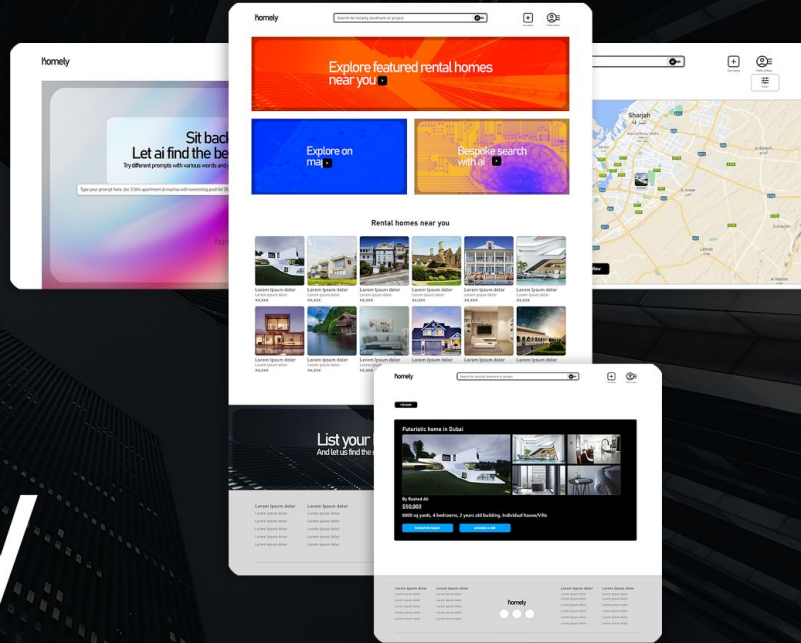


# homely

Simplest way to finding rental homes.

Yamin Mohsin



# Project overview



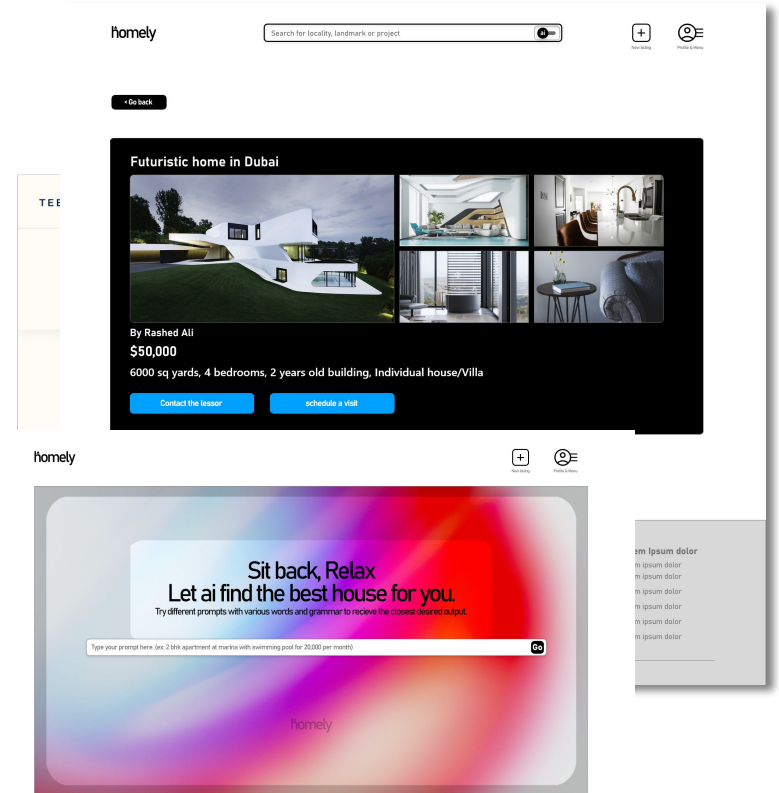
## The product:

Homely is a one stop website to find and list rental homes. It is focused on creating a platform which is seamless and easy to use.



## Project duration:

March 2023 to March 2023



# Project overview



## The problem:

Available online shopping websites have cluttered designs, inefficient systems for browsing through products, and confusing processes.



## The goal:

Design a rental home finding website to be user friendly by providing clear navigation and offering a fast process.

# Project overview



## My role:

UX designer leading the Homely website design



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

# Understanding the user

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

# User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users use rental home finding websites just to browse and get the idea of prices. However, many of these available websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of finding their desired home.

# User research: pain points

1

## Navigation

Rental Property finding website designs are often busy, which results in confusing navigation.

2

## Interaction

Small buttons on other rental home finding websites make selection difficult, which sometimes leads users to make mistakes.

3

## Experience

Rental home searching websites don't have an engaging browsing experience

# Persona: Kareem

## Problem statement:

Kareem is a 27 year old freelancer who needs to easily find good rental homes because he is having trouble finding a good home of his choice, taste & budget on other websites.



**Kareem**

**Age:** 27  
**Education:** High School  
**Hometown:** Dubai, UAE  
**Family:** None  
**Occupation:** Freelancer

*"I want to find a good house to stay easily without any fuss"*

## Goals

- To enjoy his youth by having fun, throwing parties at his home
- To maintain an active and social lifestyle,
- To have a good lifestyle.

## Frustrations

- Difficulty in finding homes.
- Feeling uncertain about the accessibility of a place he might end up moving into.
- Inconvenience of not being able to find a good website or agency to find a home in affordable price.

Kareem is a 27 year old freelancer from dubai who likes to enjoy life by socialising and having fun with his friends alot. As he does not have an own home as the prices are too expensive, he wants to find a rental home. But he could'nt find any good websites which are simple , free and easy to use.

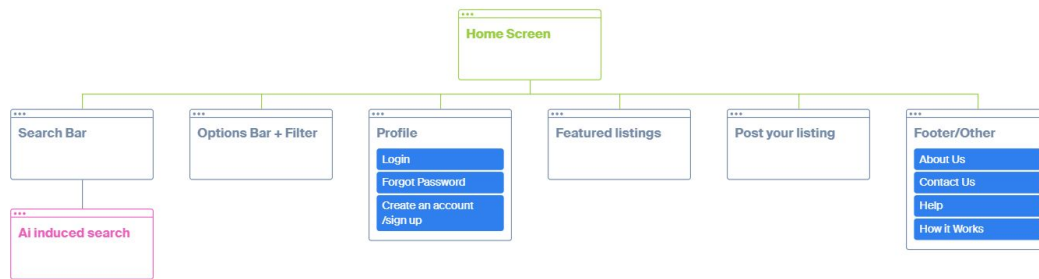




# Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

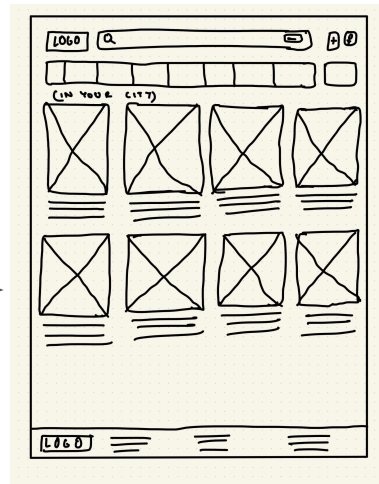
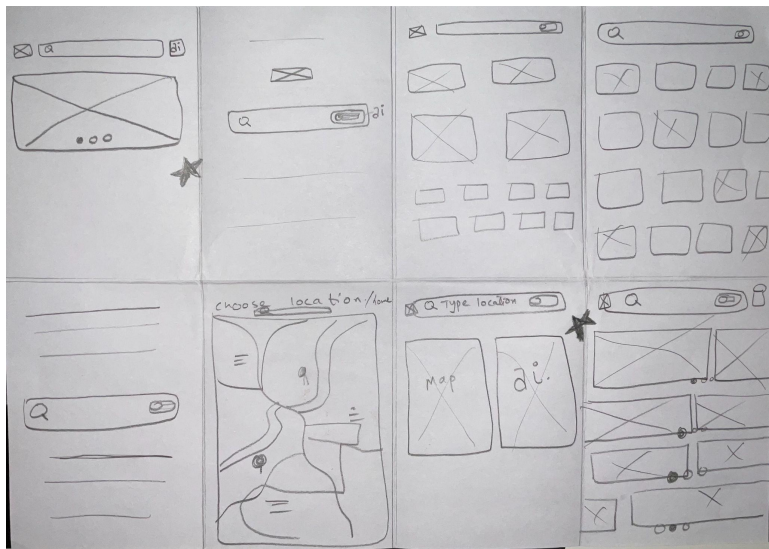
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



# Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.

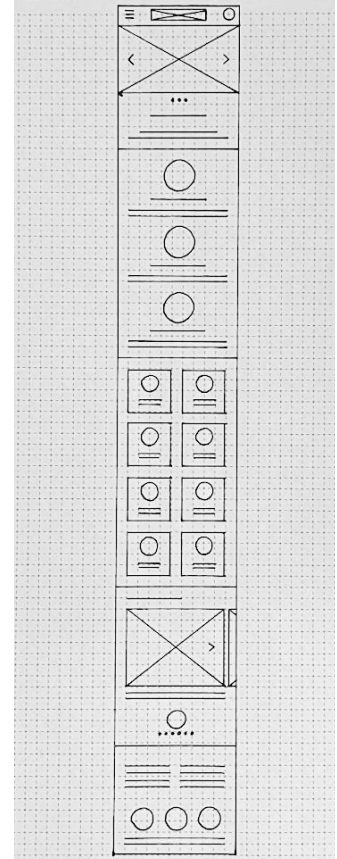
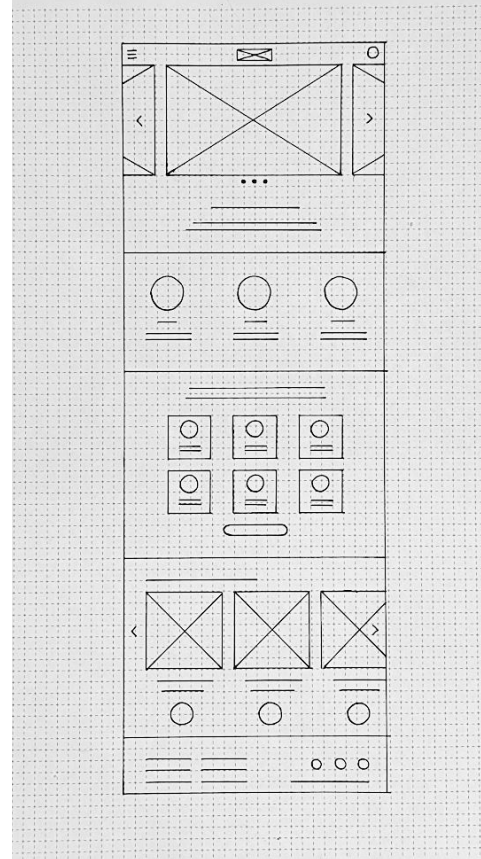


Refined paper wireframe

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

# Paper wireframe screen size variations

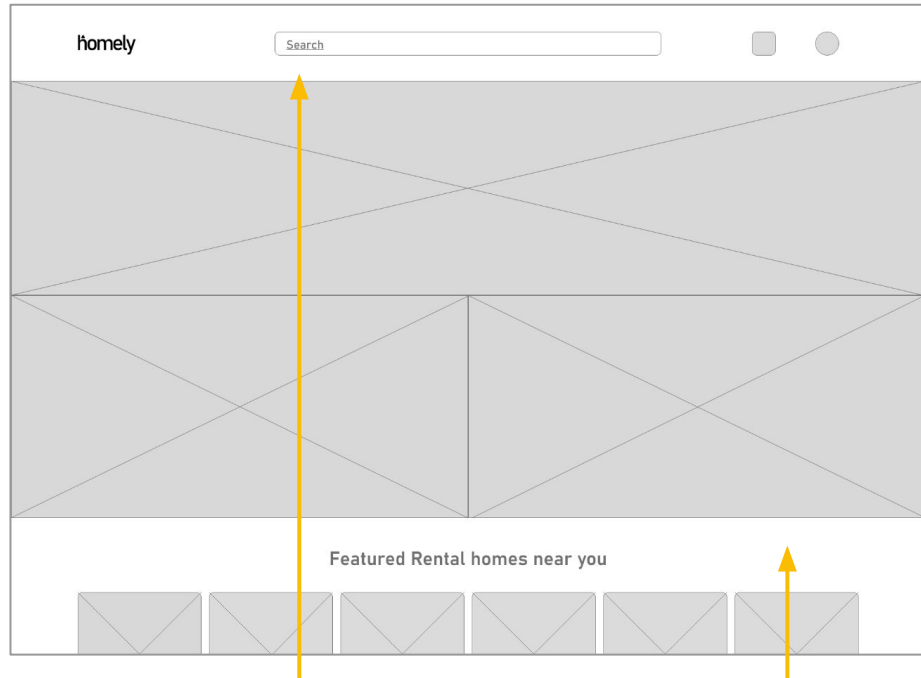
Because Tee's Shirts' customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



# Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

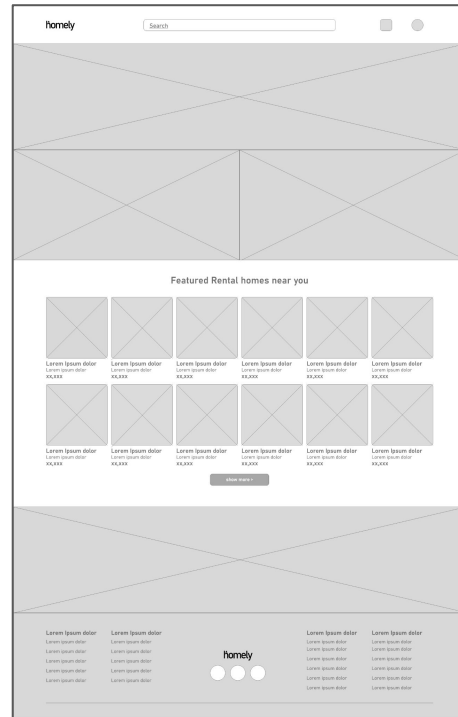
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Easy access to search button

Homepage is optimized for easy browsing through the layout of images and nav menu options

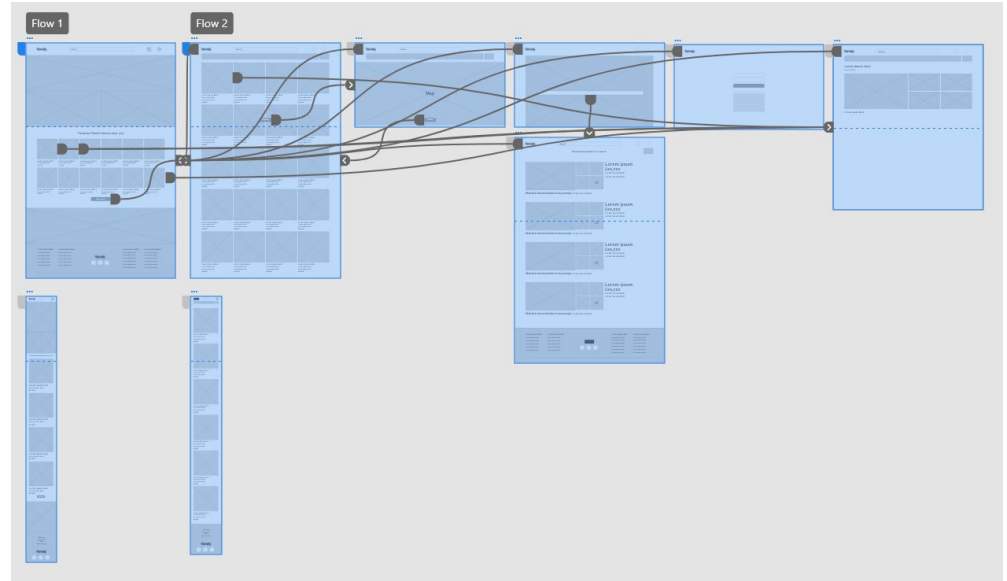
# Digital wireframe screen size variation(s)



# Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



View [Homely's lo-fi prototype.](#)

# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

UAE, remote



## Participants:

5 participants



## Length:

20-30 minutes



# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Finding a home

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

## Listing a home

Users weren't able to easily copy the shipping address information into the billing info field

3

## Optimized search

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

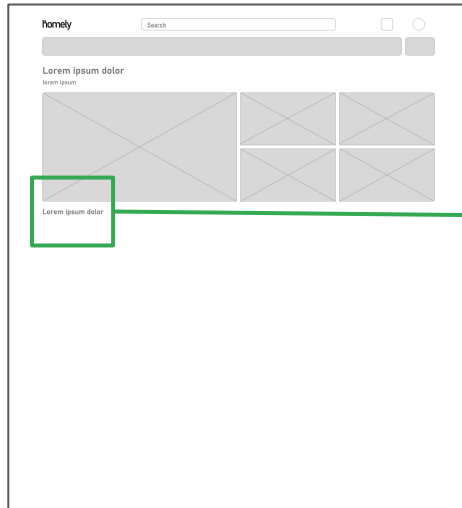
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

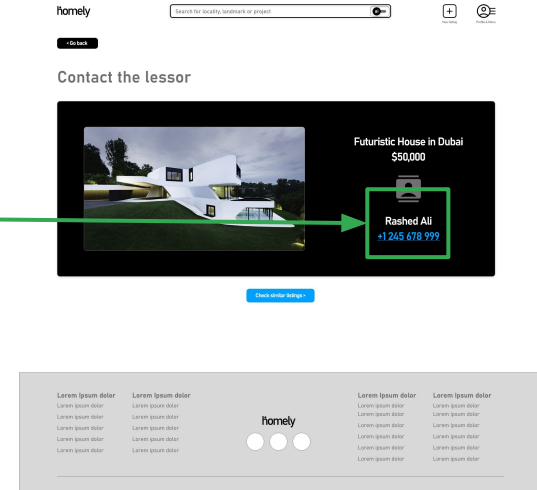
# Mockups

Based on the insights from the usability study, I made changes to improve the site's contact the lessor flow. One of the changes I made was showcasing the contact details in card format. This allowed users more immersive accomplishing experience.

Before usability study



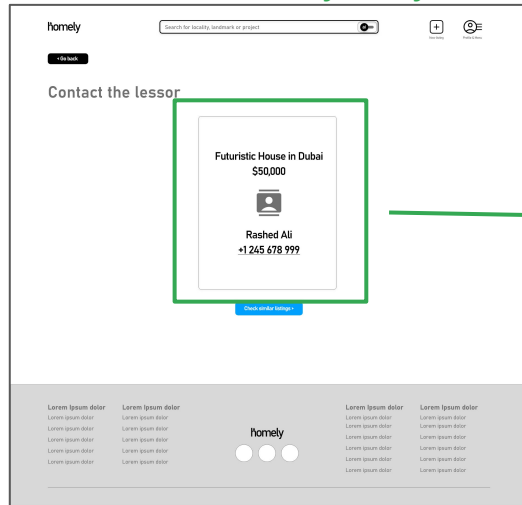
After usability study



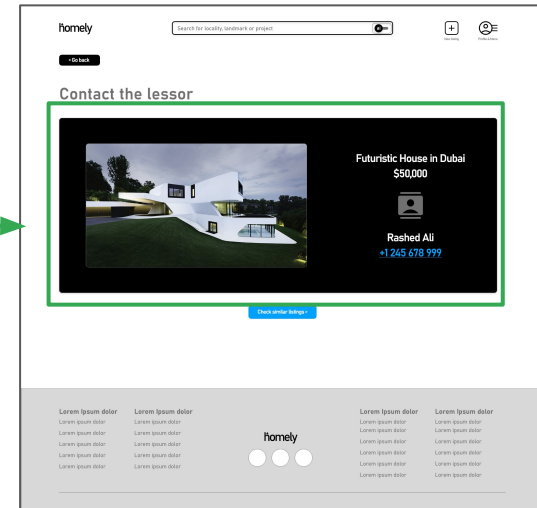
# Mockups

To make the flow even immersive for users, I added an image & dark card box that allowed users to reach the final step with style and also have an idea of the property they are looking the contact of.

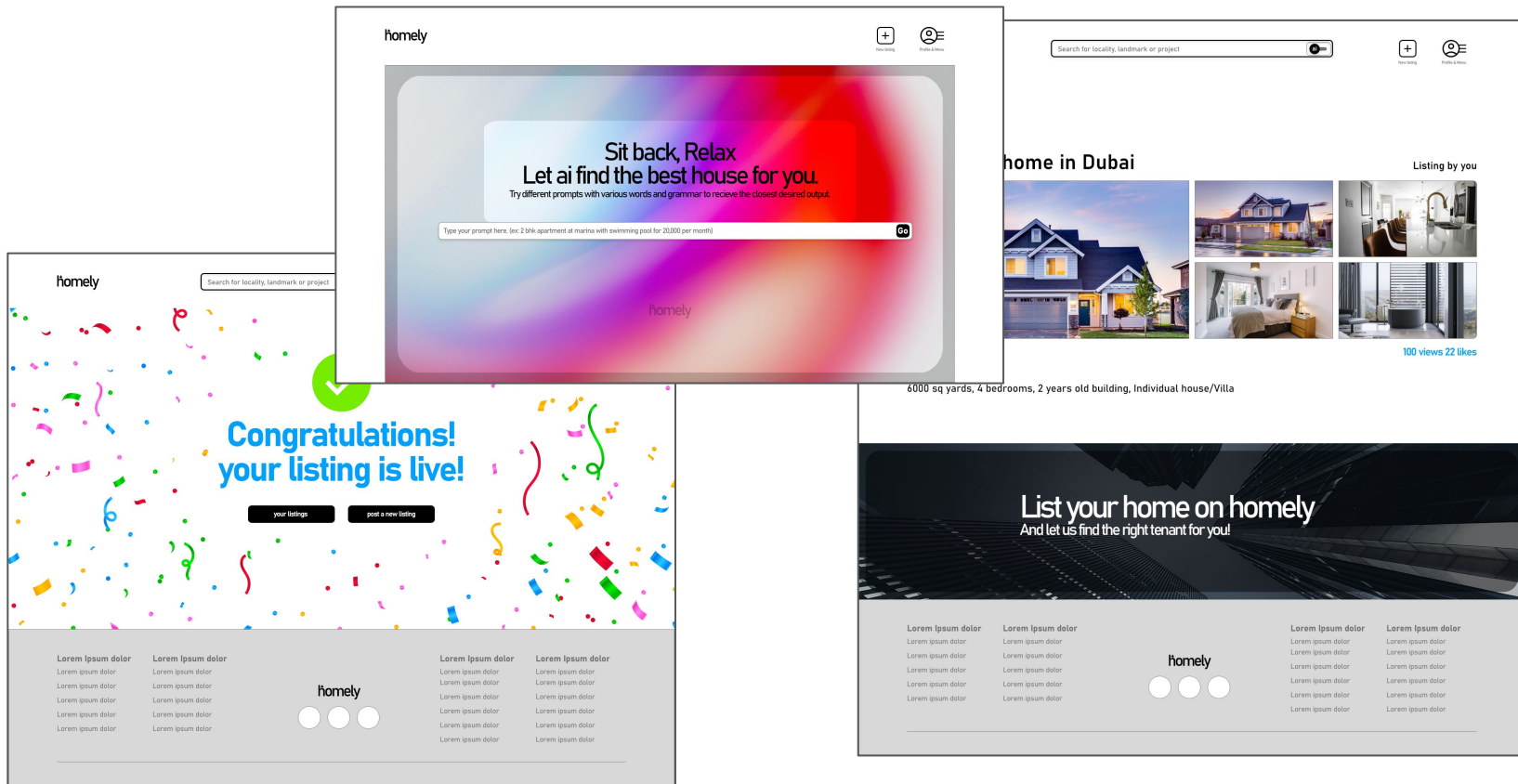
Before usability study



After usability study

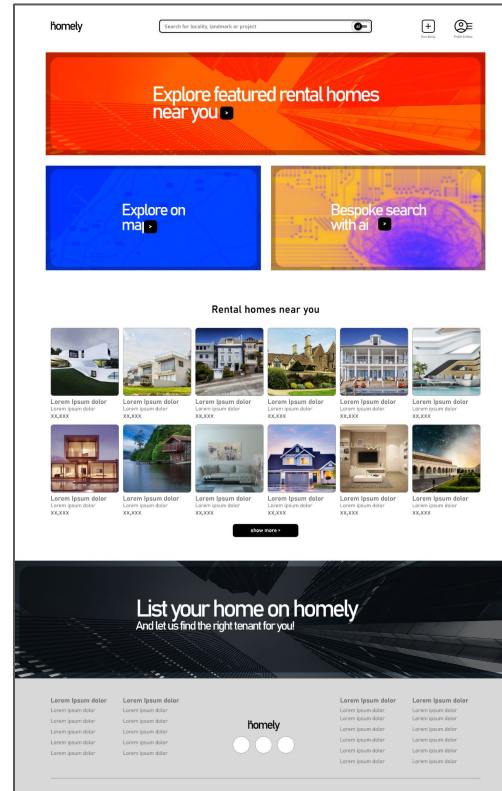


# Mockups: Original screen size



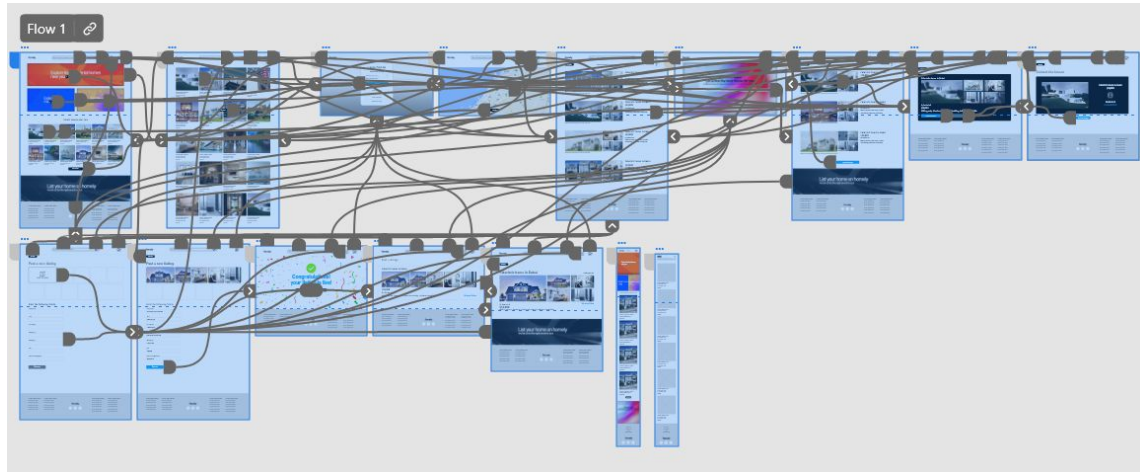
# Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



# High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.



View the [homely's hi-fi prototype](#).

# Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



## What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

# Next steps

1

Conduct follow-up usability testing on the new website

2

Identify any additional areas of need and ideate on new features

# Let's connect!



Thank you for reviewing my work on homely's app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

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Website: <https://www.yaminmohsin.com/>