



AR Estate

Finding your house through a new vision...

Designed for 2 Devices

ABOUT

The AR Estate focuses on taking out the third party involvement and providing an online mean to fulfill needs of both users and to make renting and leasing process much easier. The AR-Estate provides users with several options like Virtual tour, Augmented Reality tour, Appointment scheduling, Online lease signing, and much more...



PROBLEMS

Expensive brokerage
Less / No Transparency
Documentation
Time taking process

NEEDS

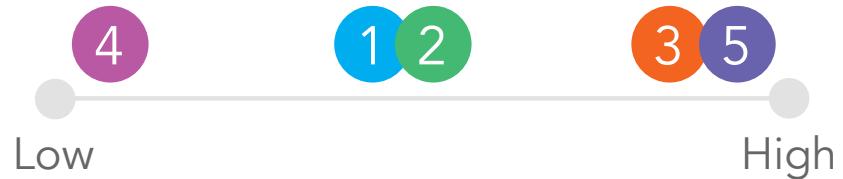
No 3rd parties
Cheaper solution
Easy documentation
Quick & efficient

SOLUTION

Time scheduling
Online documentation
Virtual 360° tour
On the go AR feature

Behavior Map based on 5 Tenants Interviews

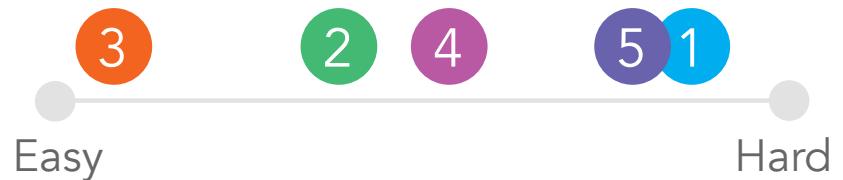
Brokrage Fees



Trust / Transparency



House finding process



Common Insights

This exercise helped me to plot the common expectations of interviewed people.

- The Brokrage fees people are paying in Boston is around 1 month's rent.
- The people were not able to trust brokers and sometimes they don't get what they were expecting.
- The process is tedious according to people even after there are so many online website and estate agencies.

Tenant's Persona

John Wick



Age: 22

Gender: Male

Occupation: Student

Location: Boston, MA

Bio:

John has moved to Boston from California a year ago for pursuing his masters at NEU. As he didn't renew his current apartment's lease, he is now looking for a new apartment.

Traits:

Don't want
to pay high
brokage fee

Want
Quick & easy
process

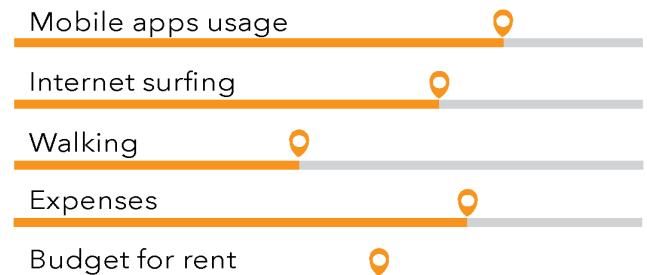
Problems:

- Paying high brokerage fees.
- Not getting what they were told.
- Brokers are pushy and there is a lack of transparency.
- Often has to rely on pictures of apartment and map location.

Goals:

- Getting better online experience.
- Avoiding brokers and brokerage fees.
- Having transparency regarding apartment problems and fixes, and transactions.

Activities:



Knowledge:

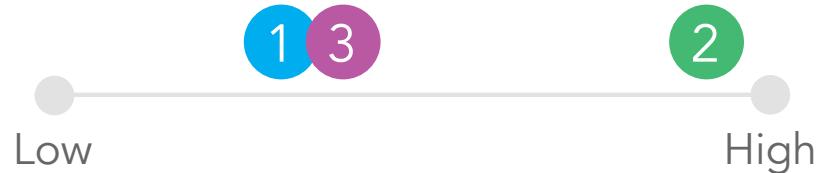


Technology Use: (Devices, apps, and websites)

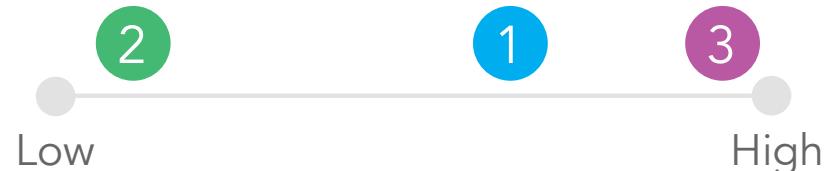


Behavior Map based on 3 Owners Interviews

Online usage for renting



Brokers & Maintenance fee



Process



Common Insights

This exercise helped me to plot the common expectations of interviewed people.

- There are 1/3 renters who were completely relying on online website to find tenants to save brokerage fees.
- The people who opted for brokers to rent out apartment had to pay a lot of Brokerage fee. In different states, either the tenant or renter had to pay the fee.
- The process is easier for the renters opted for agencies since they don't have to show the places and take care of tenant screening and documentation.

Renter's Persona

Lisa Burke



Age: 48

Gender: Female

Occupation: Staff recruiter

Location: Boston, MA

Bio:

Lisa works in Providence and has an apartment in Boston, which she usually rents out through brokers as she can't be always there in town to show around apartment to visitors and for documentation.

Traits:

Don't want
to pay high
brokage fee

Want
get tenants in a
easier way

Problems:

- Paying high brokage fees.
- Even after that, had to pay extra monthly fees for maintainance.
- Brokers are pushy and there is a lack of transparency.
- Lease signing and documentation.

Goals:

- Getting better online experience.
- Avoiding brokers and brokage fees.
- Getting filtered & potential visitors.
- Easy service for remotely managing lease and other documentation.

Facts & preferences:



Knowledge:



Technology Use: (Devices, apps, and websites)



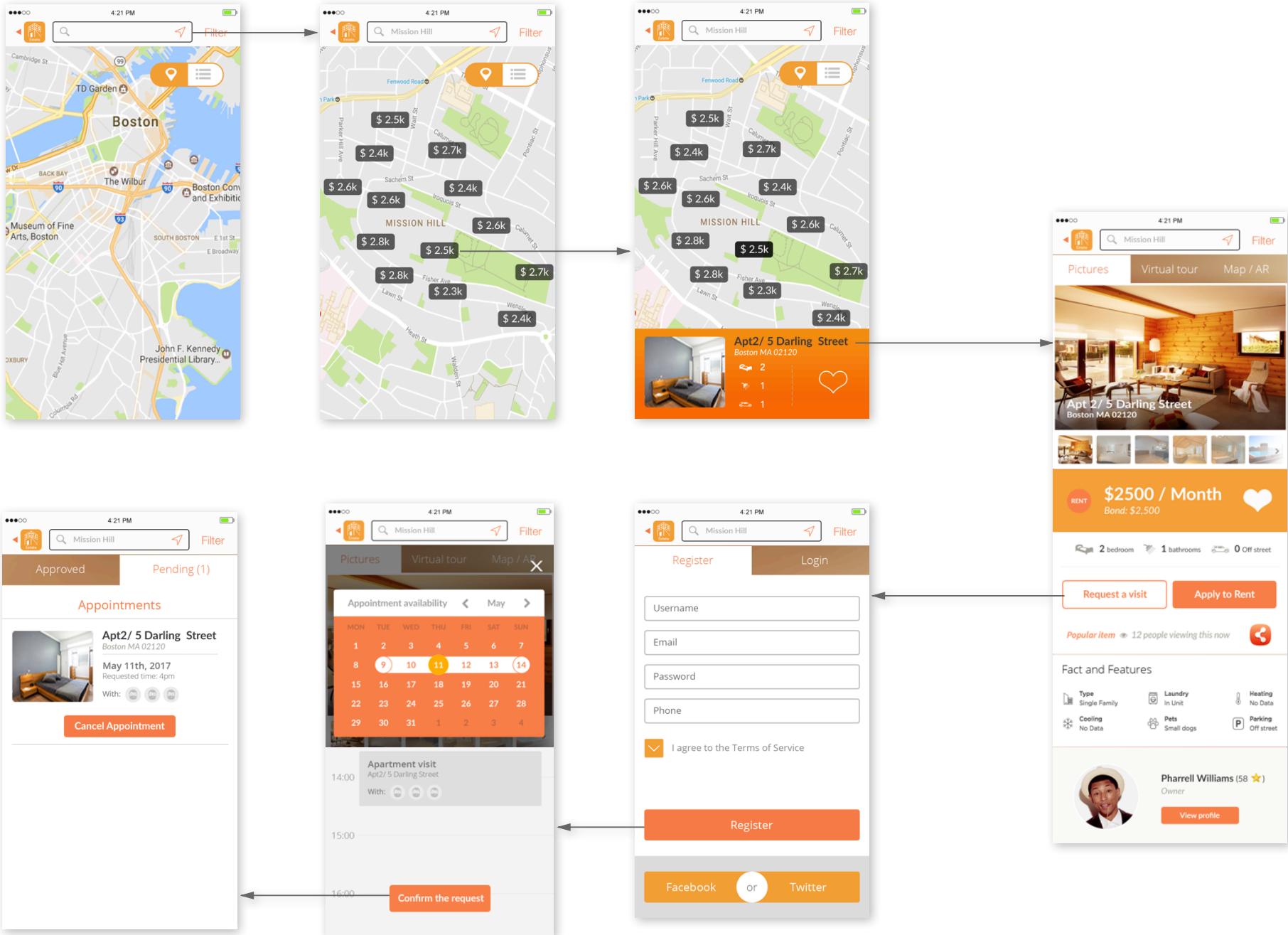
Design & User Flows

The image displays the AR Estate platform, featuring a mobile application and a web interface.

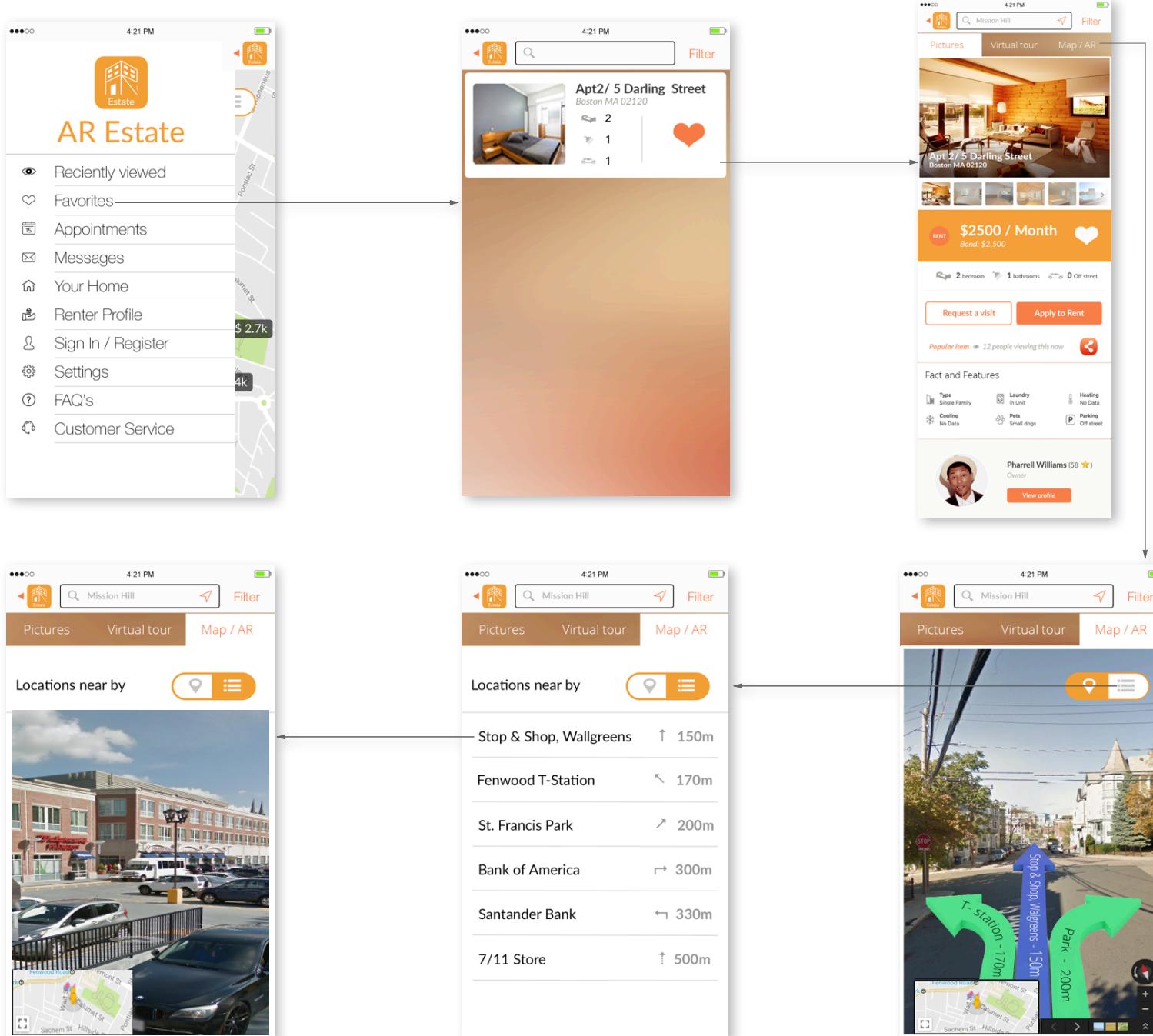
Mobile Application (Left): Shows a map of Mission Hill, Boston, with price markers indicating rental prices for various properties. A callout box highlights "Apt2/ 5 Darling Street" at \$2,500/mo, with details: 2 beds, 1 bath, 950 sqft. The application interface includes a search bar for "Mission Hill", a filter button, and a location icon.

Web Interface (Right): Shows a map of the same area with price overlays. A specific listing for "Apt 10/ 3 Darling Street" is highlighted with a callout: "2bd, 1ba" and "950 sqft". The listing details are: \$2,500/mo, Boston MA 02120, 2 beds, 1 bath, 950 sqft. The interface includes a header with "AR Estate", navigation links (Home, Rent, List a rental, Blog, Contact us, Login), and a search bar. It also features filters for Price (2.4k - 2.8k), Beds (2 Beds), House Type, More, and Saved (0).

Step 1: View apartments and scheduling appointment...



Step 2: AR feature to explore neighborhood...



Step 3: Signing lease upon meeting with owner's agreement...

AR Estate

Mission Hill | Price: 2.4k - 2.8k | 2 Beds | House Type | More | Saved (0)

Filtered properties for Rent

- Apt 10/3 Darling Street \$2,500/mo
- Apt 5/11 Parker Street \$2,400/mo
- 11 Sachem Street Boston MA 02120 \$2,550/mo
- Apt 9/30 Inquier Street Boston MA 02120 \$2,750/mo
- 30 Calumet Street Boston MA 02120 \$2,500/mo
- Apt 2/5 Darling Street Boston MA 02120 \$2,500/mo

AR Estate

Mission Hill | Price: 2.4k - 2.8k | 2 Beds | House Type | More | Saved (0)

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AR Estate

Home | Rent | List a rental | Blog | Contact us | My account

Massachusetts Residential Lease Agreement | Print | Email | Download

STANDARD LEASE AGREEMENT

This Agreement executed on June 16th 2017 by and between:

The individual known as Lisa Burke of 5 Wait Street, Providence, Rhode Island, 02912, the Tenant(s) may also use the address for any notice, hereinafter known as the "Landlord".

AND

Two (2) individual(s) known as:

Tenant John Wick
Tenant Max Nodal

hereinafter known as the "Tenant(s)" agree to the following:

OCCUPANT(S): The Premises is to be occupied strictly as a residential dwelling with the following Occupant to reside on the Premises in addition to the Tenant(s) mentioned above:

Occupant Tara Ward

OFFER TO RENT: The Landlord hereby rents to the Tenant(s), subject to the following terms and conditions of this Agreement, an apartment located at 5 Darling Street Apartment 2, Boston, Massachusetts, 02120 consisting of 1 bathroom(s) and 1 bedroom(s) hereinafter known as the "Premises". The Landlord may also use the address for notices sent to the Tenant(s).

PURPOSE: The Tenant(s) and any Occupant(s) may only use the Premises as a residential dwelling. It may not be used for storage, manufacturing of any type of food or product, professional services(s), or for any commercial use unless otherwise stated in this Agreement.

Sign and upload your documents OR Use digital signature

Upload Digital Signature

Pharrell Williams (58 ★)
Owner
Contact Pharrell

Response rate 97%
Within a few hours
Visitors / week 5
More about the Owner

AR Estate

\$2500 / Month Bond: \$2,500

2 bedroom 1 bathrooms 1 car space

Apply to Rent

Popular item • 12 people viewing this now

Overall Rating ★★★★ Location Pet friendly ★★ Safety ★★★

Back

Pharrell Williams (58 ★)
Owner
Contact Pharrell

Response rate 97%
Within a few hours
Visitors / week 5
More about the Owner

Want to share? Share with your friends on social networks!

Photos Virtual tour Map

Apt 10/3 Darling Street Boston MA 02120

Apt 5/11 Parker Street Boston MA 02120

11 Sachem Street Boston MA 02120

Appointment availability May

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Fact and Features

- Type Single Family
- Laundry In Unit
- Cooling No Data
- Pets Small dogs
- Heating No Data
- Parking Monthly fee

PROJECT TYPE	METHODS	DELIVERABLES	TOOLS
Thesis Project	User Research Interviews Competitive analysis Wireframes Persona and Scenarios Prototype Usability Testing	Research documentation Wireframes UX Design Interactive prototype	Balsamiq Adobe Illustrator Sketch InVision Adobe Photoshop
MY ROLES			
UX Researcher			
UX Designer			
Interaction Designer			
Visual Designer			

Click here to view complete case study...

AR Estate Documentation