A responsive website for finding apartments

Mokutmfon Okon

Project overview

The product:

This is a responsive website for tourists, entertainers or busy personnel to find accommodation on the go

Project duration:

1 month

24th April, 2022 - 23th May, 2022

Project overview

The problem:

People who travel to new places a lot often go through a hassle finding quality apartments, this project aims to ease this problem by making it easier to secure excellent accommodation at the tap of a button.

The goal:

Affordable accommodation at the tap of a button

Google

Project overview

My role:

UI designer

Responsibilities:

User research, Wireframing, Lo-fi prototyping, Hi-fi prototyping, Conducting unmoderated Usability testing.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

Google

User research: summary

I conducted a user research, a usability study for the lo-fi prototypes and a competitive audit at various levels of the design process. Going into the research phase is always a big deal for me but I had to push through. I got to empathize with users and getting feedback after conducting a usability study on my hi-fi prototype I had to make a lots of changes. Ideas can come from anyone this is what I learnt.

User research: pain points

1

Single Flow

Having a simplified single flow helps users navigate the website effectively

2

Booking and confirmation on the same page

Optimizing the payment process is very important in the design process

3

Multiple verifications processes

Multiple verification processes is important to avoid bots

4

consistent fonts

Avoiding inconsistencies using suitable typography is important

Google

Persona: **Jill Pang**

Problem statement:

Jill Pang is a hobbyist

travel blogger

who needs to find an

affordable apartment for

a few days

because needs a place to

stay in a new city.

Jill Pang

Age: 31
Education: Some college
Hometown: Hanoi, Vietnam
Family: single
Occupation: Nurse/Travel blogger

"There's beauty in culture "

Goals
- To experience different cultures of the world
- To enjoy great food at various locations with affordable pricing
- To find easier ways to navigate through busier cities to find excellent accomodations

Frustrations
- "I can't find an easier way to book affordable apartments"
- "Navigating through the city is really tough for me I get lost sometimes'"

Jill is an experienced nurse who's on vacation. She recently started her travel blog where she talks about the different food cuisines she enjoys at various popular spots. She's on a budget and she would love to have a good time. She would also like to find way to easily navigate her current location to find excellent apartments.
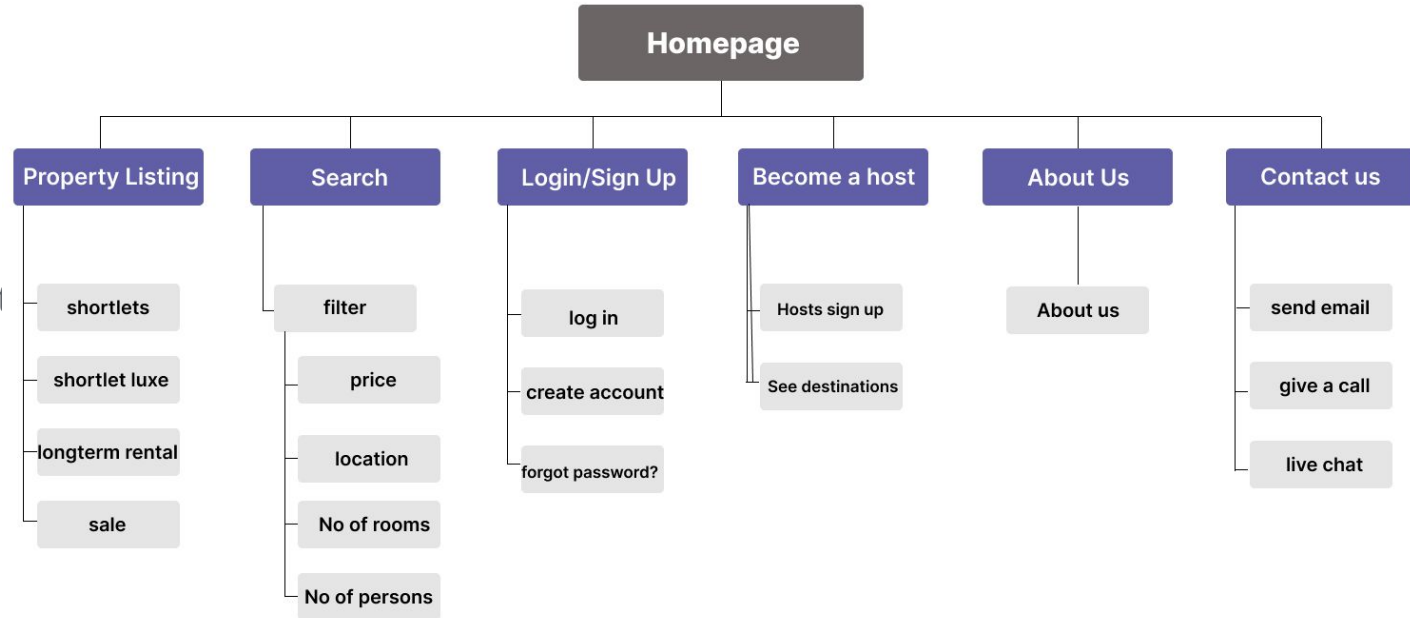
Google

User journey map

Persona: Jill Pang

Goal: rent an affordable apartment

ACTION	Call to book	Get to hotel	Review room and make payments	Check in	Check out
TASK LIST	Tasks A. Get cell and place call B. relay desired time of arrival	Tasks A. get to hotel B. Sit and wait at table	Tasks A. Get to hotel front B. Double Check order for accuracy C. Initiate payment	Tasks A. check in B. Get drinks C. Enjoy scenery	Tasks A. Pick up meal B. Sit eat or leave C. Initiate payment
FEELING ADJECTIVE	Worried about hotel being at full capacity	Anxious about not reaching desired destination on time	Confused with having to choose from lots of options	Worried about having to wait for longer periods Relaxed and enjoying the view	Relieved

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
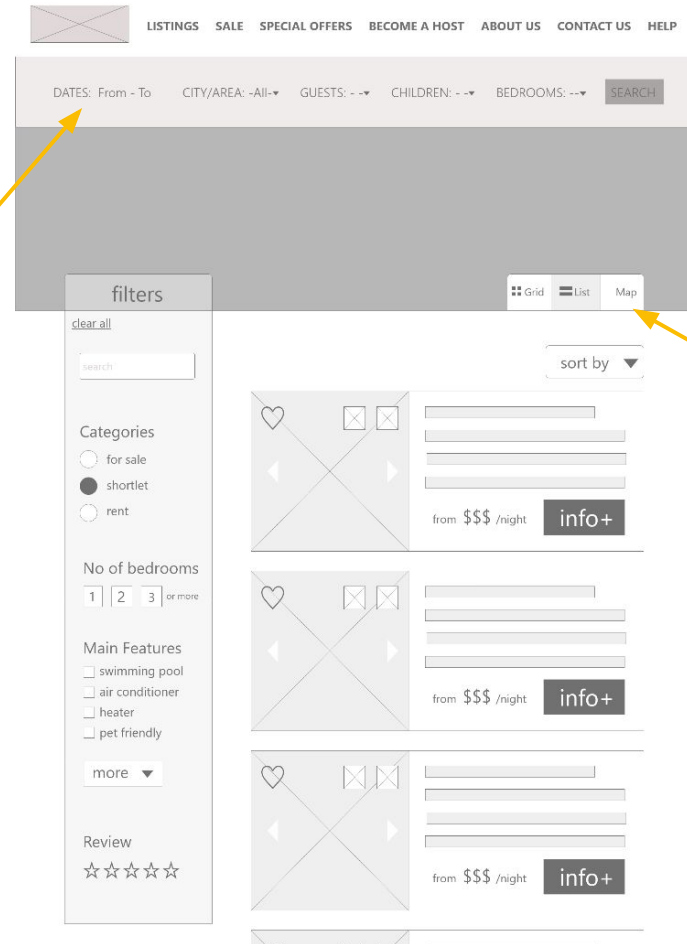- Low-fidelity prototype
- Usability studies

Google

Sitemap

Easier navigation for the user is of utmost important that is why the site sorted effectively

Homepage

Property Listing
- shortlets
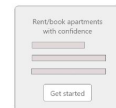- shortlet luxe
- longterm rental
- sale

Search
- filter
- price
- location
- No of rooms
- No of persons

Login/Sign Up
- log in
- create account
- forgot password?

Become a host
- Hosts sign up
- See destinations

About Us
- About us

Contact us
- send email
- give a call
- live chat

Digital wireframes

A search bar spanning the top of the website under the nav bar for easier navigation thereby bringing the user to complete the end goal
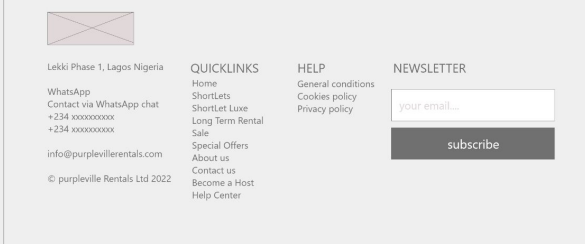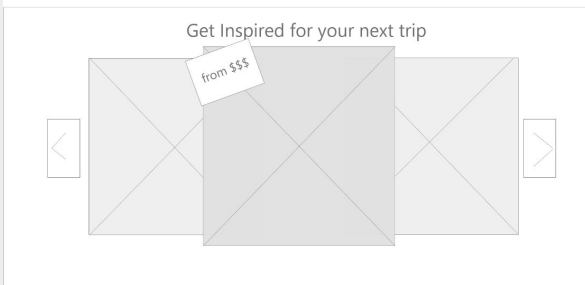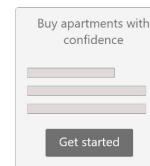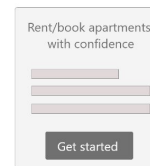
For easier movement through the page different views of the search result is provided

LISTINGS   SALE   SPECIAL OFFERS   BECOME A HOST   ABOUT US   CONTACT US   HELP

DATES: From - To   CITY/AREA: -All-▾   GUESTS: - -▾   CHILDREN: - -▾   BEDROOMS: --▾   SEARCH

filters

clear all

search

Categories
○ for sale
● shortlet
○ rent

No of bedrooms
1 2 3 or more

Main Features
☐ swimming pool
☐ air conditioner
☐ heater
☐ pet friendly

more ▾

Review
☆☆☆☆☆

Grid   List   Map

sort by ▾

from $$$ /night   info+

from $$$ /night   info+

from $$$ /night   info+

Google

Digital wireframe screen size variation(s)
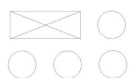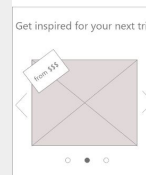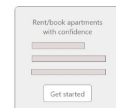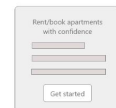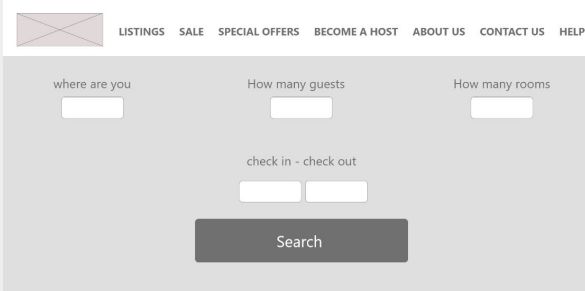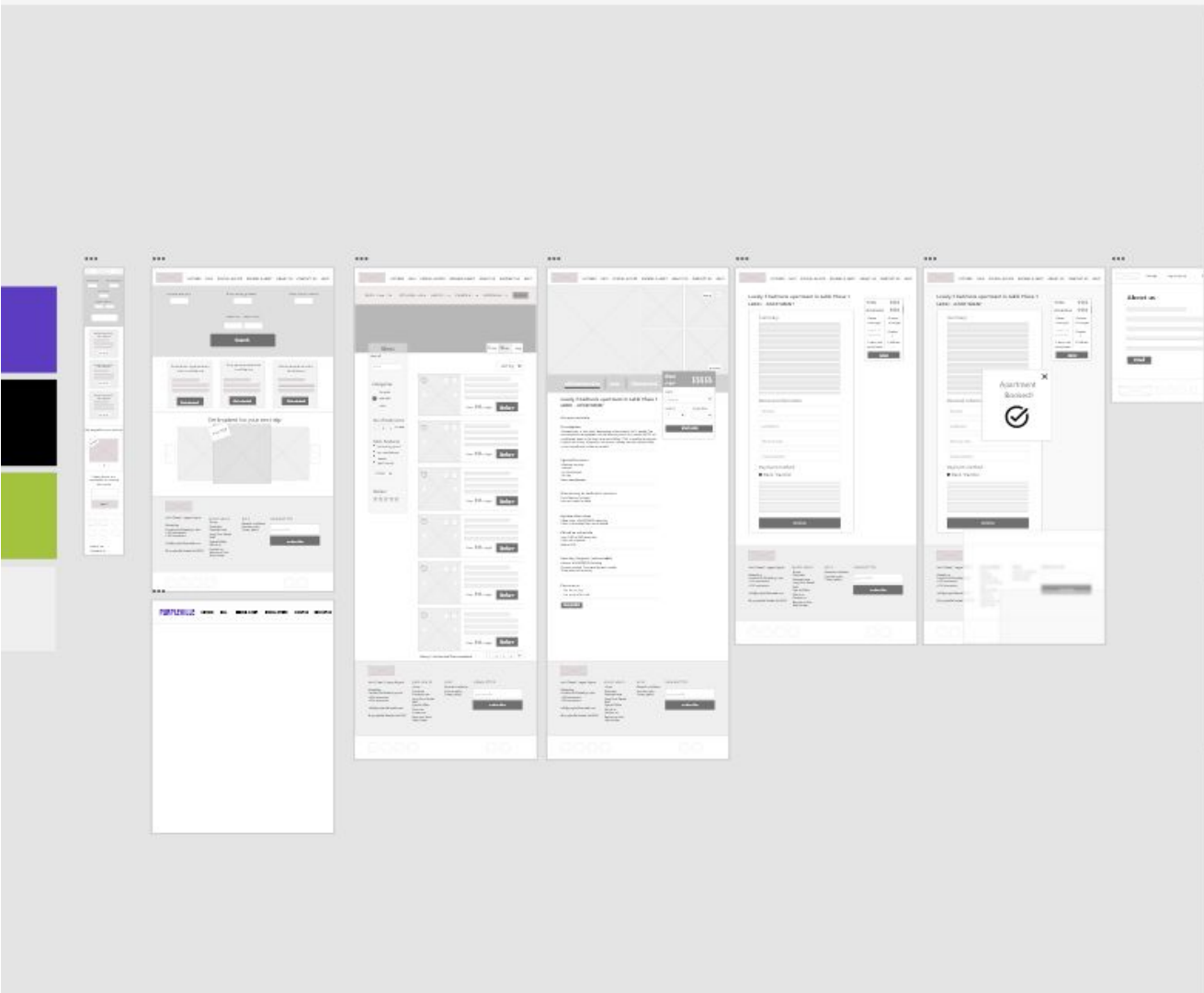
Low-fidelity prototype

Link to low-fidelity prototypes of different screen variations below

[Click me](#)

Usability study: parameters

Study type:

Unmoderated usability study

Location:

Nigeria, remote

Participants:

5 participants

Length:

20-30 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Checkout process isn't optimized efficiently

2

Finding

There's no way to effectively make enquiries about the host

3

Finding

Slow booking processes

Google

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

Mockups

Description
The apartment in Lekki has 3 bedrooms and has capacity for
accommodation is equipped with the following items: iron, i
conditioned, open-air parking the same building, 2 TVs, tv sa
English).the kitchen, refrigerator, microwave, washing machin
kitchen utensils and kettle are provided.

BOOK NOW

Special features
-Washing Machine
-Internet
-Air-Conditioned
-Parking
Show more features

Mandatory or included services
Final Cleaning: Included
Internet Access: Included

Optional services
Video shoot: NGN50,000.00 /booking
Check-in schedule/Check-out schedule

Check-in schedule
from 15:00 to 18:00 every day
Check-out schedule
Before 12:00

Security Deposit (refundable)
Amount: NGN50,000.00 /booking
Payment method: To be paid by bank transfer
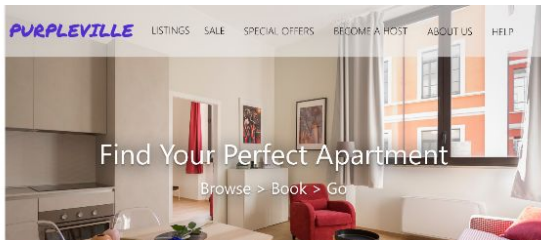To be paid when booking.

Comments
- No smoking
- No pets allowed

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Internet Access: Included

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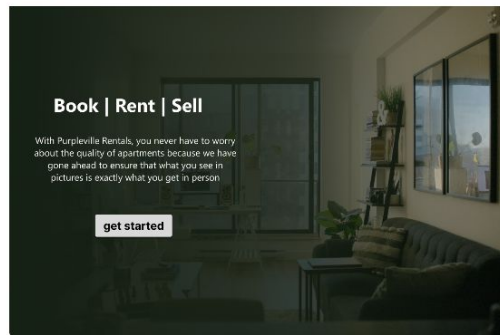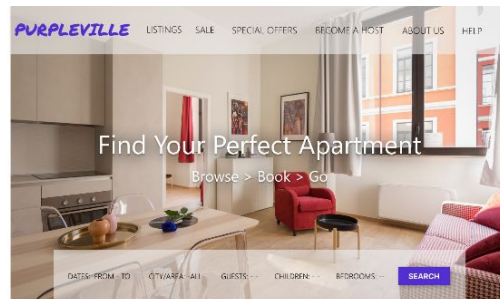- No pets allowed

Enquiries

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Mockups

After an unmoderated usability study on my hi-fi prototype users complained of not having a means to quickly run a search for an apartment. After the test I solved this by drawing up a dedicated search bar atop all web pages
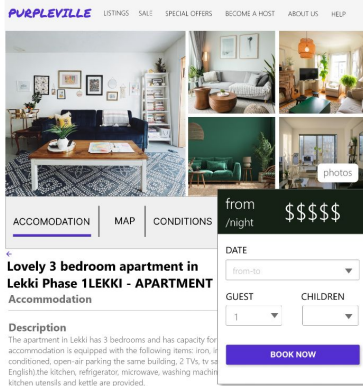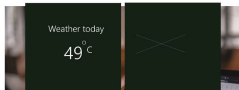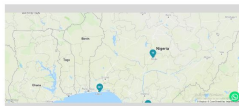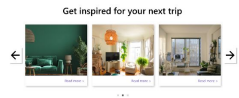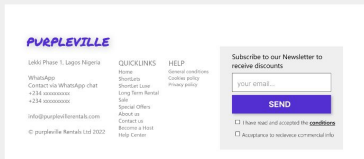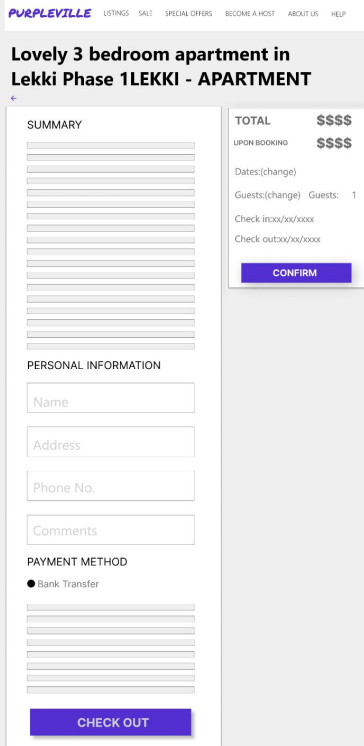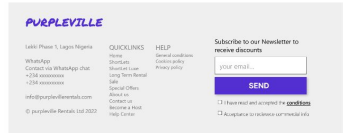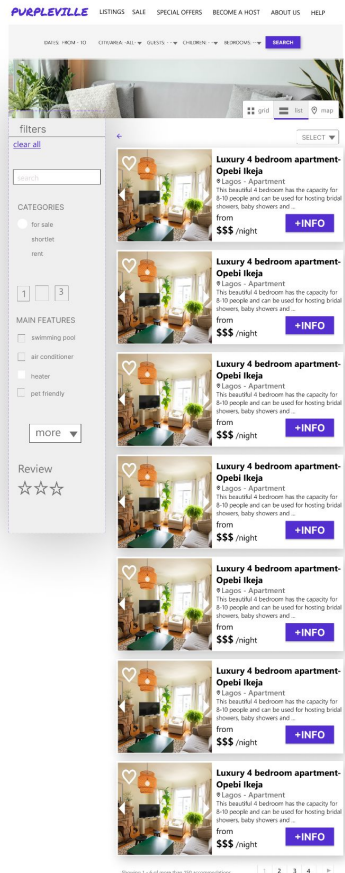
After usability study

Before usability study

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Mockups: Original screen size

Mockups: Screen size variatio
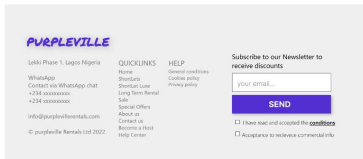
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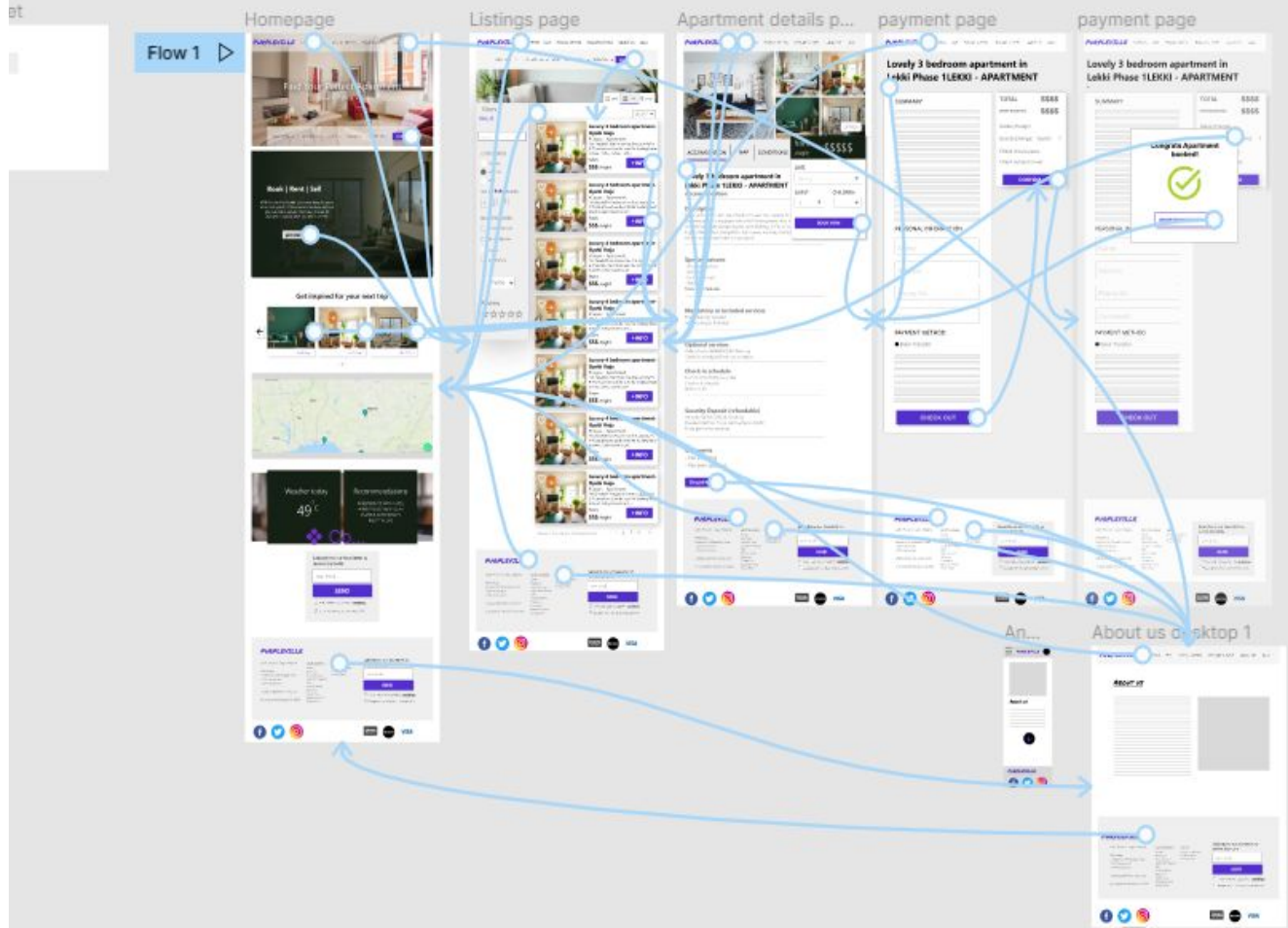
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click me

Accessibility considerations

1

Used the webAIM color contrast calculator for better readability

2

Followed guidelines suggested by web accessibility initiative by using heiracies on texts

3

Adequate use of negatives spacing was considered

Google

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Although this was a project for google ux course I'm really excited because I can see the impact of this project in the real world as i'm currently partnering with a developer to bring this to life

What I learned:

The design thinking process is iterative

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Next steps

1

Exporting assets to a developer for development

2

Improving the accessibility for the designs

3

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Let's connect!

Let's connect

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Twitter -   mallovelli
Email -   mokut.okon4@gmail.com
Website -   www.mallovelli.live
Phone lines - +2348082481316
Github -   mallovelli

Google