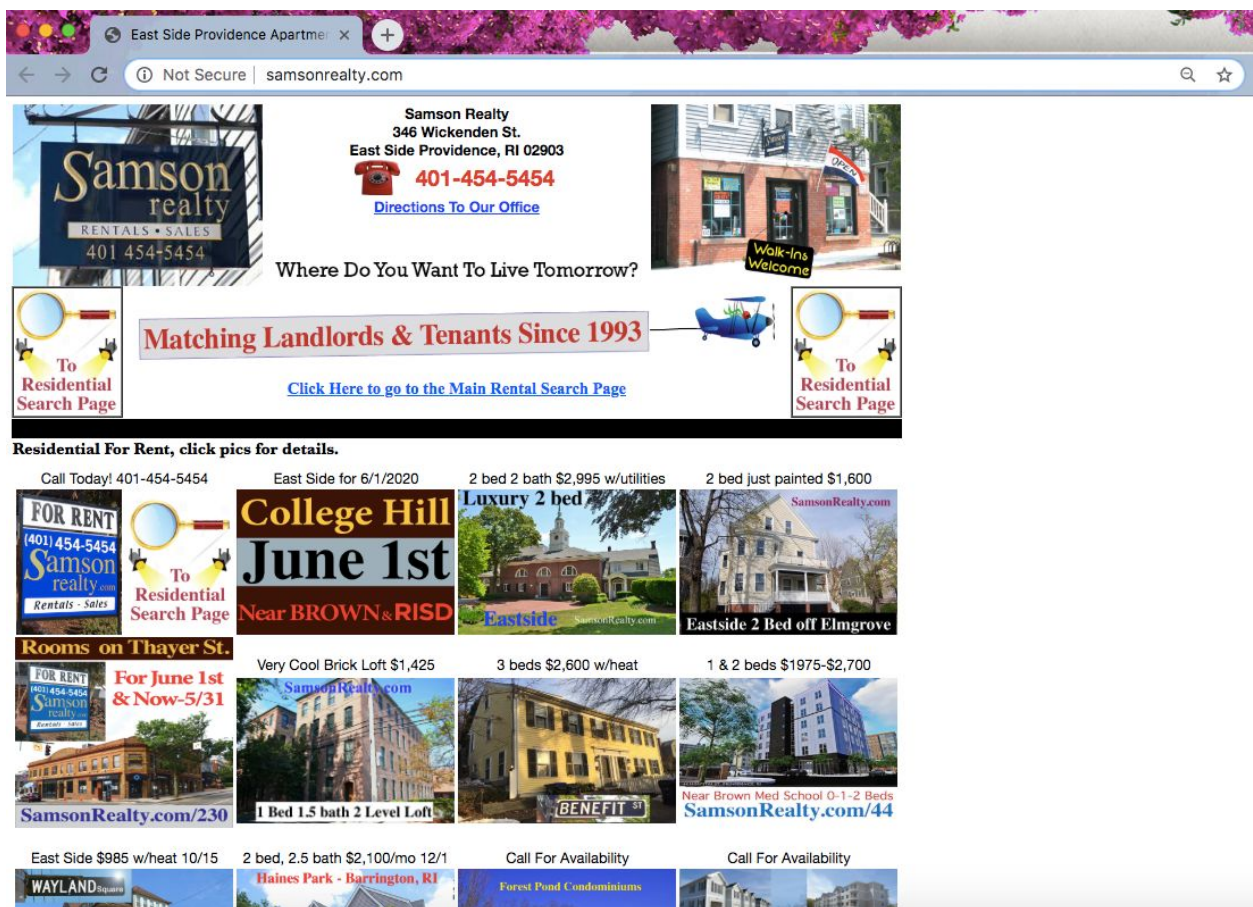


Samson Realty - Website Redesign

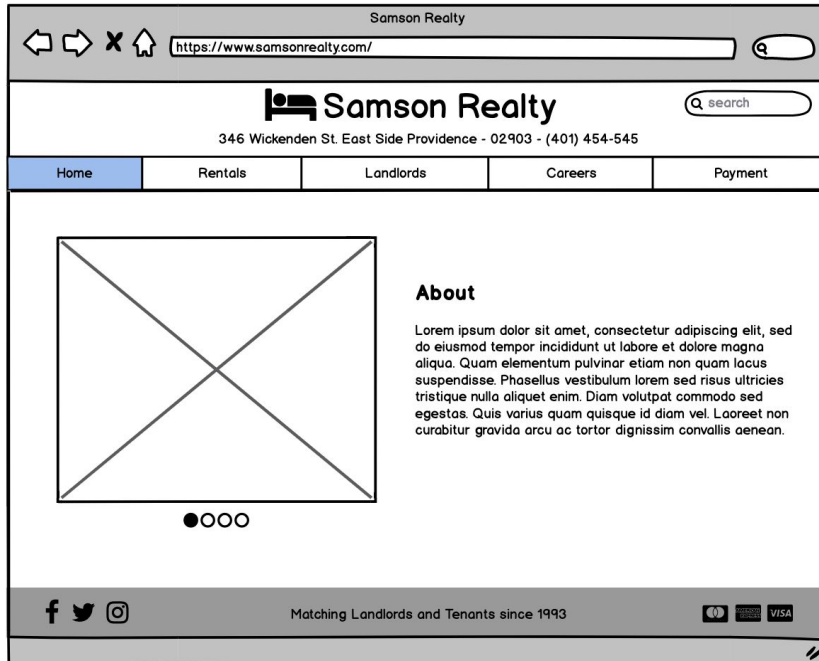
Sumu Pitchayan, Rudra Srivastava, Harshita Agarwal

[Samson Realty](#) is one of the most widely used realtors on College Hill. As juniors, our housing search was made difficult by the terrible usability of the Samson Website. So, we decided to redesign their interface. In our project, we've created six wireframes using usability principles, redesigned two of their webpages, created two annotated mockups, and a sample responsive website for different screen sizes.



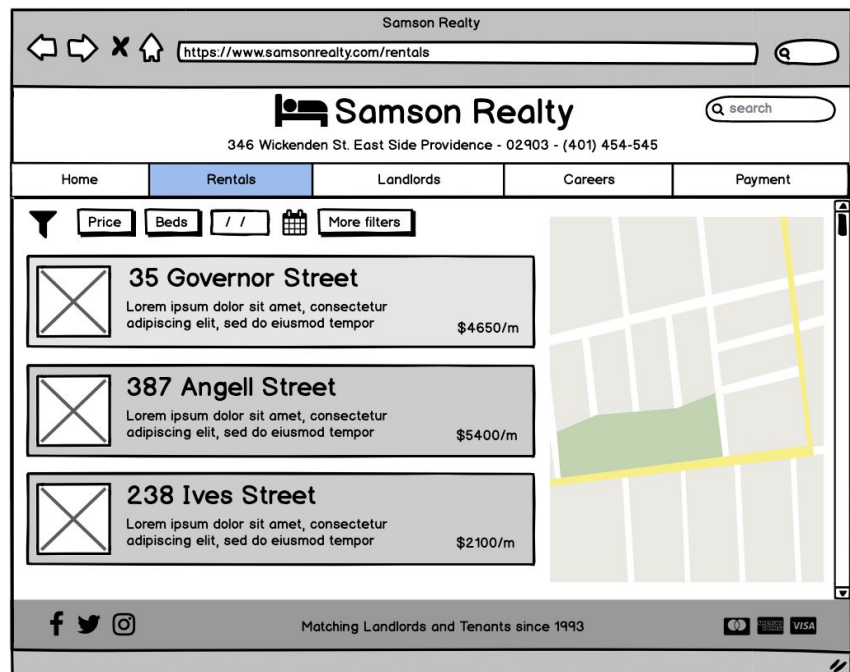
Wireframes

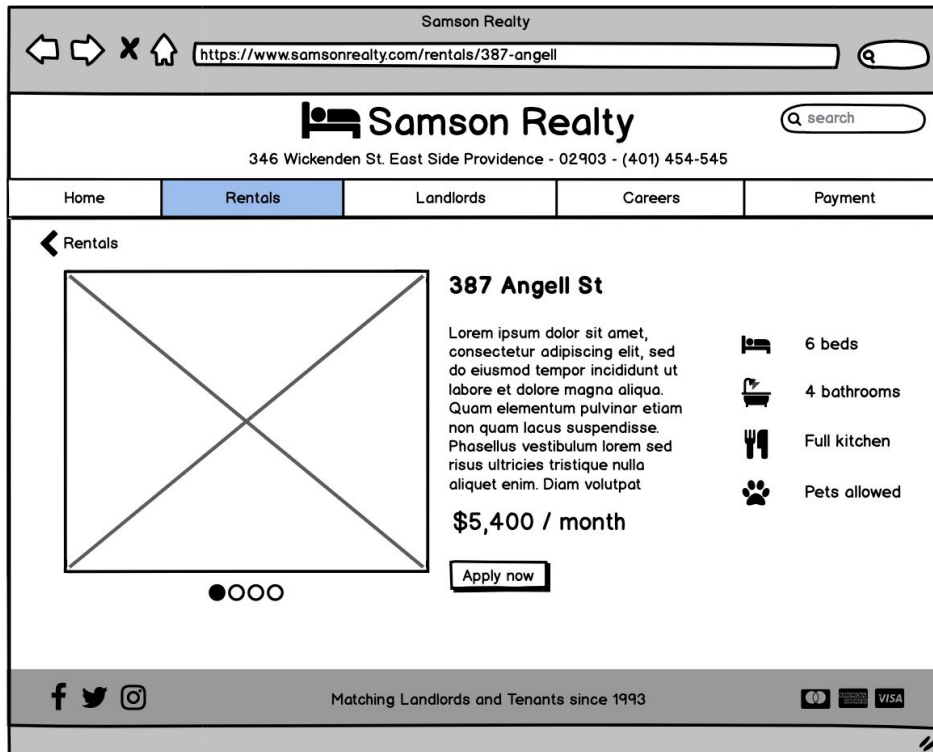
To begin, we created low fidelity wireframes using Balsamiq of the 6 main pages on the Samson website.



Home Page

Rentals Search Page

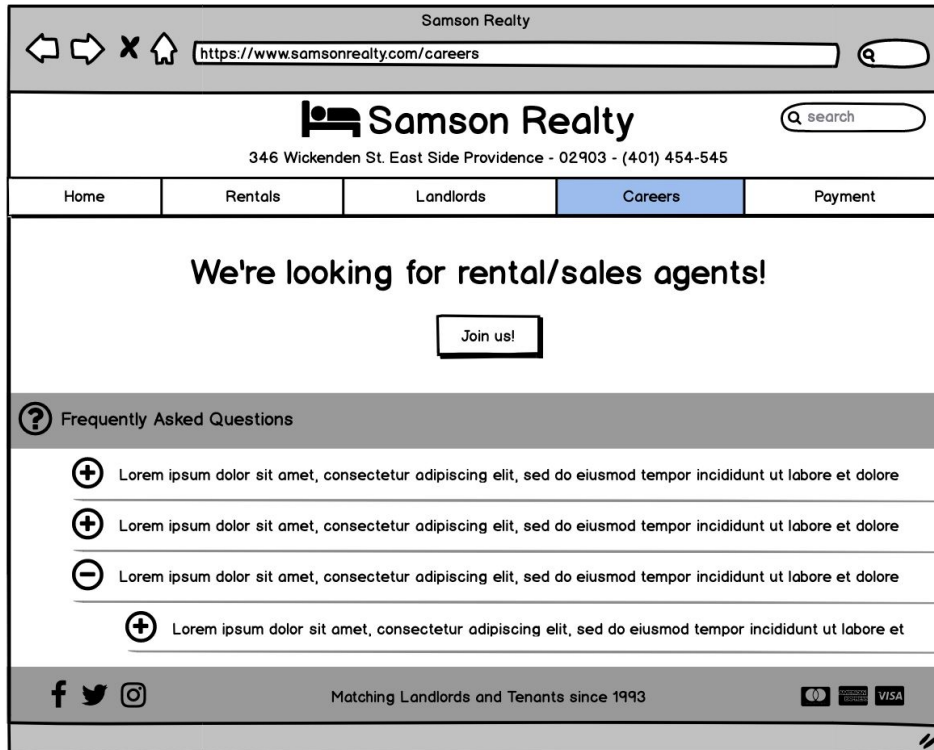




Listing/Rental
Page

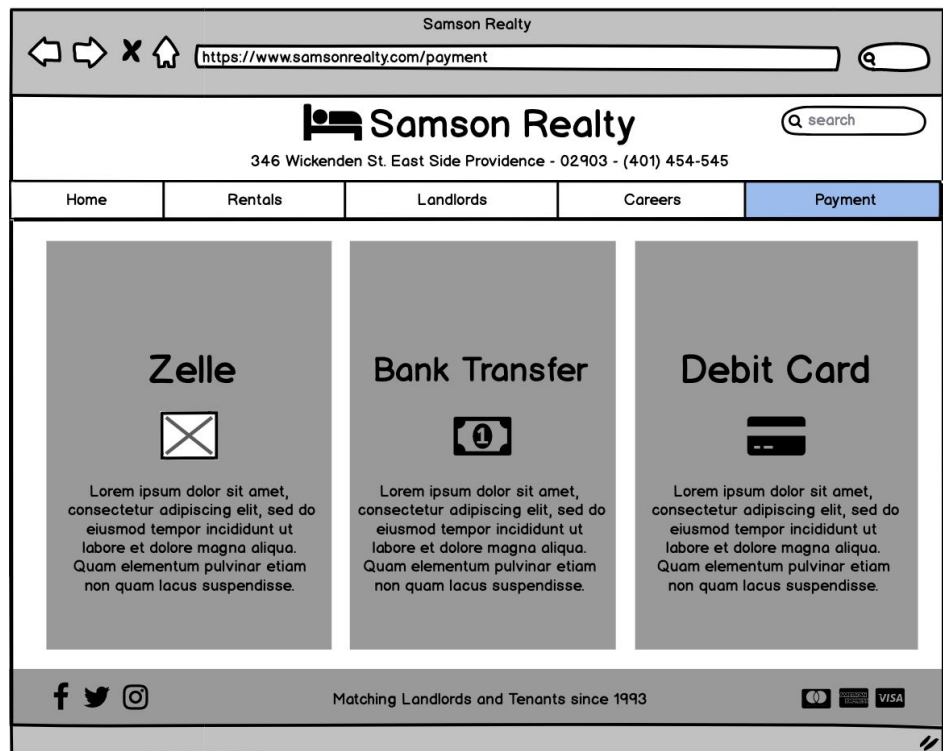


Landlord
Information
Page



Careers Page

Payment Page

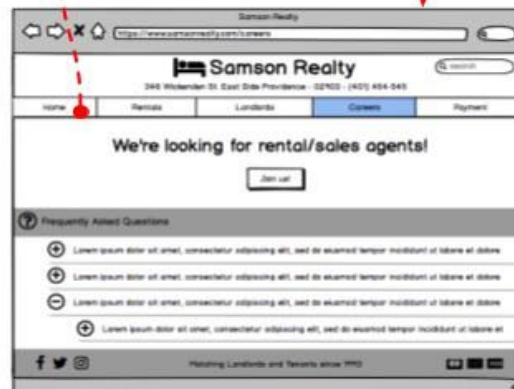
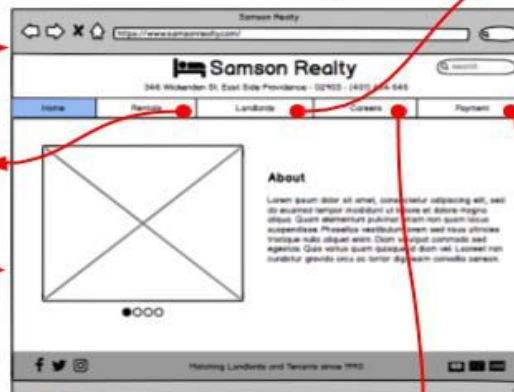


Rentals Search Page



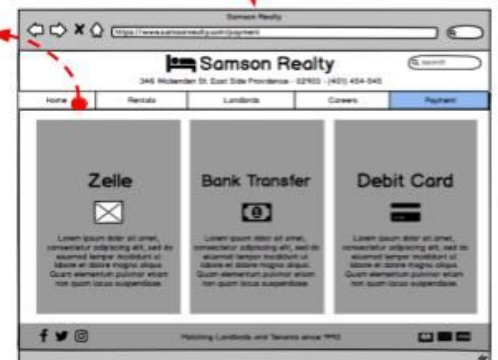
Listing/Rental Page

Home Page



Careers Page

Landlord Information Page



Payment Page

- Main User Flow
- - - Way Back

UI Analysis / Explanation

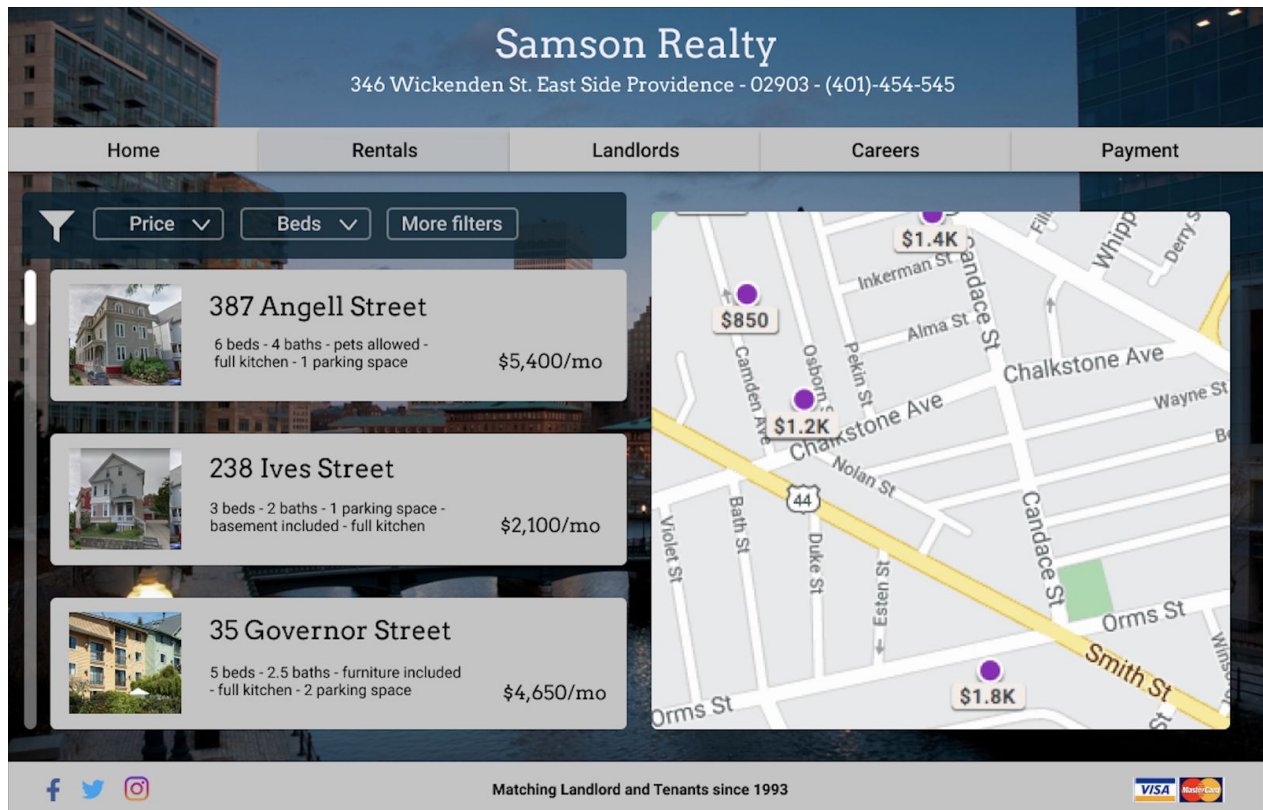
We analyzed the original and our redesigned interfaces by the four main usability principles.

	Original Interface	Redesigned Interface
Intuitive Design	<ul style="list-style-type: none">- (Home) Multiple font types/colors/sizes in the header limits readability- (Rentals) Placement of listing photos right next to each other makes them difficult to read/focus on- (Rentals) Apartment listings are displayed all together and are not placed in any logical order	<ul style="list-style-type: none">- (Rentals) Separating listings into individual table view cells makes information clear and organized- (Rentals) Filter bar allows the user to see only apartments relevant to them by their selected criteria
Ease of Learning	<ul style="list-style-type: none">- (Home) Cluttered and disorganized layout does not make it clear what the user can do on the site (i.e. search for rentals, pay their rent, apply for a job)- (Careers) FAQ structure of information is straightforward and easy to understand for people looking to learn about jobs	<ul style="list-style-type: none">- (Home) Navigation menu at the top of the screen makes it clear what the main functions of the website are and how to access them- (Rentals) Options on filter bar are clear and relevant to listing search
Efficiency of Use	<ul style="list-style-type: none">- (Rentals) Clicking on different listings redirects user to different pages (either to Craigslist or the Samson's page for that specific listing) - this will confuse even experienced users- (Home) There is a menu bar with incomplete information in the middle of the page, that you can only access once you scroll down	<ul style="list-style-type: none">- (Rentals) Clicking on a listing always leads the user to the specific page for that listing- (Indiv. Rental) Consistent formatting/layout of each individual rental page allows experienced users to find information quickly/efficiently
Memorability	<ul style="list-style-type: none">- (Payment) Clearly contains all information on payment methods and where to find them	<ul style="list-style-type: none">- (Home) Consistent navigation bar on every page makes it easy to remember and switch between pages

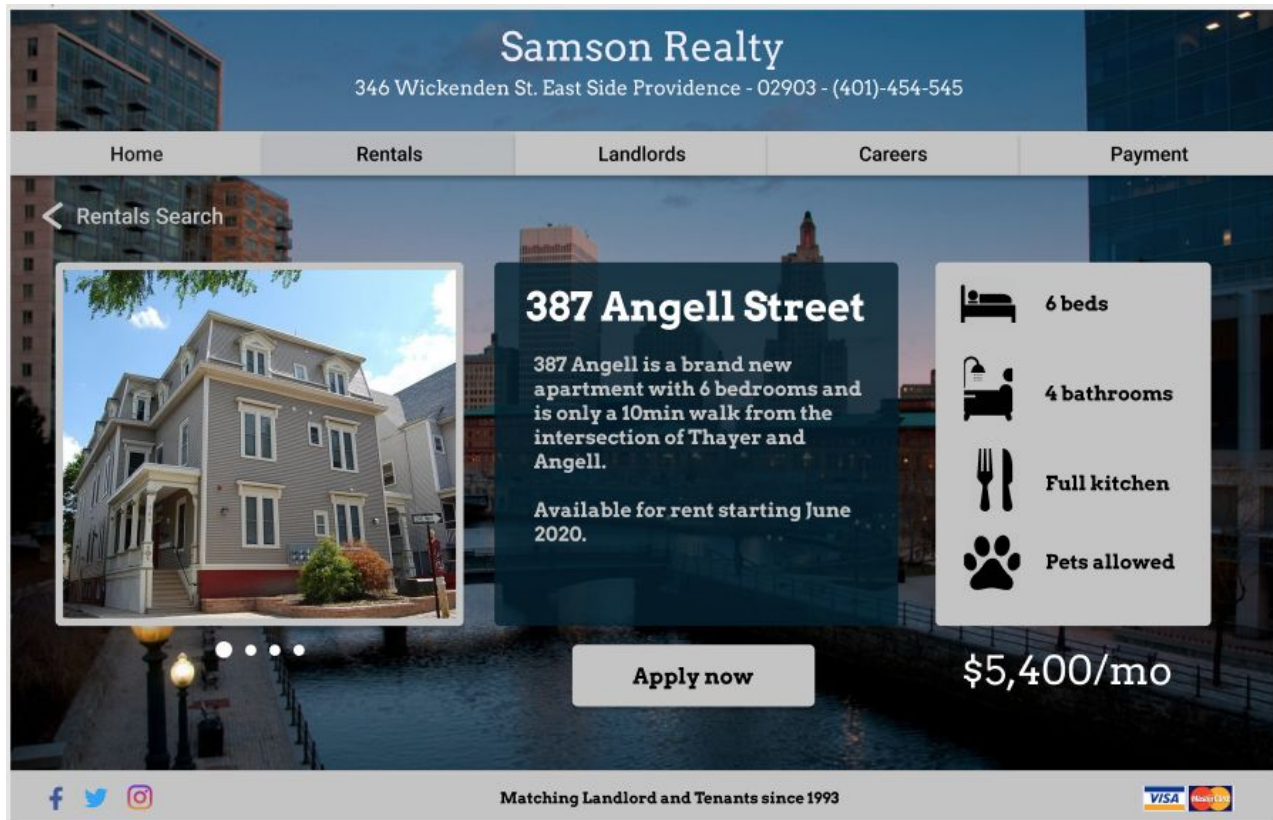
Visual Redesign

After wireframing, we created high fidelity redesigns of the Rental/Rentals Search screens to incorporate visual design principles.

For the first frame, we improved the layout of the website by using a 2 column grid layout, and treated equal elements with equal space to improve the website's alignment. We improved the navigation flow by having indicators like 'Rentals Search' to navigate back to the previous page. To avoid excessive white space, we added a relevant darkened image in the background that complements the colour harmonies of the varying shades of blue. In accordance with Gestalt's grouping Principles, we used continuity to improve the readability of the rental options. The translucent boxes behind the filter and text allow for sufficient contrast for legibility. Our website uses a limited palette of 2 typefaces, with the serif font being on a higher hierarchical order.



Rentals Search Page



Rental Page

Responsive Redesign

We created mockups of the two web pages above to show its responsiveness to a small screen, tablet, and 4K widescreen desktop monitor. All three versions don't have the background image, to optimise for the screen sizes and image quality.

Mockup: Rentals Search Page

	Small phone in portrait orientation	Tablet in portrait orientation	4K widescreen desktop monitor
Header	Text shrinks to span the width of the screen	Remains the same	Remains the same
Navigation menu bar	Collapses into a single drop down horizontal bar that displays the page you're on. Navigation changes from a	Same as small phone	Resized to span the width of the screen

	CSS Grid to a tab for the page displayed.		
Filter bar	Spans the width of screen; buttons/options shrink in size, and can horizontally scroll through the different filters	Spans the width of the screen, buttons/options shrink in size to fit the entire width proportionally	Two column grid layout is maintained, so filter bar expands to fill the width of the first column
Scroll bar	Disappears; it becomes intuitive to use the touch screen to scroll using finger motions	Same as small phone	Stays the same size and is now slightly smaller in proportion to the rental items
Rental table view	Spans the width of the screen	Same as small screen	Expands so the cell spans the width of the first column
Rental table view cell	Reformatted with more height to fit inside table view; monthly price is aligned underneath amenities text to shrink width of cell	Reformatted with more height to fit inside table view; monthly prices is aligned left next to listing/amenities, which are aligned vertically left with the right side of the image	Expanded to fit the first column of the grid format, and listing/amenities text is slightly enlarged,
Rental table cell image	Slightly shrinks to take up roughly 30% of screen width	Expands slightly to fit almost half of the screen	Expands proportionally to fit the height of the cell
Rental map view	Removed on small screens	Appears on the bottom of the page above the footer and is shrunk vertically	Expands to fill the width of the second column
Footer	Resized with larger height; text is horizontally placed centered on top and the social/payment icons wrap below it	Remains the same	Remains the same

Mockup: Rental Page

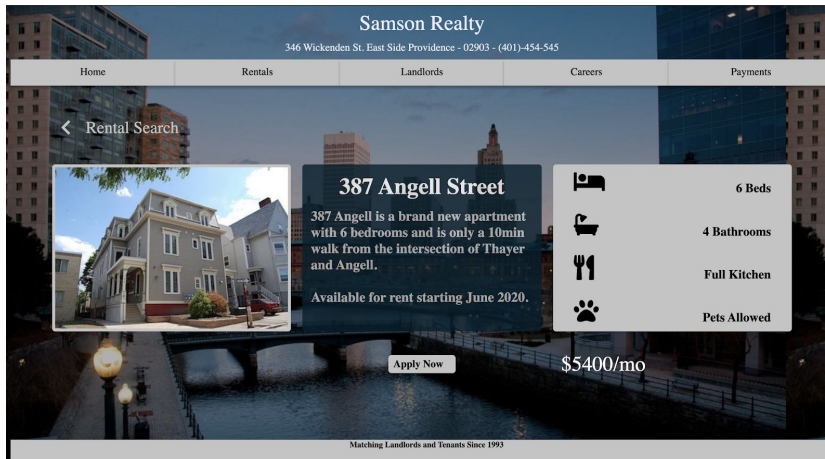
	Small phone and tablet in portrait orientation	4K widescreen desktop monitor
Header	Title text shrinks to span the width of the screen. Used viewport units (vh and vw to support resizing)	Title expands in size so its proportional to the larger screen, and remains centered
Navigation menu bar	Collapses into a single drop down horizontal bar (full screen width) that displays the page you're on. Navigation changes from a CSS Grid to a tab for the page displayed.	Navigation menu is a CSS Grid that expands to fit the width of the screen. The text inside also increases in size accordingly.
Back button	Shrinks in size and is vertically aligned left directly beneath the menu bar*	Expands in size and is aligned vertically above the image and below the menu bar. It is in row 1, column 1 of the Content CSS Grid.
Rental Info	Title label is centered horizontally and vertically aligned with the back button. Listing content is vertically aligned with the title.*	The Rental Info is in the 2nd row and 2nd column of a 3 x 3 CSS Grid. The title and content is horizontally aligned in the center.
Image view	Resized to take up screen width and is centered horizontally; placed directly under the Rental title and text*	2nd row and 1st column of the CSS Grid and expands in size.
Amenities	Box shrinks (along with icons/text) and is directly below the image view*	Box is in the 2nd row and 3rd column of the Content Grid. The icons and font size expand. Each amenity is a Flexbox and is thus aligned with the icon.
Price	Left aligned directly under the amenities box*	Part of the CSS grid (row3, column 3) and increases in font size.
Apply now button	Aligned at bottom of the page right above the footer and is center aligned in the single column*	The button is in the 3rd row and 2nd column of the CSS Grid.
Footer	Decreases in size to fit the width of the screen and stays fixed	Expands in size to fill the larger width.

*Part of 1 column CSS Grid with 6 rows

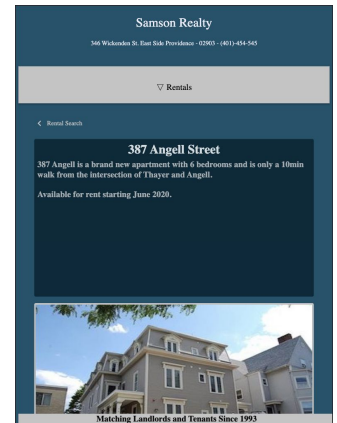
Conclusion

After creating wireframes, visual redesigns and annotated mockups, we created a responsive webpage for different screens/devices. We focused on specific usability principles and modeled our new interface to improve user experience!

Regular Desktop



iPad



iPhone X



4K Desktop Screen

