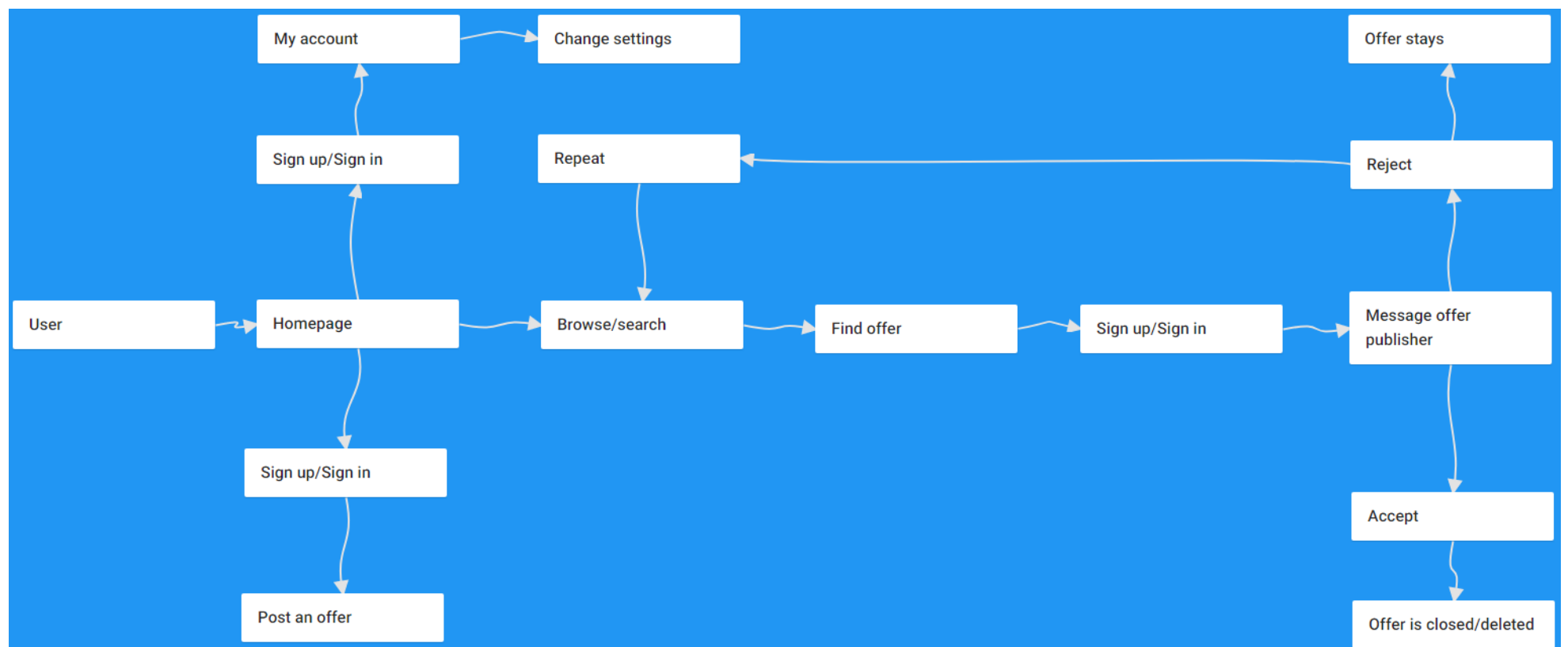




User Map



Who are the users?

What are their needs?

What is the context?

<p>Name: Olivia Cassidy User Type: New student of BU</p> 	<p>Demographics</p> <p>An 18-year-old future student that wishes to find a place to live while studying. Doesn't have a job and uses city transport to travel around town.</p>	<p>Behaviour/habits</p> <p>Likes gaming and studies games design. Doesn't attend many social events out in person.</p>	<p>Name: John Hopkins User Type: Second-year BU student</p> 	<p>Demographics</p> <p>A 21-year-old student entering the second year of university studying. Works a part-time job and uses a maintenance loan from the government.</p>	<p>Behaviour/habits</p> <p>Enjoys going out on the weekends and likes football. Prefers to have his own place. Has his own car. Attends social events frequently.</p>
	<p>Goals and needs</p> <p>Find a room to share with another girl due to a restricted budget. Prefers to be close to the university or a bus stop since travel is done by city transport.</p>	<p>Requests and needs</p> <ul style="list-style-type: none"> • Near bus stop • Budget of 450£ • Room share • Inside bathroom • Appliances for cooking and washing up. 		<p>Goals and needs</p> <p>Find accommodation close to the university that has space for his car and a garden where he can enjoy the weather.</p>	<p>Requests and features</p> <ul style="list-style-type: none"> • Single bedroom Flat • Garage • Garden • Budget of 800£

Document your 'How Might We Notes'

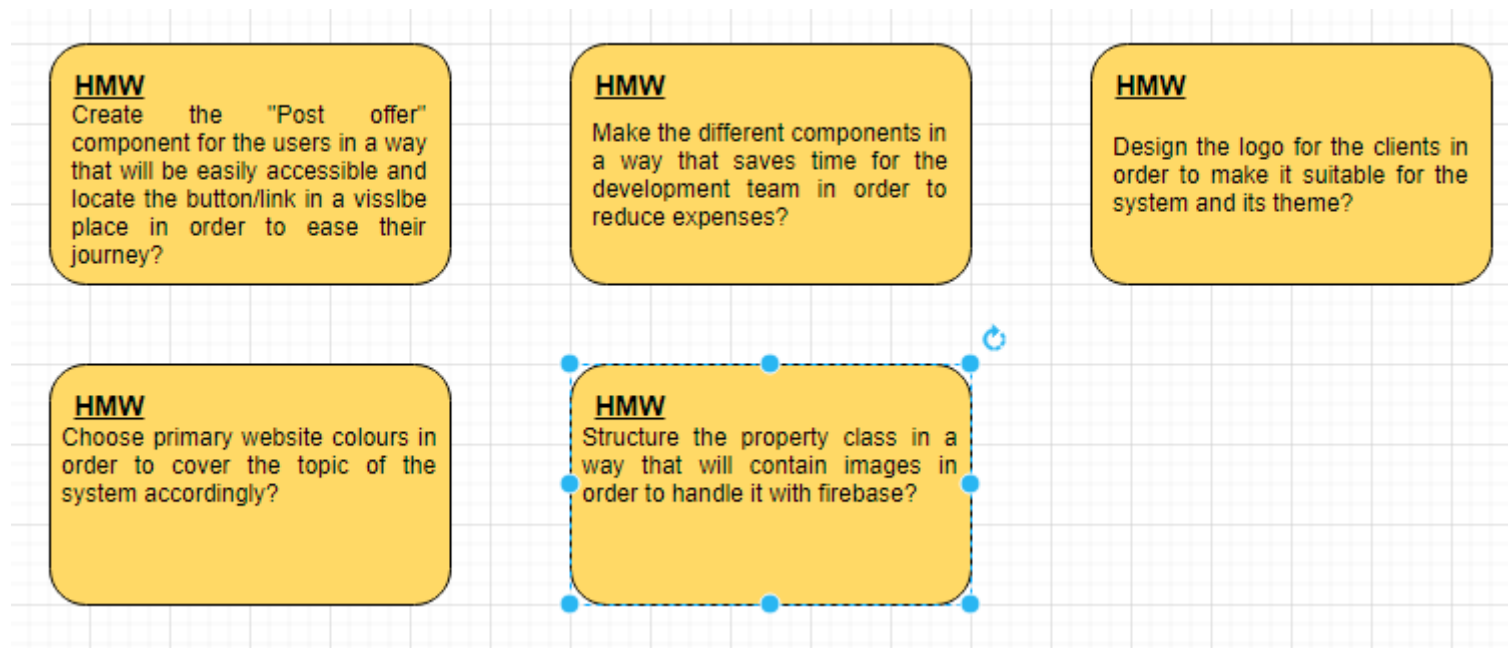


Figure 4. Five examples of HMW notes.

STAGE 2: DIVERGE

Usually, advertising on websites like Rightmove or Zoopla is done directly by contacting the corresponding services(agencyes). This is probably done to confirm the legitimacy of different offer requests. In Airbnb, this is done through a form; the form is filled consequently in multiple pages. With every further page, more and more info is provided until finally the offer is submitted.

Produce a Specific User Journey Map



Figure 5. A specific user journey map. The green fields are successful visits leading to a positive outcome while the red ones are fails leading to a negative one.

Document your Four-Step Sketches

• Notes

- ❖ The main page includes all the information the users may require:
 - Search is placed on top of the page in a rather easily-noticeable position; the results are right under it, so there will be no problem navigating around when browsing offers.
 - Offers will be highlighted upon hover on them to showcase they are clickable. That way, users will be informed that they just need to click on it to view an offer.
 - The big button with a “+” inside it is visible and has an obvious meaning that states it is meant to create something. Its positioning showcases its relation to offers.
- ❖ Chats page will be a simple component, listing all chats and the offer they belong to so that they are easily identifiable by the users:
 - The individual chats will be similar to Facebook’s Messenger - a simple text field with a send button and the different message bubbles in a section on top.
- ❖ Footer will contain various external and internal links. There will be multiple columns, each for a different type of links.
- ❖ “Sign Up” and “Sign In” components will be similar and relatively simple. They will be in the centre of the screen and will contain simple input boxes for the user’s credentials.

• Ideas

- ❖ The create offer button will be located on the main page for convenience. It is a big circle with a plus inside of it that changes upon hover.
- ❖ A solution to the problem is the implementation of modals. They are convenient, easy to style, look good, save time by eliminating the need to create whole separate pages and are an excellent overall experience for users.
- ❖ The logo will be created using the “Tailor Brands” logo maker feature with nuances of the primary colours
- ❖ The primary colours are the ones that resemble BU - purple and orange; the rest include light black, green and tan due to their fitting nature. Other nuances of the described colours are used as well :
 - #d81476;
 - #d86214;
 - #1a1919;
 - #ffffff;
 - #aaa287;
- ❖ The class will be named Rent and will contain the following fields:
 - by
 - title
 - type
 - price
 - rooms
 - location
 - information
 - images
 - status
 - date

• Crazy 8's(Fig 1-8)

Crazy 8's are created for the Main Page(Homepage). The best idea will be utilised. Similar websites and standards from the industry will have an influence on the final decision, all of this plus personal choice and the idea of avoiding copying fully other existing designs to avoid copyright issues.

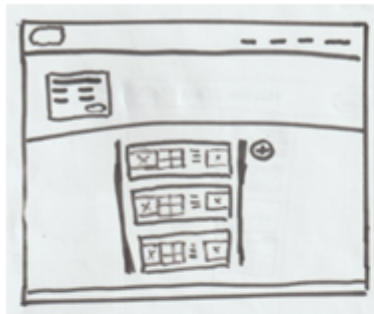


Figure 1: The chosen design. Similar to others, yet not a copy. Compacts everything inside a few pages.



Figure 2: Design containing two images or links on the sides and offers in the middle. Navigation is made through a drop down menu.

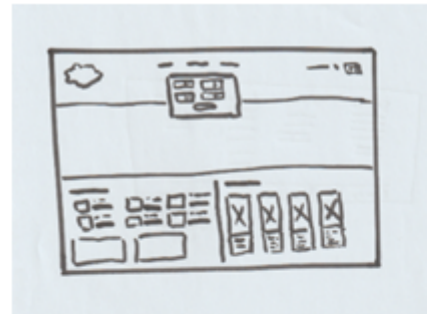


Figure 3: Design with a centralised menu and navigation. Authentication is located on the right and the filling is under the image which is the empty box in the centre.

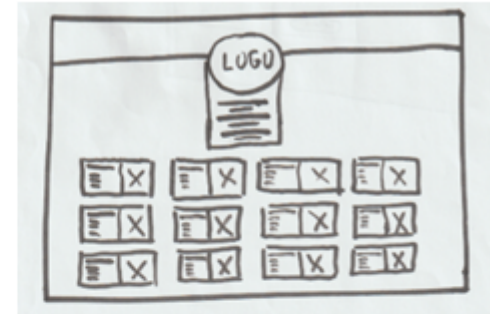


Figure 4: Centralised logo with a drop down menu on it. The idea imitates e-commerce websites item illustration by keeping offers in an order of columns and rows.

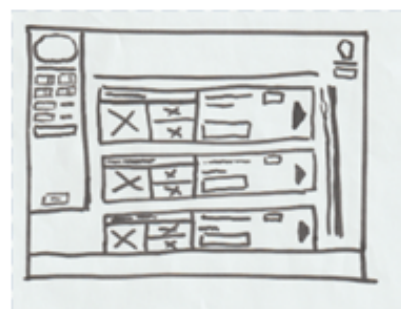


Figure 5: An idea with hints of Rightmove and added filtration menu on the left, plus account and authentication links on the top right.

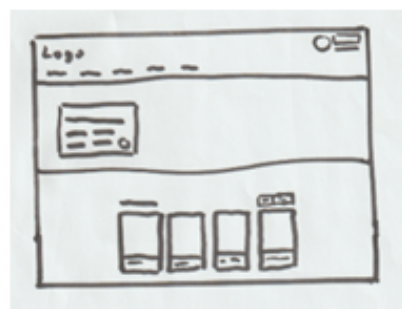


Figure 6: Navigation menu with a logo, navigation links and Authentication and profile icons on the top right. The second row has a search field and the third row contains the filling.

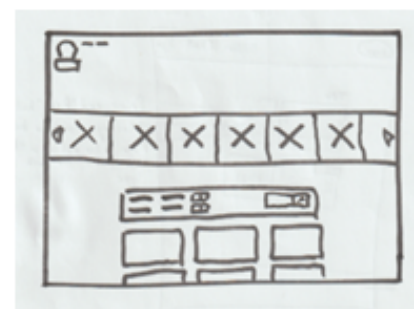


Figure 7: Design implementing a side-scrolling component. The search component with the filling is underneath.

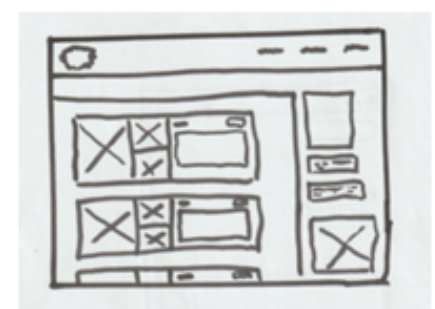


Figure 8: Another design similar to Rightmove with offers on the left and adds and features on the right. Navigation is done through a header nav bar.

- **Solution Sketches(Fig 1-8)**

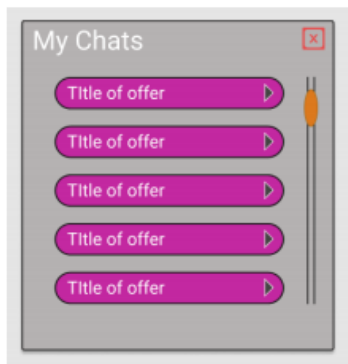


Figure 1: Illustration of the “Messages” or “My Chats” page. A modal that contains all chats. Each chat has an onClick event that open another modal that contains the conversation between the people.



Figure 2: Illustration of the “Edit” component. A modal containing the page required to update an offer. It has buttons on the field that are up-dateable and explanations on the other components. Offers are also deleted from there

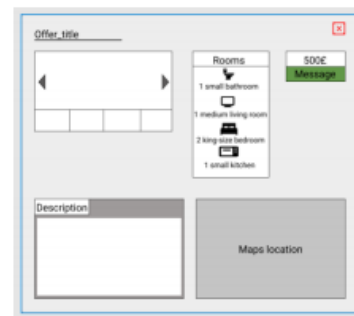


Figure 3: Illustration of the “View” component. A modal that displays all information about an offer. The way the user is meant to interact is by messaging the owner. The message button is under the price.



Figure 4: Illustration of the “Create” component. A modal used to create an offer. The user fills the fields with data and submits the offer. The submission button is disabled until all fields are filled accordingly.



Figure 5: Illustration of the “Chat” component. A modal that has a simple communication feature with the possibility to visit the offer in case a review is desirable.

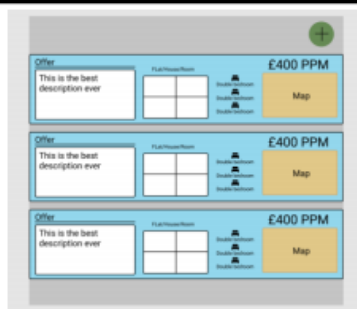


Figure 6: Illustration of the “List” component. An offer has its description , 4 images, description of rooms, location on the map and price. It has a hover effect to indicate that it's clickable. After a user clicks on it, it opens the “View” component

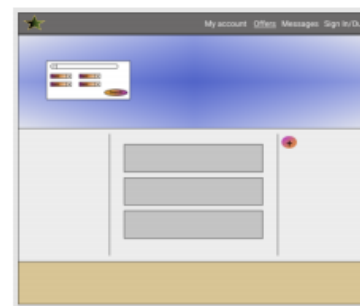


Figure 7: Illustration of the Main page. It contains a search menu which is like a filtration menu as well, a list of all offers, and a button for creating offers.

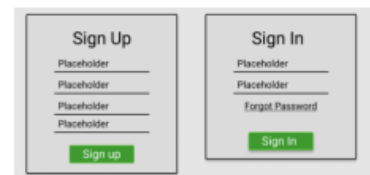


Figure 8: Illustration of the Authentication pages. They are in separate pages because of their simple nature and since it's the most common practice to have them as separate pages. They are quite simple so no time will be wasted on them.

STAGE 3: DECIDE

Justify your choice of the best idea(s)

There are multiple versions of the main page but the one that is chosen is the one that is up to standards and most suitable for the project nicely. The implementation of modals will save a lot of time styling separate pages and will reduce time expenses big time. The overall goal of the project is to create a simple system that will get the job done, basically a minimalistic approach. The prototype will not have all features working due to time restrictions but the majority of functionalities will work properly. Any page or component can be changed after an interview with the client. The colour scheme fits nicely by making the website look modern and inviting, some ideas were to include the colours of Bournemouth University and then use colours like white, black, grey since they go well with everything. Implementation of hover comments is a good idea but may or may not be utilised, depending on time management.

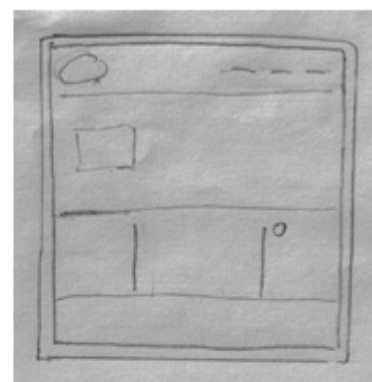
Produce a storyboard of the best idea(s)



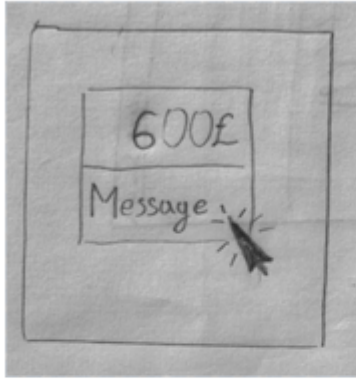
1. A BU Student decides to search for accommodation.



2. The student visits Google and enters in the input field “BU accommodation”.



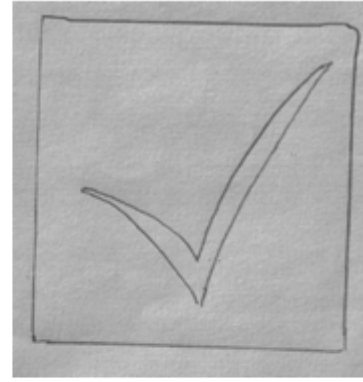
3. He finds a list of different websites and opens the project's one. He enters constraints and searches for matches.



4. They click on an offer and find out it seems suitable. Then they click the “Message” button.



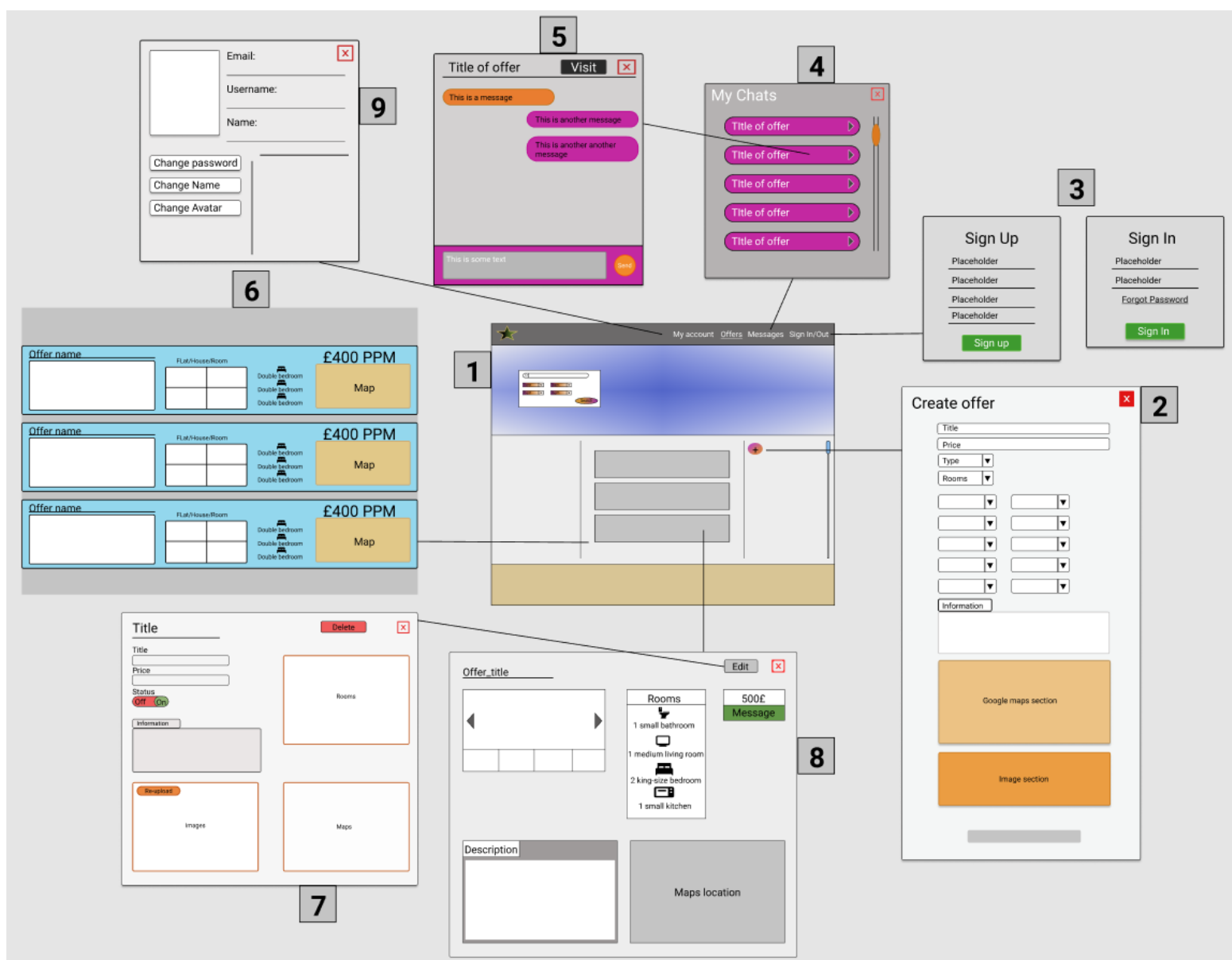
5. They communicate with the owner of the property and decide on a deal. They exchange mobile numbers and continue from there.



6. Success. The student finds accommodation.

PAPER PROTOTYPE

Produce a paper prototype of the best idea(s)



1. Main page. This is the location the user will be sent when the website loads.
2. The offer creation component inside a modal will load in the centre of the screen. It is rendered upon a click event on the create button. It includes a google map component that allows for searching for an address and setting the property's location, an image upload feature that is currently limited to five images, a rooms component that provides room management by generating drop-down menus, a text area for a description and two inputs for money and for a title. Components do need more work on validation, for example, the price input.
3. Separate authentication components. Depending on the user's action of choosing either Sign In or Sign Up, the proper component renders.
4. The component that is rendered upon a click event on the “Messages” link. It contains all communication of the user about different offers.
5. The chat component itself. Rendered upon a click event on the desired offer chat. Contains a simple communication feature and a button forwarding towards the offer.
6. The offer list component. Fetches all offers from firebase to illustrate them. Each offer contains a big chunk of the details. However, a click on an offer will open a modal containing the View component.

7. The Edit component in a modal. It allows for complete and flexible changes. Pretty much re-doing the whole offer. Of course, data will fill the field beforehand for convenience.
8. The View component. Illustrates all information about an offer and provides a “Message” button for providing communication with the owner of the offer. There are a few unique components - an image preview component, a map component with the location of the property and a rooms component that has hardcoded icons and just adapts the number and types of rooms.
9. Profile management modal. Simple profile management features like password, email and avatar change options.

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<https://www.freepik.com/free-vector/man-shows-gesture-great-idea_10541562.htm#page=1&query=male%20student&position=19> [Accessed 13 March 2021].