



**Frank Dyszler**

UX Designer/UX Researcher/Logo Designer/Branding

# Project overview



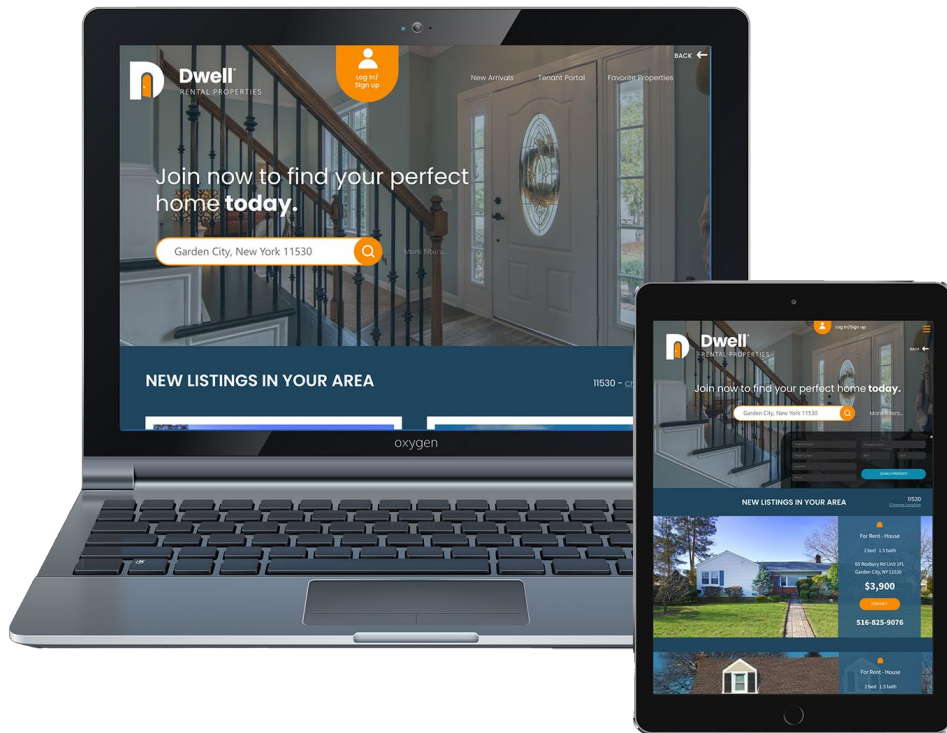
## The product:

Dwell Rental Properties is a fictional company I created for this part of the UI/UX course. The website will be a portal for renters to find housing options and managers to be able to list properties.



## Project duration:

December 2022 – January 2023



# Project overview



## The problem:

The website needs to be usable in all devices. Tablets have gain popularity while searching for online. The experience is usually slow and not as robust as the desktop version.



## The goal:

Design a website that will flow naturally on all devices. Dwell is a friendly company and loves all people. They want to provide an easy error-free way to look for rental homes, weekend getaways and more.

# Project overview



## My role:

I was the Lead UX Designer, Lead UX Researcher. From conception to website delivery I created all the assets including the logo and branding of the company.



## Responsibilities:

I was responsible for administering interviews, developing personas, user research, wireframing, low-fidelity and high-fidelity prototypes, as well as creating a new logo, design system and brand guide.

# Understanding the user

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

# User research: summary



I conducted the interviews with all participants involved. I also created empathy maps to understand their user journeys, and to get a better understanding of their needs in general. The primary user groups were identified as users who have rented house or use homes for short stays.

This group were chosen at random. However, they all expressed issues with searching on websites when using their tablet. They experience was very wonky and confusing during the flow. Some also mentioned they wanted to contact the sellers directly instead of using a third party.

# User research: pain points

1

## Pain point

Places using different looks makes signing up for these sites confusing.

2

## Pain point

Large enough photos, and not enough relevant information. Have to click each module to find more is time consuming

3

## Pain point

Wanted a favorite property section to refer back to old homes for reference.

4

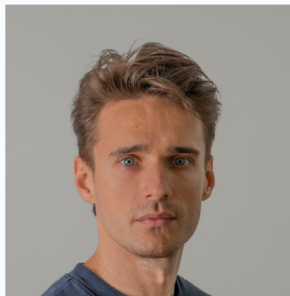
## Pain point

Lack of helpful information regarding other services, and how to articles.

# Persona: James Filmore

## Problem statement:

James is a husband and a father of two. He recently had to rent a home, as there was a fire and the renovations would take at least 8 months to complete.



James Filmore

Age: 29  
Education: Bachelor's Degree - Marketing  
Hometown: Narrow, MA  
Family: 2 kids  
Occupation: Ad Consultant

*"Sometimes I just want to use my tablet to look for things on the internet, but the websites never act the same as a desktop."*

## GOALS

- Spend time with his wife and two kids
- Live life, be happy, stay alive
- Start his own consulting company

## FRUSTRATIONS

- The pictures are too small and bad quality
- There is no direct way to contact seller, must have a third party intervene
- Not enough homes in the area

Julian is a single man living on his own since his parents moved back to Nebraska and left him the house. He went to back to school after receiving his degree in Finance, to pursue a career in Business instead. Recently he and his family had to rent a home because there was a fire, and they lost the entire ground floor. Renovations would take 8 months to complete.



# User journey map

Mapping Jame's user journey revealed how helpful it would be – to make the website more user friendly, especially on an tablet type of device.

## Persona: James

Goal: Rent a home for a few months in the local area

ACTION	Search website	Type in zip code or address	Browse property selections	Compare properties	Schedule/Contact Manager	Wait for confirmation
TASK LIST	Tasks Search website Become a member Look for houses in area	Tasks Look for properties in a certain area and be able to filter out options	Tasks Determine at a glance properties he would like to know more about	Tasks Compare the listed properties to see which one will suit his family, See monthly price and what is included.	Tasks Discover more details, and surf through a collection of pictures of the property. Schedule a time to see the listed property	Tasks Wait for email or representative to call to set up time to see or answer more questions about the house
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Overwhelmed</li><li>Annoyed</li><li>Excited</li></ul>	<ul style="list-style-type: none"><li>Confused</li><li>Happy</li></ul>	<ul style="list-style-type: none"><li>Irritated</li><li>Happy</li><li>Frustrated</li></ul>	<ul style="list-style-type: none"><li>Unhappy</li><li>Overwhelmed</li></ul>	<ul style="list-style-type: none"><li>Calm</li><li>Patient</li></ul>	<ul style="list-style-type: none"><li>Excited</li><li>Annoyed</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>Log In/Sign up easy to find</li><li>Location ability to populate properties</li></ul>	<ul style="list-style-type: none"><li>Filters option to narrow down the properties even more</li></ul>	<ul style="list-style-type: none"><li>Provide a brief overview of property and monthly price before seeing details</li></ul>	<ul style="list-style-type: none"><li>Add compare option feature</li><li>Add favorite properties area for easy archiving and comparing</li></ul>	<ul style="list-style-type: none"><li>Listing agent and phone number to contact when become a member</li></ul>	<ul style="list-style-type: none"><li>Confirmation email</li></ul>

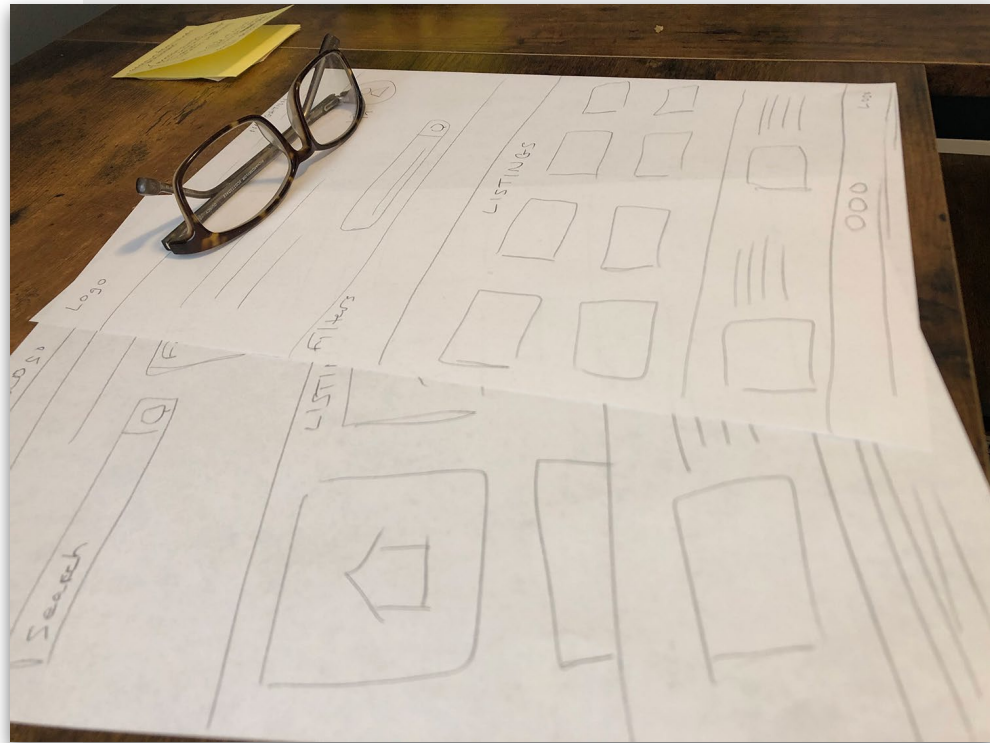
## Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Paper wireframes

I sketched a few iterations of the Dwell website. I had a general idea of what I did not want it to look like.

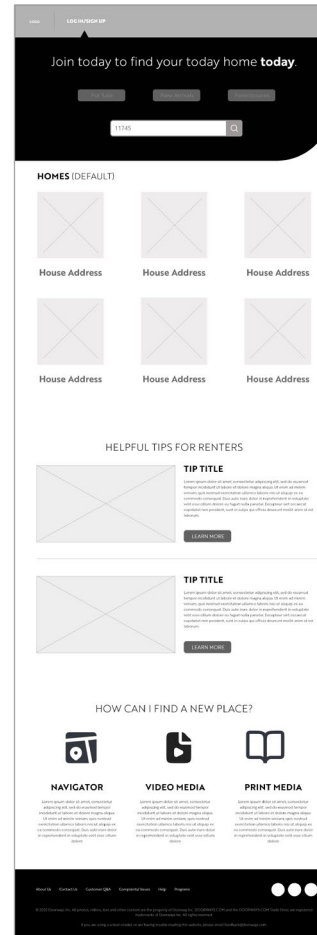
Everyone else's looked very similar. I researched some major competitors, and liked certain features, so I wanted to implement them into my design for Dwell.



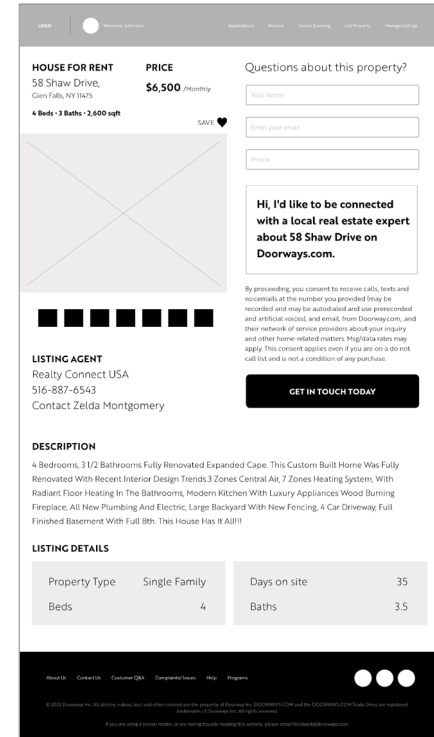
# Digital wireframes

As I moved forward into the digital mockups. I wanted to keep the pages simple and easy to read. I did not want my pages to be cluttered, so if ad space was needed I wanted enough white space needed in the beginning.

The lo-fi wireframe of Dwell webiste. Pictured is the home page and property listing page.

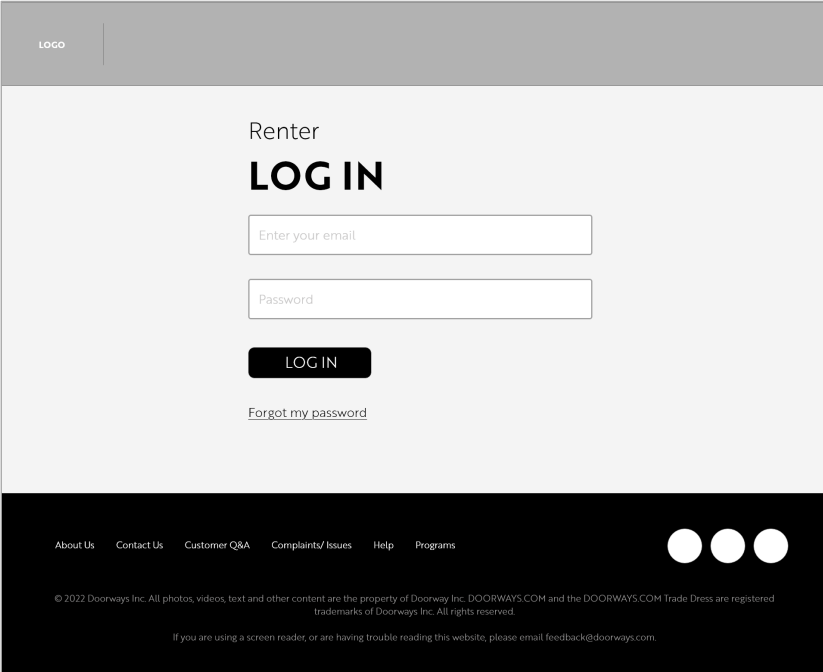


The listing page was also going to provide an easy way for user to contact agent, and set up walk-through.



# Digital wireframes

The log-in, sign up, and success pages were going to be very simple and clean and let the user know what will be next steps.



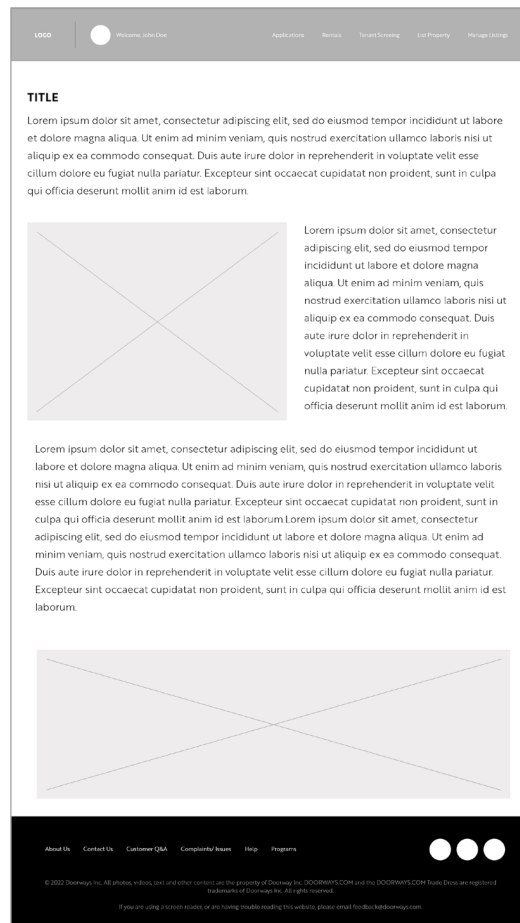
A digital wireframe of a login page. At the top is a grey header bar with the word "LOGO" on the left. The main content area is light grey and contains the text "Renter" followed by "LOG IN" in large, bold, black letters. Below this are two white input fields with grey borders; the first is labeled "Enter your email" and the second is labeled "Password". Under the password field is a black button with the text "LOG IN" in white. Below the button is a link that says "Forgot my password". The footer is a dark grey/black bar. On the left side of the footer are links: "About Us", "Contact Us", "Customer Q&A", "Complaints/ Issues", "Help", and "Programs". On the right side of the footer are three white circles. Below the links is a small copyright notice: "© 2022 Doorways Inc. All photos, videos, text and other content are the property of Doorway Inc. DOORWAYS.COM and the DOORWAYS.COM Trade Dress are registered trademarks of Doorways Inc. All rights reserved." At the very bottom of the footer is a line of small text: "If you are using a screen reader, or are having trouble reading this website, please email feedback@doorways.com."

The Log In page was going to be very straight forward and would introduce members into more features when signed in.

# Digital wireframes

Another feature that kept popping up was featuring a ZOOM feature so the user can make sure the product is what they are looking for.

Monthly articles will also be featured on the site to offer user more information of rental properties, and also help managers hwo to find applicants.

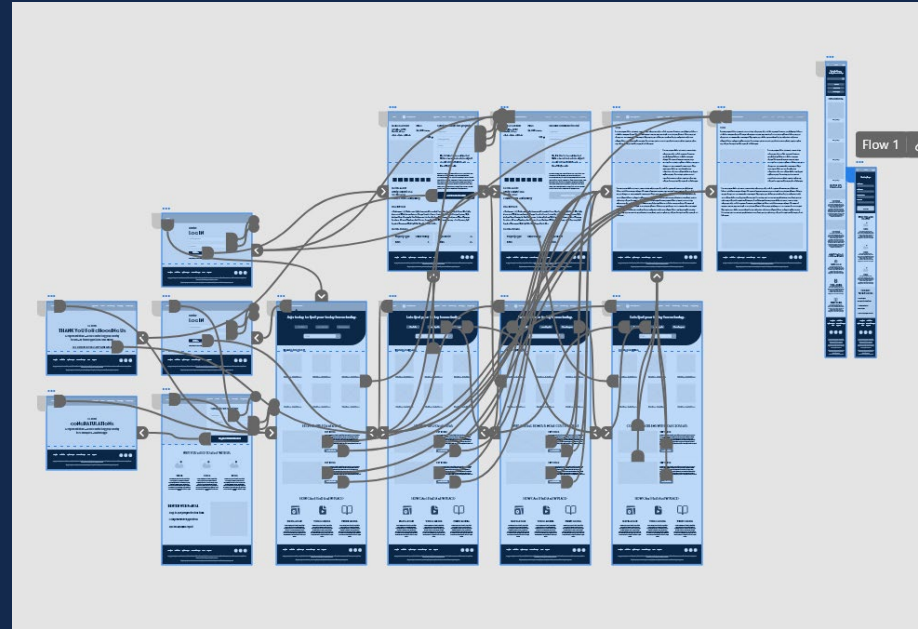


# Low-fidelity prototype

The low fidelity prototype connected screens to recreate user journey for usability tests.

LINK

[View low-fidelity version here](#)



# Usability study: findings

The study addressed a few things. Navigation was featured only on some competitors site. I believe there main goal was to get people to sign up, so that was the original route I took.

## Round 1 findings

- 1 Log out feature
- 2 Working text fields
- 3 Favorite properties page

## Round 2 findings

- 1 Navigation for important features
- 2 Keyboard feature added when typing
- 3 Article and tips pages



## Refining the design

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- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

The design was well received, however wanted to add a option if you needed wheelchair assistance to see the property during the visit. And also added Assisted Listening feature for copy to be listened to.

## Before usability study

The mockup shows a property listing for a house for rent. The header includes the Dwell logo and navigation links. The main content area displays the property details, including the address, price, and a photo. A contact form is present, but it lacks an option for wheelchair assistance. The footer contains social media links and a disclaimer.

**Dwell**  
REAL ESTATE

Home | Search | Favorites | Properties

**HOUSE FOR RENT**  
65 Roxbury Rd Unit 1FL  
Garden City, NY 11530

**PRICE**  
\$3,900 /Monthly

**4 Beds • 3 Baths • 2,600 sqft**

Questions about this property?

John Doe

john.doe@gmail.com

718-552-7841

Hi, I'd like to be connected with a local real estate expert about 65 Roxbury Rd. Unit 1FL on Dwell.com.

By proceeding, you consent to receive calls, texts and voice-mails at the number you provided (may be recorded and may be auto-dialed and use pre-recorded and artificial voices), and email, from Dwell.com, and their network of service providers about your inquiry and other home-related matters. Msg/Data rates may apply. This consent applies even if you are on a do not call list and is not a condition of any purchase.

**LISTING AGENT**  
Realty Connect USA  
916-887-6543  
Contact Zaida Montgomery

**SCHEDULE WALKTHROUGH**

**DESCRIPTION**  
4 Bedrooms, 3 1/2 Bathrooms Fully Renovated Expanded Cape. This Custom Built Home Was Fully Renovated With Recent Interior Design Trends. 3 Zones Central Air, 7 Zones Heating System, With Radiant Floor Heating In The Bathrooms, Modern Kitchen With Luxury Appliances Wood Burning Fireplace, All New Plumbing And Electric, Large Backyard With New Fencing, 4 Car Driveway, Full Finished Basement With Full Bath. This House Has It All!!!

**LISTING DETAILS**

Property Type	Single Family	Days on site	35
Beds	4	Baths	3.5

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If you are using a screen reader or are having trouble reading this website, please email feedback@dwell.com

## After usability study

The mockup shows the same property listing as the 'Before' version, but with two new features highlighted in green boxes. The first box highlights a new link 'Let us know if you will need assistance' next to the contact form. The second box highlights a new link 'Assisted Listening' next to the 'Schedule Walkthrough' button. The footer remains the same.

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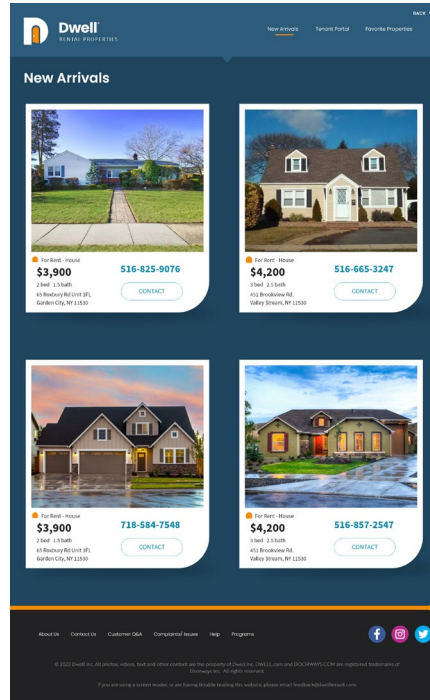
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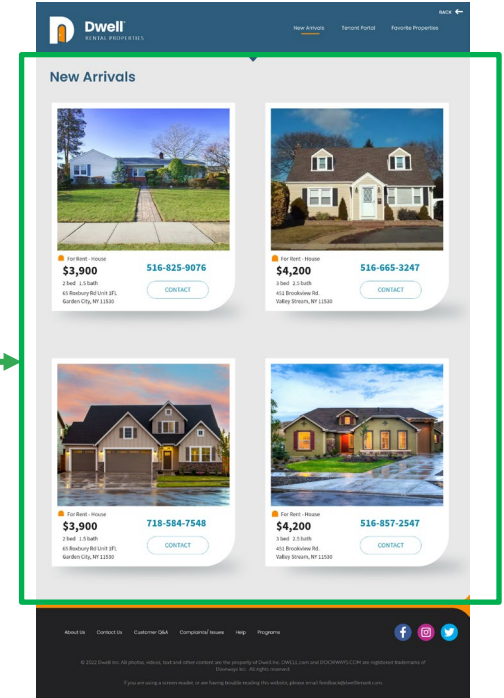
# Mockups

The dark background matched the site, but the light gray background offered a better experience to see the modules clearer.

Before usability study



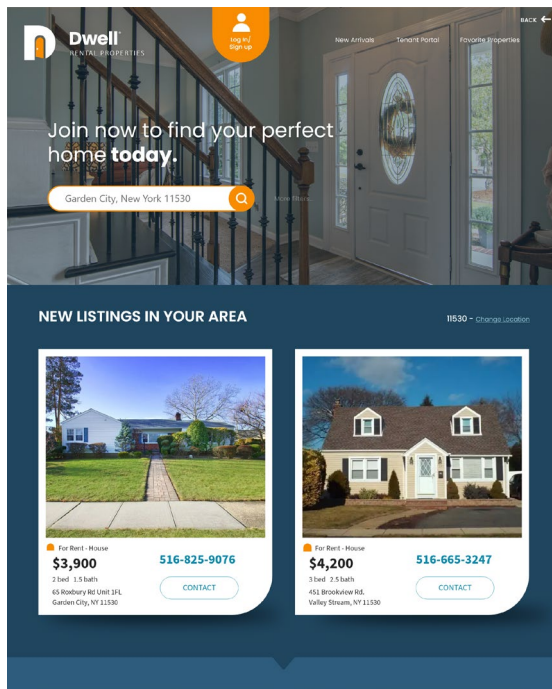
After usability study



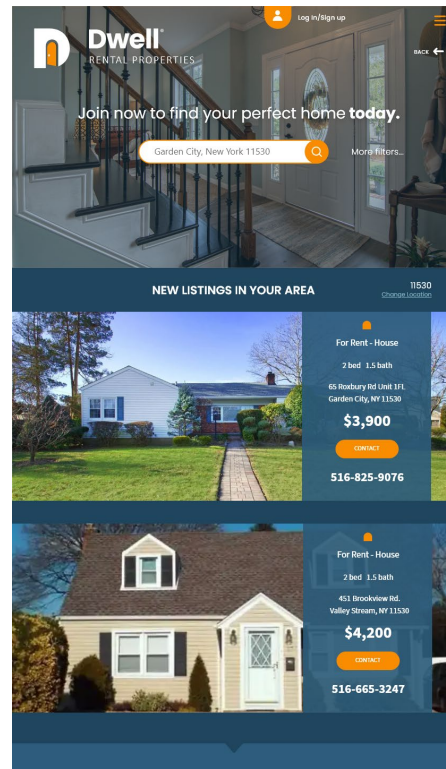
# Mockups

The user study feedback for the desktop version shaped how to the tablet version interacted with user. The tablet version would also have the option to swipe through the pictures on home page.

## Desktop usability study



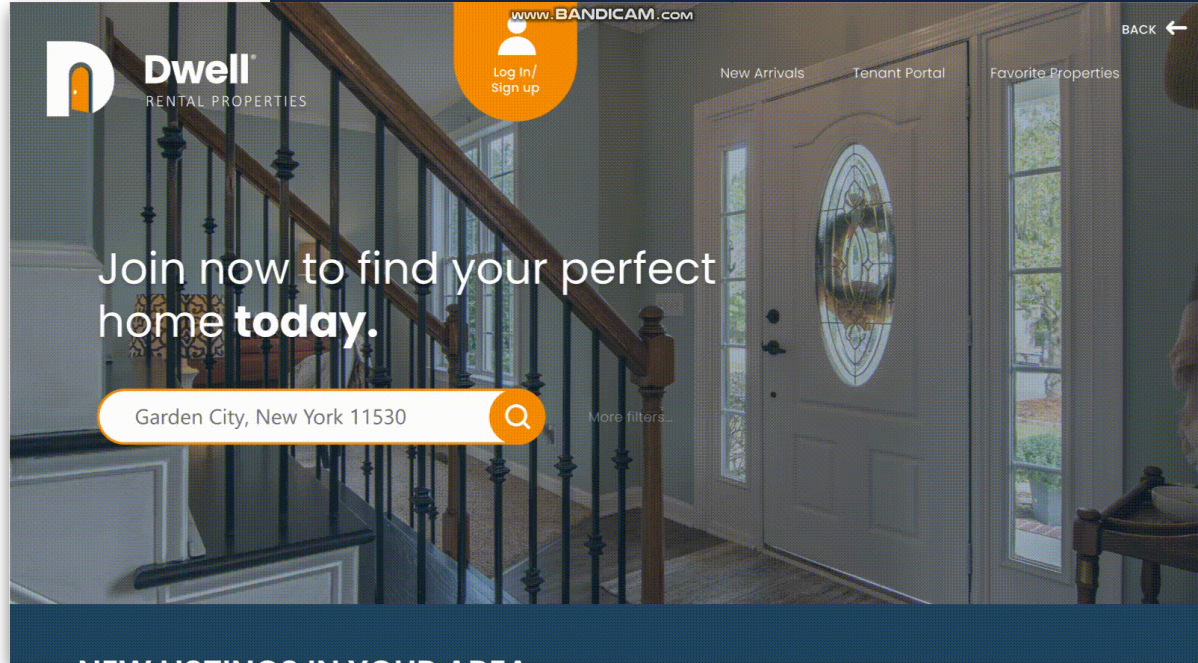
## Tablet version



# High-fidelity prototype

## LINK

[View full high-fidelity  
version here](#)



# Accessibility considerations

1

The pictures are high quality and viewable in multiple devices and zoom features are available.

2

The voice option for needed in areas for quicker response.

We also have included a assisted listening system feature in place for all copy to be read aloud.

3

A wheelchair notification for visitors that require needed assistance for a visit of the property.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The design was very well received by all users. The branding, logo, and colors stepped out of the normal look, but in a positive way. Dwell is a friendly people driven company. The website was easy to navigate and much success was had during prototype stages. The tablet version will be very easily used.



## What I learned:

I have learned that stepping out of my comfort zone can sometimes benefit me as a designer. I learned much more about Adobe XD and it's features and functions. It is quite different program than Figma, but offers similar features and other benefits.



# Next steps

1

I would like to create a property manager portal, and discover what their journey would be like. Also would like provide a chat feature for property managers and tenants to interact easily.

2

I would love to implement some videos for the headers instead of just relying on all static images. Although, some much more background information is needed to have this happen, and it may slow down the experience.

3

I would love to implement a working module catalog for the properties featured. I think it would be a great feature to have when searching for houses.

# Let's connect!



If you like what you see, please don't hesitate to contact me.

You can reach me at **516-993-9142** or you can email me directly at [frankjdyszler@gmail.com](mailto:frankjdyszler@gmail.com)

I look forward to us working together.



Thank you!