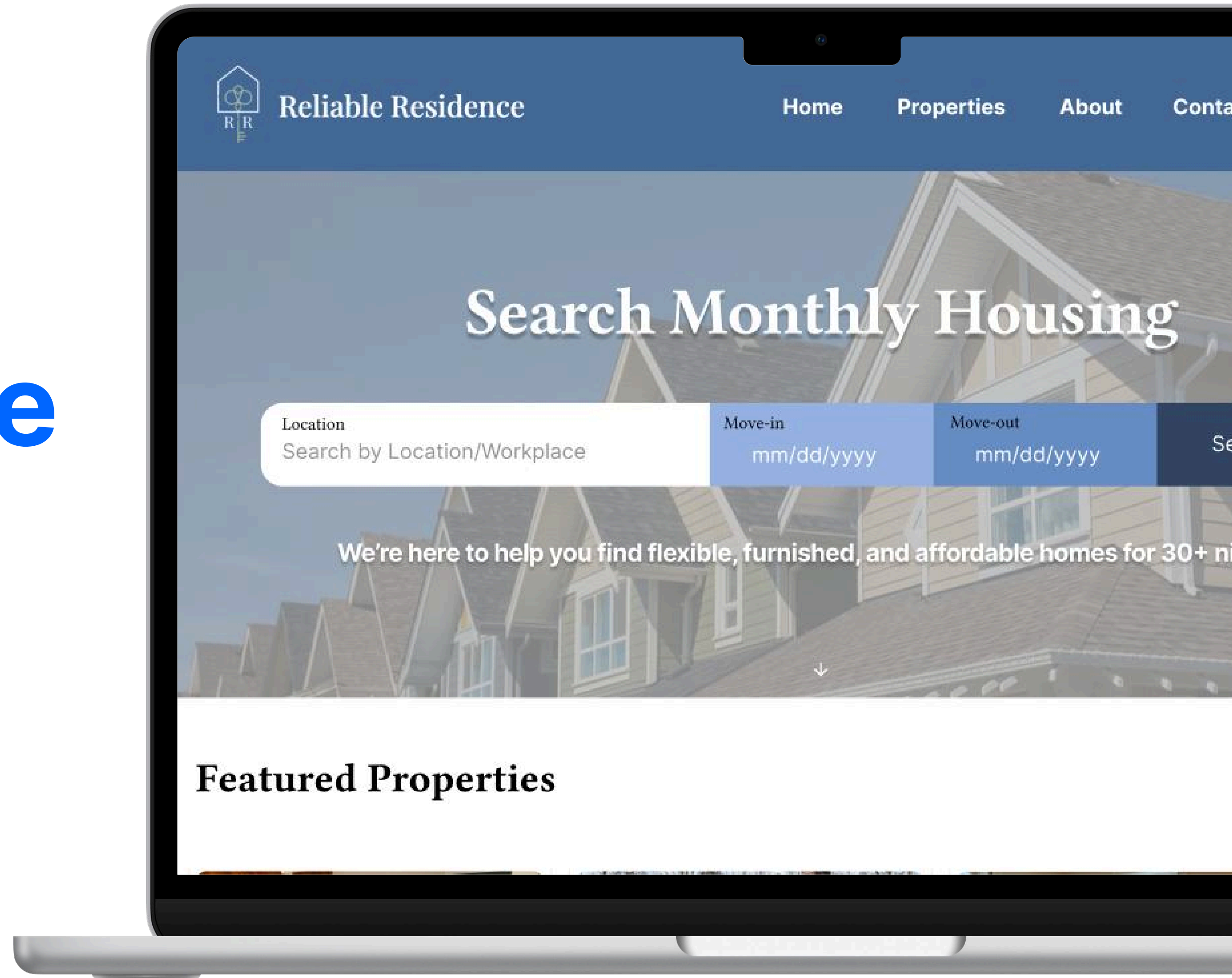


Reliable Residence

Website Redesign

Design Interactive Spring '26 Cohort Project



Meet the Team



Ava



Bri



Kevin



Noah



Tanav



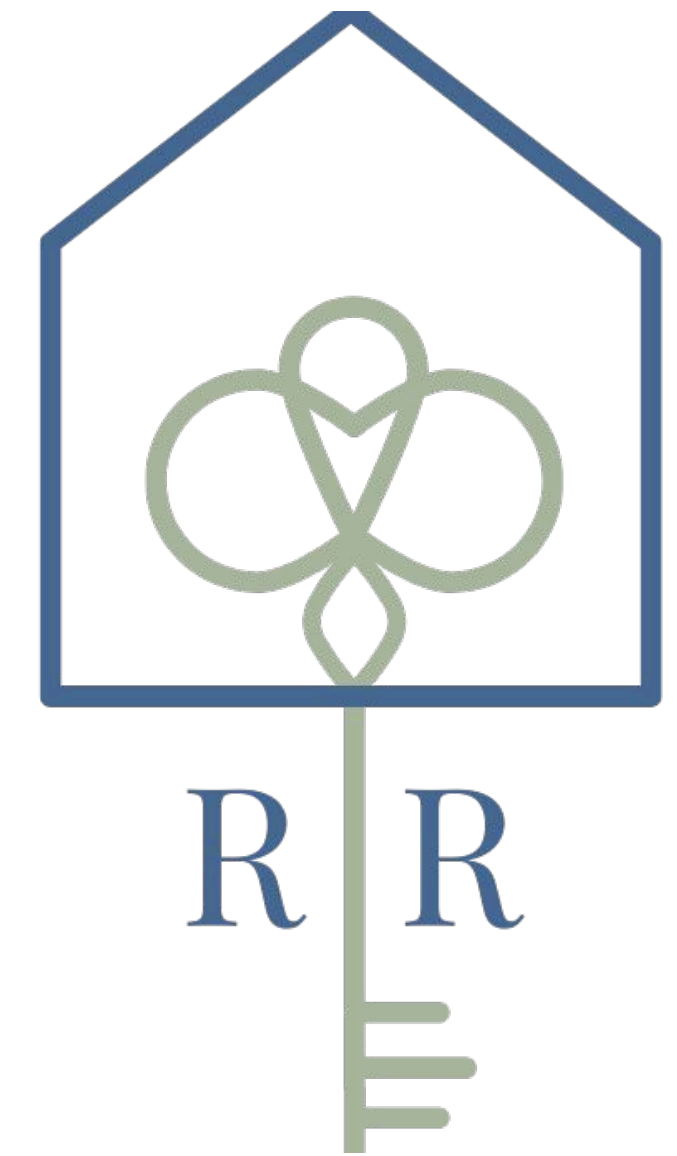
Liv



Sadhika

What is Reliable Residence?

Furnished monthly housing for professionals



Project Goals

Trust

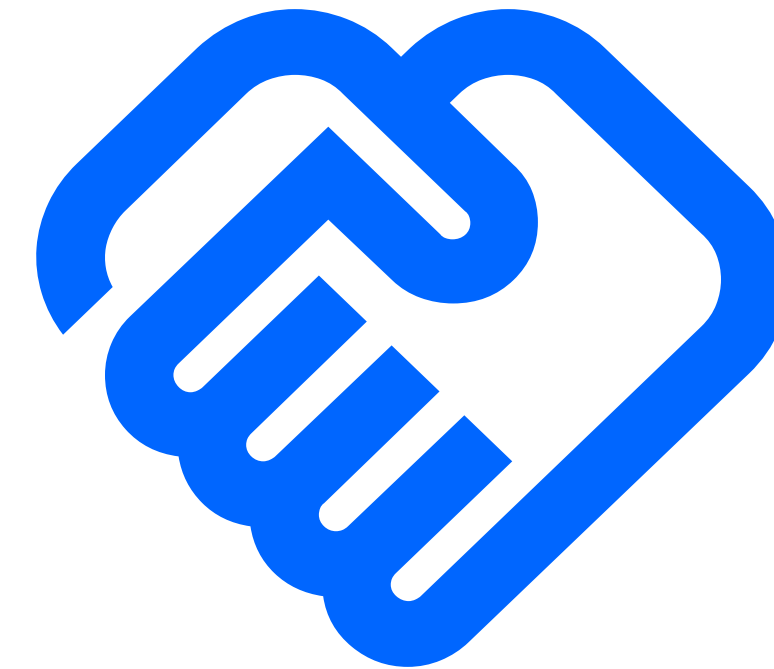
Build trust with users

Clarity

Provide clarity to users

Clear Userflow

Create a seamless userflow throughout the booking process



Our Task

Reliable Residence Website 2.0



Timeline

Empathize

Understand User

Ideate

Explore Ideas

High-Fidelity Designs

Design + Prototype

Design Iteration

Refine Design

Define

Pinpoint Challenges

Low-Fidelity Prototypes

Create Wireframes

User Testing

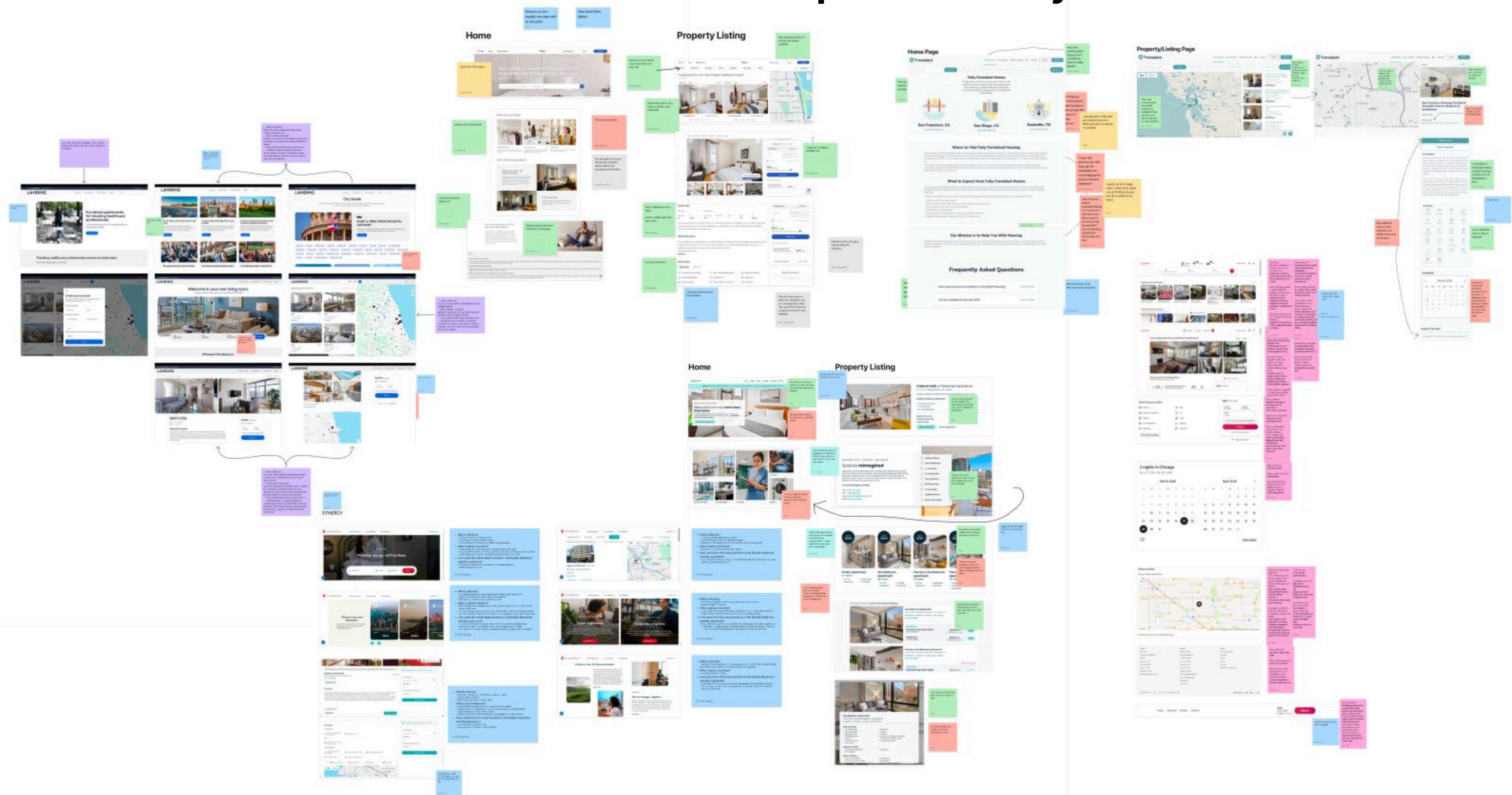
Interview + Test

Week 1 - Empathize

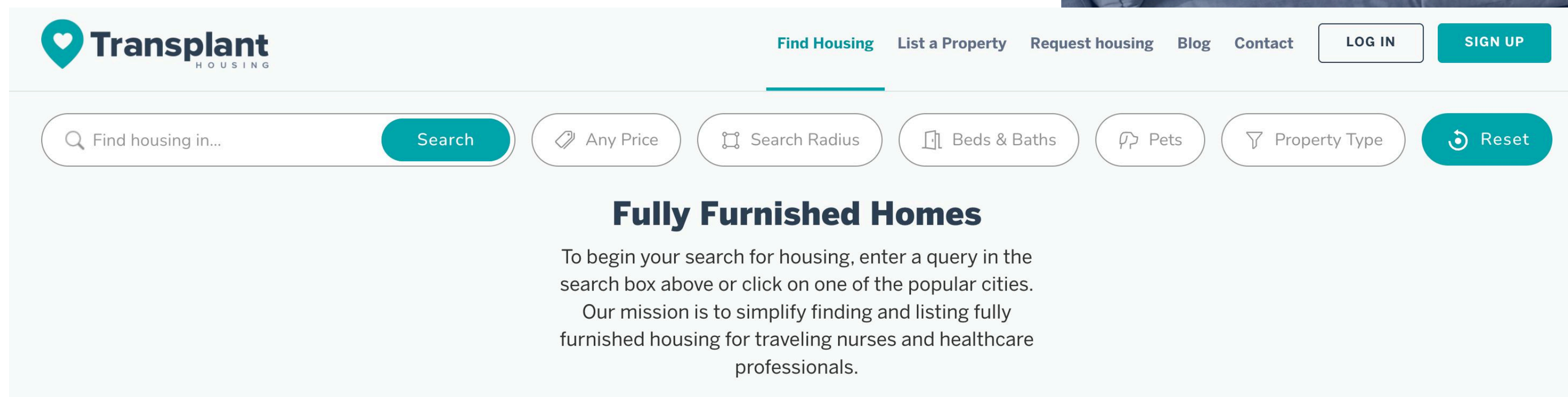
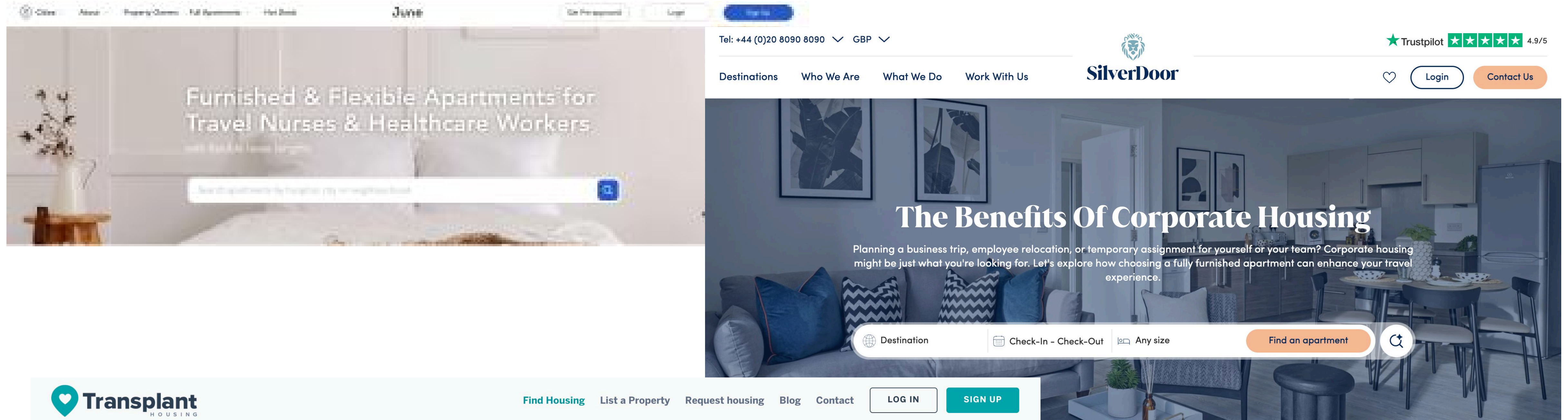
- what is the main message or purpose of this section
- who is the audience
- what actions or take aways does this section want the user to have
- does anything here seem repeated, missing, out of place
- any other thoughts or insights on this section

How does the design support or distract from that message?

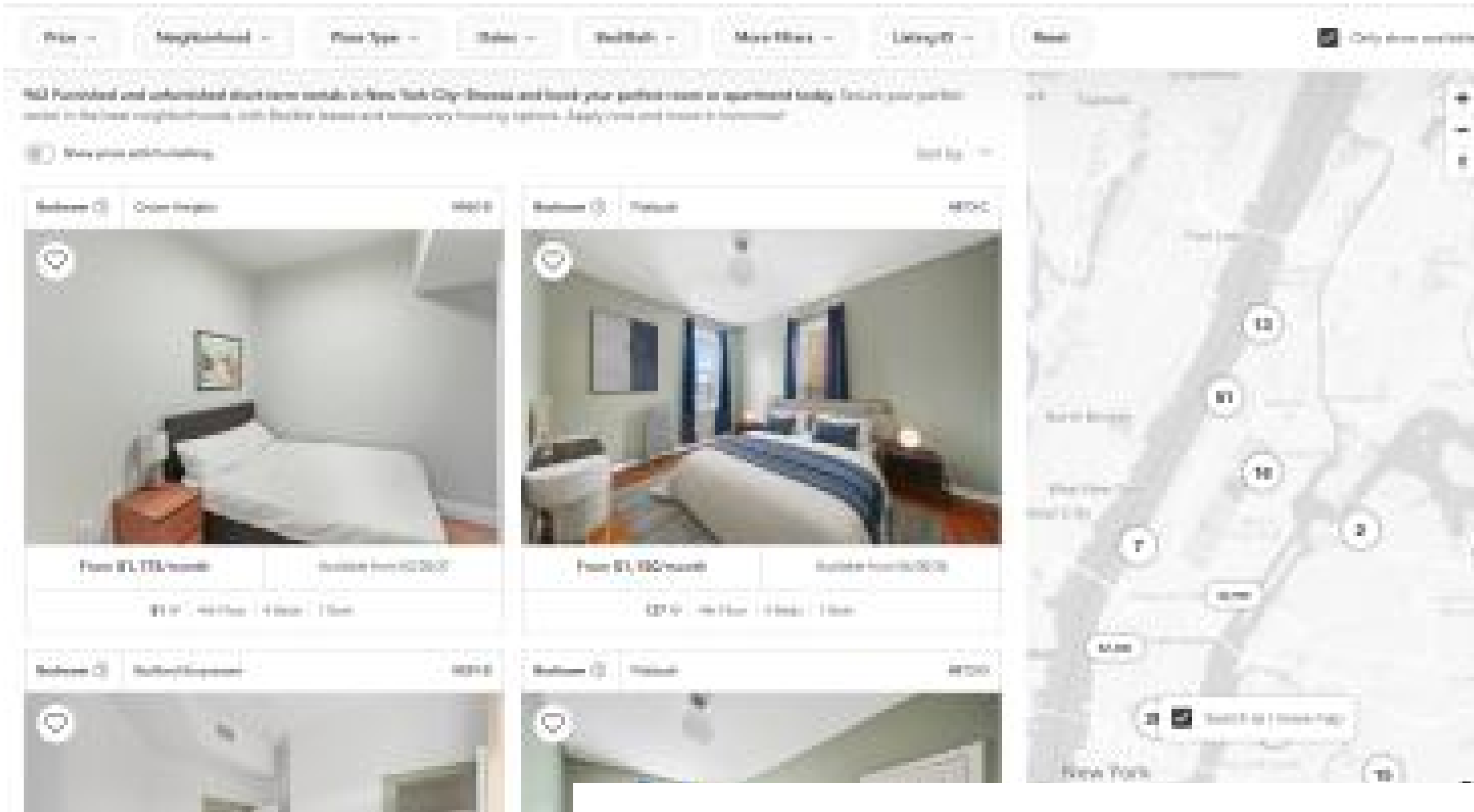
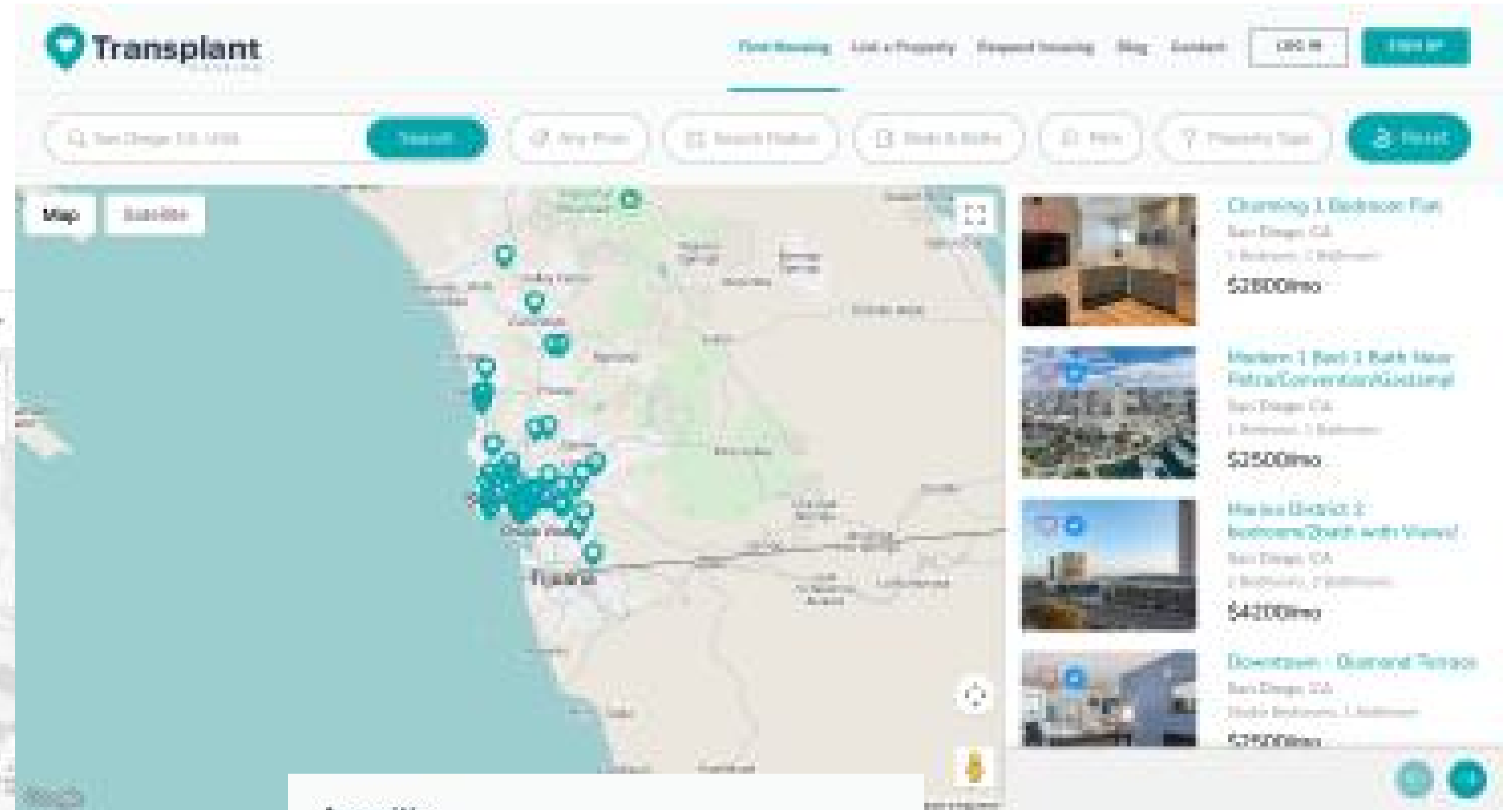
Comparative Analysis



Week 1 - Empathize

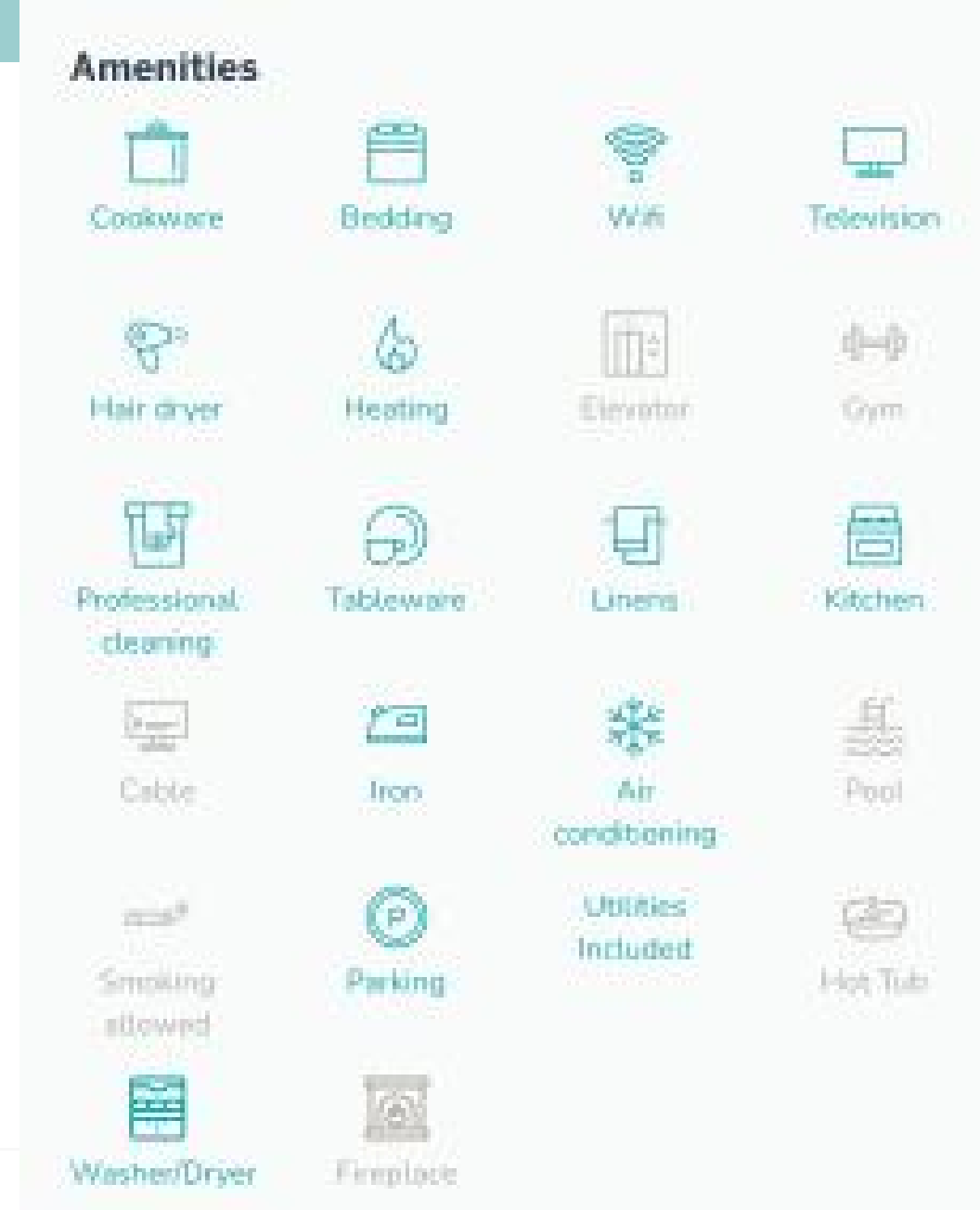


Week 1 - Empathize



What this place offers

- City skyline view
- Wifi
- Free parking garage on premises
- TV
- EV charger - level 2
- Kitchen
- Dedicated workspace
- Pets allowed
- Elevator
- Free washer - in unit



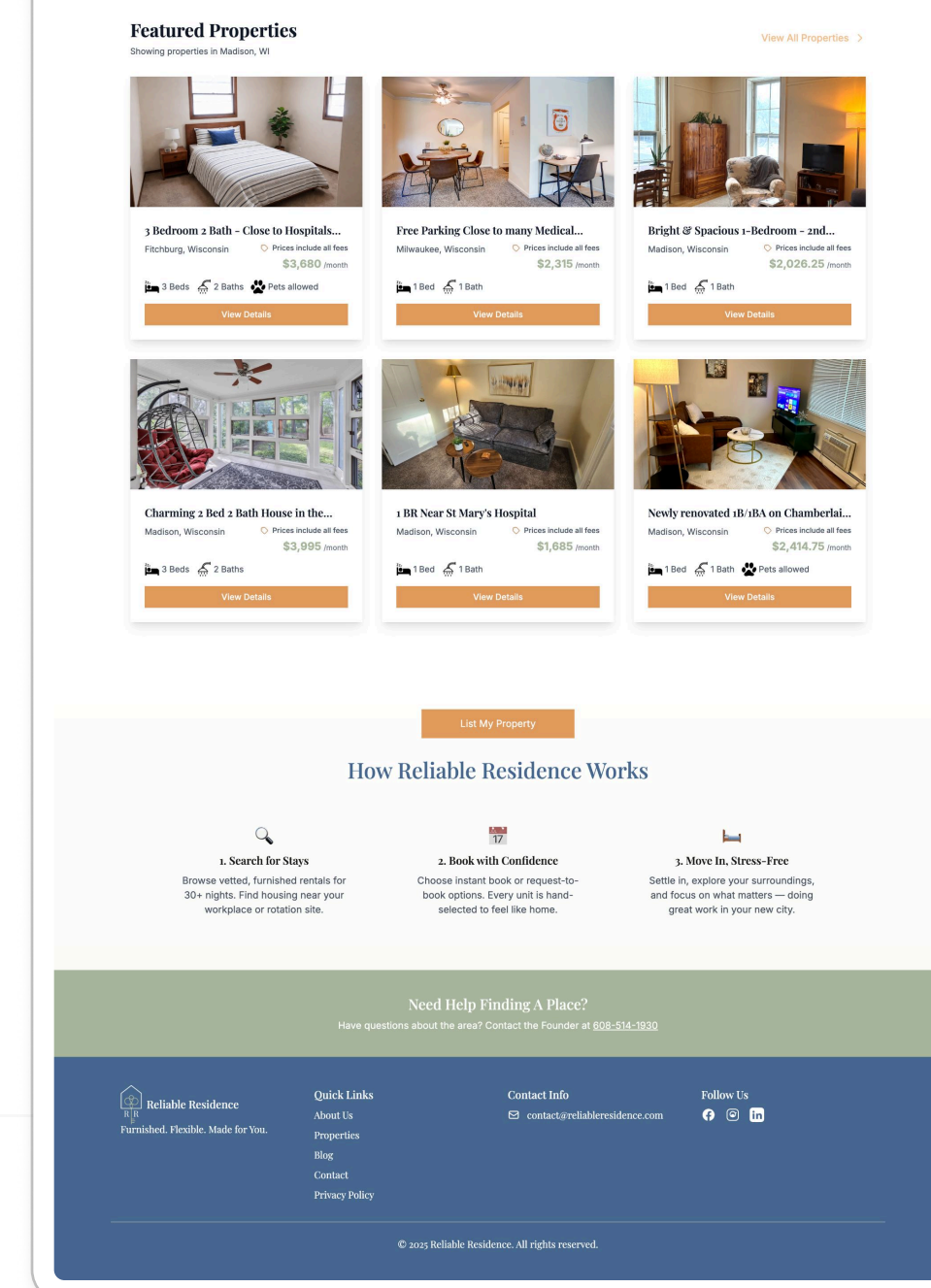
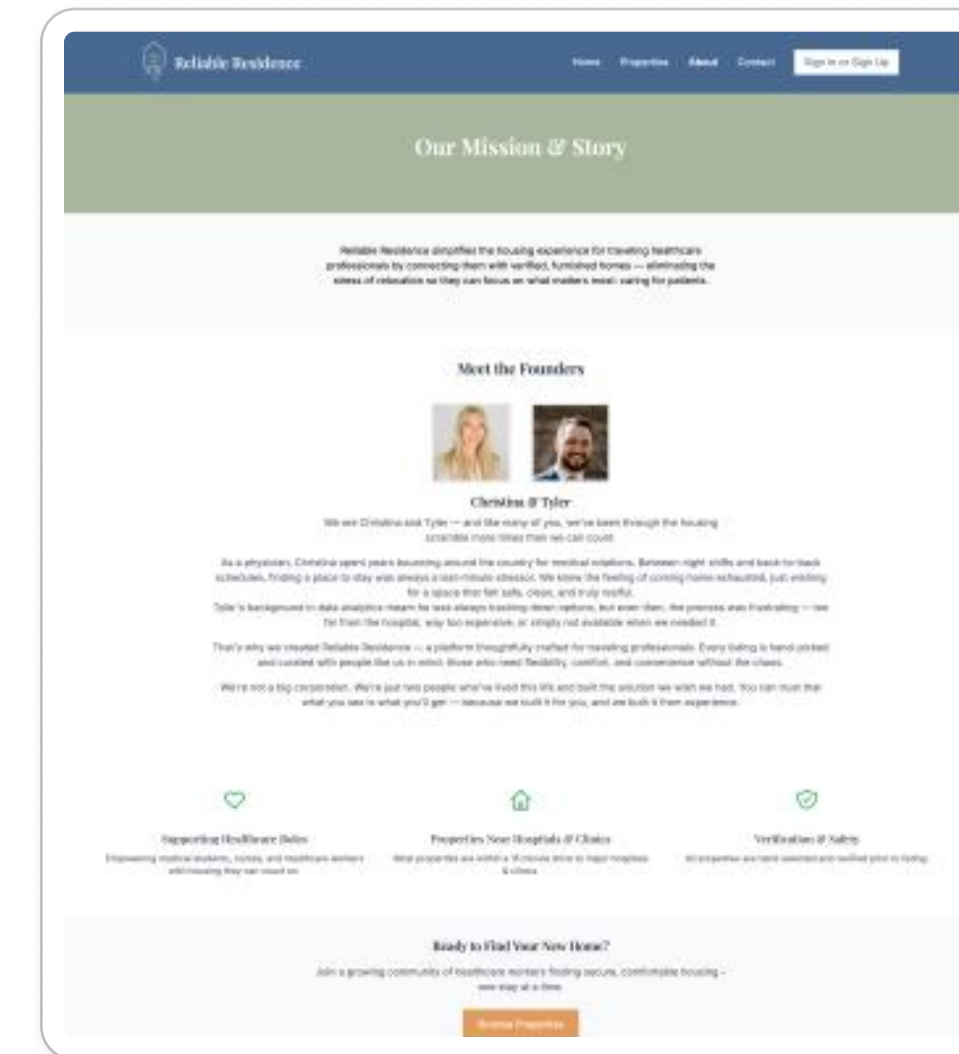
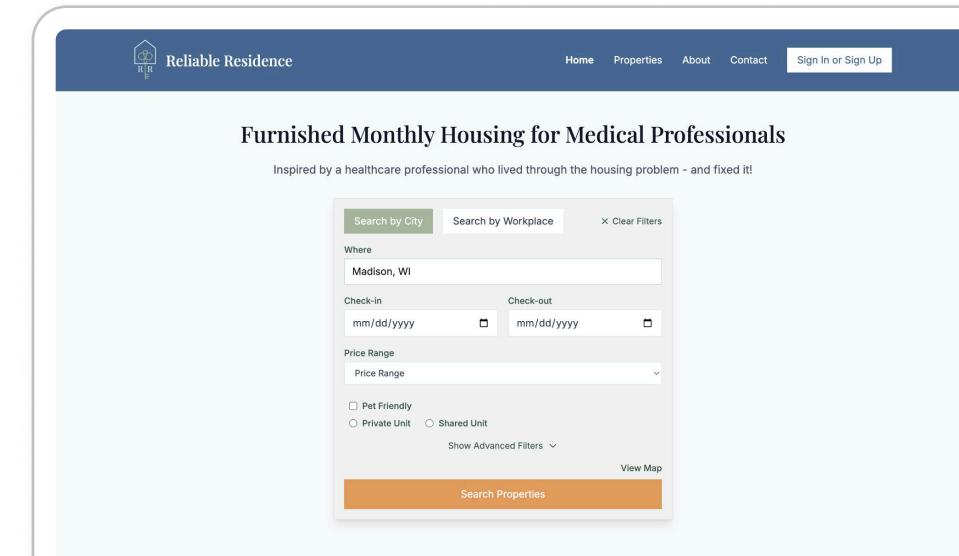
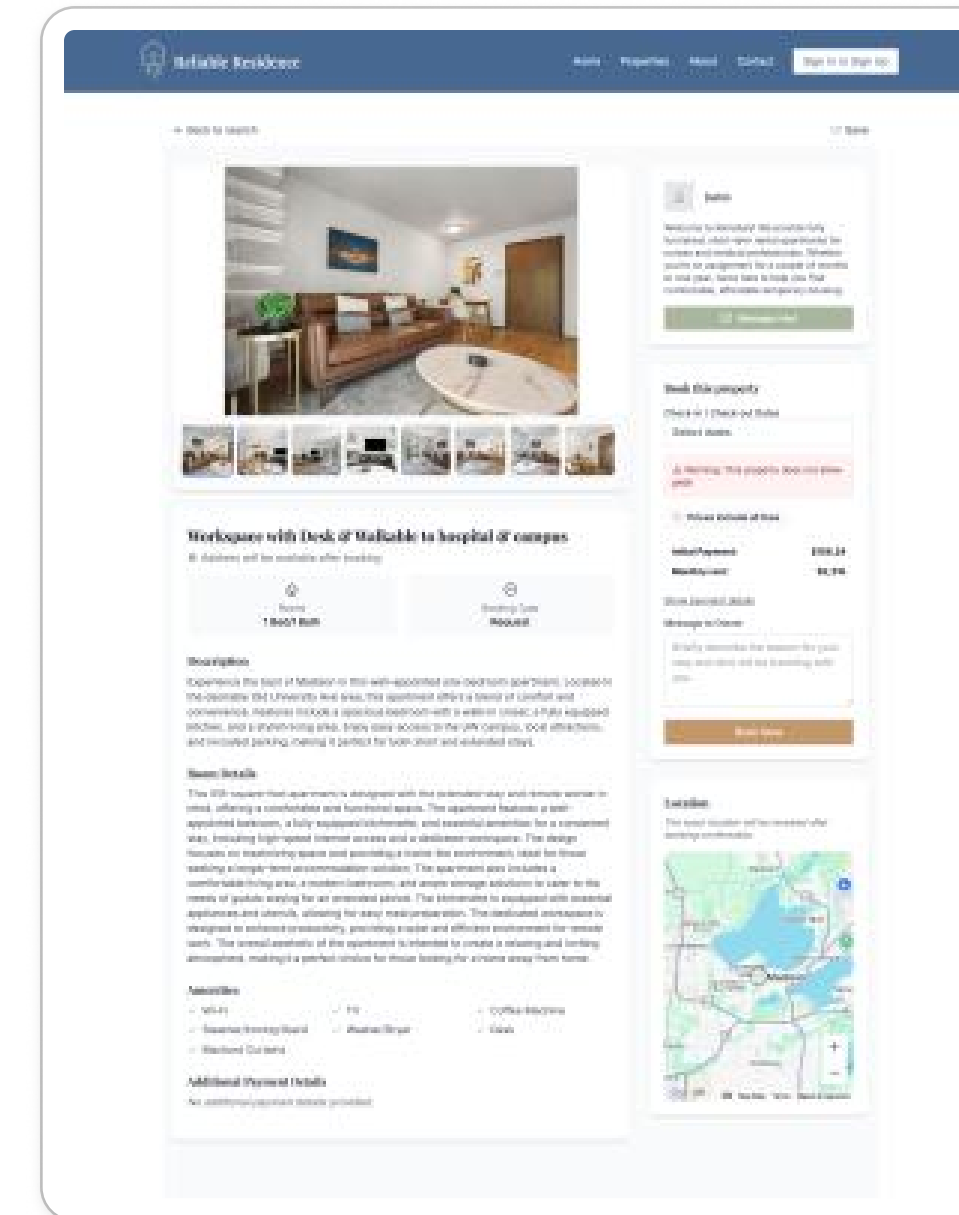
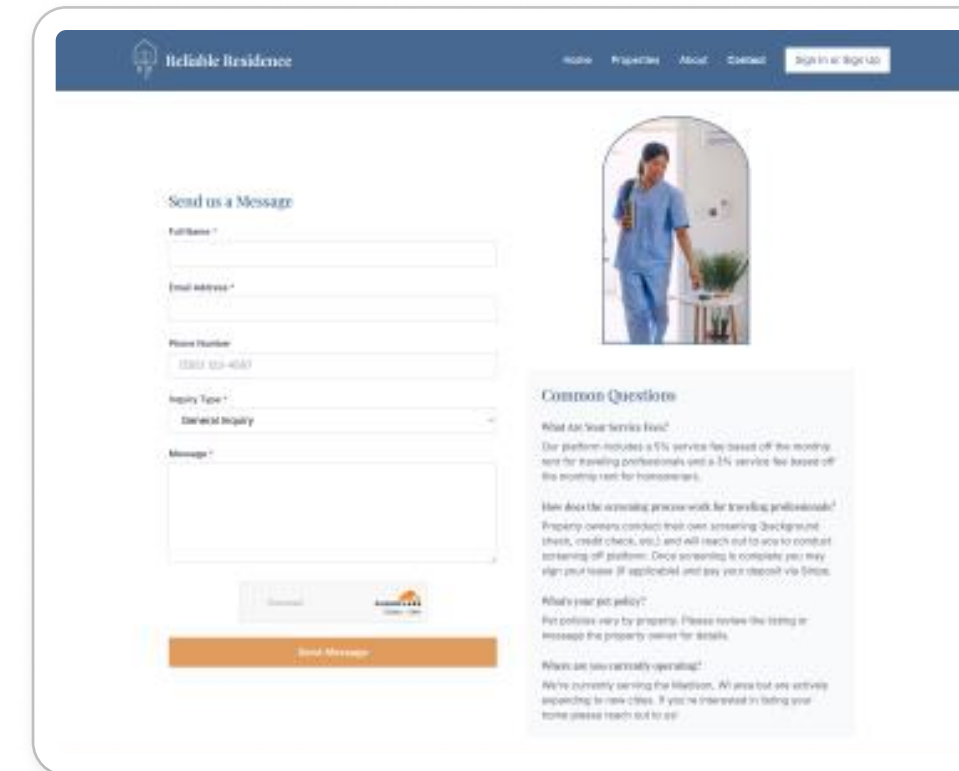
Week 2

Defining the problem:

- The website aesthetic feels dated; visual interest is lacking.
- Information redundancy makes details confusing and bulky.

Annotations:

- Top Left (Green):** "Repeat sections are very hard to read the most obvious - read again!"
- Top Middle (Red):** "Repeat sections are very hard to read the most obvious - read again!"
- Top Right (Green):** "Is this filtering within navigation lead a change in page?"
- Middle Left (Pink):** "Good color featured properties, you can say what feelings there are, and the amount of text and photos is inviting. easy to contact, both phone number and email on the bottom."
- Middle Middle (Grey):** "The layout of the properties and details regarding the property feel clear. They clearly display the relevant information without too much cluttering."
- Middle Right (Purple):** "The sections listing out all of the properties are more clear because they just get to the point with how many rooms, bathrooms, etc. The actual listing for a specific property is more confusing since it has a lot more information and most of it is repetitive or just too bulky."
- Bottom Left (Pink):** "redundant: more details a description, information overlaps, not very clear what each section is supposed to be getting. If you are allowed to not allow the color palette, all good and neutral tones, using white the best makes the website feel light."
- Bottom Middle (Grey):** "The more details and the description have repetitive information. If there need improvement, and more options would be better. The mission and story page needs to be formatted better. Should be able to have an option to look the residence."
- Bottom Right (Yellow):** "The page of a property is pretty messy laid out. There are lots of pictures that you can easily see and a lot of attention is paid to the general location, it's all of the info you need and only a little bit of built with the descriptions. I think the entire mission page is overly read, it's hard to process most of the info on there, and most of it is saying the same things."



Week 2

Problem

The sticky notes under 'Problem' include:

- Grey notes: "The... is not...", "The... is not...", "The... is not..."
- Teal notes: "The... is not...", "The... is not..."
- Yellow notes: "The... is not..."
- Purple notes: "The... is not...", "The... is not...", "The... is not...", "The... is not..."
- Green notes: "The... is not...", "The... is not..."
- Pink notes: "The... is not..."

How might we...

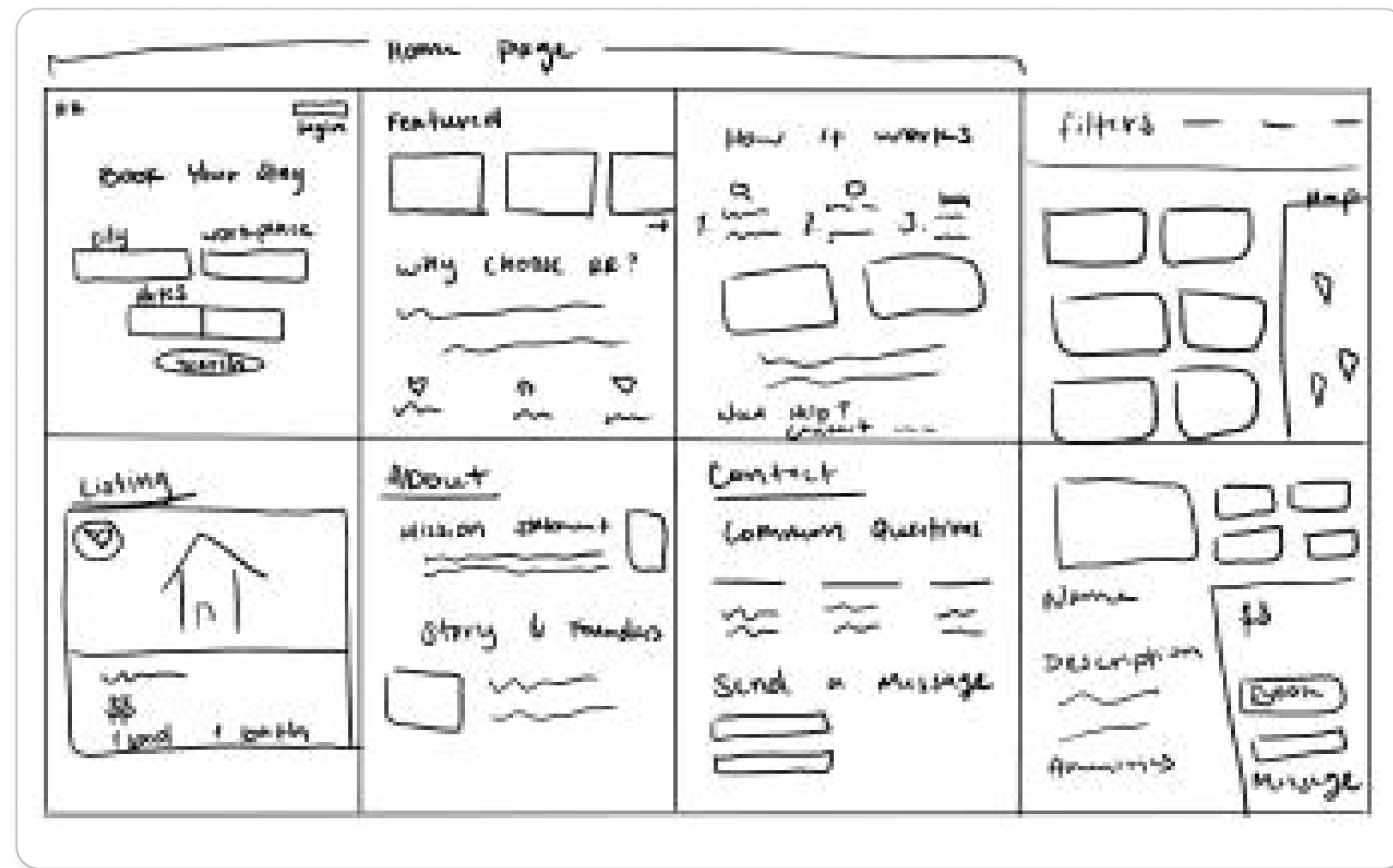
The sticky notes under 'How might we...' include:

- Teal notes: "How might we...", "How might we..."
- Yellow notes: "How might we..."
- Purple notes: "How might we...", "How might we...", "How might we...", "How might we..."
- Grey notes: "How might we..."
- Green notes: "How might we..."
- Pink notes: "How might we..."

Week 3

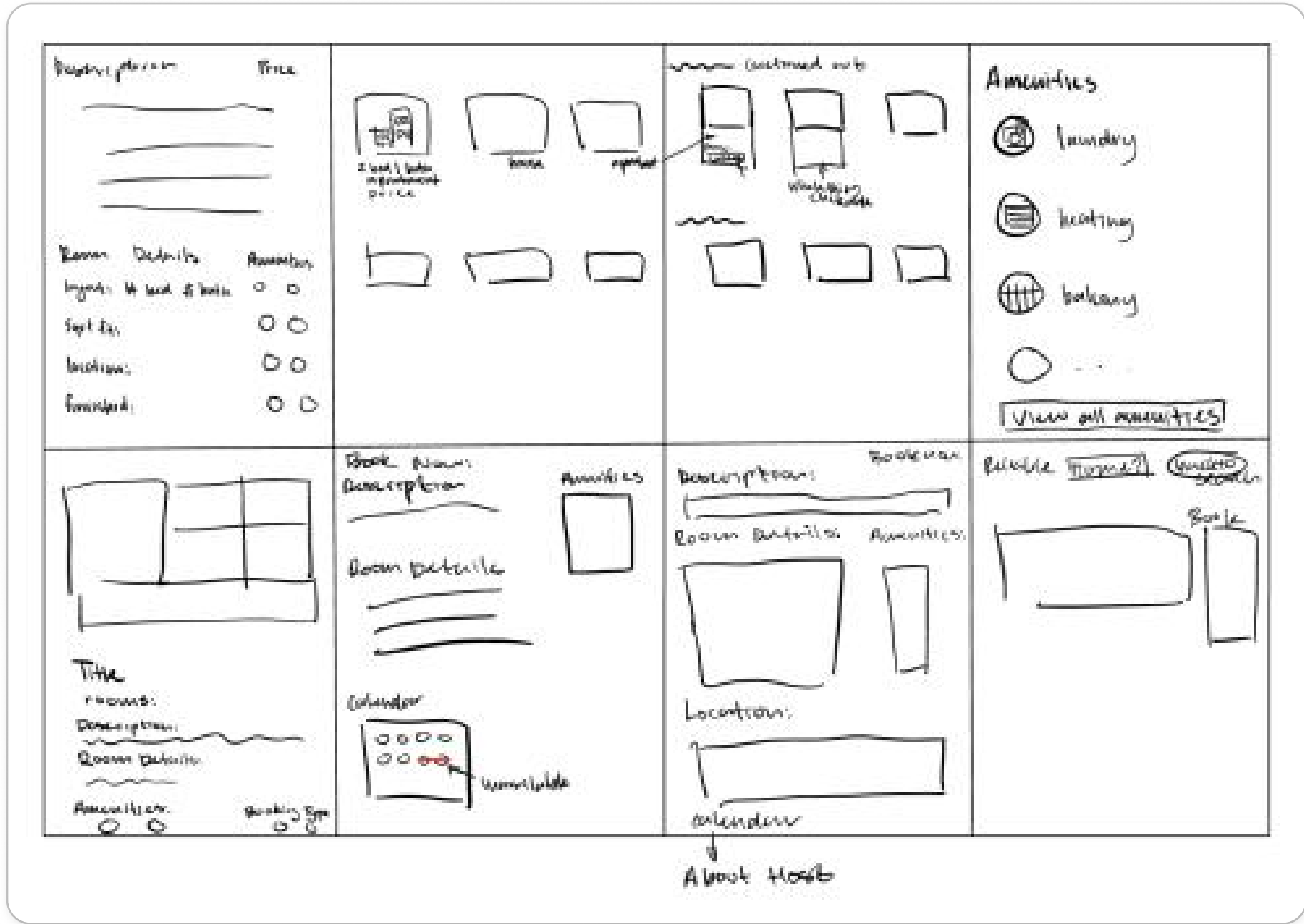
There isn't enough trust and clarity and the flow of finding a property could be smoother

briDomaleczny



How might we include visual interest for the users so that they can stay engaged and motivated to use the website?

Liv Fernandez

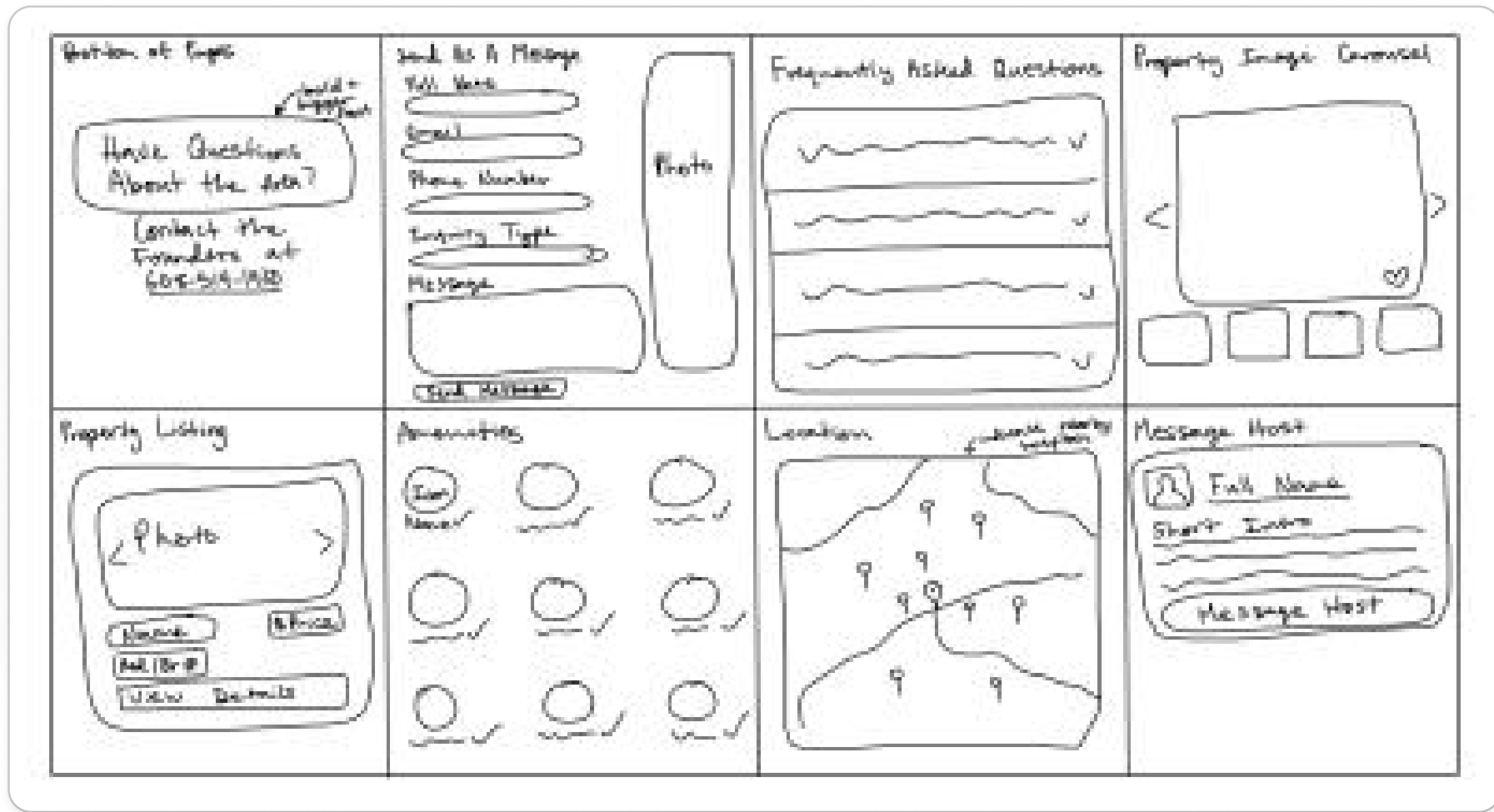


Repeating Motifs:

- A refined search bar design
- An interactive map
- The use of icons to display amenities
- Larger images for the properties

The website is not clear with its intentions at each web page. It is not intuitive for the user.

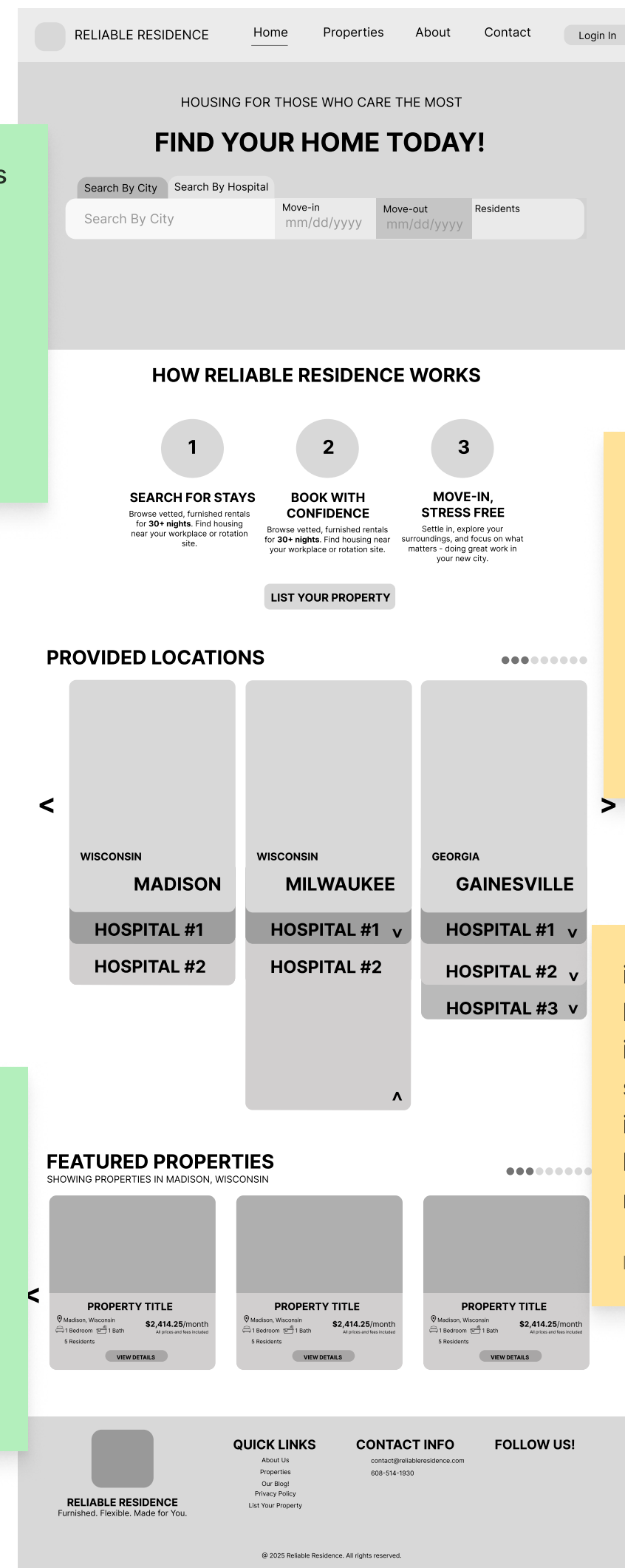
Tanav Bonumahanti



Week 4 - Landing Wireframes

I like the formatting of this section, it's concise and doesn't feel too overwhelming

Sadhika Chirumanilla



I like the idea of having one line of featured properties that's horizontally scrollable.

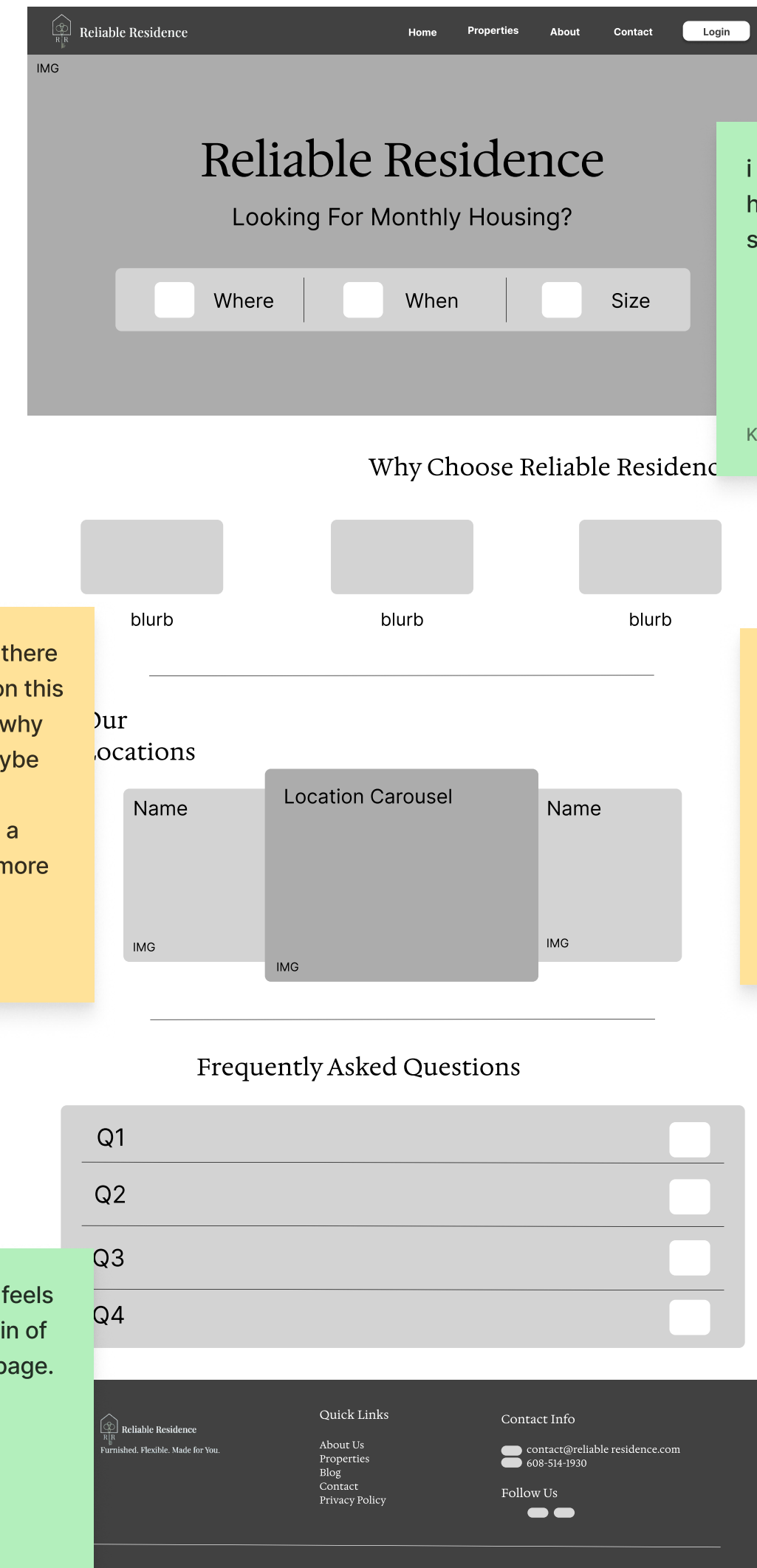
Noah

I think the list your property buttons might make more sense if moved under featured properties

Sadhika Chirumanilla

i like the concept, but i feel like it could be properties instead of locations or something different, idk if im attached to the hospitals, seems like too much info?

Kevin Zhang



i like the landing page and how bold it is and simplified

Kevin Zhang

maybe flip the where and the input space, also make a clear search button

Kevin Zhang

interesting note that there is a lot of questions on this page, faq, housing?, why choose, i feel like maybe you would want the landing page to have a more direct tone, or more confident

Kevin Zhang

could also do faq or more about core values with this format

Kevin Zhang

i like the image carousel a lot, cool interactive way

Kevin Zhang

Having the FAQ here feels like a very natural train of thought in the homepage.

Noah

I like faq here. I feel like it helps reaffirm the mission of the company

AvaShumway

Week 4 - Search Wireframes



i like the nav bar at the top here.

AvaShumway

I like the map that allows to see the listed properties.

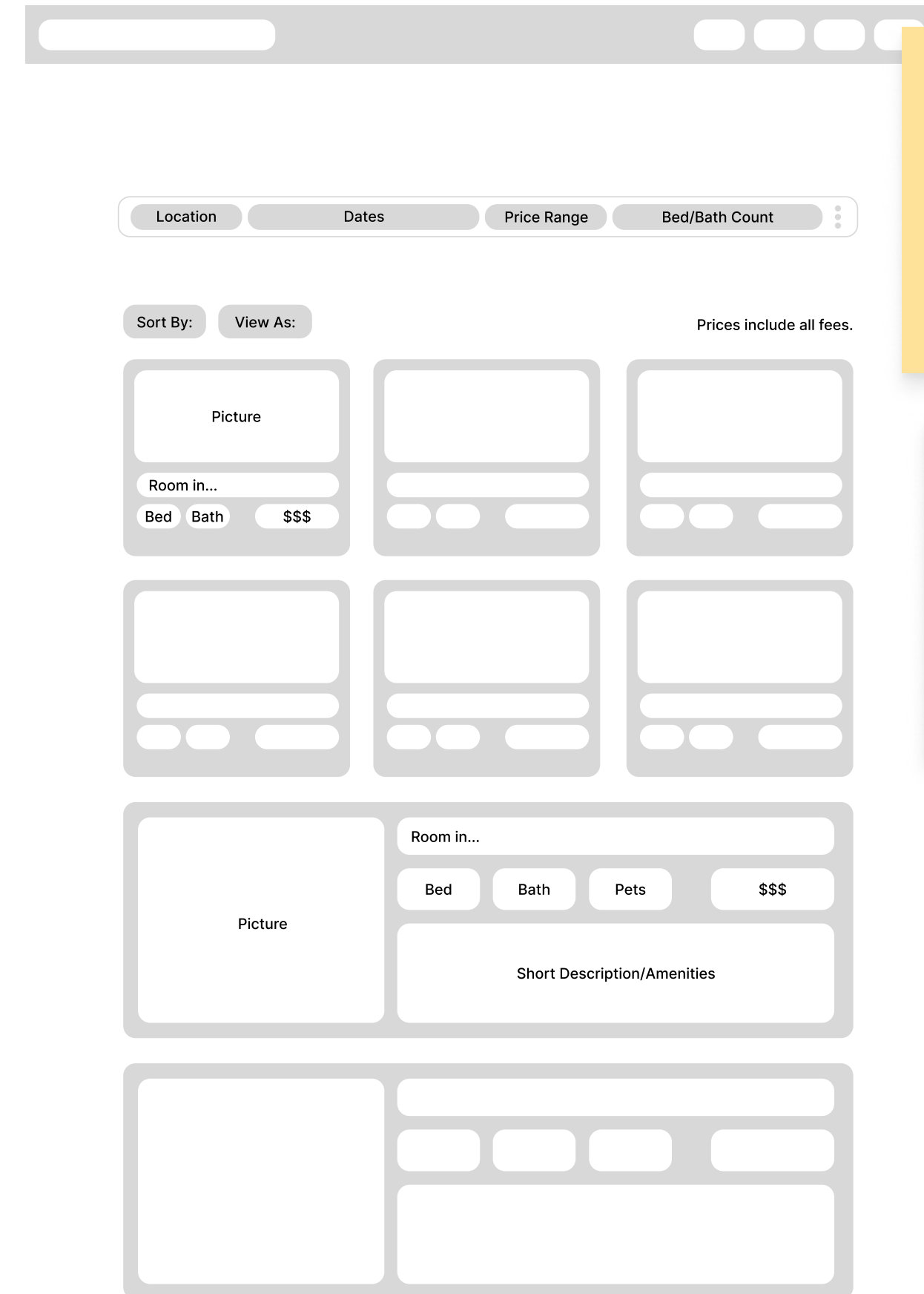
Tanav Bonumahanti

I like that we can see the map alongside the list of properties

Sadhika Chirumanilla

The map is a great idea for finding a home that's close to a specific place that someone's looking for.

Noah



odd space near the top, I wish there was a different search bar implemented, also made to include a search button and input area and like the words next to it?

Kevin Zhang

I like the different viewing options allows for less or more information to be displayed

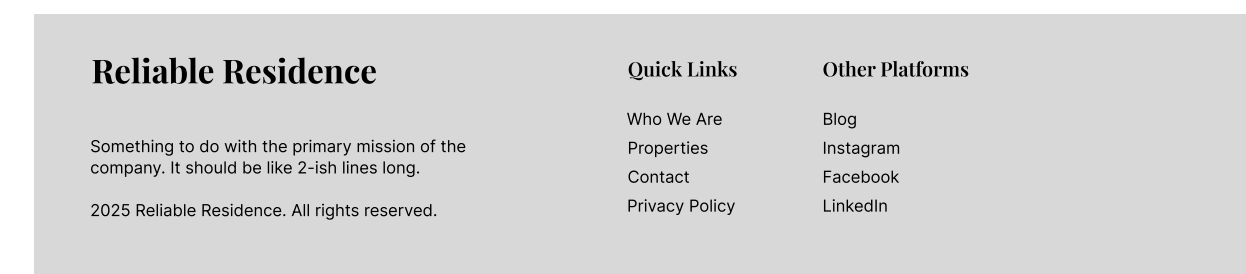
Tanav Bonumahanti

i like the different display options! i think it would be cool if you could like customize your viewing experience on the website.

Liv Fernandez

I like the different ways to view the listings, it seems really helpful for users

Sadhika Chirumanilla



Week 4 - Property Listing Wireframes

I like this carousel idea for scrolling through the images of the property

Tanav Bonumahanti

I like how the name, host name, and book property are the largest text.

AvaShumway

i really like how everything is spaced out in this page!

however, i feel like the bed/bath count and the cost could have smaller boxes. reducing their size can give more room for other information

Liv Fernandez

i like how everything is clearly separate and has blocking that prevents the info from getting mashed together

Liv Fernandez

would put the book property information earlier in the page

Kevin Zhang

I think it might be nice if there was more space dedicated to the host and information about them

Sadhika Chirumanilla

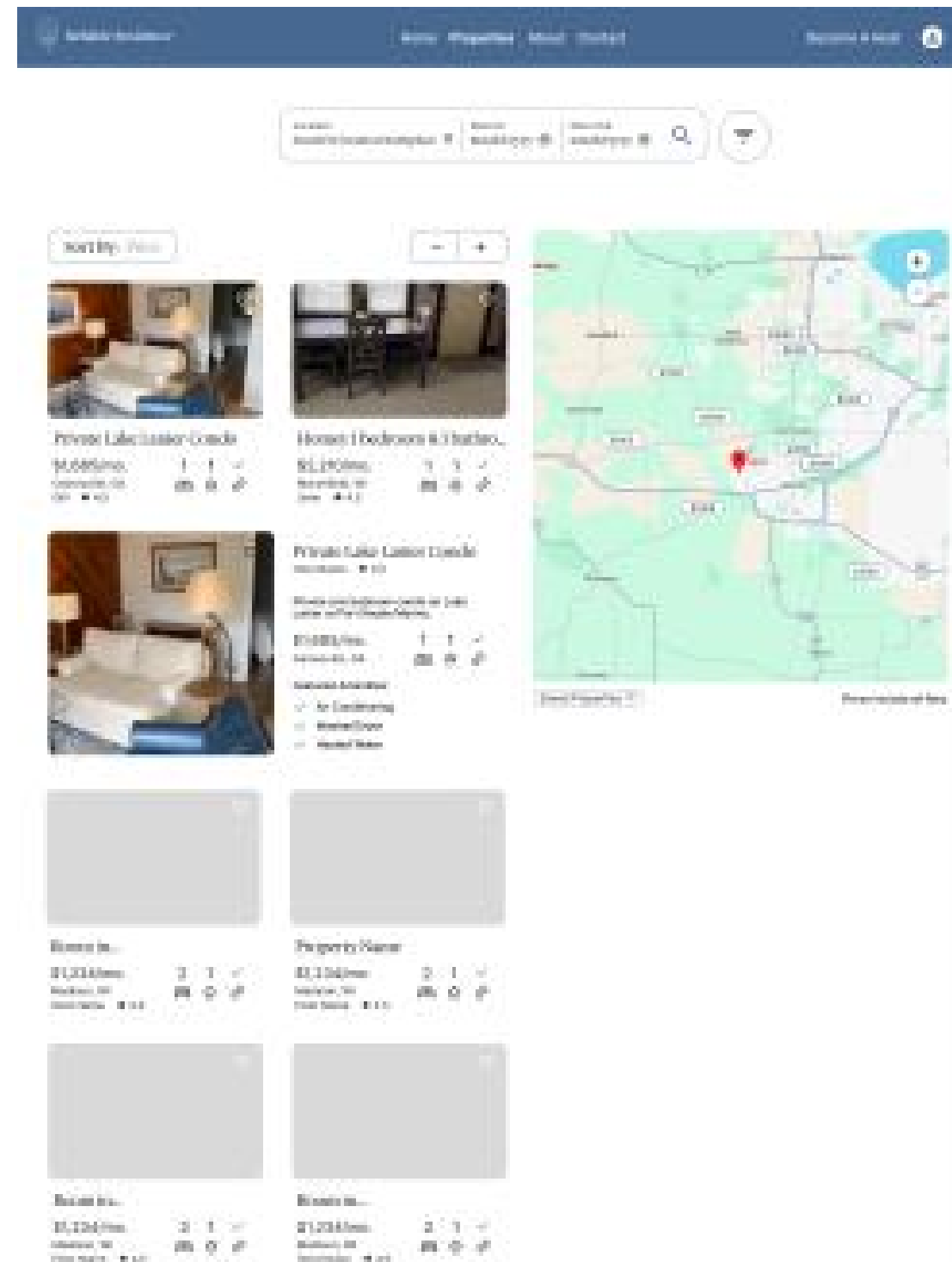
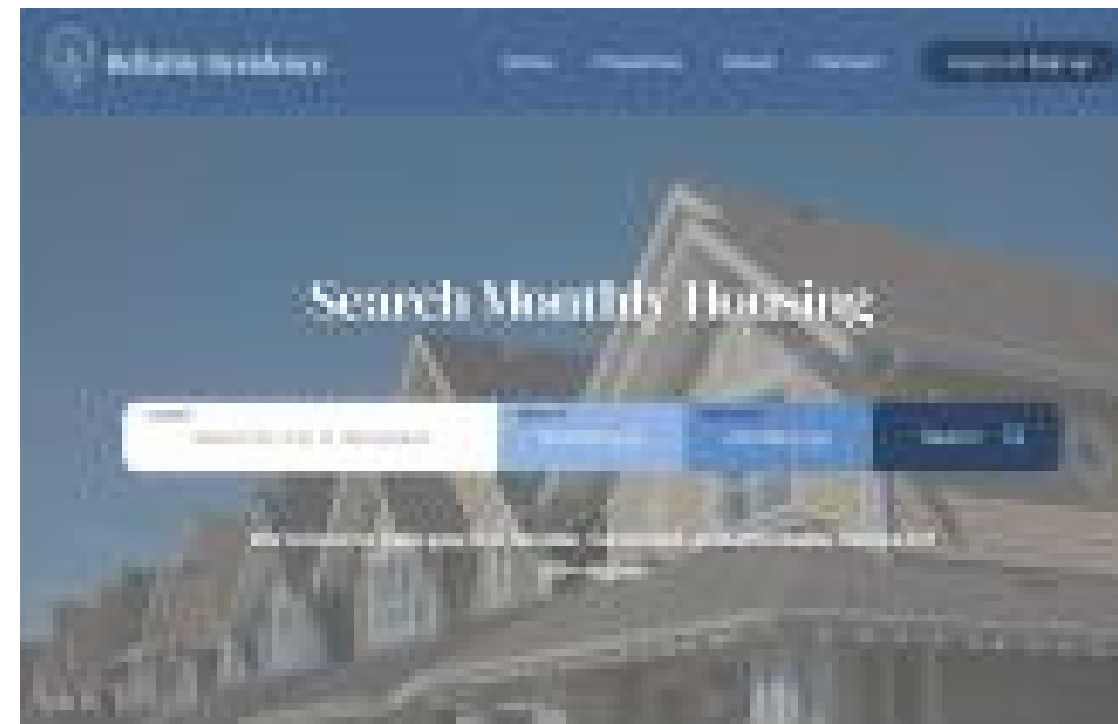
The main wireframe shows a property listing layout. At the top is a navigation bar with 'Home', 'Properties', 'About', 'Contact', and 'Login'. Below is a carousel of three images. The main content area includes:

- Name:** Large text for the property name.
- Description:** A large text block for the property details.
- Map:** A rectangular placeholder for a map.
- Amenities:** A grid of small square icons representing different amenities.
- Host Information:** A section with a host profile picture, 'Host Name', and 'Host Description'.
- Book Property:** A section with 'Select Dates', 'Initial Payment', 'Monthly Rent', and a 'Book Now' button.
- Contact Host:** A 'Contact Host' button.

This detailed wireframe shows a 'Room in ...' listing. It features:

- A large image of the room with left and right navigation arrows.
- Buttons for 'Owner' and 'Save'.
- A 'More' button.
- Price information: '\$\$\$' and 'Date 1 to Date 2'.
- Buttons for 'Message to Owner' and 'Book Now'.
- A separate 'Map' placeholder.
- Summary boxes for 'Bed/Bath Count' and '\$\$\$'.
- A large box for 'Amenities/Prohibited Items'.

Week 5 - High Fidelity Prototypes



Week 5 - High Fidelity Prototypes

Landing Page

Where
Madison, WI

Check-in
mm/dd/yyyy

Check-out
mm/dd/yyyy

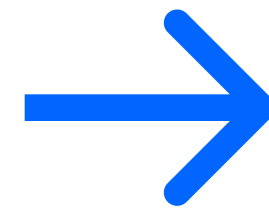
Price Range
Price Range

Pet Friendly
 Private Unit Shared Unit

Show Advanced Filters

View Map

Search Properties

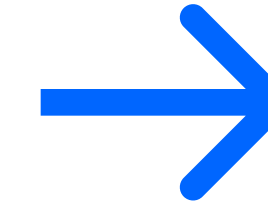


HOUSING FOR THOSE WHO CARE THE MOST

FIND YOUR HOME TODAY!

Search By City Search By Hospital

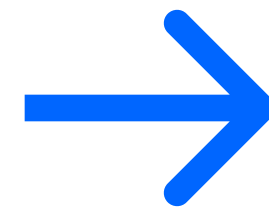
Search By City Move-in mm/dd/yyyy Move-out mm/dd/yyyy Residents



Search Monthly Housing

Search By City or Workplace Move-in mm/dd/yyyy Move-out mm/dd/yyyy Search

We're here to help you find flexible, furnished, and affordable homes for 30+ nights

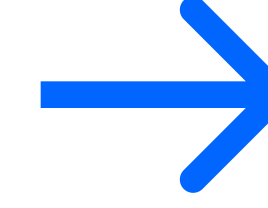


How Reliable Residence Works

- 1. Search for Stays**
Browse vetted, furnished rentals for 30+ nights in the city where you need to stay.
- 2. Book with Confidence**
Choose instant book or request-to-book options. Every unit is hand-selected to feel like home.
- 3. Move In, Stress-Free**
Settle in, explore your surroundings, and focus on what matters — doing great work in your new city.

HOW RELIABLE RESIDENCE WORKS

- 1**
SEARCH FOR STAYS
Browse vetted, furnished rentals for 30+ nights. Find housing near your workplace or rotation site.
- 2**
BOOK WITH CONFIDENCE
Browse vetted, furnished rentals for 30+ nights. Find housing near your workplace or rotation site.
- 3**
MOVE-IN, STRESS FREE
Settle in, explore your surroundings, and focus on what matters — doing great work in your new city.

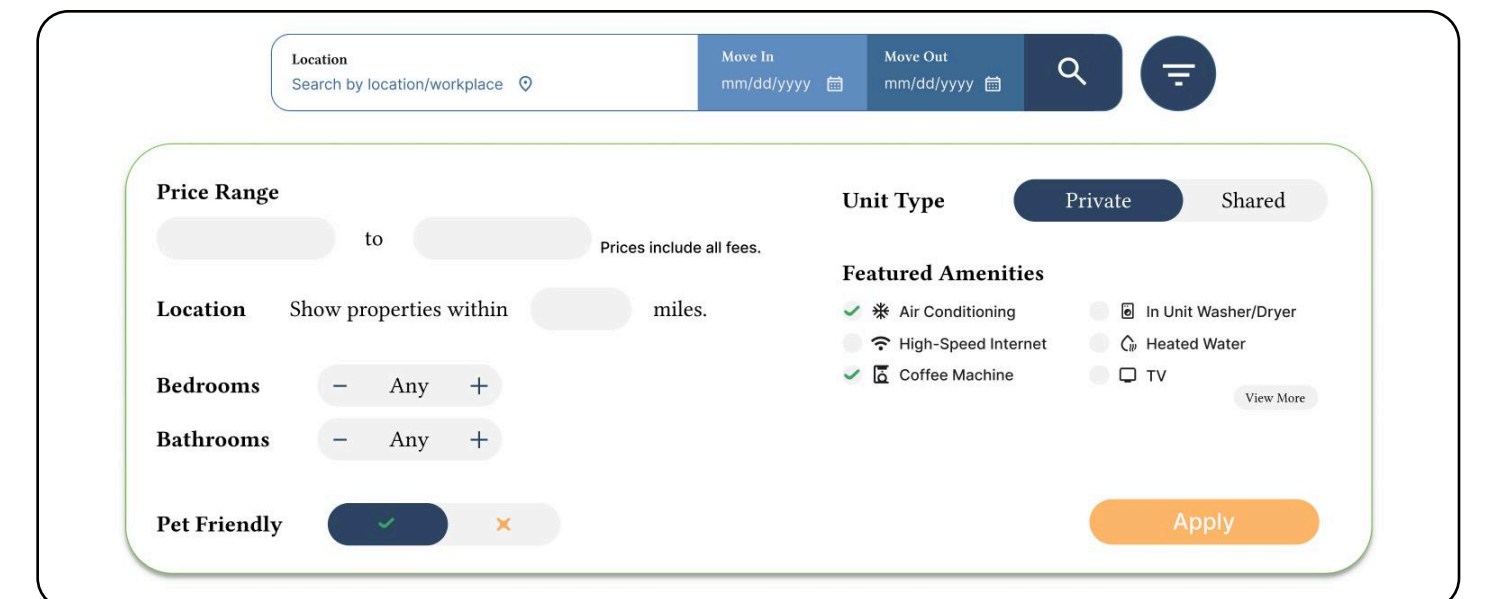
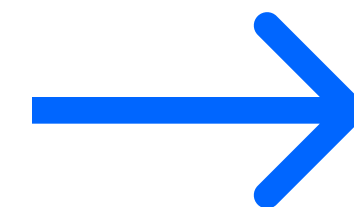
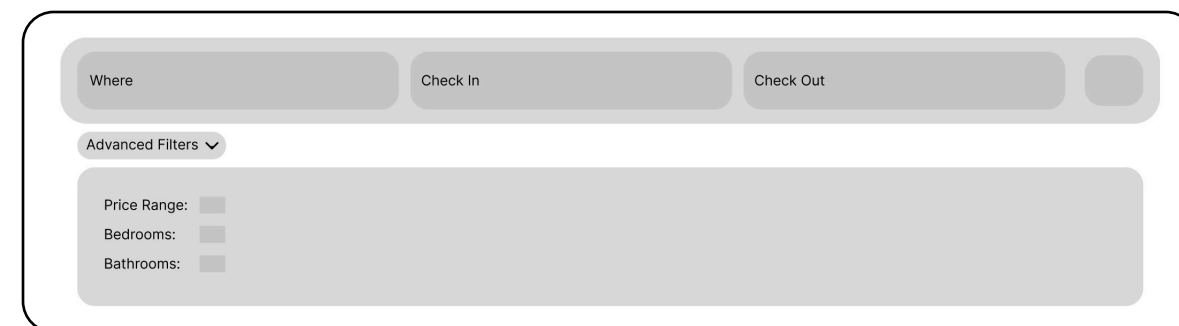
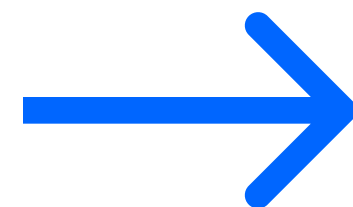
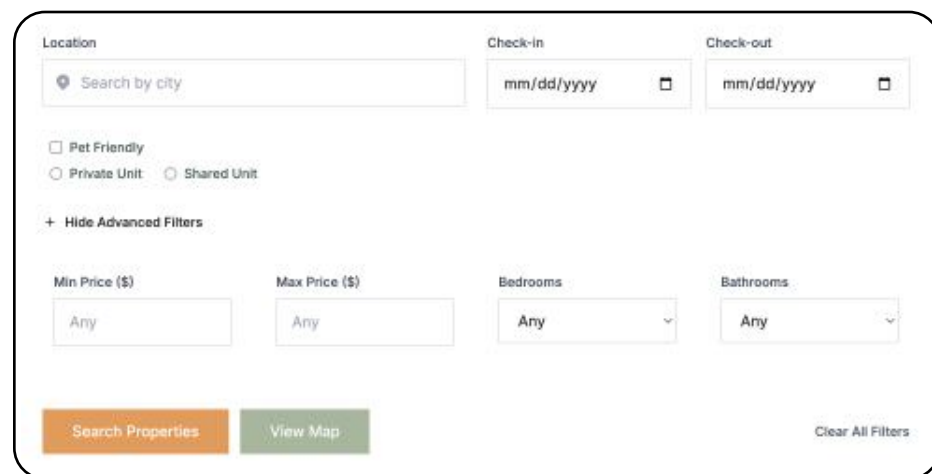
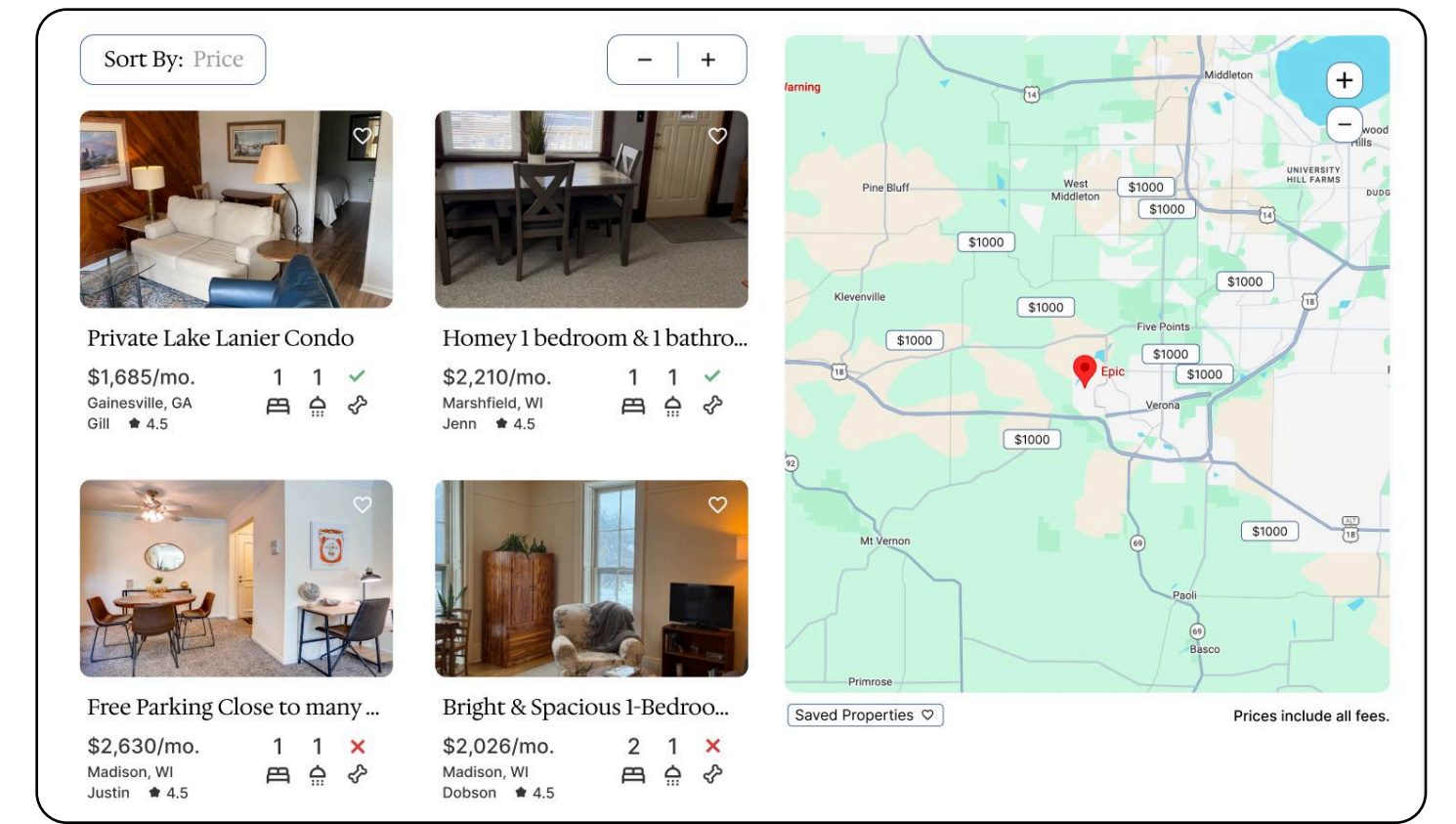
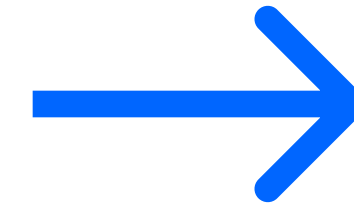
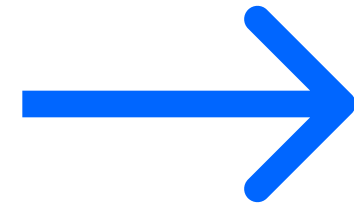
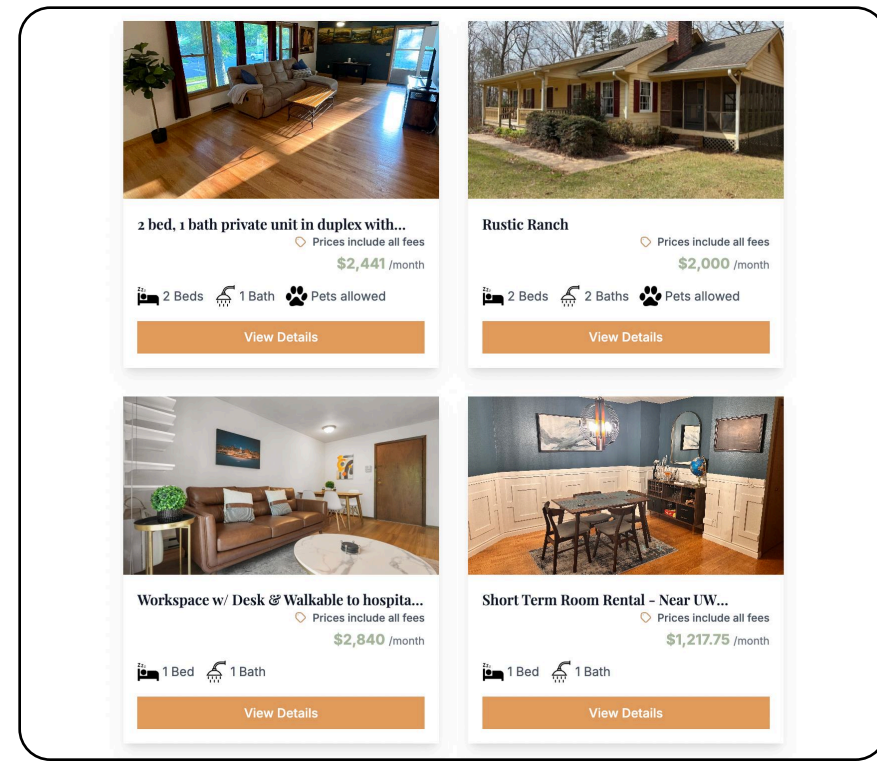


How Reliable Residence Works

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SEARCH FOR STAYS
Browse vetted, furnished rentals for 30+ nights. Find housing near your workplace or rotation site.
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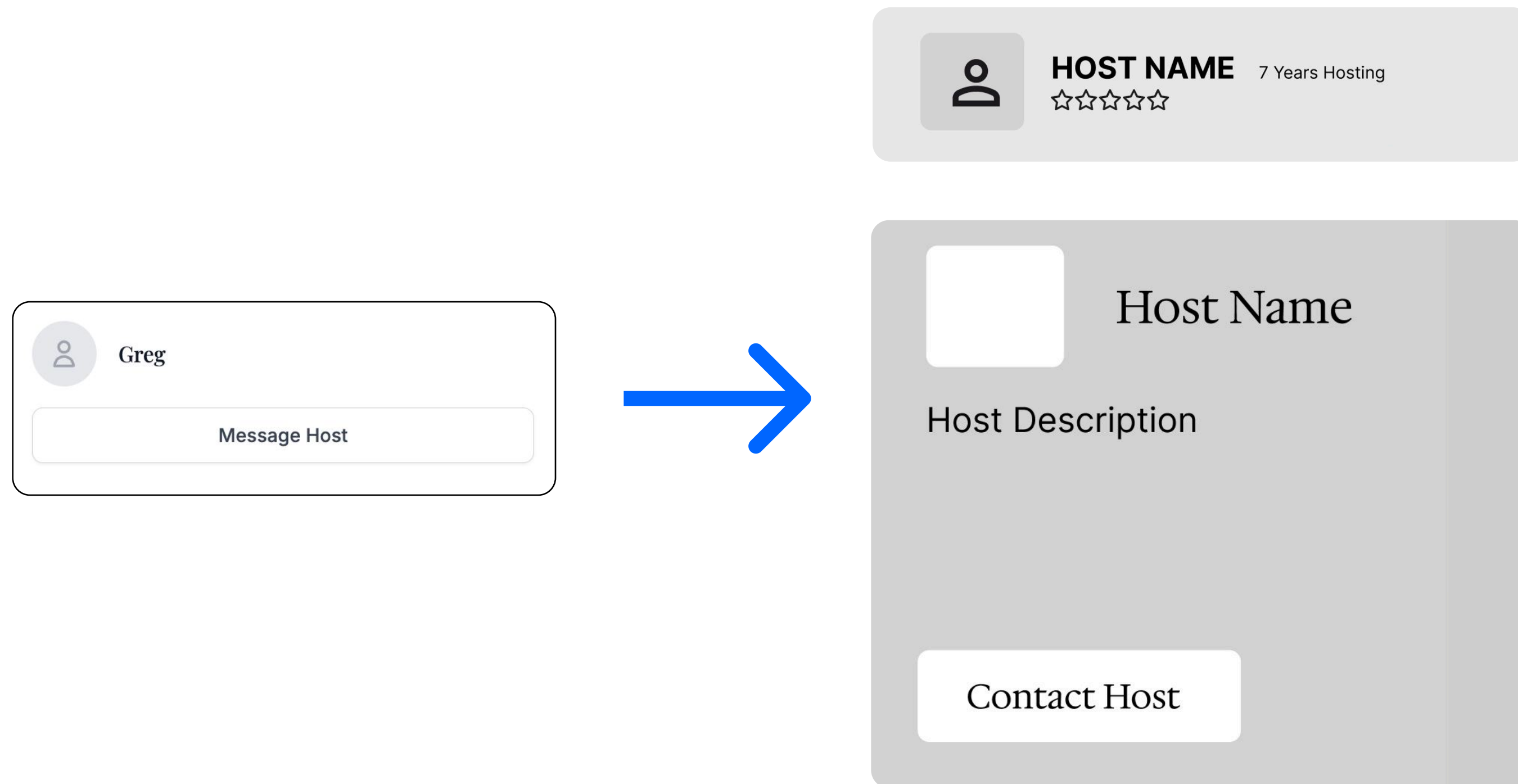
Week 5 - High Fidelity Prototypes

Search Page



Week 5 - High Fidelity Prototypes


Property Listing Page



The high-fidelity prototype for the property listing page is divided into two main sections. The top section features a host profile for 'Ken Smith', including a profile picture, '7 Years Hosting', a 5-star rating, and a personalized welcome message. A 'Message the Host' button is positioned below the message. The bottom section displays a 5/5 star rating with '215 Verified Reviews' and an 'Add a Review' button. Below the rating is a grid of six review cards, each for 'Betty Brin' with a 5-star rating and a detailed review text.

Week 5 - High Fidelity Prototypes

Visual System




Header Text - Libertinus Serif

Body Text - Inter
Icons - Google Material Icons


Button 1

Button 2


Drop Shadow:
Opacity: 25%
Color: Black
Blur: 4
x: 0 y: 4



NavBar



Footer

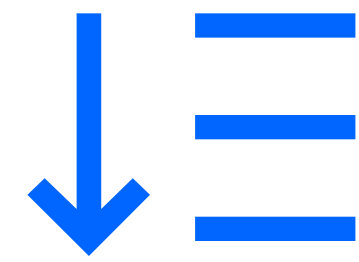


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Week 6 - Usability Testing



Landing page impressions



Listing evaluation



Search flow

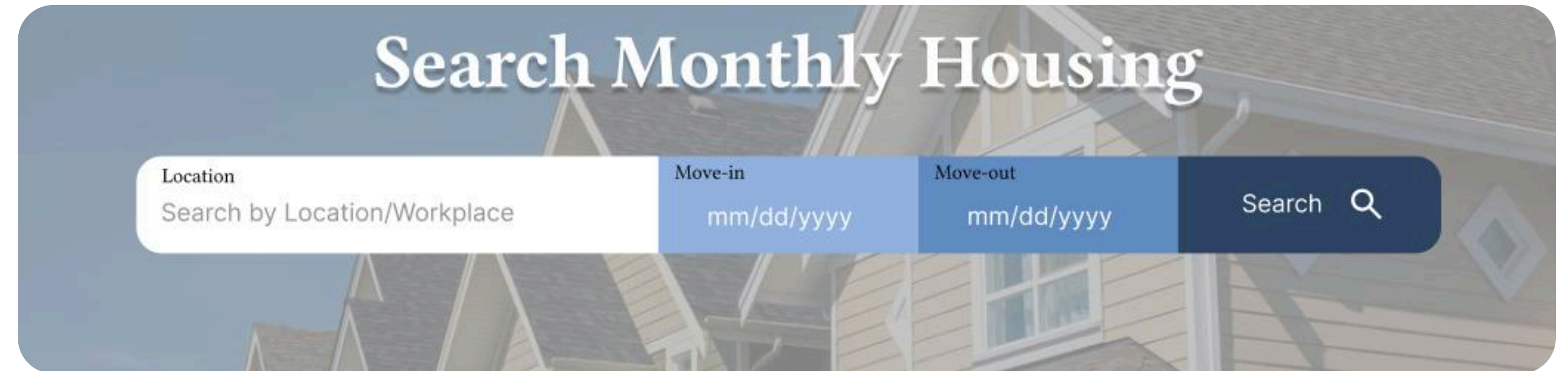


Booking & contacting

Week 6 - Evaluation

Strengths

- **Ease of navigation**
- **Clarity of listings/icons**
- **Map view**



Free Parking Close to...

\$2,630/mo.

Milwaukee, WI

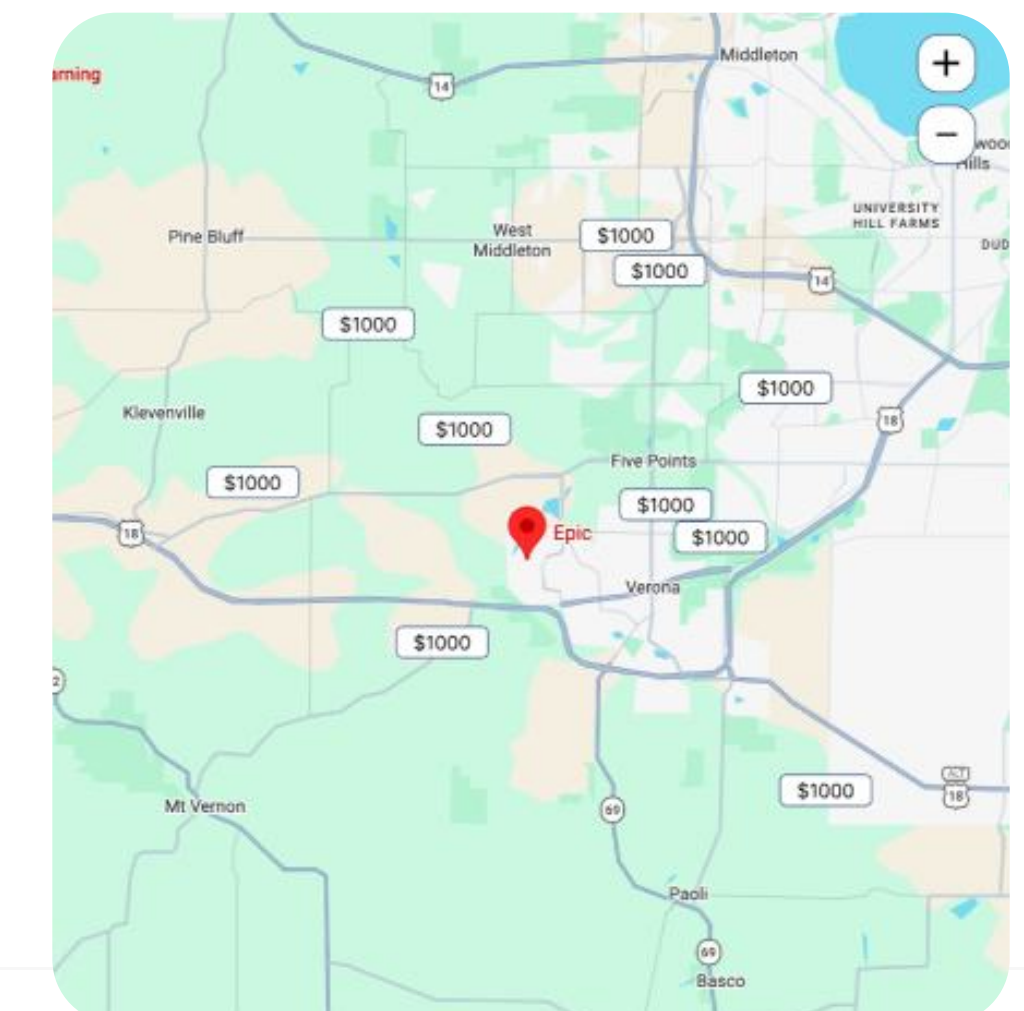
Justin 4.5



AMENITIES

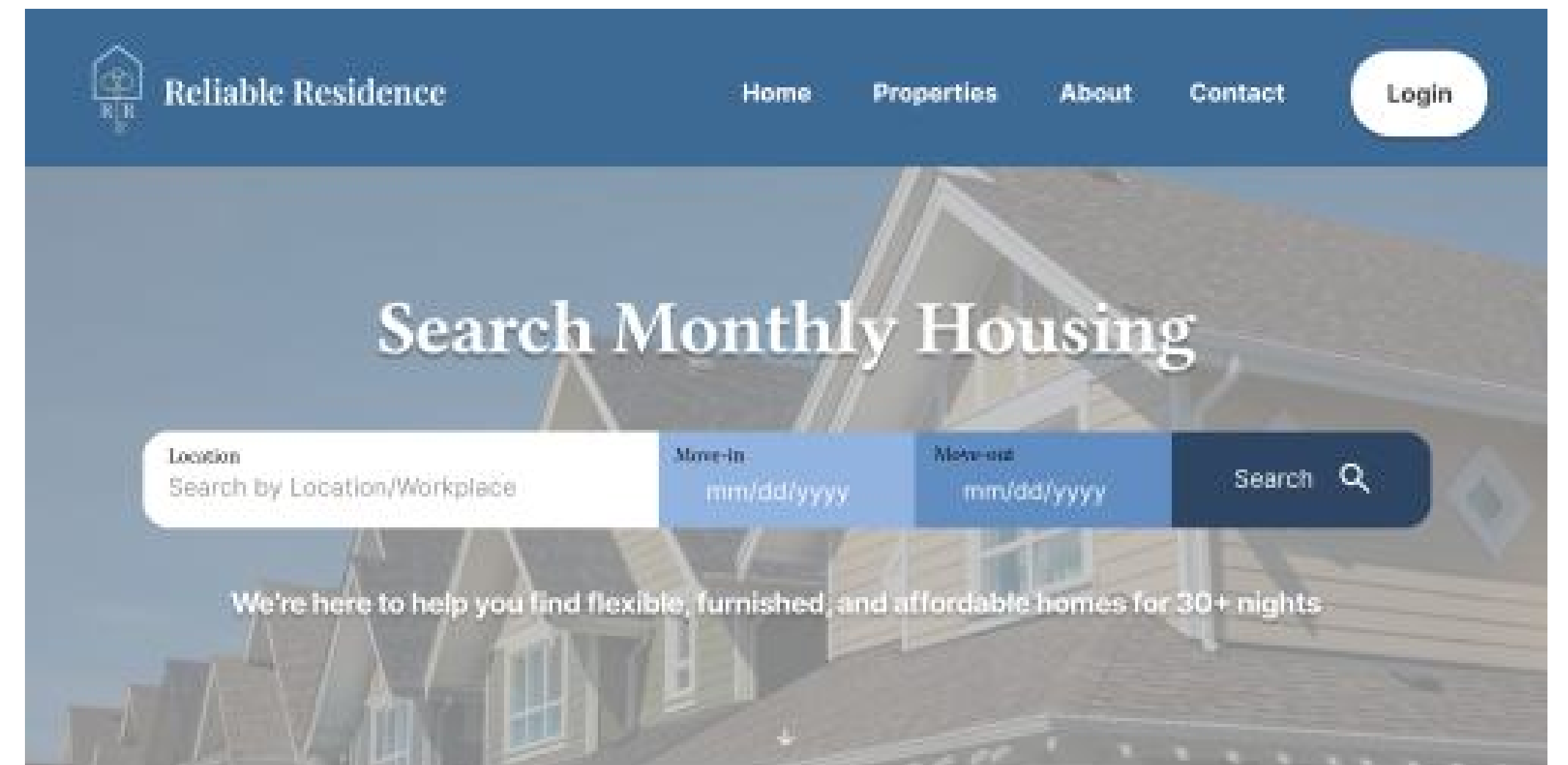
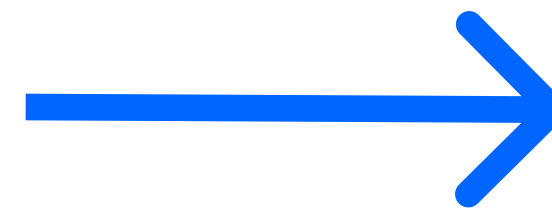


Show More



Week 6 - Evaluation

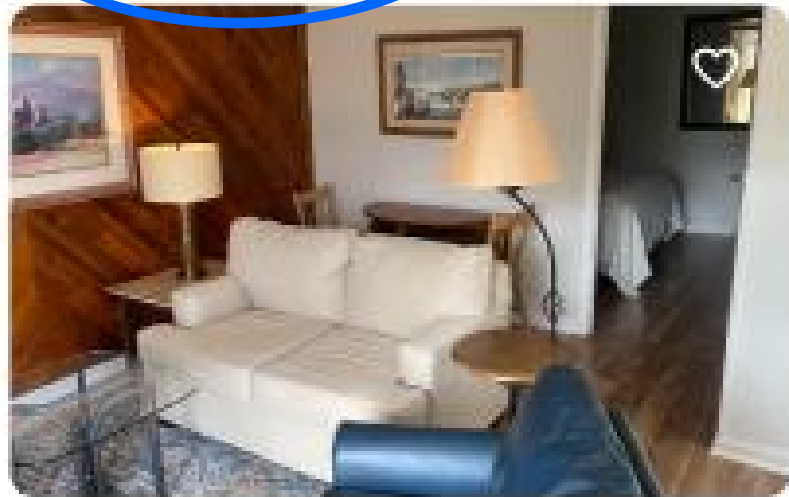
Weakness: Lack of discovery



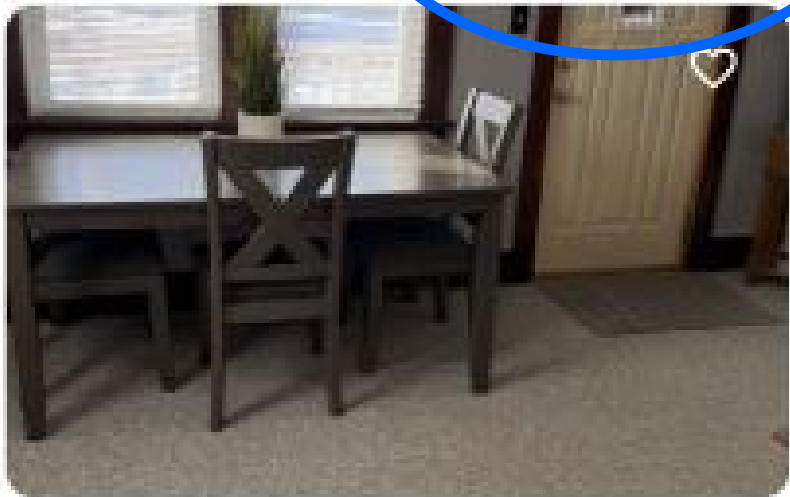
Featured Properties

Week 6 - Evaluation

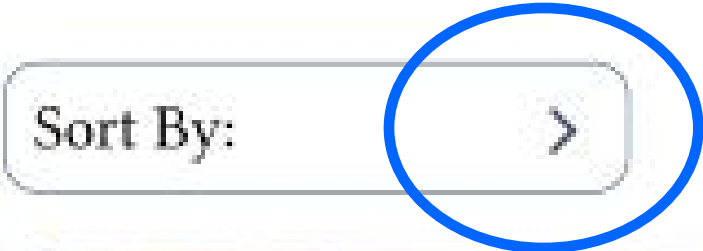
Weakness: Unclear UI elements



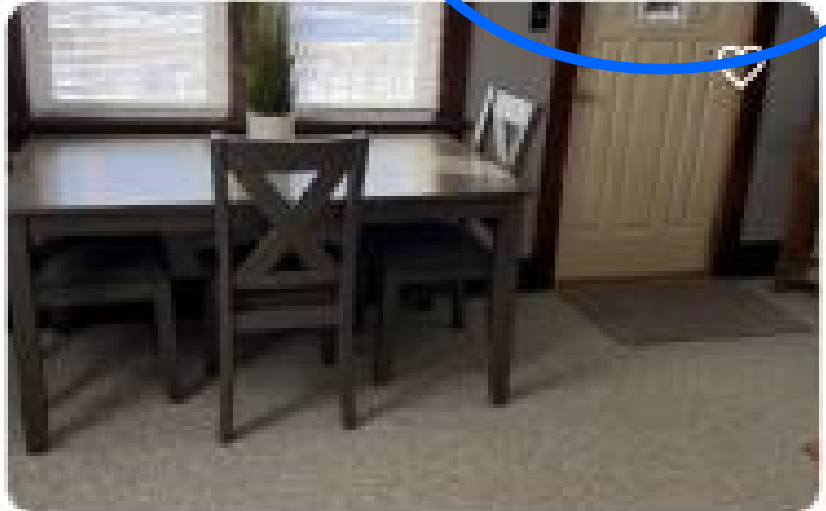
Private Lake Lanier Condo
\$1,685/mo. 1 1 ✓



Homey 1 bedroom & 1 bathro...
\$2,210/mo. 1 1 ✓



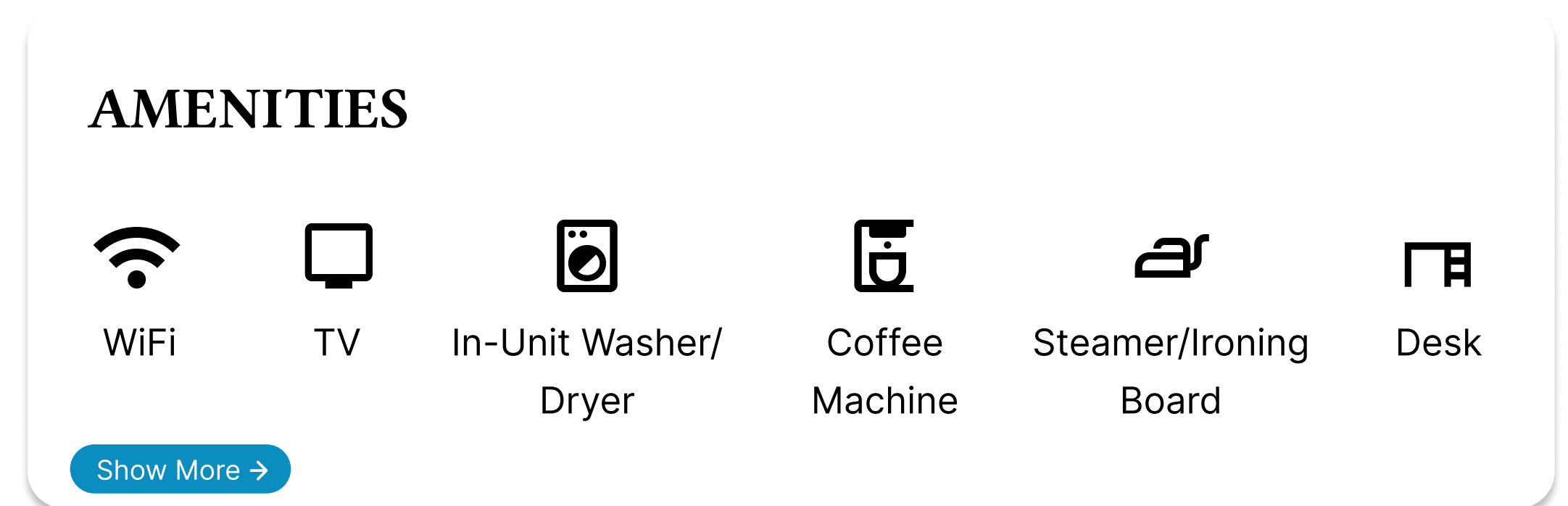
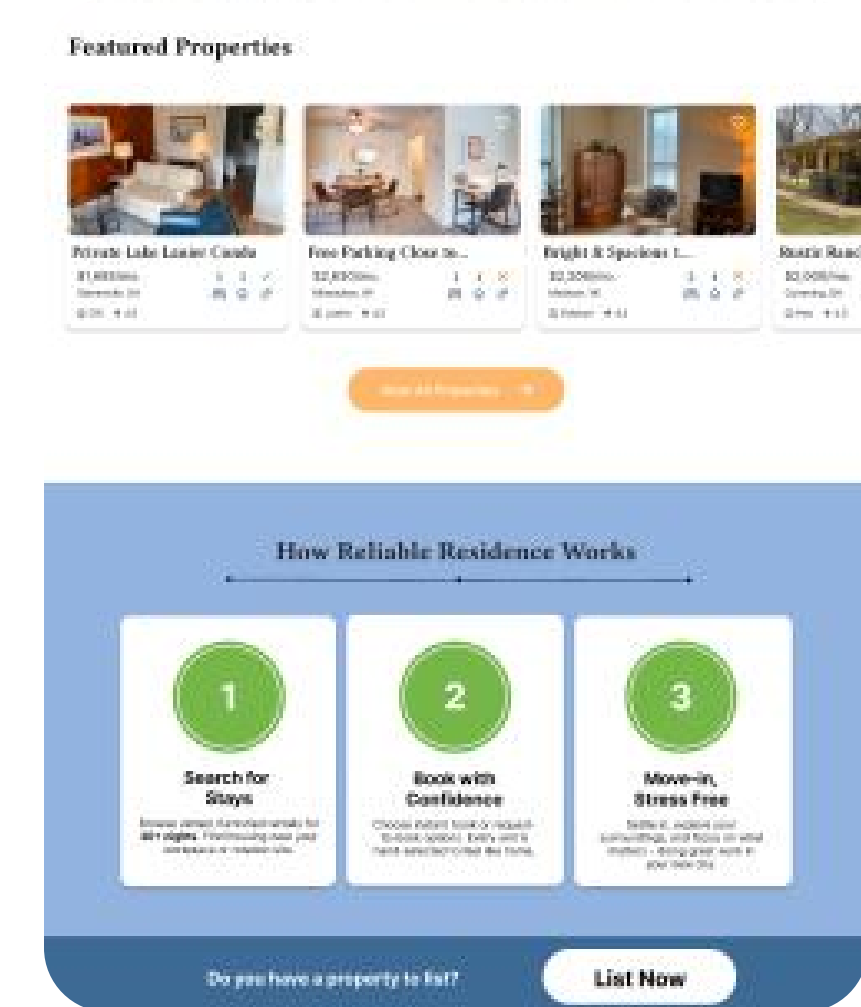
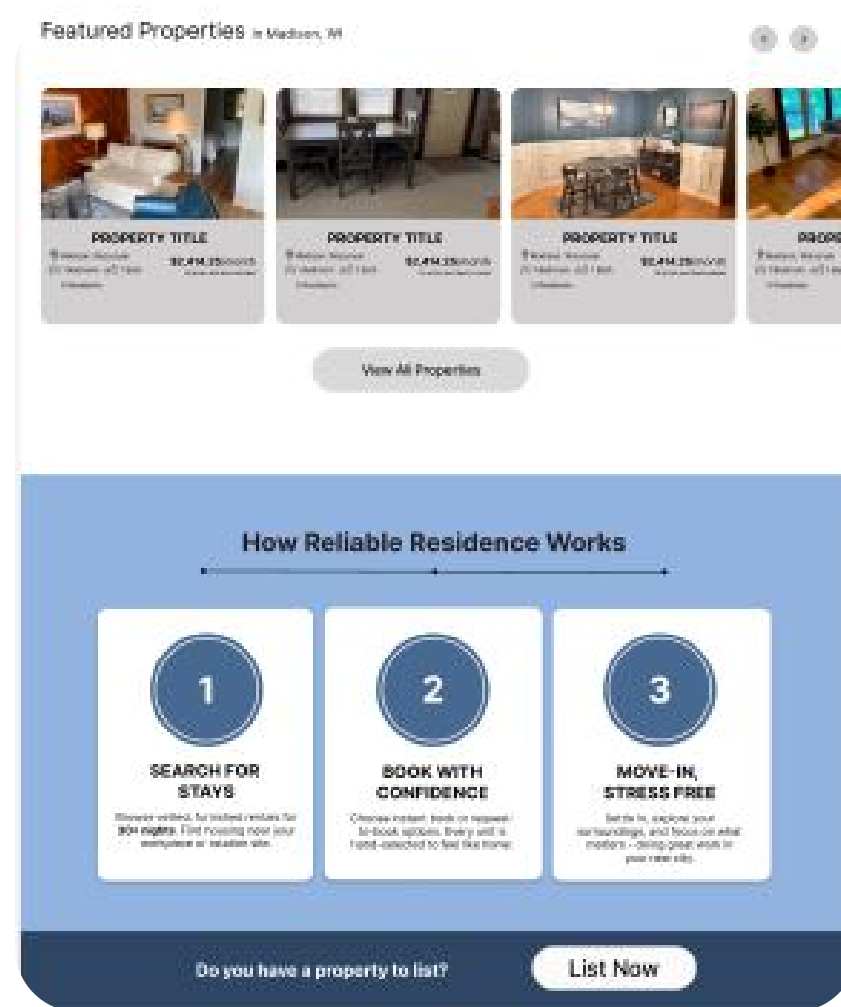
Private Lake Lanier Condo
\$1,685/mo. 1 1 ✓



Homey 1 bedroom &...
\$2,210/mo. 1 1 ✓

Week 6 - Evaluation

Weakness: Color & font use



Week 6 - Key Insights

✓ **Users responded positively to simplified layouts**



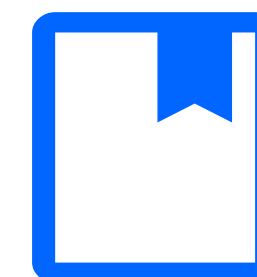
Listing Info



Search



Inquiry/Booking



Week 6 - Key Insights



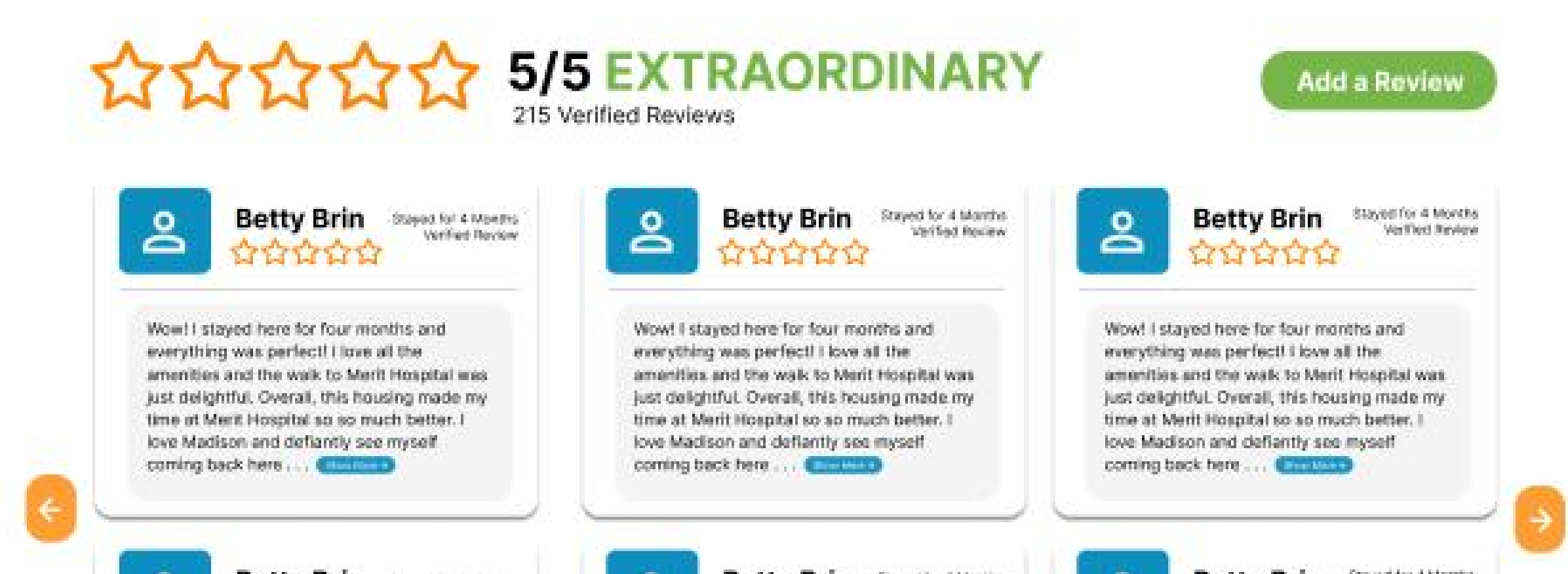
Trust indicators significantly impacted confidence



Ken Smith 7 Years Hosting
☆☆☆☆☆

Welcome! I'm Ken. I love hosting and making sure my guests feel right at home. Whether you need a restaurant rec or just a quiet place to crash, I've got you covered. Can't wait to host you!

[Message the Host](#)



☆☆☆☆☆ **5/5 EXTRAORDINARY**
215 Verified Reviews [Add a Review](#)

Betty Brin Stayed for 4 Months Verified Review
☆☆☆☆☆

Wow! I stayed here for four months and everything was perfect! I love all the amenities and the walk to Merit Hospital was just delightful. Overall, this housing made my time at Merit Hospital so so much better. I love Madison and defiantly see myself coming back here ... [Read More](#)

Betty Brin Stayed for 4 Months Verified Review
☆☆☆☆☆

Wow! I stayed here for four months and everything was perfect! I love all the amenities and the walk to Merit Hospital was just delightful. Overall, this housing made my time at Merit Hospital so so much better. I love Madison and defiantly see myself coming back here ... [Read More](#)

Betty Brin Stayed for 4 Months Verified Review
☆☆☆☆☆

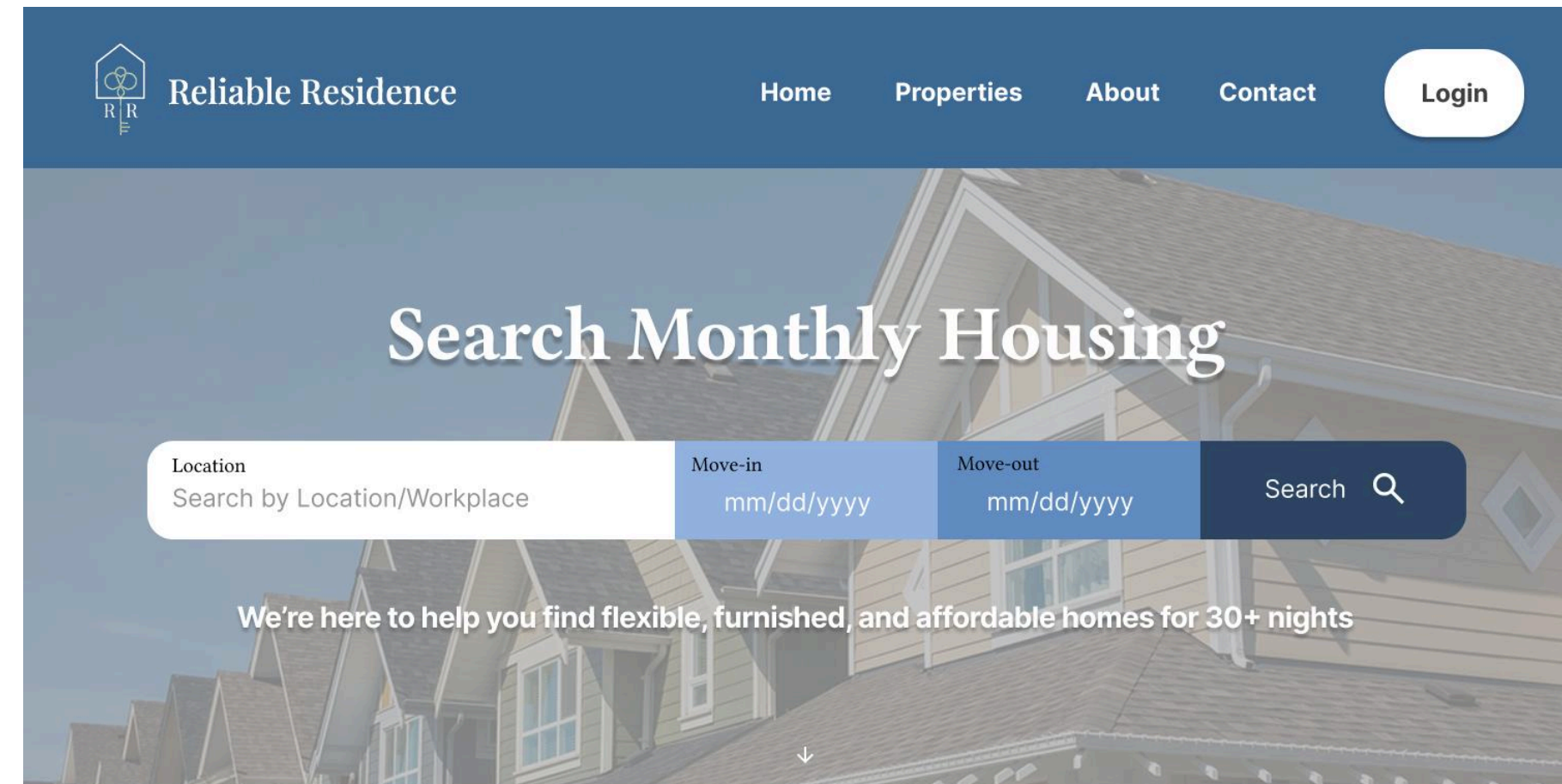
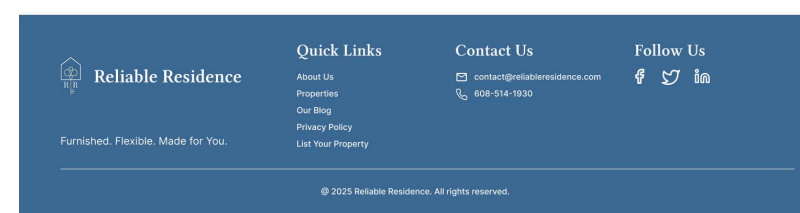
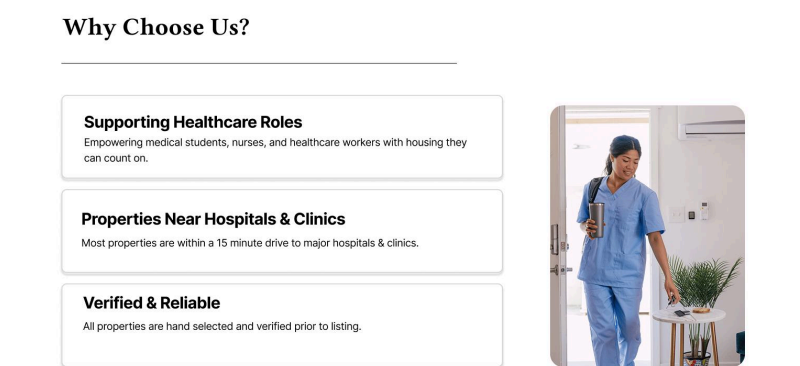
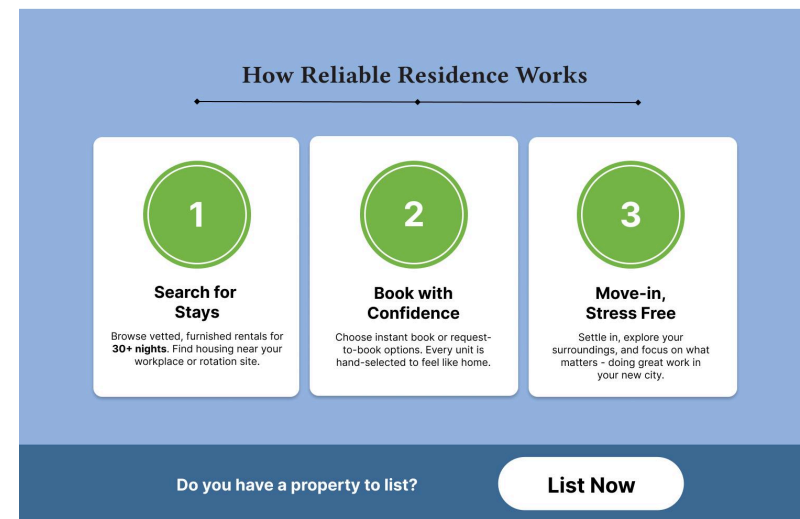
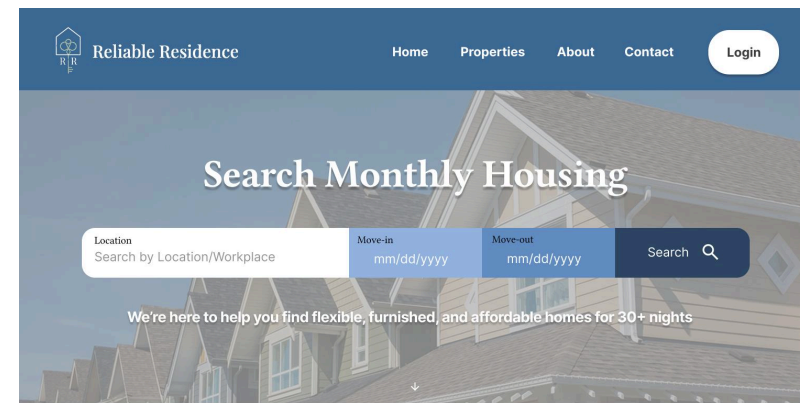
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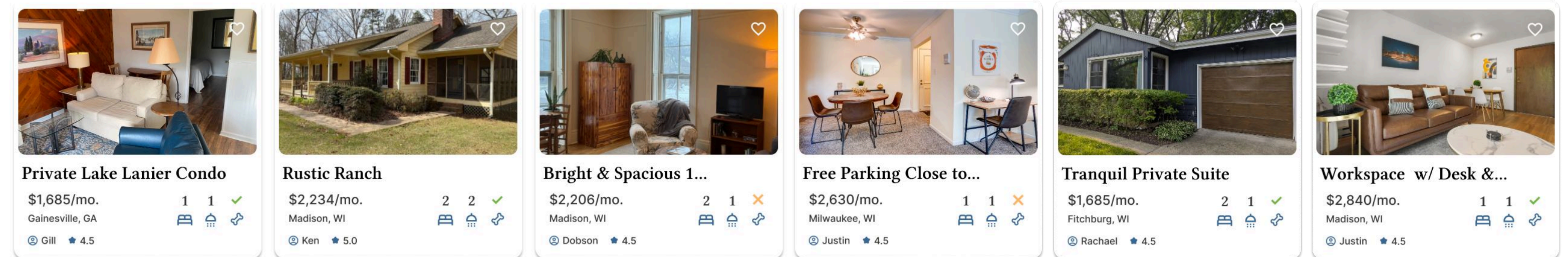
Prototype here



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Search Monthly Housing

Location: Search by Location/Workplace



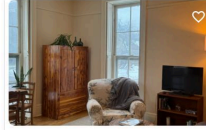



Move-in: mm/dd/yyyy

Move-out: mm/dd/yyyy

Search

We're here to help you find flexible, furnished, and affordable homes for 30+ nights.

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 <p>Private Lake Lanier Condo \$1,685/mo. Charlotte, NC 1 1 ✓ 4.5</p>	 <p>Rustic Ranch \$2,234/mo. Madison, WI 2 2 ✓ 5.0</p>	 <p>Bright & Spacious 1... \$2,206/mo. Madison, WI 2 1 ✗ 4.5</p>	 <p>Free Parking Close to... \$2,630/mo. Madison, WI 1 1 ✗ 4.5</p>	 <p>Tranquil Private Suite \$1,685/mo. Farming, WI 2 1 ✓ 4.5</p>	 <p>Workspace w/ Desk &... \$2,840/mo. Madison, WI 1 1 ✓ 4.5</p>
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- 2 Book with Confidence**
Choose instant book or request-to-book options. Every unit is hand-selected to feel like home.
- 3 Move-in, Stress Free**
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Supporting Healthcare Roles
Empowering medical students, nurses, and healthcare workers with housing they can count on.

Properties Near Hospitals & Clinics
Most properties are within a 15 minute drive to major hospitals & clinics.

Verified & Reliable
All properties are hand selected and verified prior to listing.



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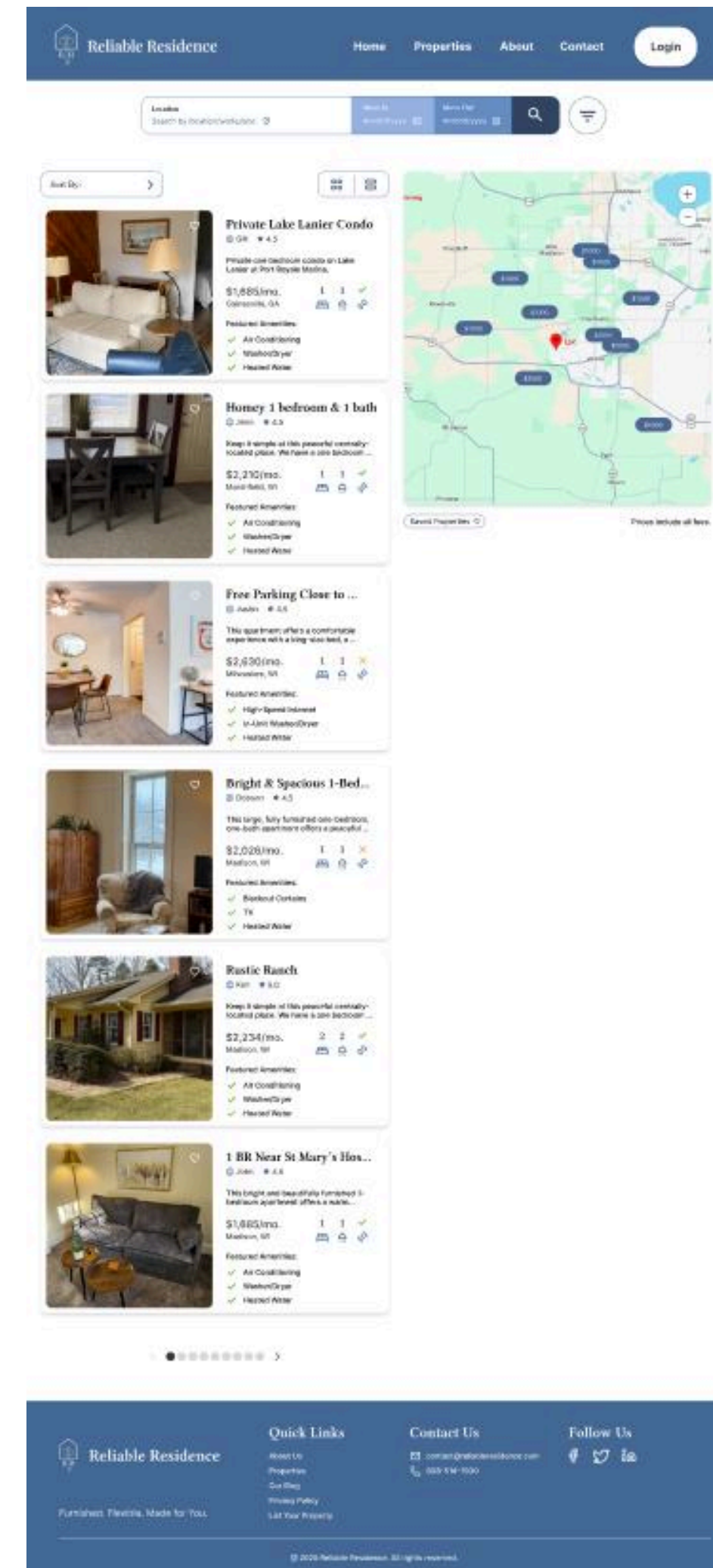
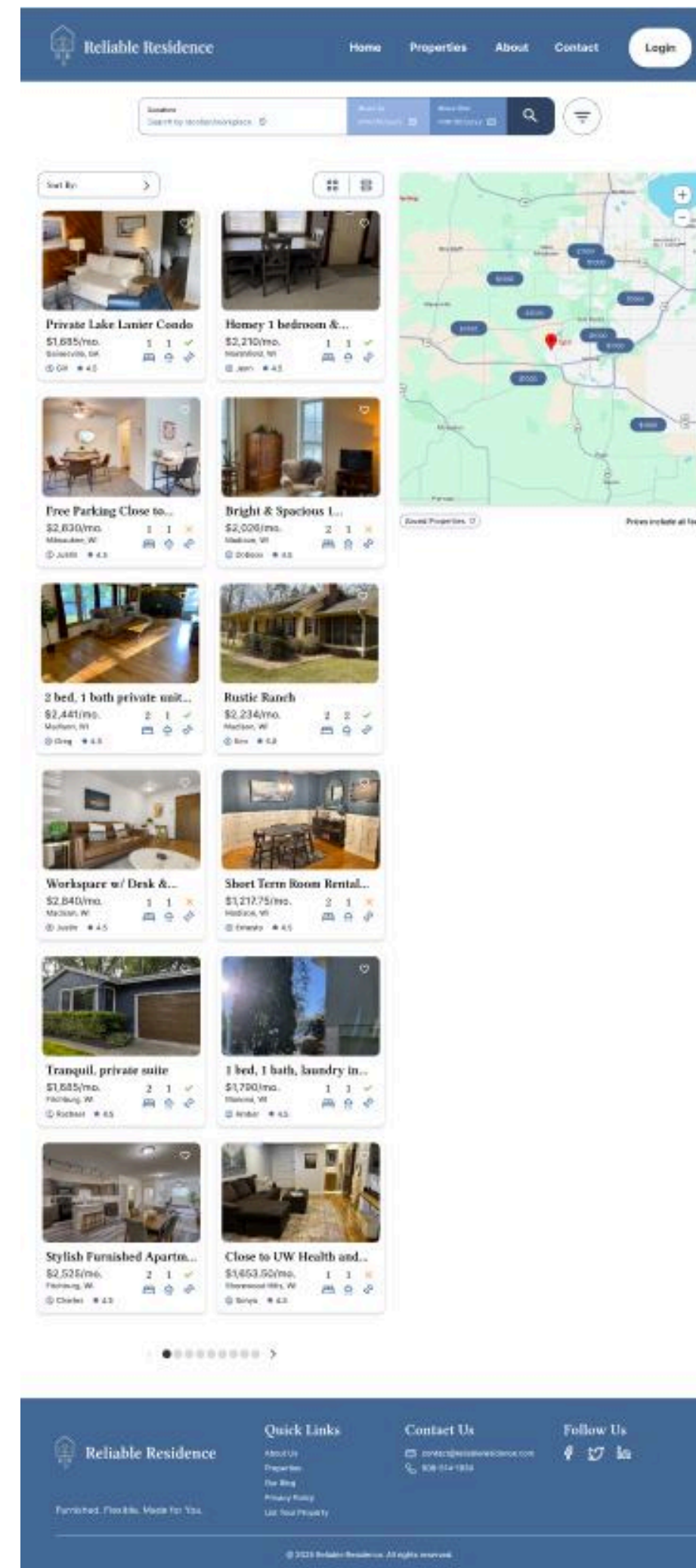
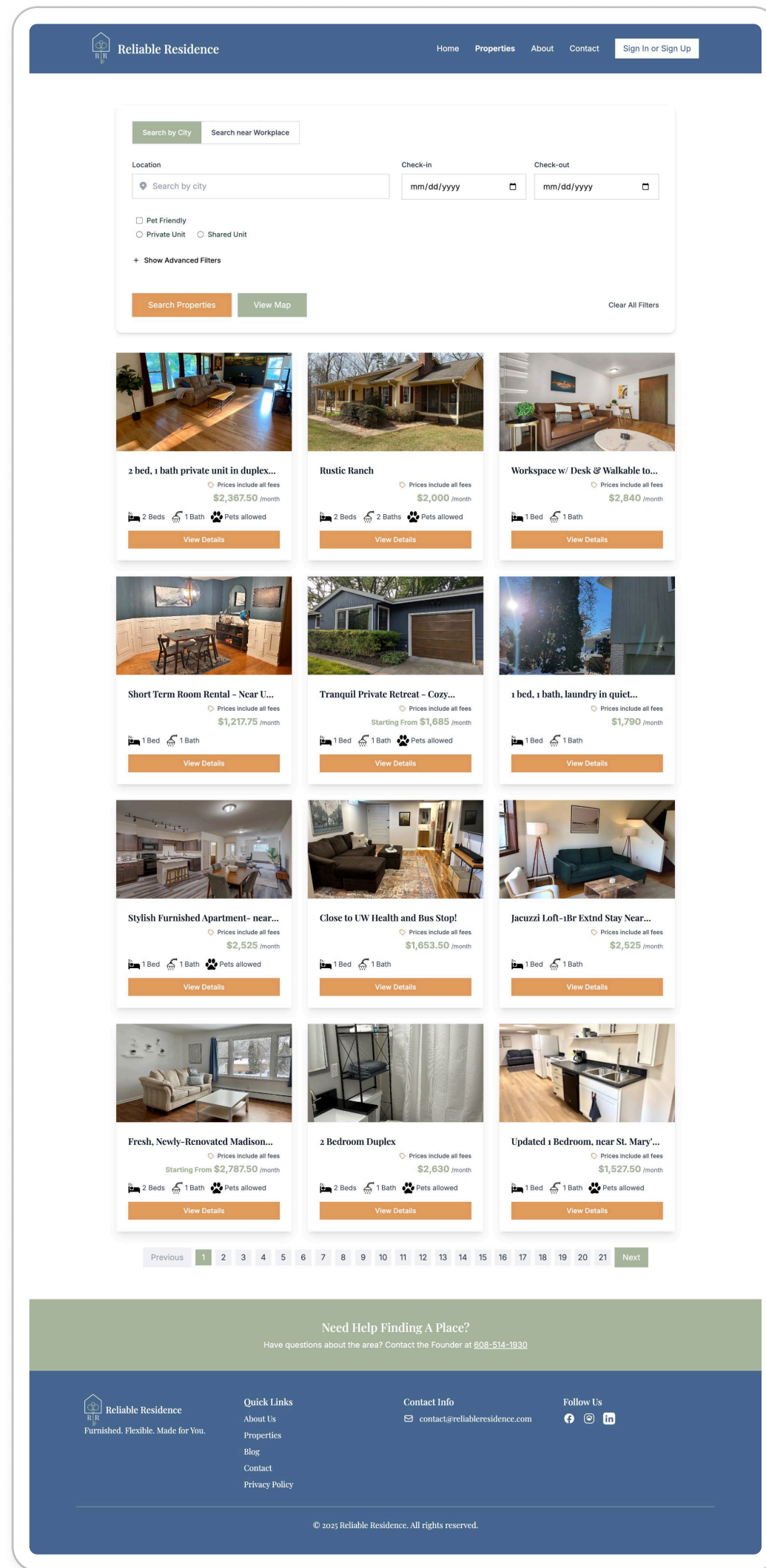
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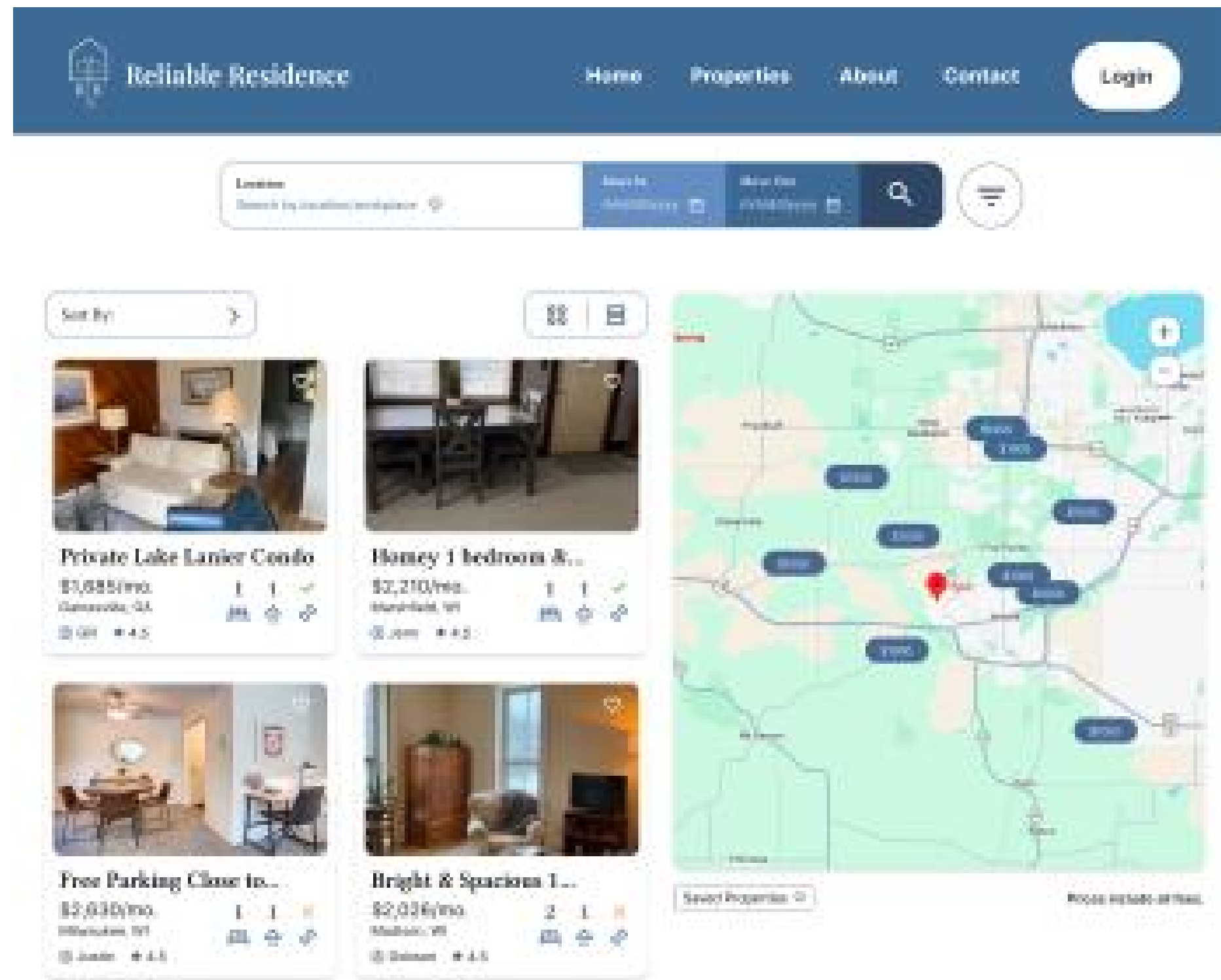


Search Page

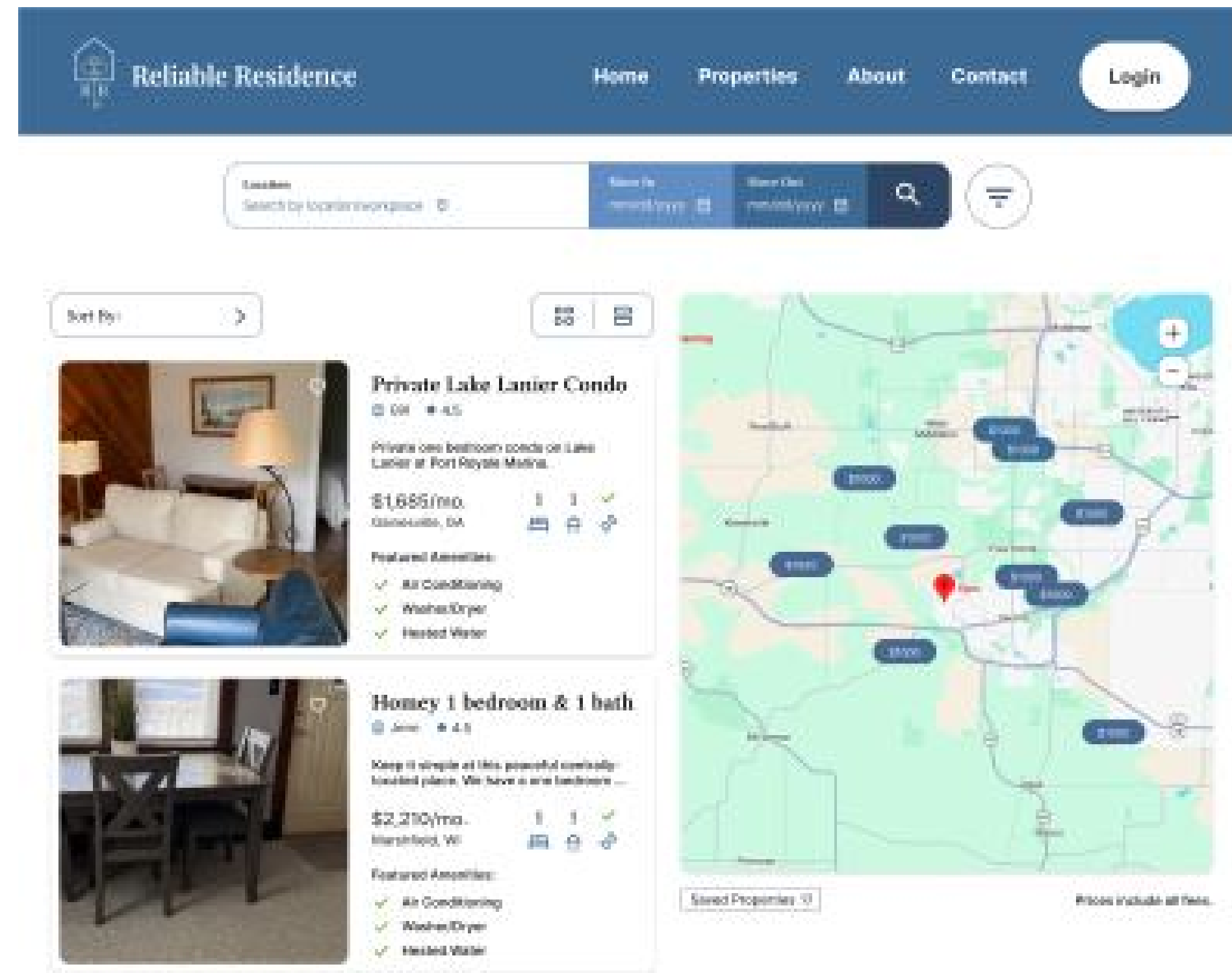


Search Page

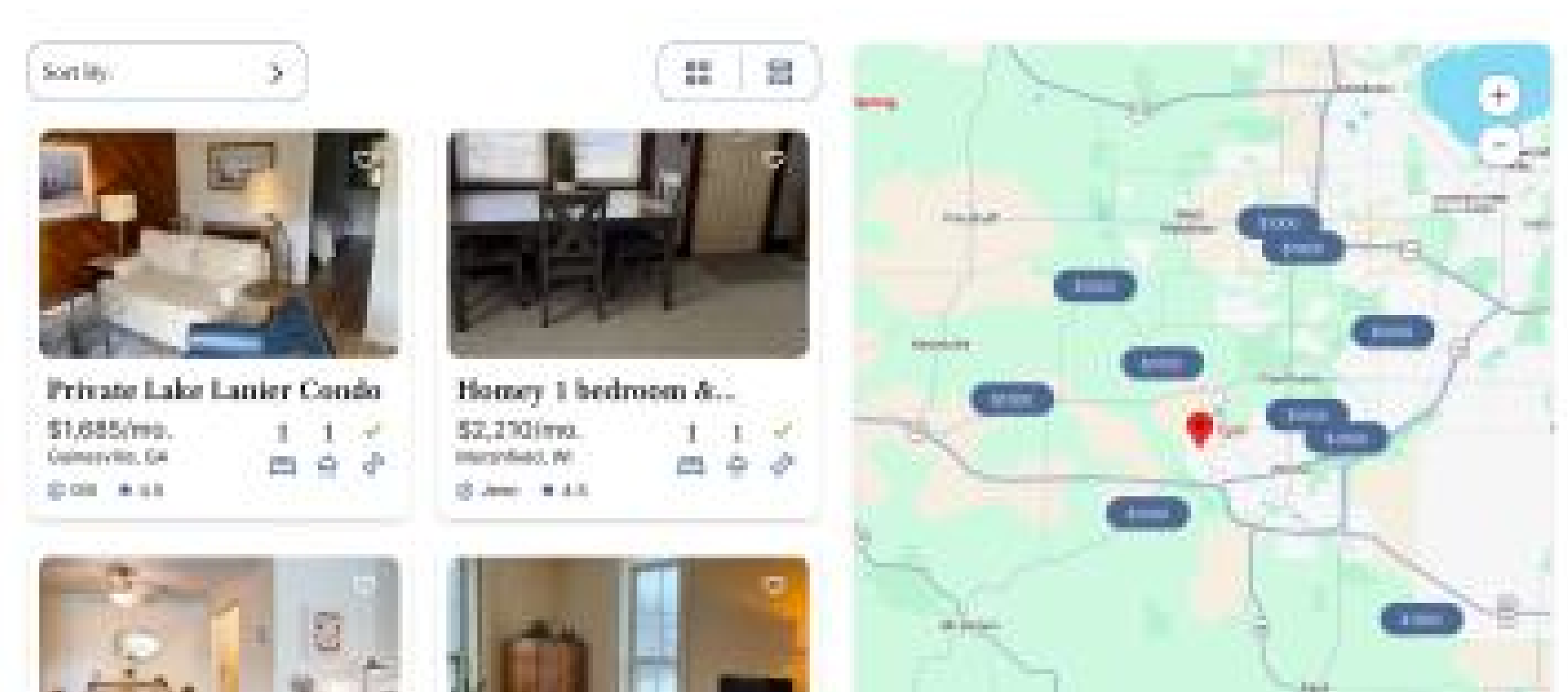
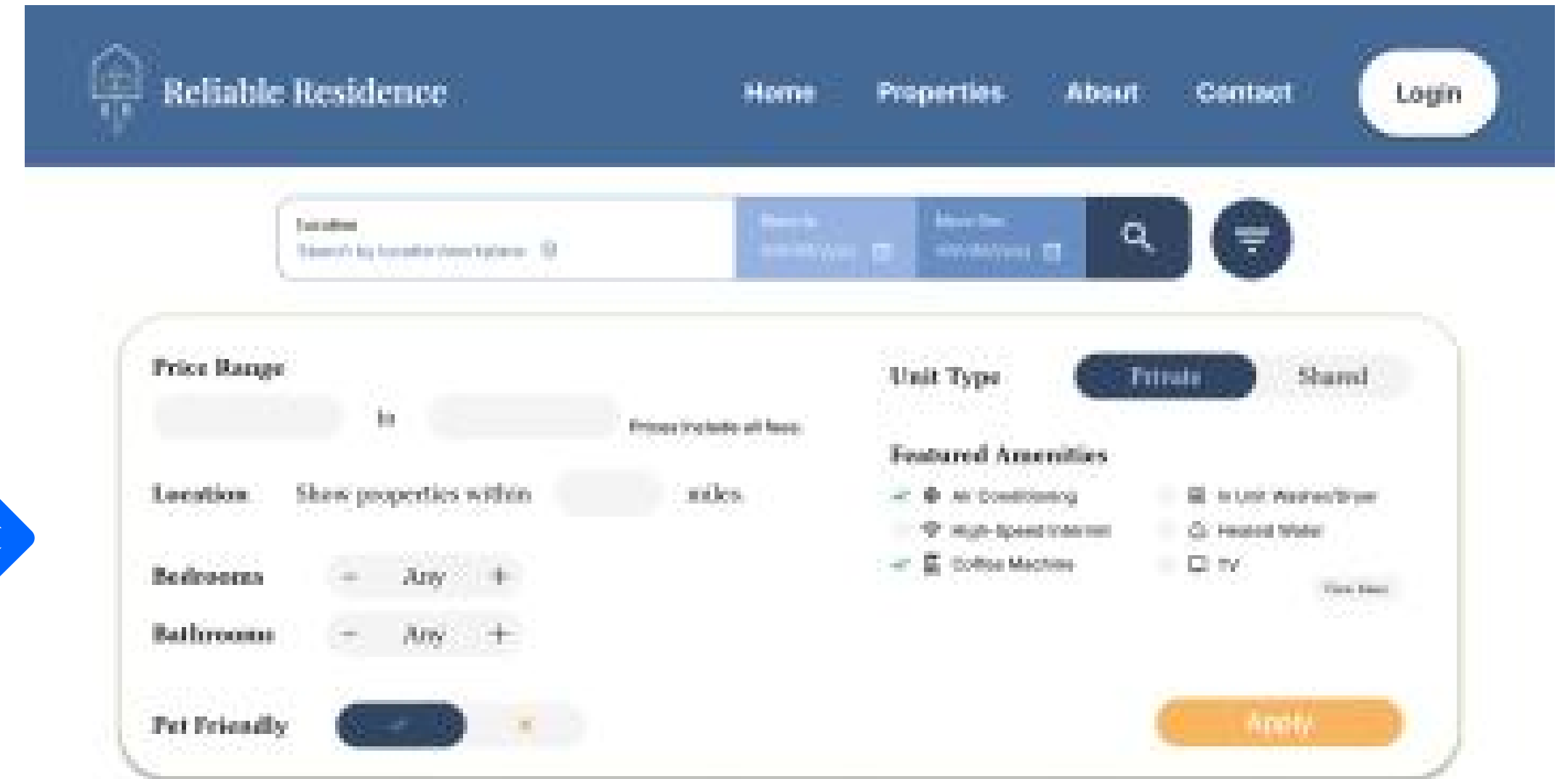
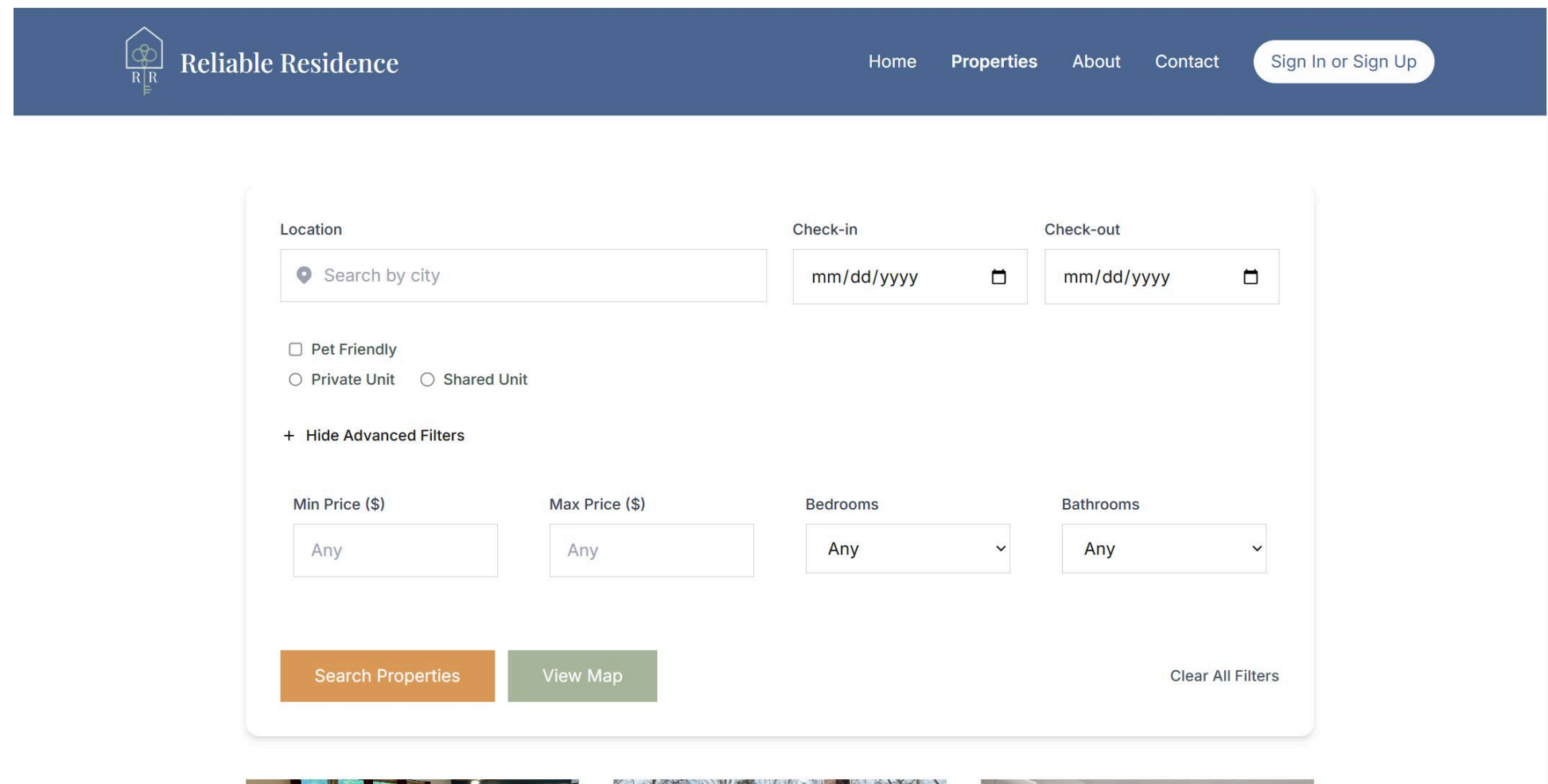
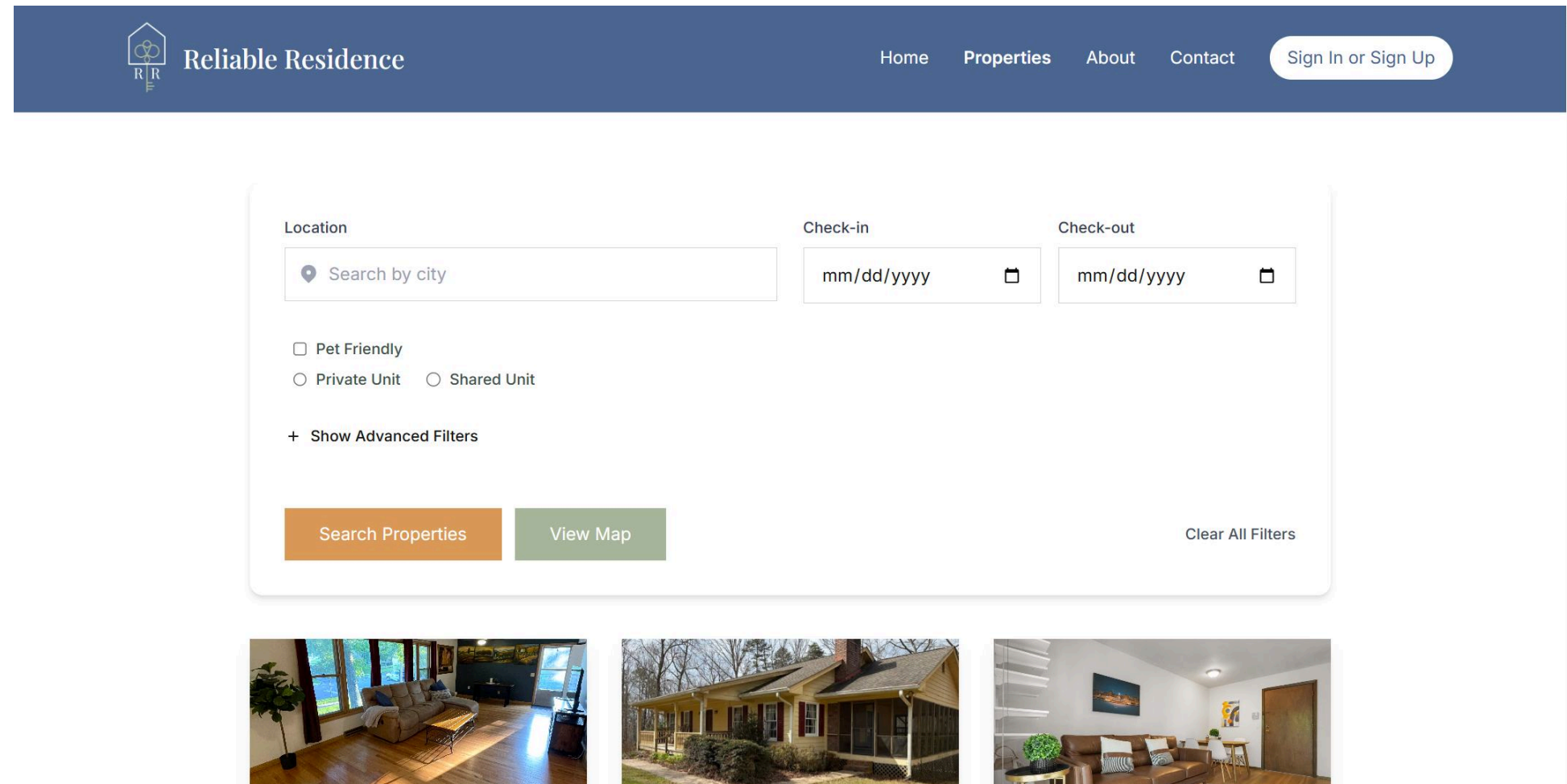
Grid Layout



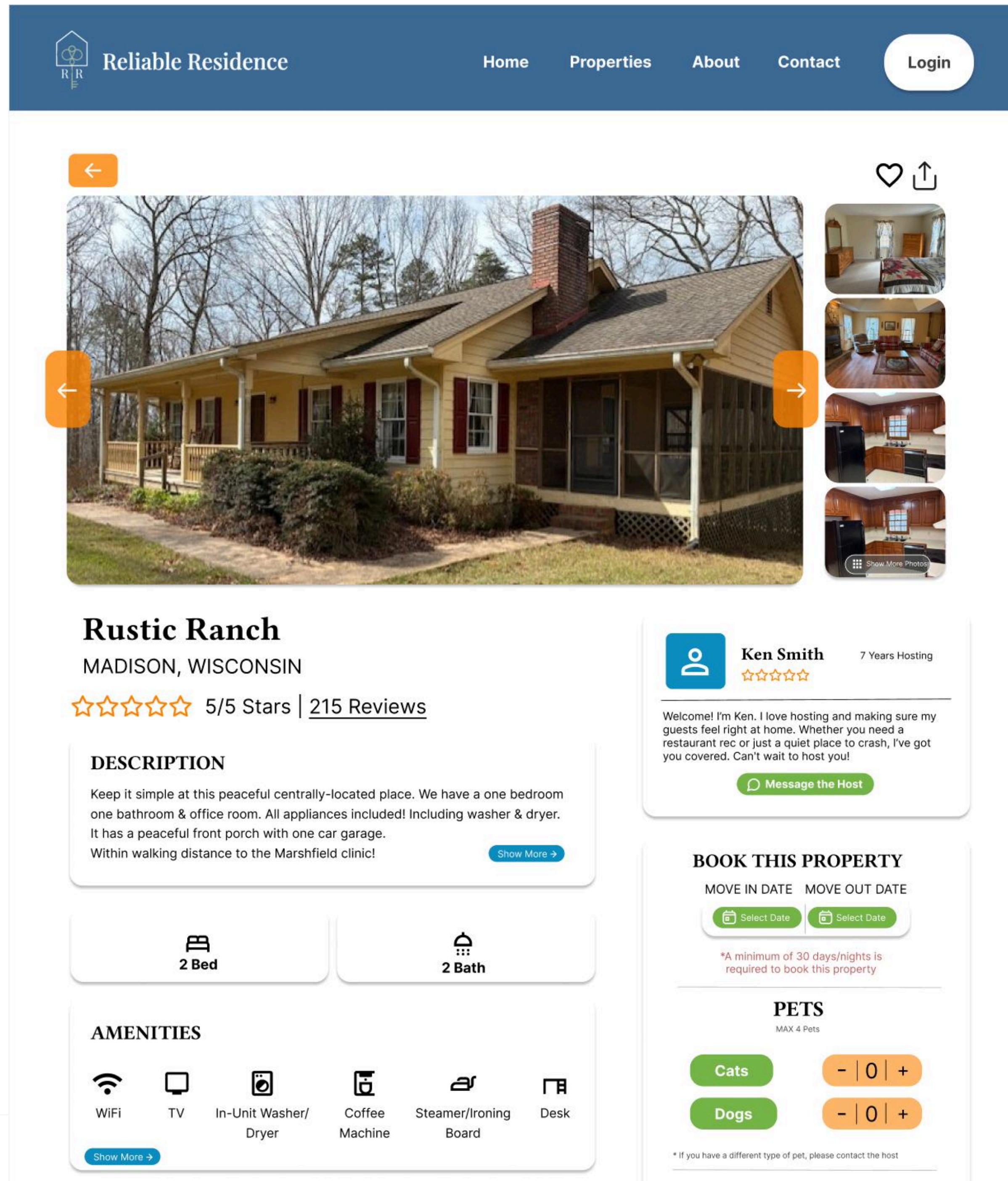
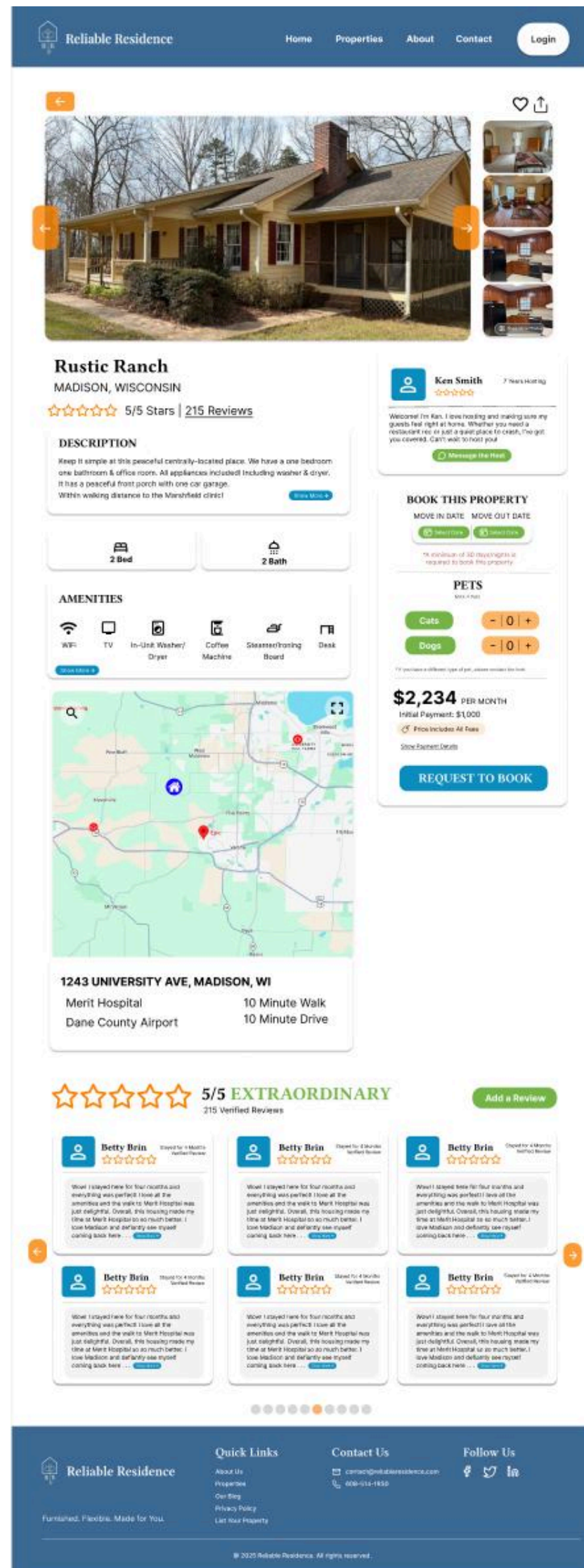
Row Layout



Properties Page




Property Listing Page



Property Listing Page

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Rustic Ranch

MADISON, WISCONSIN

5/5 Stars | 215 Reviews

DESCRIPTION
Keep it simple at this peaceful centrally-located place. We have a one bedroom, one bathroom & office room. All appliances included including washer & dryer. It has a beautiful front porch with one car garage. Within walking distance to the Marshfield street!

BOOK THIS PROPERTY
MOVE IN DATE: MOVE OUT DATE:

AMENITIES
 WiFi TV In-Unit Washer/Dryer Coffee Machine Steam/Clothing Board Desk

PETS
 Cats Dogs

\$2,234 PER MONTH
Initial Payment: \$1,000

1243 UNIVERSITY AVE, MADISON, WI
 Merit Hospital 10 Minute Walk
 Dane County Airport 10 Minute Drive

5/5 EXTRAORDINARY 215 Verified Reviews

Betty Brin Stayed for 4 Months Verified Review

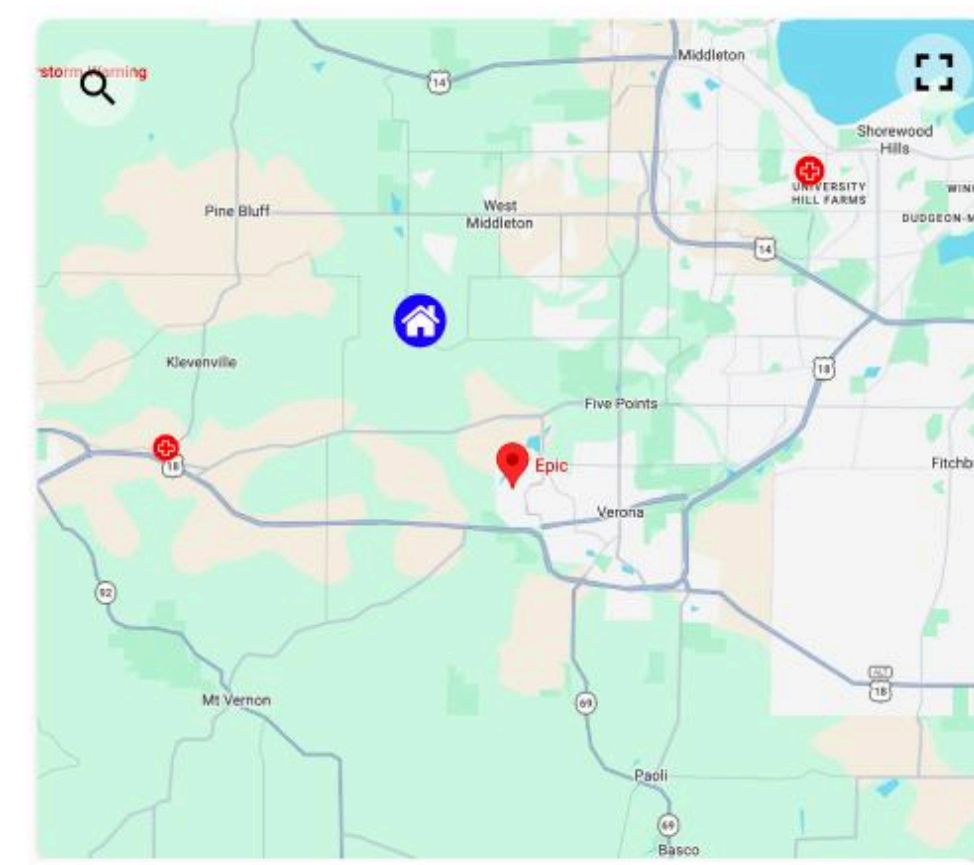
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1243 UNIVERSITY AVE, MADISON, WI

Merit Hospital 10 Minute Walk
 Dane County Airport 10 Minute Drive

\$2,234 PER MONTH
 Initial Payment: \$1,000
 Price Includes All Fees
[Show Payment Details](#)

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Project Limitations

Target Market

Medical Professionals → Traveling Workers

Time Constraint

Condensed timeline

Recommendations for the Future

Further Refinement

Small changes to further improve the website pages developed

Developing More Pages

Tackled main 3 areas → Designing the rest of the website to adhere to our design

Thank You!

