

# 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 non-standardized 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: \_\_\_\_\_ Social Security No.: \_\_\_\_\_  
 Phone No.: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
 Email: \_\_\_\_\_ Vehicle License Plate #: \_\_\_\_\_  
 Make/Model/Color: \_\_\_\_\_

**Current/Previous Addresses:** \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Dates/Rent Amount: \_\_\_\_\_  
 Landlord/Reference: \_\_\_\_\_  
 Phone No.: \_\_\_\_\_  
 Fax No.: \_\_\_\_\_

**Student:** \_\_\_\_\_  
 Student: \_\_\_\_\_ Yes \_\_\_ No \_\_\_ Years Attended (Opt): \_\_\_\_\_  
 School/Major (Opt): \_\_\_\_\_  
 Will you have a roommate: \_\_\_ Yes \_\_\_ No \_\_\_ How many: \_\_\_\_\_  
 Will there be a parent/guardian assisting with finances: \_\_\_ Yes \_\_\_ No

**Have you been convicted of a felony?** \_\_\_ Yes \_\_\_ No  
 If Yes, what felony(s): \_\_\_\_\_

**Are you a registered sexual offender?** \_\_\_ Yes \_\_\_ No  
**Do you have any pets?** \_\_\_ Yes \_\_\_ No  
 If Yes, what breed(s): \_\_\_\_\_

**Have you ever been evicted?** \_\_\_ 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

	Renters		Landlords	
	Current	QuickApply	Current	QuickApply
<b>Efficiency</b>	2.75	4.25	3.5	3.625
<b>Ease of use</b>	3.125	4.25	3.25	3.625
<b>Effectiveness</b>	4.375	4.625	4.5	4.25
<b>Overall Satisfaction</b>	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

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