

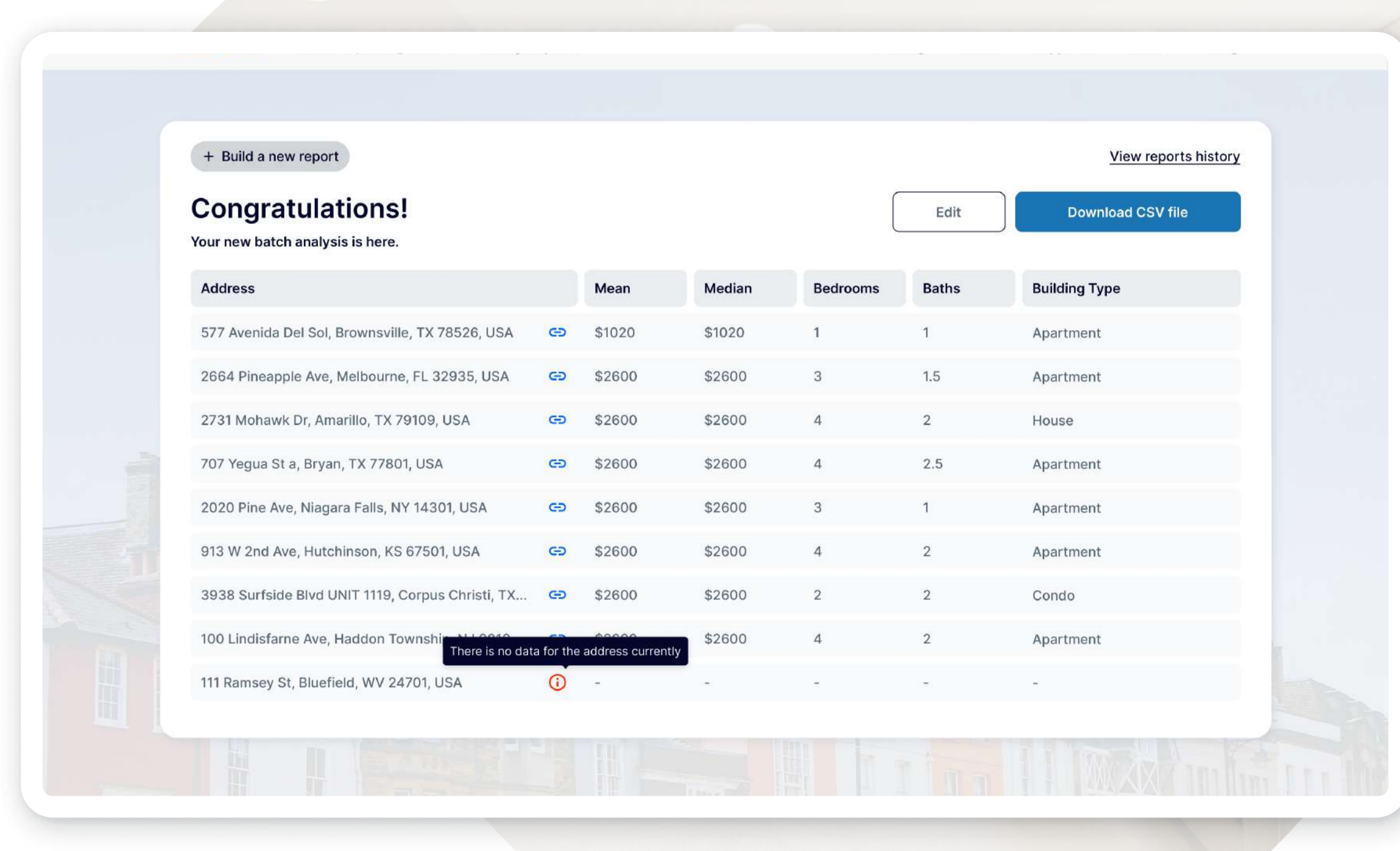
#PropTech #WebApp #Platform #UX/UI

Rentometer Batch Processor Application

Rentometer collects, analyzes, and distributes multifamily and single-family rental price data throughout the US.

Their primary products are "QuickView Analysis" and "Rental Property Analysis" reports which are delivered via the web application or the API connection. Both products have proven to be valuable tools for the diverse customer base of real estate professionals and renters as they deliver more than 20,000 reports on a daily basis.

Target Audience: Real estate agents, property managers/owners, brokers, landlords, investors, mortgage professionals, appraisers and renters



Rentometer

Platform

Web

Duration

1.5 months

Team

3 experts: a UI/UX Designer, a Software Engineer and a PM

Industry

Real estate

Challenges

Rentometer chose ORIL as a tech partner to develop a new "Batch Processor" tool for their customers. The tool would allow "low tech" users to make a "system to system" connection to Rentometer and automatically submit multiple properties to Rentometer's "rent analysis engine" in a single batch.

Our Project Roadmap

01

Product Design Phase.

ORIL's designer analyzed Rentometer's solutions and existing tools to identify the style and patterns, understand business ideas and end-users. The team worked together to make the tool user-friendly to "low tech" customers. Our designer created an intuitive flow with clear messages and tips to navigate users through their interaction with the Batch Processor tool.

02

V1.0 Release.

The first version of the application was created for internal usage. The development has been prompt, and ORIL managed to deliver an effective solution that processes an analysis of a large number of addresses in an instant. A lot of attention was given to the user interface and user experience.

03

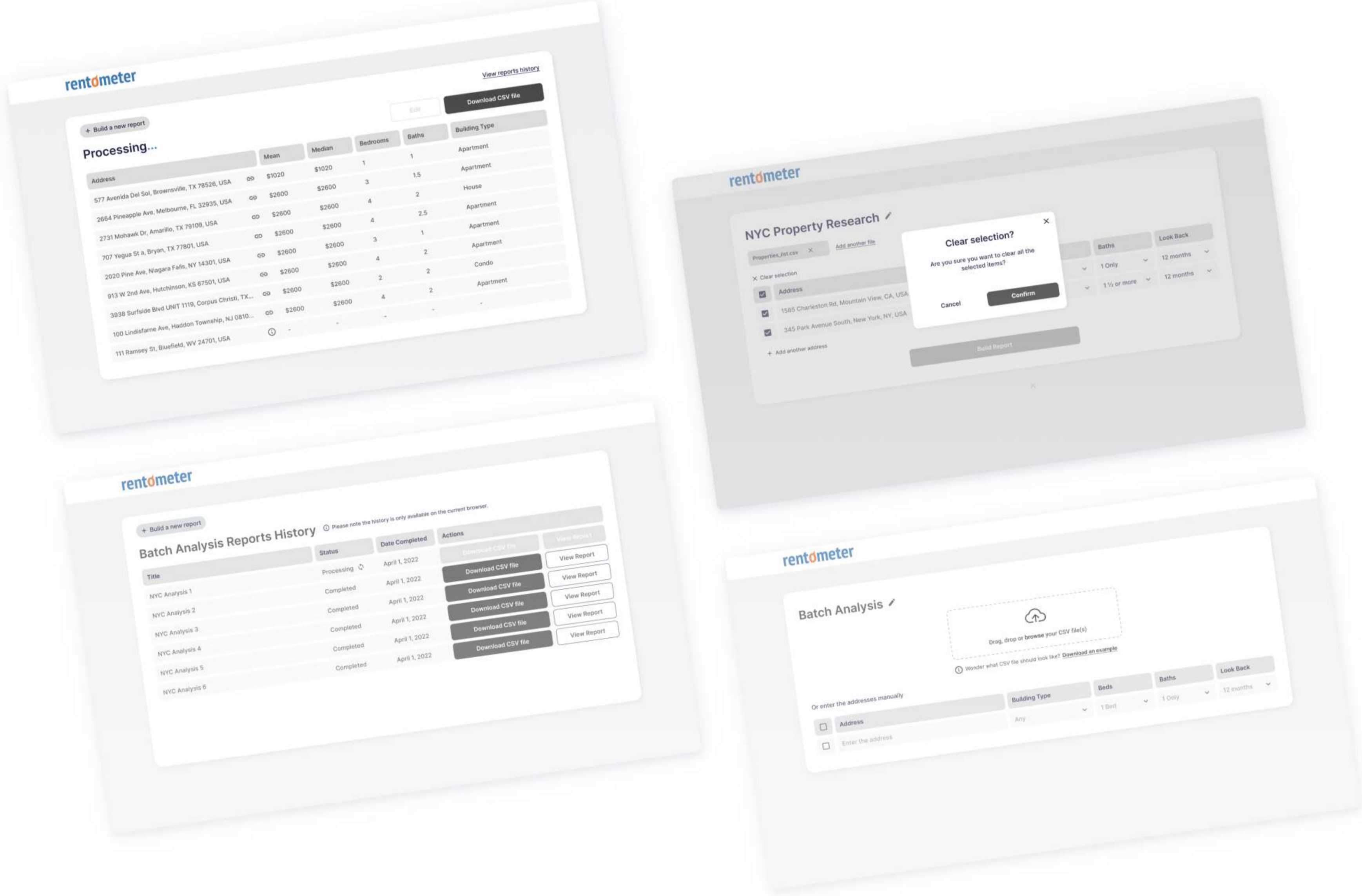
V2.0 Future Implementation.

After releasing the first version of the application, ORIL will start working on expanding the functionality and improving some technical decisions, suggestions for additional features, and integrations to enhance the product.

UX Process

ORIL team applied a thoroughly crafted planning and design process called Product Design Phase. This process is designed to maximize chances of delivering a product that satisfies core business objectives and is tuned for end-user's convenience. This process includes some of the following activities: competitive analysis, business-product objective prioritization, user flow creation, wireframing and prototyping.

[Read more about ORIL's Product Design process here](#)

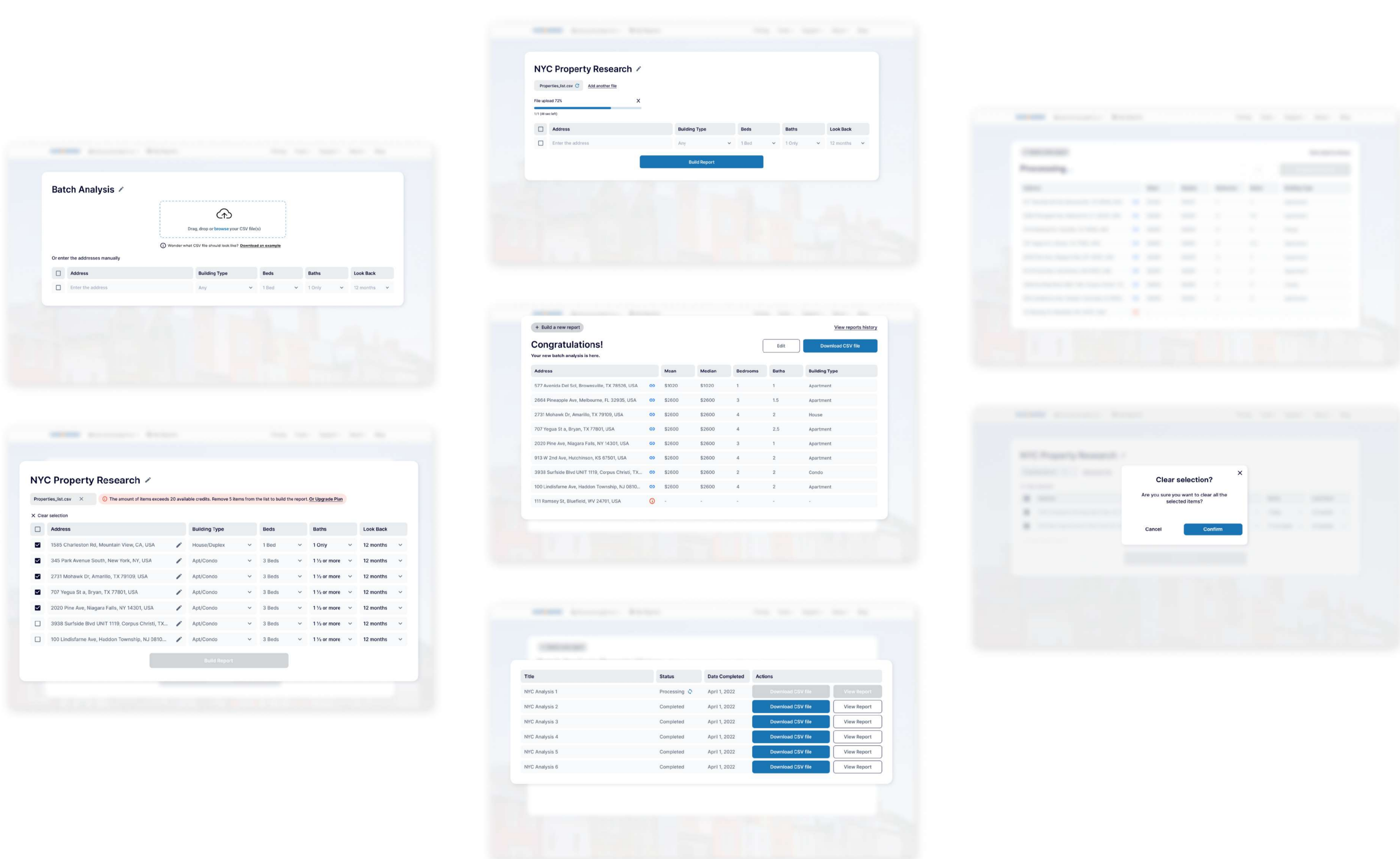


UI Process

ORIL's designer worked closely with the customer and end users on choosing the right color palette, UI approach and overall look and feel of the product. The final UI design deliverables made a very complex and feature-rich product feel very light, friendly and accessible, while at the same time kept all of the platform functionality available within a few clicks.

FONT - Inter

H1	Inter	Medium / 32px
Body 1	Inter	SemiBold / 16px
Body 2	Inter	Medium / 14px
Link	Inter	Regular / 16px
Button 1	Inter	SemiBold / 16px
Button 2	Inter	Regular / 14px



Main Features

01 Bulk analysis.

The Batch Processor integrates with the original service the API, providing quick analysis in milliseconds. The tool can accept a large number of data files and processes them efficiently.

02 User credits processing.

Each call to the API updates the number of credits available for the user. Alerts help clients to always be aware of their balance and help them consider running reports with an adjusted number of input addresses.

03 Report history.

The resulting files are stored and can be reviewed later, edited, and rerun to get the most recent results.

Results

ORIL developed a simple stand-alone web application for real estate market research that connects to the main API and allows quick analysis of the whole address batch. It can be easily incorporated into the webpage and offers a convenient flow to users.

Technologies



Integrations - Rentometer API