



RENTA

Your transparent rental platform

WHAT IS RENTA?

Renta is a transparent rental platform that connects qualified renters with landlords, streamlining the process of finding and living in a rental property.

THE PROBLEM

Lack of transparency in competitive rental markets

Qualified renters missing out on their desired properties

Renters feel that property managers / real-estate agents aren't valuing their key attributes

THE AUDIENCE

Qualified renters (ie. stable income, trustworthy) who are missing out on their ideal rentals

Renters who feel they're at the mercy of property agents/real-estate managers

Renters who consider themselves time-poor



DISCOVERY

User Interviews

Surveys

Comparative Analysis

DISCOVERY

USER RESEARCH

Research Goals

Dig deeper into the current state of the rental market

Understand how tenants are experiencing the process of finding and living in a rental property

I suspect that a lot of people are missing out on their ideal rental properties due to the significant demand, with no transparency as to why or how they can improve their chances.

Methodologies

- User Interviews
- Surveys

Participants

- People currently seeking a place to rent
- People who recently found a place to rent

DISCOVERY

USER INTERVIEWS

Sample Interview Questions

Tell me about how your experience has been so far trying to find a place to rent in?

Tell me about how you are applying for rental properties?

For the properties you have applied for, have you missed out on any, and if so, do you know why?

If you had to describe your best self to a landlord or property manager, what are some of the things you'd say?

What's your relationship like with your current landlord? How do you interact with them?

Missed out on several. Mainly didn't get a response from landlord when they contacted them via Domain

Agents seem disinterested and everyone seems desperate

Applying via Domain, Facebook Groups, and Real Estate Agents

Depends on the property, but sometimes up to 40-50 people at a viewing (this was on a weekend)

[In response to how they would describe their self]
Trustworthy, considerate, flexible move-in date

DISCOVERY SURVEYS

How has your experience been trying to find a place to rent in? (Feel free to be as detailed as possible)

3 responses

Horrible- prices high, quality low, agents disinterested and everyone desperate.

Tricky

Disappointing. Prices are too high for what you're getting. It is really ridiculous to pay over \$1000 a week for something semi-modern with parking to house a family of 4. And that is towards the low end of what's average in our area.

If you had to describe what type of tenant you are to a landlord or property manager, what are some of the things you'd say?

3 responses

Responsible, quiet, will take care of the property, stable

Professional couple with family. Long term reliable renters.

Trust-worthy and considerate

How competitive has it been when you've gone to view a rental property? Please feel free to share any experiences you've had recently.

3 responses

Depend a bit on the property. Up to 40-50 there sometimes

Has varied a lot.

Very Competitive in terms of number of people viewing, but even more competitive when I see that places are being filled before they even hold an open for inspection .

What's your relationship like with your current landlord? How do you interact with them?

3 responses

Through the agent. Very slow responses and issues never gets fixed as it's to many parties that needs to be involved.

Mainly thru real estate agent- agent great, owner seems ok.

This is our first rental that is private and its fantastic. Contact is through email or phone.

How did you go about applying for places to rent in? What worked well and what didn't?

4 responses

Send in application before the viewing.

Continual building of relationship with all local real estate agents

We have always been lucky to get the properties we have applied for. Always have documentation and references in order.

We had documentation ready to go and applied same-day as inspections through 1form.

What's your relationship like with your current landlord? How do you interact with them?

4 responses

Through the agent. Very slow responses and issues never gets fixed as it's to many parties that needs to be involved.

Mainly thru real estate agent- agent great, owner seems ok.

This is our first rental that is private and its fantastic. Contact is through email or phone.

Relationship is great - communication via text/phone/email.

If there is anything else you would like to share about your renting experiences, please feel free to share it below.

2 responses

U never dare complain about ANYTHING, or u just wint be considered for any fiture rentals

Be prepared. Have all your documents ready. Places are so expensive

DISCOVERY

COMPARATIVE ANALYSIS

	 Domain	 realestate.com.au	 Gumtree	 facebook	 1form.com	 rentbook	 RENTA
Intuitive Design / Ease Of Use	●	●	●		●		●
Property Listings	●	●	●	●			●
Renter Profile					●	●	●
Rental Applications	via 1form.com	via 1form.com			●		●
Online Rent Payments							●
Sign E-Rental Agreements							●
View Number Of Applications			●				●
Rent Price Guide	●	●					
Real-Time Messaging						●	
Bookmarking	●	●	●	●			●



DEFINE

Affinity Mapping

Personas

Hypothesis & Problem Statements

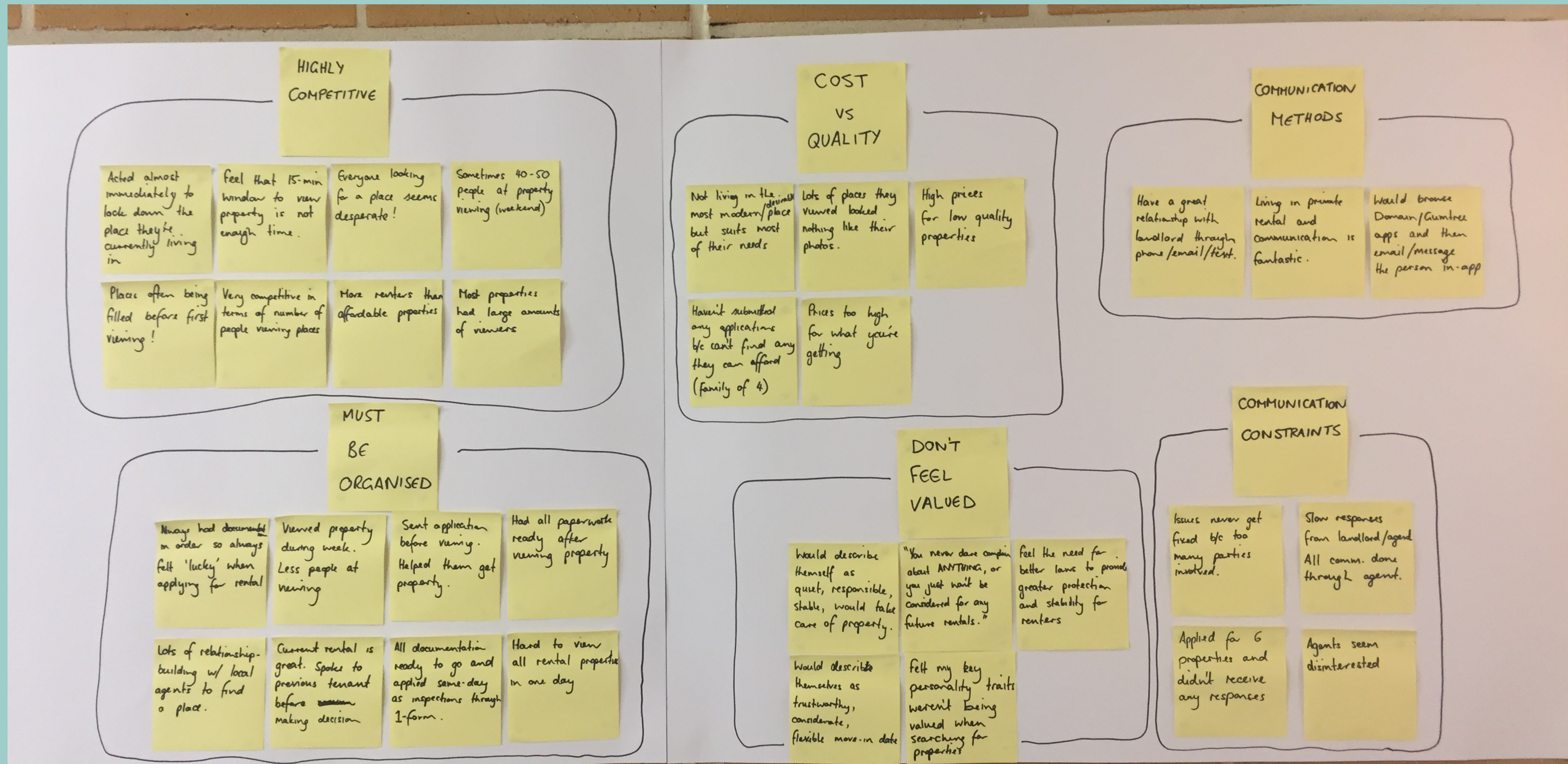
Card Sorting

Information Architecture

User Flow

DEFINE

AFFINITY MAPPING



PERSONA



Jenny Wilson

Sydney, Australia

Gender: Female

Age: 28

Status: Single

Education: Bachelor's Degree

Profession: Account Manager

Bio

Jenny is an account manager who usually works 10 hour days from Monday to Friday. Her current lease is expiring soon and her landlord has increased the cost of rent, which means Jenny will need to find a new place to live.

Due to her busy work schedule, she only has time over the weekends to attend rental viewings, which means she's competing with potentially hundreds of others interested in the same rental properties.

She's becoming frustrated since she feels she has all the characteristics to be a great tenant (ie. single, pays rent on time, is quiet and respectful), but just can't stand out from the crowd to find a place that suits her needs.

Goals

- To feel more informed regarding the status of the places she's applying for
- To spend less time searching and applying for rental properties
- To be able to stand out from the crowd and promote her key characteristics
- To be able to view properties at times that are convenient for her

Key Characteristics

Jenny considers herself to be:

- Hardworking
- Respectful
- Quiet
- Considerate
- Stable

Frustrations

- Has to compete with too many people interested in the same rental properties.
- The properties she's interested are often filled even before the first viewing
- Is very time poor, restricting her to only being able to view properties over the weekend
- Feels at the mercy of property agents since they're not considering her best tenant characteristics (ie. pays rent on-time, quiet and respectful, can move in quickly, has good references, and so forth)
- Frustrated at the lack of protection and stability available to renters at the moment.

"You never dare complain about anything, or you just won't be considered for any future rentals."

DEFINE

USER & BUSINESS GOALS

User Goals

Feel more informed regarding the status of their rental application

Spend less time searching & applying for rental properties

Stand out from the crowded rental markets and promote their key characteristics better

Business Goals

Continually increase the rental applicant success rate

Ensure a tight relationship is maintained between tenant & landlord to drive increased value and retention. Allows us to be a key differentiator in the market and create an experience that our competitors aren't providing.

DEFINE

PROBLEM STATEMENT & HYPOTHESIS

Problem Statement

Jenny is struggling to stand out from Sydney's competitive rental market and find her ideal rental property. The market is too competitive, she's time-poor, and feels that her key characteristics of being a quality tenant aren't being valued during the rental application process.

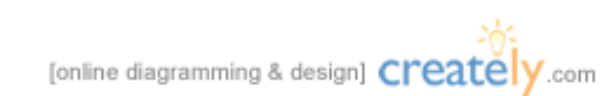
Hypothesis

I believe that by creating an streamlined end-to-end rental experience that helps promote applicants based on factors such as employment history, reference checks, etc, will help qualified renters stand out from the crowded market and provide them with a better chance of securing their ideal rental property.

Measurement

Success will be measured based on the rental applicant success rate (ie. when a landlord accepts their rental application). Our goal is to convert as many users into active tenants on the platform.

DEFINE



DEFINE

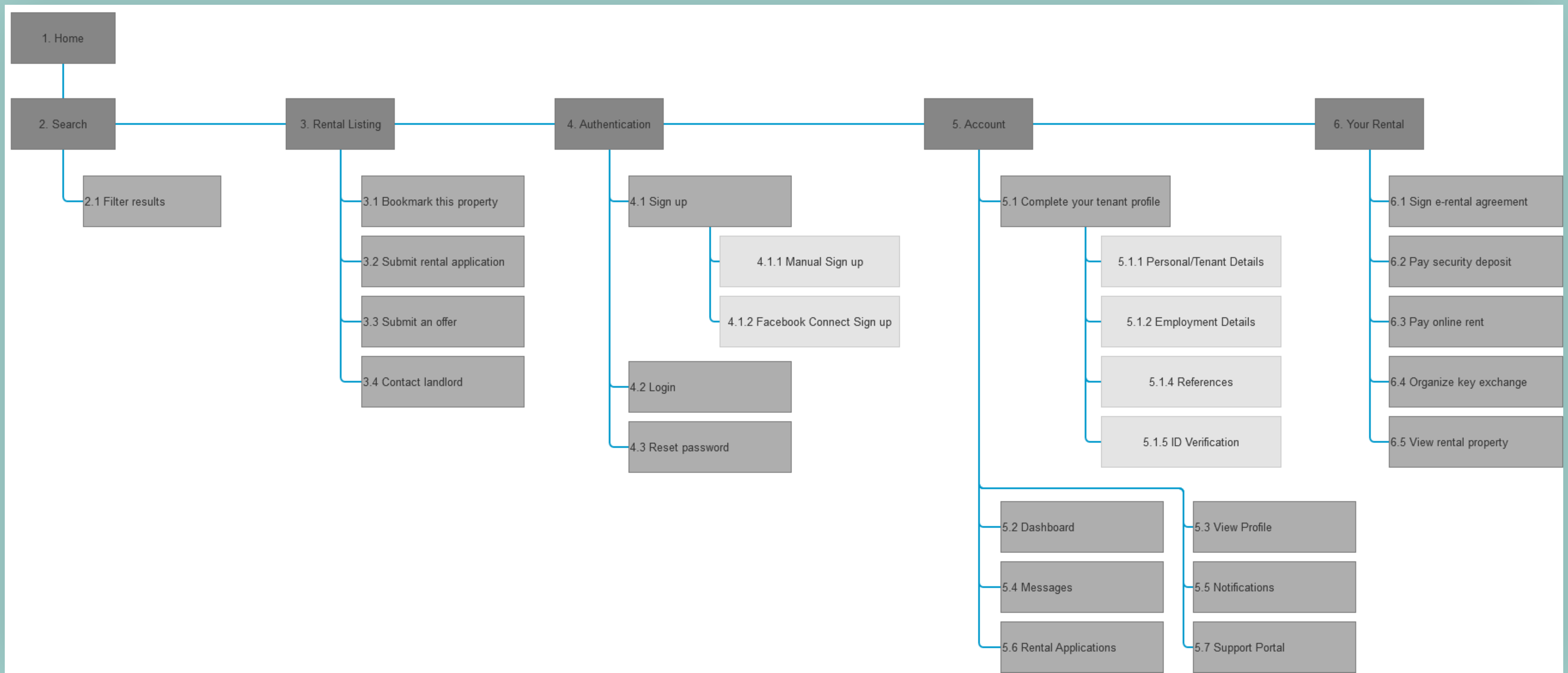
FEATURE PRIORITISATION

Must Have	Should Have	Could Have	Won't Have
User Authentication	Tenant Credit Checks	Submit Maintenance Requests	Schedule Property Viewing
Tenant Onboarding Flow	Tenant Profile Score	Tenant Criminal Record Checks	Submit Offer/Bid On Rental Property
Search & Filter Property Listings	Rental Agreement E-Signing	View Number Of Favourites For Listing	
View Property Listing	Save Property Listing To 'Favourites'	"Hot" Property Status For In-Demand Properties	
Submit Rental Application	View Number Of Applications Submitted	In-App Messaging Between Tenant And Landlord	
Automated Email Notifications After Landlord Has Reviewed Tenant's Application	Pay Rent Online		

DEFINE CARD SORTING

Account	Rental Properties	Rental Applications	Rental Details	Support
Account sign up	Rental property listings	View submitted applications	View my rental	Support Portal
Sign up with Facebook account	Bookmark this property	Submit rental application	Contact landlord	Add a card...
Account dashboard	Filter rental properties	Sign e-rental agreement	Pay online rent	
Account login	Schedule a viewing	Submit your offer	Organize key exchange	
Complete your tenant profile	Bookmarks	Add a card...	Pay security deposit	
View profile	Rental property listing page		Submit maintenance request	
Messages	Add a card...		Add a card...	
Notifications list				
Add a card...				

DEFINE INFORMATION ARCHITECTURE





DEVELOP

Paper Prototypes

Wireframes

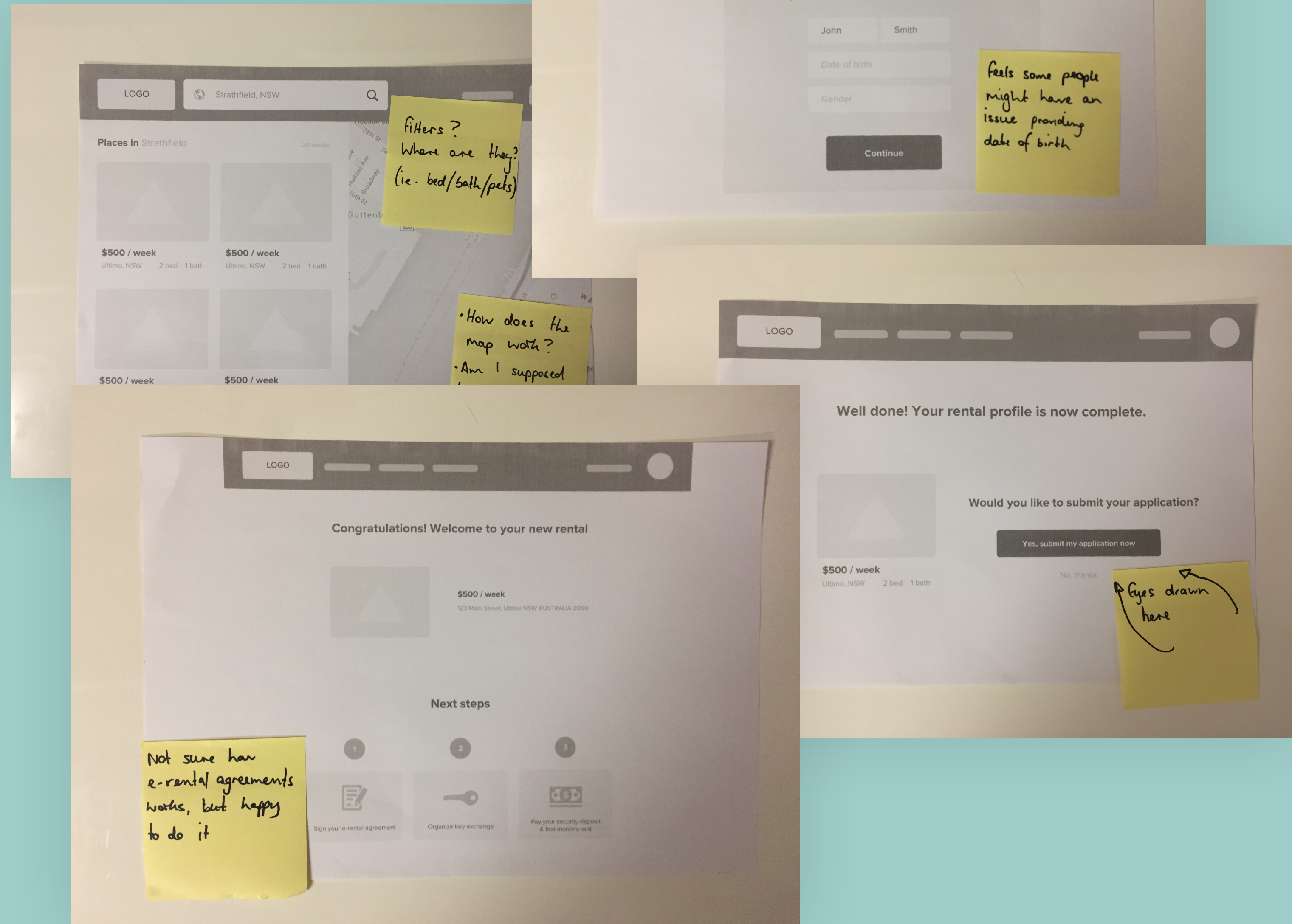
Prototype

User Testing

DEVELOP PAPER PROTOTYPES

Testing Observations

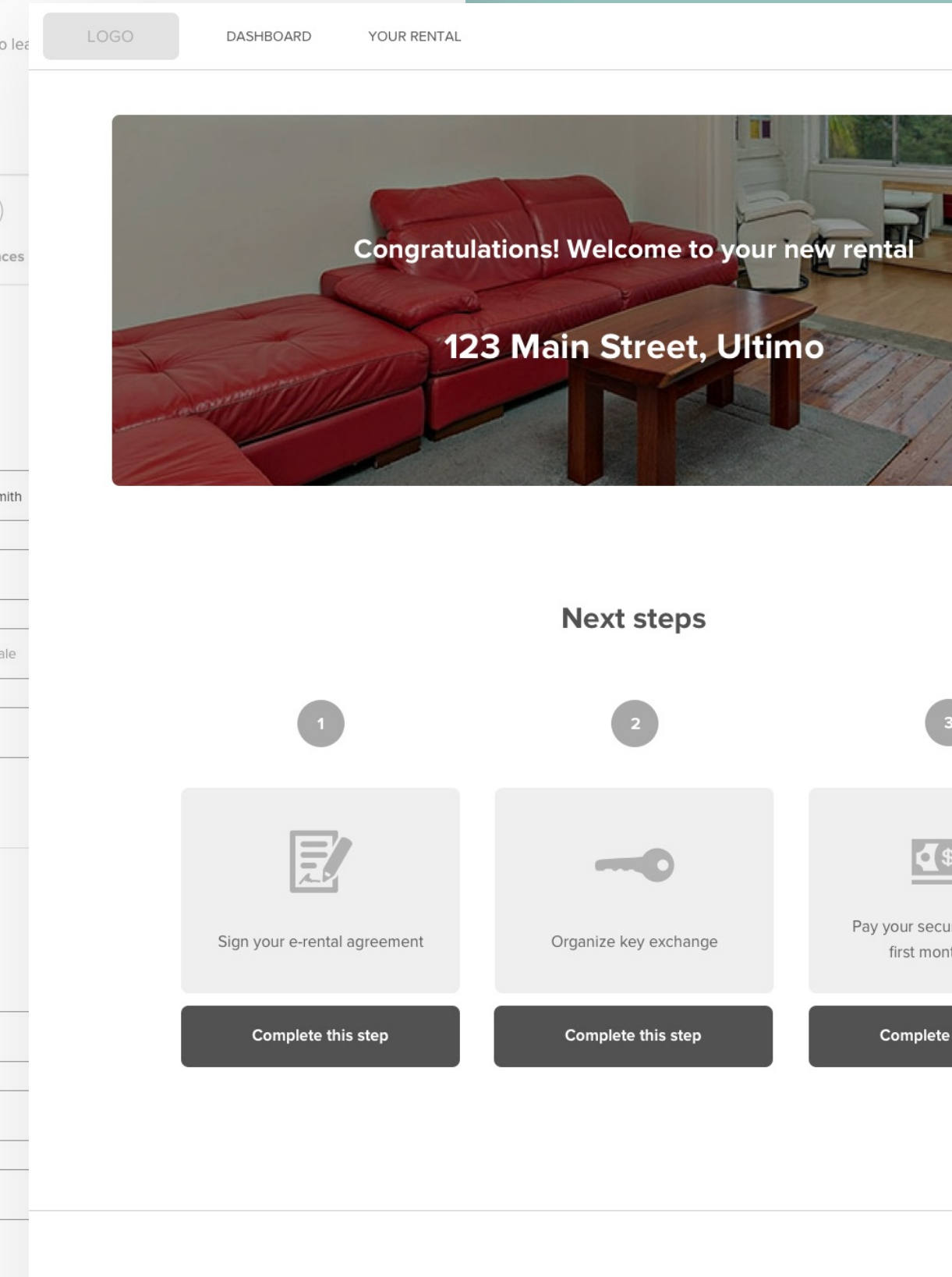
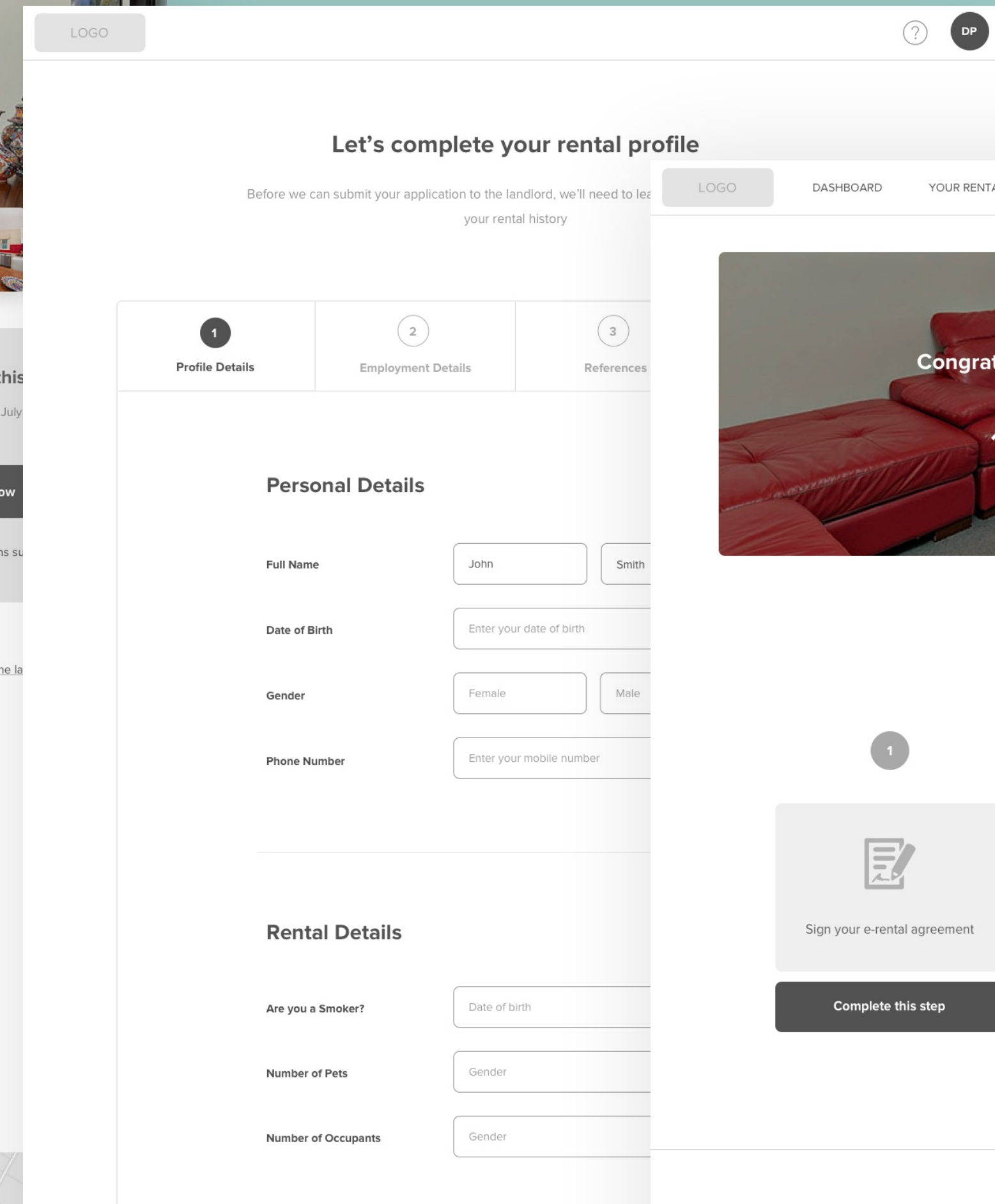
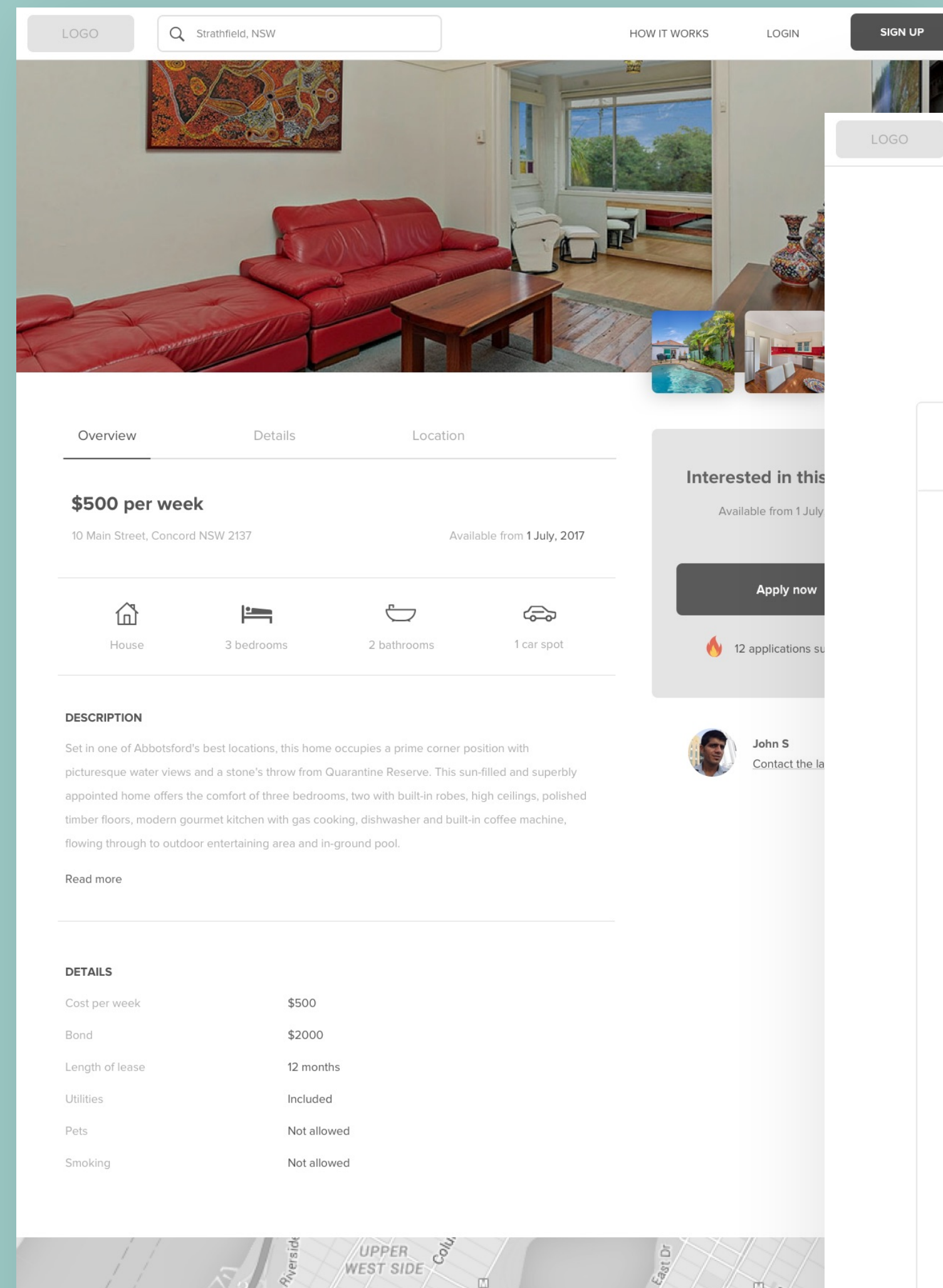
- Users successfully applied for a property, completed their tenant profile, and then submitted their rental application with ease
- One user was unsure about how the e-rental agreement process would work
- Possible concerns with people submitting personal information such as their date of birth or ID documentation.



DEVELOP WIREFRAMES

Quick high-fidelity wireframes of key pages were created to test how users would respond to content-heavy pages.

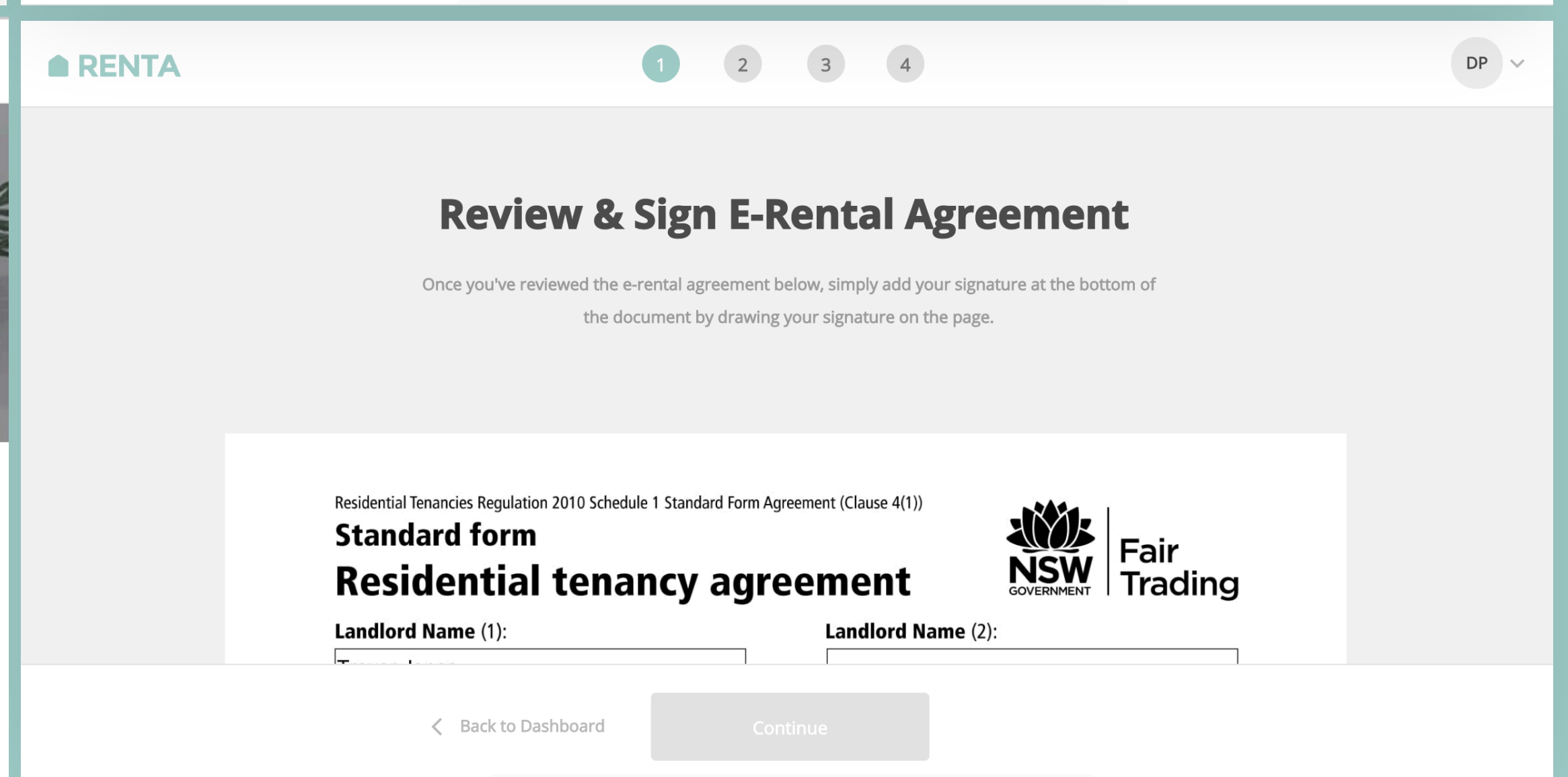
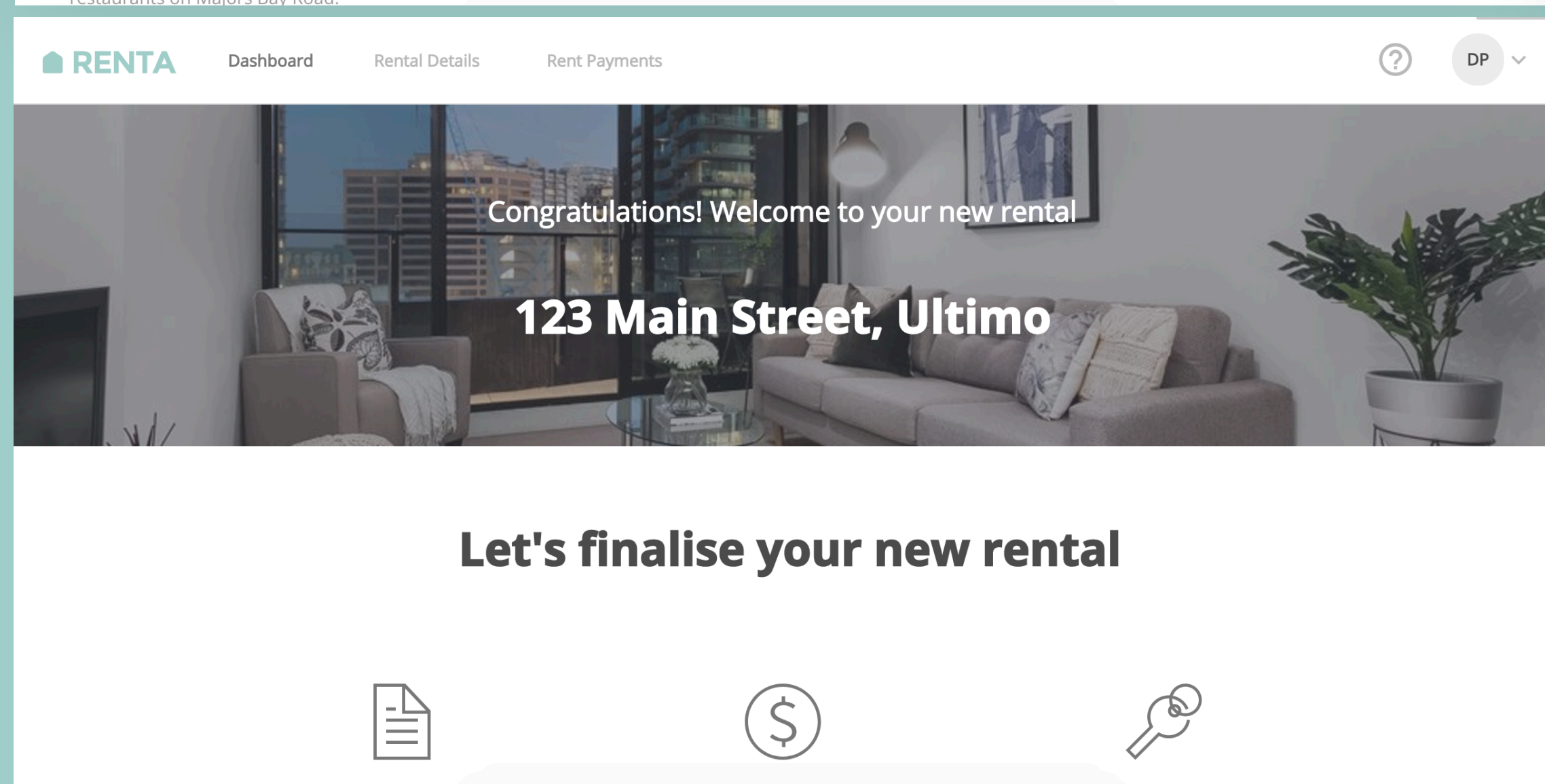
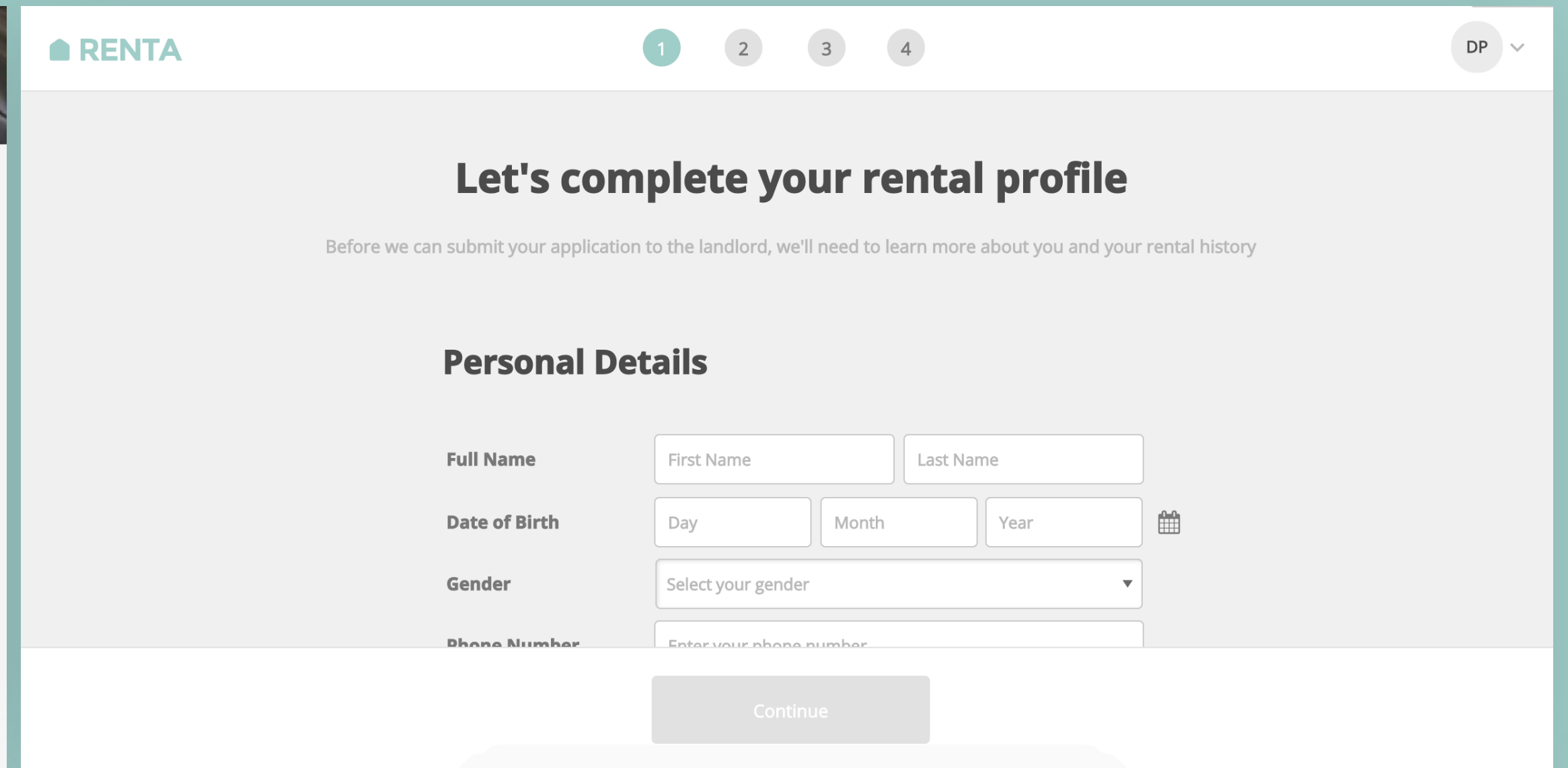
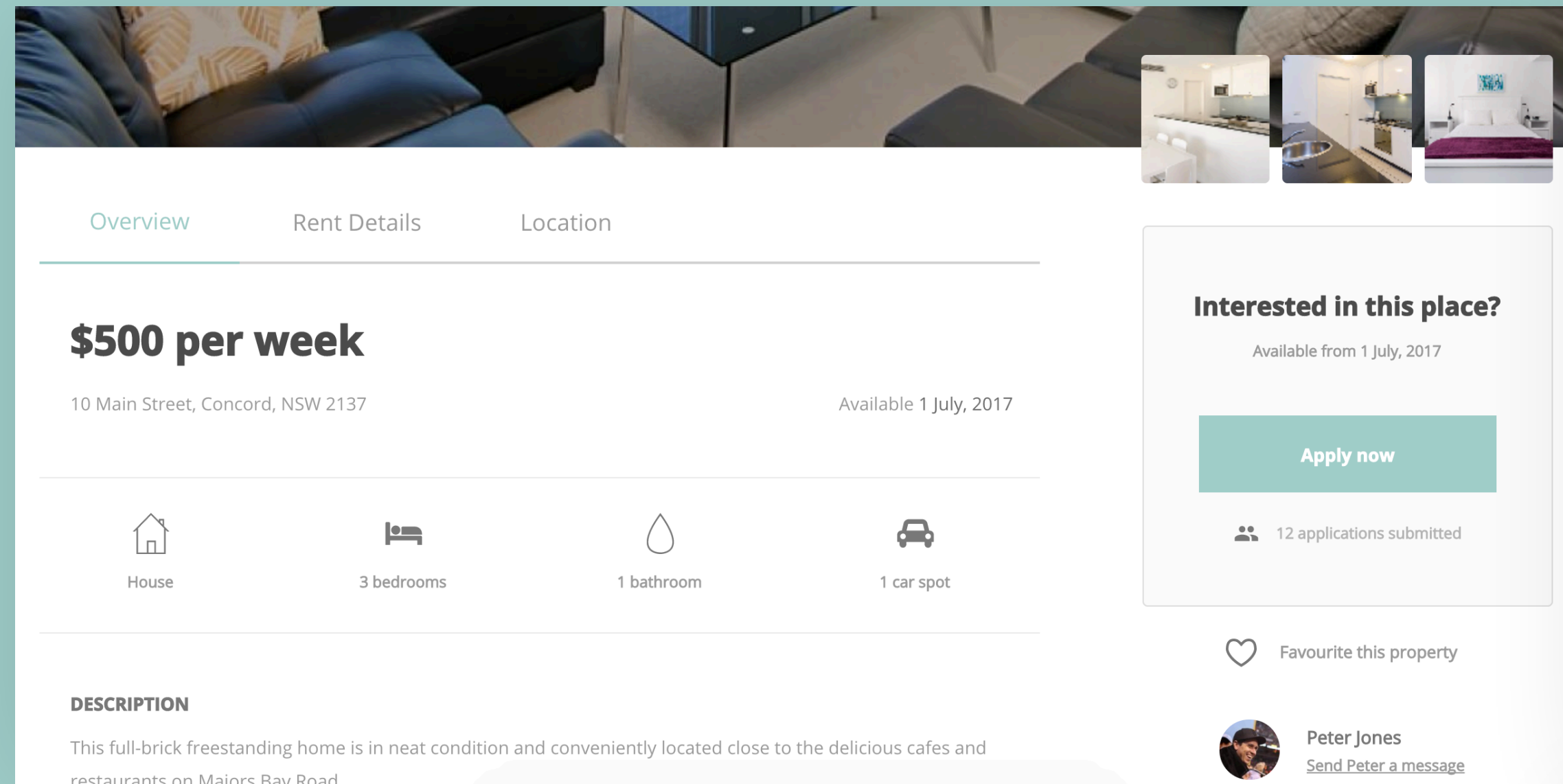
Once wireframes were validated, I moved straight into prototyping.



PROTOTYPE

Prototype Link (please copy/paste link into browser)

<https://preview.uxpin.com/35dbf44d83be6a18a676d7b0d17b9db969689ef2#/pages/71951911/simulate/no-panels>



DEVELOP USER TESTING

Observation:

- The process of finalizing the rental application felt disjointed (ie. users weren't completing it efficiently).

Solution:

- Revised this process to be a step-by-step onboarding flow. User now needs to complete the required tasks in each step before they can click 'Continue' and proceed to the next step.

Before

The 'Before' screenshot shows a web interface with a dark header containing 'Dashboard', 'Rental Applications', and 'Messages'. The main content area is titled 'E-Rental Agreement - Review & Sign' and includes instructions: 'Once you've reviewed the e-rental agreement below, simply add your signature at the bottom of the document by drawing your signature on the page.' Below this is a form for the 'Standard form Residential tenancy agreement'. The form includes fields for 'Landlord Name (1):' (containing 'Trevor Jones'), 'Landlord Name (2):', 'Address for services of notices (can be an agent's address):' (containing '123 Main Street'), 'Postcode: 2135', 'Telephone number (of landlord or agent):', 'Tenant's Name (1):', and 'Tenant's Name (2):'. The NSW Government logo and 'Fair Trading' text are also present.

After

The 'After' screenshot shows a revised web interface. The header is white with a 'RENTA' logo and a progress indicator with four steps, where the first step is highlighted. A user profile 'DP' is in the top right. The main content area is titled 'Review & Sign E-Rental Agreement' and includes the same instructions as the 'Before' state. The form for the 'Standard form Residential tenancy agreement' is now centered within a white box. The form fields are the same as in the 'Before' state. At the bottom, there is a 'Back to Dashboard' link and a 'Continue' button.

DEVELOP USER TESTING

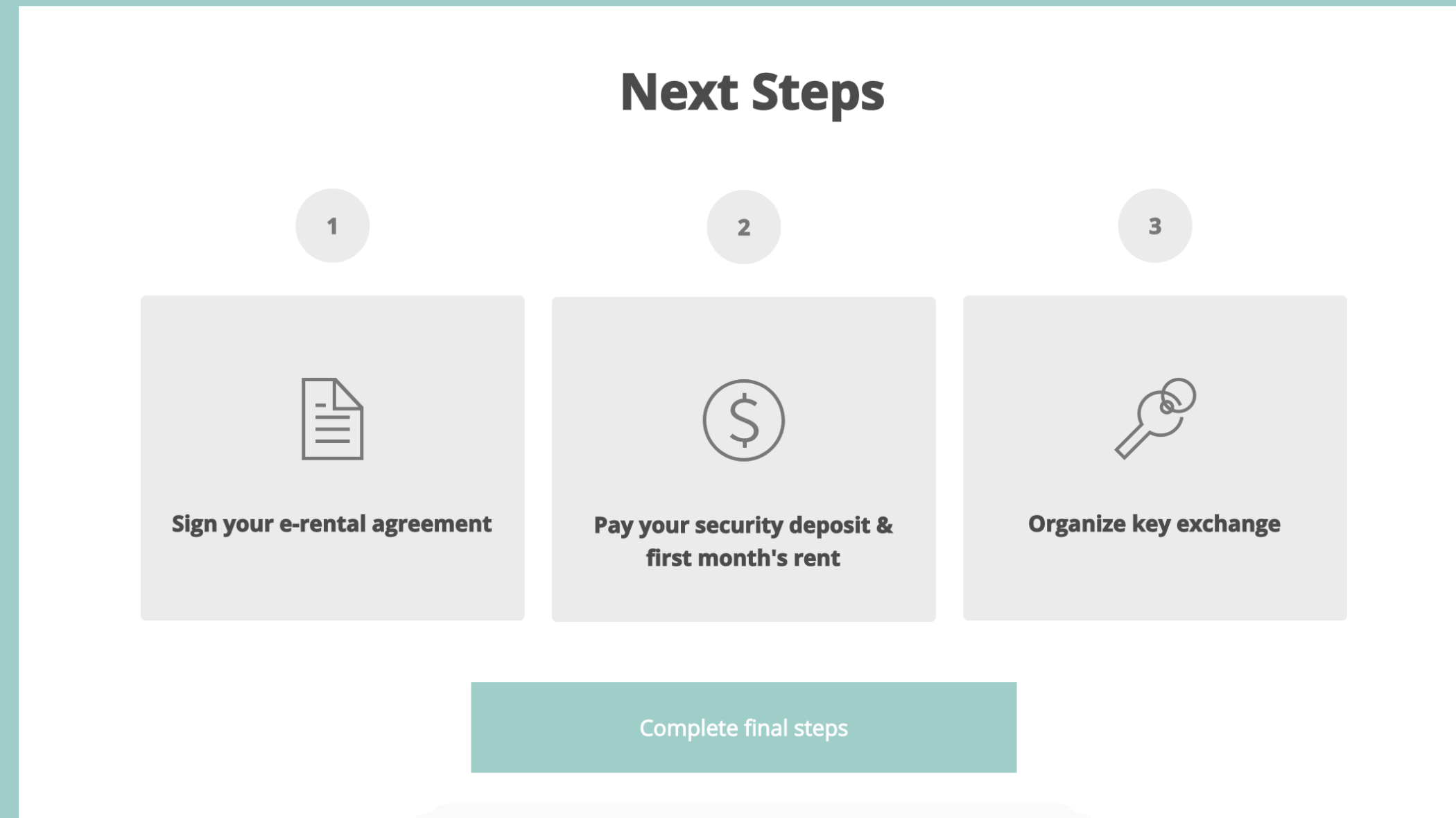
Observation:

- Users thought the steps were three individual buttons and were trying to interact with them. A couple of users didn't even notice the big CTA button below the steps.

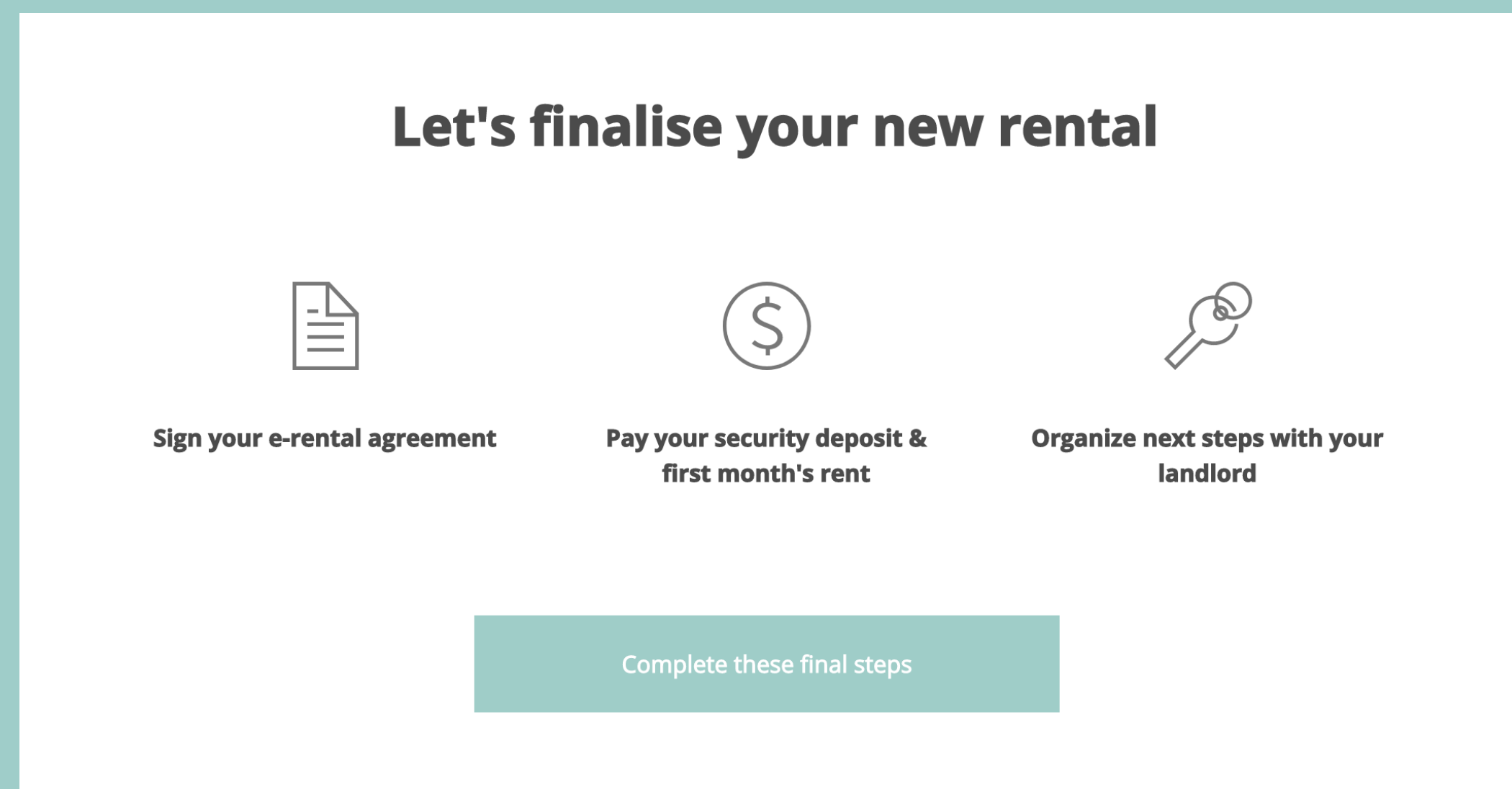
Solution:

- Slightly modified the design to make the CTA button more prominent. This tested a lot better than the previous design.

Before



After



DEVELOP

NEXT STEPS

- Commence the next phase for the MVP - designing how landlords will interact with the platform
- After MVP has been developed, start onboarding a small number of landlords and tenants to test the end-to-end platform experience
- Consider additional functionality that further streamlines the relationship between the tenant and landlord (ie. features that didn't make it in the initial MVP):
 - Maintenance requests
 - In-app messaging & notifications
 - Additional payment methods
(ie. bank transfers)
 - Schedule property viewings



THANK YOU

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