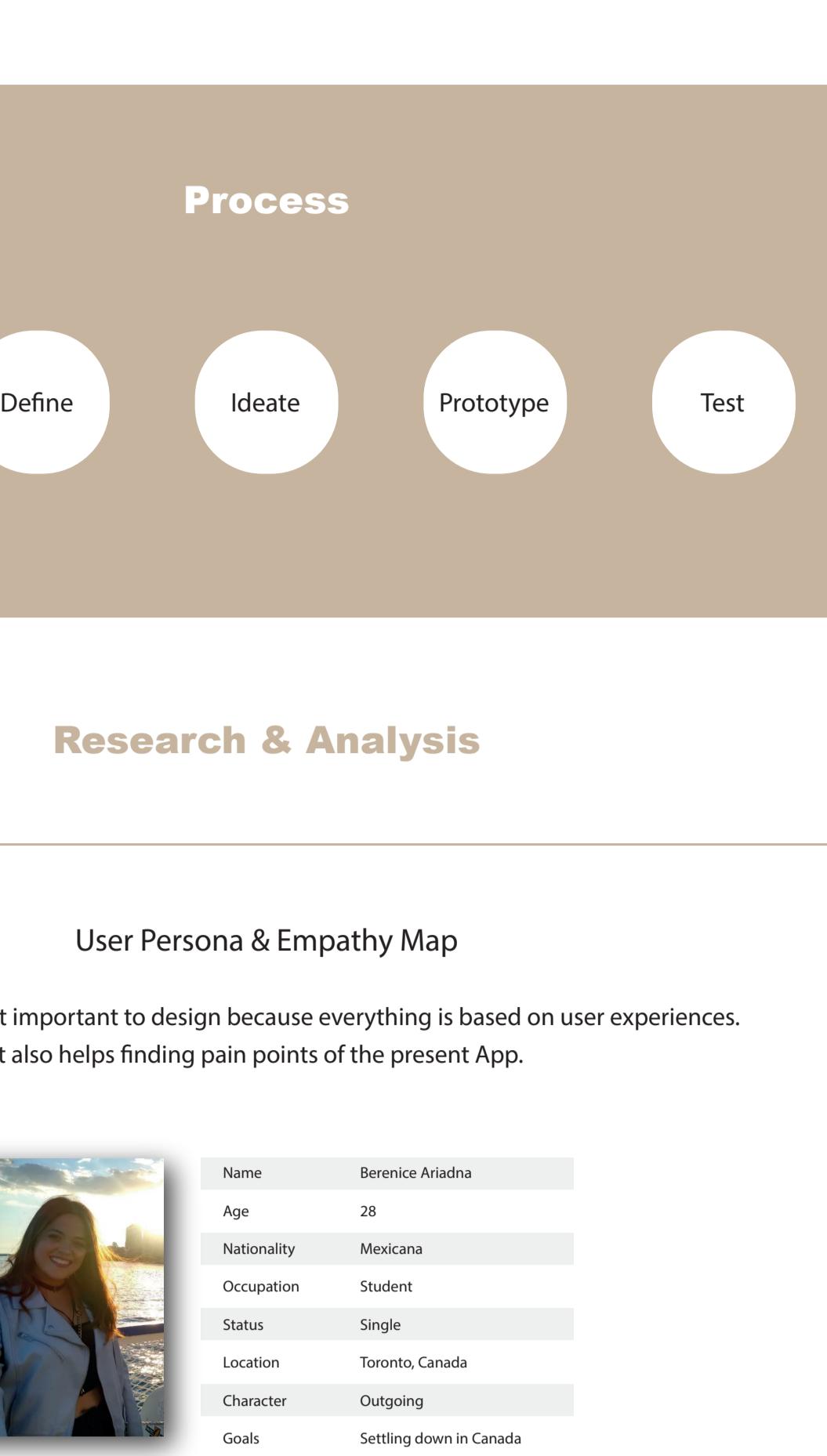


HouseSigma - Find Your Best Place

Designed by Yesul Choi

**About the Project**

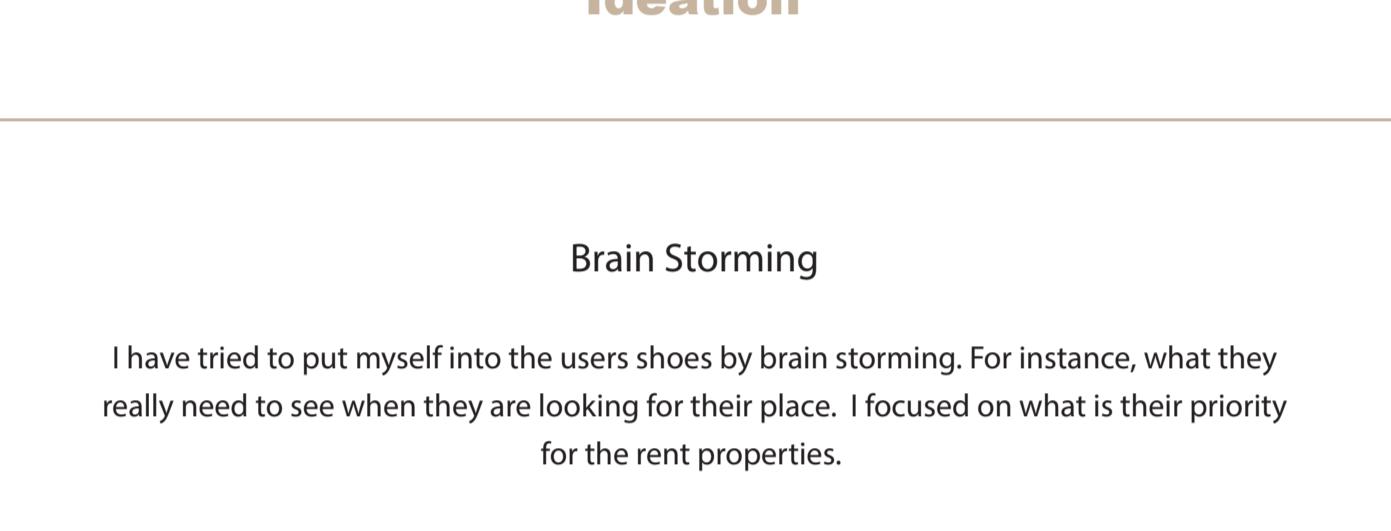
HouseSigma :
The house hunting/renting app

Project Purpose:

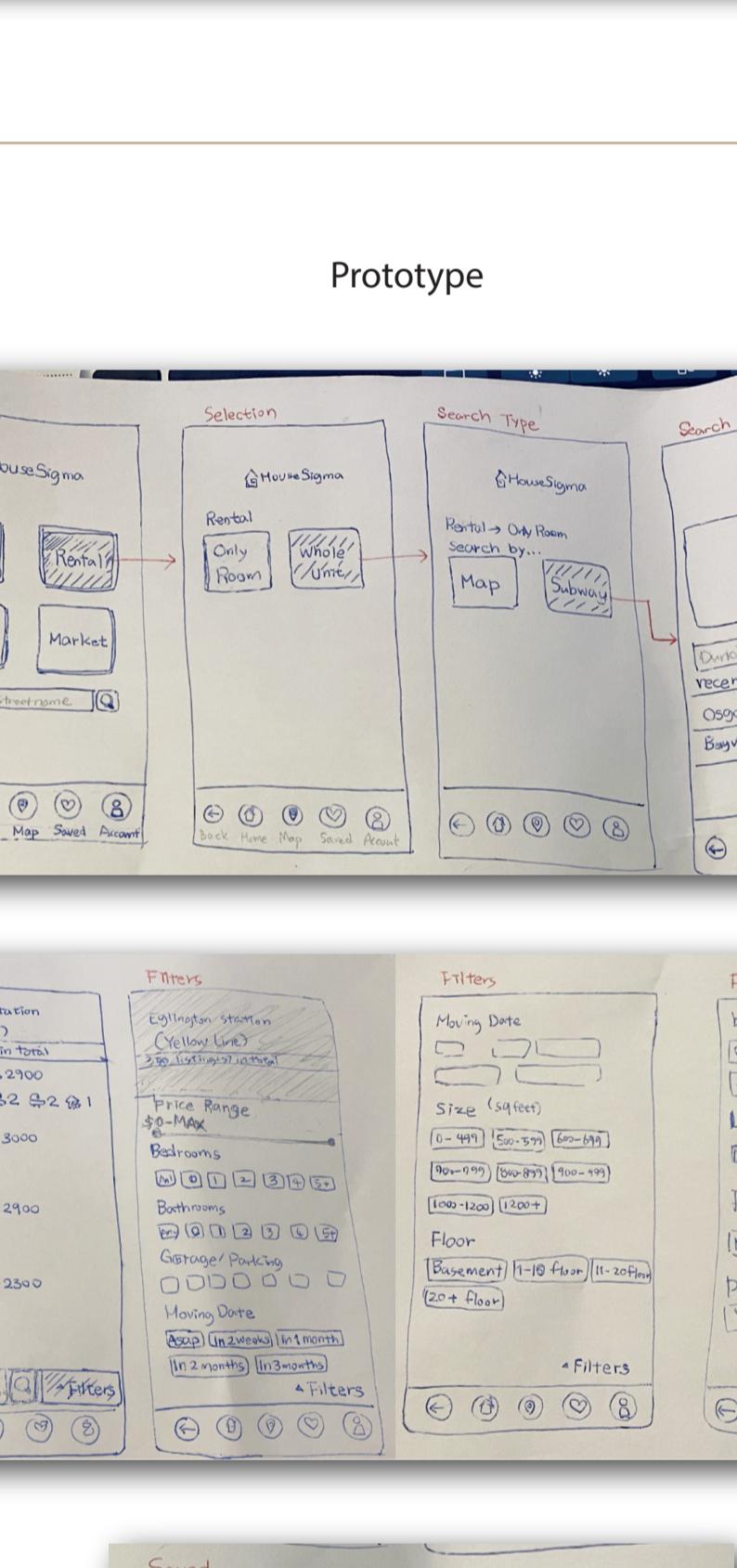
Making the app user-friendly and improving visual design

Goal:

Making users feel easy to use the app

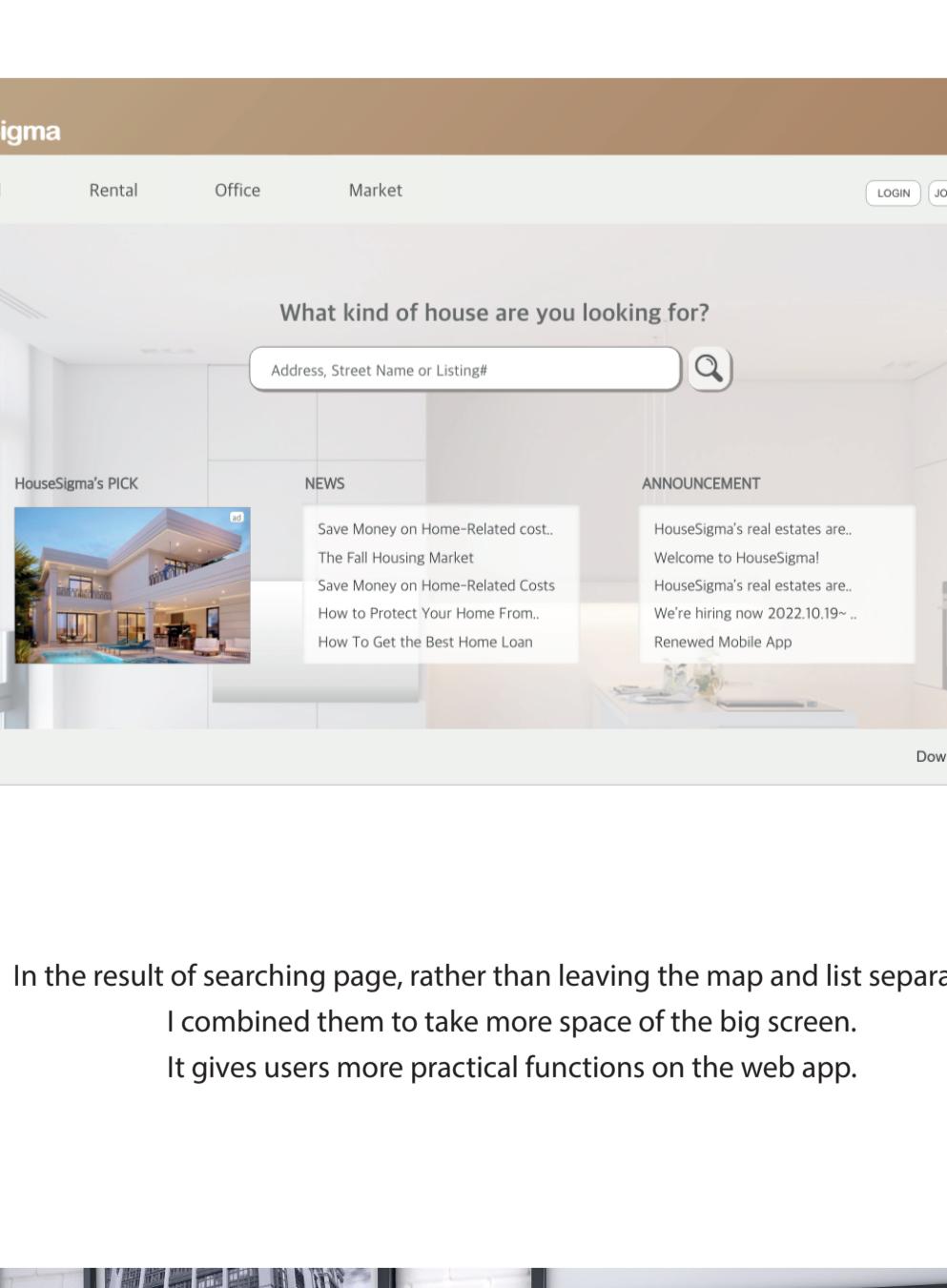
Process**Research & Analysis****User Persona & Empathy Map**

Empathy users is most important to design because everything is based on user experiences.
It also helps finding pain points of the present App.

**Pain Points and Problems**

All the pain points and problems were found by the empathy map and testing the App.

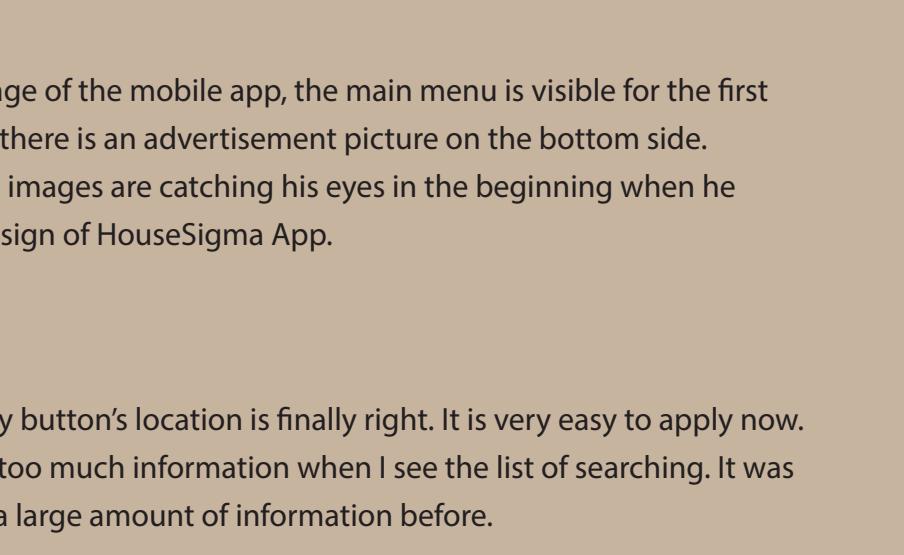
Design	HouseSigma app looks messy. (too busy with many images)
Navigation	It looks complicated so it's hard to find what users want. For example, when users look at the details of a specific place, users always click the first image to check more pictures.
Limitation	It is hard to find the area users want to live because of the limited options.
Information	It has a lack of information. (ex. moving date, deposit, etc)
Category	It doesn't separate between room rent and whole rent.
Function	There are no results by searching for any station names. (Users must put a specific address)

Finding problems in the App**Solutions**

Design	Redesign the app more simple
Navigation	Make it easy to find functions users want
Limitation	Add diverse options for searching so that users use it often
Information	Provide more information users want
Category	Make a category for room rent and the places which say 'student welcome'
Function	Add search for subway stations and bus stops

Ideation**Brain Storming**

I have tried to put myself into the users shoes by brain storming. For instance, what they really need to see when they are looking for their place. I focused on what is their priority for the rent properties.

**Card Sorting**

Once I was done with analysis, I started to sort all the contents I wanted to organize in the App for the new design. It helps organization many information easily.

Prototype**Mobile****Web App**

By adding the background image for the main giving more cozy mood to the users. It can be expected that users feel like finding their own space.

Usability Testing**User Flow****Test1**

Aaron : On main page of the mobile app, the main menu is visible for the first sight even though there is an advertisement picture on the bottom side.

On the other hand, images are catching his eyes in the beginning when we saw the original design of HouseSigma App.

Test2

Berencie : The apply button's location is finally right. It is very easy to apply now.

Also, there are not too much information when I see the list of searching. It was very distracted by a large amount of information before.

Feedback**Professor's feedback in the meeting :**

1. Change the color design to gradient
2. Make all option buttons bigger
3. Make padding size between all option buttons wider
4. Get rid of 'back' button on the main page
5. Make more pages for the web app

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