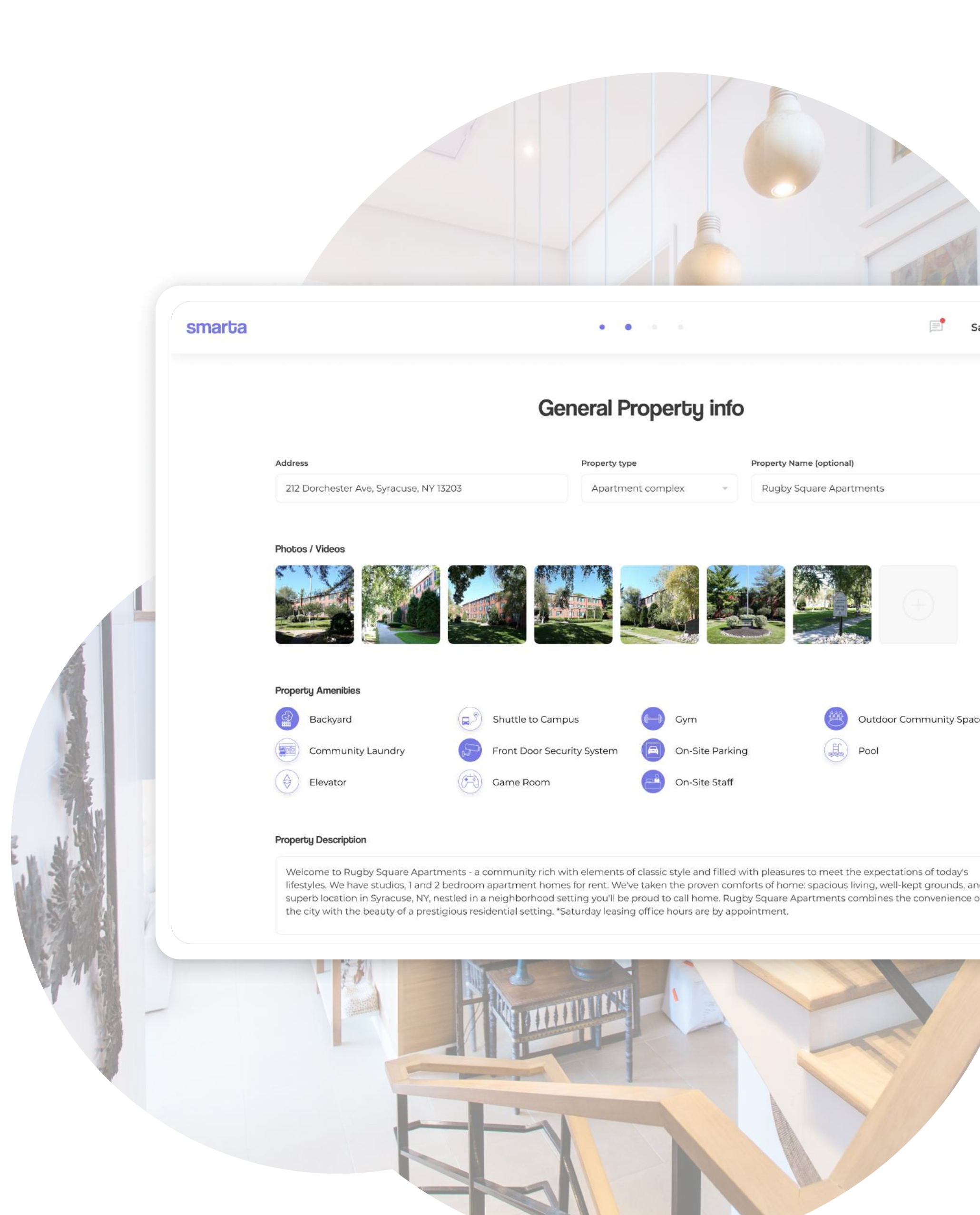


#WebApp #PropTech #Platform #Product Design #UI/UX Design

Smarta Web Platform

Smarta offers the new standard for off-campus renting by combining on-campus marketing campaigns, verified student renters, and a completely online leasing process to provide college student renters the best platform for discovering and renting housing properties.

Target Audience: Property managers and college students



Platform
Web

Duration
5 months+

Team
6 experts: 3 software engineers, a PM, a UI/UX designer, a QA engineer

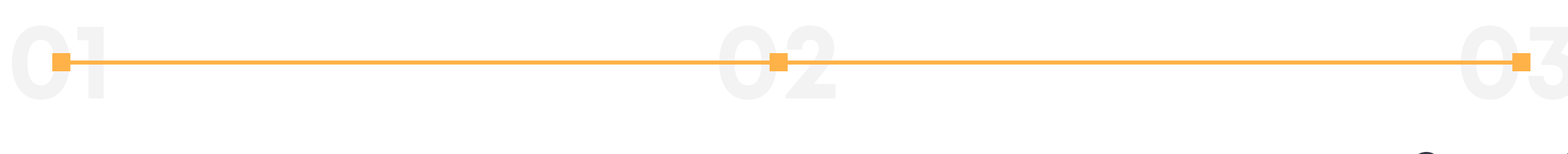
Industry
Rental Property Market

Challenges

The client wanted to create a platform that would facilitate the leasing of apartments for students. They also needed a web app to provide property managers functionality for promoting accommodations in the best possible way. So the company reached out to ORIL to achieve the following goals:

- Create appealing UI/UX designs using existing branding and company identity to deliver a user-friendly interface that is visually appealing and quick-to-navigate.
- Build an MVP that allows students to find the most relevant housing offers on the one hand. And lets property owners rent out their property by finding qualified tenants, on the other hand.
- Incorporate lease signing (e-signing) through the platform.

Our Project Roadmap



Product Design.
ORIL team applied our proprietary Product Design phase that helped our client by following deliverables:

- Identified and systemized core business objectives
- Constructed an optimal product feature set to achieve these objectives
- Created a seamless UI/UX product strategy and designs
- Created a Technical Architecture and development roadmap

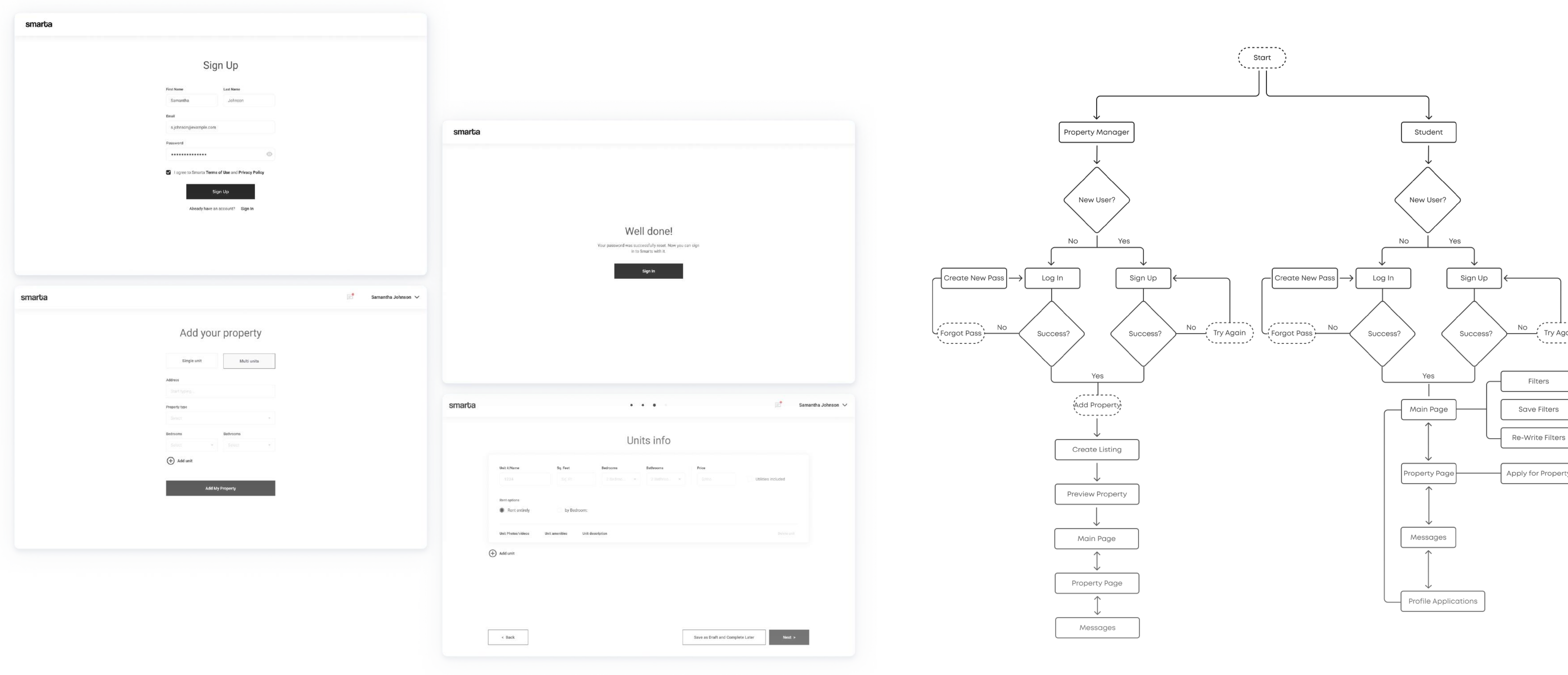
MVP Development.
We chose Node.JS and React as a core technology stack to build an MVP application with previously identified key features. Our work included back-end and front-end development that took us three months to complete. The MVP allowed a quick search of renting options based on filtering criteria and proprietary search algorithms.

Current.
Our team works on product details, third-party integrations, and feature enhancements. For example, integrating with an online document signing service will make the solution more comprehensive and valuable for students and property managers. We're looking forward to continuing with the following version.

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](#)

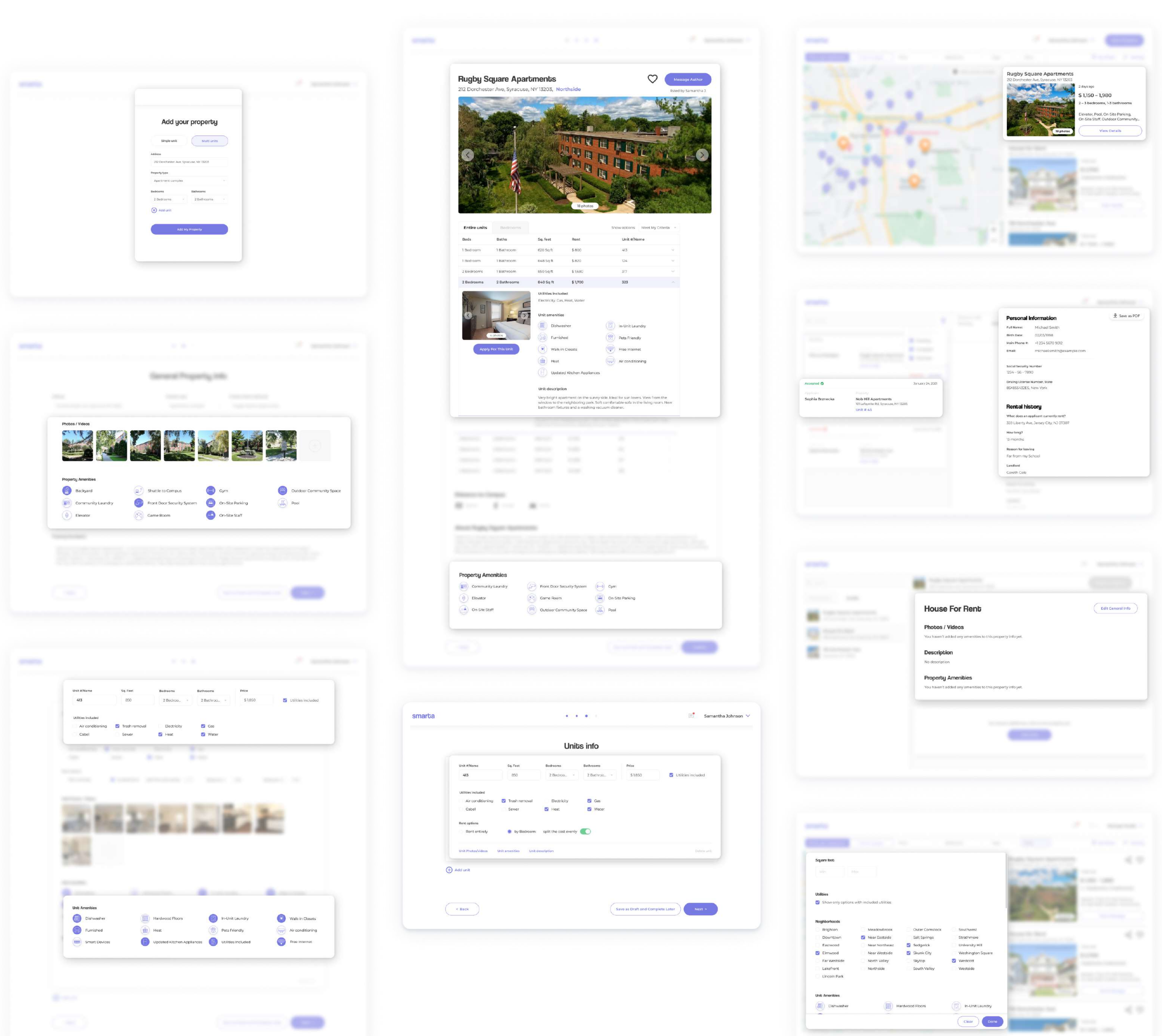


UI Process

ORIL's design team 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 - Montserrat / Coolvetica

Header	Coolvetica	Regular / 36px	Tertiary	Primary	Secondary
Title	Coolvetica	Regular / 24px	#566CF	#7E7AE3	#000000
Subheader 1	Coolvetica	Regular / 16px			
Subheader 2	Montserrat	Semi Bold / 16px	#228B45		
Body 1	Montserrat	Regular / 20px			
Body 2	Montserrat	Regular / 16px			
Caption	Montserrat	Semi Bold / 14px			



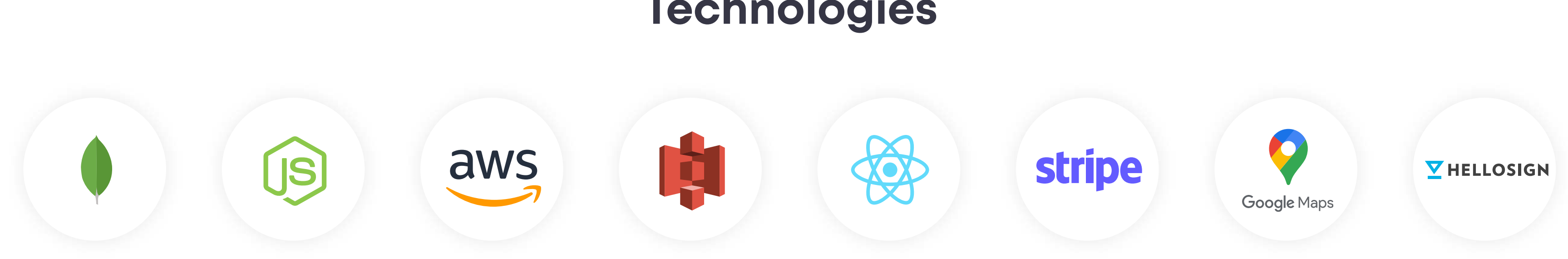
Main Features

- 01 Search engine.**
 The application displays a map with the main lodging description with several images, addresses, and included house facilities. Upon clicking on the pushpin, users can navigate to a listing profile to view more detailed information about the apartment. Customers can use numerous filters to narrow the accommodation search and navigate faster. This way, we implemented the top-notch experience for property managers and students with broad capabilities.
- 02 Online applications.**
 After registration, the web platform allows college students to find off-campus housing through the advanced search engine and filtering system. Users can fill online application forms out and apply right from the listing. No copies of paper documents and lengthy procedures, just a fast digital rental experience.
- 03 Live chat.**
 We built a customer-facing chat and a convenient way for student renters to connect with property managers easily. This functionality allows students to discuss property details and lease terms, upload and share documents directly on the platform, thus replacing traditional email threads and attachments. We used the best UX practices to design a clean and minimalist chat experience.
- 04 Property management.**
 This tool designed for property managers incorporates all features needed to enable seamless real estate and rental property management processes. It allows estates and property owners to add and edit property details, pricing, manage property and availability, and accept rental payments. We made it convenient for agents to manage their rental property business with only a few clicks.
- 05 Payments.**
 Credit card processing provides users with a secure payment procedure and a convenient online payment flow.

Results

- Easy-to-use and quick-to-navigate web application with intuitive and pleasant user experience for both desktop and mobile users
- Clear, logical, and visually appealing UI design that allows students to accomplish their goals fast
- Advanced search and filter functionality
- MVP that can easily scale further

Technologies



Testimonials

Trusted Worldwide: Our Partner's Success Stories.

” As a startup, it's a difficult task to select a development agency that is both application and patient enough to navigate the service through the initial phases of application design and development. ORIL's team, performance and communication from design to development have been that of any top tier, premium development agency. Our partnership with ORIL has been one of the best decisions we've made as an organization and we look forward to continuing to work with the ORIL team through our app's launch and beyond.

