CREATING SEAMLESS EXPERIENCE FOR DISCOVERY OF PRODUCT

THESIS REPORT

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS
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OF
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IN
VISUAL COMMUNICATION

Submitted By:

SHREYANSH PATEL (2K22/MDVC/07)

Under the supervision of

PROF. RANGANATH M SINGARI

and Joint Supervisor,

MS. MONICA SINGH

DEPARTMENT OF DESIGN
DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
Bawana Road, Delhi –110042

DEPARTMENT OF DESIGN

DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)

Bawana Road, Delhi-110042

DECLARATION

I, Shreyansh Patel (2K22/MDVC/07) do hereby declare that the project report submitted to the Delhi Technological University (Formerly Delhi College of Engineering) in partial fulfilment for the award of degree in Master in Design entitled, **"Creating Seamless Experience For Discovery of Product"** is an original piece of research work carried out by myself under the guidance and supervision of Prof. Ranganath M Singari.

I have duly acknowledged all the sources and references used by me in the preparation of this thesis.

I further declare that the information has been collected from genuine & authentic sources

Date:

Place: Department of Design, Delhi Technological University

Shreyansh Patel

2K22/MDVC/07

DEPARTMENT OF DESIGN

DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)

Bawana Road, Delhi-110042

CERTIFICATE

This is to certify that this dissertation entitled **"Creating Seamless Experience For Discovery of Product"** submitted in partial fulfilment, for the award of degree in Master of Design of the Delhi Technological University (formerly Delhi College of Engineering)which is the result of the bona fide research work carried out by Shreyansh Patel (2K22/MDVC/07). I find the work complete, comprehensive, and of sufficiently high standard to warrant its presentation for the examination. I further certify that the work hasbeen carried out under my guidance and has not been submitted earlier to any other university for the Degree or Diploma.

Shreyansh Patel

2K22/MDVC/07
M. Des.
Department of Design
Delhi Technological University

Prof. Ranganath M Singari

SupervisorDepartment of Design

Delhi Technological UniversityAAA

DEPARTMENT OF DESIGN

DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)

Bawana Road, Delhi-110042

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A very special thanks to **Prof. Ranganath M Singari**, head of the department, for his constant support and encouragement.

Special thanks to my friends and family for being a constant source of inspiration and motivation.

ABSTRACT

In today's digital landscape, the user experience (UX) of online platforms is paramount for their success. This study delves into the intricate process of refining the user journey on amber, a prominent website catering to student accommodation needs. Through an in-depth examination of user behaviors, market trends, and UX principles, this research offers valuable insights and recommendations for enhancing the platform's product discovery experience. By leveraging advanced technologies and prioritizing user-centric design, amber can streamline its interface to empower users with a seamless and intuitive pathway to discovering their ideal student accommodation.

This investigation begins by establishing the significance of a smooth product discovery process and outlining the objectives of the study. It then explores existing literature on UX design, emphasizing the pivotal role of product discovery in online platforms' success. Drawing upon a robust methodology involving research design, data collection, and analysis techniques, this study uncovers key user behaviors and pain points in the product discovery journey on amber.

Through a meticulous analysis of user personas and journeys, this research identifies opportunities for improvement and proposes actionable strategies. These include leveraging AI and machine learning algorithms, optimizing search functionality, and prioritizing mobile responsiveness. The implementation plan delineates a roadmap for integrating these enhancements, ensuring amber remains at the forefront of providing a seamless and enriching experience for users seeking student accommodation.

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Chapter 1

INTRODUCTION

1.1 Genesis

For the commencement of my sponsored project during the 4th semester (final semester) of my Master of Design, I joined **Amber** for the timeperiod of 6 months, i.e. from 05 February, 2024 - 05 August, 2024.

During my internship, I saw a variety of project phases which helped me be more innovative and go beyond the limits. Working in the internship has not only polished my designer skills but also set the path for an appealing job out here.

I worked on developing a “Creating Seamless experience for Discovery of Product” as my project in my internship as Product Design Intern. First, I examined and spent time understanding existing similar competitors and their features and functionalities. Then later worked on the defining the users, user flows, information architecture, wireframing, and development of the User Interfaces (UI) for the product. As I progressed with the project, I gained a deeper understanding of the technical aspects of the creating seamless user experience for a particular product, such as personalized experience, data driven decisions, etc. Getting to know all the stages of product development is like my first step of the bigger ladder of me as a designer.

1.2 About The Organization

Figure 1 - Logo Amber

Amber is the #1 platform for student accommodation, with a 35x growth rate. Amber helped over 1 million students find the best housing near 800+ universities in 300+ cities. They understand the challenges students face and are here to provide a seamless and stress-free experience!

It's team of experts have the right amalgamation of technology and effective process experience. Amber provides revenant value beyond the tech and experience. It understands that there is gap between student and their dreams, which they are fulfilling with this blend. It offers PaaS (Product as a Service) which complements the product delivered, to suit user's need across the globe.

Amber has a worldwide presence with 1M+ beds, 800+ universities, 250+ cities. Amber is serves their services over 7 countries which includes United Kingdom, Germany, Spain, Canada, United States, Ireland and Australia and has 4.8/5 rating on trust pilot. Committed to fulfilling students demands of the accommodation.

Chapter 2

PROJECT OVERVIEW

2.1 Introduction

In the current digital era, when convenience and customization reign supreme, firms that want to survive in the cutthroat online marketplace must prioritize building a flawless product discovery experience. With the introduction of smartphones and the widespread availability of internet connectivity, customers are now always in possession of a distinctive surfing experience. Their expectations for customized and individualized experiences have thus increased dramatically. Companies like Sephora have raised the bar by providing a flawless online product discovery experience in an effort to match these ever rising demands.

Sephora puts out interesting content for shoppers of all kinds. The use topical content and advice for different customers (for example, makeup artists or brides) to appeal to audiences at all stages of the funnel. The catch, though, is that it must create an authentic product - one which the customer actually wants. Because of this, Amber, which is a widespread site for renting student accommodation, knows how important it is to give customers an easy way of finding the best places to live.

Amber understands that the existing customers expect an online experience that is personalised to reflect their choice and areas of interest. With this intel, Amber provides a personalised and informative experience that captures users' interest by leveraging data collected from user browsing behaviour.

Amber's use of Sephora's methodology for creating a seamless experience for the finding of student accommodation solutions. Amber aims to leverage data to provide a browsing experience that is user-friendly, educational, and personalized to meet the individual needs and tastes of all users.

The website aims to assist students in choosing suitable accommodation options of their choice amid a competitive market through a seamless and tailor-made experience. Amber wants to provide an easy-to-use platform that not only showcases various housing options, but also understands the personal preferences and requirements of every user and anticipates the personal preferences and requirements of every user through modern technology and data.

The website helps students pick their favorite accommodation choice in a competitive market through a smooth and customized experience. Amber aims to create an easy-to-use medium that not only displays different housing options but also understands the individual needs and preferences of each customer through

modern scientific data techniques and predicts the individual needs and preferences of each customer.

The website gives importance to delivering a smooth discovery which indicates that it will provide students with everything to find the right housing option that meets their personalized needs.

When you look at the strategies and tools that help Amber to find accommodation easily, you see that the approach of the website is not just listing options but addressing the vast and ever-changing needs of the users. Amber works to give its audience personalized content and offer relevant suggestions that interest them, by looking at their conduct and interests on purpose.

Businesses should change and meet the changing expectations of their consumers as the demand for personalized online experiences keeps rising. The website's way is not just to site that there are options available. But it also says that they chart the existing and new needs of the users. As we click to the next level we see the strategies and technologies driving the seamless accommodation discovery experience at Amber housing. Amber endeavors to furnish its audience with individualized material and pertinent recommendations that pique their interest, by means of a deliberate examination of their behavior and interests.

As the desire for customized online experiences keeps increasing, companies must change to meet the changing needs of their customers.

Amber is changing how students find their dream homes by emphasizing individualized content and user-centric design. The website's commitment to improving users' experiences in general is reflected in its mission to provide students with the tools and resources they require. Amber is revolutionizing the student housing business by introducing a new level of seamless accommodation discovery through a combination of thoughtful analysis and creative technology.

2.2 Understanding Existing System

Amber is committed to making finding student housing easier to alleviate one of the most stressful parts of a student experience anywhere in the world. Users navigate through a host of features and functionalities in this online world to make their search easier. Every component of the current system, from user profiles and booking procedures to property listings and search filters, is vital in determining how the user interacts with the system as a whole.

Property Listings:
The site may have a database of various kinds of dorms, apartments, and shared housing for students. Every ad contains information about location, amenities, rental costs, and availability.

Search Functionality:
Using a variety of parameters such as locations, price ranges, move-in dates, and housing preferences, users can search for a place. People using this platform can filter the search results using advanced search filters based on the type of room, facilities and the duration of the lease.

User profiles and accounts:
Amber probably lets users create profiles or accounts from where they can monitor their booking inquiries, save their favorite listings and send messages to property managers or landlords.

Booking and Inquiry System:
The site can help make the booking process easier by allowing users to send reservation requests or queries to the managers or owners of the property. Through the platform, users could also arrange a property viewing.

Reviews and Ratings:
The site may publish reviews and ratings from past tenants concerning their experiences for a particular accommodation and landlord to guide clients in making informed decisions.

Customer Support:
A customer support system may help the user with queries, issues, or disputes involving bookings or accommodation.

Mobile Responsiveness:
Given the popularity of mobile devices, the site should have a mobile responsive design to enable easy booking on multiple devices.

Security Measures:
The website likely has security measures that protect your data and transactions such as encryption, secure payment gateway, and relevant privacy policy.

2.3 How to create a seamless experience to discover the properties better?

When it comes to online platforms that aid in the discovery of properties, it is critical to design a smooth user experience so that users can quickly navigate and select the perfect lodging. We can improve the user experience and enable people to find properties more successfully by incorporating a small amount of personalization, simple search interfaces, redesigned property cards that are more visually appealing, dynamic filters that help users make decisions quickly, decluttered property pages that eliminate superfluous information, and short video tours of properties to guide users through the process.

Personalization:
Customizing the property discovery experience to each person's tastes and requirements requires personalization. Using user data and behavior, platforms can offer personalized recommendations based on specific request parameters like budget and location.

Intuitive way to showcase recent Search:
A simple search interface will allow users to easily navigate the search process for the property. This means that search pages should have straightforward forms with intuitive layouts and clear labels. Making it easy for returning users to perform quick search of their recent searches. Autocomplete recommendations and predictive text can enhance the search experience by predicting user queries and responding to them immediately. We can aid people look for info by adding info that they might least expect. Take Google for instance!

Revamped Property Cards:
Used to provides to the specific listing, using the property cards the user gets an overview of the most significant details straightaway. Property cards need to look good to be able to grab the attention of the customer and show key selling features. You can do the above by controlling spacing, fonts, images, etc. Ensure that all elements of the advertisement are working in harmony. When property card formats and information are uniform, listing platforms can ensure hassle-free and uniform browsing of different listings.

Dynamic Filters:
With the aid of filters that are dynamic, users will be able to personalize their search criteria and easily limit their choices. They are able to modify their search in real time based on alternatives selected by adding dynamic filter functions. This smart method gives more power to users and helps give them more say to the process.

Decluttering Property Pages (UI Revamp):
Streamlining the design and removing superfluous distractions from property pages helps to declutter them so that consumers can concentrate on the important content. This means eliminating clutter and superfluous features while emphasizing clear calls-to-action, succinct property descriptions, and excellent photography. Platforms can produce visually appealing, educational, and user-friendly property pages by implementing a minimalist design strategy and optimizing content hierarchy.

Property Video Tour Snippet Section (for MWeb):
Integrating property video tour snippets into mobile web (MWeb) experiences provides users with a dynamic and engaging approach to virtually explore properties while also encouraging users to help themselves learn more about the property. Platforms may create a more engaging and interactive viewing experience for consumers by integrating short video snippets highlighting essential features and amenities. This visual storytelling strategy not only increases user engagement, but it also helps users make better selections by delivering a realistic glimpse of the property.

Chapter 3

USERS

3.1 Define Users

To ensure the seamless experience for discovery of product, it is necessary to define the user/stakeholder. These groups include:

1 Students

2 Property Owners

3 Real Estate Agents

4 Third-Party Service Providers

STUDENTS

The primary user who interacts directly with the product. Students seeking accommodation options are important stakeholders because they are the platform's major consumers. Their needs, preferences, and responses influence the formation and evolution of amber.

PROPERTY OWNER

Property owners and landlords who list their rooms and homes on Amber are important partners. Their collaboration and coordination are crucial for maintaining a high inventory of available properties while also ensuring the quality and dependability of listings.

REAL ESTATE AGENT

Real estate agents that collaborate with Amber to facilitate property transactions play an important role in the platform's success. Their knowledge and support help to guarantee that the accommodation search goes well.

THIRD-PARTY SERVICE PROVIDERS

Other parties like your technology supplier, marketing agency, payment processor, and others may get involved. Through their services and cooperation, the platform functions and operational efficiency.

3.2 User Flows

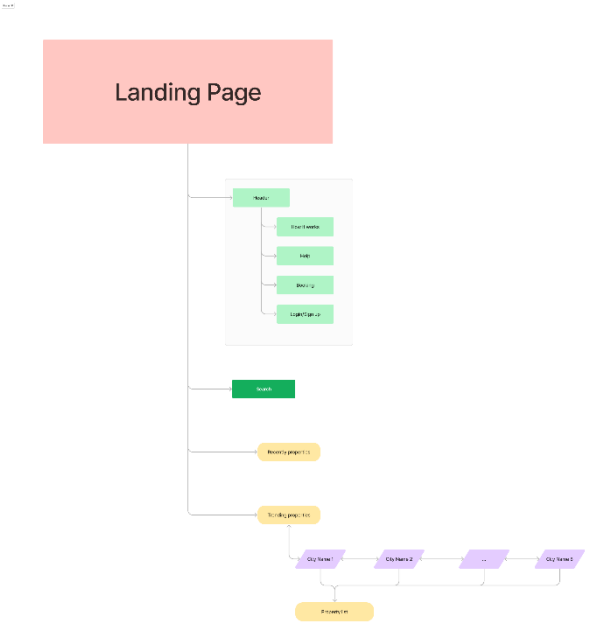


Figure 5: User flow of first half of landing page

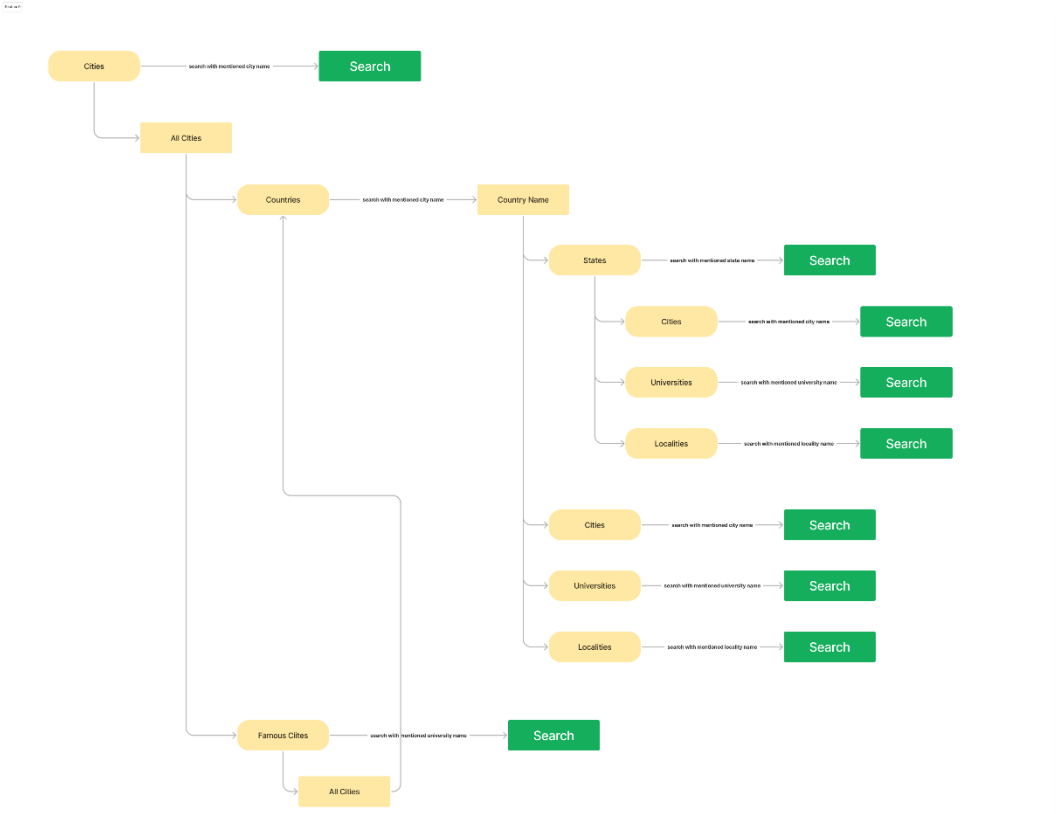


Figure 6: User flow - cities flow

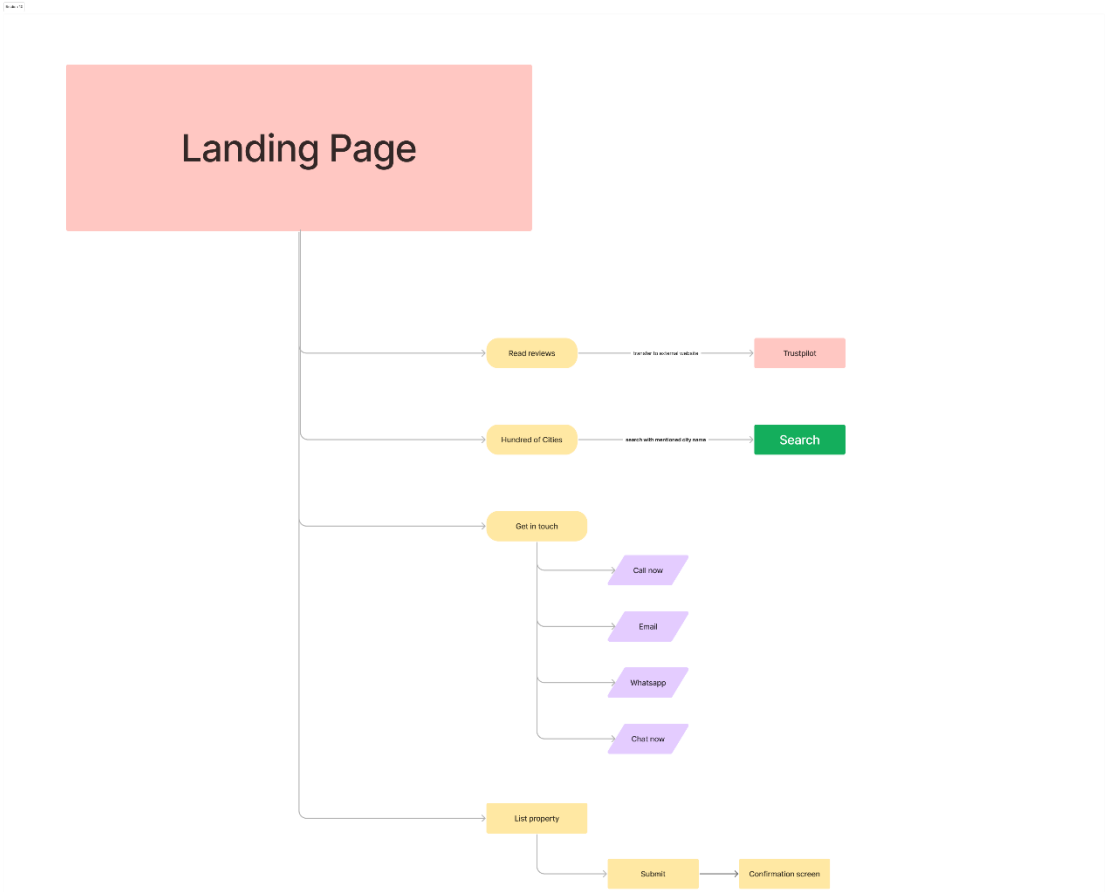


Figure 7: User flow of bottom half homepage

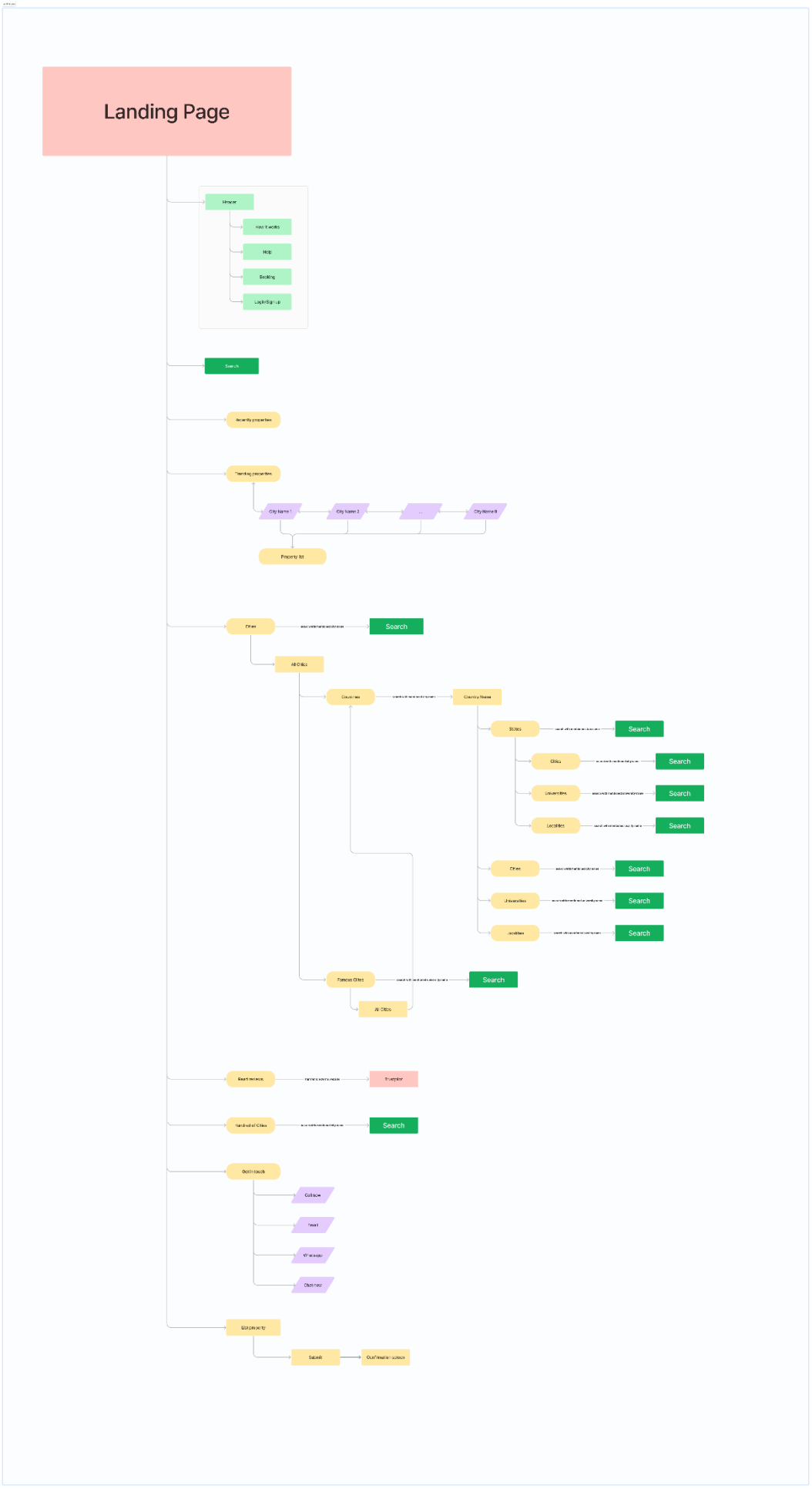


Figure 8: User Flow-Landing Page

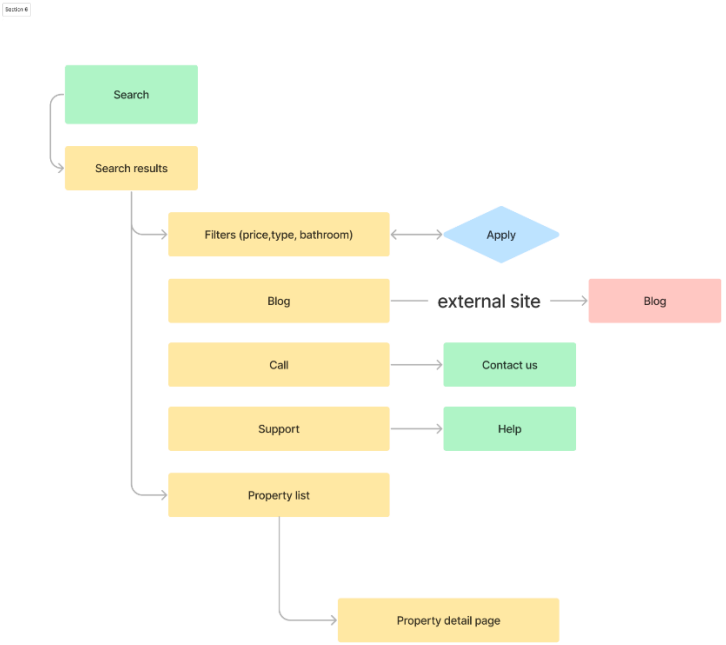


Figure 9: User Flow- search to property page

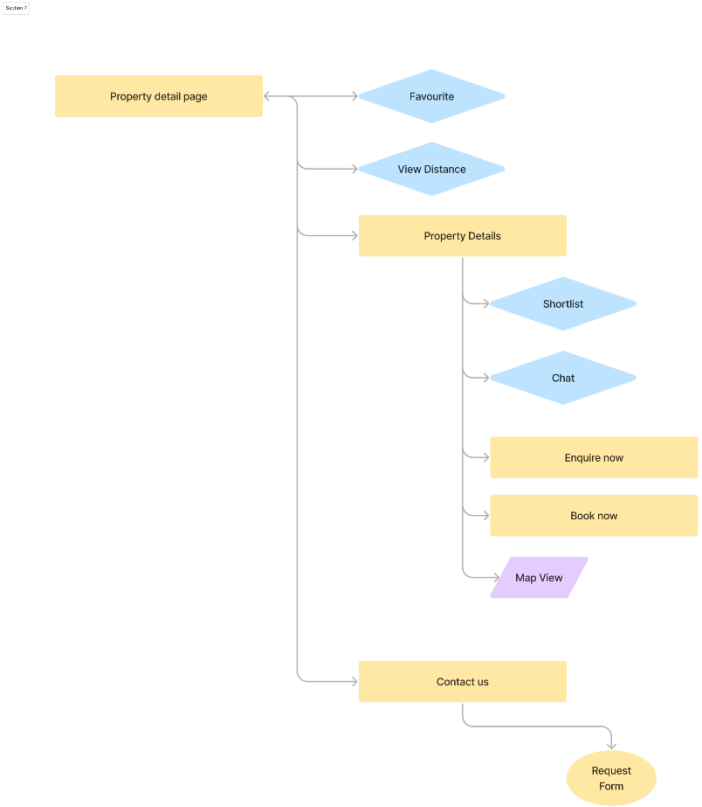


Figure 10: User Flow- Property page to request form

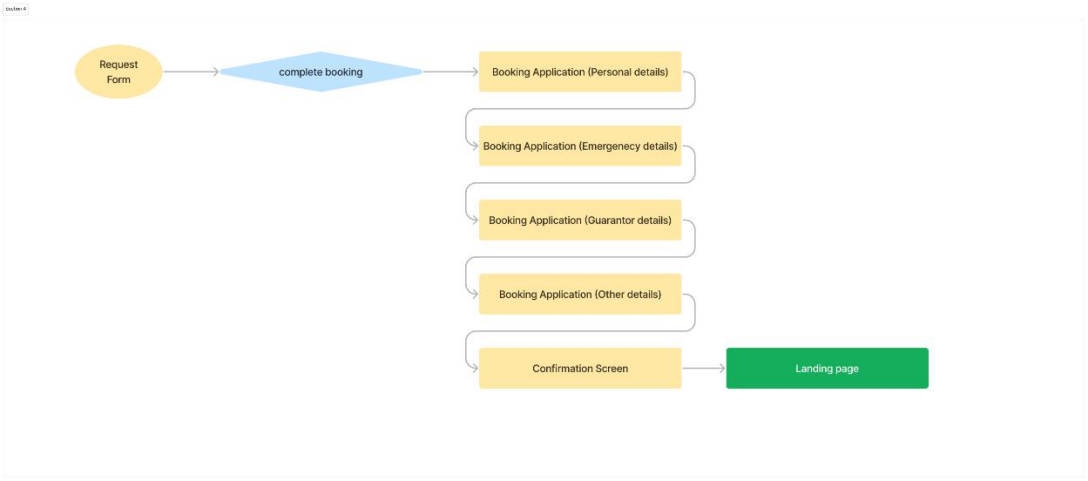


Figure 11: User Flow- Request Form

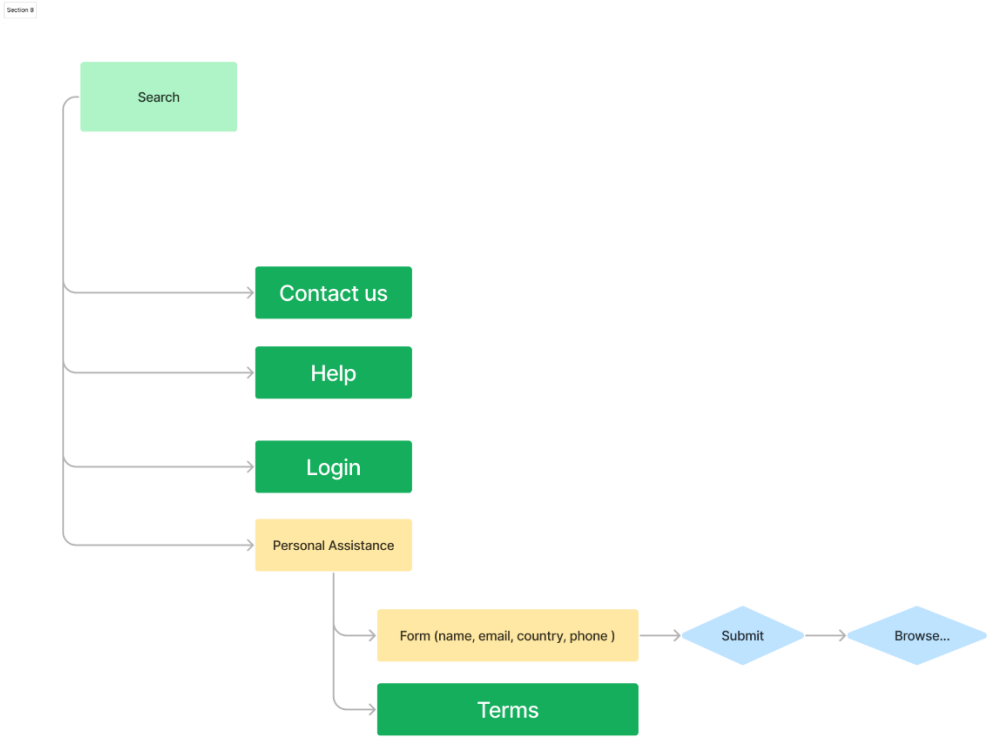


Figure 12: User Flow – Search to Personal Assistance flow

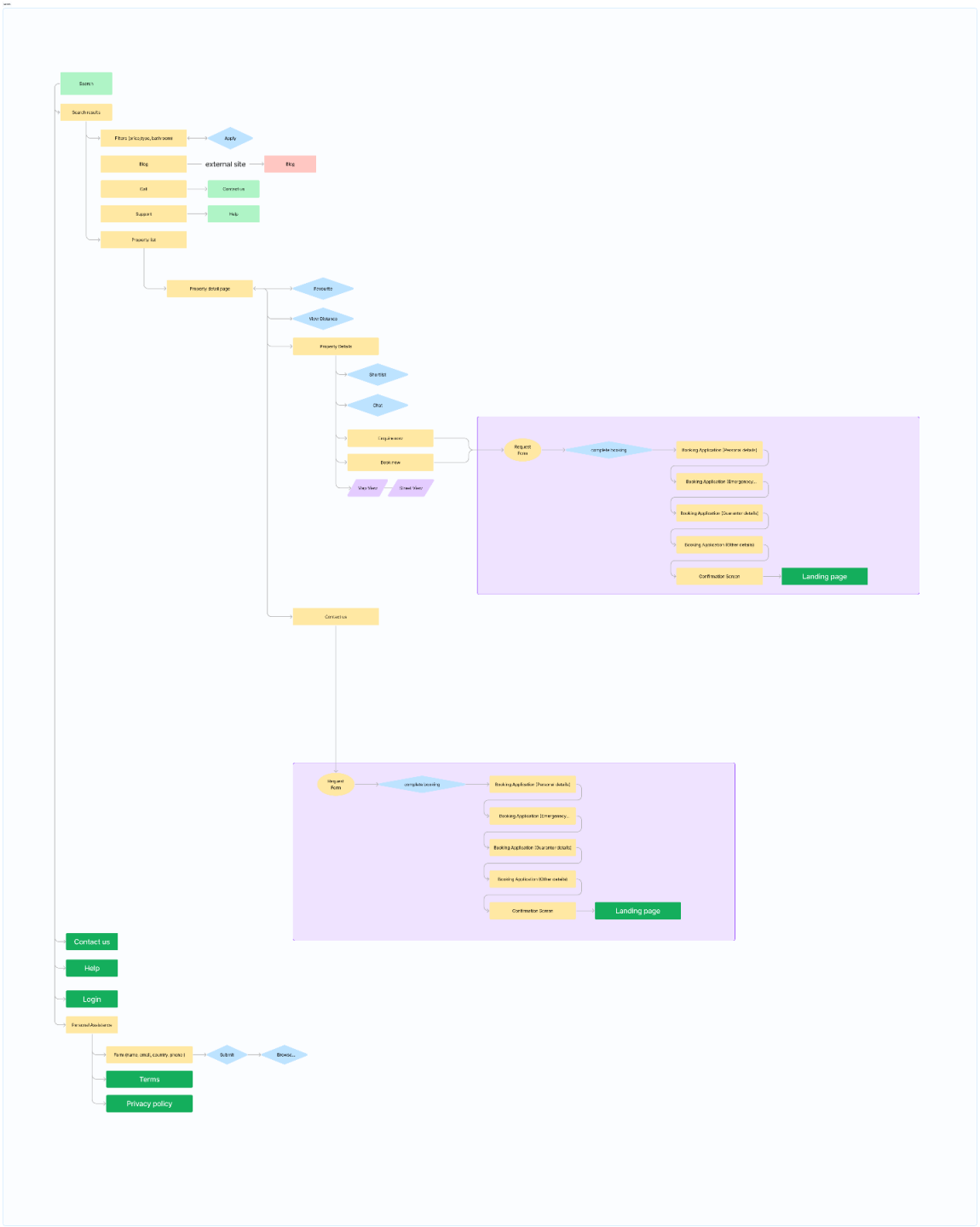


Figure 13:User Flow- Search Page Flow

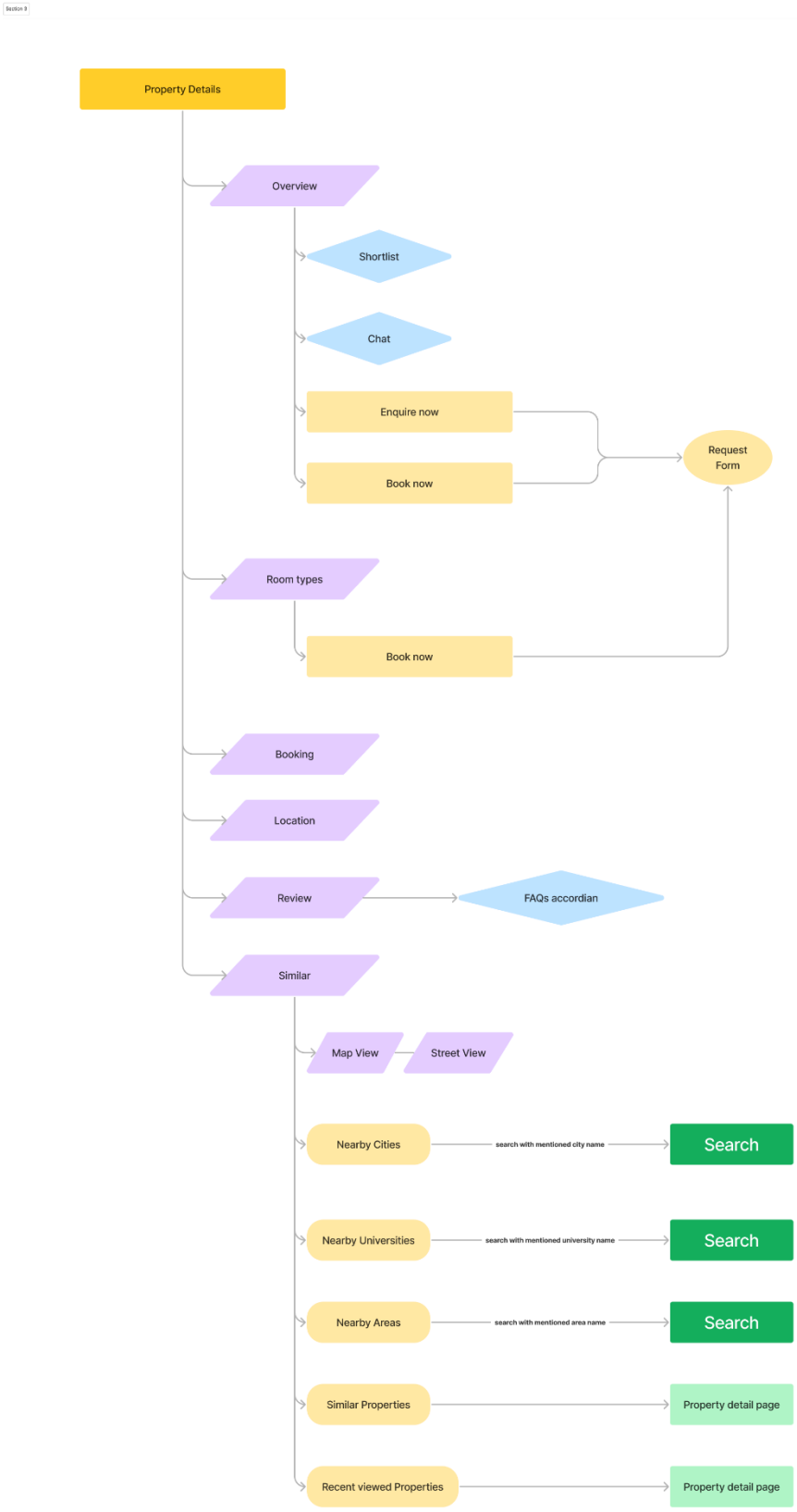


Figure 14: User Flow : Property Page

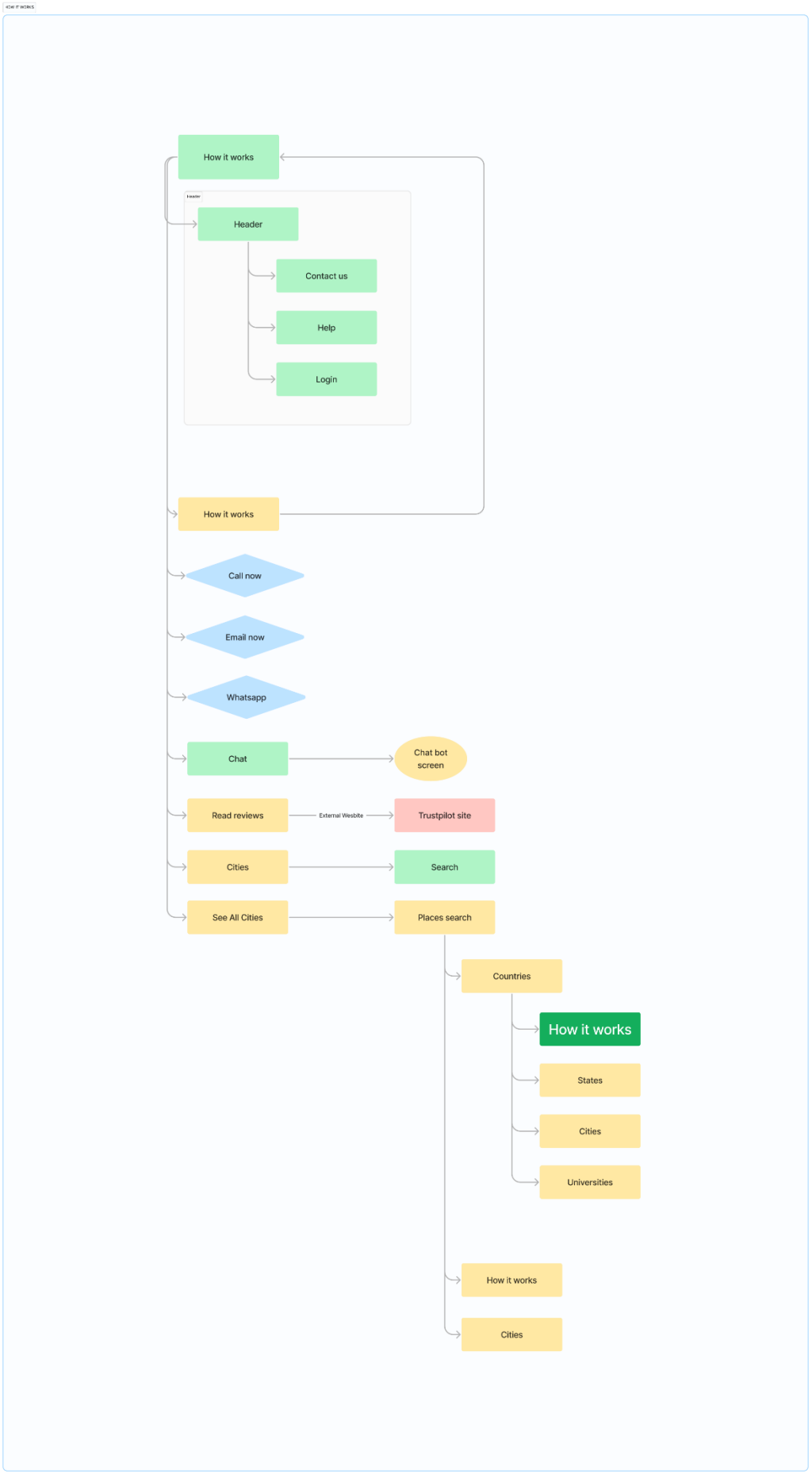


Figure 15: User Flow : How it Works

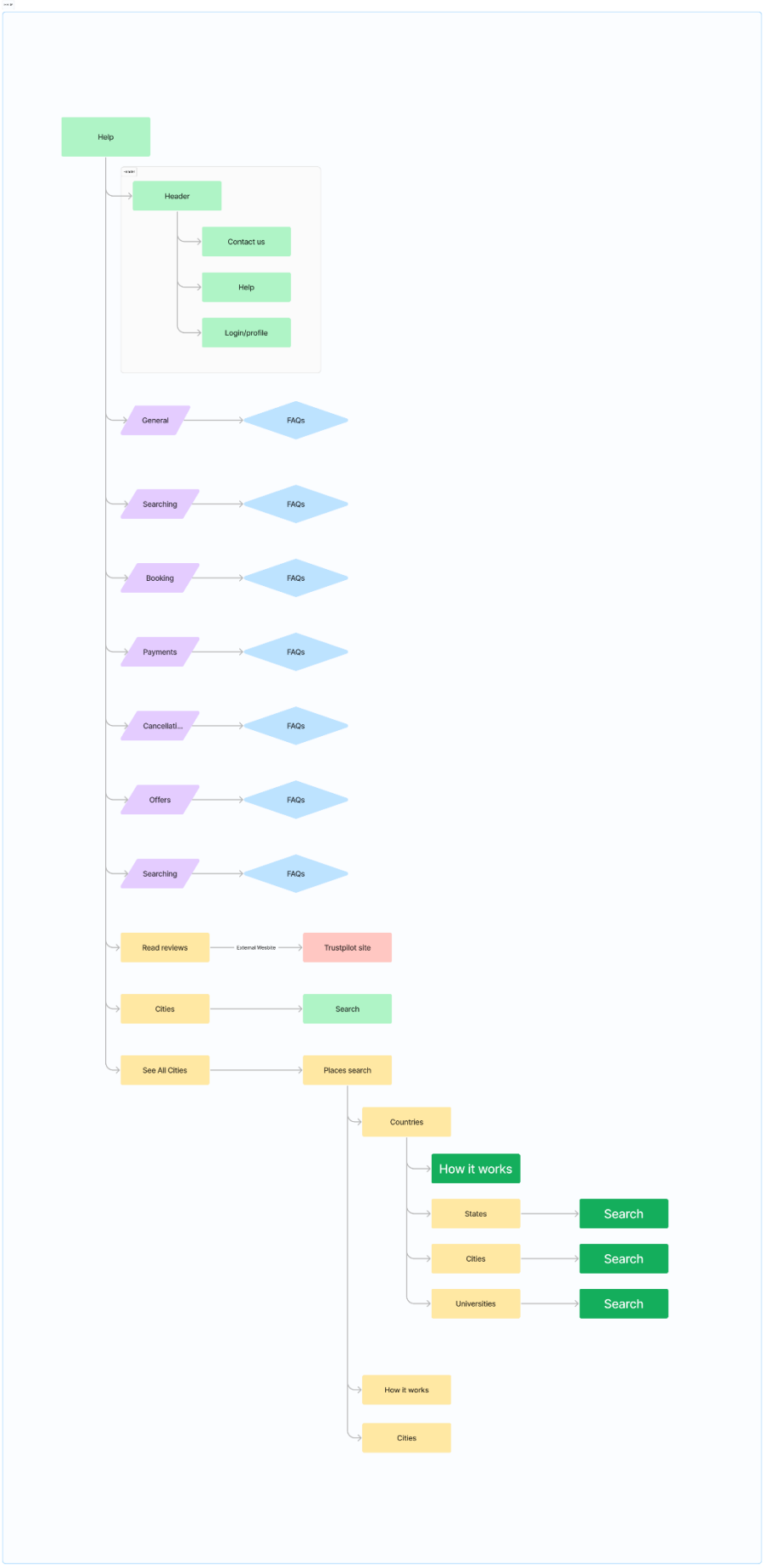


Figure 16: User Flow : Help Flow

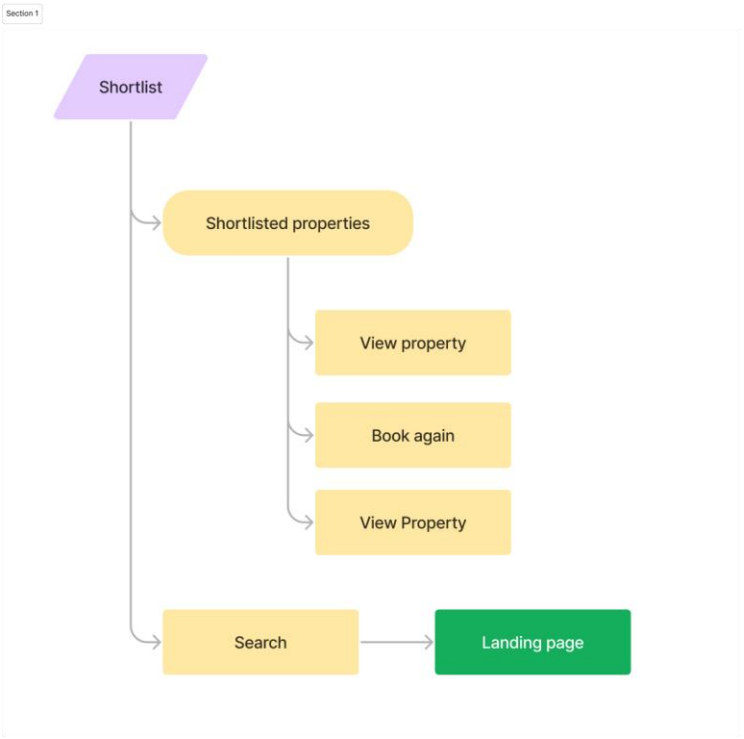


Figure 17: User Flow : Shortlist Flow

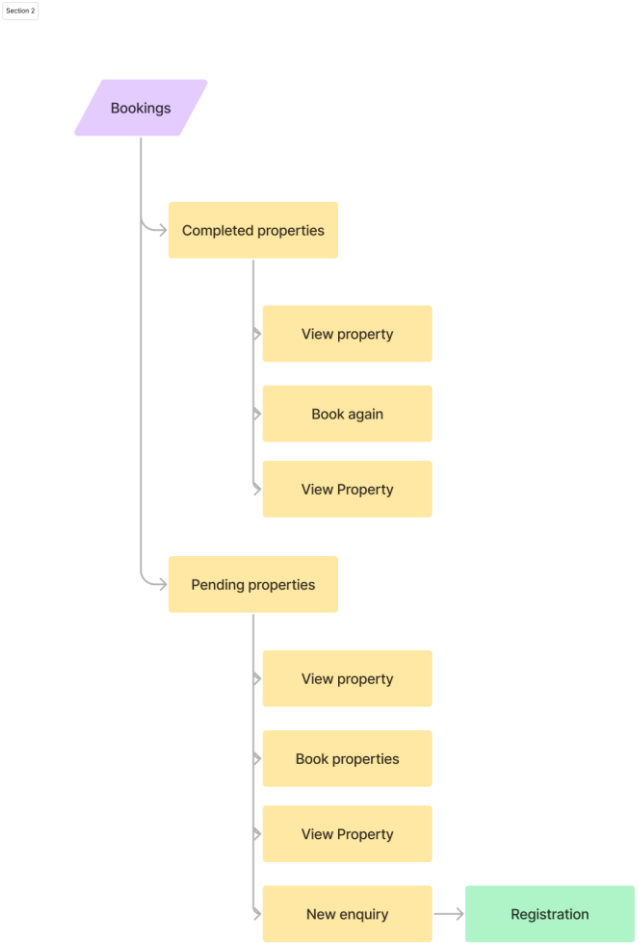


Figure 18: User Flow :Booking Flow

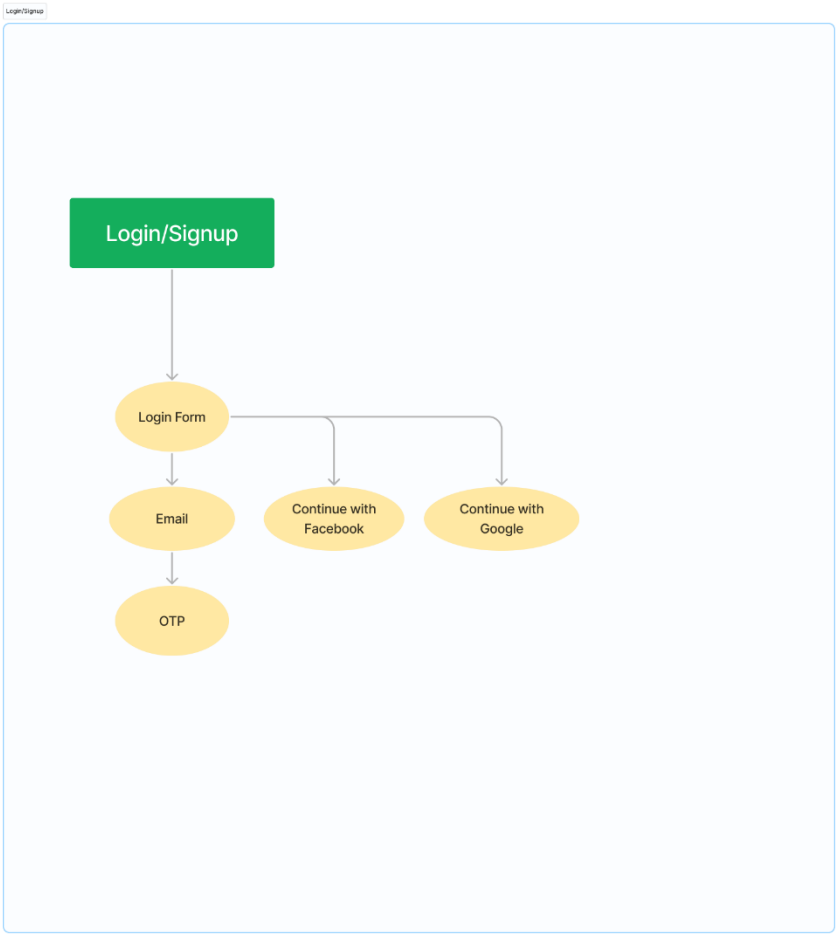


Figure 19: User Flow :Login & Signup flow

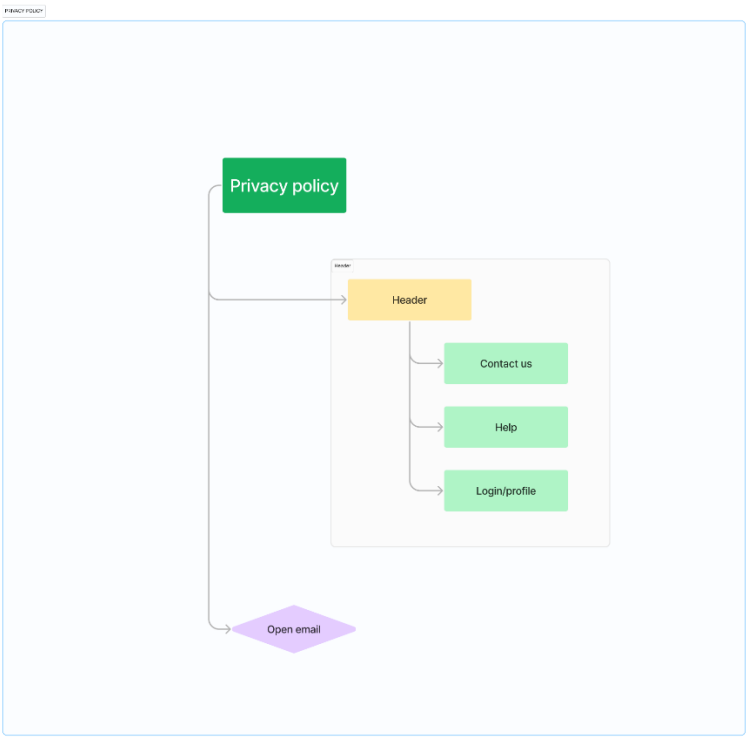


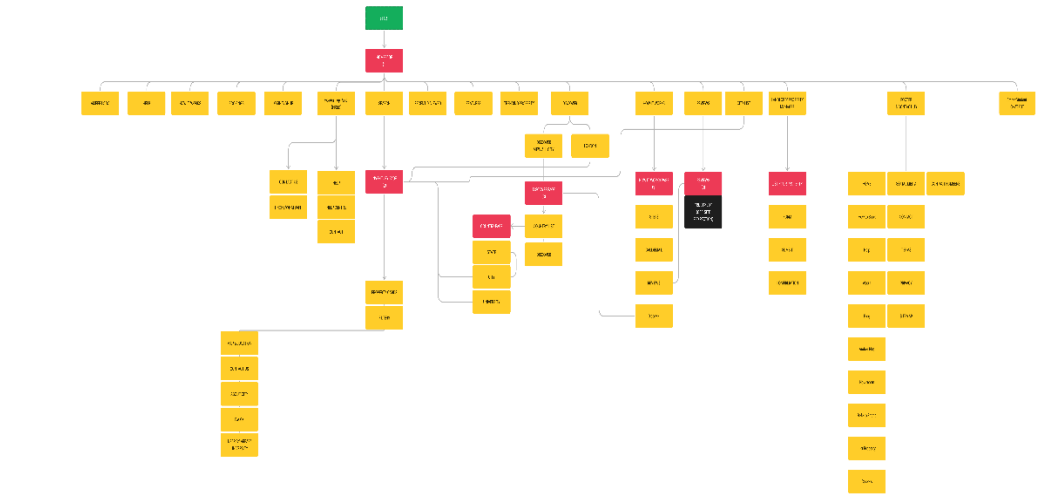
Figure 20: User Flow :Privacy Policy

These are the existing User flow of different pages and flow. Keeping this in mind and not changing and flow, as user's mental modal is adaptable to this user. We have to come up with the solution to creating seamless user experience.

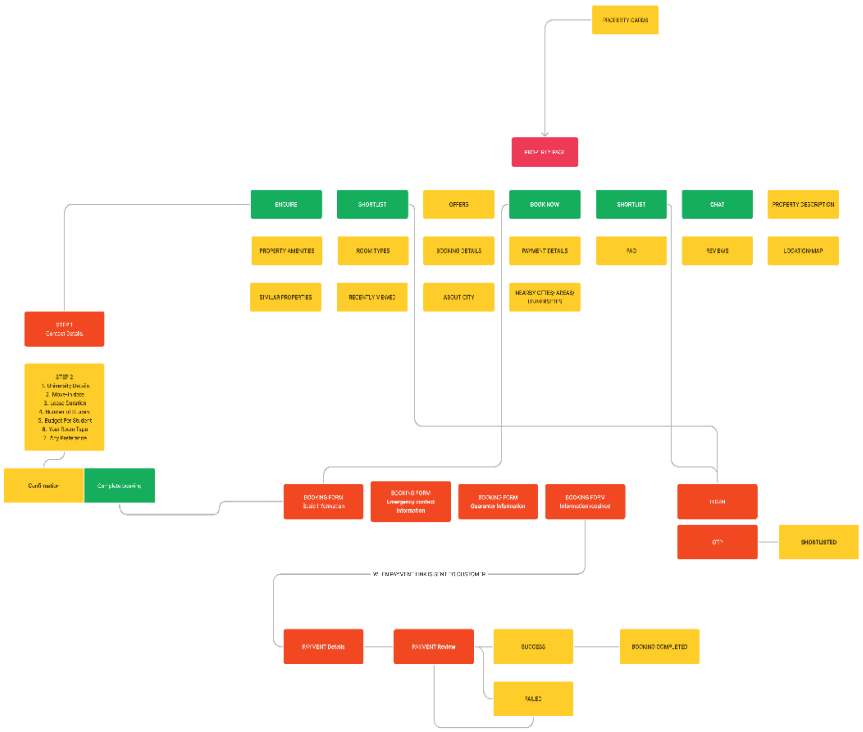
Chapter 4

INFORMATION ARCHITECTURE (IA)

4.1 Website IA



4.2 Property Card IA



Chapter 5

HIGH FIDELITY UI SCREENS

5.1 Home Page High-Fed UI

5.1.1 Personalization On Homepage

Giving a personalized landing page experience. This can be achieved by providing recommending collection of properties to explore in a engaging way.

Personalization for New Users:

If User is new in the system we show them collection like:

1. Properties in popular cities
2. Properties that are newly added, budget friendly and with early booking service.
3. Properties Near Universities
4. Budget Friendly Properties.

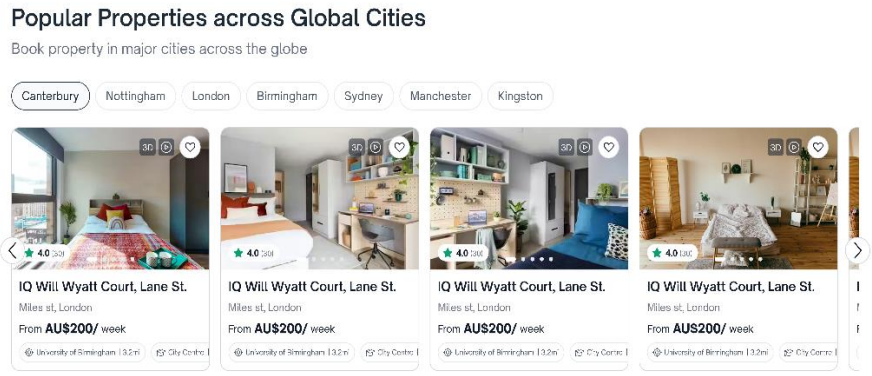


Figure 25: Collection 1: Properties in popular cities (Web)

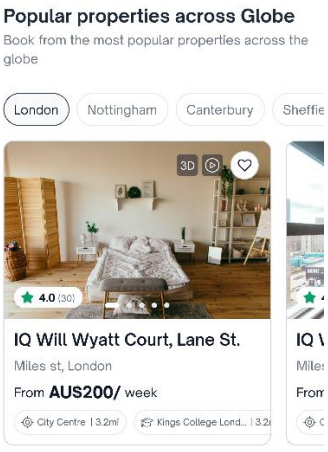


Figure 26: Collection 1: Properties in popular cities (Mweb)

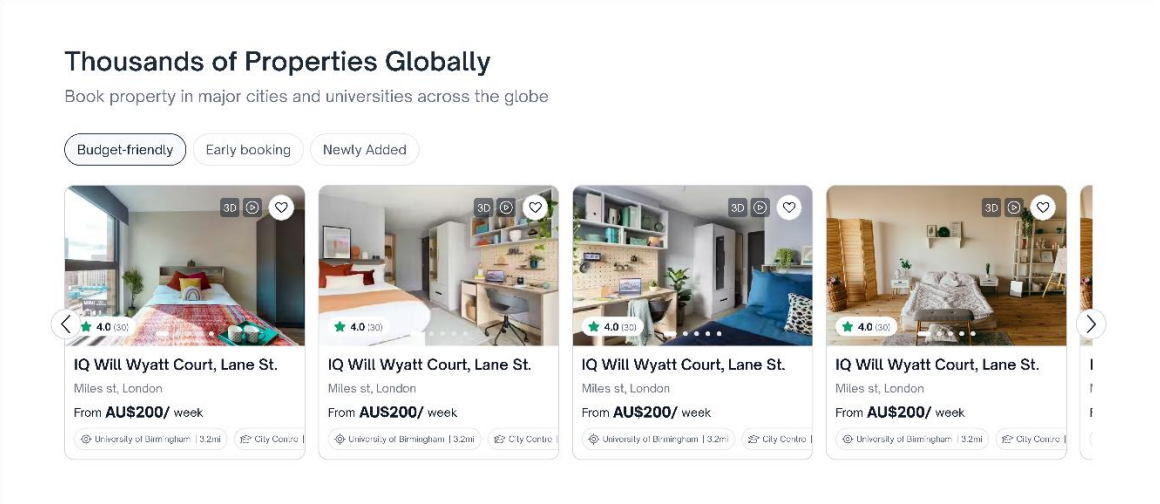


Figure 27: Collection 2: Properties that are newly added, budget friendly and with early booking service.

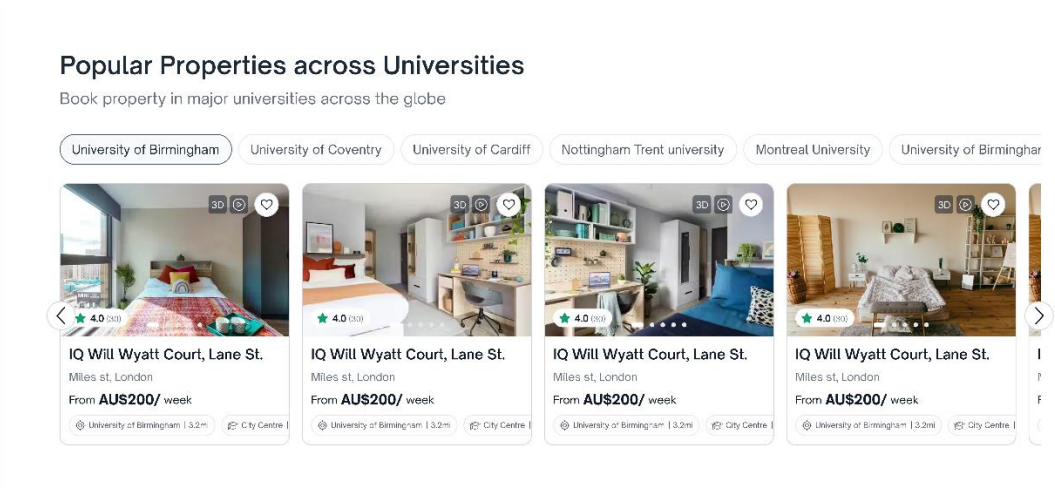


Figure 28: Collection 3: Popular Properties Near Universities (Web)

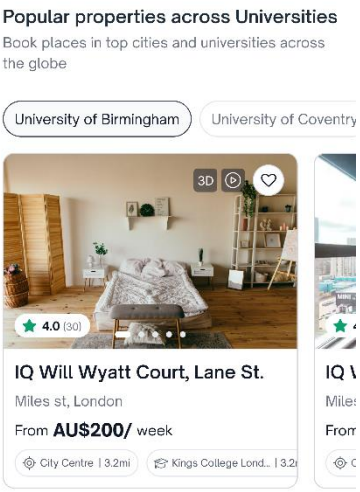


Figure 28: Collection 3: Popular Properties Near Universities (Mweb)

Personalization for Repeat Users:

If User is a existing user in the system we show them collection based on recent search:

1. Recommended properties in recently searched country/city.
2. Recommended properties in recently searched University.
3. Recently viewed.

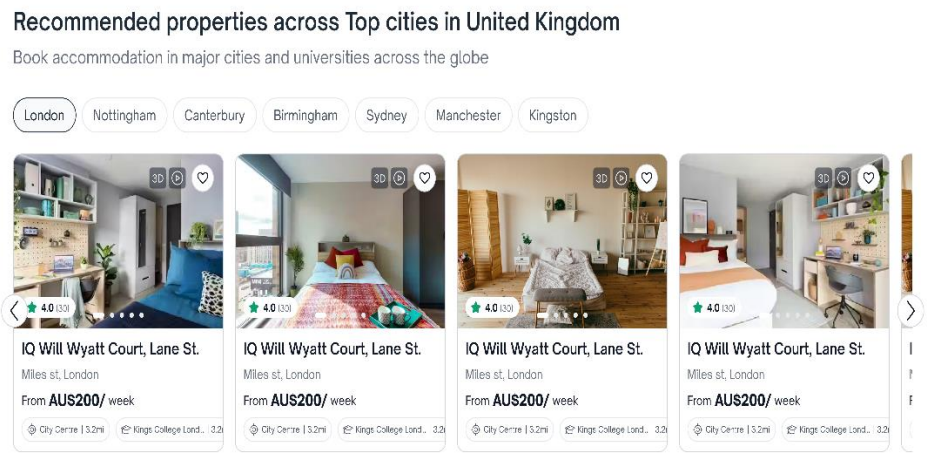


Figure 28: recommendation based on recent searched country/city (Web)

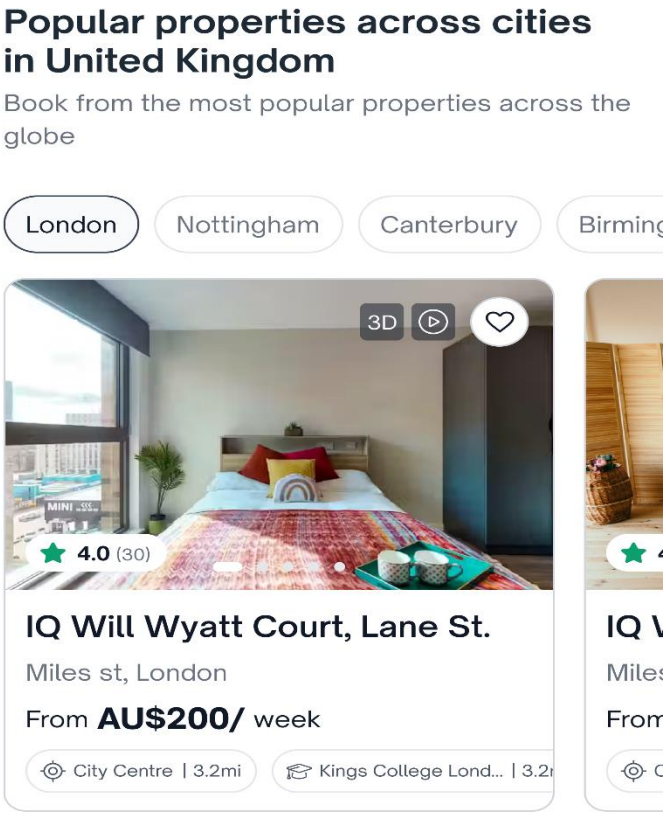


Figure 28: recommendation based on recent searched country/city (Mweb)

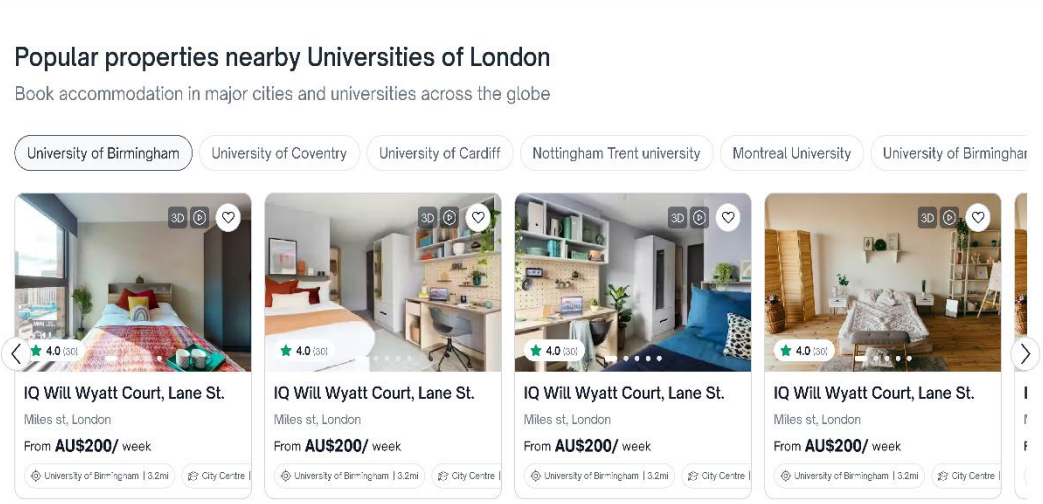


Figure 29: recommendation based on recent searched University (Web)

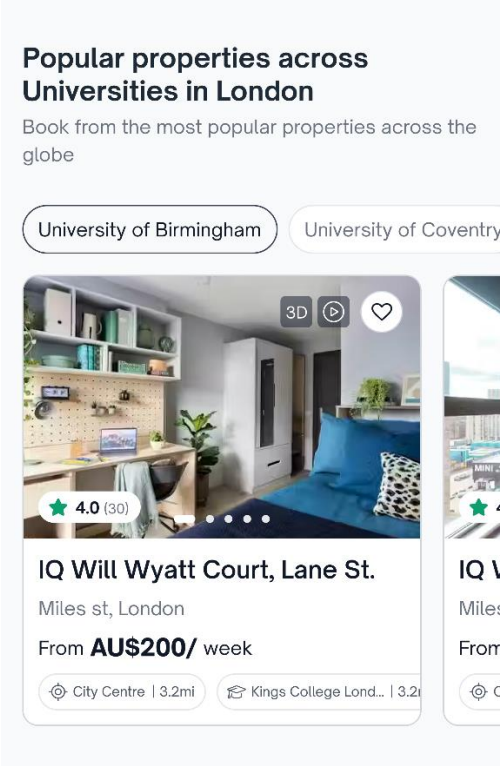


Figure 29: recommendation based on recent searched University (Mweb)

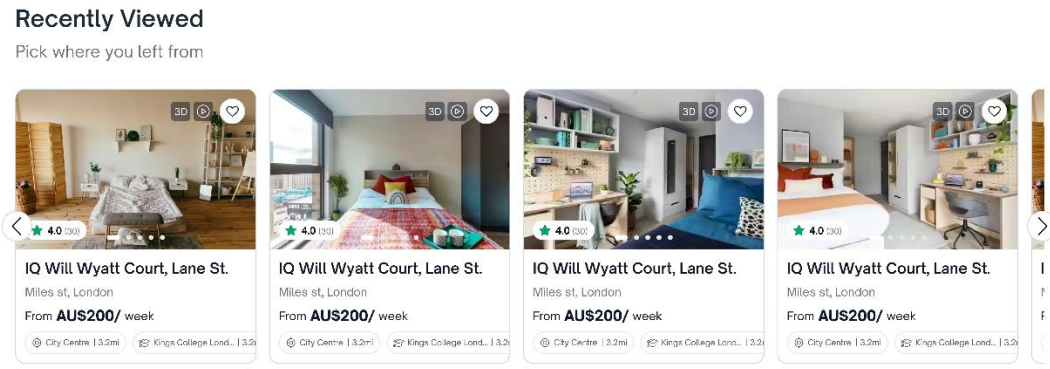


Figure 29: Recently Viewed (Web)

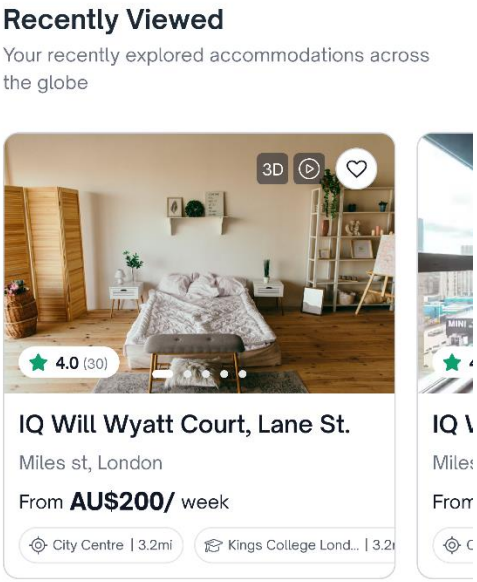


Figure 29: Recently Viewed (Mweb)

5.1.2 Intuitive Way To Showcase recent Search

Giving an intuitive way of recent search for the repeat user. We can do this By reposition of recent search's result to make them compress and intuitive.

for Repeat Users: By reposition of recent search under the search bar give a intuitive way to compress and increase the search result.

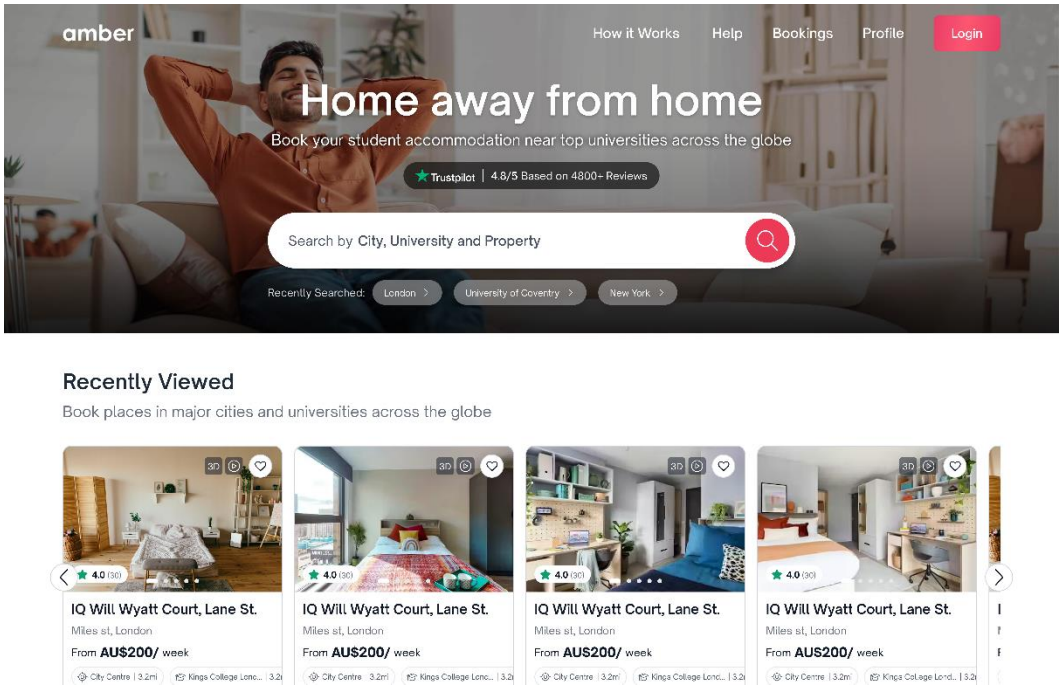


Figure 29: Case 1: when less searches appear (Web)

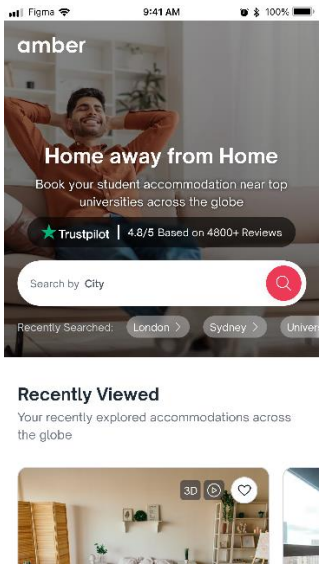


Figure 29: Case 1: when less searches appear (Mweb)

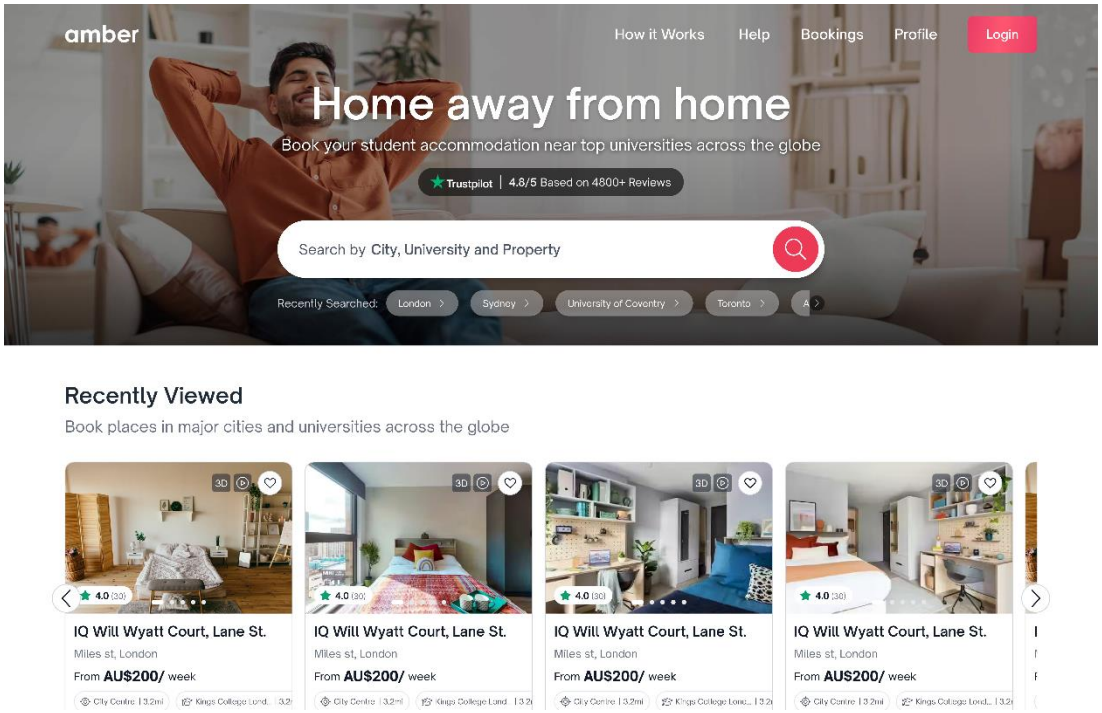


Figure 29: Case 2: when searches are more than 4 appear (Web)

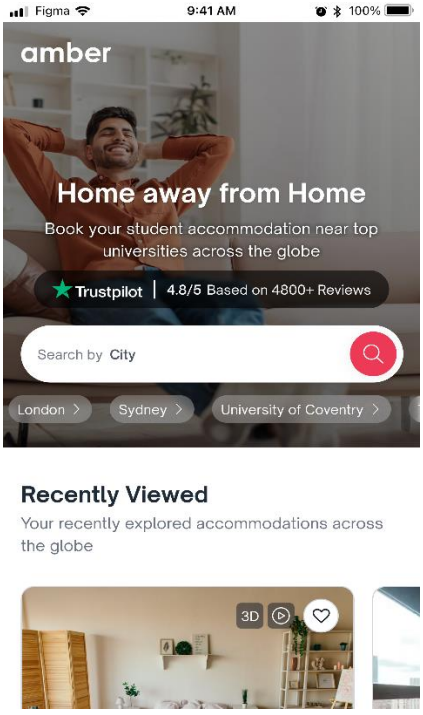


Figure 29: Case 2: when searches are more than 4 appear (Mweb)

5.2 Search Page High-0Fed UI

5.2.1 Property Card Revamp

To reduce visual clutter in the property card in search page because of different elements and their contrasts. We also need to better organize information. Make cards more informative and nudge user with tags.

Tags like :
1) Top Rated

2) Amber exclusive

3) Cashback

4) fast filling

Figure 35: Card 1: With Top rated tag (Web)

Figure 35: Card 2: With amber exclusive tag(Web)

Figure 35: Card 1: With cashback tag(Web)

Figure 35: Card 5: With fast filling tag(Web)

Figure 35: card 6: Normal revamped card (Web)

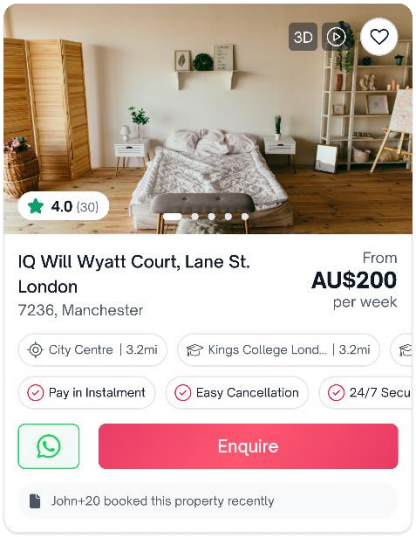


Figure 35: card 1: Normal revamped card (Mweb)

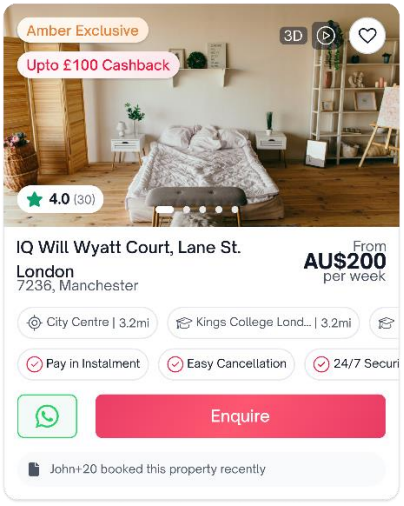


Figure 35: card 2: With amber exclusive and cashback tag (Mweb)

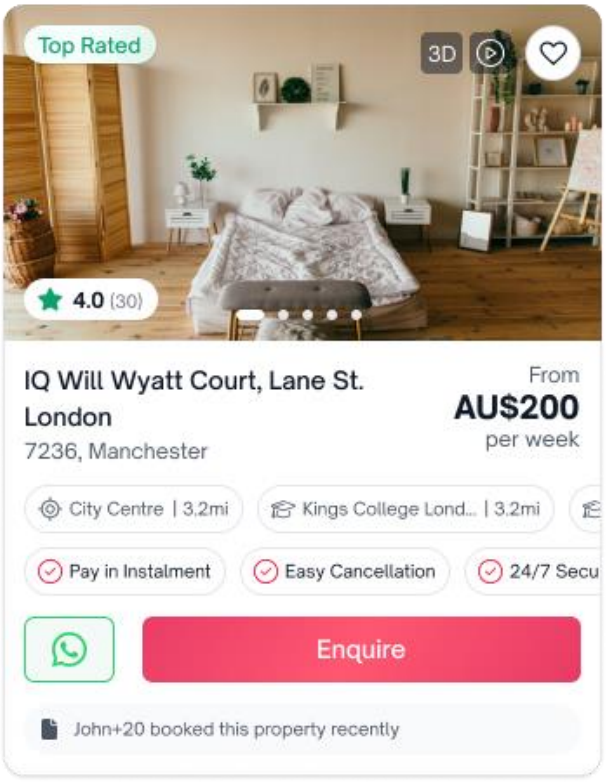


Figure 35: card 3: With Top rated tag (Mweb)

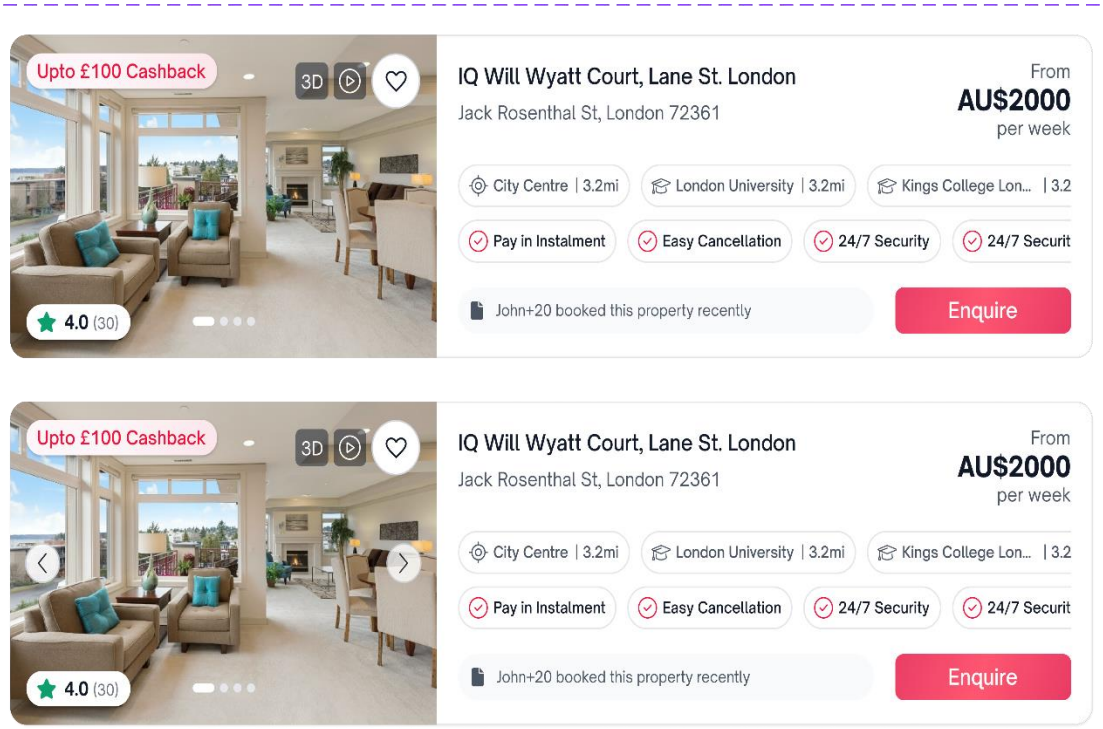


Figure 35: Cards on hover states (Web)

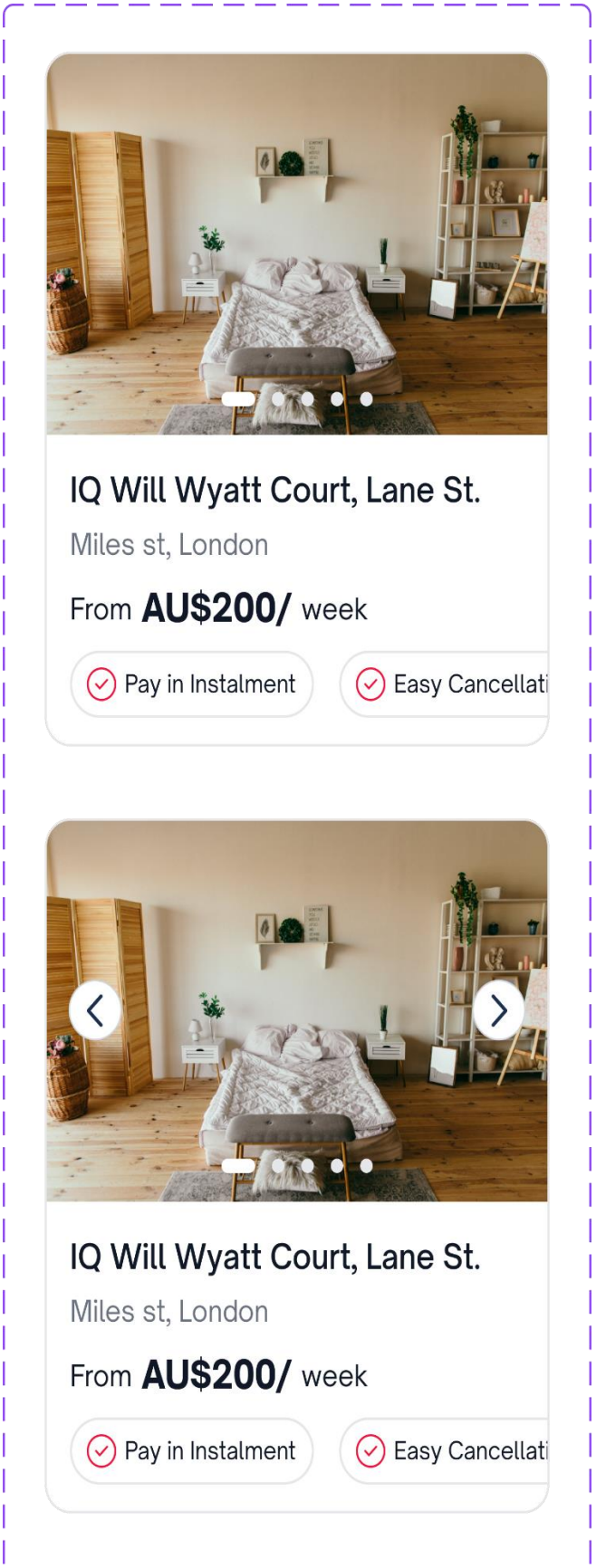


Figure 35: Cards on hover states (Mweb)

5.2.2 Dynamic Filter Suggestion

To increase users experience and make their journey from Search to property page seamless. Using of nudge the user to refine their search with filters at regular intervals.

Filter like :

1) Move-in Month
2) Room Types
3) Budget.

These are the three filter that are mostly used by the user.

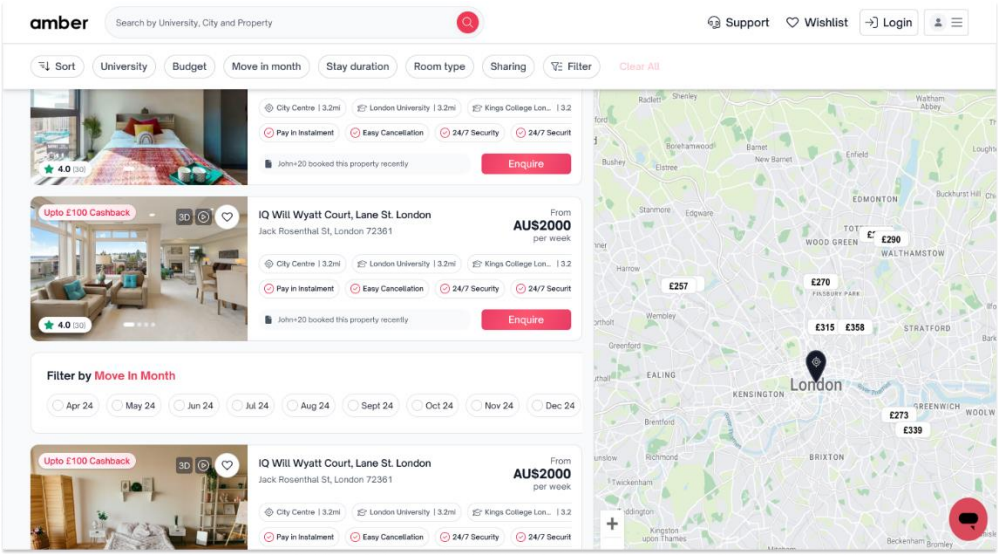


Figure 36: Filter By Move in Month (Web)

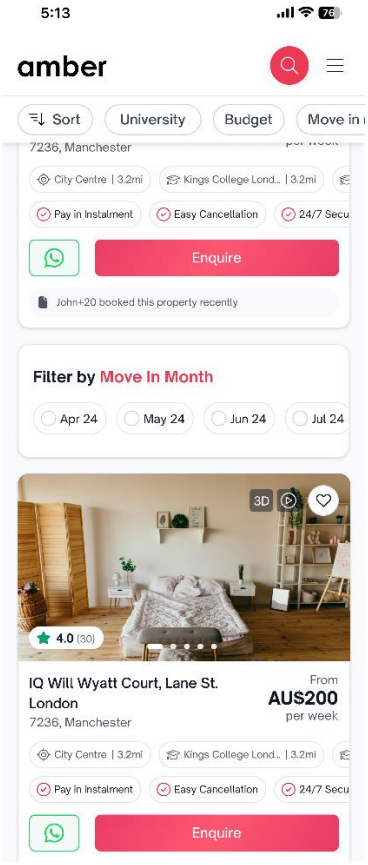


Figure 37: Filter By Move In Month (Mweb)

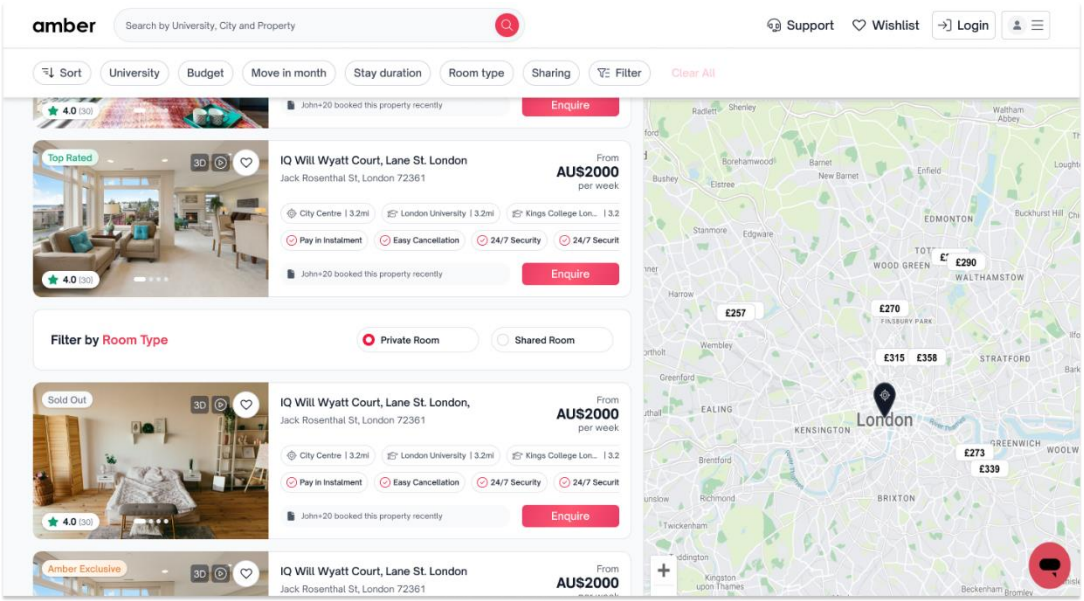


Figure 37: Filter By Room Type (Web

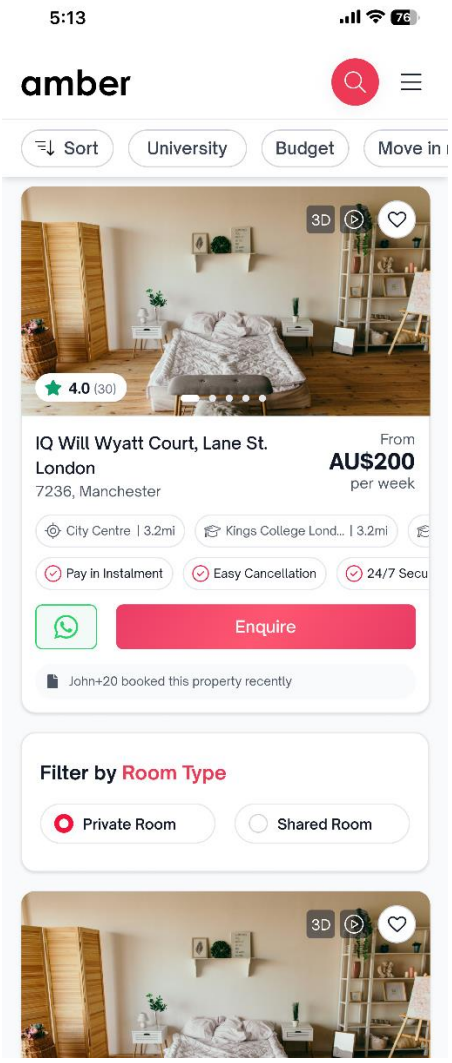


Figure 37: Filter By room Type (Mweb)

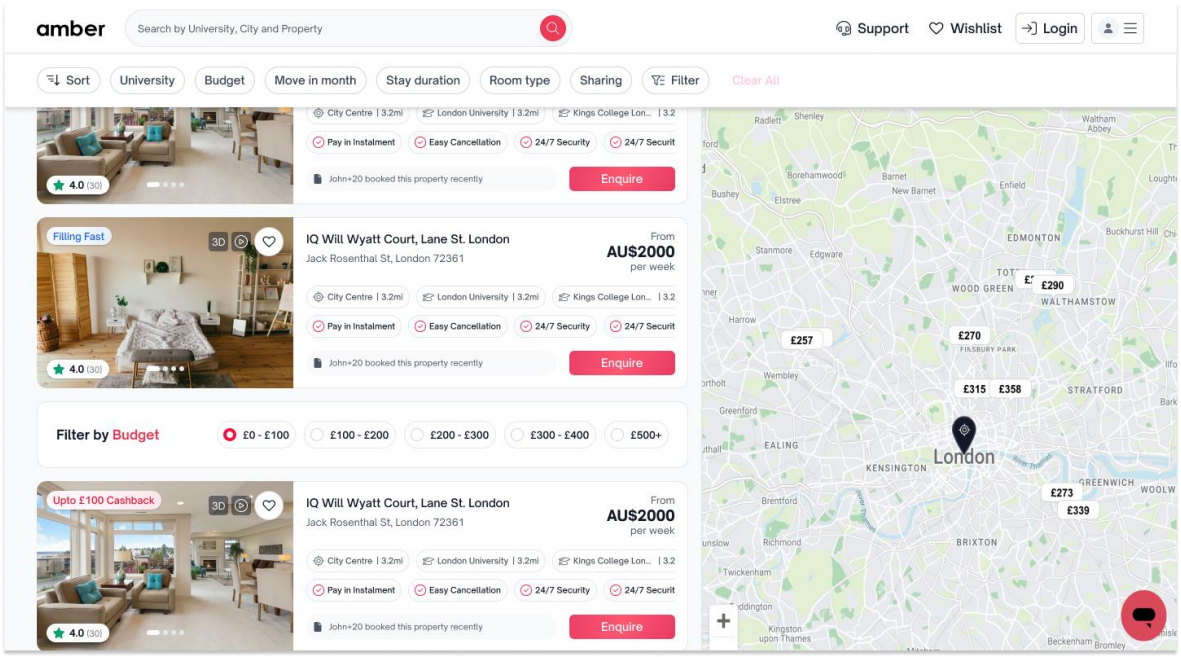


Figure 37: Filter By Budget (Web)

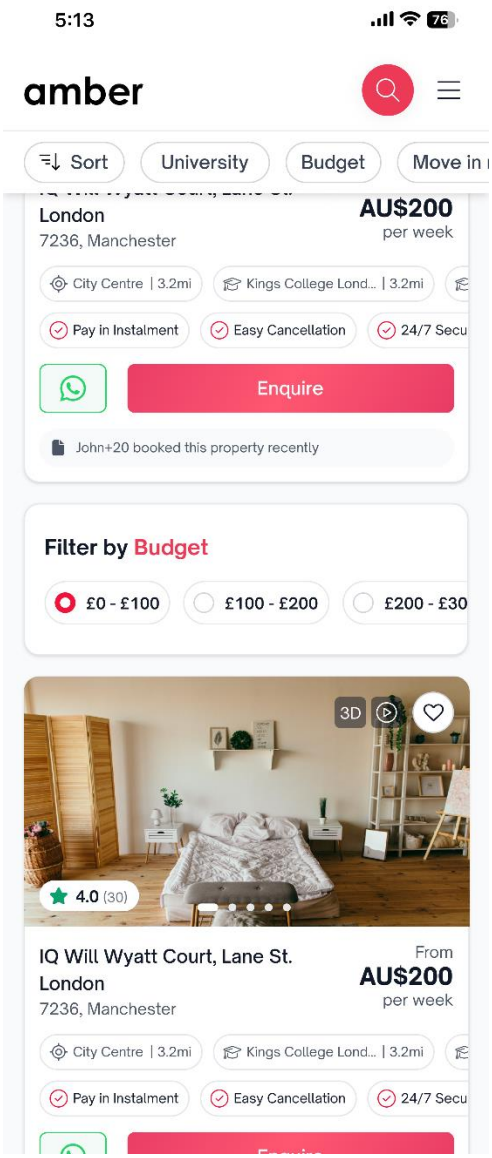


Figure 37: Filter By Budget (Mweb)

5.3 Property Page High-Fed UI

5.3.1 Decluttering Property Page (UI Revamp)

Decluttering Property Page and scrolling behavior, giving this page a new look which is more visually appalling and has a better organize information. Make page more informative and add nudging feature that helps user in quick decision-making process.

And along with this introducing new feature/revamping existing one like :

1. 360 degree Video room tour
2. Room Type Section
3. Amenities section revamp
4. FAQ's and Map Section

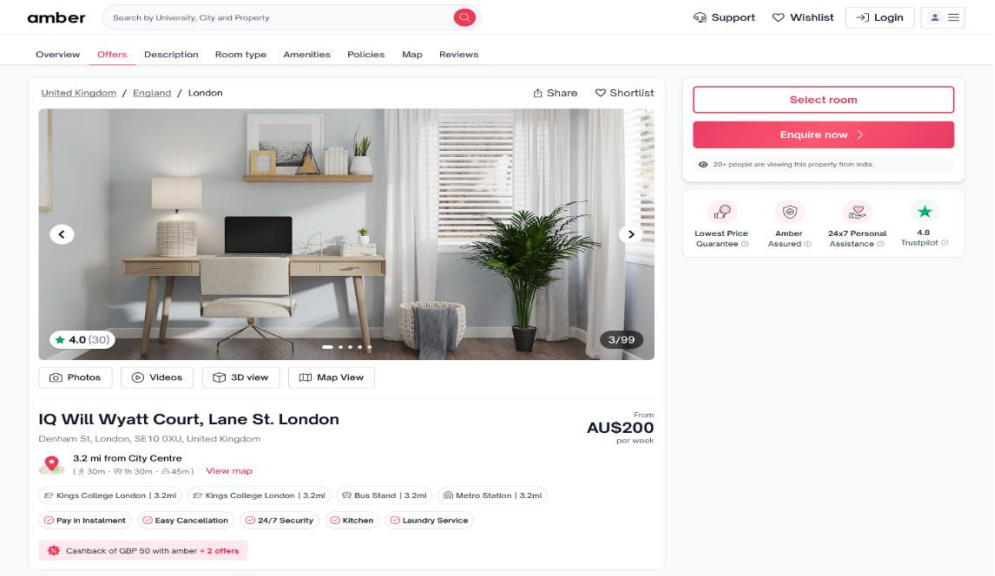


Figure 41: Property Page UI (Web)

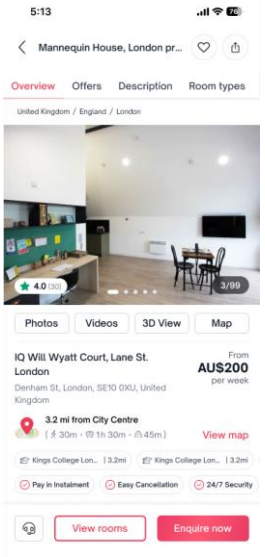


Figure 42: Property Page UI (Mweb)

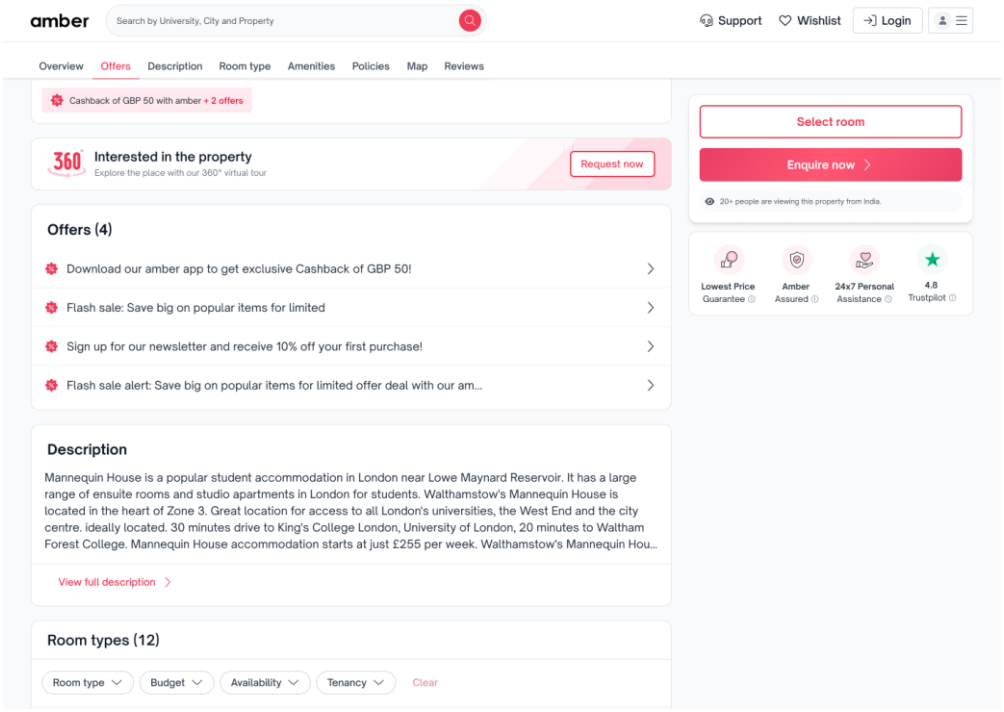


Figure 43: Property Page: 360-degree room tour (Web)

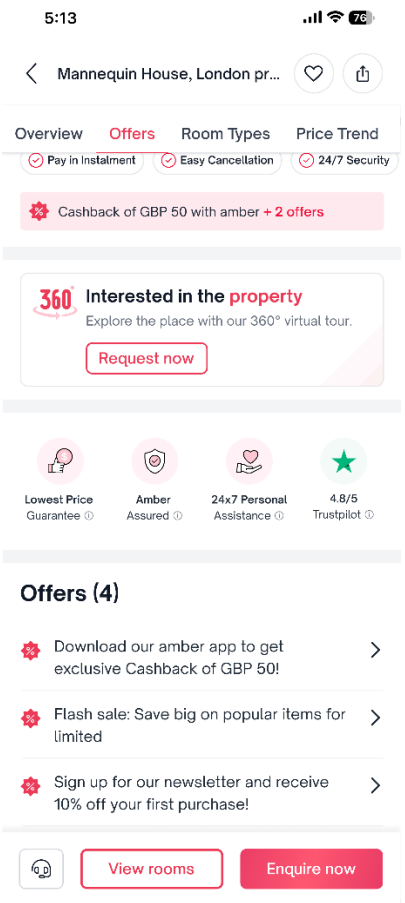


Figure 44: Property Page: 360-degree room tour (Mweb)

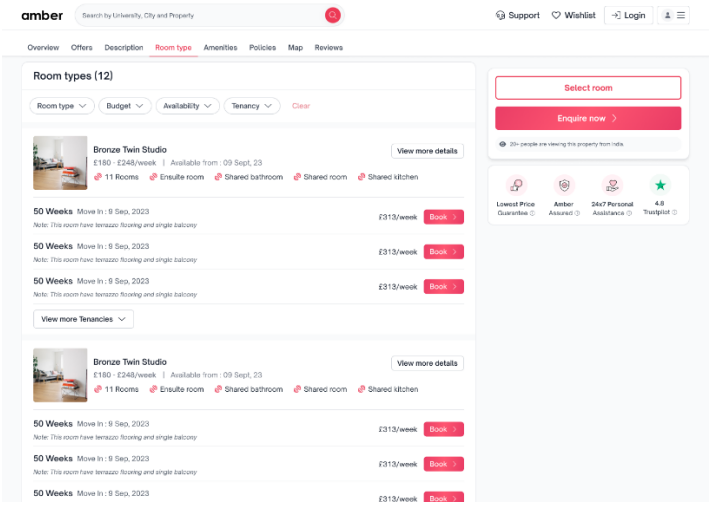


Figure 45: Property Page : Room Type (Web)

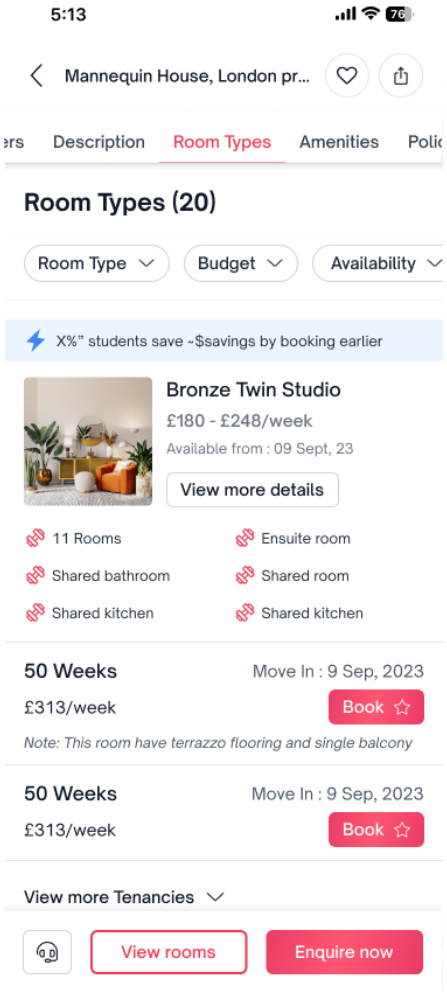


Figure 45: Property Page: Room Type (Mweb)

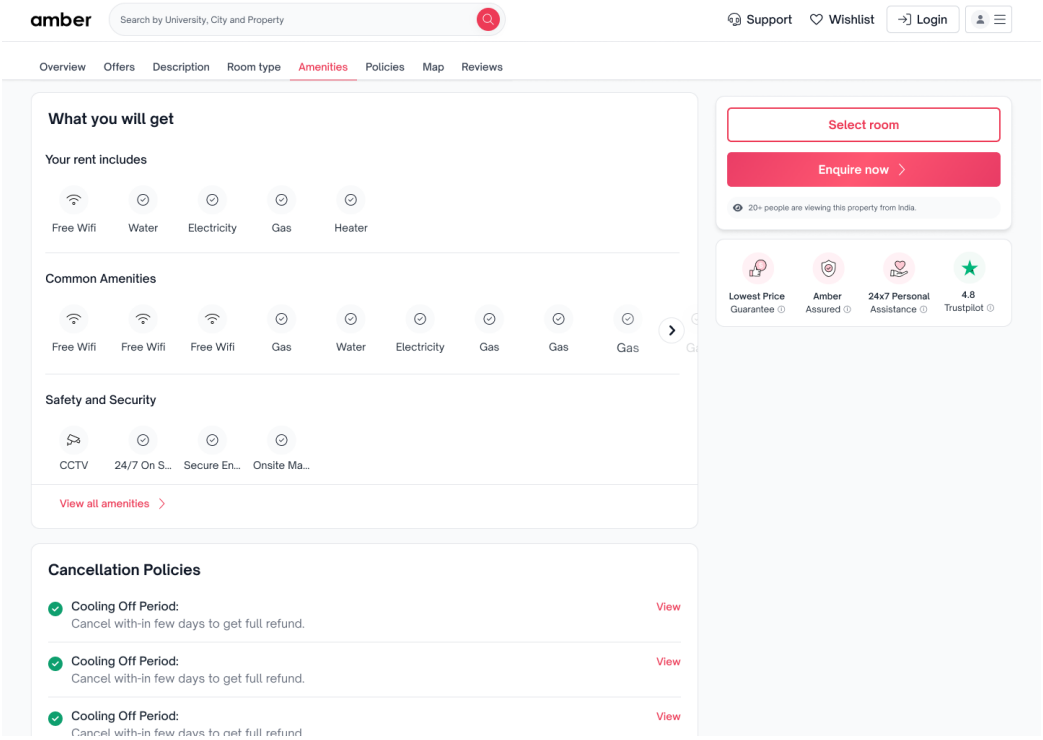


Figure 45: Property Page: Amenities (Web)

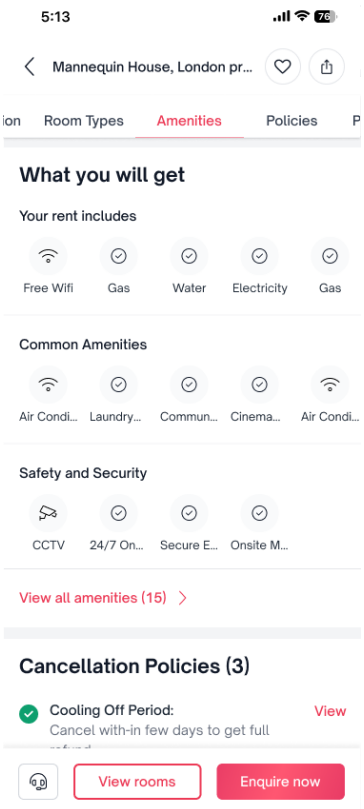


Figure 45: Property Page: Amenities (Mweb)

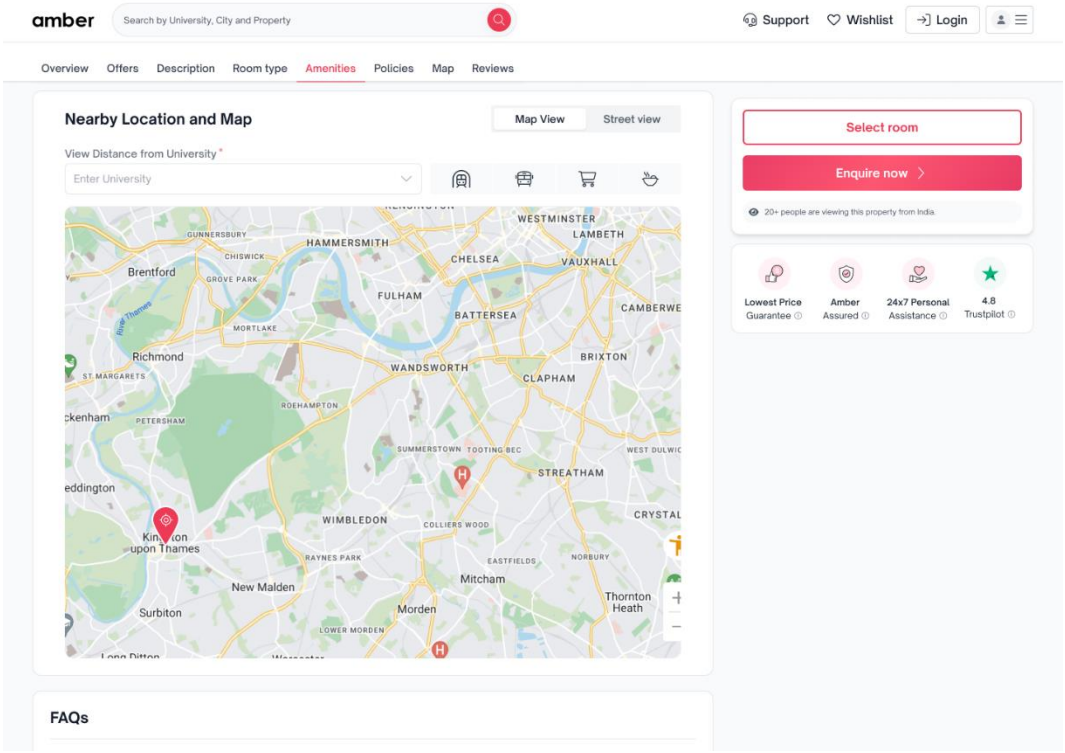


Figure 45: Property Page: Map (Web)

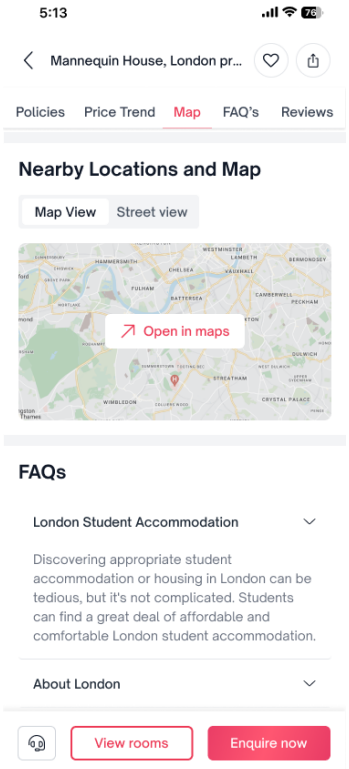


Figure 45: Property Page: Amenities (Mweb)

5.3.2 Property Video Tour Snippet Section

To Experiment and see weather this feature is useful. It helps user to see a video room tour as it's a good way to build trust and it helps in quick decision-making process.

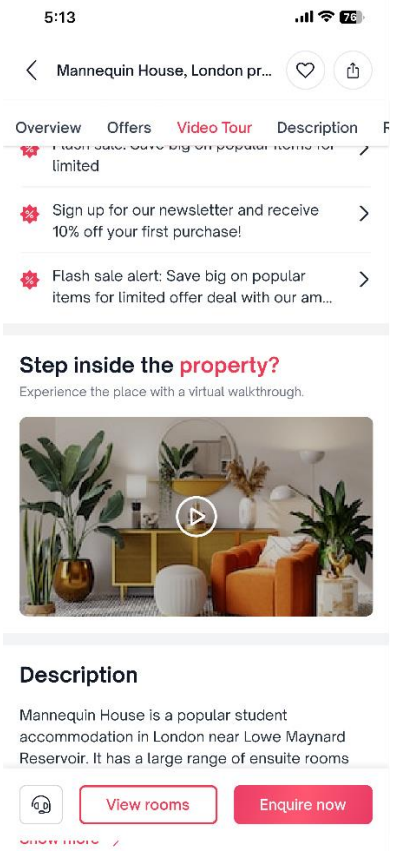


Figure 46: Video Snippet : Initial Stage

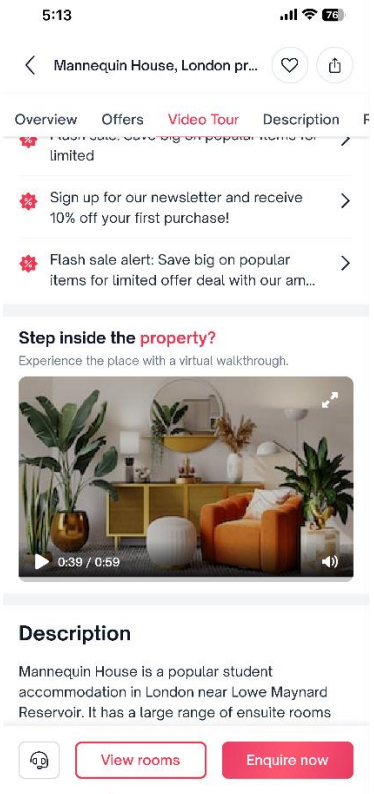


Figure 46: Video Snippet: After tapping video

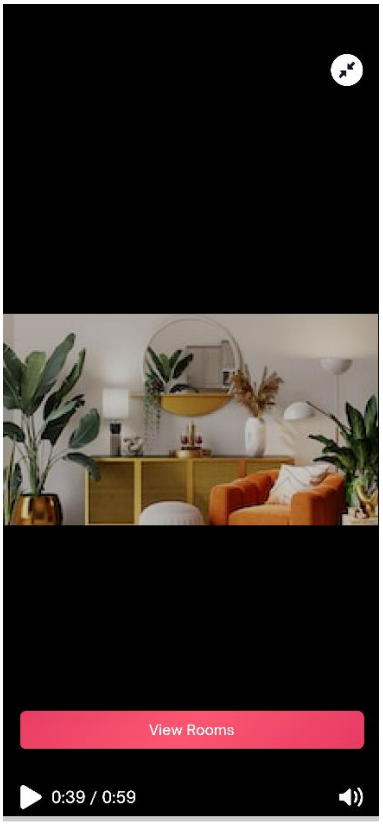


Figure 46: Video Snippet: Expended View

Chapter 6

CONCLUSION AND FUURE SCOPE

6.1 Conclusion

In conclusion, realm of online platforms facilitating the discovery of student accommodations, the pursuit of a seamless user experience on amber stands as a testament to innovation, collaboration, and user-centric design.

Through a concerted effort to integrate personalization, intuitive search interfaces, revamped property cards, dynamic filters, decluttered property pages, and property video tour snippets, the platform has emerged as a beacon of efficiency and empowerment for students seeking their ideal living arrangements. As we reflect on the journey of creating this seamless experience, several key insights and implications come to light.

The creation of a seamless experience for product discovery on amber represents a culmination of dedication, collaboration, and human-centered design. Through empowerment, collaboration, and continuous evolution, the platform has transformed the accommodation search process into a seamless and enriching journey for students around the globe.

As we look towards the future, the lessons learned from this endeavor will serve as guiding principles for further innovation and excellence in the dynamic landscape of digital platforms.

6.2 Future Scope Of Product

The future scope of creating a seamless experience for product discovery on amber lies in leveraging advanced technologies like AI-driven personalization, immersive AR/VR property tours, and predictive analytics. By continuously refining intuitive interfaces, integrating dynamic user feedback, and adopting sustainable practices, the platform can evolve to meet changing user expectations, ensuring enhanced satisfaction and global reach.

Reference

1. https://www.criteo.com/blog/sephora-marketing-strategy/