

# Codename homewalla: Project handoff

May 13, 2015

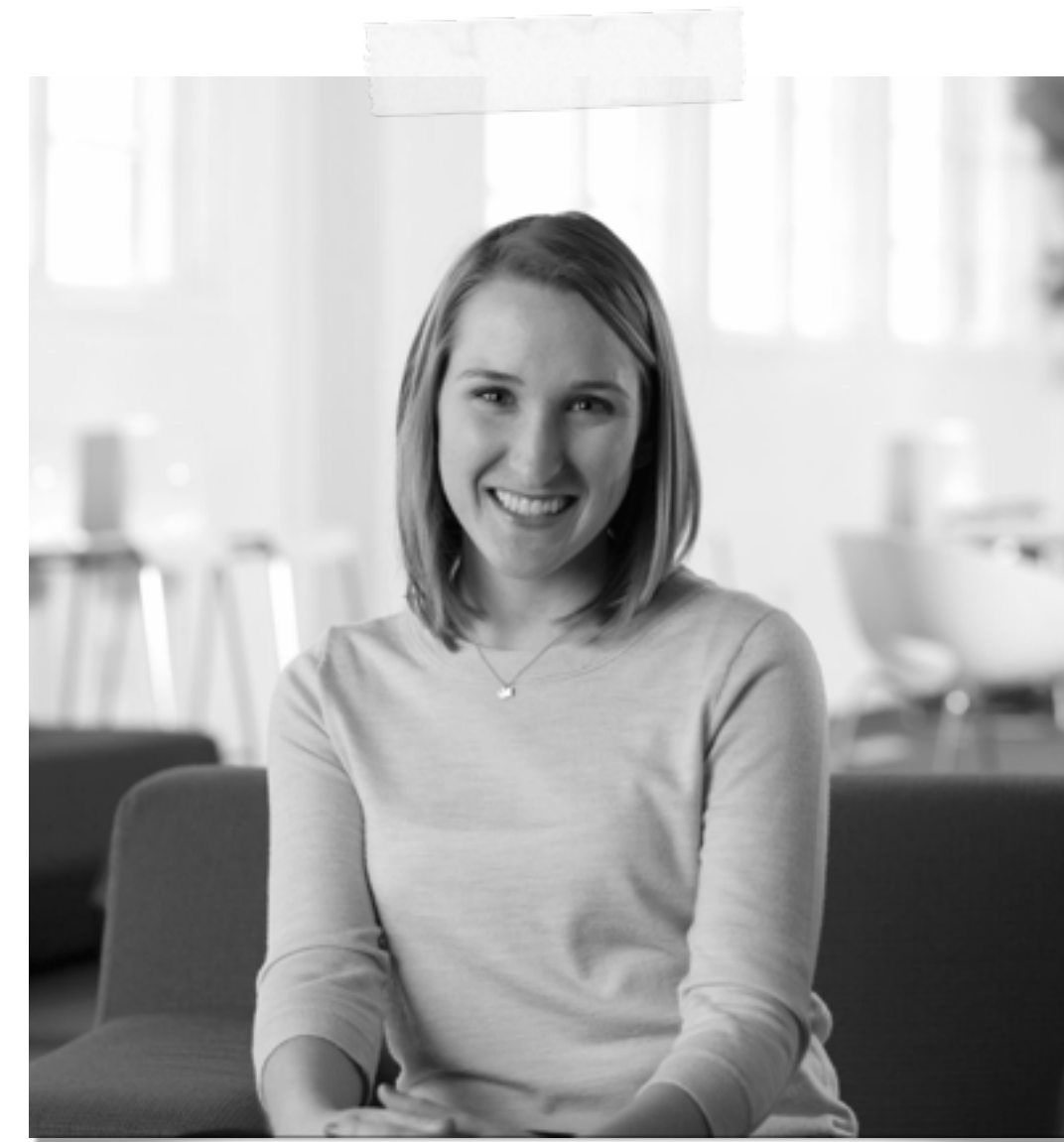




# The team



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# The agenda

- ❑ Brief and project overview
- ❑ Hypothesis
- ❑ Competitive analysis
- ❑ User research
- ❑ Feature prioritization
- ❑ User journeys
- ❑ Concepts
- ❑ Demo
- ❑ Usability testing and validation
- ❑ Appendix

**Inform**



# Project brief

## **1. THE PRODUCT**

Design key features to address landlord and tenant pain points.

## **2. THE DETAILS**

Determine how users will flow through the application, and how it will differ for each user group.

## **3. THE EXPERIENCE**

Make the experience delightful for both tenants and landlords.

# (New) project brief

## 1. THE PRODUCT

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## 2. THE DETAILS

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## 3. THE EXPERIENCE

Make the experience delightful for both tenants and landlords.



## 4. THE ECOSYSTEM

How does this support the end-to-end customer journey and complement the services homefyndr offers?

# Hypothesis



## Initial hypothesis

There is a need for a **shared platform** that allows existing landlords and tenants to communicate and manage on-going maintenance and other home-related services.

**Tenants** want to inform their landlord about urgent repairs and find help with cleaning and moving.

**Landlords** want to easily track rent payments and lease renewals, manage service providers, and communicate with tenants.

# Competitive analysis

1



Cozy is a rent management startup that offers rent-related tools and services such as collecting rent and screening tenants online.

2



RentingSmart provides landlord software and support to help landlords self-manage their rental properties.

3



Pillow is a technology-driven hospitality company for short-term rentals.

4



TaskRabbit is a website and mobile app that allows users to outsource small jobs and tasks.

**Management** —————→ **Services**

# User research

## Methods

- ❑ 2 surveys, one landlord and 1 tenant
- ❑ 28 survey responses
- ❑ 6 interviews

## Results

- ❑ 8 high-level pain points uncovered
- ❑ 3 biggest:
  - ❑ Communication,
  - ❑ Expectations, and
  - ❑ Automating payments

## Three segments

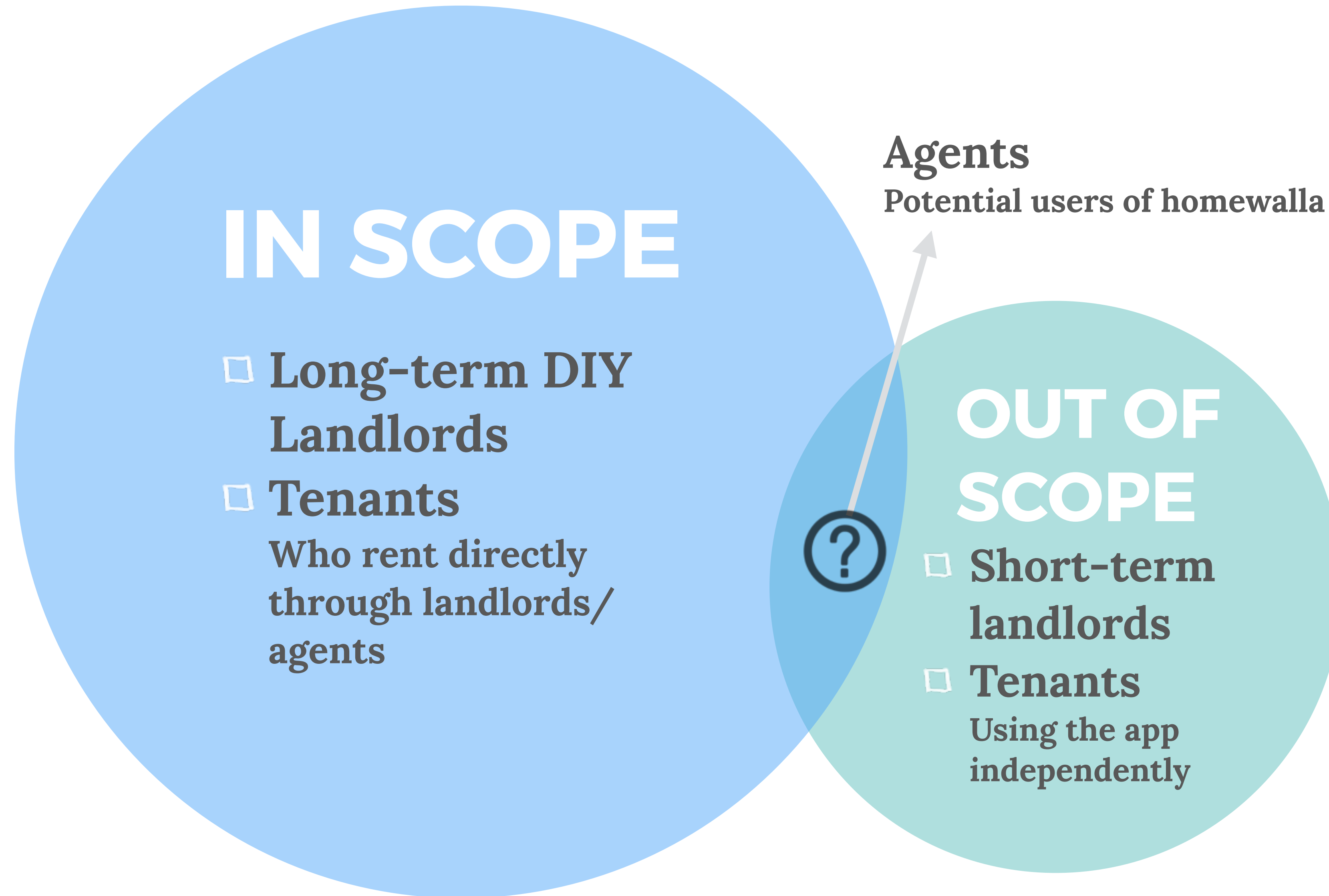
**Long-term landlords  
who use agents**

**Long-term DIY  
landlords**

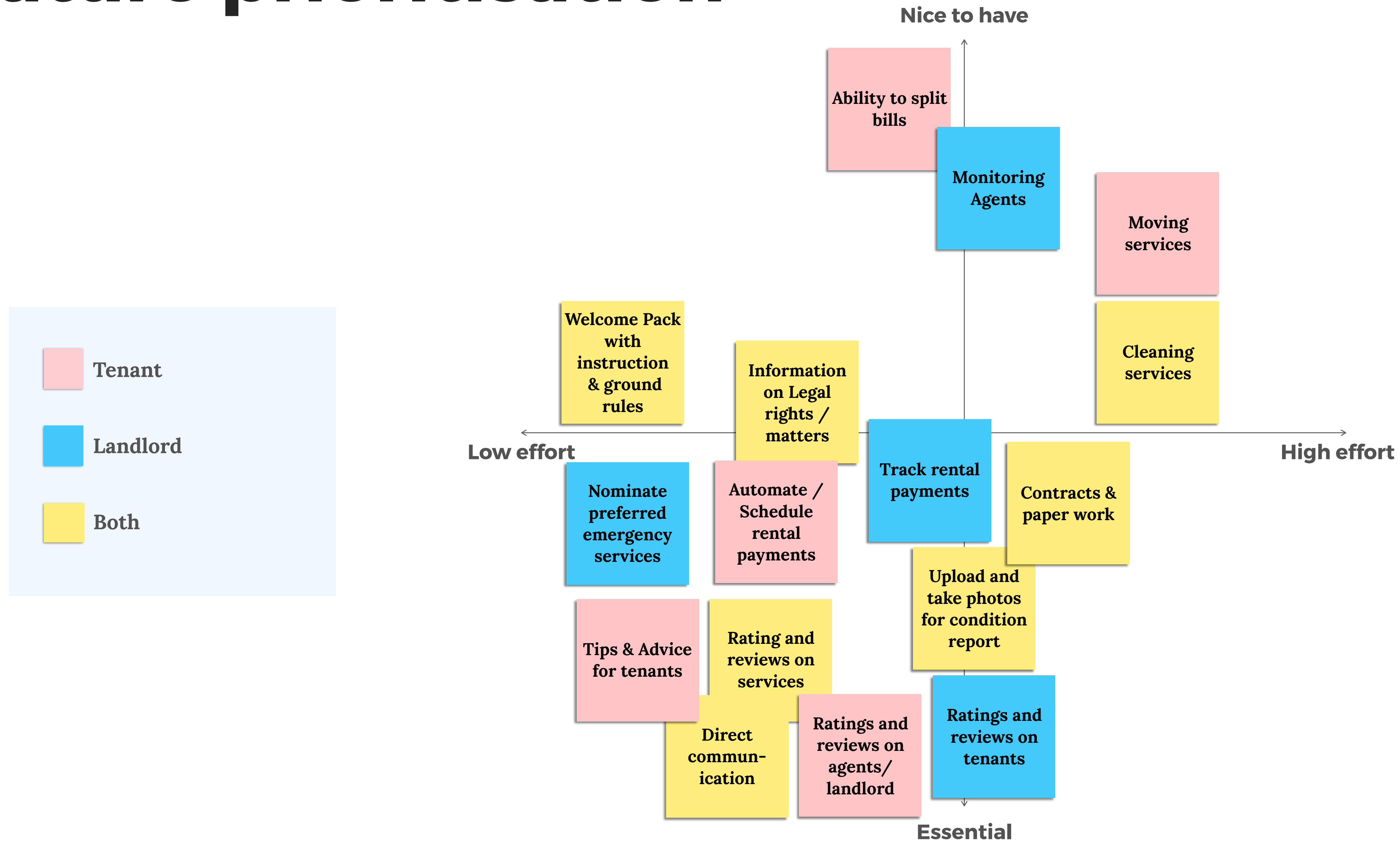
**Short-term DIY  
landlords**



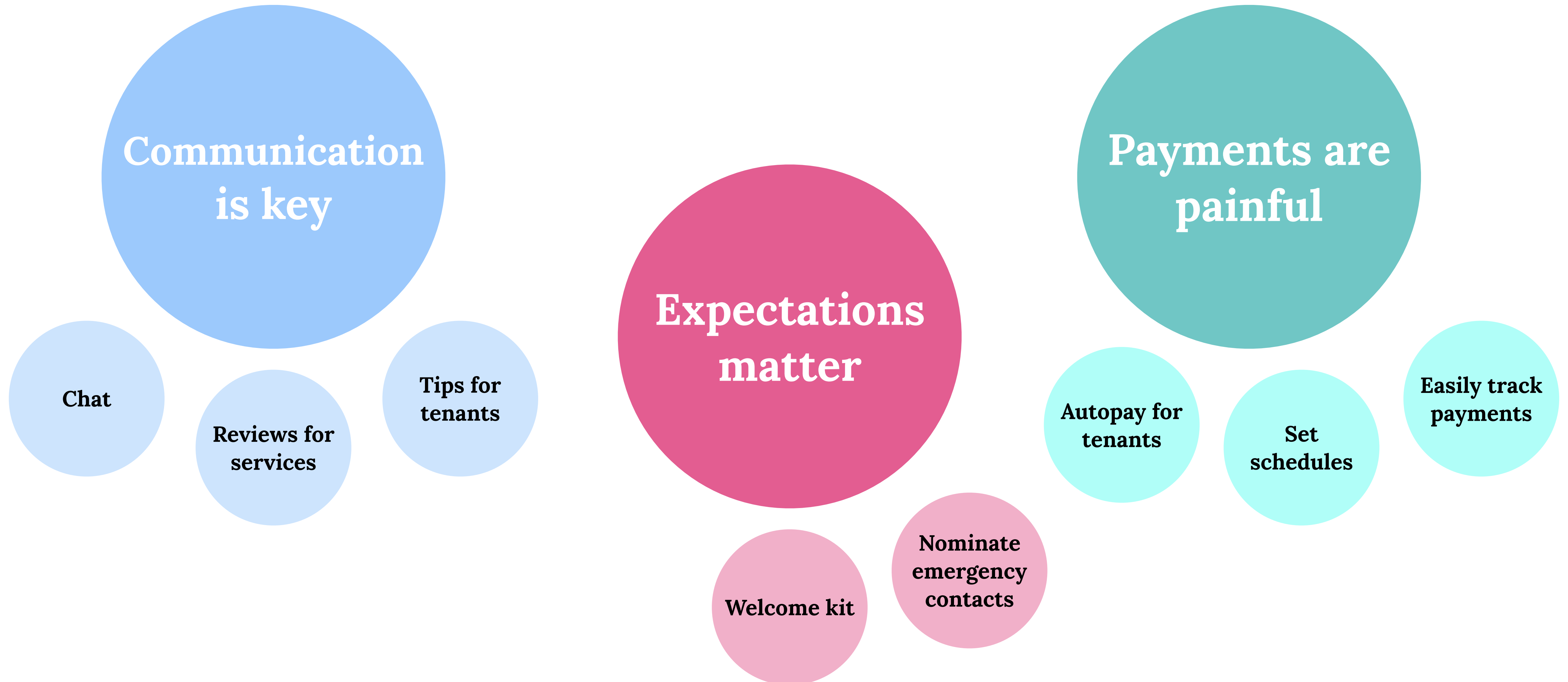
# User focus



# Feature prioritisation



# Key drivers mapped to features





# User Journeys

# Four personas

## TENANTS

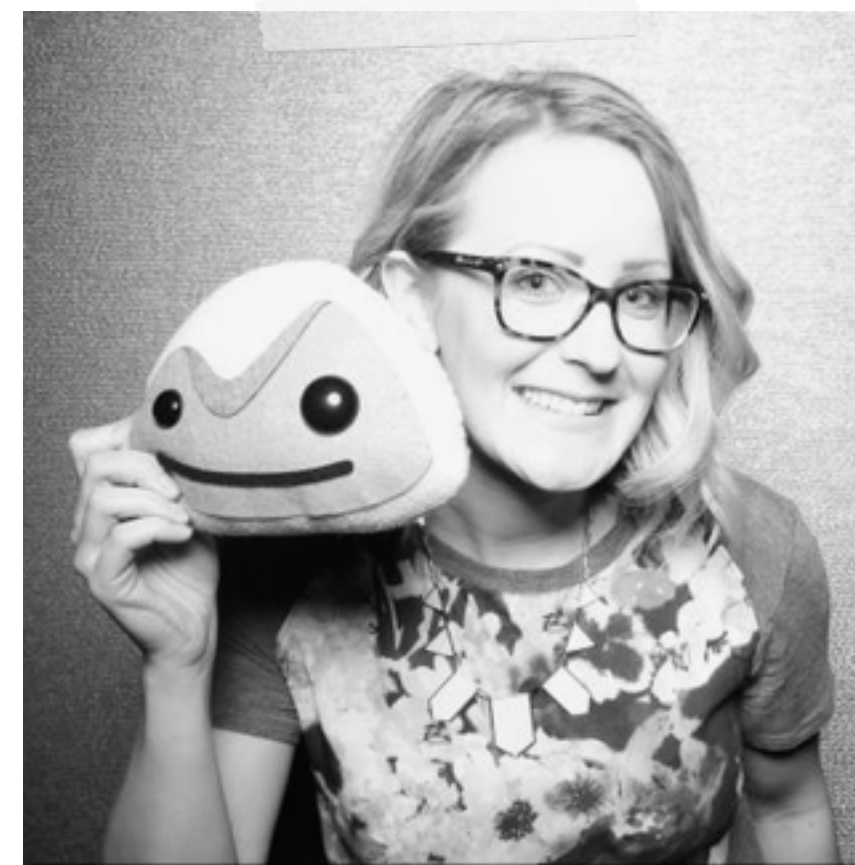


THE JADED EXPERT



THE FREQUENT  
MOVER

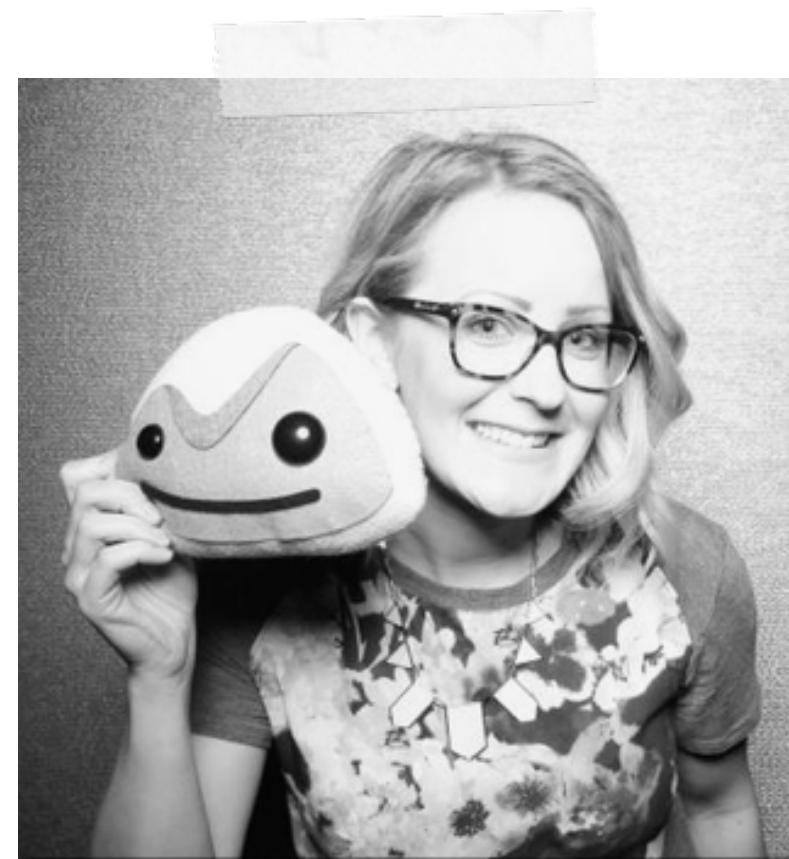
## LANDLORDS



INVOLVED AND  
INVESTED



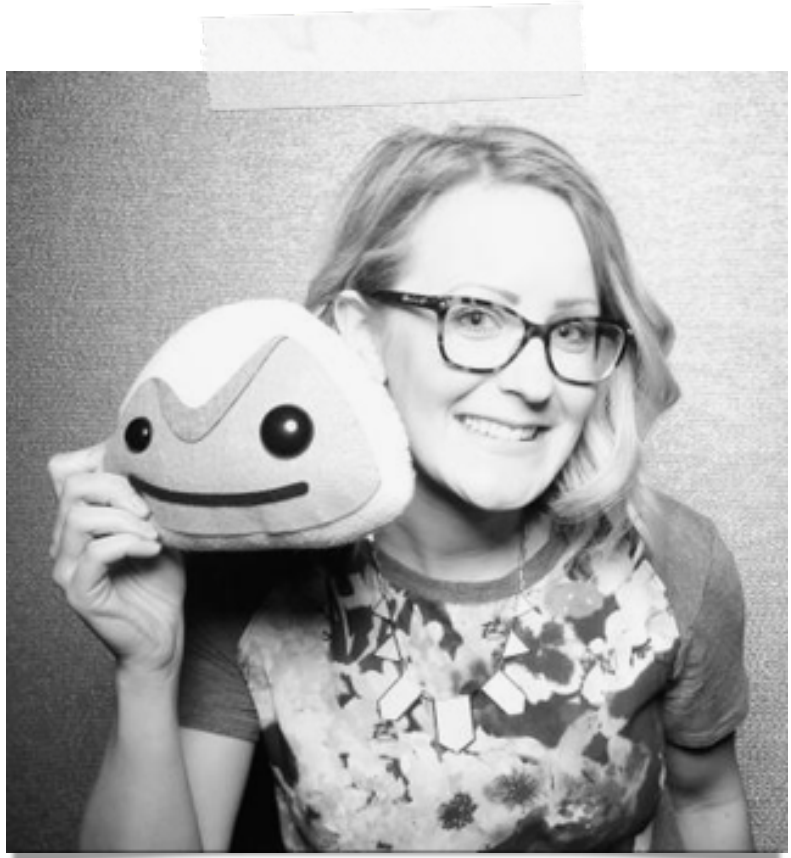
ALL STAR AGENT



## **MYRA: INVOLVED & INVESTED**

*"When I have tenants who are unfamiliar with renting in Australia, I like to make important information accessible so they know what to expect."*





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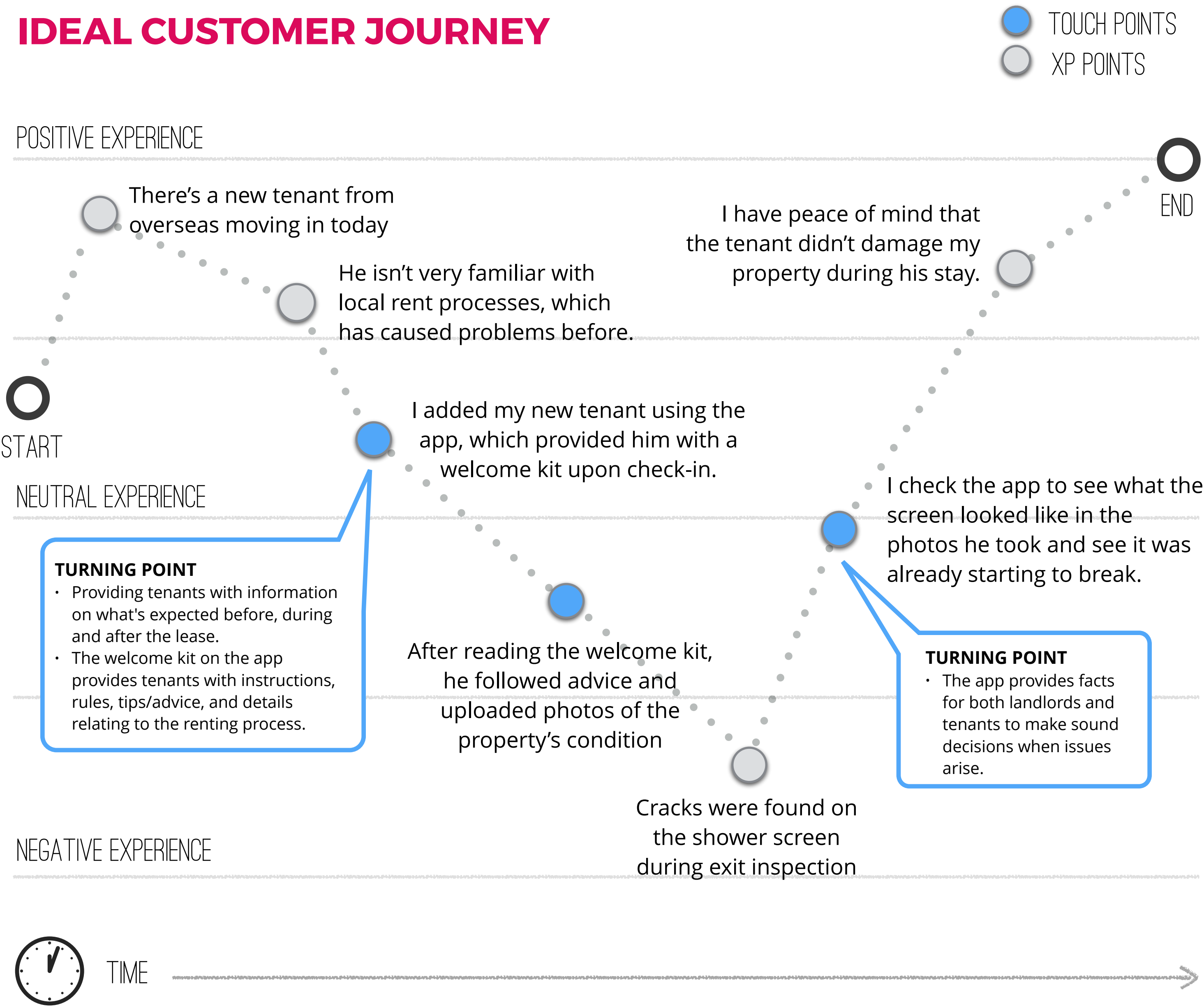
## TOUCH POINTS

- A welcome kit containing key information to aid on boarding process for unfamiliar tenants.
- A fair dispute resolution process

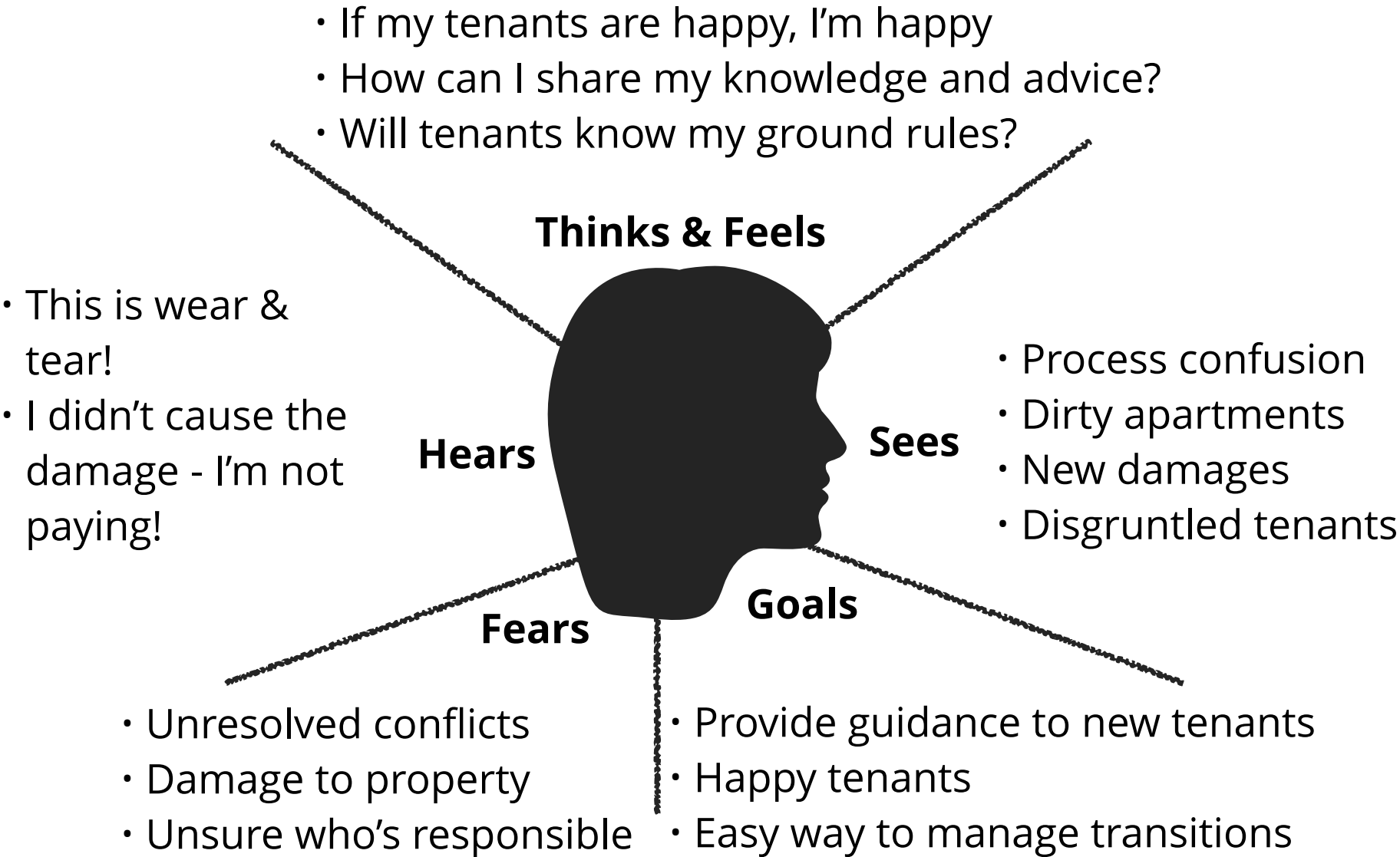
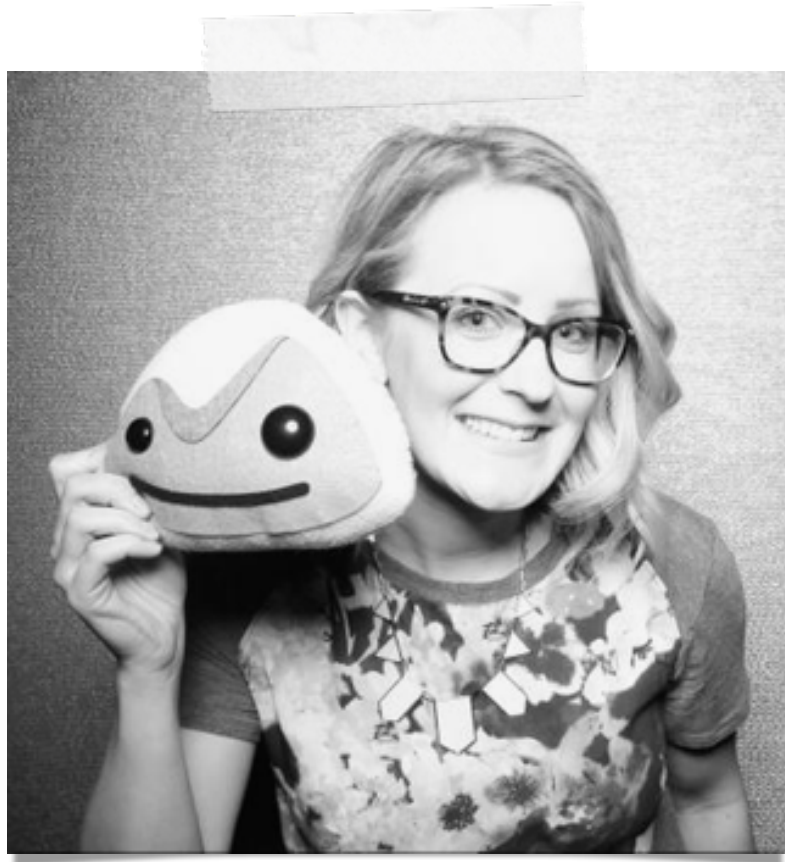
## KEY MOTIVATIONS

- Have a happy tenant.
- A fair outcome for both parties.
- Tenants understand the local rental process.

## IDEAL CUSTOMER JOURNEY



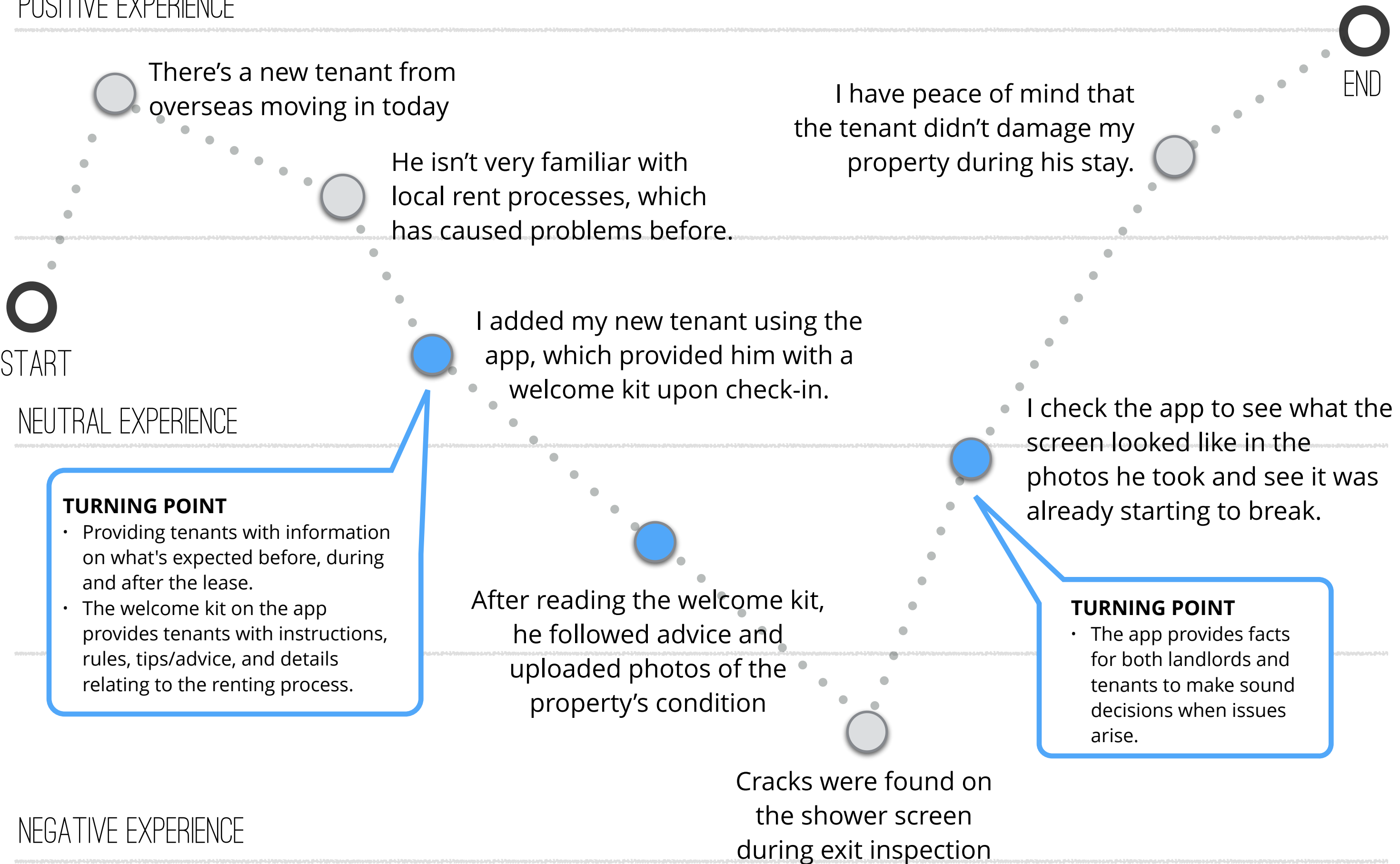
MYRA



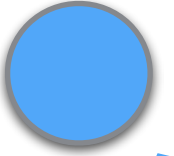
# IDEAL CUSTOMER JOURNEY

TOUCH POINTS  
XP POINTS

POSITIVE EXPERIENCE



TIME

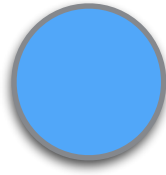


I added my new tenant using the app, which provided him with a welcome kit upon check-in.

**TURNING POINT**

- Providing tenants with information on what's expected before, during and after the lease.
- The welcome kit on the app provides tenants with instructions, rules, tips, advice, and details relating to the renting process.





I check the app to see what the screen looked like in the photos he took and see it was already starting to break.

**TURNING POINT**

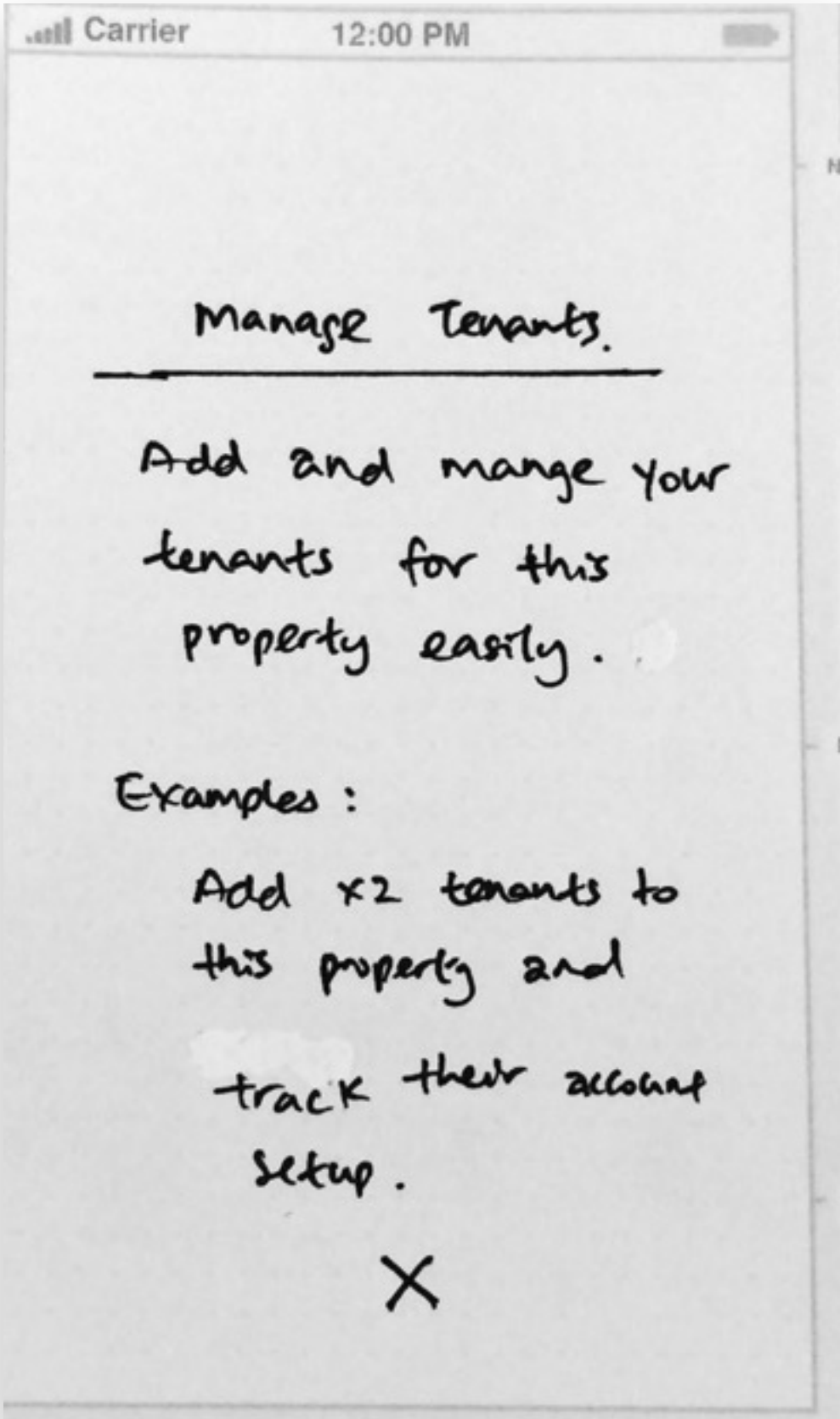
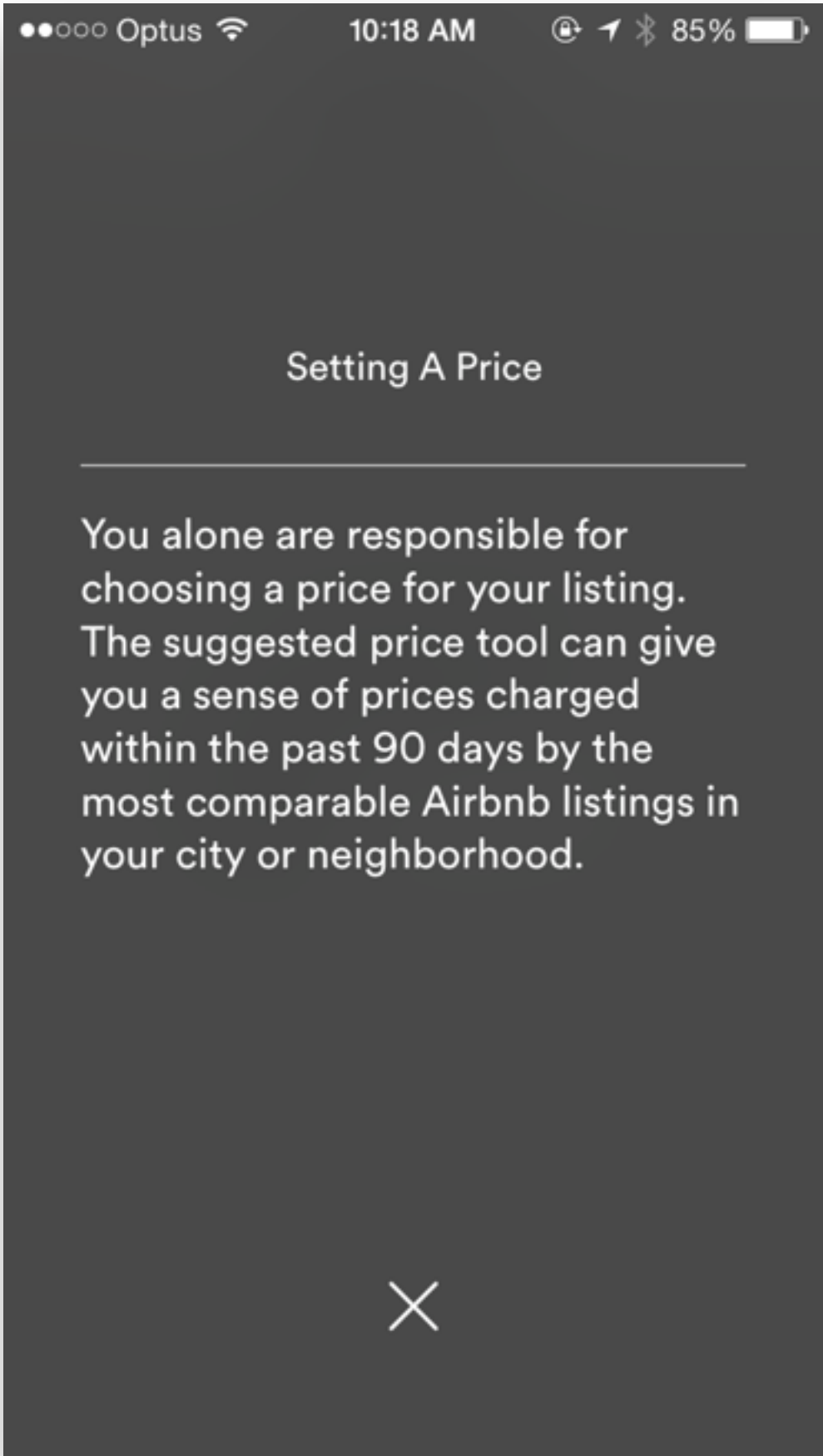
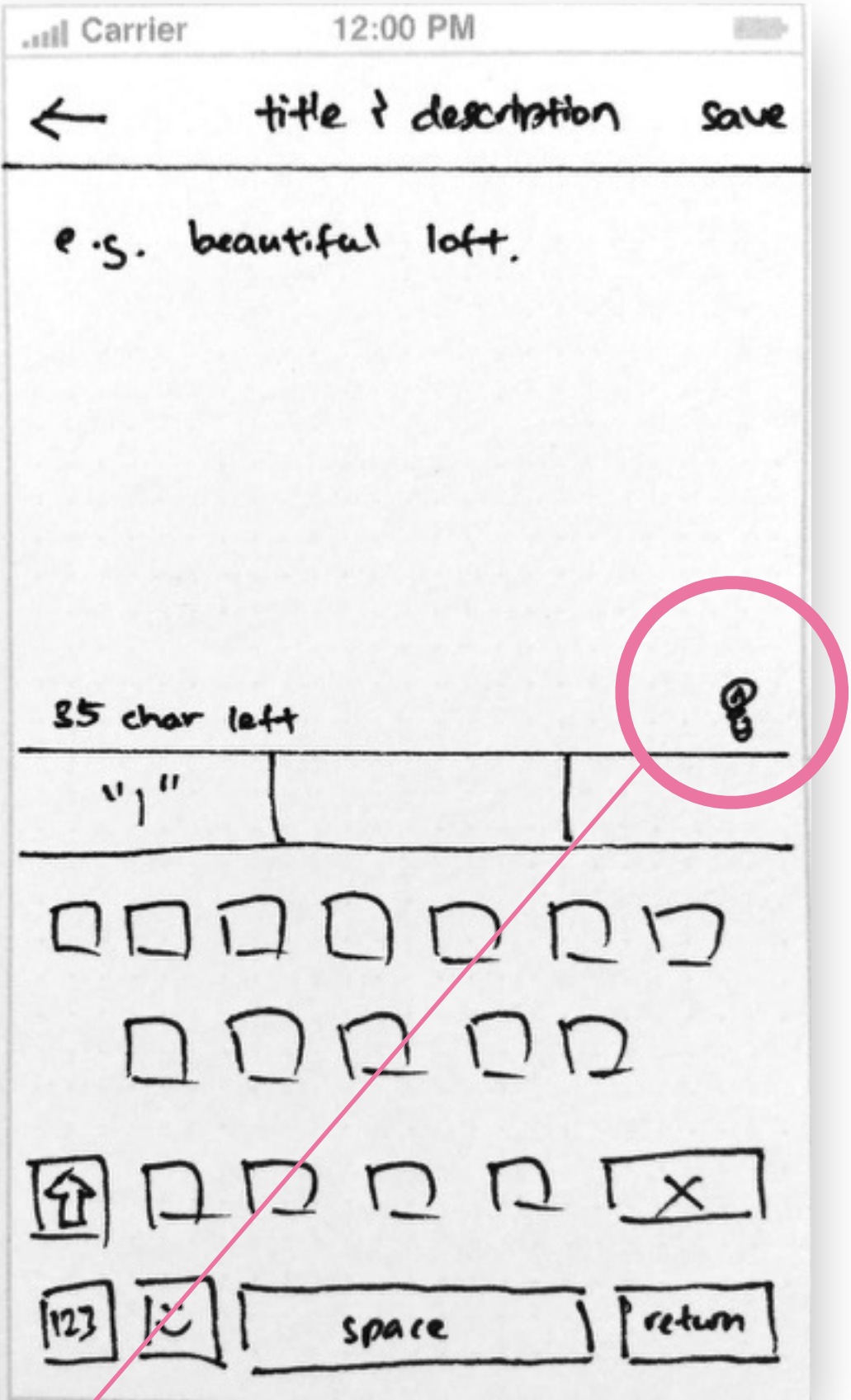
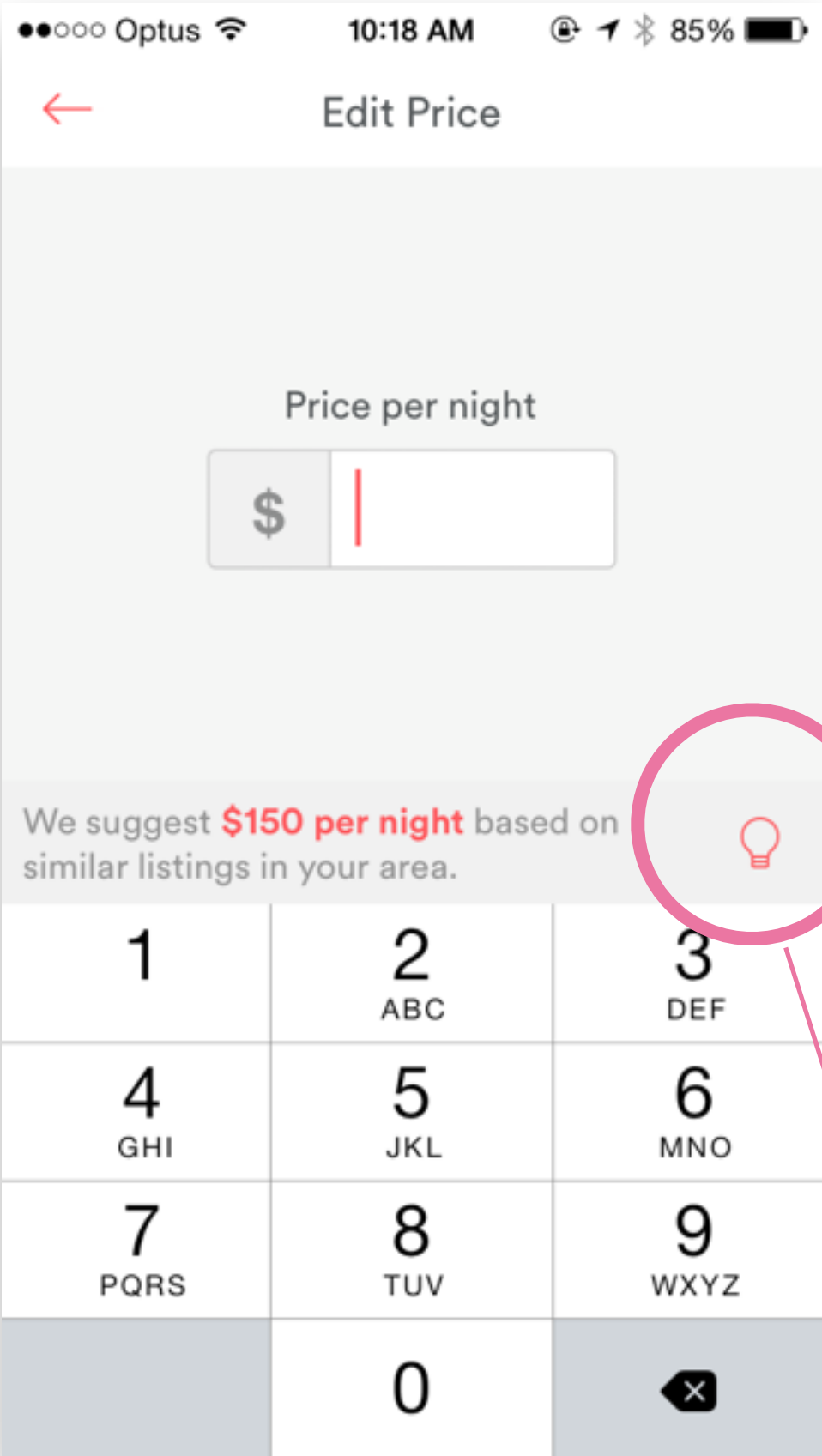
- The app provides facts for both landlords and tenants to make sound decisions when issues arise.

# Prototype demo



# UX Concepts

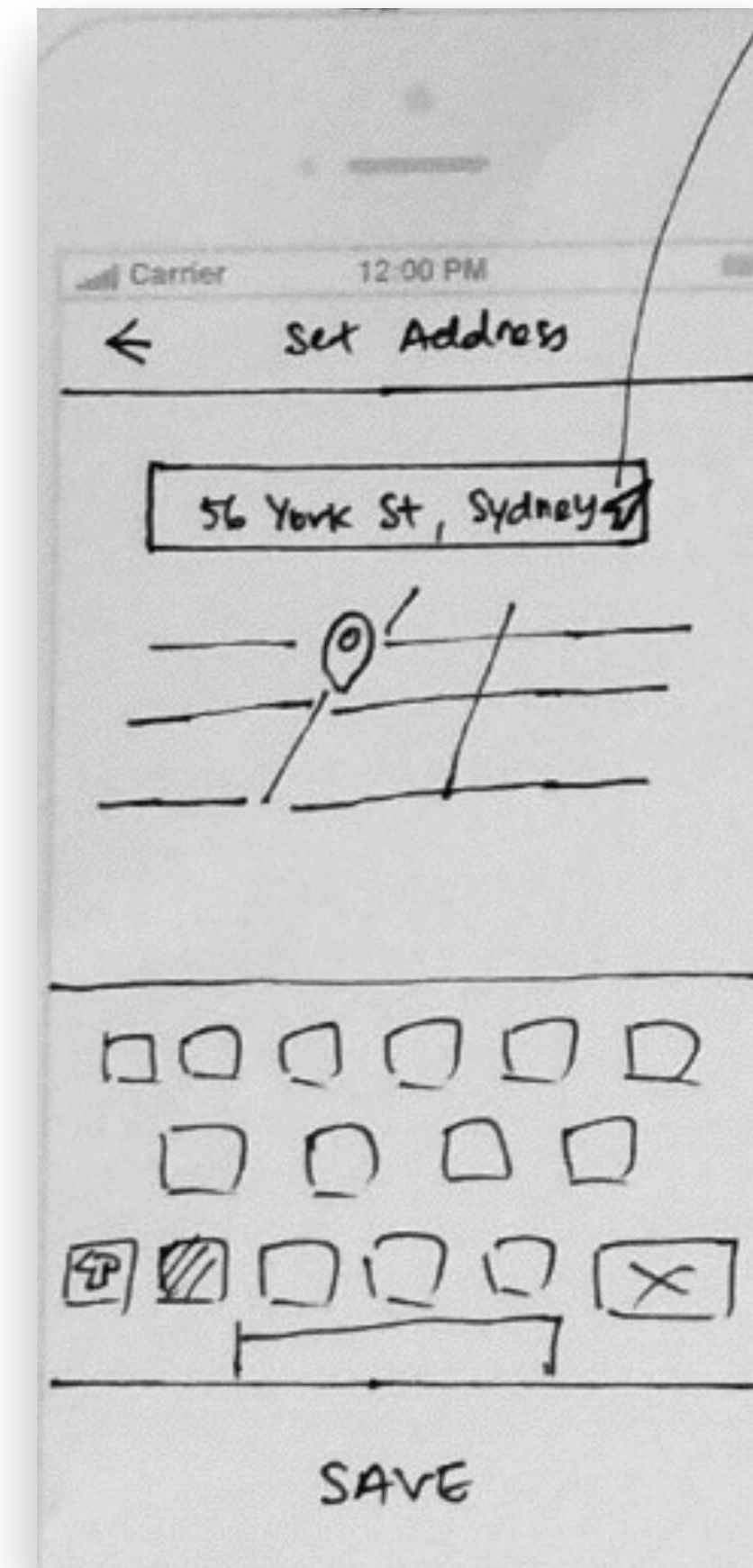
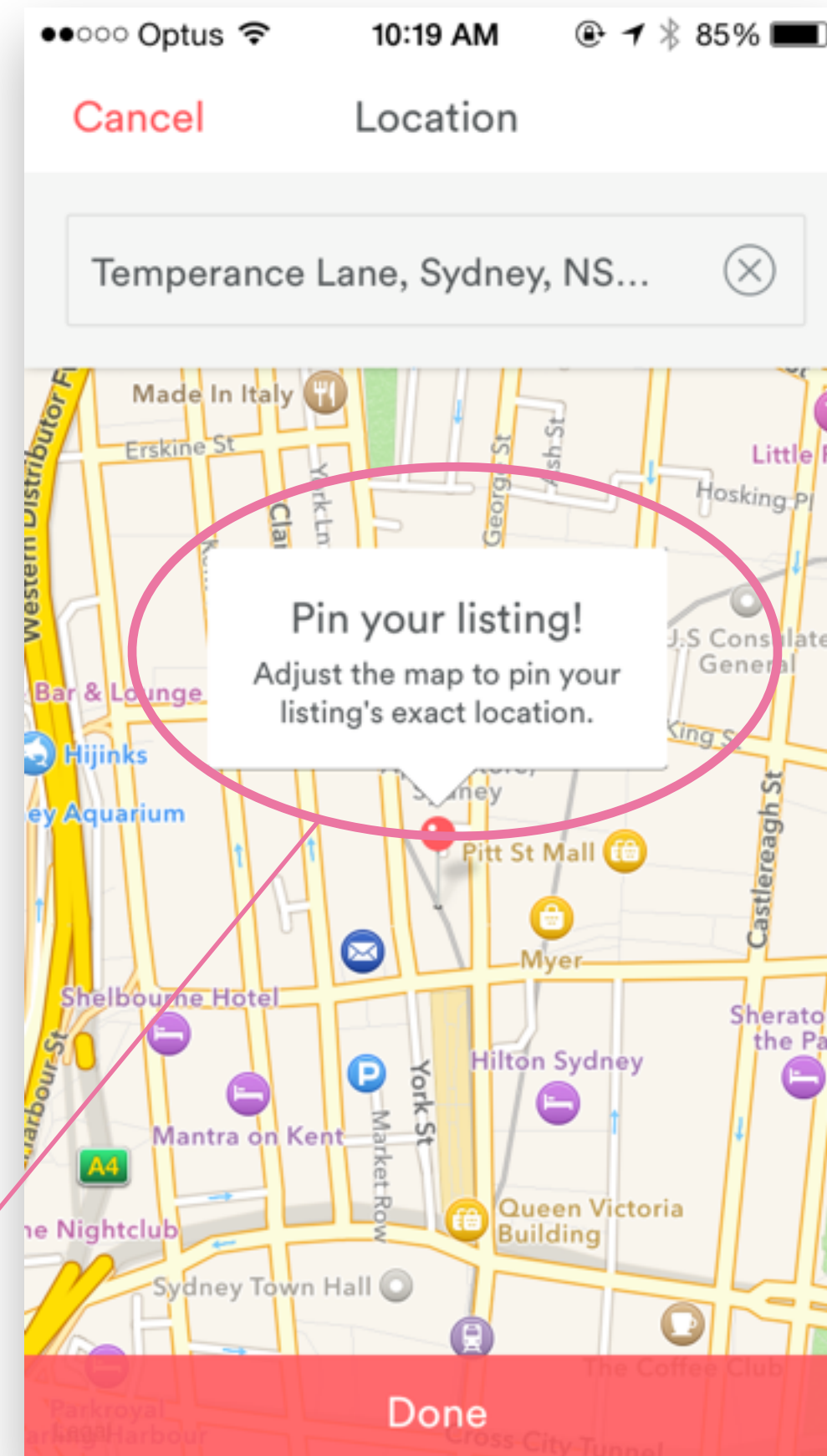
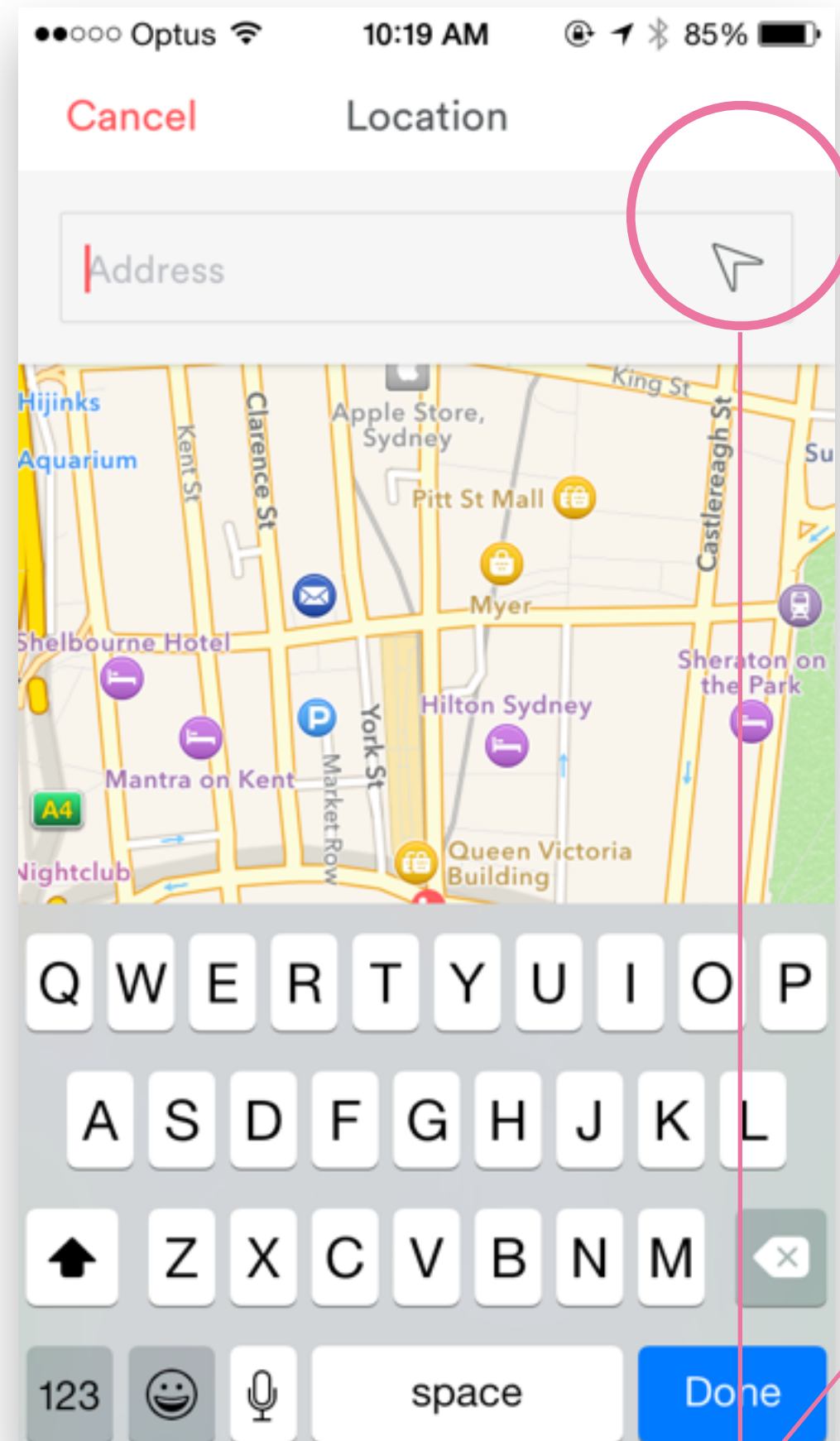
# UX concept: helpful tips



Helpful tips



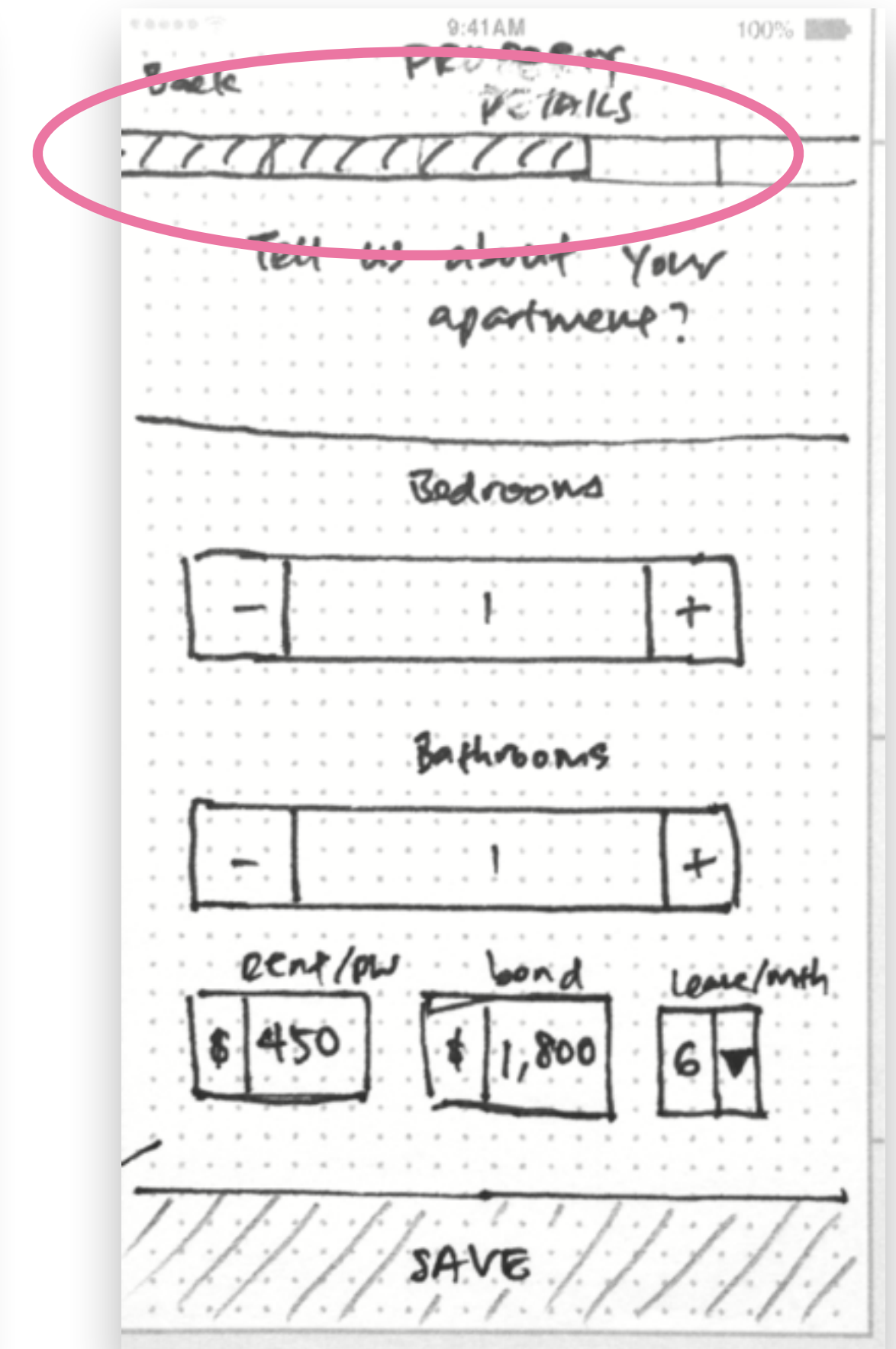
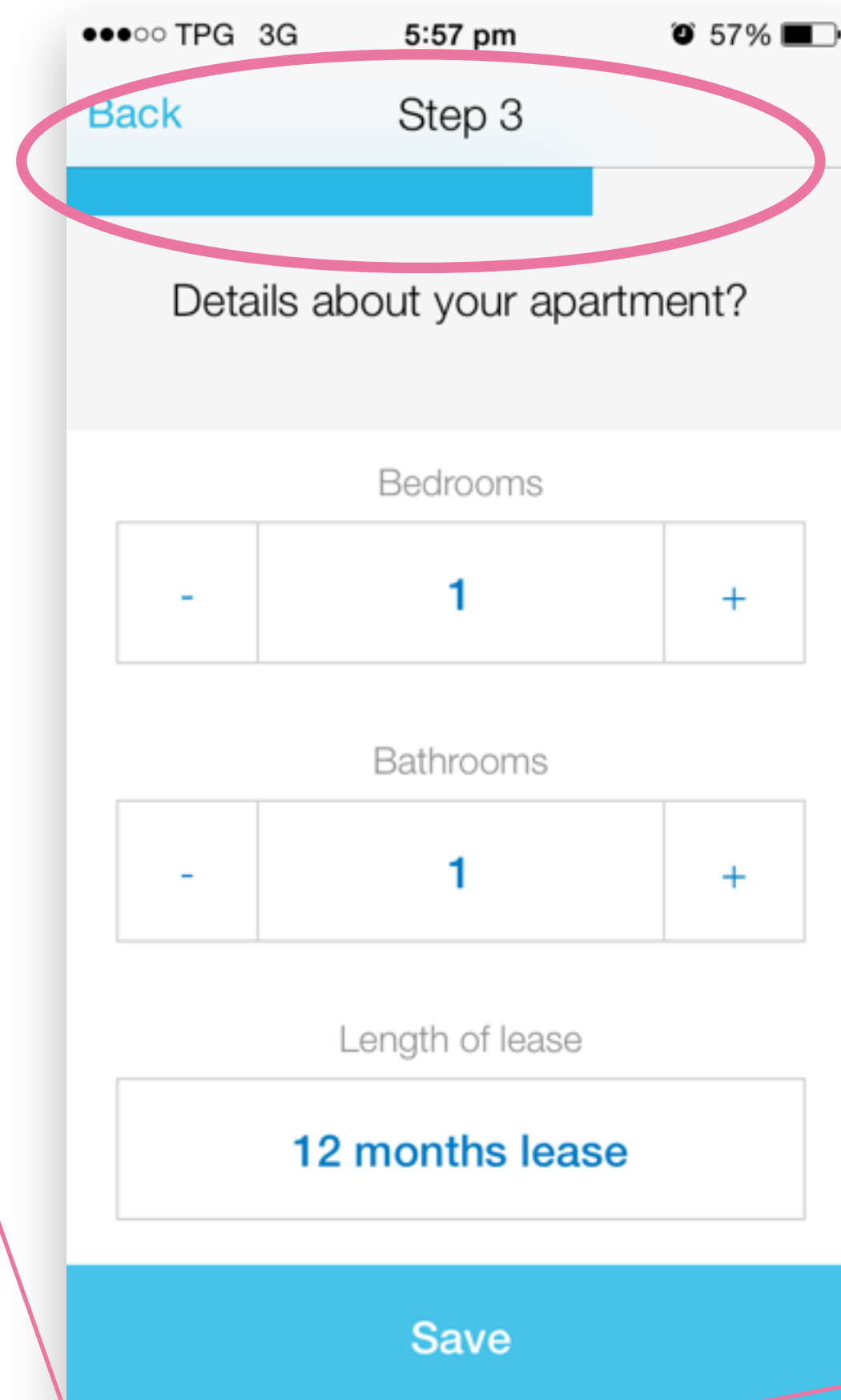
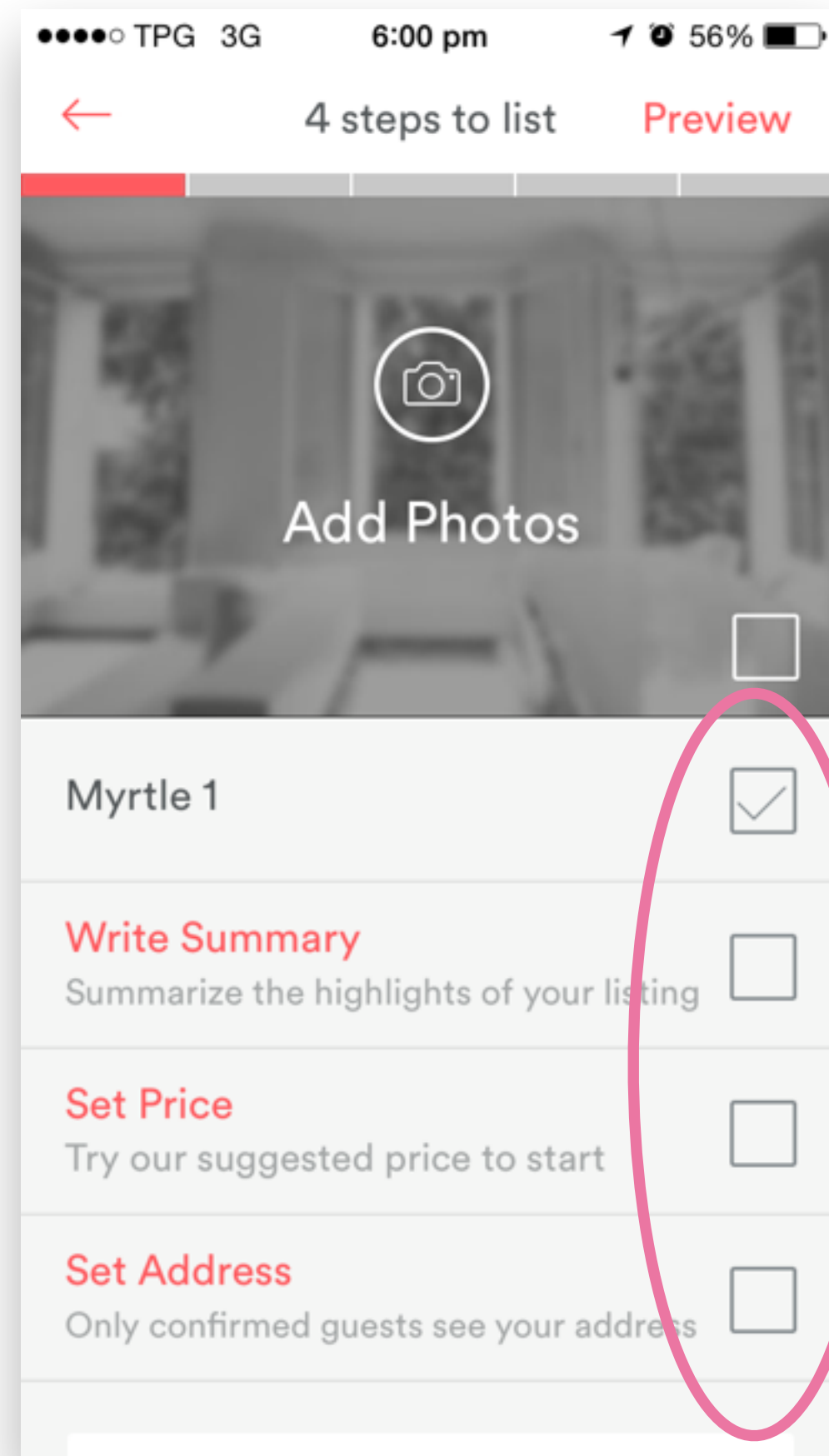
# UX concept: smart location



Use current  
location



# UX concept: progress indicator



Progression cues

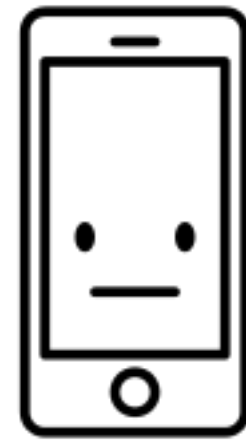
# User testing / validation

# Findings - tenants

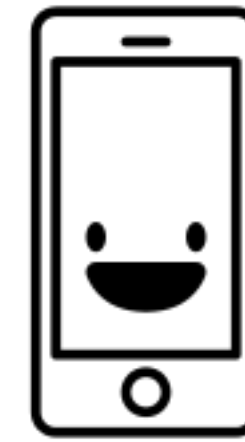


1. Love automated payments.
2. Common questions and tips are very helpful, especially when setting things up.
3. Highlighting the key features at the beginning helped users understand the app's purpose.
4. Photo and chat functions were intuitive and easy to use.

# Findings - tenants



1. Users should view the home screen sooner upon downloading.
2. The name homewalla is confusing.
3. Tenants would not pay for the app.



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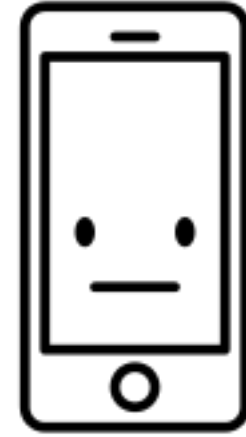
# Findings - landlords



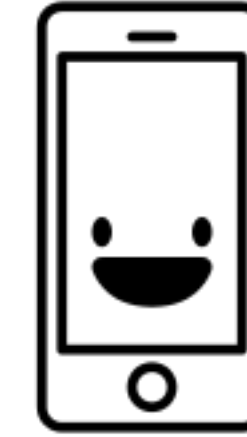
1. Landlords would prefer to pay a commission-based fee.
2. If the app could find tenants and prove valuable, they would be happy to use it.
3. Users liked having a single property detail page and central point.



# Findings - landlords



1. Welcome kit should be renamed “Tenant Welcome Kit”. Make it clear at each stage that it is for the tenants’ benefit.
2. Provide more details on the tenant/landlord interfaces. What information is flowing to and from the tenants?
3. Need very clear confirmations when you’ve entered details successfully.
4. Provide an introduction screen for landlords to explain what they need to do and what features the app can provide.

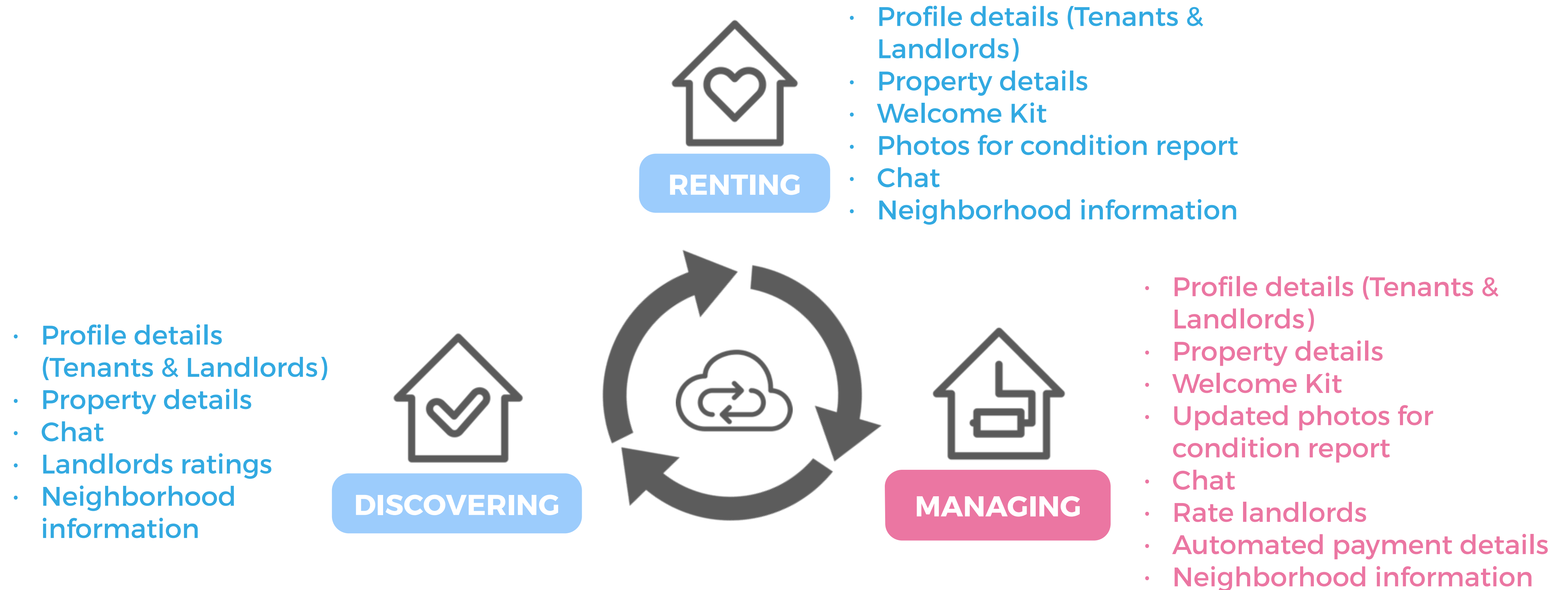


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**Ecosystem**

# App ecosystem







**ONE LISTING TO RULE THEM ALL**



**Thank you!**  
**Questions?**