

Responsive Web Design Apartment Listing Directory

Ros Sumiati

Project overview



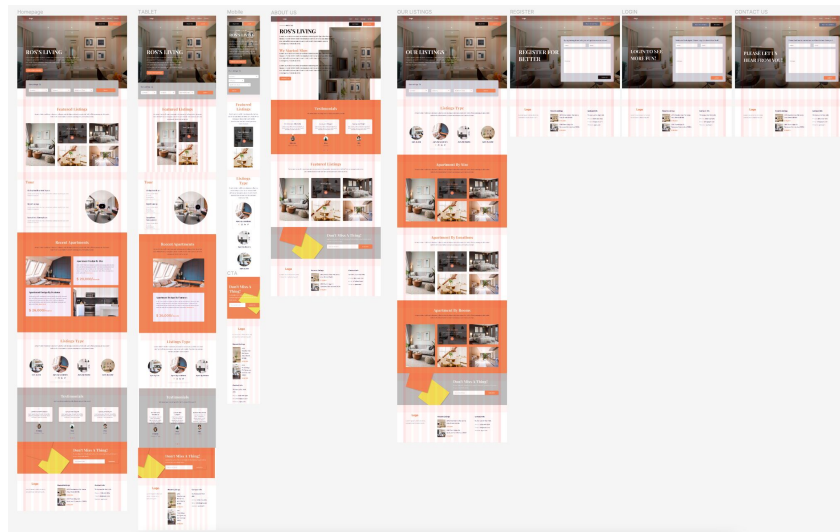
The product:

This is work to design a Web Responsive Design for Apartment Listing Directory for New York City Area



Project duration:

6 Months



Project overview



The problem:

Living in New York is one of the most challenging for American. Apartment, especially beautiful and yet inexpensive one is a diamond. The problem is to find one is hard to do.



The goal:

To refer people to get the best of their apartment choice to live in, then this directory listing will help them get the best filters among apartments in the city.

Project overview



My role:

Lead UX designer



Responsibilities:

List of the responsibilities:

1. User research,
2. wireframing,
3. Prototyping,
4. Testing

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Based on the research I have made online, there are up to 1000 searches per day on cheap apartment in New York and also New Apartment listings in New York.

My assumption is that people really think that having cheap apartment is important, and new listings also important to saving them time searching.

That is why this website goal is to refer people to get the best of their apartment choice to live in, then this directory listing will help them get the best filters among apartments in the city.

User research: pain points

1

Navigation

Most of the directory website don't give best filters, they stop with only price range, number of room/rooms.

People need to be navigate to the best filters as they really need. (Apartment Style for example)

2

Interactions

Most of directory listing website didn't come up with easy to reach people who has the asset that list the apartment. That is why most closest interaction for user in this website will be a Whatsapp Button

3

Experiences

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

Persona: Alice Mendel

Problem statement:

Alice is a busy designer who needs intuitive website navigation and search filters because she wants online searches for nice and cozy living apartment to be exact as she needs (Near her workplace, Clean, Minimalist and stylish for millennials like her).



Alice Mendel

Age: 24
Education: Bachelor
Hometown: New York
Family: Parents
Occupation: Designer for Design Agency

"Choosing best bot means choosing the best choice of life!"

Goals

- Accurate filters for improved renting confidence.
- Bigger buttons and improved placement for more accessible navigation.
- Less cluttered navigation and layout for easier browsing.

Frustrations

- "I struggle with the result of new apartment listings."
- "There is no such category I think needed, the style of the apartment"
- "There seems a lot of scam for this kind a listing directory website, so many ads in there"

Alice Mendel is a busy designer who needs intuitive website navigation and search filters because she wants online searches for nice and cozy living apartment to be exact as she needs (Near her workplace, Clean, Minimalist and stylish for millennials like her).

User journey map

I created a user journey map of Alice's experience using the site to help identify possible pain points and improvement opportunities.

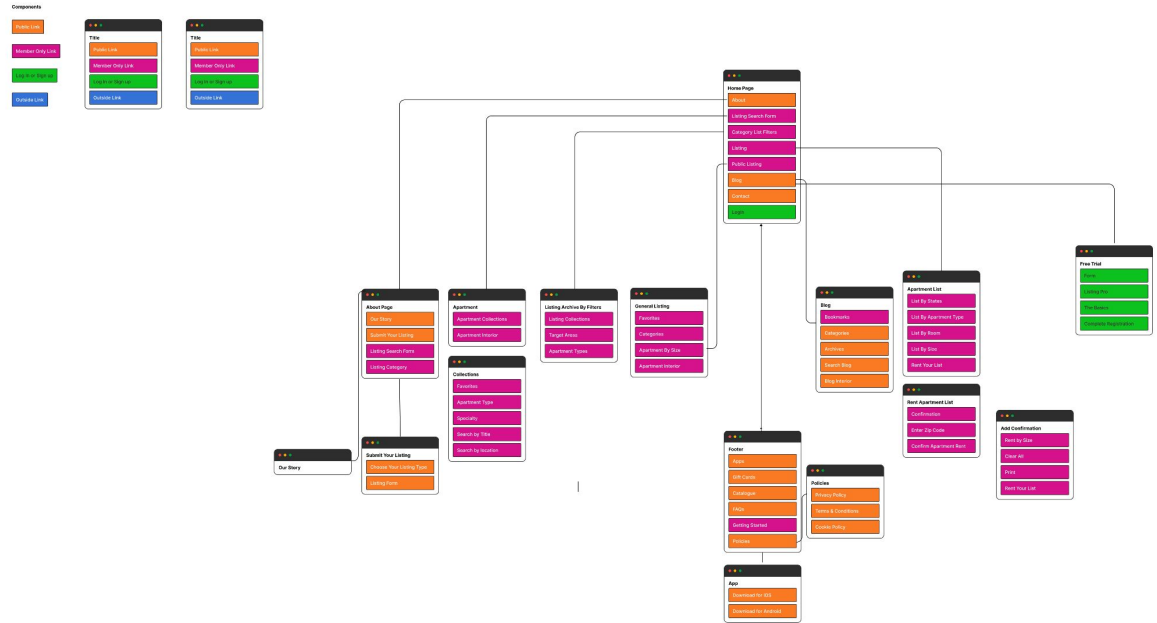
Persona: Alice Mendel

Goal: Find a beautiful minimalist apartment in New York using Ros's Living website

ACTION	Determine the Apartment you need using search filters.	Check on New Listings	Book the Apartment	Make a payment for booking	Get a guide on moving to new Booked Apartment	Confirm done and release payment
TASK LIST	Tasks A. Go to Homepage B. Search For the Apartment based on filters C. Pick One of the result on the archive page result	Tasks A. Click New Listings Area on the website B. Checking on more result by clicking 'More' button. C. Pick any apartment that interesting.	Tasks A. Confirm booking of the apartment B. Confirm Apartment wanted C. Confirm date of moving	Tasks A. Choosing one of the payment method, on the payment methods options B. Verifying payment card or ID C. Send money to escrow	Tasks A. Verifying ID B. Apartment Tour C. Checking the Features and Facility based on the Booking details	Tasks A. Confirm booking and moving are done B. Release the payment from escrow
FEELING ADJECTIVE	<ul style="list-style-type: none">Happy to see all Apartments types and locations provided	<ul style="list-style-type: none">Hopeful	<ul style="list-style-type: none">Satisfied	<ul style="list-style-type: none">OverwhelmedPatient	<ul style="list-style-type: none">RelievedGladAlert	<ul style="list-style-type: none">ExcitedRelievedHappy
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Pick Apartment that interesting to her details wantedBook one of the apartment that interesting for her	<ul style="list-style-type: none">Better option of "other" newest listings resultAccessibility key on map app	<ul style="list-style-type: none">Booking and next step explanations	<ul style="list-style-type: none">Make an easy form to fill for this confirmation	<ul style="list-style-type: none">Feedback optionsConfirmation options of all details are good to go	<ul style="list-style-type: none">Rate the asset owner

Sitemap

[Your notes about goals and thought process]



Digital wireframes

[Your notes about goals and
thought process + how you
responded to and
implemented peer
feedback]



Digital wireframe screen size variation(s)

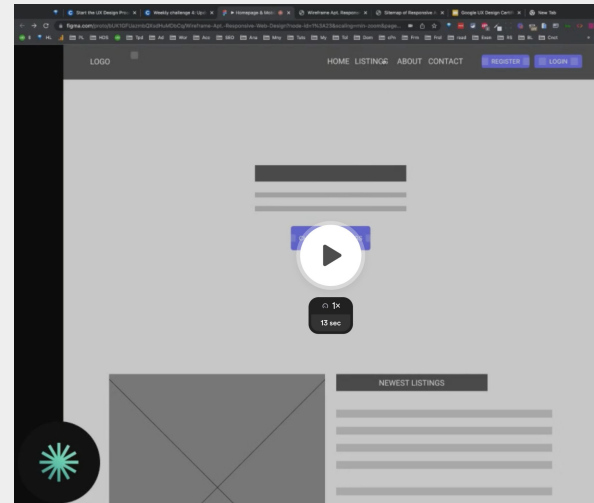
[Your notes about goals and
thought process + how you
responded to and
implemented peer
feedback]



Low-fidelity prototype

<https://www.figma.com/proto/bUK1GFUazmbQXsdHuMDbCq/Wireframe-Apt.-Responsive-Web-Design?node-id=1%3A23&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=1%3A23>

<https://www.loom.com/share/6db6ac57a3844d6c9a5471d036e26923>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1 (Confusion about login or register choices, but it should be obvious since they haven't register yet, they should automatically understand that they need to register, but they still questioning, so I think it needed to be explain on description a bit on the form says "If you haven't got any account, please register and if you already a member then just login from previous analysis)

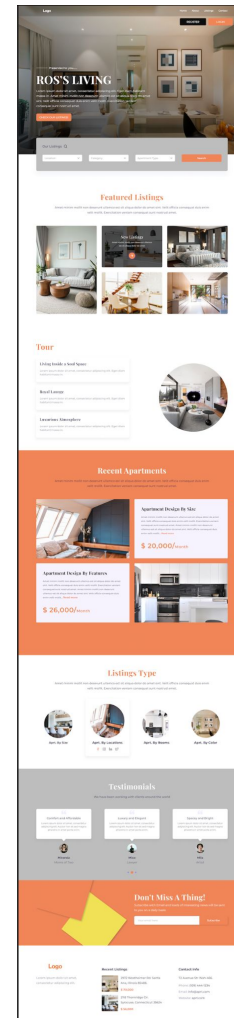
2 (Understood features on Apartment Listings archive and still have no idea how to configure filter options from previous analysis)

3 Don't like result section, in a way of the search result and another two in a way of how it looks from previous analysis

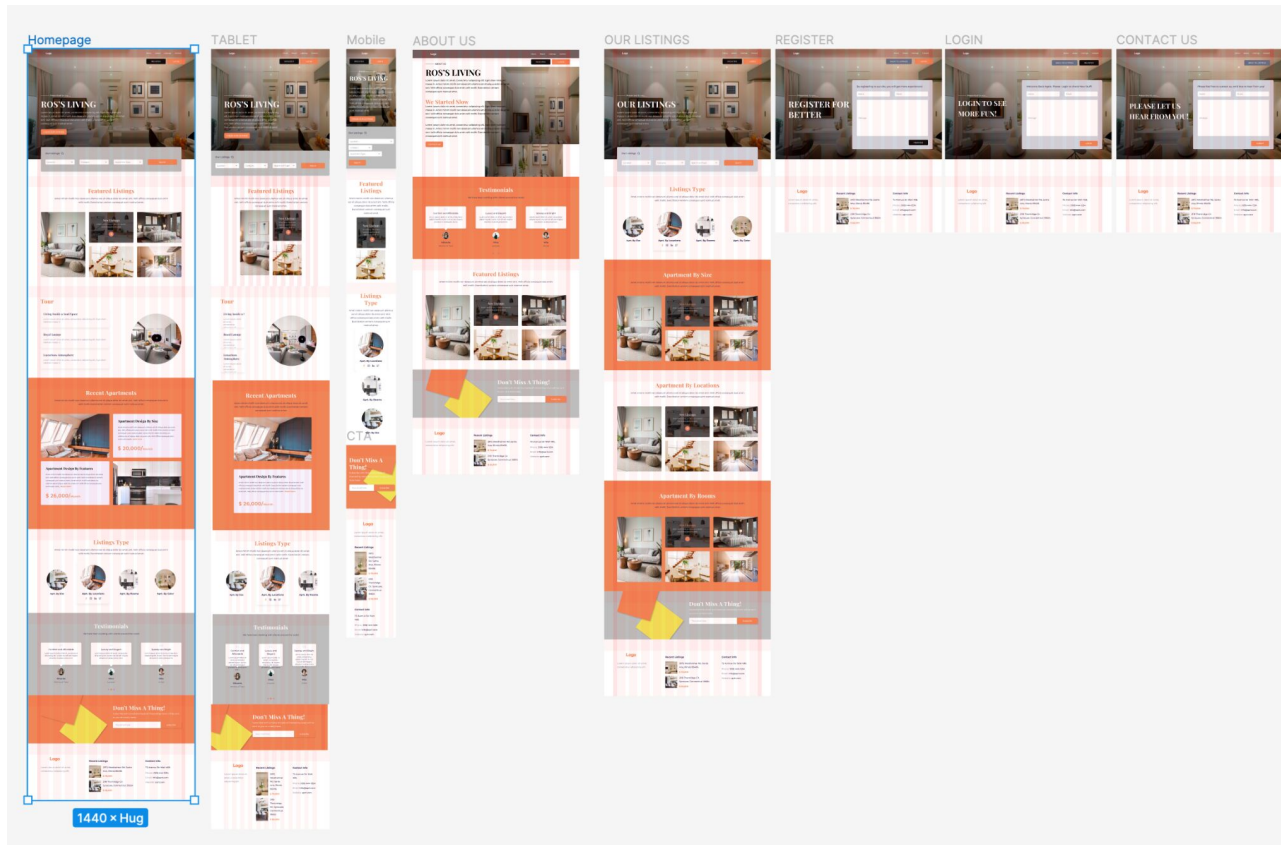
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups: Original screen size

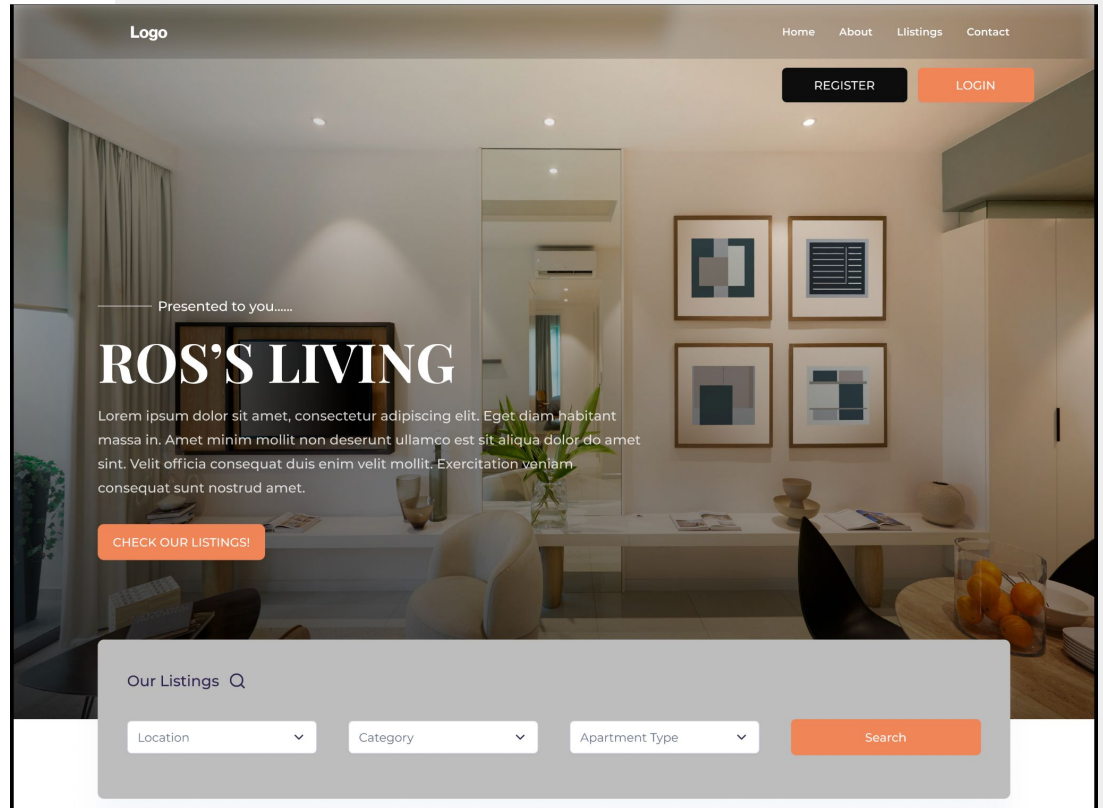


Mockups: Screen size variations



High-fidelity prototype

<https://www.figma.com/proto/3jLzTQ06VJLaxQBHgjin3/High-Fidelity-For-Responsive-Website-Design---Ros?node-id=4%3A57&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=4%3A57>



Accessibility considerations

1

I used headings, buttons with different color and size text for clear visual hierarchy

2

I help users navigate the site, including users who rely on assistive technologies with landmarks.

3

I designed the site with mobile responsiveness in mind.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This website is quite easy to navigate, I am as a person who are nomad, I am so happy I can easily find any apartment in any point of city directions. - Alice Mendel



What I learned:

Giving the best looks of the design doesn't mean forgetting the users who needs it to be working better than only looks.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Making my way to better result of Hi-Fidelity Design to present.

Let's connect!



I would love to hear from you, glad to know if I can help to solve all your business needs for Apps and Website.

Please visit: <https://rosumiati.com/>

Email me : contact@rosumiati.com

Thank you!