

From: chiahui@ati.com

To: john@apartments.com

Subject: Apartments.com Website Revamp

Dear John

Warm greetings for the day. As we have discussed in our last meeting, my team will be revamping the website to enhance its usability and design.

After careful deliberation, we propose 3 key changes to Apartments.com. Based on previous revamps, the proposed changes would increase Time Spent on Site by 21% and Value per Visit by 34%.

Change #1: Consistent Theme

In our research, we have identified 6 pages on the website that uses color theme that is different from the rest of the pages. It is industry best practice to have a consistent theme throughout a website. As such, our UI designers have redesigned the pages and they are attached in this email, in the file Redesigned_UI.zip.

Change #2: Quick Rent Button

Through extensive user studies, we were able to distill that 55% of users on Apartments.com are looking for a quick way to rent an apartment. We propose adding a Quick Rent Button that allows a user to instantaneously rent a selected apartment and proceed to payment. More details of the function can be found in the Button_design.docx.

Change #3: Robo Assistant

Another major finding from the user studies was that 61% of users have queries about how the website works. Adding a robo assistant on the website will improve the usability of the website by answering user queries in a timely and efficient manner. More details on the robo assistant can be found in the robo_assistant.docx.

As Apartments.com is rapidly growing to reach the heights of other tech giants like Airbnb and Expedia, the aim of the change is to allow Apartments.com to have a brand that matches its growing user base.

I would like to get your input on the changes proposed. Will you be available at 2pm on Wednesday, 3rd April 2019 for us to discuss the proposed changes?

Do reach out to me if you have any questions about the proposed changes.

Best Regards

Chia Hui Mah

Web Project Manager | ATI

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