UCI Student Housing Website Redesign

Team of 6

Through this project, I learned and practiced the process of User Experience Design and Engineering. I carried out different methods for user research, user interface design and evaluation and experimental design. This range from competitive analysis and interviewing actual users to redesigning the website and the presentation of the project results in oral and written form.

Redesign

Product and Target Population Research

UCI student housing is a website where UCI students can search, apply, and get general information for on-campus housing. The main user base of the website includes all current UCI and future students.

Personas

Archetypical users whose goals and characteristics represent the needs of a larger group of users representing real target audience data.

Competitive Analysis

By making comparisons with direct and indirect competitors of the website, we are able to identify design opportunities and flows with the platform.

Understanding Users, Potential Users, and Other Stakeholders

Redesign

Step 1: Interview

We interviewed 12 users with open-ended questions to get an idea of what is important to them when looking for housing.
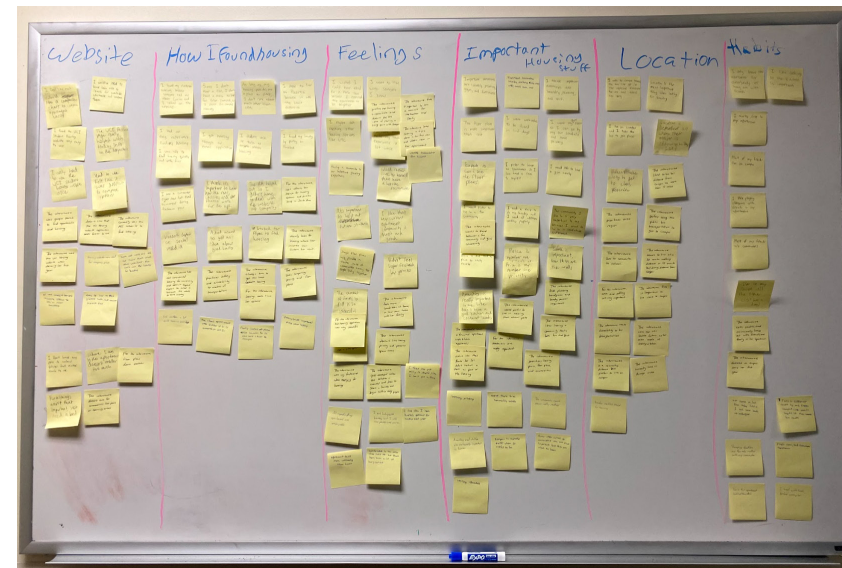
Step 2: Affinity Diagram

Analyzing the qualitative data we got from interviews, we organize the information into an affinity diagram by grouping similar items together.

Step 3: Survey

Now that we understand what is broadly considered important, we use this information to create a survey with close-ended question to identify the most important aspects based on more users.
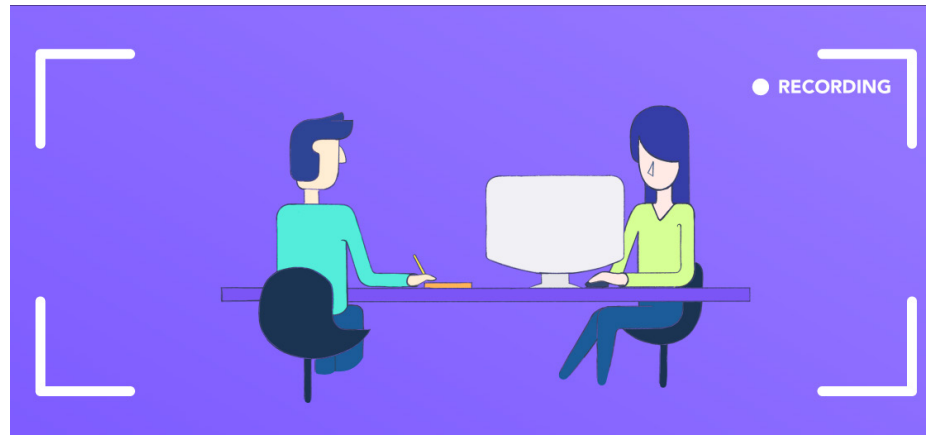
Redesign

Interview and Survey Findings

1. Location is the most important factor when choosing housing options
2. Users see the cost, floor plan, and community characteristics as the most important information when searching for housing
3. Majority of users have an ambivalent response to current website
4. Users wanted more information to be readily available on the website
5. Users found their housing through various means other than the UCI student housing website

Identifying Usability Issues

Method 1:
Usability
Testing

Method 2:
Cognitive
Walkthough

Method 3:
Heuristic
Evaluation

Finding #1:

Lack of Learnability

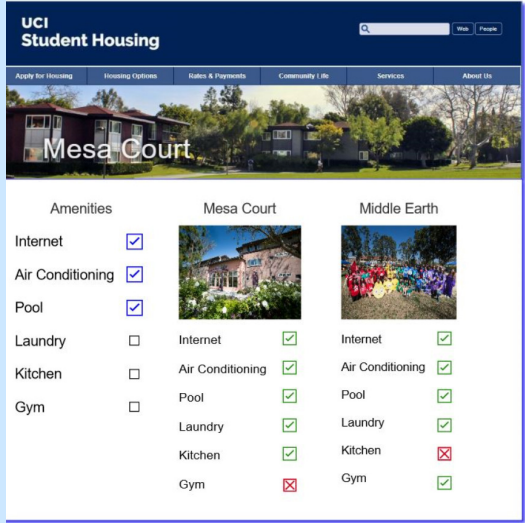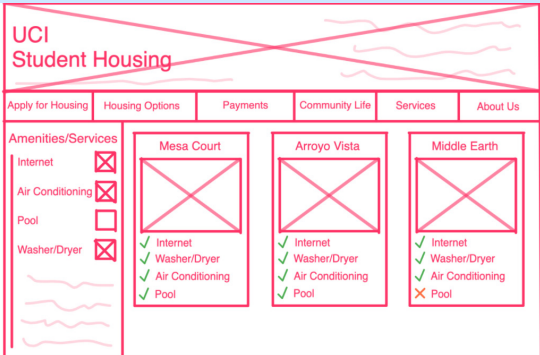Finding #2:

Layout/UI is not consistent

Finding #3:

Misleading labels

Finding #4:
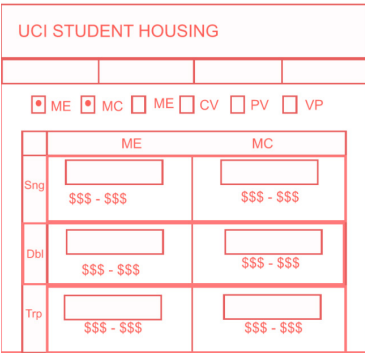
Inefficiency of Acquiring Information

Suggested Redesigns
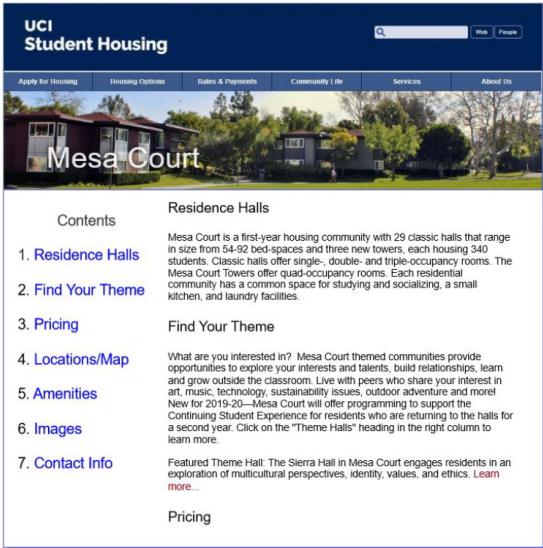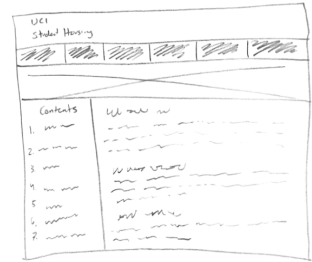
Redesign

Redesign #1: Amenities Comparison

Redesign #2: Pricing and Floor Plans Comparison

Redesign #3: Information Layout

Redesign #4: Payment Tab