

Introduction	<ul style="list-style-type: none">● Title: Creating a website for renting homes● Author: Prisha Rao, UX Researcher, prisharao@rentus.com● Stakeholders: Rent Us users, Macarena Benz (Chief Operating Officer), Garfield Chiko (Chief Marketing Officer)● Date: 02/01/2023● Project background: We're creating a new website to assist users to find their dream homes to rent. We cater to all demographics present in Malaysia, and have offerings with unique features. In addition to that, assistive technology is included for disabled communities in Malaysia.● Research goals: Determine if users can complete core tasks within the prototype of the renting website and figure out specific accessibility issues faced while navigating the app.
Research questions	<ul style="list-style-type: none">● Is the app accessible for able disabled people?● How long does it take a user to find their home to rent and reach the payment part?● Are users able to successfully rent the homes they want?● Are there more features that users would like to see included in the app?● What can we learn from the steps users took to rent a home?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task: How much time users take to rent a home● User error rates: Measures the number of parts of the design that cause users to make errors● System Usability Scale (SUS: Questionnaire to evaluate users' feedback● Net Promoter Score (NPS) : Measures users' recommendation to others
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: Remote● Date: 12th Feb 2023● Length: Each session will last 5 to 10 minutes, which will be concluded with a questionnaire and feedback form via email
Participants	<ul style="list-style-type: none">● Participants who finds difficulty in renting homes● Participants should be diverse in race.● Participants should be diverse in religion.● Participants should include a fairly distribution of male and female genders including people that are differently-abled as below:<ul style="list-style-type: none">○ 1 user with color blindness○ 1 user with visual impairment● Participants should be vary in income level as below:<ul style="list-style-type: none">○ 1 user who is B40



- 1 user who is M40
- 1 user who is T20
- Incentives: RM10.00 GrabFood gift card for participating in the study

- **During the moderated usability study**

- ***A list of prompts appears on the device screen***

- **Prompt 1 : Click on the main screen anywhere.**
 - How do you feel when you see the main page?
 - **Prompt 2 : From the main page, click on virtual tours. A list of properties appears on the screen.**
 - How do you find the visuals and options available on the screen? Is there anything you would change about the process?
 - **Prompt 3 : Click “Laville, Puchong” property via the plus button.**
 - What are your thoughts on the filter option? Do you think it is helpful in weeding out preferences? Why?
 - **Prompt 4 : Click on message owner.**
 - How do you find the visuals of the property?
 - What do you like most and what do you like the least?
 - **Prompt 5 : Click on book option.**
 - How easy or difficult was it to complete the booking? Is there anything you would like to change?
 - **Prompt 6 : Click payment method. Click proceed next to complete the booking confirmation.**
 - How accessible are the payment options? What option do you think can be added to the platform?
 - Were you surprised at the online tenancy agreement sign up? Do you think any changes are required to be added on that page?
 - **Prompt 7 : Click next on the tenancy agreement to complete the booking and you will receive the receipt of booking confirmation. Click return to homepage.**
 - How does the booking process feel? What can be improved?
 - What do you think of the overall typeface and visuals?

- **After the moderated usability study**

- ***Participants will complete the System Usability Scale***

- Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”
 - I think that I would use this website frequently.
 - I find the website unnecessarily complex.
 - I think the website is easy to use.
 - I need the support of a technical person to be able to use this website.

- I find the website easy to navigate.
- There is inconsistency within the website .
- I imagine that most people would learn to use this website quickly.
- I feel confident using the website .
- I need to learn a lot of things before I can start using this website .
- The main user flow is clear.

- **Participants will complete the Net Promoter Score**

- Participants will score the following five statements by selecting one of five responses that range from “Strongly Recommend” to “Do Not Recommend.”
 - The website is simple and easy to use.
 - The website has language options.
 - The website has delivery and self pick-up options.
 - The website is accessible to differently-abled people.
 - I feel satisfied using the website.

