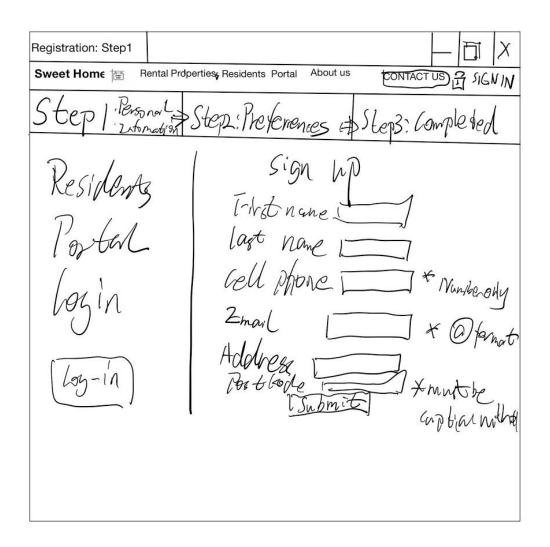
Apartment rental site

- 1. The site is for the company "Sweet Home".
- 2. Sweet Home is committed to providing personalized, professional and responsive services to the residents. Its buildings are located in an area with convenient services, facilities and transits. The company creates a sense of home within each property while also connecting with the community through social-responsibility programs. All of these combine to provide tenants with the best customer experience and make the community a real home.
- 3. The 3 processes in the site:
 - a. Follow instructions: Users will have to provide information to complete the account registration process, and the UI should guide them to obtain this information.
 - b. Absorb information: Users will see several images of apartments with advanced information about the apartment on the Sweet Home site, such as construction year, nearby facilities and other information about the suites.
 - c. Divergent/convergent exploration: Users can explore suites by locations, prices, rooms, etc.
- 4. My semantic network will include the terms suites, prices, building managers, etc. It will show the relations between these terms.
- 5.Sketchs



Follow instructions

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Absorb information

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- 6.I will give a design element for each of the 10 heuristics:
 - 1) Consistency: The color and the font, will be consistent throughout the entire website.
 - 2) Familiar language and metaphors: The icons should strongly resemble the functions and words or phrases and use familiar concepts to represent abstract concepts if there are any. The words used should be easy to understand by all groups of users.
 - 3) Simple and functional design: The site layout structure will be neat and simplistic. It also will use good color choice to keep consistency and manipulate fonts to draw attention.
 - 4) Freedom: Users will be able to explore without entering information(as guest users no accounts are required). The sites will also allow undoing different actions
 - 5) Flexibility: The website will provide several entry points. For instance, the new user can explore as a guest user or register account. The experienced user can login without any instructions. For registered users, the website will also provide recommended suites associated with previous information.
 - 6) Recall Recognition: The menus will limit the number to 4-5 items. All information about suits will be displayed as a list, as well as images (reduced sizes). The website will not use type command instead everything will be in the form of menus.
 - 7) Clear status: The website will clearly show users what status or option they are in. It will also clearly show the completed step after an action is done.
 - 8) Error prevention: There will be constraints for users' inputs. For example, the Email address and phone number, etc. Also, there will be alert information or error messages to indicate invalidate information.
 - 9) Error recovery: If users go on a nonexistent route on the site, the website will redirect the user back to the main page. Make sure the error message can be easily seen and the contents are humble.
 - 10) Help: The website will have both global and contextual help. For instance, there are some explanations on some buttons.