

QuickApply: A Modern Rental Application

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Introduction

- QuickApply allows renters to easily fill out their information online in a streamlined process applications
 - Ensure error-free applicants
 - Tailor to inexperienced renters
- Landlords have access to a centralized dashboard of all submitted applications
 - Ability to easily keep track of application status and view individual applications
- Focus on college students and landlords due to the specific needs of inexperienced renters and screening checks for college applicants
- Project started in EECS 497

Background

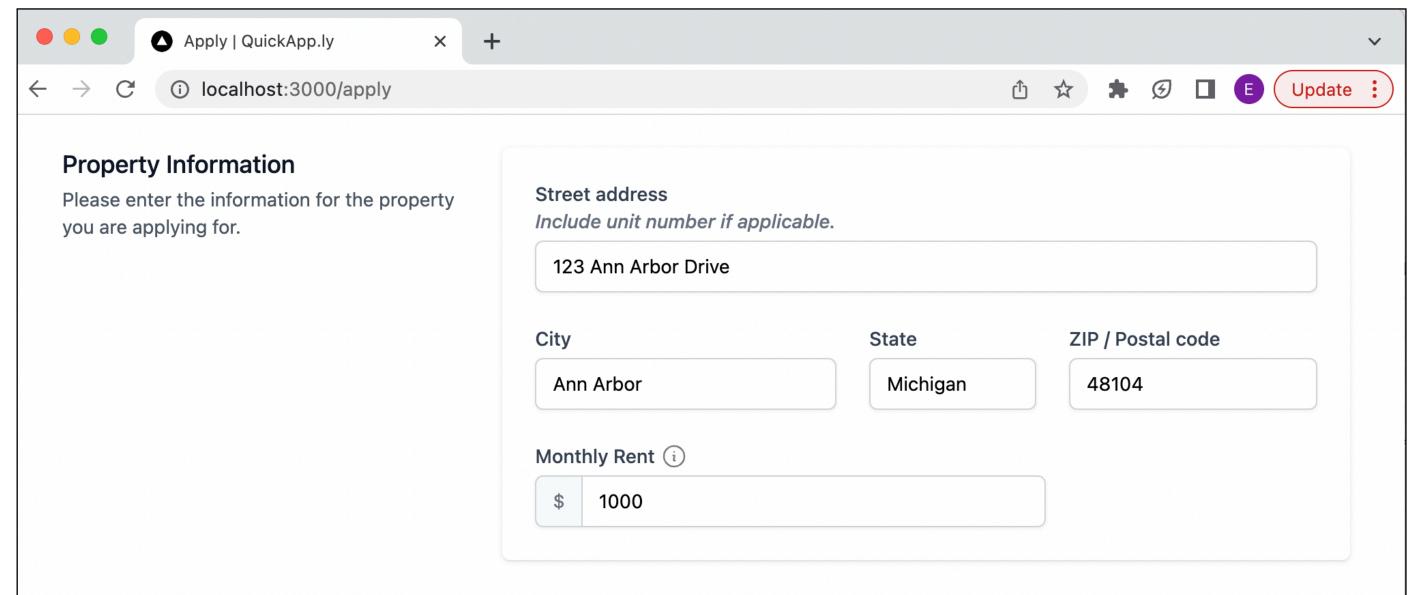
- Current rental application process
 - 1. Applicants download pdf, fill in using editing software, and send over email. Or applicants find and submit nonstandardized form on website
 - 2. Landlords manually request referrals and notify applicants of acceptance
 - 3. Landlords store data physically, transfer to spreadsheet, or re-ask questions with lease agreement
- Problems
 - Inefficient and easy to make errors for renters
 - Inefficient and unorganized storage of renter information for landlords
 - Most current forms are not accessible for all users

RENTAL APPLICATION					
Name:	Property Requested:				
Permanent Address:					
	Date of Birth:				
Phone No.:					
Email:	Make/Model/Color:				
Current/Previous Addresses:	Have you been convicted of a felony? Yes No				
Address:	if Yes, what felony(s):				
Dates/Rent Amount:					
Landlord/Reference:	Yes No				
Phone No.:					
Fax No.:					
Address:	Student:				
Dates/Rent Amount:					
Landlord/Reference:	School/Major (Opt):				
Phone No.:					
Fax No.:	Will there be a parent/guardian assisting with finances:Yes No				

Courtesy of Oxford Realty

First Iteration

Simple application form. Landlord dashboard with ability to view a single application.

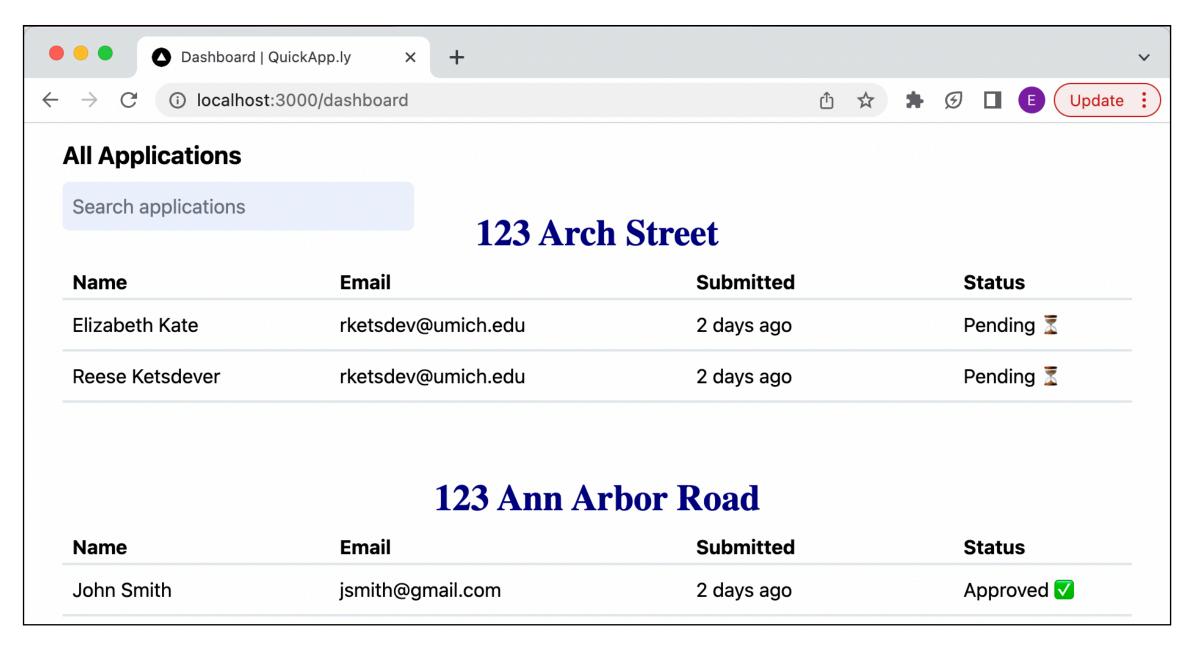


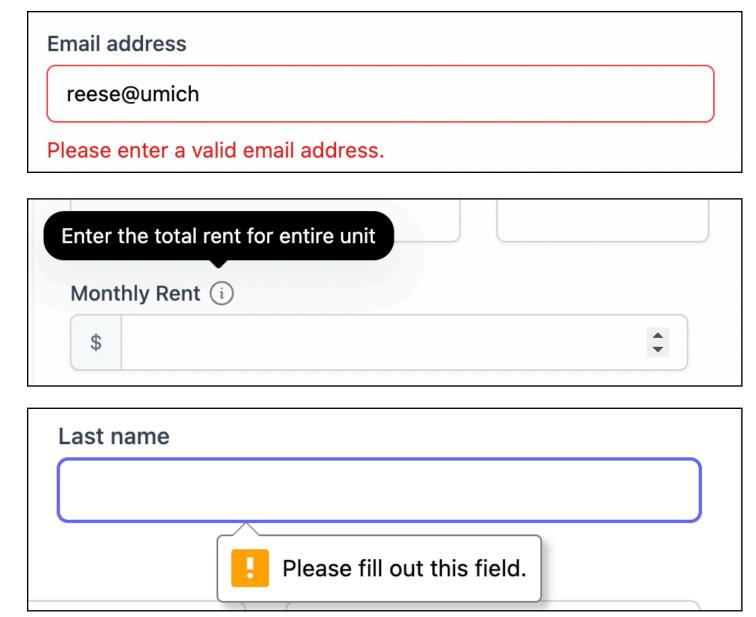
User Testing Results

- Renters need better field checking and instructions
- Landlords need dashboard layout specific to their needs
- College landlords screen differently: no credit checks, parent forms

Second Iteration

College-specific sections, error prevention and submission confirmation. Organized Dashboard.



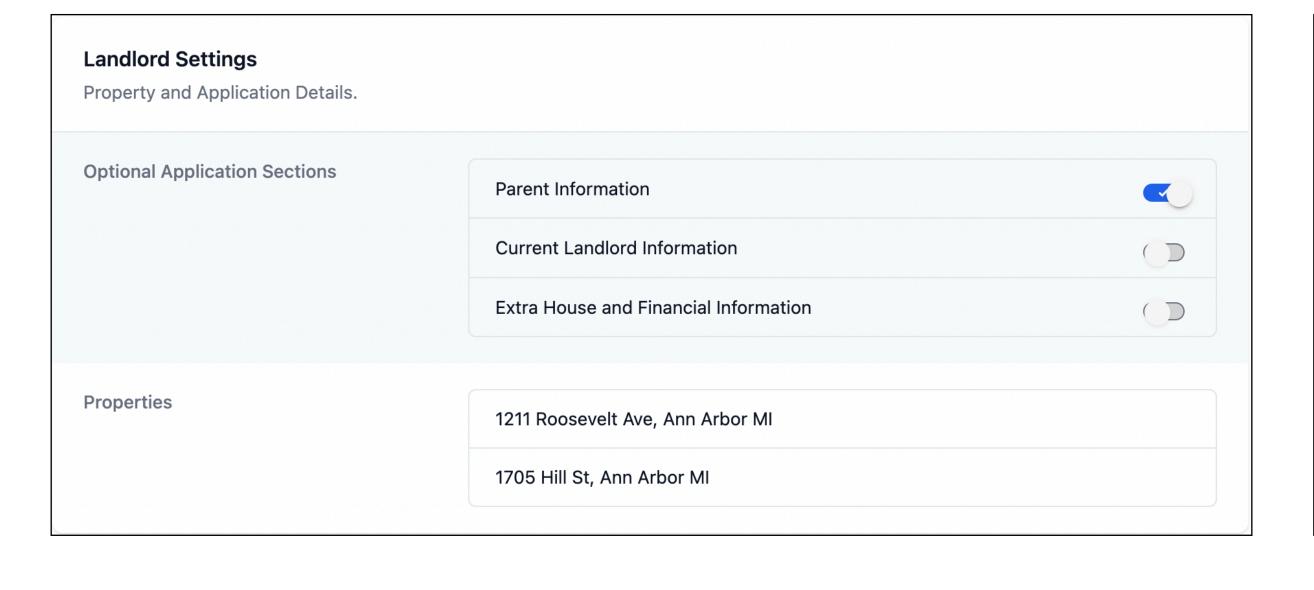


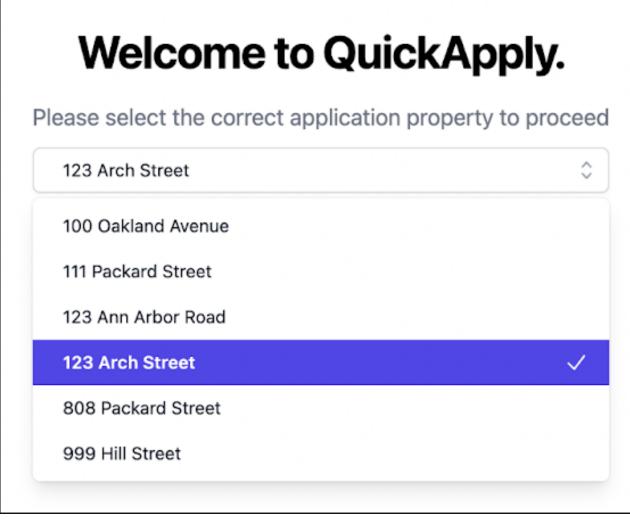
Testing Results

- Renters spend extra time finding new property info and want visibility of contact usage
- Landlords want form customizability: certain sections only used by certain landlords
- Big pain point for landlords is emailing referral forms to current landlords and parents
- Accessibility issues: contrast problems, label tags, alt text, table format

Third Iteration

Customization and automation for landlords. Accessibility improvements.





Final Results

- Three renter pages: property select, application, and submission confirmation
 - Uses field validation, error messages, and tooltips to help inexperienced users
- Three landlord pages: dashboard, single application view, and settings
- Includes status updating and automated emails to references
- Rated at least 4 out of 5 in all accessibility heuristics evaluated on

	Renter	S	Landlords	
	Current	QuickApply	Current	QuickApply
Efficiency	2.75	4.25	3.5	3.625
Ease of use	3.125	4.25	3.25	3.625
Effectiveness	4.375	4.625	4.5	4.25
Overall Satisfaction	2.875	4.3	3.125	3.875

Conclusion

- Improved in all categories except landlord effectiveness
 - Biggest improvements: overall satisfaction, renter efficiency, and landlord ease of use
 - Landlords said complete customizability of the form would make QuickApply as effective as their current method
- Future improvements: add more customization for landlords, focus on security, and include further abilities such as lease agreements
- This project helps college landlords and students as well as contributing to the amount of websites designed for accessibility

Acknowledgements

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