From: chiahui@ati.com

To: john@apartments.com

Subject: Apartments.com Website Revamp

Dear John

Warm greetings for the day. As per our last meeting, the design team has developed several ideas to address your website's usability and design aesthetic.

Our research indicates that by making just a few changes, we would be able to increase time spent on the site by 21% and value per visit by 34%.

Change #1: Consistent Theme

Our research has identified 6 pages on the website that uses a color theme that is different from the rest of the pages. It is industry best practice to have a consistent theme throughout a website. An inconsistent theme could confuse users, leaving them frustrated. 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'm looking forward to hearing your input on the changes proposed.

Best Regards

Chia Hui Mah

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