



PayProp is the new automated property management system used by thousands of rental agencies around the world. Is more powerful than existing solutions offered by banks and any other competitors. It is easy to use and works on any device.

Landlords vs Letting agents vs Third party users vs Tenants

Instant payment option, invoices, overseeing their "network" is on top of their list.

It is also crucial for them to communicate almost instantly with their in-house team with a fast, high quality, and cost-effective service they can trust. Also making sure that they always have all the information they need to stay on top of their portfolio, and their unbeatable property expertise plus keep up with the latest market intelligence.

Is crucial for them to not only forward any kind of data or provide some sort of message service (invoices, payments). Also they want to be recognised as experts and most importantly they want to be involved in the process even if it is totally automated service.

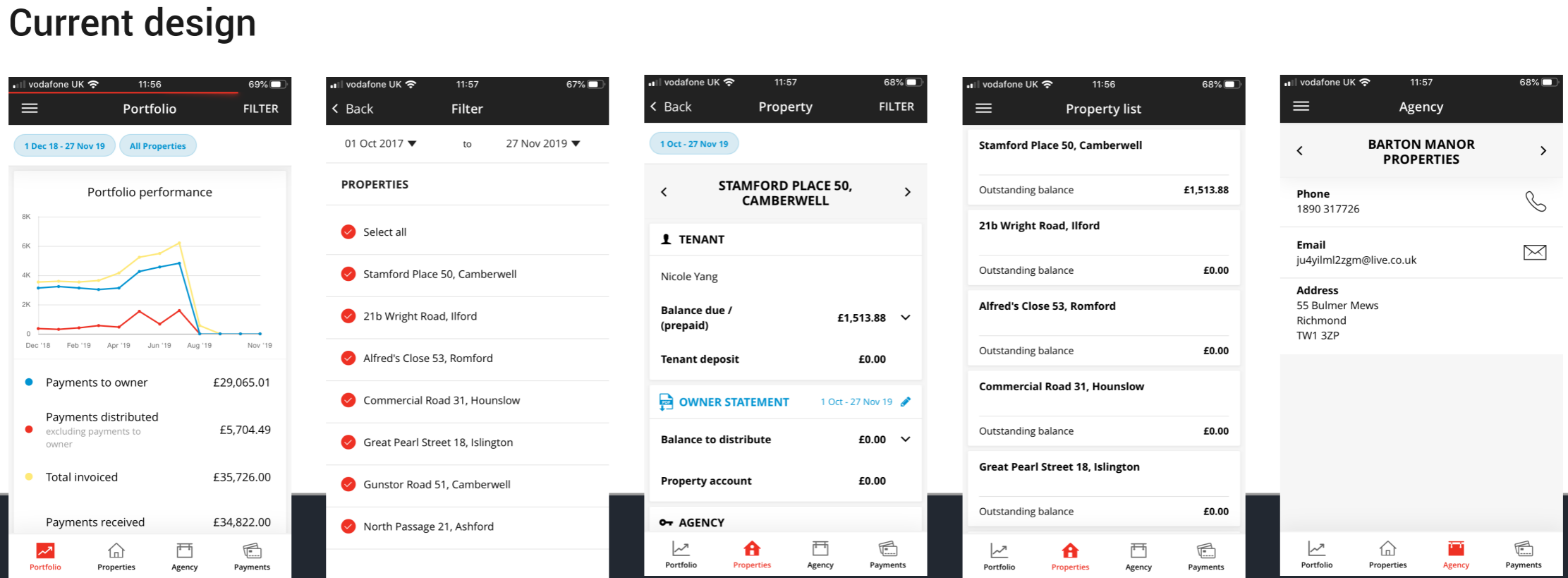
Tenants and third party users want to be paid on time and have stability.

Pain points

Summarising the research I've mentioned above I have developed the following considerations:

- It seems that the user has a lot of information about their properties but nothing to move their business forward
- User flow can be simplified base on each persona identified
- UI could be improved and made more user-centred rather than "sales centred"
- There are issues related to the search bar and filter option.
- The app can be more intuitive and dynamic.
- No communication makes the app to static.
- Not only Landlords are the target audience but also letting agents and third-party users.

Current design



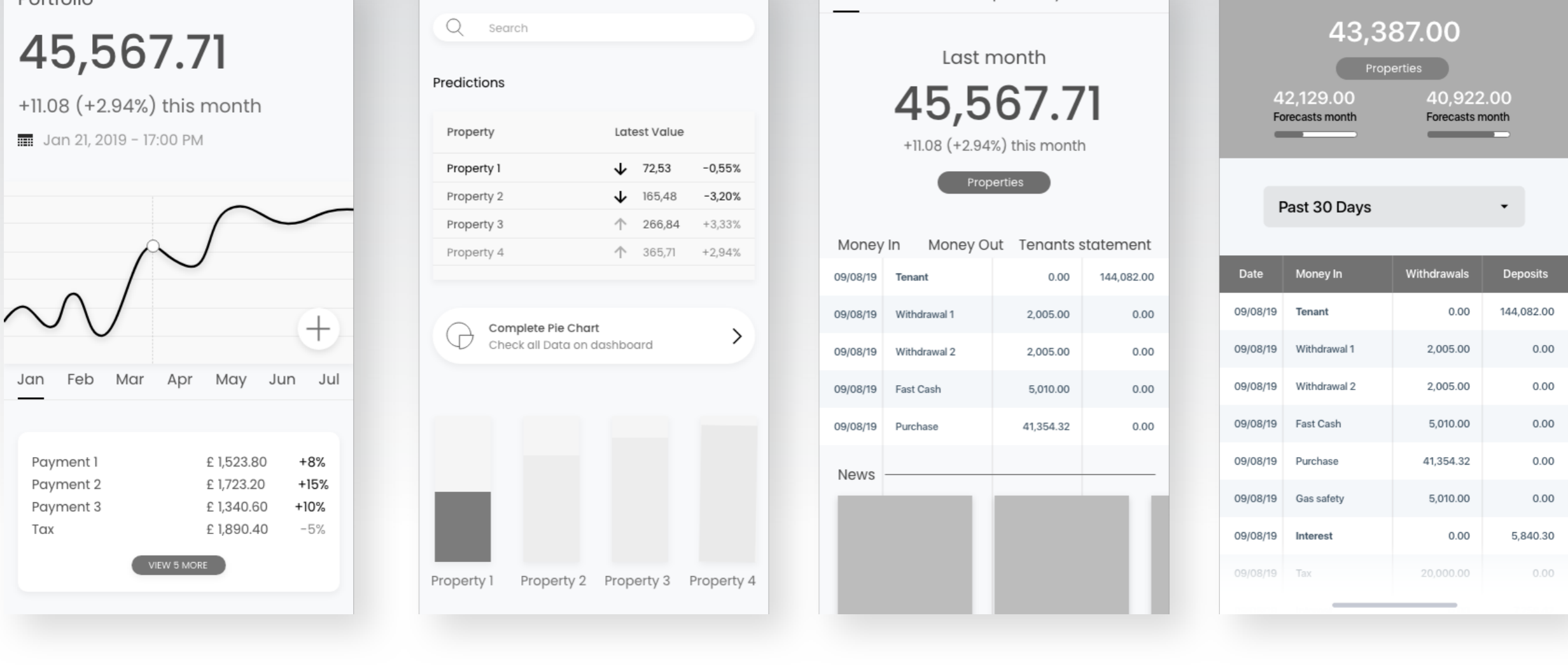
The Goal

- Simplify the app and make it more optimized for users
- Bring core value upfront and centre (dynamic dashboard)
- Build features and add alternative ways to interact with people beyond the application
- Provide areas to bring other content types to improve engagements

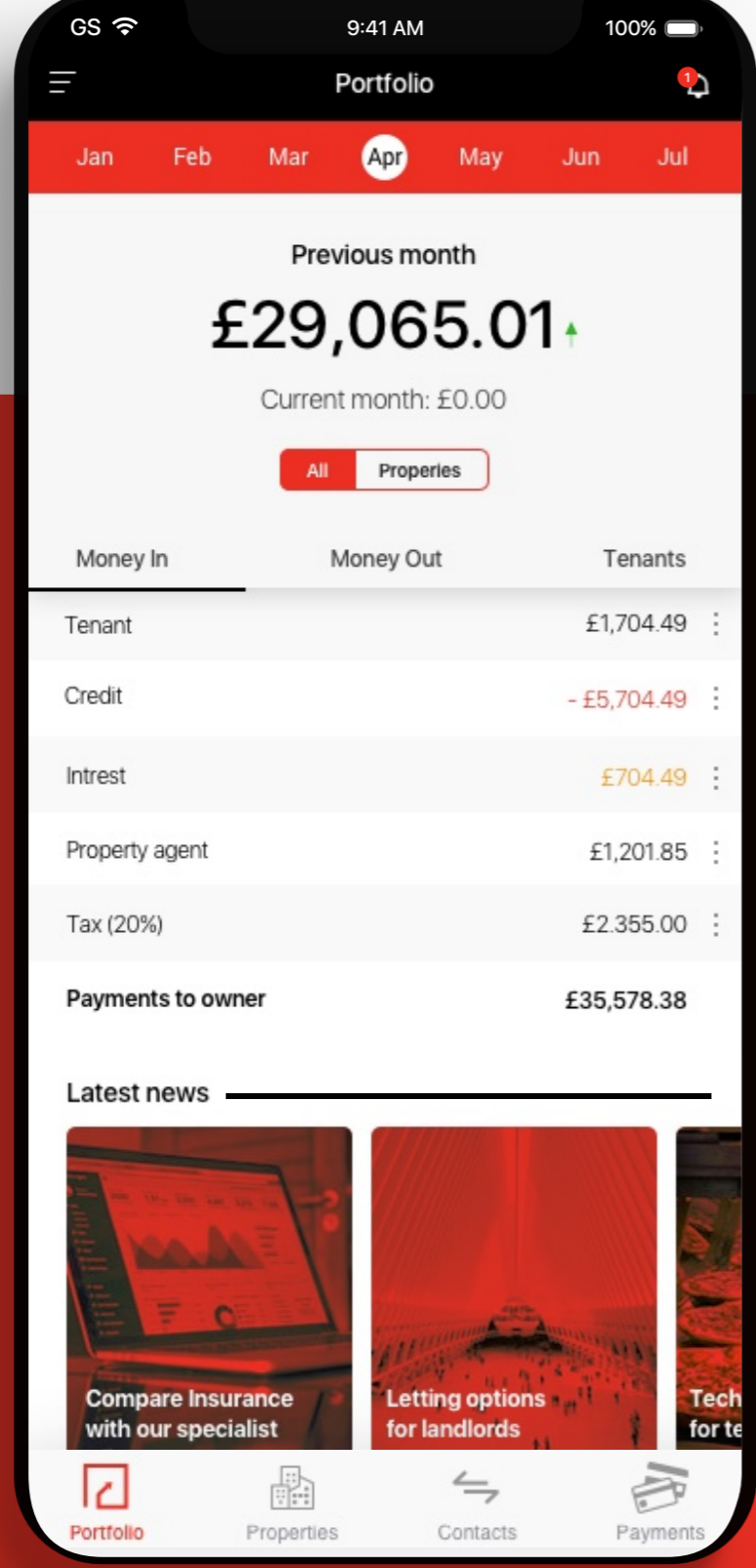
Simplify user flow and reorganize the information



Exploring Different Layouts



Let's start with the solution



Homepage

Overall, I've made many changes on the current homepage. The searching process has been completely redesigned, trying to avoid too much information being required to get a result in the first instance. The payments come only once a month so there is no need to display a fully interactive graph. Instead, I focused on the previous month with easy access to pick a date and specific property.

Property selector

Removed a few steps to filter properties which helped me improve the look, feel and the most important - usability.

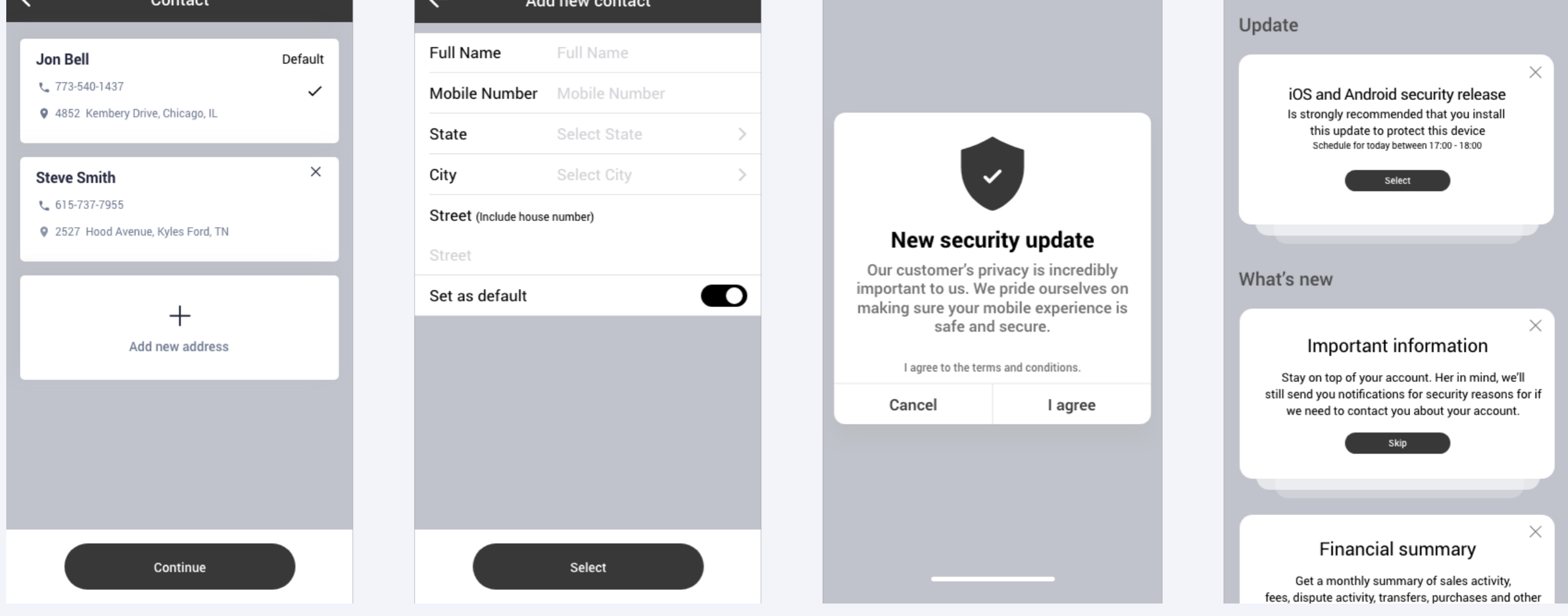
Search

Now the process has been split into multiple steps. This allowed me to reach the listing/property page even without specifying any dates or other information. Now they can easily access the most relevant information directly from the dashboard without scrolling the page (Money In/ Money Out/ Tenants statement).

Collors & icons



Exploring Different Layouts



Communication

Nowadays, communication is even more integrated into the user's lifestyle. I've included a new feature which allows the user to connect within their network and to see the latest properties chosen by them, including some quick feedback about it (i.e. like / dislike). I've relegated this feature to the "Help" section as I want to collect more data about it before rolling it out across other sections.

The progress bar

An easy-to-use three stepped process helps users avoid frustration and successfully complete a primary task.

Additional information

Based on the assumptions I took from the personas, the result of the "Update" section can be customised using the information from on user behaviour.

