


# 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.

# Understanding the Product



"I don't have much extra money so I am sometimes worried I won't be able to find an apartment within my budget and I might have to live on-campus again."

BRYCE WADE

Age: 21

Gender: Male

Occupation: Undergraduate Student

Major: Criminology

PERSONALITY

- Quiet
- Tech-savvy
- Likes playing video games
- Likes watching movies and TV shows

BIO

Bryce is a current senior at UCI who currently lives alone in an apartment off-campus. He drives to school which usually takes about 10 minutes. He is usually on campus only for classes and then comes back to his apartment so he can study and relax in a calm and quiet environment. He values his privacy and gets annoyed when there is a lot of noise hence why he is living alone. He occasionally invites friends over to watch movies and play video games but for the most part he does these activities alone.

Bryce used to live on-campus in his first year at UCI but he didn't like it because there was just too much noise and he felt uncomfortable having a roommate. As a result, he looked for options off-campus for the rest of his years at UCI. He doesn't care too much about floor plan or distance to campus as he has his own car and is fine with driving a bit. The most important factor when choosing a house is cost since he has a tight budget. Bryce is very active so the amenities he cares about the most are having a gym nearby so he can work out and having a convenient laundry service as he needs to use it on a daily basis after working out.

Bryce has had a fairly good experience finding housing over the years but sometimes he does feel anxious about the cost. "I don't have much extra money so I am sometimes worried I won't be able to find an apartment within my budget and I might have to live on-campus again" he explains.

Goals

- Live alone in a quiet environment
- Save money
- Graduate on time
- Work out everyday

Frustrations

- Noisy places
- Being the center of attention
- Low budget

Purpose	<ul style="list-style-type: none"><li>• Allow UCI students to search, apply, and get general information for on-campus housing</li></ul>	<ul style="list-style-type: none"><li>• Allow university students to search, apply, and get general information for ACC housing</li></ul>
Similarities	<ul style="list-style-type: none"><li>• Target similar audience</li><li>• Help user find housing</li><li>• Present same basic information about each housing such as cost and floor plan</li><li>• only allows for students to look at floor plans and choose preferences that are not guaranteed</li></ul>	
Differences	<ul style="list-style-type: none"><li>• Includes information about on-campus housing and ACC housing</li><li>• has more options available at the top along with dropdown menus</li></ul>	<ul style="list-style-type: none"><li>• Includes only information about ACC housing</li><li>• requires scrolling down in order to view all the information on the page</li><li>• More effective search bar</li></ul>

# 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

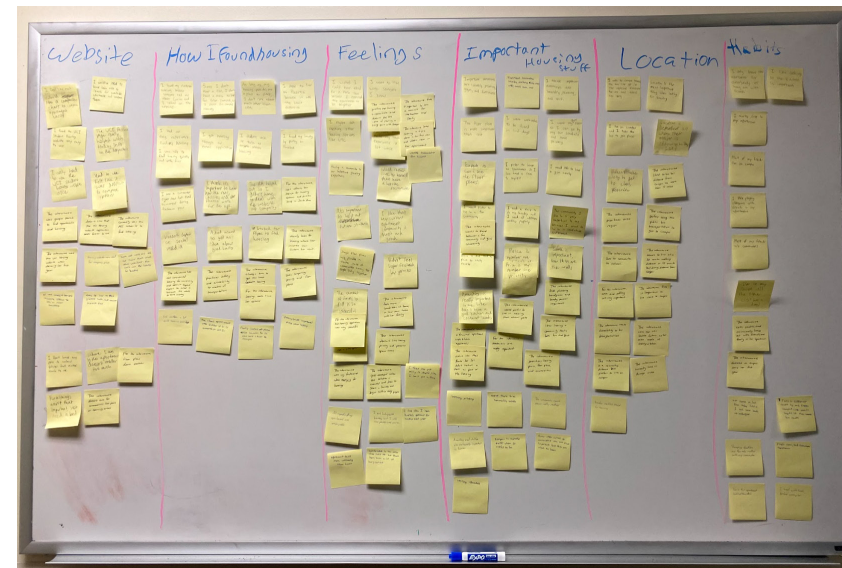
By making comparisons with direct and indirect competitors of the website, we are able to identify design opportunities and flows with the platform.

# Understanding Users, Potential Users, and Other Stakeholders



## 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.

# Redesign



## 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.

## Interview and Survey Findings



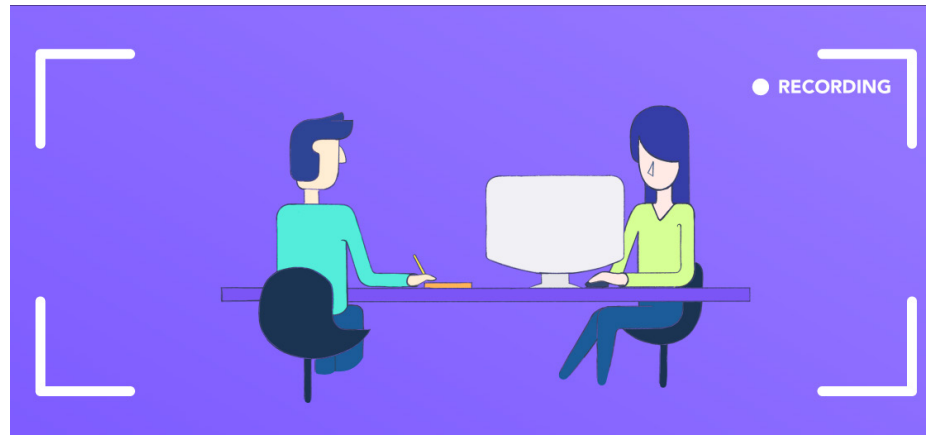
1. Location is the most important factor when choosing housing options
2. Users see the cost, floor plan, and community characteristics as the most important information when searching for housing
3. Majority of users have an ambivalent response to current website
4. Users wanted more information to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



# Identifying Usability Issues

# Redesign

Method 1:  
Usability  
Testing



Method 2:  
Cognitive  
Walkthrough



Method 3:  
Heuristic  
Evaluation



Finding #1:

Lack of Learnability

Finding #2:

Layout/UI is not consistent

Finding #3:

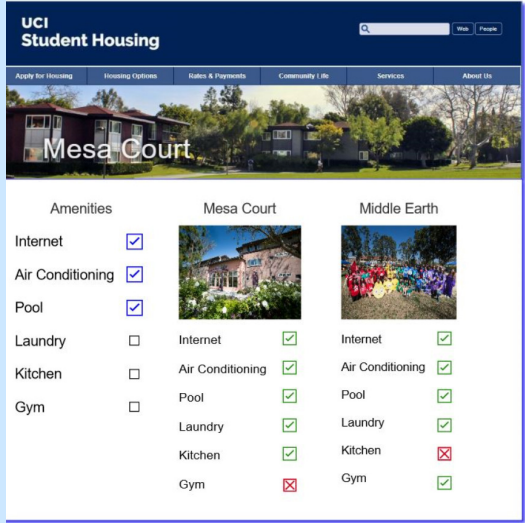
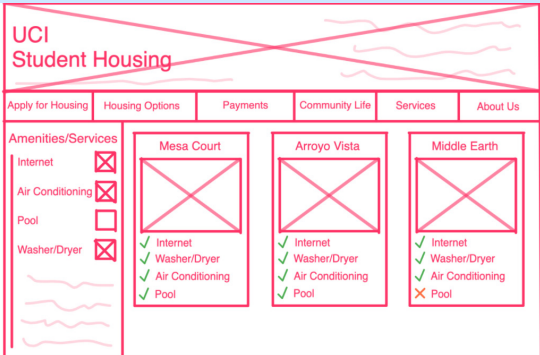
Misleading labels

Finding #4:

Inefficiency of Acquiring Information

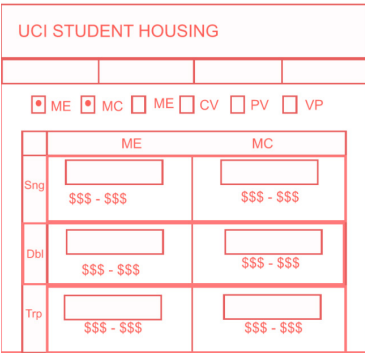
# Suggested Redesigns

## Redesign #1: Amenities Comparison

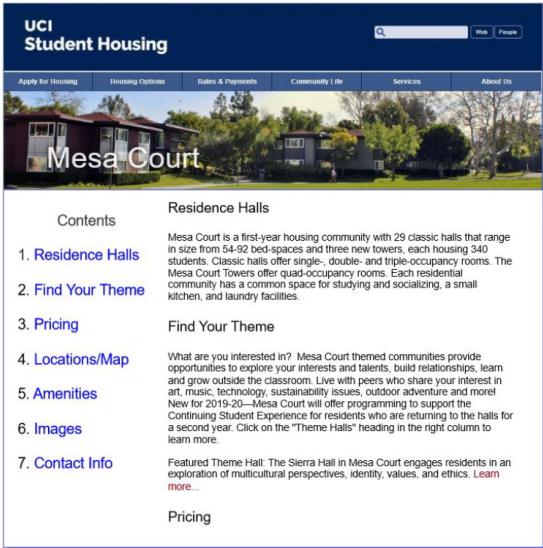
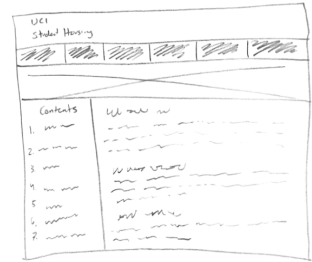


# Redesign

## Redesign #2: Pricing and Floor Plans Comparison



## Redesign #3: Information Layout



## Redesign #4: Payment Tab

