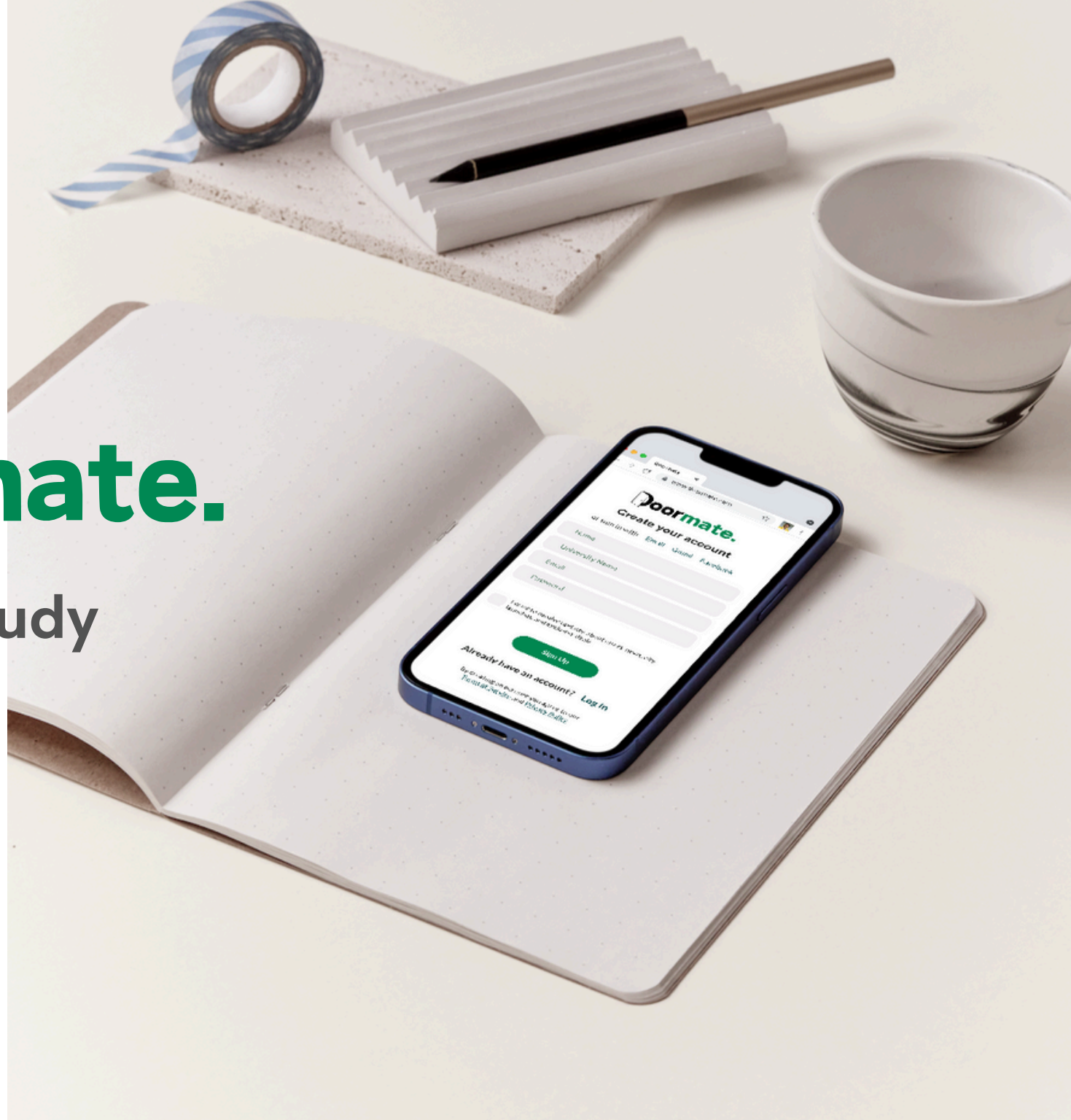


Doormate.

UX Case Study

Rovina Gogia

Tools



Problem Statement

When I look for houses in Boston, I don't want to feel blindsided.

Problem Overview

For numerous Boston students, the college experience introduces them to the intricate world of housing and finding suitable housemates. Unfortunately, there's no centralized platform or go-to guide tailored to their needs as they initiate their search in the city.

The combination of their limited experience and a scarcity of trustworthy resources restricting exploration of Boston's neighborhoods makes pursuing ideal housing and compatible housemates an especially challenging endeavor for these newcomers.

Our Solution Process



Target Audience

- University Students
- Age 20-34
- Tech Savvy
- On a budget usually
- Little to no knowledge of the housing industry and what their rights are

Research

I conducted interviews and surveys with current Boston students to understand their specific housing pain points and preferences. I reviewed market data on average rents and vacancy rates near universities

Survey

Conducted an online survey with participants to get quantitative data about housing preferences, budget needs, and app feature preferences using **Google Forms**.

Interview

Interviewed people working in the real estate industry and hospitality and real estate students to gain expert advice on the current situation.

User Persona



Shambhavi

Graduate Student

About



23



Boston

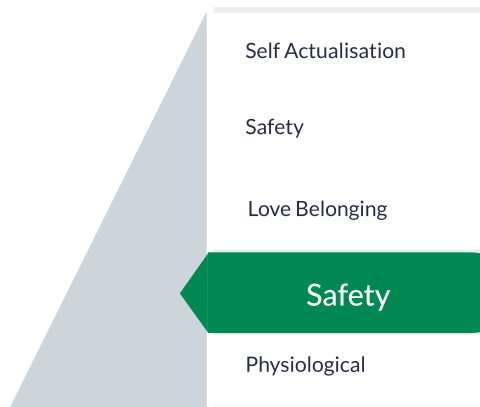


Masters



Employee

Maslow Pyramid



Rental Needs:

- **Amenities:** Seeks homes with a full range of amenities, including a washer, dryer, dishwasher, microwave, heat, and air conditioning.
- **Attention to Detail:** Values quality service and responsive maintenance from landlords.
- **Budget Concerns:** Hesitant about high rent prices in Boston but finds value in excellent service and amenities.

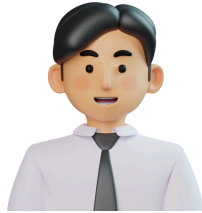
Challenges:

- Balancing the high cost of rent with the quality and range of amenities provided.

Motivations:

- Prefers rentals with comprehensive amenities and attentive landlord service.
- Willing to pay higher rent if service and amenities meet expectations.

User Persona



David

Undergraduate Student

About



21



Boston

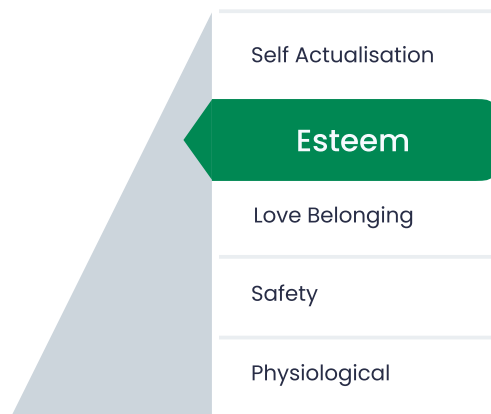


Bachelors



Employee

Maslow Pyramid



Rental Needs:

- Proximity: Easy access to work, near public transportation or downtown.
- Environment: Quiet living with access to social and recreational activities.
- Amenities: Modern, safe, and high-quality living environments.
- Budget: Reasonably priced rentals.

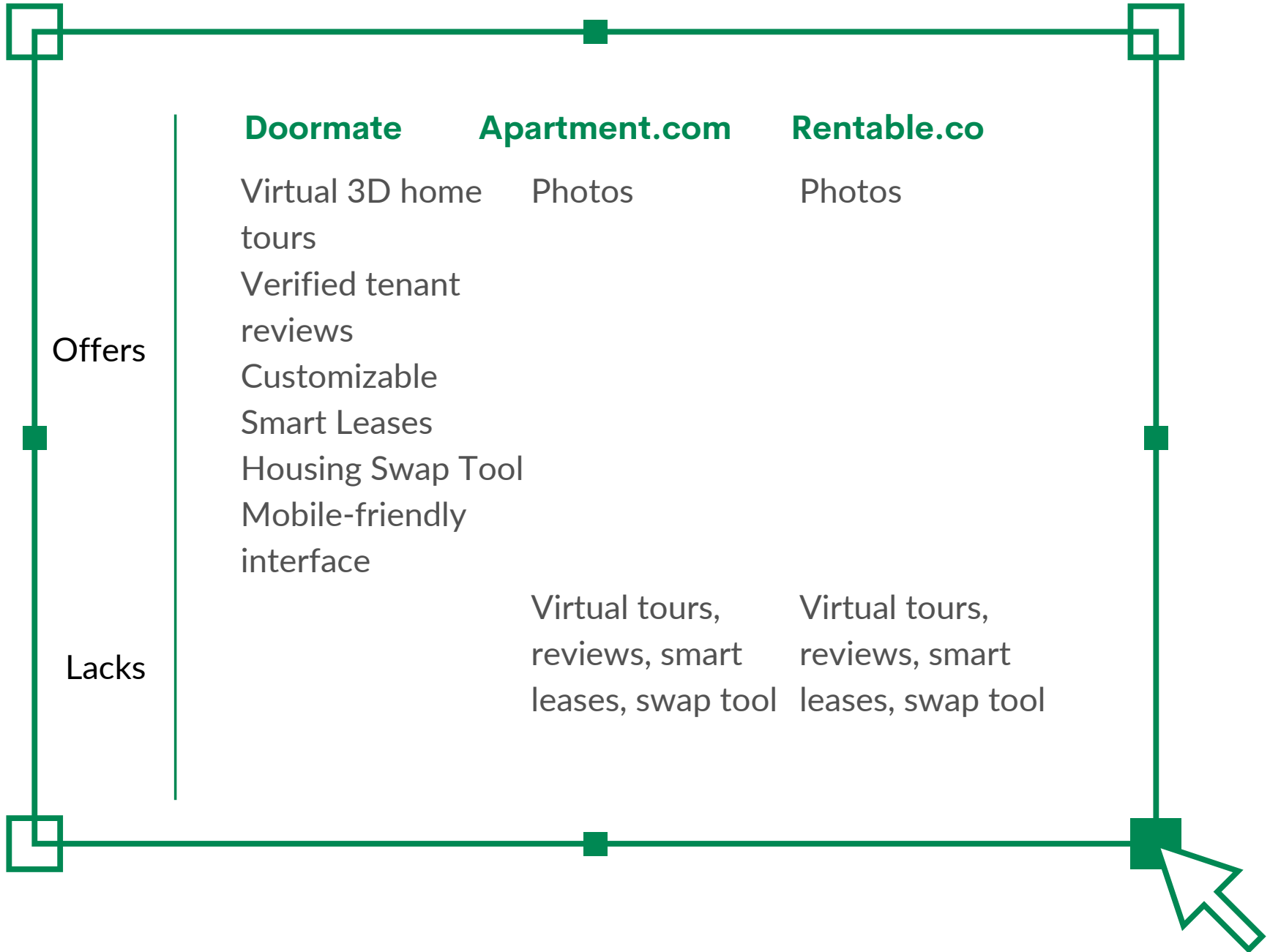
Challenges:





- Balancing affordability with proximity and social options.
- Finding quiet spaces in urban areas.
- Ensuring safety and modern amenities within budget.

Motivations:

- Short commutes
- Balanced lifestyle with quiet and social options
- Modern, budget-friendly living spaces

Competitive Analysis



STAGE	Identification and information gathering	Decision-making and renting	Occupancy and acclimatization	Evaluation and Future
Experiential and Emotional	College freshmen are about to start a new semester and are desperate to find the right place to live.	After browsing through several platforms and gathering information about some properties, start booking viewings. (Online platforms or offline)	Signed lease agreement and moved into new residence.	Start evaluating the living experience after a certain period of time and consider your plans for the future and future rental plans.
Emotional Evaluation	Excitement but also anxiety about the need to consider the convenience and affordability of being near a school, and more importantly, the safety of the community	Nervous but excited to see a home that determines the future living environment.	Excited but apprehensive, it takes time to get used to a new environment and roommates.	A clearer picture of satisfaction with the residence and use of amenities, and a general understanding of the rental experience throughout the neighborhood
Key Contacts	 School social media platforms, rental websites, recommendations from classmates, transportation accessibility	 Visit the apartment on the spot, communicate with the landlord or agent, and consider factors such as transportation, facilities, rent, safety factor, etc.	 Moving process, signing contracts, purchasing furniture, placing networks, getting to know the amenities of the house and the neighborhood.	 Check the amenities, maintain the home, and consider whether to renew the lease or look for a new property.
Problems and opportunities	Information can be fragmented and incomplete, making it difficult to get targeted advice and detailed listing information.	The actual condition of the property does not match the description, the terms of the lease are not clearly understood, there is no guarantee of service after moving in, etc.	There may be a need to adjust to a new interior layout, problems getting along with roommates, or home amenities that need timely repairs.	Facility use issues may increase, security deposit issues, and higher expectations for occupants may lead to the choice to look for a better listing.

Affinity Mapping

This affinity map serves as a starting point for identifying pain points and areas of improvement for Doormate based on user insights and feedback. Further analysis and discussions can help prioritize action items for future development and enhancement.

User Frustrations:

"Pricey Pads: Boston's high rent makes it tough to find real value for your money."

"Details Matter: Small issues, like missing amenities or overlooked flaws, can sour the rental experience."

"Commute Conundrum: Balancing proximity to work/school and affordability is a constant struggle."

"Campus vs. City: On-campus housing has pros, but off-campus offers more year-round flexibility."

"Brokers & Blunders: Rental applications through brokers may lead to surprises, good or bad."

"Review Revolution: An anonymous review tool could be a game-changer for uncovering hidden details."

User Suggestions:

"Tech Wishlist: Users want accurate, up-to-date info and user-friendly features in housing apps."

"Beyond Boston: Considering locations outside the city? It's a trade-off between cost and convenience."

"Future Features: Transparent costs, diverse agent options, and thorough customer research can enhance the housing search experience."

"Value Dilemma: High prices in Boston, but are landlords delivering enough bang for the buck?"

User Neutrals/Mixed Responses:

"I would say that I had a great experience overall."

"Landlords are somewhat good on that."

"Yes and no, few landlords do provide enough services and amenities to justify the cost while few don't."

help students easily identify rentals with pest and cleanliness issues before moving in?

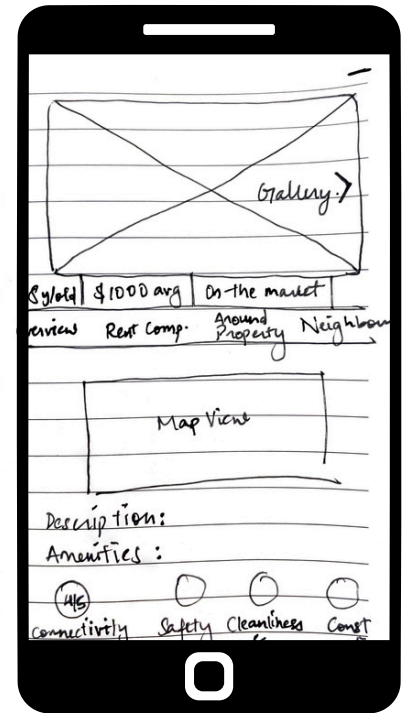
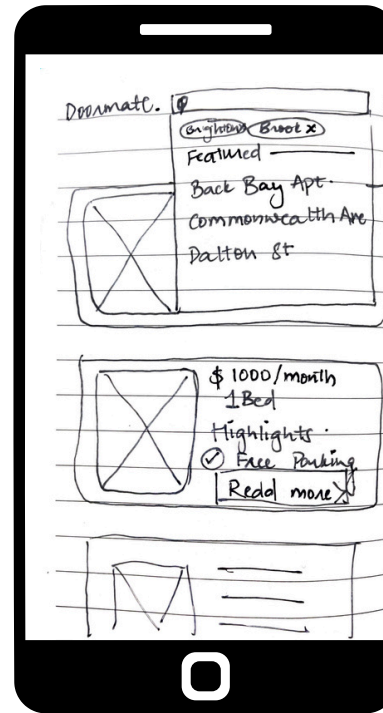
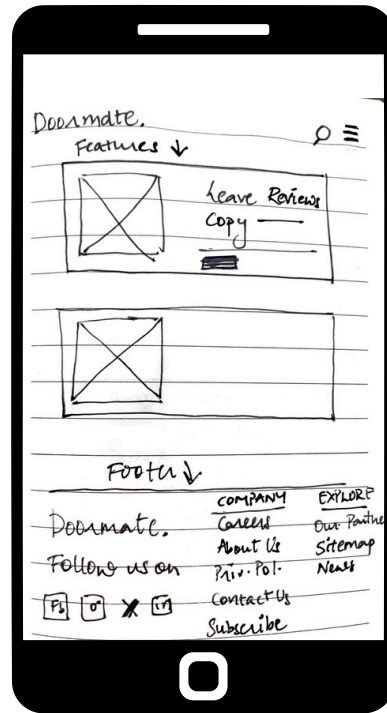
enable easy access to candid reviews of properties from previous tenants?

How might I...

improve the user experience and quality of rental apps and websites to provide more consistent and helpful information?

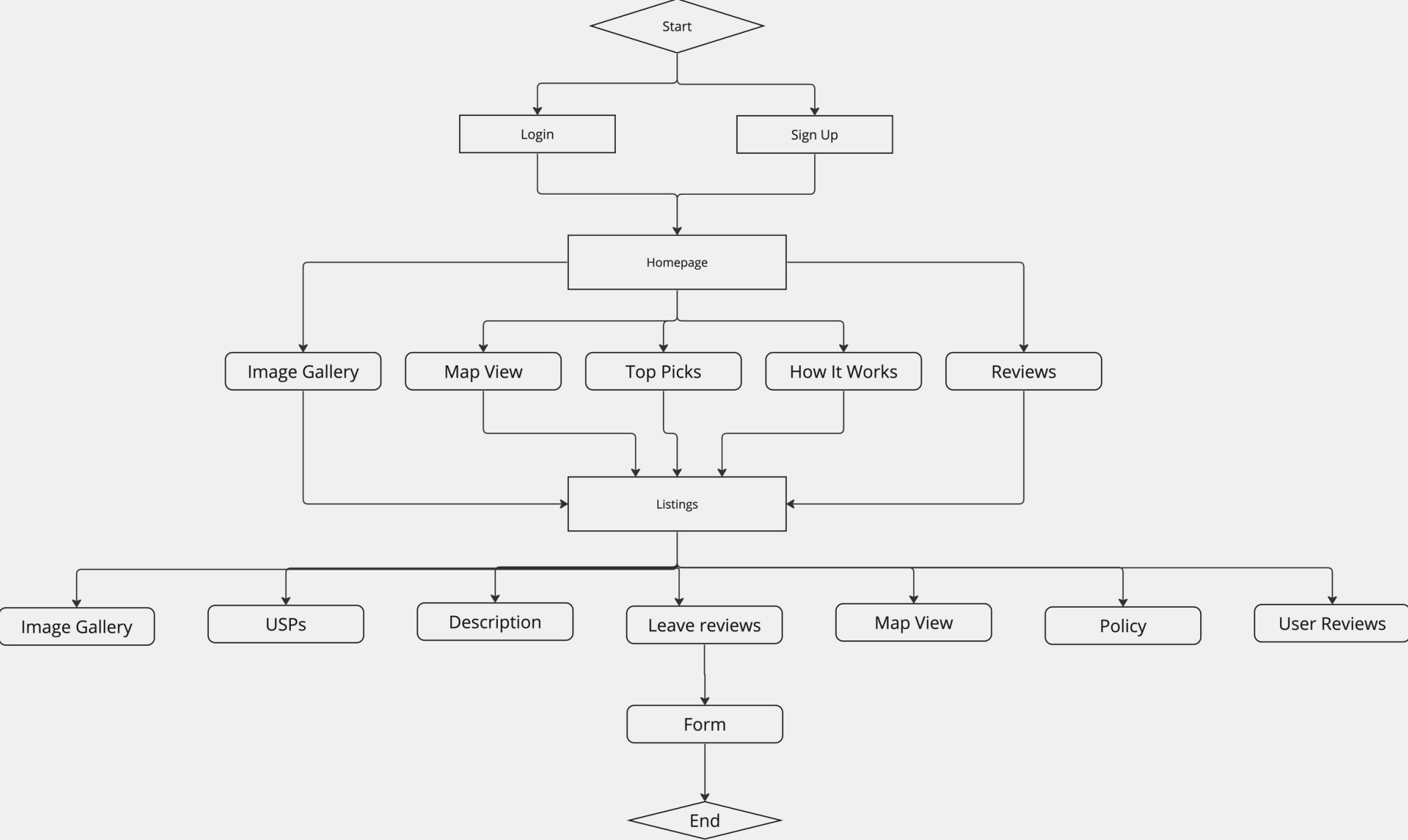
find ways to mitigate the impact of high demand and rent increases in the housing market?

Solution Sketches



After sharing my design solutions and consulting my How Might I statements, I constructed a user flow to map out the user journey.



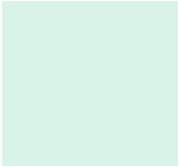

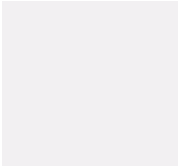

Flowchart



Hi-Fi Prototyping

Following the experimentation with my solution drafts, I progressed to develop my design system. my design concept marries the vibrant spirit of "Boston Green" with the sophistication of soft monochrome silhouettes, creating an inviting and refined experience.

Colors

					
PRIMARY BOSTON GREEN #008853	SECONDARY DARK #003920	PRIMARY LIGHT #D8F4E9	TEXT DARK #525252	PALETTE #F2F0F2	PALETTE #B9B9BD

Font Guide

Cerebri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logo

As you explore this platform, the logo, a minimalist door icon, opens to a world dominated by the calming shades of Boston Green, symbolizing a connection to Boston's green spaces and subtly accented by gentle grays and whites.



Review Blocks

AnonymousUser1234
Tenant in SE1

Nascetur urna, fusce consetetur massa nulla viverra aenean semper. Dignissim nibh sed condimentum eget ac suspendisse eget amet integer. Mattis etiam sagittis fermentum fames habitasse. Vulputate volutpat sit est, elementum. Accumsan nunc nunc arcu faucibus aliquam.



Annie
Landlord in SE1

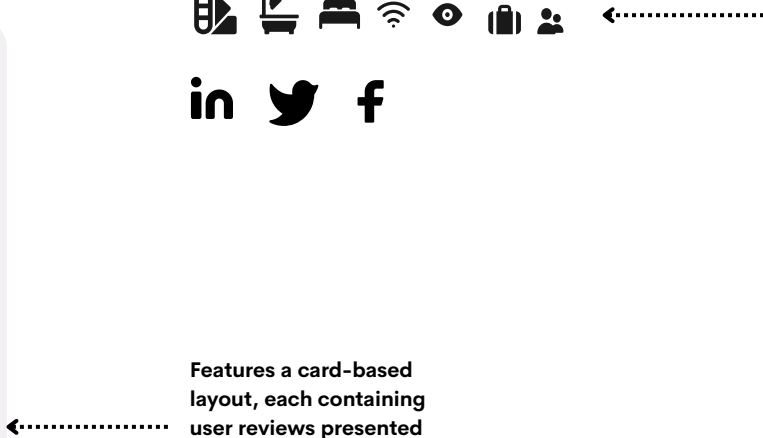
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Iconography



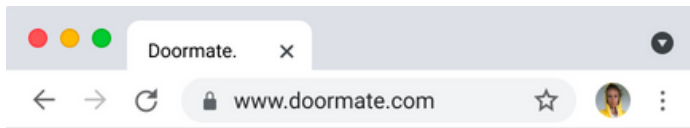
The icons are designed to be easily recognizable and intuitive, enhancing the user experience while maintaining a sense of understated elegance.

Features a card-based layout, each containing user reviews presented in a clean and gentle manner.



This navigation bar and footer design ensures a user-friendly and aesthetically pleasing experience, aligning with Doormate's mission to provide a sophisticated yet approachable platform for housing reviews and community engagement.

Navigation Bar



Try searching with features

Buttons

Button

Button

Footer



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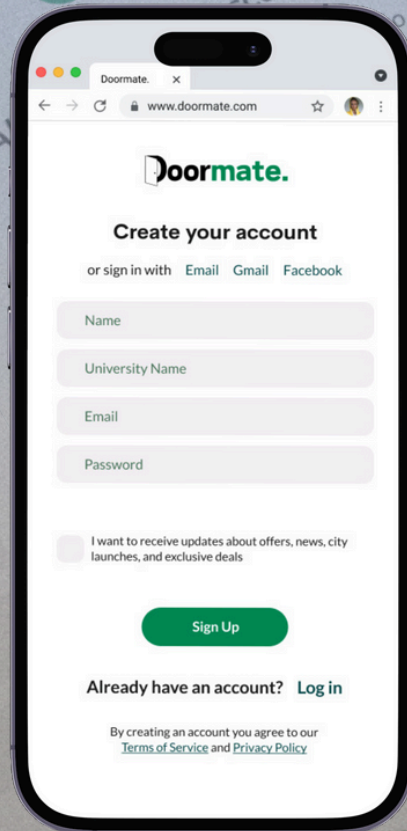
Privacy Policy

Contact number: 02033074477



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Sign In Page



University friendly
login/sign-up →

The Browse Page design on Doormate is thoughtfully crafted to empower users with a visually pleasing, user-friendly, and efficient exploration of available properties, contributing to a positive and informed housing search experience.

Final Figma File

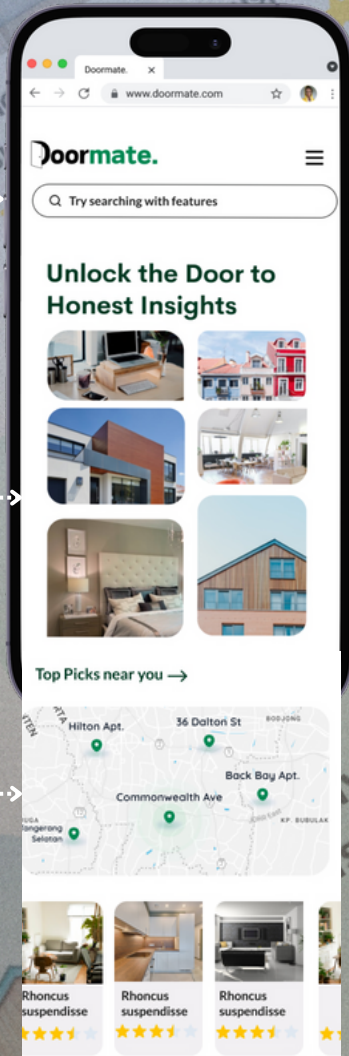
Home Page

A soft green background or accents to create a calming and welcoming atmosphere.

Housing options can be viewed on a map or as a list. If users wish to adjust or further specify their preferences as they browse they can search by features they are looking for.

Gallery View

Map View



How it Works



Navigate through our listings



Leave detailed reviews

Help our community by leaving detailed reviews and for every review you leave, get access to one listing's detailed review.



Real-time Property viewing

Using Google Maps navigate through the city and read reviews as you go!



Connect with verified brokers and landlords



Move in to your perfect apartment

What our partners think

See what our community has to say



Annie

Landlord in SE1

Nascetur urna, fusce consetetur massa nulla viverra aenean semper. Dignissim nibh sed condimentum eget ac suspendisse eget amet integer. Mattis etiam sagittis fermentum fames habitasse. Vulputate volutpat sit est, elementum. Accumsan nunc nunc arcu faucibus aliquam.



Annie

Landlord in SE1

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Gabriel

Landlord in SE1

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Annie

Landlord in SE1

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Gabriel

Landlord in SE1

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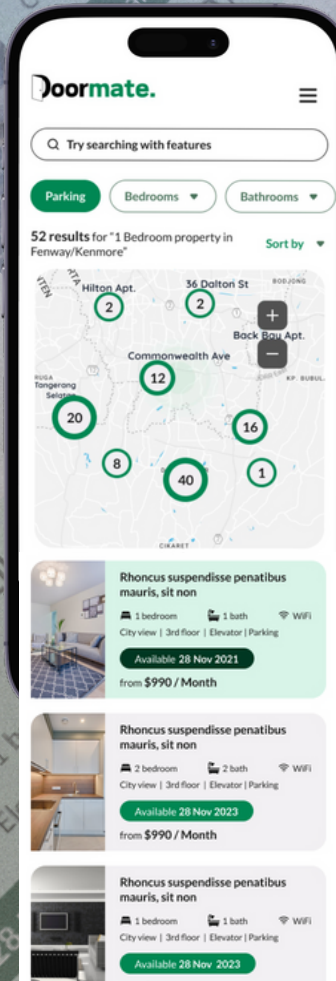
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Browse Page

The Browse Page design on Doormate is thoughtfully crafted to empower users with a visually pleasing, user-friendly, and efficient exploration of available properties, contributing to a positive and informed housing search experience.



Map View ----->

Rhonus suspensisse penatibus mauris, sit non
1 bedroom | 1 bath | WiFi
City view | 3rd floor | Elevator | Parking
Available 28 Nov 2021
from \$990 / Month

Rhonus suspensisse penatibus mauris, sit non
2 bedroom | 2 bath | WiFi
City view | 3rd floor | Elevator | Parking
Available 28 Nov 2023
from \$990 / Month

Rhonus suspensisse penatibus mauris, sit non
1 bedroom | 1 bath | WiFi
City view | 3rd floor | Elevator | Parking
Available 28 Nov 2023
from \$3490 / month

Rhonus suspensisse penatibus mauris, sit non
2 bedroom | 2 bath | WiFi
City view | 3rd floor | Elevator | Parking
Available 28 Nov 2023
from \$990 / Month

Rhonus suspensisse penatibus mauris, sit non
1 bedroom | 1 bath | WiFi
City view | 3rd floor | Elevator | Parking
Available 28 Nov 2023
from \$990 / Month

Rhonus suspensisse penatibus mauris, sit non
2 bedroom | 2 bath | WiFi
City view | 3rd floor | Elevator | Parking
Available 28 Nov 2023
from €3990 / month

Rhonus suspensisse penatibus mauris, sit non
1 bedroom | 1 bath | WiFi
City view | 3rd floor | Elevator | Parking
Available 28 Nov 2023
from \$990 / Month

Rhonus suspensisse penatibus mauris, sit non
2 bedroom | 2 bath | WiFi
City view | 3rd floor | Elevator | Parking
Available 28 Nov 2023
from \$990 / Month

Show more apartments

Apartments for rent in Boston

Discover the vibrant and dynamic city of Boston, a place where rich history harmonizes seamlessly with contemporary urban living. Nestled along the scenic shores of the Atlantic, Boston is not just a city; it's an experience that beckons you to call it home.

Boston's neighborhoods offer a diverse range of atmospheres, from the artistic flair of Jamaica Plain to the bustling energy of Downtown. Each pocket of the city has its own personality, providing residents with a plethora of options when it comes to finding the perfect home.

Escape the urban hustle in Boston's numerous green spaces, like

Apartments for rent in Boston

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Escape the urban hustle in Boston's numerous green spaces, like the Boston Common and the Public Garden. Enjoy the refreshing sea breeze along the Charles River Esplanade or savor waterfront living in areas like the Seaport District.

Trust is our foundation. Doormate goes the extra mile to ensure you navigate the real estate landscape securely, free from scams and uncertainties. Connect with like-minded individuals, share experiences, and gain insights from a community that understands the importance of finding the perfect home. Your journey starts with a warm welcome from Doormate. Your next chapter begins at the doorstep. Open it with confidence, guided by Doormate - Your Key to a Home that Truly Fits."

What is Doormate?

Doormate is a comprehensive housing insights platform designed to empower home seekers in Boston. We provide detailed reviews and insights on homes, neighborhoods, and various aspects of city living to ensure you make informed decisions during your home search.

How can I use Doormate to find a home?

Start by browsing our listings and reviews. Use the search filters to tailor your preferences based on location, price range, and other criteria. Dive into detailed reviews to uncover the unique features of each property and make a choice that aligns with your lifestyle.

Is Doormate only for homebuyers?

How can I contribute to Doormate?

Are the reviews on Doormate reliable?



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Property Details

The Property Details Page on Doormate is meticulously designed to offer users a comprehensive and visually appealing overview of a specific property.

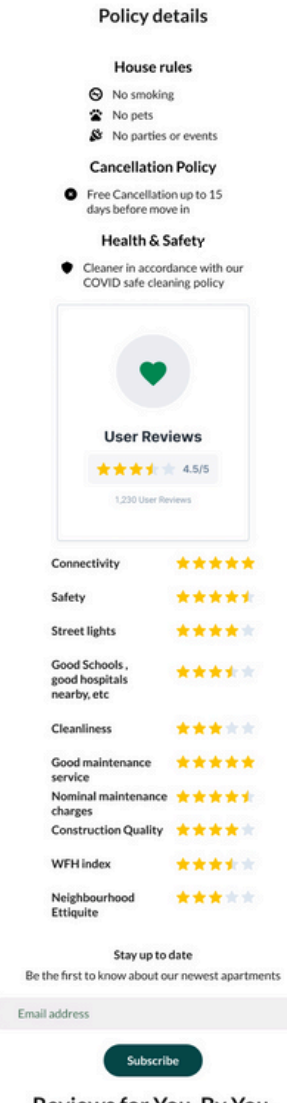
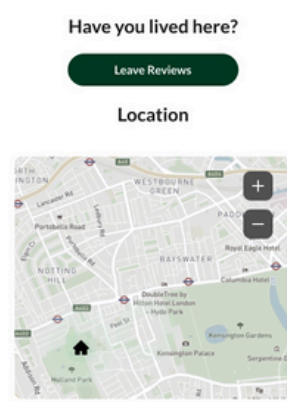
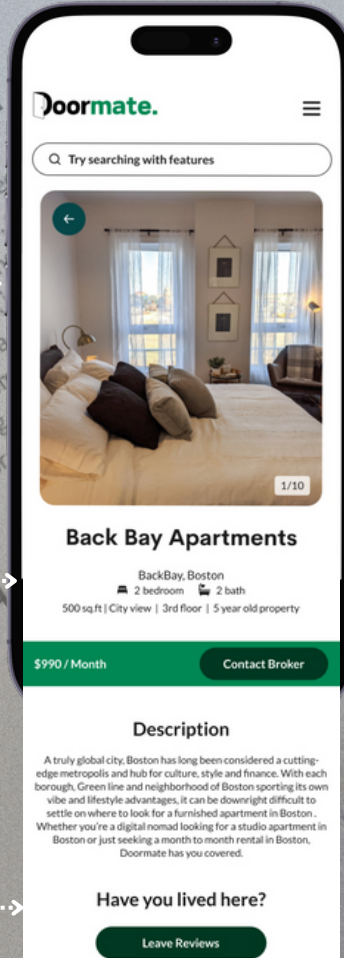
Interactive Map

High-resolution images offering a detailed view of the property.

Integration of detailed user reviews

Clear presentation of crucial details such as price, location, number of bedrooms, and amenities.

Connected to reviews form

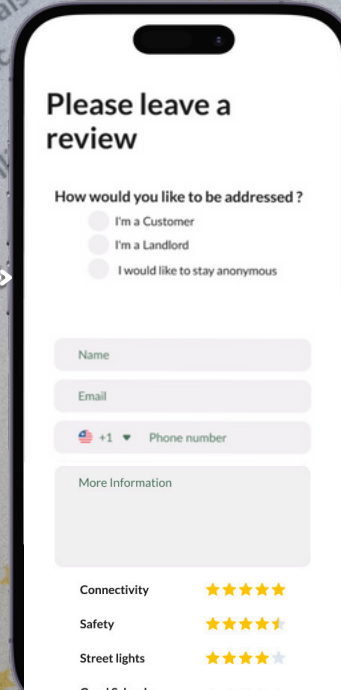


Reviews Page

The Review Submission Form on Doormate is designed to streamline the process of sharing user experiences, opinions, and insights about various properties in the Boston area. The form aims to be user-friendly, encouraging contributors to provide comprehensive and valuable information.

A star rating system allowing users to rate their overall experience with the property.

Ability to stay anonymous



I'm a Customer
 I'm a Landlord
 I would like to stay anonymous

Name

Email

+1 Phone number

More Information

- Connectivity ★★★★★
- Safety ★★★★★
- Street lights ★★★★★
- Good Schools, good hospitals nearby, etc ★★★★★
- Cleanliness ★★★★★
- Good maintenance service ★★★★★
- Nominal maintenance charges ★★★★★
- Construction Quality ★★★★★
- WFH index ★★★★★
- Neighbourhood Etiquette ★★★★★

Reviews:
reviews@doormate.com
0203 307 4477

For Landlords:
supply@doormate.com
0203 307 4477

For Maintenance:
maintenance@doormate.com
0203 307 4477

- Connectivity ★★★★★
- Safety ★★★★★
- Street lights ★★★★★
- Good Schools, good hospitals nearby, etc ★★★★★
- Cleanliness ★★★★★
- Good maintenance service ★★★★★
- Nominal maintenance charges ★★★★★
- Construction Quality ★★★★★
- WFH index ★★★★★
- Neighbourhood Etiquette ★★★★★

Next Steps

Integration of Augmented Reality (AR) or Virtual Reality

- Virtual Tours: Enhance the property viewing experience by integrating VR or AR technology, allowing users to virtually tour apartments.
- AR Neighborhood Exploration: Implement AR features to help users explore neighborhoods and amenities around potential properties.

AI-Powered Scam Detection:

- Scam Prevention: Implement AI algorithms to analyze listings and user interactions, enhancing scam detection and prevention.
- User Verification: Introduce a user verification system to build trust within the community.





Next Steps

User Profiles and Badges:

- **Enhanced User Profiles:** Expand user profiles to include more details about individuals, their housing journey, and contributions to the community.
- **Badges and Recognition:** Introduce badges or titles for active community members, recognizing their contributions.

Real-Time Chat and Notifications:

- **Community Chat:** Implement a real-time chat feature for users to connect instantly with others in the community.
- **Notifications:** Provide customizable notifications to keep users informed about relevant community activities

