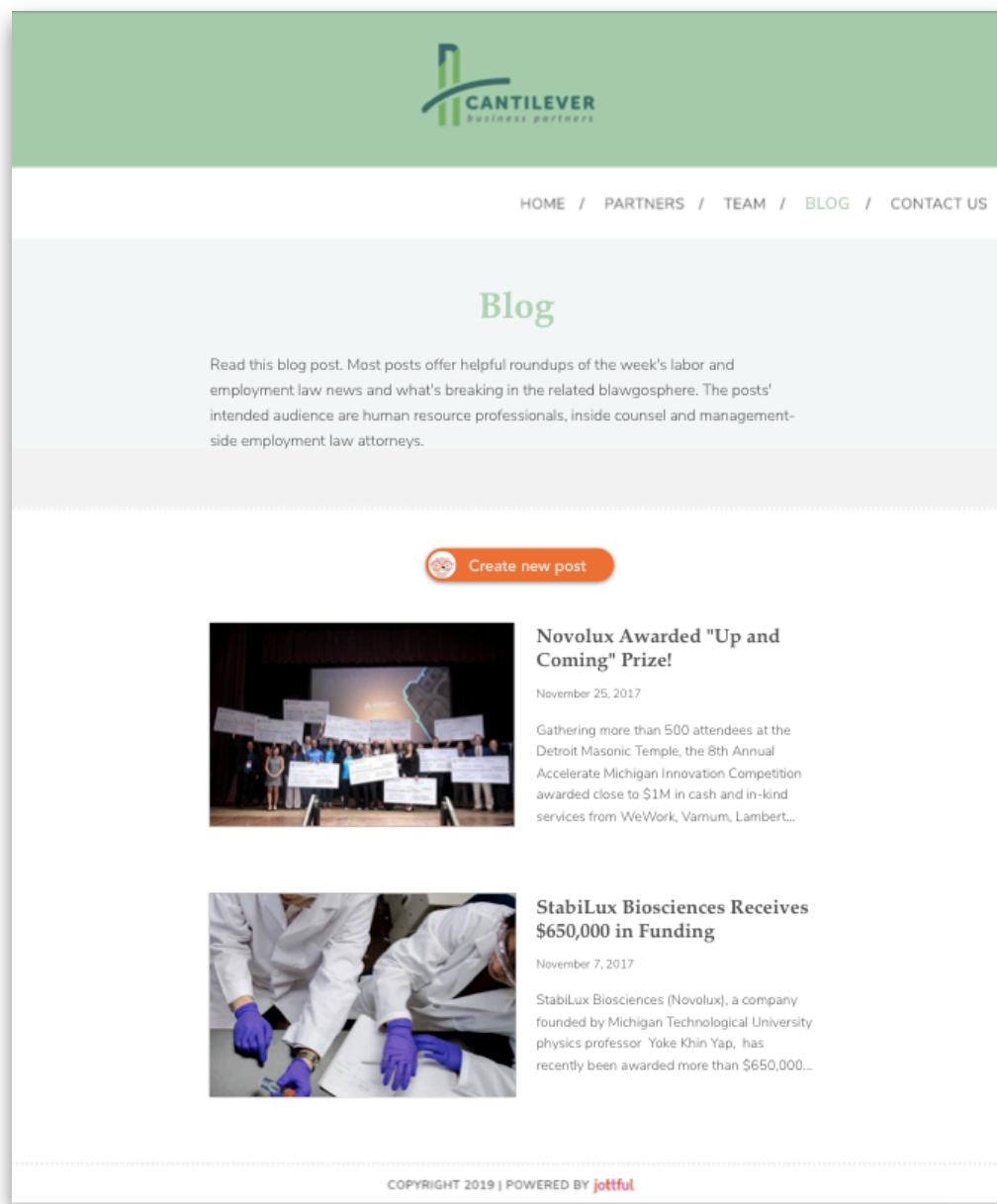
### **Future tense**



It was then decided that the future tense perhaps made sense in a blog, but wouldn't scale well to the site as a whole. So we redid the designs in the present tense, abstracting the new posts into buttons.

## Winner

**Option 1: New post button!** We decided to add a "Create New Post" button with the styling that matched the other image editing buttons. A redesign of those buttons would come later.



## Reflections

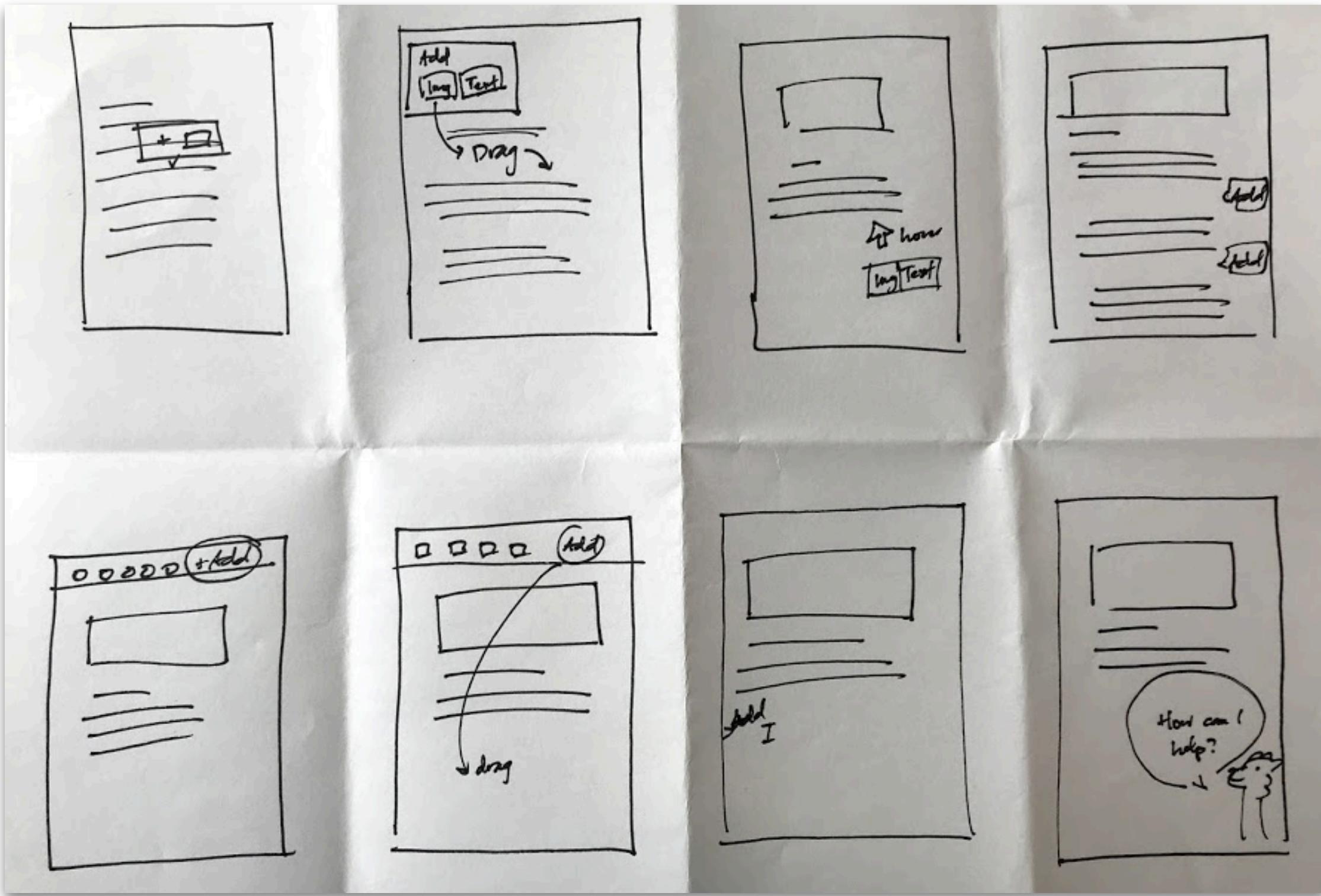
- When conducting a team review of a design, there should be **time for each person to consolidate their own thoughts** before discussing as a group, to enable input from the less vocal people in the room.
- When trying to make a point, it's **always better to show, not tell**. Making the mockups of the different WYSIWYG directions provided a visual message for the reviewer to see that while a certain interaction would suffice for the blog, it wouldn't scale to the website overall.

## Editing a Post

Step 4 of the User Journey. This feature begged for interactive prototypes, not just visual designs.

## Sketches

I used a Crazy 8's approach to generate a variety of ideas.

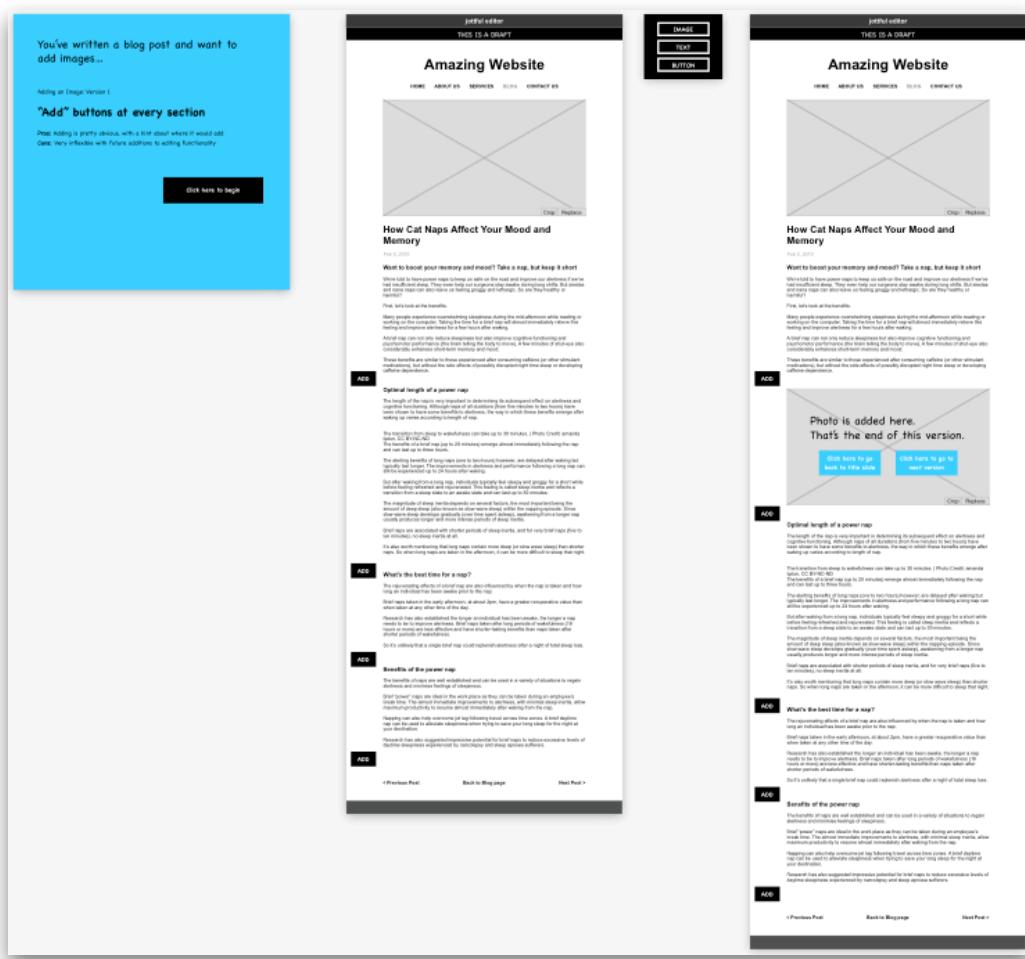


## Low-Fidelity Prototypes

I turned my sketches into clickable prototypes to get a team review. The full InVision clickable prototype can be found here:

[https://invis.io/6BQJRU0JA75#/347173971\\_Add\\_Image\\_-\\_V1\\_P1](https://invis.io/6BQJRU0JA75#/347173971_Add_Image_-_V1_P1)

### Option 1: “Add” button after every section



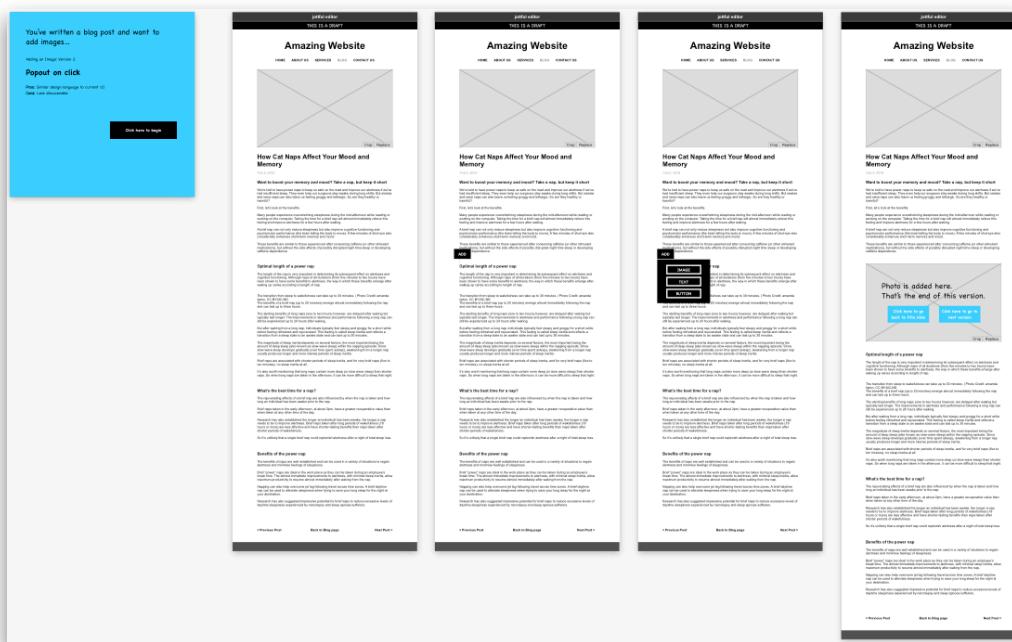
#### Pros

- Adding is pretty obvious, with a hint about where it would add

#### Cons

- Very inflexible with future additions to editing functionality

### Option 2: Popout on click



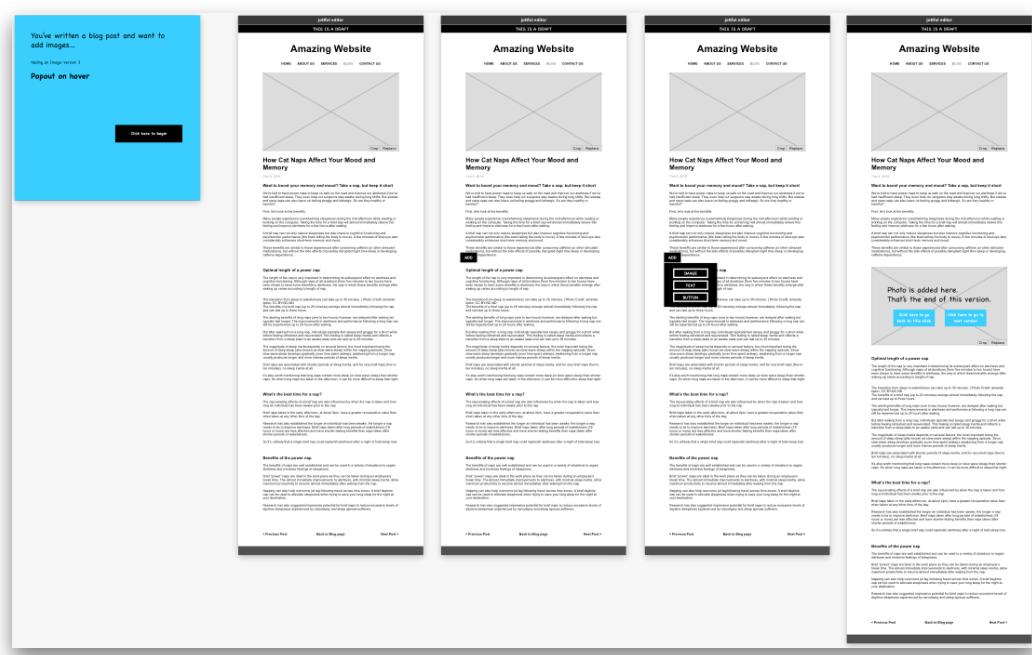
#### Pros

- Similar design language to current UI

#### Cons

- Less discoverable

### Option 3: Popout on hover



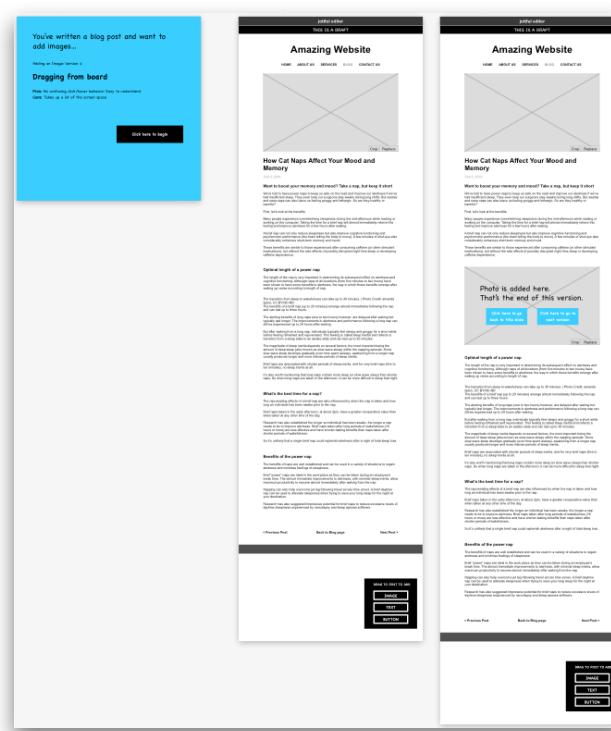
#### Pros

- Minimal UI when not wanting to add anything new

#### Cons

- Annoying and harder to use

### Option 4: Dragging from board



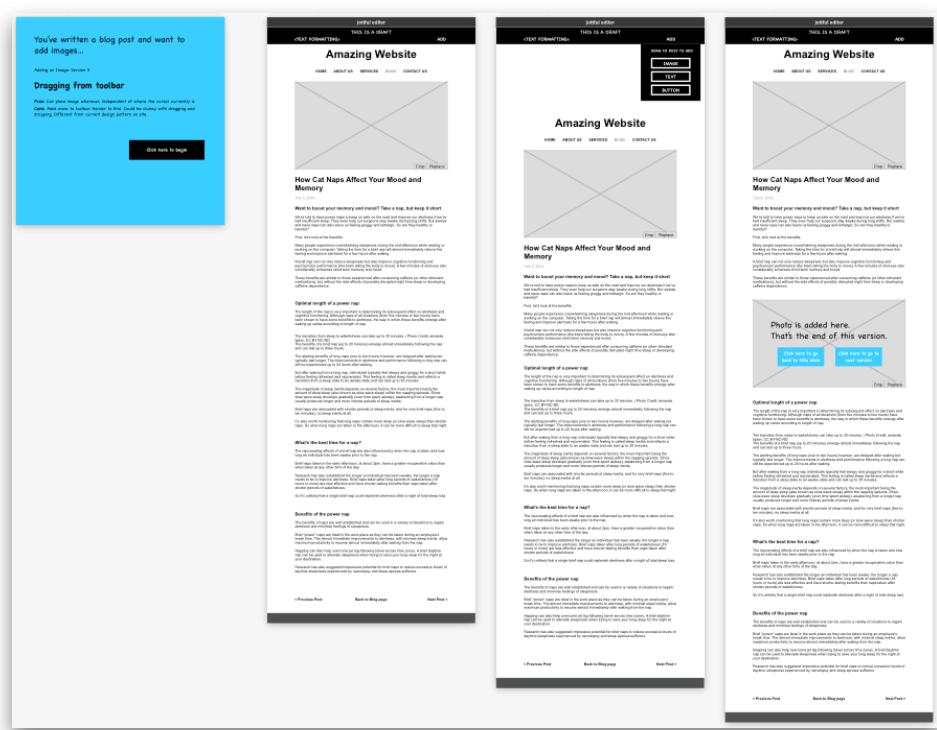
#### Pros

- No confusing click/hover behavior
- Easy to understand

#### Cons

- Takes up a lot of screen space

### Option 5: Dragging from toolbar



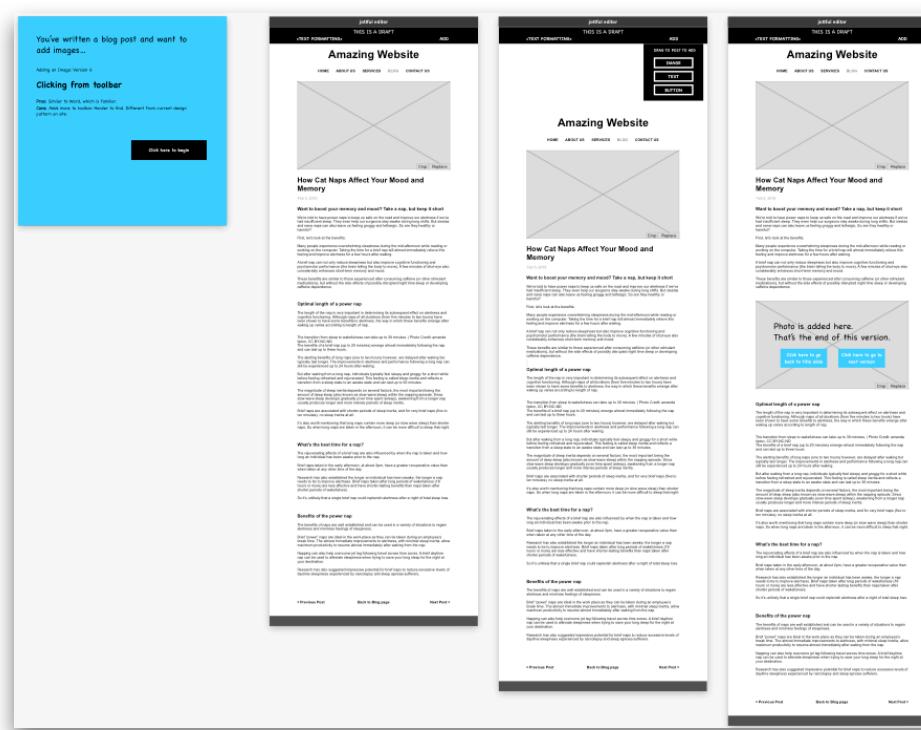
#### Pros

- Can place image wherever, independent of where the cursor currently is

#### Cons

- Adds more to toolbar.
- Harder to find
- Could be clumsy with dragging and dropping
- Different from current design pattern on site

### Option 6: Clicking from toolbar



#### Pros

- Similar to Word, which is familiar

#### Cons

- Adds more to toolbar
- Harder to find
- Different from current design pattern on site

## Option 7: Adding from helper



### Pros

- Friendly llama, for branding and helpfulness

### Cons

- PTSD from Clippy

## Winner

Option 2: Click to add! The click to add feature was most popular by far. We didn't want to take up too much of the screen (either with an extra toolbar or friendly helper), hover is less discoverable on mobile screens, and dragging-and-dropping is too advanced of an interaction for our audience.

## Reflections

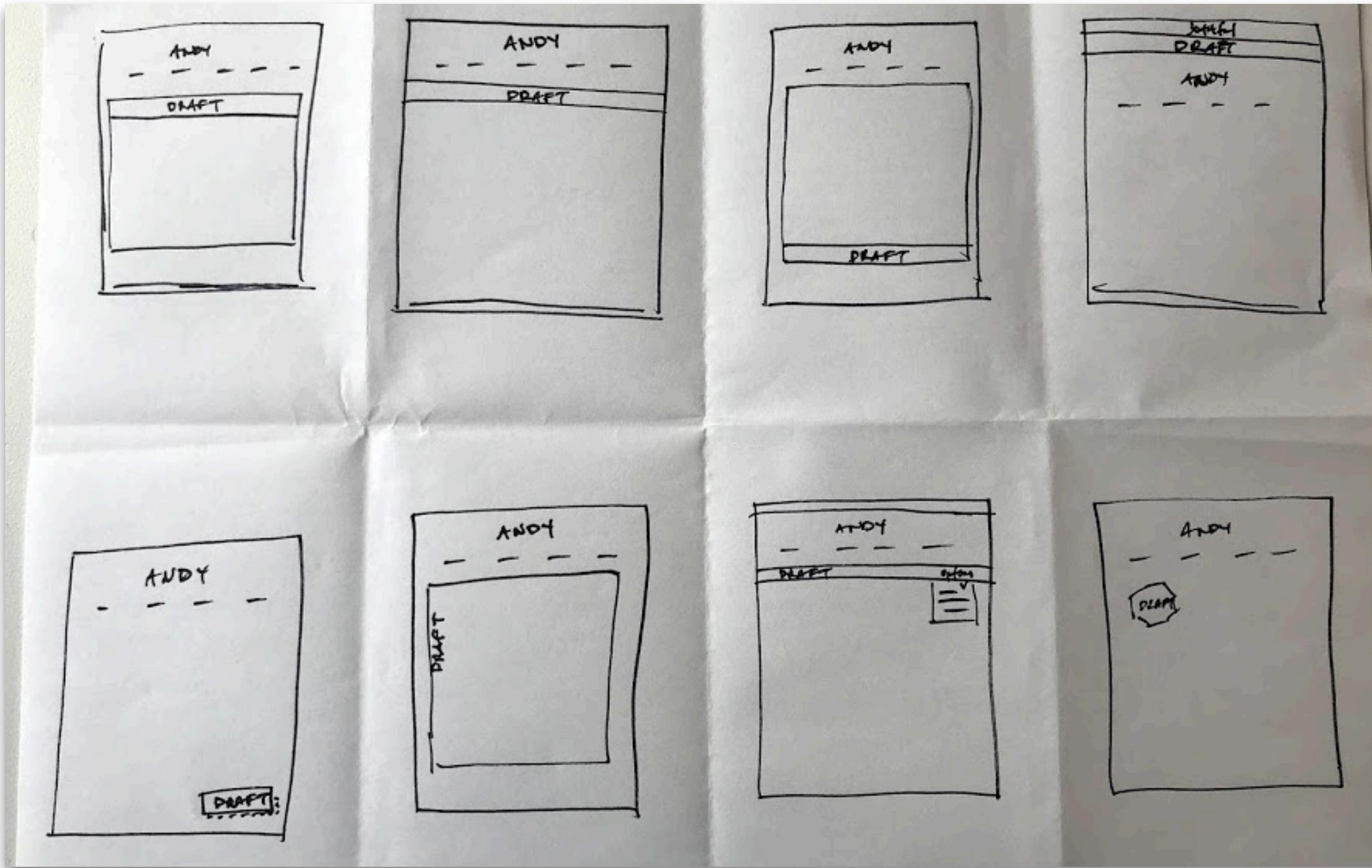
- At first, I created “add section” buttons since that’s how the developer originally built the infrastructure. But upon review, I decided the idea of “sections” was a back-end structure that shouldn’t be exposed to the user. I learned my lesson: **don’t default to basing design off of engineering!**
- Adding **clapboards** made all the difference in my clickable prototype. Giving people a basis for what they were about to see, as well as allowing people to differentiate each feature while clicking through, added much-needed organization and clarity to the prototype review process.

## Publishing a Post

Step 5 of the User Journey. This feature begged for interactive prototypes, not just visual designs.

## Sketches

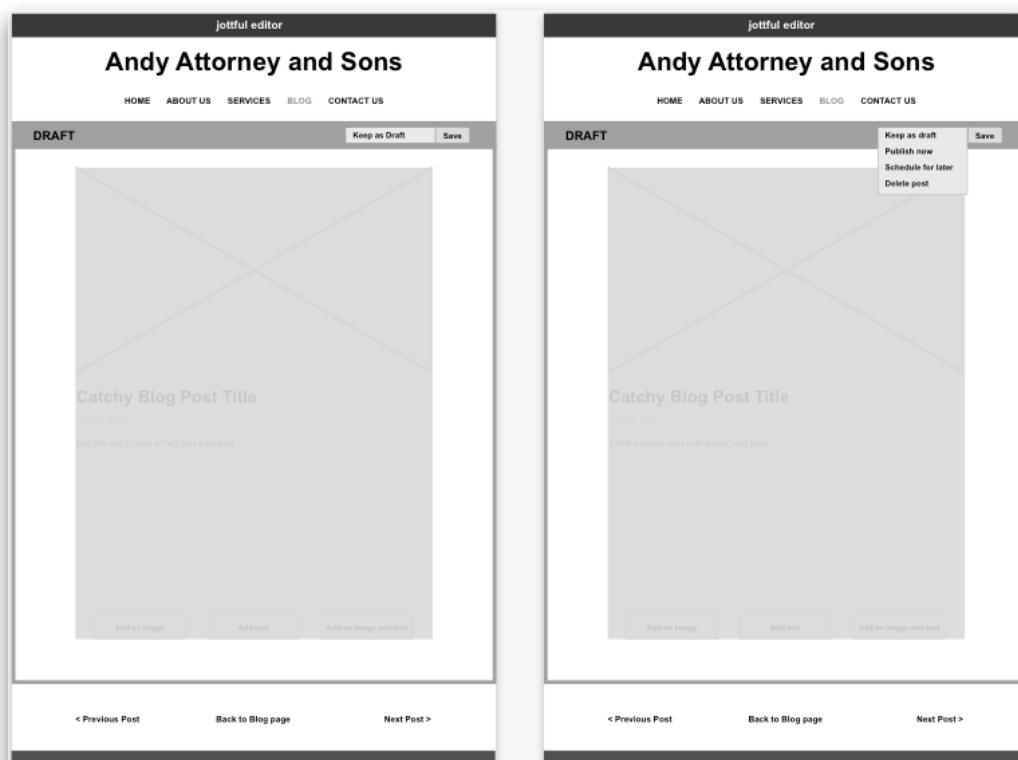
I used a Crazy 8’s approach to generate a variety of ideas.



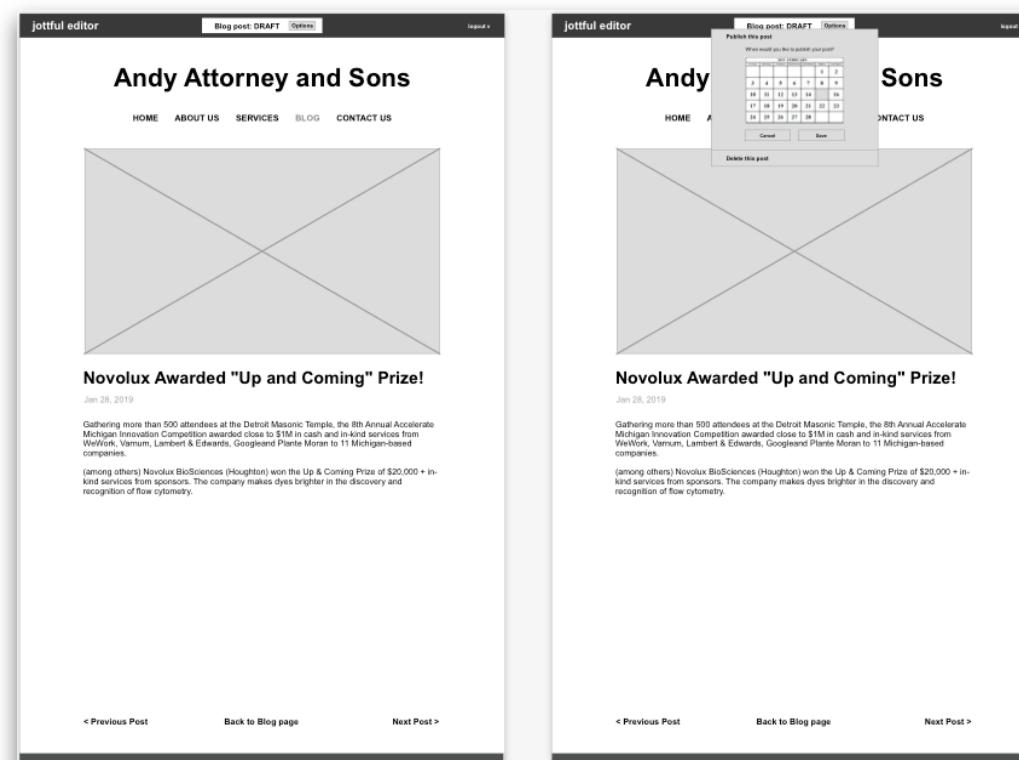
## Low-Fidelity Prototypes

I turned my sketches into low-fidelity displays to get team review.

### Option 1: Drafting pane



### Option 2: Header section



#### Pros

- Drafting a post is markedly different from editing other pages on a site

#### Cons

- Feels like an admin toolbar, which is what Jottful is trying to avoid

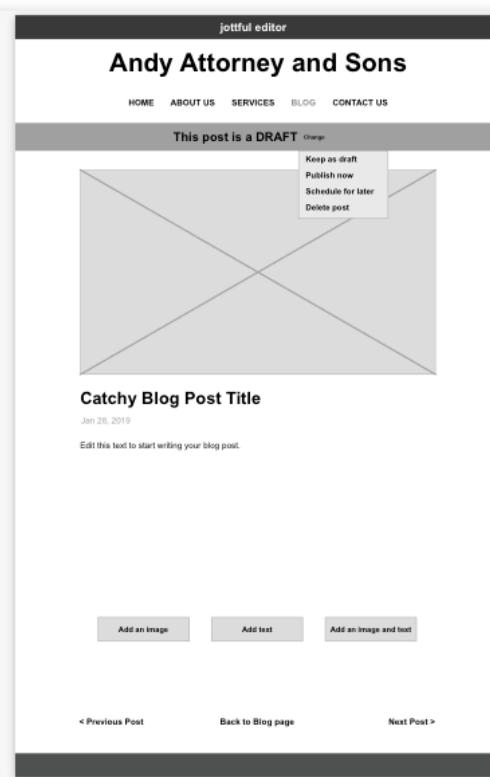
#### Pros

- No extra screen space needed for the blog

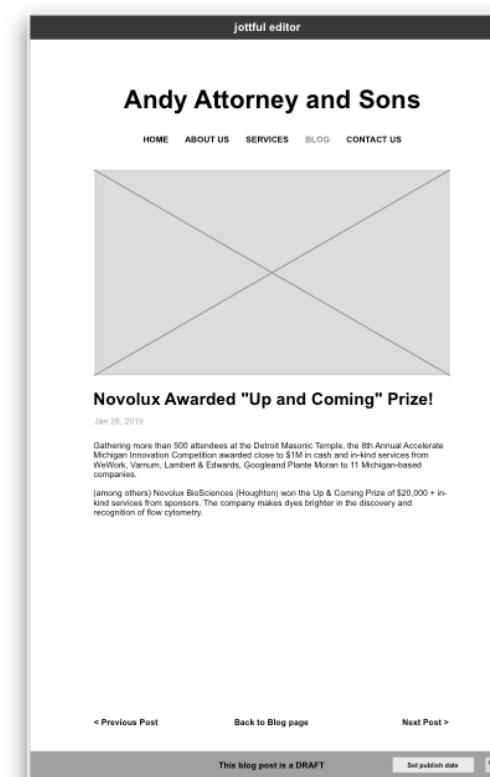
#### Cons

- Less discoverable, since there's no other page-specific toolbar functionality

### Option 3: Publish header



### Option 4: Publish footer



#### Pros

- Clear denoting of post status

#### Cons

- Feels cumbersome on the page

#### Pros

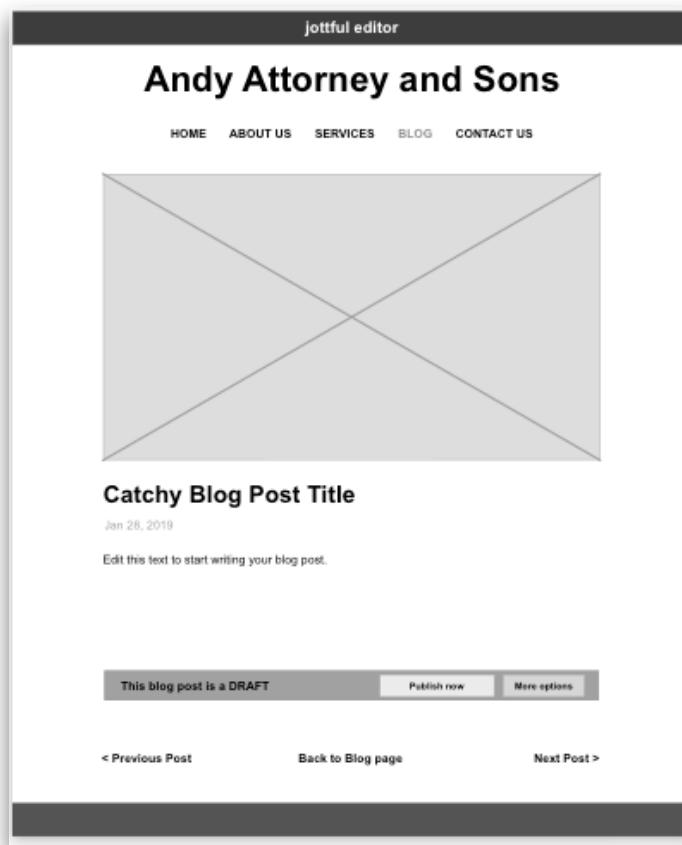
- Calls attention to blog-specific functionality

#### Cons

- More discreet and less disruptive location

### Winner

**Option 4: the sticky footer!** The sticky footer was the least obtrusive of the designs, but was still discoverable and gave people the option to publish where they naturally would want to: at the end of their post.



### Reflections

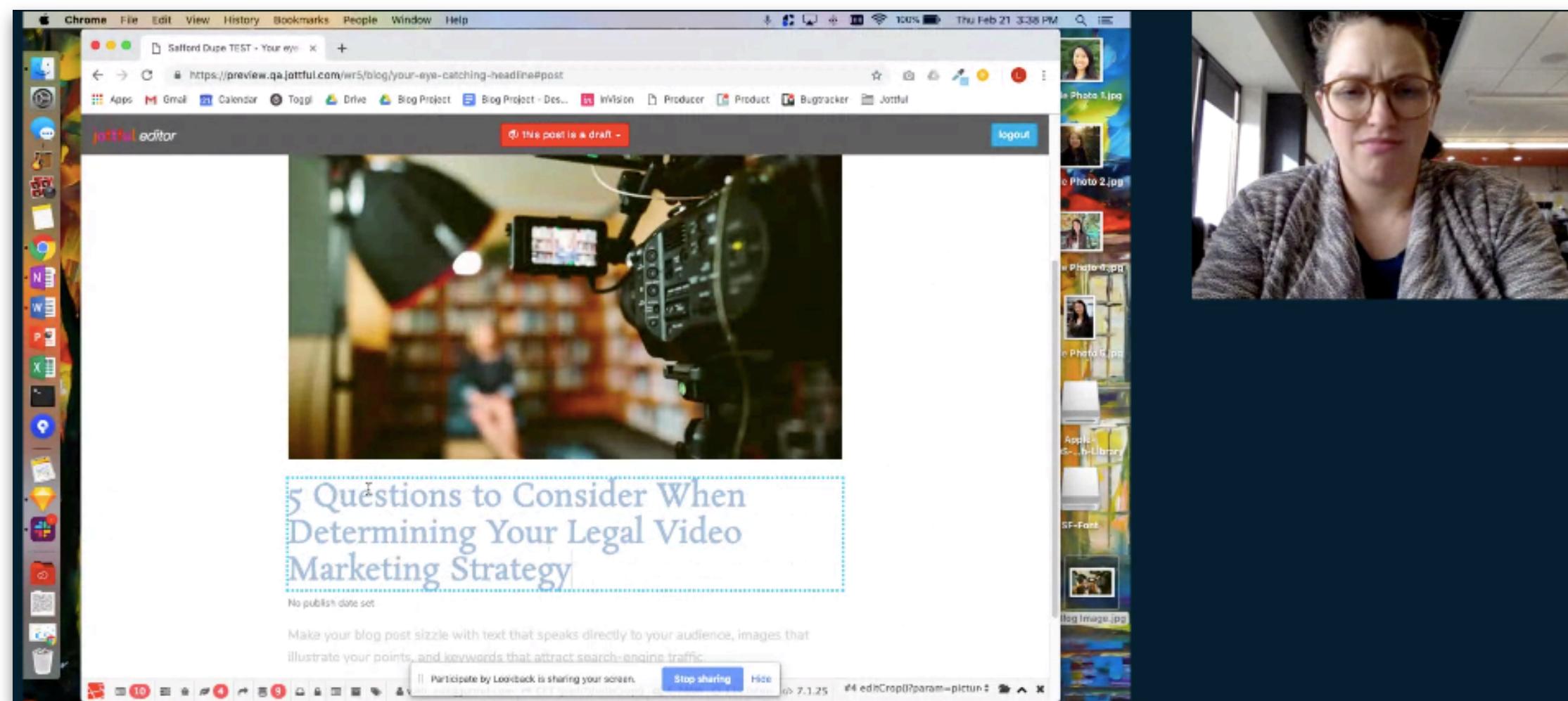
- At first I prioritized not taking up any more screen real estate, but found it to be less discoverable. I learned that **adding a bulkier UI may be necessary** to increase the discoverability of a key part of the workflow.
- There was debate over whether we should minimize clicks (by defaulting the user to a calendar on publish) or minimize UI bulk (by giving people a publish now or publish later button). I learned that **the age-old rule of minimizing clicks may be overruled** if the alternative is adding unnecessary cognitive strain.

## Phase 3: Validate

### Usability Testing

The developer took my wireframes and programmed his the feature flows (adding his own UI). With his product prototypes, I conducted a series of usability tests to get feedback on the entire blog flow: adding a new post, editing and formatting it, and setting it to publish. I used Lookback to record

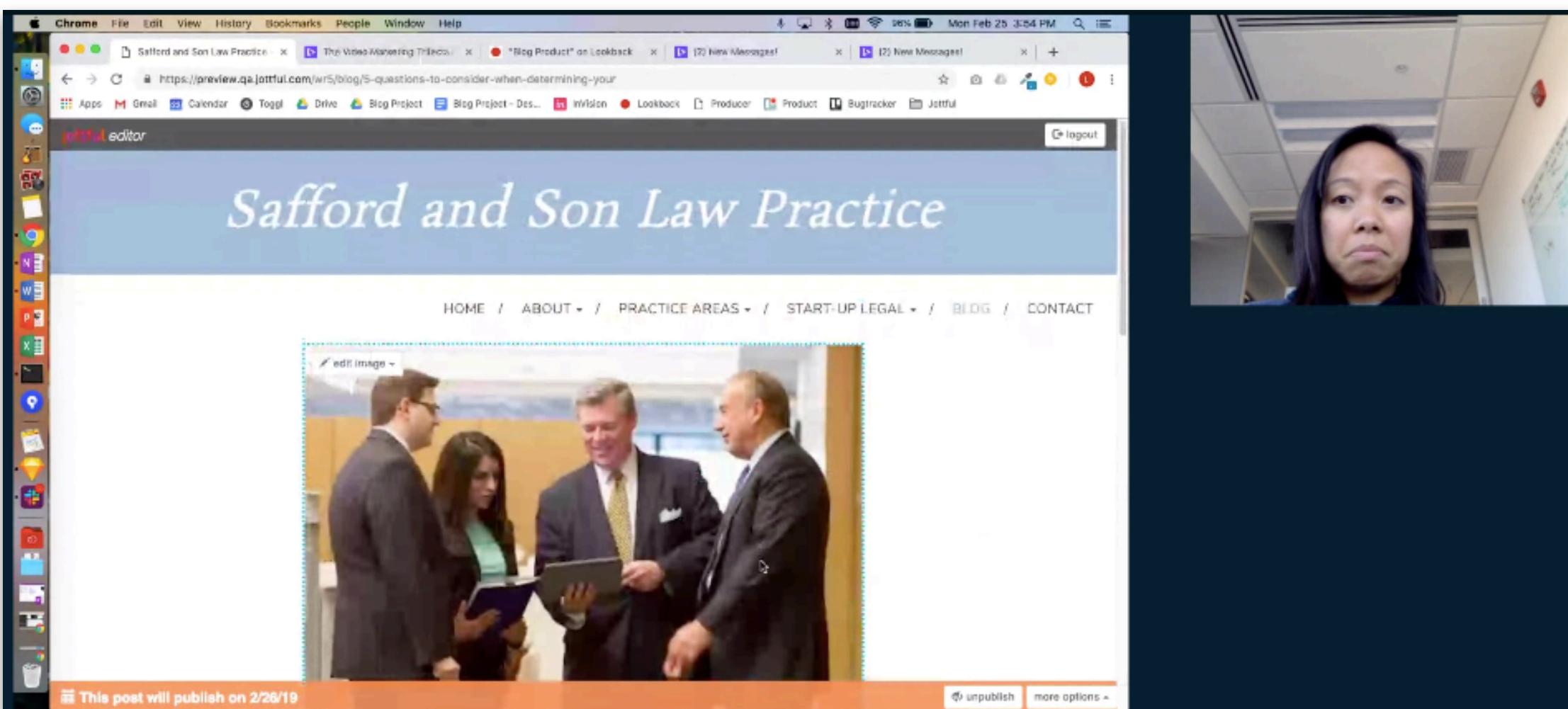
#### Test Session with Katie



Based off this test session, we made the following adjustments to the product:

1. **Add a user-facing signal that their work is being saved.** She was really anxious that the content that she had input wasn't saving. Even though we know on the back-end that we're saving every minute, we may want some front-end signal that indeed their work is being saved.
2. **Make the publish button more obvious** on the page, wherever in the scroll you are. She was quite confused about how to publish. She initially wanted to set the publish date when she saw the placeholder underneath the heading, and then once she was actually ready to publish, she clicked "Next >" which took her to the next blog post. In the end she did not ever find the proper way to publish. My recommendation is to put the publish button somewhere on the site that is sticky on the page. But I'm open to more suggestions for implementation.

## Test Session with Ann



Based off this test session, we made the following adjustments to the product:

- 1. Adjust the default text so it's clear that it's text that will go away when a user types, rather than something buggy on the page.**
- 2. Make the save indicator more obvious.** Although the site was saving her progress, the indicator flashed only once per minute and there was no save button, so she wondered and hoped out loud that the page saved when she navigated away from it.
- 3. Remove confusing fields like “Title” while adding a hyperlink to minimize cognitive load when writing the post.**

## Final Design

The following pages show the final wireframes sent to production.

### Adding and editing a new blog post

Three wireframes illustrating the 'Create new post' process for a blog post. Each wireframe shows a different stage of the form:

- Wireframe 1:** Shows a placeholder image with a large 'X' and the text 'New Special Report: A Look Ahead at Federal Regulation' with the date 'Jan 28, 2019'. Below it is another placeholder image with a large 'X' and the text 'Husch Blackwell Must Face Claims It Aided Client's Fraud' with the date 'Jan 28, 2019'. At the bottom is a dark footer bar with navigation links.
- Wireframe 2:** Shows a placeholder image with a large 'X' and the text 'Catchy Blog Post Title'. Below it is a text input field with the placeholder 'Edit this text to start writing your blog post.' At the bottom is a dark footer bar with navigation links.
- Wireframe 3:** Shows a placeholder image with a large 'X' and the text 'Novolux Awarded "Up and Coming" Prize!'. Below it is a detailed description of the prize, mentioning the Accelerate Michigan Innovation Competition and Novolux BioSciences. At the bottom is a dark footer bar with navigation links.

In all three wireframes, there is a dark header bar with the 'jottful editor' logo and the law firm's name 'Andy Attorney and Sons'. The footer bar includes links for HOME, ABOUT US, SERVICES, BLOG, and CONTACT US, along with buttons for 'Create new post', 'Publish now', and 'More options'.

**jottful editor**

# Andy Attorney and Sons

HOME ABOUT US SERVICES BLOG CONTACT US



Crop Replace

## How to avoid landlord-tenant disputes

You've signed a lease with your new tenant. You can breathe a sigh of relief! You'll have monthly cash flow coming in. But you may be all too familiar with the horror stories. The tenant that started out great but became a nightmare.

The landlord-tenant relationship has a strained reputation. Believe it or not, it doesn't have to be that way. Tenants and landlords can have excellent business relationships for years.

How? You might ask. By avoiding disputes.



Crop Replace Delete

Add more text here

This blog post is a DRAFT Publish now More options

< Previous Post Back to Blog page Next Post >

**jottful editor**

# Andy Attorney and Sons

HOME ABOUT US SERVICES BLOG CONTACT US



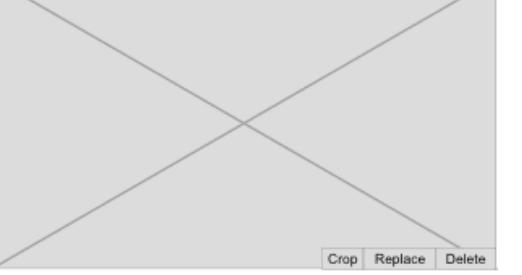
Crop Replace

## How to avoid landlord-tenant disputes

You've signed a lease with your new tenant. You can breathe a sigh of relief! You'll have monthly cash flow coming in. But you may be all too familiar with the horror stories. The tenant that started out great but became a nightmare.

The landlord-tenant relationship has a strained reputation. Believe it or not, it doesn't have to be that way. Tenants and landlords can have excellent business relationships for years.

How? You might ask. By avoiding disputes.



Crop Replace Delete

+ Subtitle + Image

This blog post is a DRAFT Publish now More options

< Previous Post Back to Blog page Next Post >

**jottful editor**

# Andy Attorney and Sons

HOME ABOUT US SERVICES BLOG CONTACT US



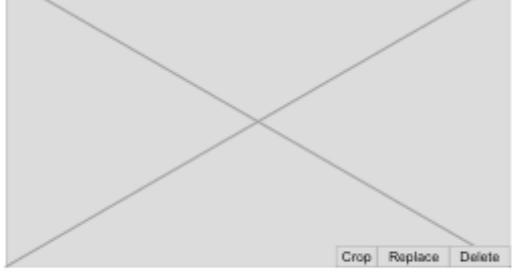
Crop Replace

## How to avoid landlord-tenant disputes

You've signed a lease with your new tenant. You can breathe a sigh of relief! You'll have monthly cash flow coming in. But you may be all too familiar with the horror stories. The tenant that started out great but became a nightmare.

The landlord-tenant relationship has a strained reputation. Believe it or not, it doesn't have to be that way. Tenants and landlords can have excellent business relationships for years.

How? You might ask. By avoiding disputes.



Crop Replace Delete

**Set clear expectations upfront**

You need to establish clear expectations on the front end. A rock-solid lease is the best tool for the job. If something does happen, it tells the court that you both agreed to the terms in writing.

But at that legal jargon can make a person's head spin. It's important to go over the lease with your new tenant. This way you can answer any questions they have before you both sign the lease.

Want to take this a step further? Create a handbook for your tenant. It should include important information using language that is easy to understand.

Answers to frequently asked questions.  
Where to pay rent and what forms of payment you accept.  
How to submit a maintenance request.  
Landlord's hours of operation and contact information.  
If applicable, community amenity rules.  
Requirements of the tenant like changing the air filter.  
Making a handbook does not automatically protect you from every dispute. Sometimes, despite your best efforts, conflicts happen.

But it can prevent an avoidable misunderstanding from bubbling to the surface.

This blog post is a DRAFT Publish now More options

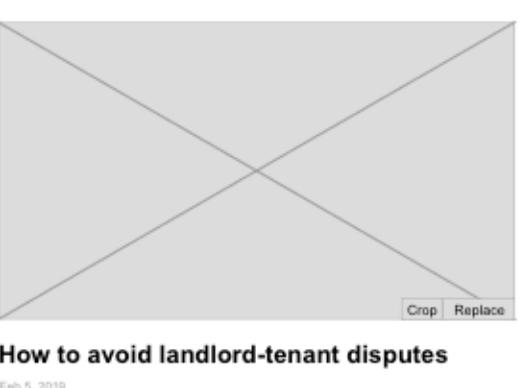
< Previous Post Back to Blog page Next Post >

## Publishing a blog post

**jottful editor**

# Andy Attorney and Sons

HOME ABOUT US SERVICES BLOG CONTACT US



Crop Replace

## How to avoid landlord-tenant disputes

Feb 5, 2019

You've signed a lease with your new tenant. You can breathe a sigh of relief! You'll have monthly cash flow coming in. But you may be all too familiar with the horror stories. The tenant that started out great but became a nightmare.

The landlord-tenant relationship has a strained reputation. Believe it or not, it doesn't have to be that way. Tenants and landlords can have excellent business relationships for years.

How? You might ask. By avoiding disputes.



Crop Replace Delete

## Set clear expectations upfront

You need to establish clear expectations on the front end. A rock-solid lease is the best tool for the job. If something does happen, it tells the court that you both agreed to the terms in writing.

But at that legal jargon can make a person's head spin. It's important to go over the lease with your new tenant. This way you can answer any questions they have before you both sign the lease.

Want to take this a step further? Create a handbook for your tenant. It should include important information using language that is easy to understand.

Answers to frequently asked questions.  
Where to pay rent and what forms of payment you accept.  
How to submit a maintenance request.  
Landlord's hours of operation and contact information.  
If applicable, community amenity rules.  
Requirements of the tenant like changing the air filter.  
Making a handbook does not automatically protect you from every dispute. Sometimes, despite your best efforts, conflicts happen.

But it can prevent an avoidable misunderstanding from bubbling to the surface.

This blog post is PUBLISHED Unpublish More options

< Previous Post Back to Blog page Next Post >

**jottful editor**

# Andy Attorney and Sons

HOME ABOUT US SERVICES BLOG CONTACT US



Crop Replace

## How to avoid landlord-tenant disputes

This blog post is a DRAFT Publish now More options

< Previous Post Back to Blog page Next Post >

**jottful editor**

# Andy Attorney and Sons

HOME ABOUT US SERVICES BLOG CONTACT US



Crop Replace

## How to avoid landlord-tenant disputes

You've signed a lease with your new tenant. You can breathe a sigh of relief! You'll have monthly cash flow coming in. But you may be all too familiar with the horror stories. The tenant that started out great but became a nightmare.

The landlord-tenant relationship has a strained reputation. Believe it or not, it doesn't have to be that way. Tenants and landlords can have excellent business relationships for years.

How? You might ask. By avoiding disputes.



Crop Replace Delete

**Set clear expectations upfront**

You need to establish clear expectations on the front end. A rock-solid lease is the best tool for the job. If something does happen, it tells the court that you both agreed to the terms in writing.

But at that legal jargon can make a person's head spin. It's important to go over the lease with your new tenant. This way you can answer any questions they have before you both sign the lease.

Want to take this a step further? Create a handbook for your tenant. It should include important information using language that is easy to understand.

Answers to frequently asked questions.  
Where to pay rent and what forms of payment you accept.  
How to submit a maintenance request.  
Landlord's hours of operation and contact information.  
If applicable, community amenity rules.  
Requirements of the tenant like changing the air filter.  
Making a handbook does not automatically protect you from every dispute. Sometimes, despite your best efforts, conflicts happen.

But it can prevent an avoidable misunderstanding from bubbling to the surface.

This blog post is a DRAFT Publish now More options

< Previous Post Back to Blog page Next Post >

The image displays three wireframe prototypes of a blog editor interface for 'Andy Attorney and Sons'. Each prototype shows a different stage of the publishing process:

- Prototype 1 (Left):** Shows a placeholder image with crop and replace options. Below it is a post titled 'How to avoid landlord-tenant disputes' with a small preview image and crop/replace/delete buttons.
- Prototype 2 (Middle):** Shows a placeholder image with crop and replace options. Below it is a post titled 'How to avoid landlord-tenant disputes' with a larger preview image and crop/replace/delete buttons.
- Prototype 3 (Right):** Shows a placeholder image with crop and replace options. Below it is a post titled 'How to avoid landlord-tenant disputes' with a large preview image and crop/replace/delete buttons. This prototype also includes a 'Create new post' button and a scheduled publish date of '2/15/19'.

## Open questions and future work

Although the blog product has shipped, there are open questions we will continue to test and future work that will come from user feedback. The most pressing things to address include:

- Complete a UI overhaul in the editor to make the look and feel more uniform and predictable
- Design different autosave indicators that make the autosave more obvious and reduce anxiety for users as they edit the site
- Re-examine image editing functionality to make the process easier and streamlined
- Revisit the lower-priority user stories with users to see what improvements and additions can be made