ux/ui design

project objectives + timeline

2.18.23 — 5.7.23

propose a website hierarchy and content list for an Adaptive Rentals website to be developed in upcoming semesters. design ui/ux mockups for each webpage for feasible implementation.

medium design COLLECTIVE

ADAPTIVE

part 1
research
(4 weeks)

part 2
ux/ui
mockups
(4 weeks)

what structure and content do Cornell students value when interacting with the site of an Ithaca landlord?

interview summary

data sample

mostly sophomores and some juniors and freshman

emotions

stressed out, confusion

causes

- websites: ambiguous, little guidance & information, outdated
- many users are first time renters

potential solutions:

- clear information layout (especially communication wise; contact info, tours, emails etc.)
- updated versions of the websites, guidance towards the rental process (more step by step features)
- user friendly, and application of filters (especially filters on the amenities)

what structures, content, and features do top competing Ithaca landlords present on their websites?

competitor analysis

competitors

(Companies selected based on target audience of local students, Ithaca-based services, & similar scale of operations to Adaptive Rentals.)

- Ithaca Renting Company: Long-standing and well known company among students & professionals.
- Travis Hyde Properties: Manages residential and commercial properties across Ithaca & Binghamton.
- CSP Management: Full service property management firm known for maintenance, renovation, & repair.
- Ithaca Apartment Company: Properties located in downtown, target audience of graduate students.
- PJ Apartments: Smaller company specializing in customer relations through personalized service.
- PPM Homes: Real estate & property management company for apartments & permanent homes.
- Auden Ithaca: Centralized community near Cornell campus with amenities catered for student residents.

quantitative takeaways

(what do competitors have on their websites?)

- **7/7**: listing galleries and descriptions, contact information & forms, company and listing addresses, available listings, utilities and amenities
- **4/7**: floor plans, video tours, testimonials, company information, core values, & a mission statement
- **2/7**: separate resources, hiring, services, & landing pages
- **1/7**: dedicated forms, FAQ, apartment features, apartment amenities, & directions pages.

how might we leverage structure and content on our site?

content planning & hierarchy

content planning & card sorting

FAQ
general resources
- FAQ
- Utilities
- Subleasing
- lease information
- amenities
- renting timeline

Footer
reaching out
- Email
- Phone

Landing Page
drawing audience in + basic information
- about company
- value proposition
- User Reviews

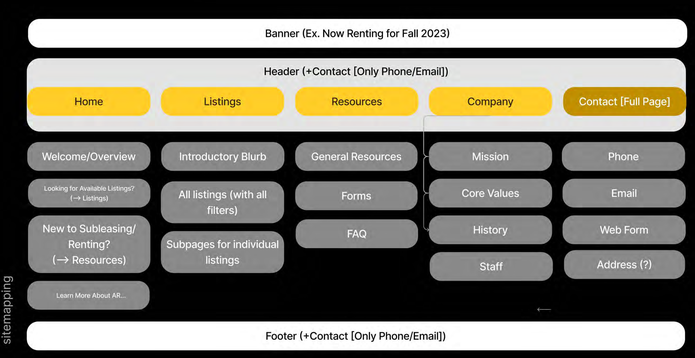
About Page
providing context + motivation
- core values
- mission statement
- history
- staff

Listings Page
listings overview
- Available Listings
- All Listings
- Addresses
- Surrounding Amenities

Individual Listing Details - Subpage/popup
listings overview
- Apartment Images
- 3D Floor Plans
- 3D Tours
- Listings Description /Summary

Contact Page
direct/schedule inqueries
- Email
- Phone
- contact form
- office hrs/ location

sitemapping



ux/ui design

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theme

color style

#000000 #ffffff #bf9000

black & white: formal colors, representing luxury & sophistication. aligns with goal for customers to associate AR's brand with professional service & clean, high-quality student apartments

gold: warm color balances a message of hospitality and friendliness toward customers, while contrasting to the black & white to when accenting UI features

font style

a balance between style and function.

Aa Fenix — A formal font face, maintaining AR's visual aesthetic in section headers.

Aa DM Sans — Modern font face, readable and adaptable to mobile formats.

shape style

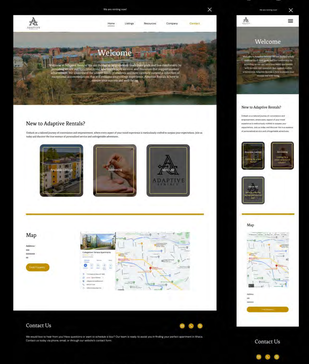
soft edges are welcoming & represent interactive elements. hard edges assert professionalism & highlight images & divisions

image style

- panoramic-like images give viewers a sense of the living space size, decoration potential, & cleanliness
- living spaces should be fully furnished & cleaned to give the best representation possible to customers
- bold, warm colors in images demonstrate hospitality, & stand out against black & white backgrounds to users

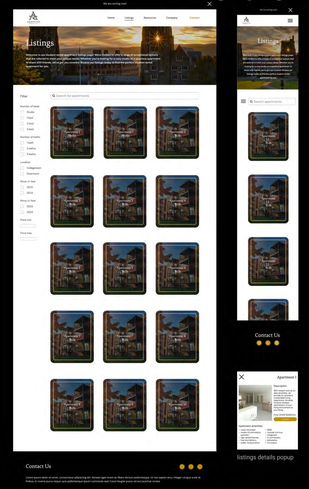
hi-fi mockups

home page



appeals to the attention and intrigue of new and returning users.
visually-compelling elements & compact, action-prompting text drive user exploration & retainment.

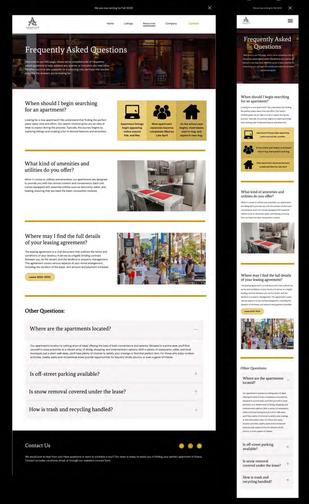
listings page



listings details popup

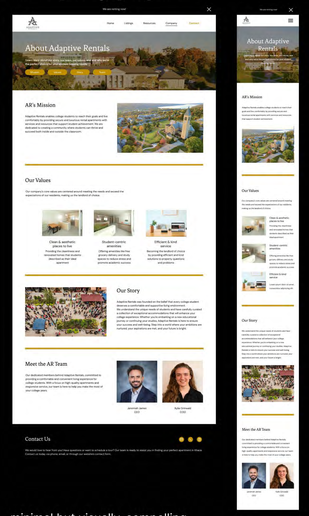
easily searchable for users who know what they want or are still searching for their ideal apartment.
cards provide uncluttered organization, optimizing scanning and retainment of important details.
a collapsible filter allows users to easily sort for the apartment that most suits their needs.

resources page



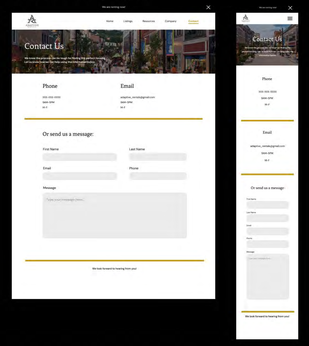
miscellaneous information a user needs to support their apartment search, and supplement a listing's information.

company page

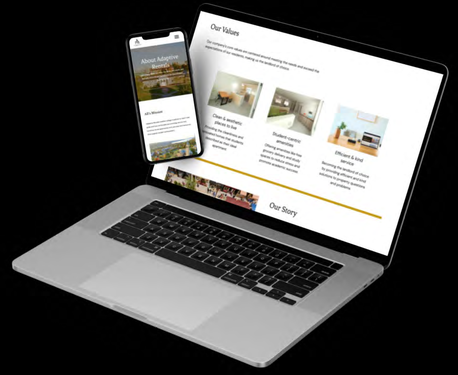


minimal but visually-compelling layout that focuses on storytelling.
clearly organized text & vibrant visual elements draw the user in & succinctly capture AR's background & value propositions.

contact page



minimal images, with contact points as the focus.
providing info on all contact points & direct messaging to accommodate for contact preferences.



interview findings

unit type
5/10 prefer studios; 5/10 prefer a suite with a common space

housing style
9/10 like modern and simplistic housing styles

other
preferences: entrance to kitchen space, isolated space for outdoor accessories before entering main area

priorities
6/10 report cleanliness and maintenance as top priorities in their housing search

furnishings
6/8 prefer the place to be fully furnished

rooms with designated activities

Privacy between units, but opportunities to socialize within same unit

AR's position

interior design reflects recency

up-to-date furnishings & amenities

student-centered design

a space you want to live in & show

functionally versatile furniture

privacy & comfort

interior design

research

proposal for customization

each unit is partially furnished with essential amenities

AR provides additional furniture and appliances to a certain number from a storage bank

project objective + timeline

assist in the development of home design & furnishing palettes of Adaptive Rental's student rental homes.

medium design COLLECTIVE

ADAPTIVE

2.18.23 — 5.7.23

part 1
market research
(5 weeks)

part 2
3d rendering tool selection
(2 weeks)

part 3
floor plan
(2 weeks)

part 4
3d rendering
(4 weeks)

interior design

final renderings

394 sqft studio floor plan

Corner showers for studio style housing.

foldable table for functional adaptability (e.g. working/ dining, guest capacity)

open kitchen

open dining-kitchen area facilitates interaction with greater guest capacity + enables easy reach between the two spaces

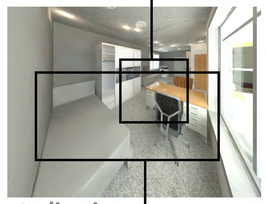
in-unit laundry and storage compartment

space-efficient utilization of vertical surfaces for increasing storage organization + capacity

entry way

navigation from entrance to working/ sleeping space increasingly shifts from public to personal space and function (e.g. storage (entrance) to sleep (bed/office))

Office style living room can provide flexibility to switch between party, relaxation or group study



studio view

flexible partitioners to hinder odor spread and facilitate ventilation while establishing separation of personal/ public spaces. clear partitioners define spatial boundaries while allowing for greater perceived area with continual views

storage compartments in a smaller apartment space at entrance act as neutral spatial boundaries as a transition from outside space to the living area; low compartments effectively distinguish spatial functions while maintaining a larger perceived apartment area

entrance view

bench + chair arrangement for flexible adaptability to seating + space preferences

semi-open kitchen + dining

heated towel rack for efficient storage and hygiene

convenient location of storage shelving for easy reach from the sink or shower

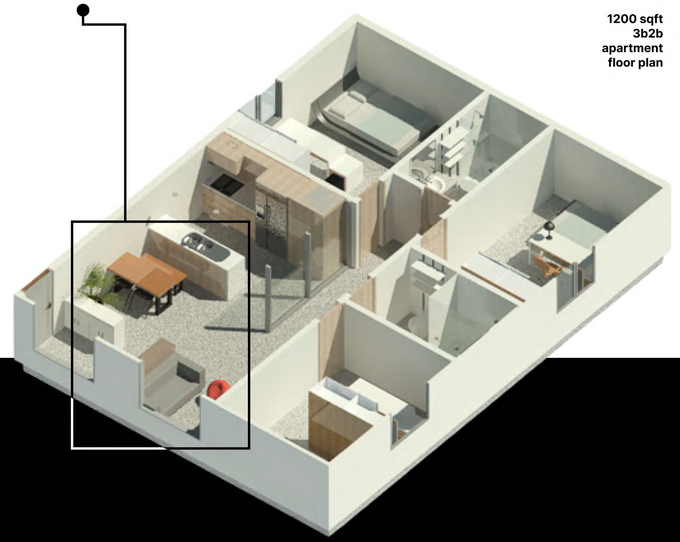
bathroom

To promote good study habits, creating a separation between bed and work desk area.

window location is close relative to window space to optimize study lighting and further from sleeping area to facilitate sleep

bedroom

transformable partitioning and modular furnishing for hosting guests



1200 sqft 3b2b apartment floor plan

project objective + timeline

assist in the development of home design & furnishing palettes of Adaptive Rental's student rental homes.

medium design COLLECTIVE

ADAPTIVE

2.18.23 — 5.7.23

part 1
market research
(3 weeks)

part 2
3d rendering tool selection
(4 weeks)

part 3
floor plan
(2 weeks)

part 4
3d rendering
(4 weeks)