

**UX/UI report**

# **My Dream Home**

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**UX/UI/Bootstrap 5.0 course**

27 January 2022



## Introduction

1. Project description
2. Questionnaire
3. Сравнителна таблица
4. Affinity map
5. Card Sorting
6. Site map
7. Personas
8. Flow chart
9. Customer Journey Map
10. OTI Matrix



## 1. Project description

**My Dream Home** is an online platform for home remodeling and interior/exterior services. Its goal is to give advice and hints to clients about the design or redesign of their homes.

## 2. Questionnaire (example)

### Getting to know the user:

1. Please tell me about yourself and your experience with other design applications?
  - If yes, what do you like there?
  - If not, what exactly disturb you?
2. Please tell me about your relation to the project topic?
  - If yes, what do you like there?
  - If not, what exactly disturb you?
3. When you are on a computer and the internet, are there any challenges you face accessing information?

### Questions for gathering user behavior:

1. What are the most important tasks you or other people need to perform in using our future Design application?
2. How would you describe your past and current experience with such kinds of sites?
3. How often do you use or see yourself using My Dream Home Application?
4. How do you normally get to the websites?
  - If the answer is a direct URL ask – Do you use a bookmark for this?
  - If the answer is web searching ask – What terms do you typically search for?
  - If the answer is a link on another site ask – What sites?
  - If the answer is a bookmarked link ask – Do you remember how you first obtained the URL?
5. What devices do you typically use when visiting such kinds of sites?
6. Do you or did you in the past use other websites and resources for the same purpose as My Dream Home?

- Is there anything you or your users often look for on [project website or application] that is missing or hard to find?
7. Is there any way My Dream Home isn't supporting your needs currently?
  8. If you had a question regarding My Dream Home do you know who to contact?
    - If yes – how do you know?
    - If not – how would you go about contacting someone?

## Questions for gathering opinion:

- What do you see as the primary function of the My Dream Home?
- What do you like about the current My Dream Home?
- What don't you like about the current My Dream Home?


## Questions for gathering user awareness:

1. Are you aware that My Dream Home will offer Online Figurators?

## Questions about the project goal:

1. What is your main goal when visiting the My Dream Home App?
  - Ask a follow-up question: Do you have any secondary goals?
2. What would prevent you from achieving your tasks?
3. What improvements could be made to make My Dream Home App easier or better?

## Questions for projects that provide information:

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1. How do you use the information on the My Dream Home App?
  2. Would you ever need to share these metrics with others?
    - If yes – who, what format, and method of sharing?
  3. Would you ever need to export information or asset in the project?
    - If yes – when, why, and in what format?

## Questions for a project that has a process:

*(ex: purchasing, submitting a request, or creating assets)*

1. How long do you expect the example process in the My Dream Home to take?
2. Do you remember the communication or any follow-up after you performed the My Dream Home?
3. Under what circumstances would you want to receive an alert/notification in the My Dream Home?

## Questions for closing out

1. What haven't we asked you today that you think would be valuable for us to know?
  - May I contact you if we have any other questions or for possible further research for this project?

### 3. Сравнителна таблица

[https://docs.google.com/spreadsheets/d/1Tu\\_Q6-qVEwqNom6Vdm3\\_ltkDljFkP3Sf-Vj9h4zJxkM/edit#gid=55962557](https://docs.google.com/spreadsheets/d/1Tu_Q6-qVEwqNom6Vdm3_ltkDljFkP3Sf-Vj9h4zJxkM/edit#gid=55962557)

My Dream Home App Compare Table			
Key Characteristic / Web Application	My Dream Home App	Lucy Lago	Houzz
Url	<a href="https://www.my-dream-home.com/">https://www.my-dream-home.com/</a>	<a href="https://www.lucylago.com/">https://www.lucylago.com/</a>	<a href="https://www.houzz.com/">https://www.houzz.com/</a>
Main Goals	<b>My Dream Home</b> is an online platform for home remodeling and interior/exterior services. Its goal is to give advice and hints to clients about the design or redesign of their homes.	Lucy Lago's Architectural and Construction Studio specializes in comfort, business and luxury class facilities in the construction of new facilities, as well as reconstruction, redevelopment of existing buildings and separate premises.	We provide the best experience for home renovation and design, connecting homeowners and home professionals with the best tools, resources and vendors.
Provide Interior Design advices feature	Yes	No	Yes
Provide Exterior Design advices feature	Yes	No	Yes
Provide Tips&Tricks New Room's design feature	Yes	No	Yes
Provide Brand design feature	No	Yes	No
Best Interior/Exterior practices	Yes	No	Yes
Ready Paid Design Works	Yes	Yes	Yes
Ready Free Design Works	Yes	No	No
Different kind of promotions	Yes	No	Yes
Online Architectural Configurator	Yes	No	No

## 4. Affinity Map

Get inspired

Type of services

App Possitives

www.lucylago.  
com

Maya Stoeva

Advices for  
designing of  
exterior and  
interior

Maya Stoeva

Our online  
figurator

Maya Stoeva

www.houzz.com

Maya Stoeva

Tips and hints how design  
different room

Maya Stoeva

Fast loading,  
because of code  
optimisations

Maya Stoeva

Best practises

Maya Stoeva

Ready paid  
suggestions

Maya Stoeva

Different Daily,  
Weekky and  
Montly  
promotions

Maya Stoeva

Online  
architectural  
figurator

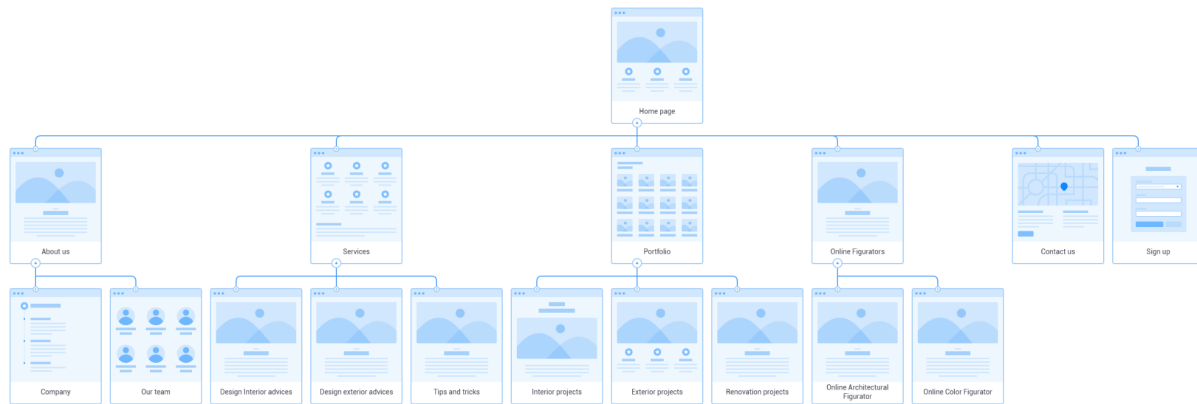
Maya Stoeva



## 5. Card sorting



## 6. Site map



## 7. Personas

### Female profile 01

# Female-profile-01



**Maria Ivanov**

27, UX designer

Plovdiv, Bulgaria

DESIGN TRAVEL FITNESS



“Fresh and modern advices and last trends for the current year. Tips and blogs.”

#### Bio

Maria is a woman between 25-35 years. She is starting her job carrier in the marketing area, IT area, investing business, reselling, etc. Probably she gets married.

#### Goals · Interest

- ♦ Find advice on how to design her new home.
- ♦ Organize parties in her apartment.
- ♦ Shopping.
- ♦ Dating.
- ♦ Fitness.
- ♦ Traveling.
- ♦ Peace or facilities

#### Pain Points · Concerns

- ♦ Missing Online figurator.
- ♦ Slow loading.
- ♦ Not enough information about Company portfolio.
- ♦ Missing enough reviews from clients.

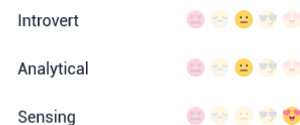
#### Motivations



#### Technology



#### Personality



## Female profile 02

# Female-profile-01



**Lilly Ivanov**

56, Project manager

Plovdiv, Bulgaria

BOOKS

TRAVEL

COOKING



“Fresh and modern advice about last trends for the current year. Tips and blogs.”

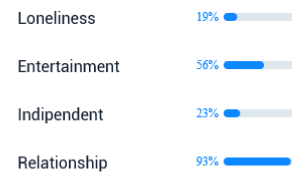
### Bio

Lilly is 56 years old. She works as a project manager in a marketing agency and has a daughter, who is planning to get married soon. So, she needs to refresh her home, to be prepared for a nice life event.

### Goals · Interest

- Find advice on how to design her old home.
- Organize marriage for her daughter.
- Cooking.
- Dating.
- Fitness.
- Traveling.

### Motivations



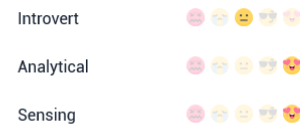
### Pain Points · Concerns

- Missing Online figurator.
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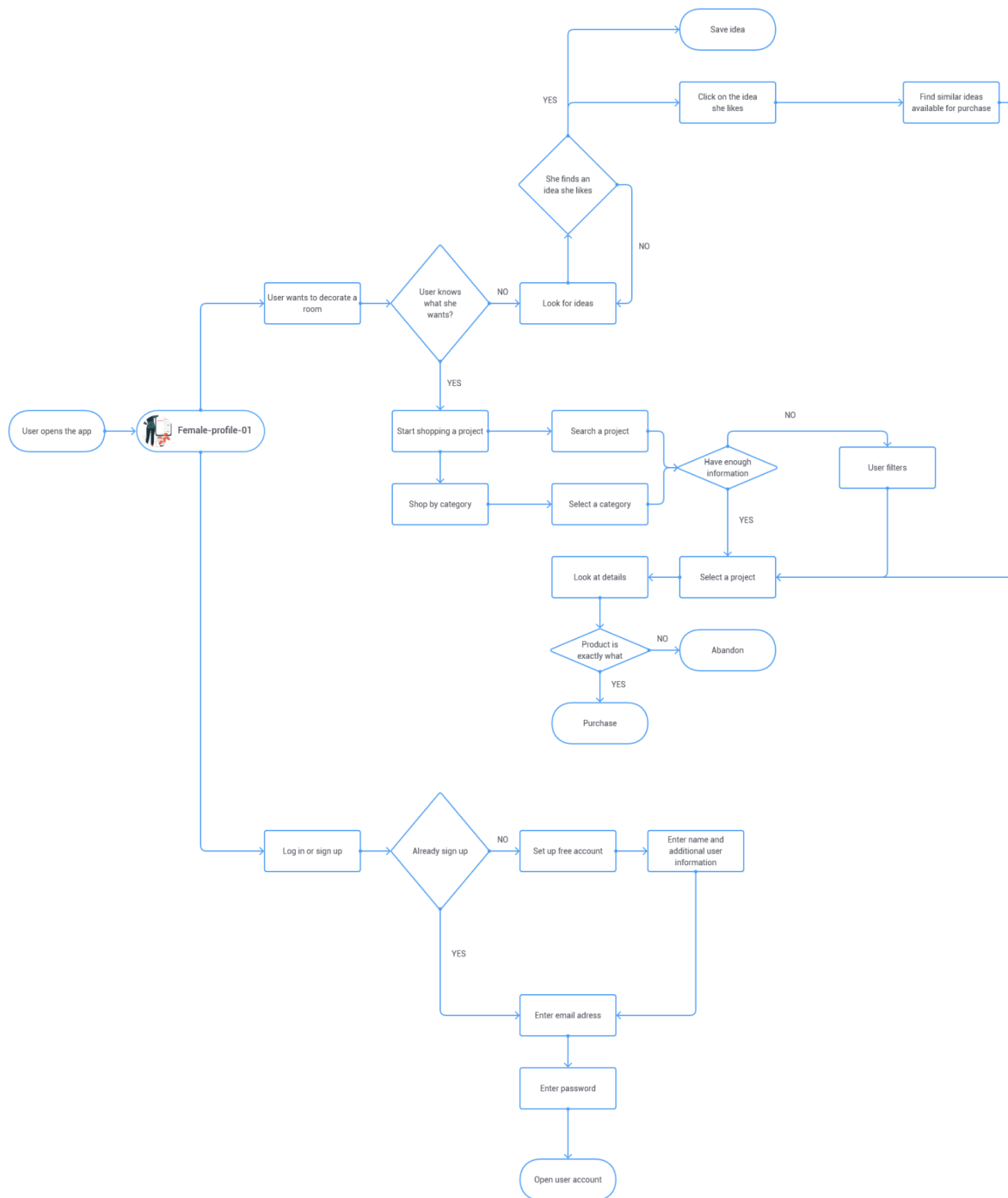
### Technology



### Personality



## 8. User Flow chart (Decorate a room and login)



## 9. Customer Journey Map



## 10. OTI matrix

[https://docs.google.com/spreadsheets/d/1Tu\\_Q6-qVEwqNom6Vdm3\\_ltkDIjFkP3Sf-Vj9h4zJxkM/edit#gid=1230838282](https://docs.google.com/spreadsheets/d/1Tu_Q6-qVEwqNom6Vdm3_ltkDIjFkP3Sf-Vj9h4zJxkM/edit#gid=1230838282)

My Dream Home App OTI Matrix		
Objectives (Цели)	Tasks (Потребителски задачи)	Interfaces (Екрани/Модули/Интерфейсни елементи)
2000 посещения на ден, с престой за повече от 2 минути	Ясна предварителна информация още на началната страница	Него блокове, слайдери, налична възможност за търсене още в началото
5 закупени проекта на ден	чрез реклама в социалните мрежи, чрез добри review-та, добре разработен процес на закупуване, предоставяне на максимален брой възможности за плащане	Различни формуляри за ползване на данни, които максимално улеснени (auto data filling), самите полета да са добре форматиран, добре разработена система от съобщение, екран за потвърждение за поръчката и възможност за проследяване на нейния статус
сваляне на 10 безплатни проекта/идеи на ден	"Подсказки" за сваляне на определен брой идеи на ден и предоставяне на бонус	възможност за изтегляне на файловете в подходящ формат и печат на тези идеи
Реално генерирани/завършени 10 интериорни или екстериорни проекта на ден чрез инструмента Фигуратор	Автоматичен калкулатор на база избрани материали и мебели за обзавеждане	Интерактивни функции и връзка с API-та на производители на строителни материали, бои, паркет, мебели
20 посещение на страницата със съветите	Предоставяне на подобни решения и конкретни подсказки	Предоставяне на Call-To-Action бутон за показване на съвет чрез модален диалог или конкретна страница
Посещаемост на страницата с Фигуратора > 20	реклама в социални мрежи, review-to; демо на инструмента	Hero block от главната страница, отделна секция в менюто
Споделяне на Tips in social medias	Присъствие в социалните мрежи, През ден да се пускат постове в Мрежата	Изкачащ прозорец с възможност а споделяне в мрежата
10 заявки за връзка с наш консултант	Безплатни съвети, ако си закупиш проект и безплатна консултация по телефон	Възможност за връзка на повече платформи (Zoom, Discord, Скайп, и тн.)