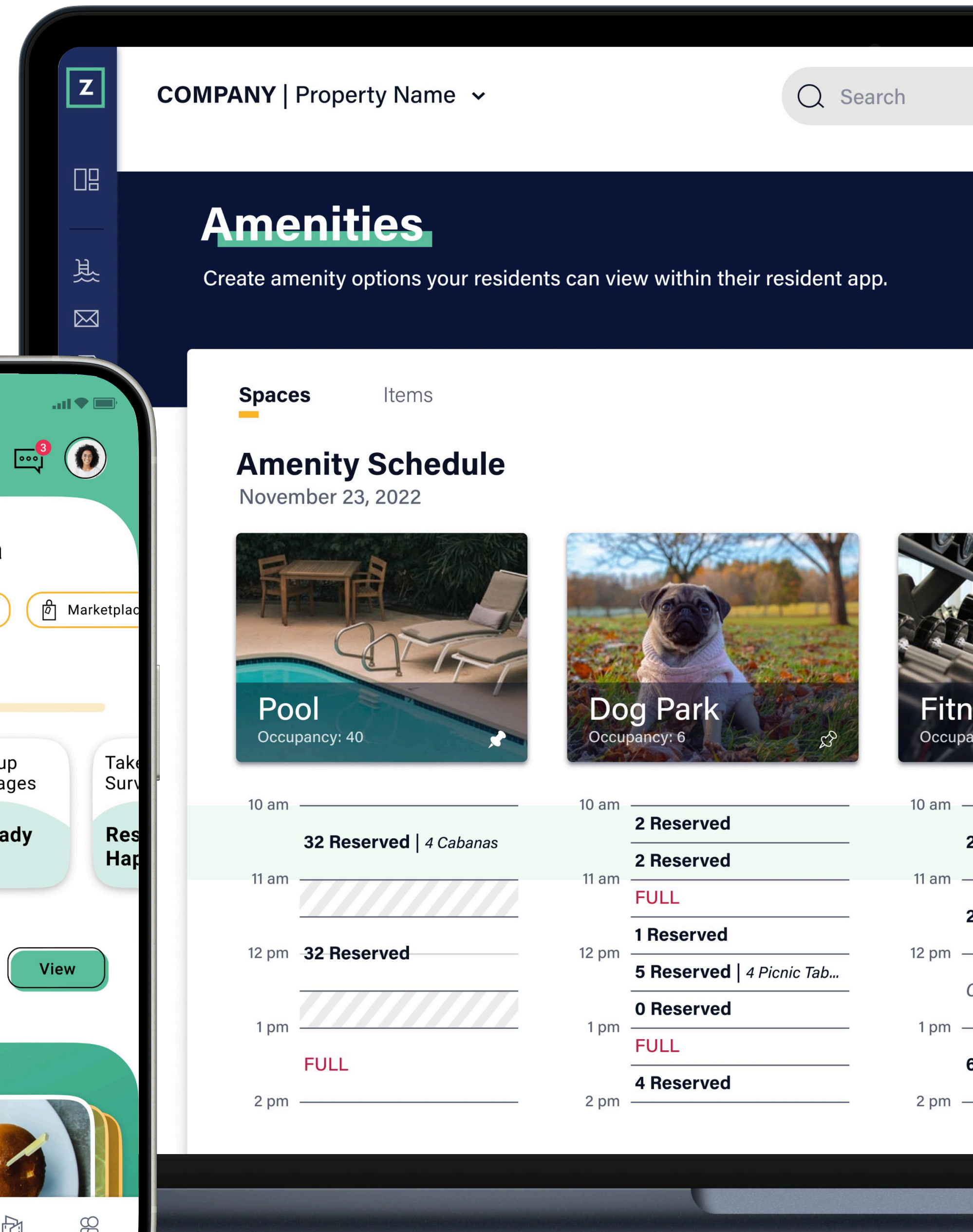
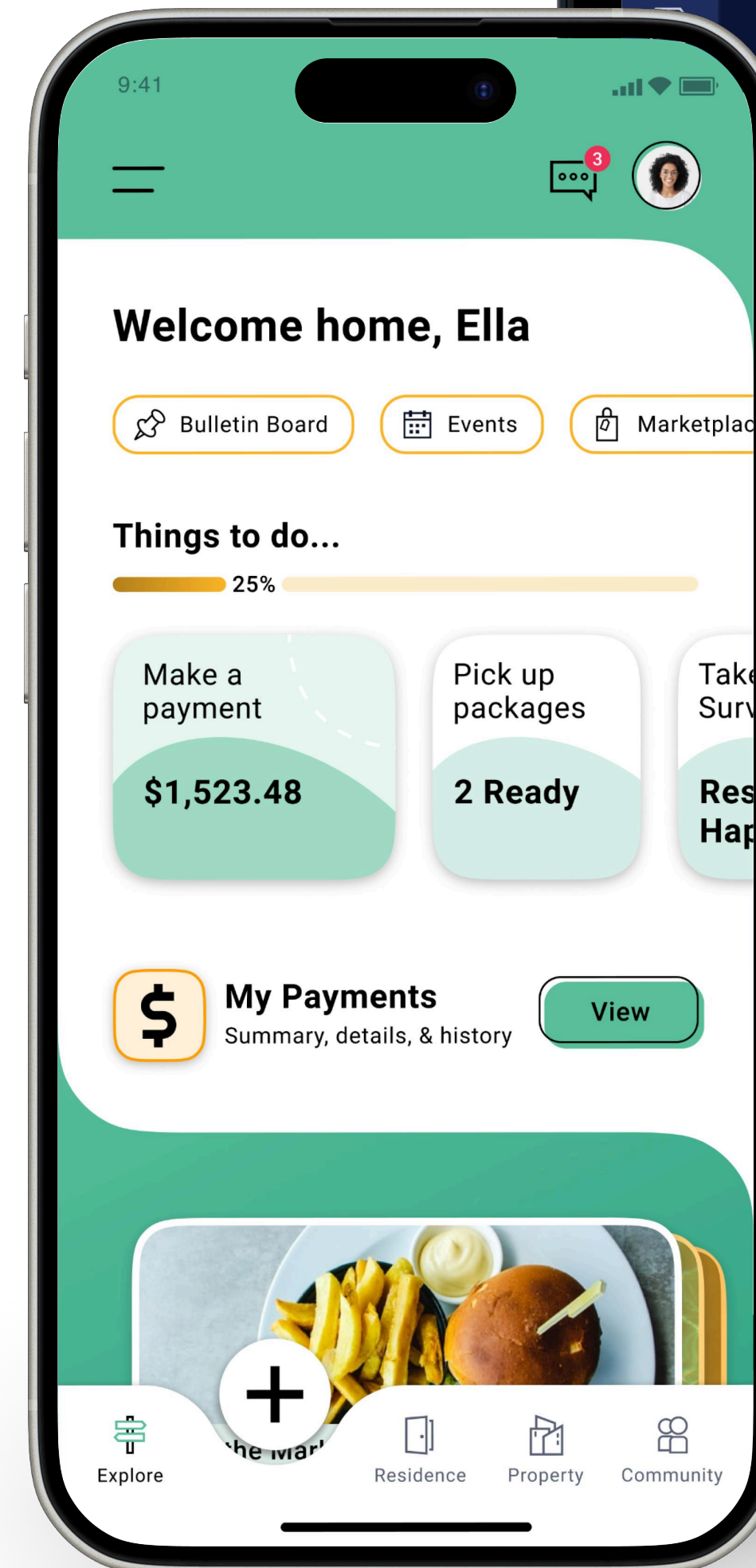


UX + UI Design Project Samples





Hello! I'm Hilary.

Lead UX designer based in Boulder, CO.

UX + UI Projects

- 1** **Amenity Reservations: *Web + Mobile***
Positively impact business growth
- 2** **Resident App Redesign: *Mobile***
Apply analytics for future feature enhancements

1 Amenity Reservations

→ Web + Mobile

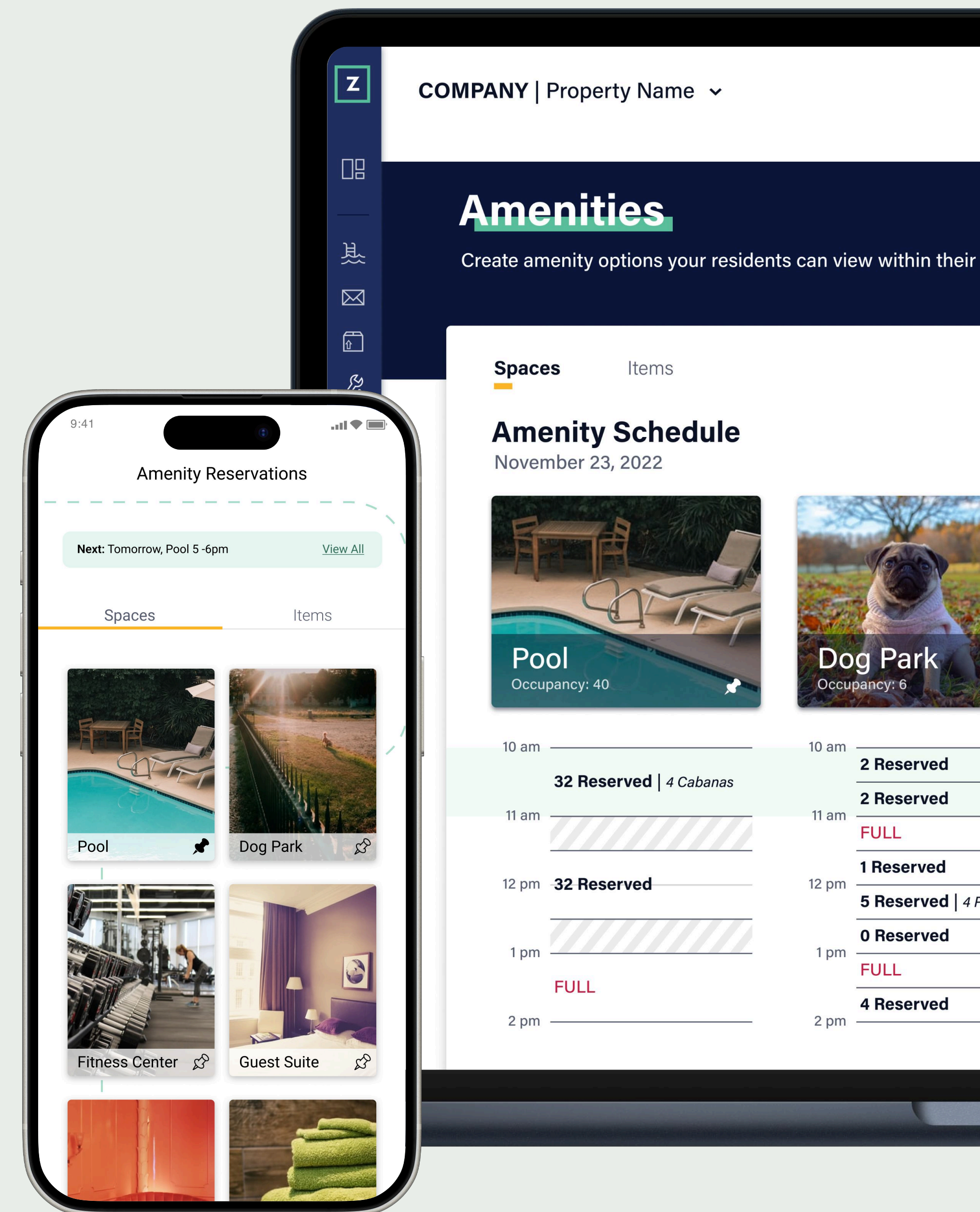
A solution for property staff to create booking details and manage amenity reservations.

Residents can self-serve the requesting and reserving of amenities at their property.

Company Zego

Platform Property Staff Web + Resident Mobile App

Duration Initial release: 3 months + Enhancements



The Team:

Lead UX and UI Designer – ***That's me!***

UX Researcher

Product Owner

Engineers

My Responsibilities:

Product analysis & user interviews

UX update

UI redesign

Usability testing & monitoring

The Challenge

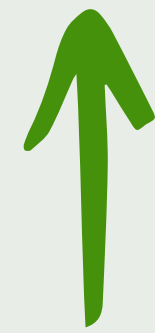
Boost revenue by improving the design of a core feature that enables property staff to efficiently manage amenity reservations and provides residents with an intuitive mobile booking experience.

Impact:

Following the feature update, key metrics such as user satisfaction and monthly active users saw significant increases. I developed a comprehensive UX score to encapsulate these improvements, and continue to track it to drive future enhancements.

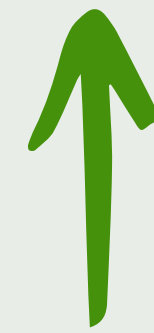
292%

Resident Satisfaction



200%

Monthly Active Users



55.4

UX Score



Enhanced resident satisfaction translated into higher client approval of the feature and an improvement in the overall platform experience.

A focus on user-friendly design contributed to sustained increases in monthly active users (MAU).

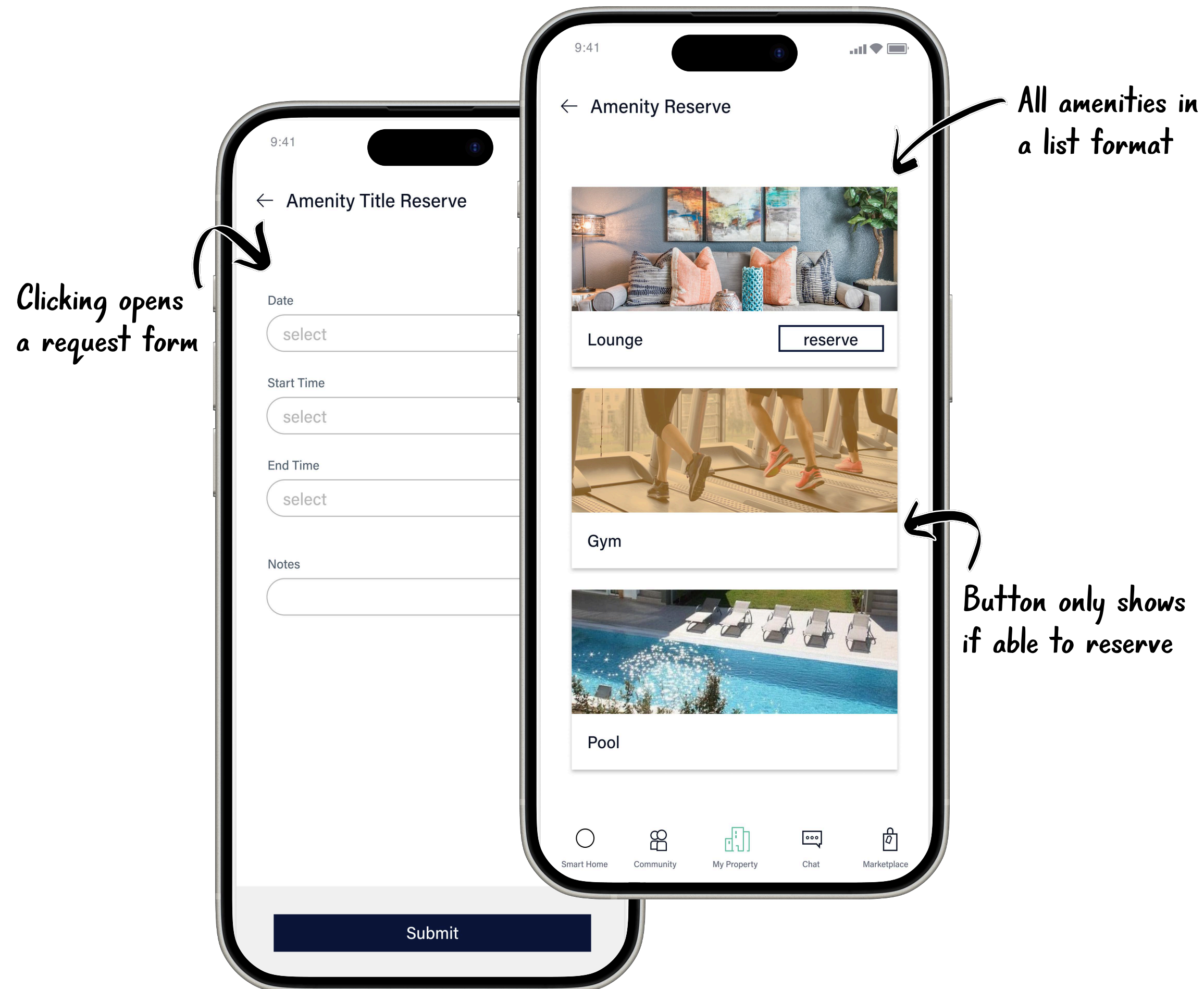
Amenity Reservations consistently stands out as one of the highest-performing features in the resident mobile app.

1st Opportunity:

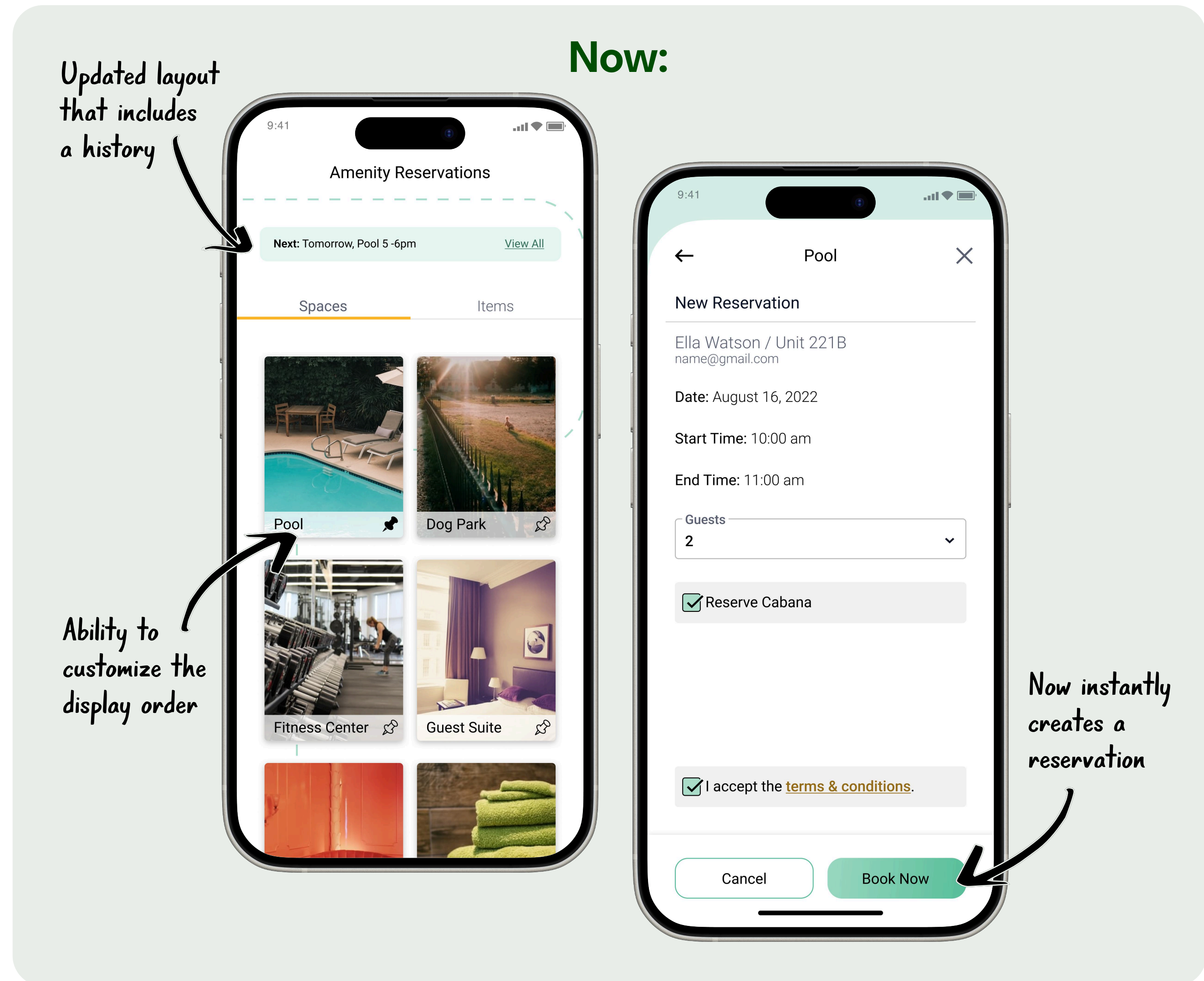
Resident Mobile App Improvement

At the onset of the pandemic, property managers needed a quick and easy solution that enabled residents to book amenities on their own.

Before:



Now:

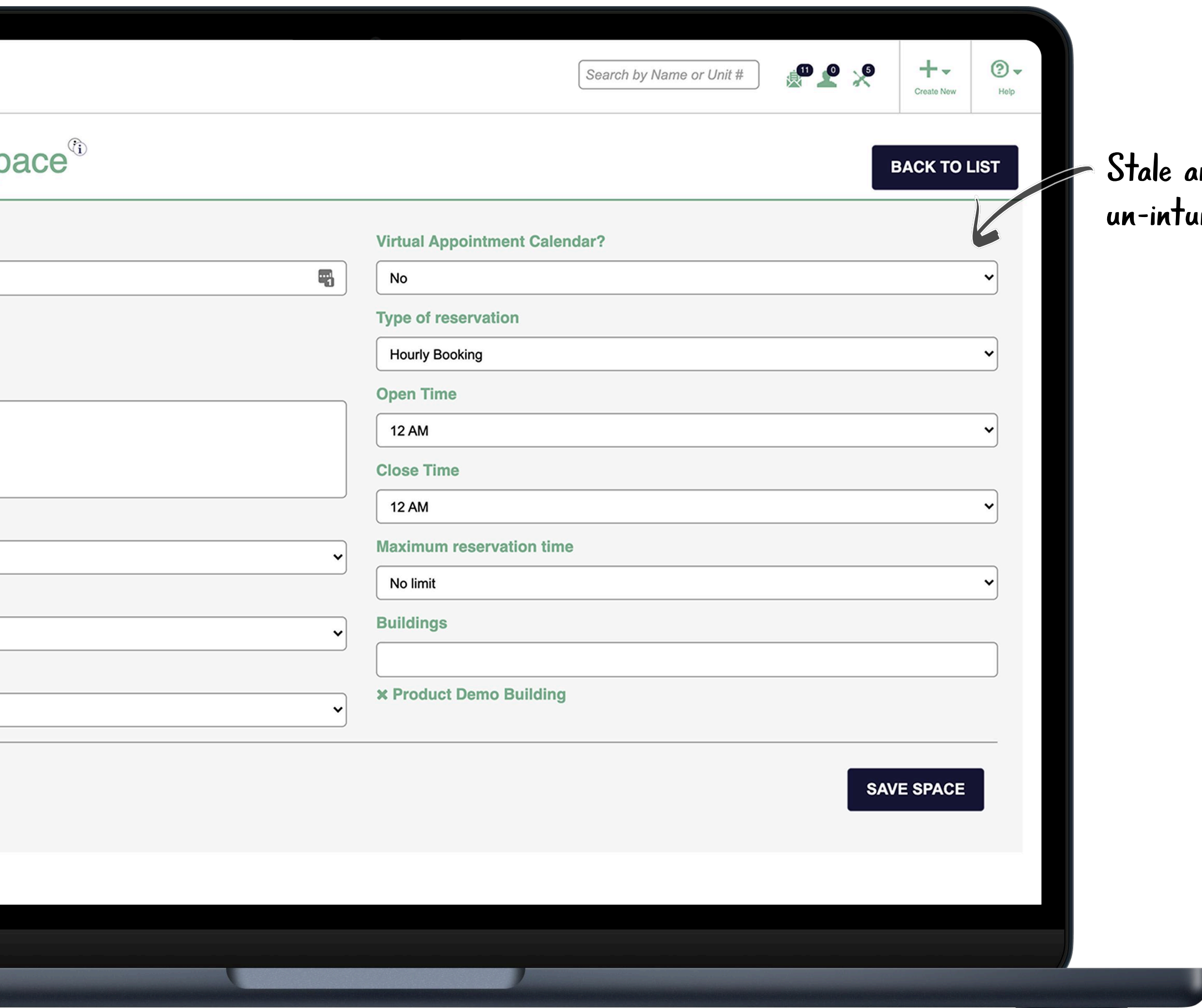


2nd Opportunity:

Staff Web UI Enhancement

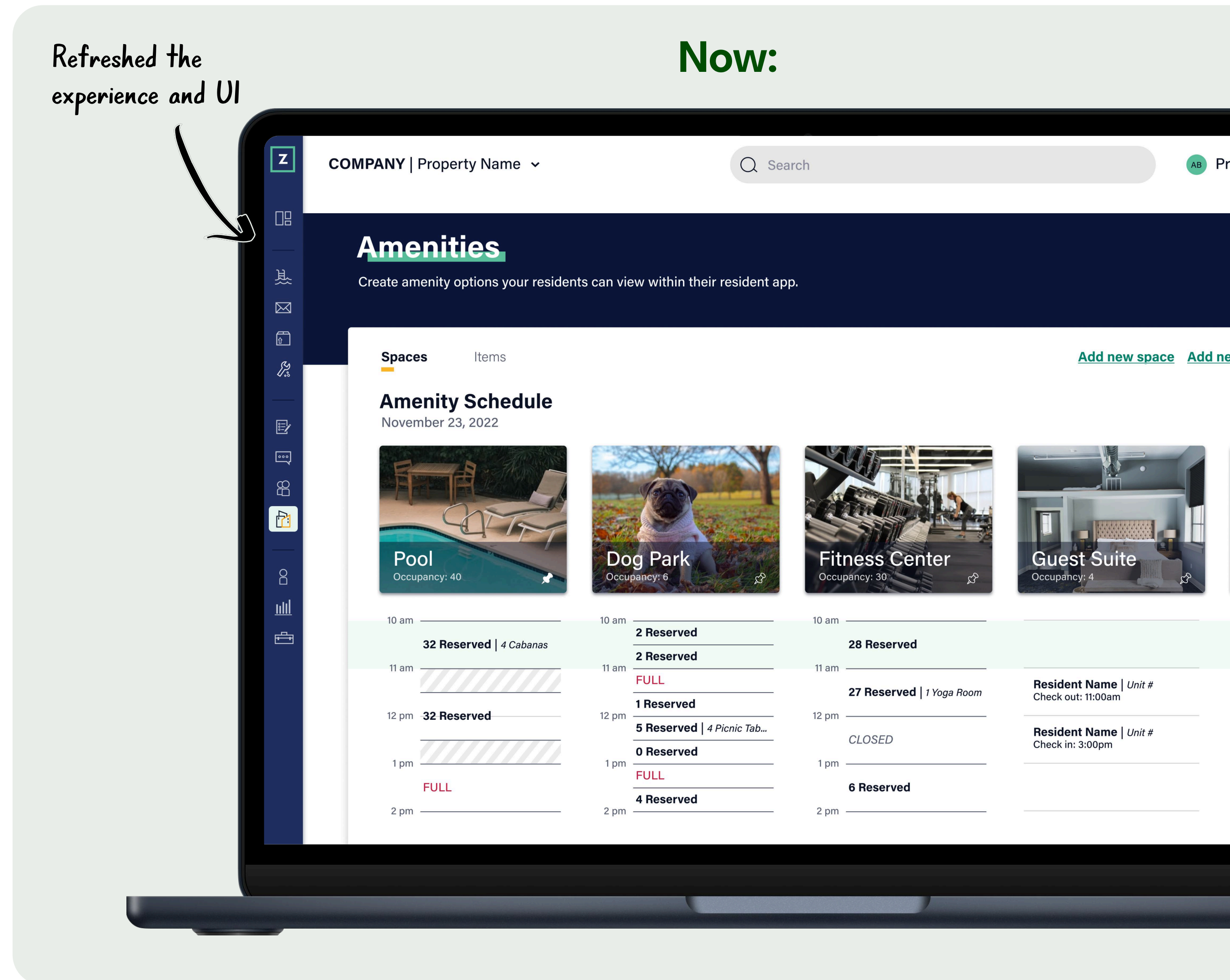
Staff members found the UI cumbersome to use and uninspiring to interact with on a daily basis.

Before:



Refreshed the experience and UI

Now:



What I heard:

Interviews with both residents and property staff members uncovered several issues the original app was not solving.

“How can I book on my own without going to the front desk?”

– Resident

“What can we do to limit the amount of time residents use a space?”

– Staff

“Where do I find out if a space has any availability today?”

– Resident

“How do we let residents know an amenity is closed for cleaning?”

– Staff

Project Goals:

- Manage reservations without in-person interaction with residents.
- Increase active users in the property management platform.

Key metrics:

- HEART plan
(**H**appiness, **E**ngagement, **A**doption, **R**etention, and **T**ask Success)
- Satisfaction & monthly active users

My design process:

By combining deep user insights and cross-functional collaboration, I designed a streamlined, impactful solution that drove measurable improvements in user satisfaction, and platform performance.

1 **Discovery sessions + user interviews**

Hosted working sessions with the product team and conducted user interviews to understand the requests from the clients.

2 **Ideation + product/engineering review**

After landing on the designs for the initial MVP, I reviewed them with engineering so that they could successfully build the designs in the current platforms.

3 **Prototype testing + high fidelity designs utilizing design system**

Tested designs with internal stakeholders and created all the final designs, ensuring to use our design system and noting new components to add.

4 **Engineering handoff, launch, post-release monitoring**

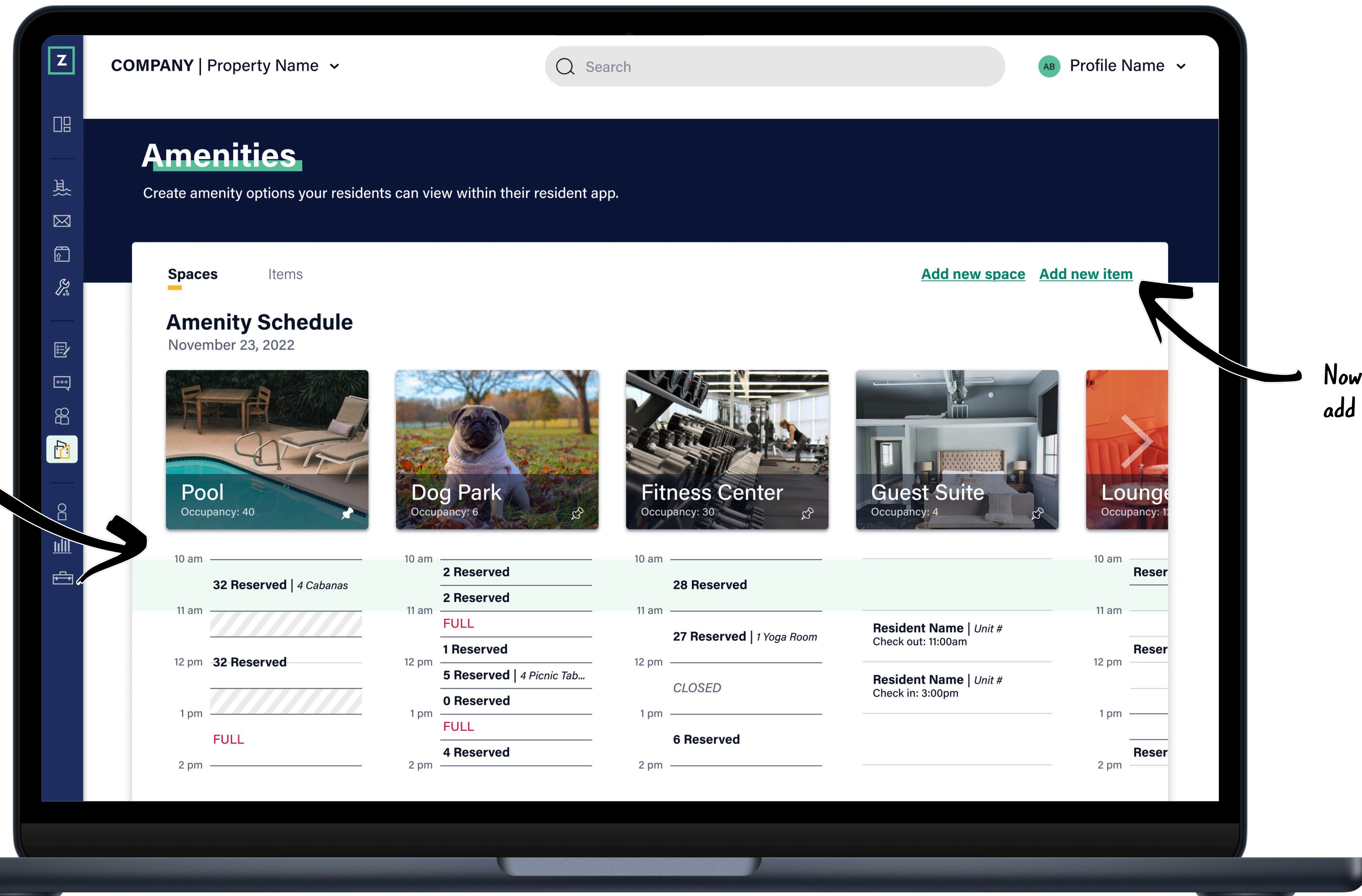
Hosted another session with engineering to walkthrough the final designs and set up a plan to poll users after the early interactions with the feature and ongoing usage monitoring.

Staff Web Enhancements:

I chose to display the daily availability in a live schedule so the staff can quickly see all amenities and the number of reservations on a given day.



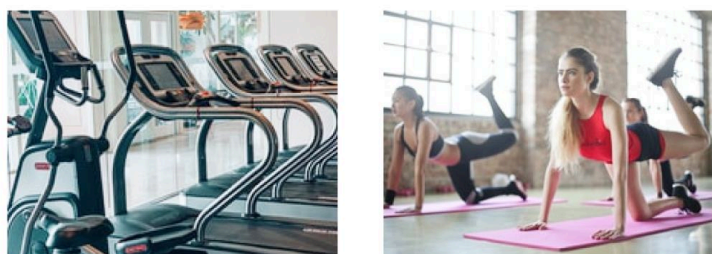
Now it's easy to add more spaces.





Fitness Center

Drag files here or click to select files



Details

Availability

Placeholder text

Amenity Type

Space Item

Reservation Type

Hourly

Amenity Name

Fitness Center

Description

Here is the description for the Fitness Center. This is where the PM can write everything they want the resident to know about this space. It can be a list of the cool features, whether there are classes to take, and rules about the space. Any specific policies or restrictions can go here as well. **Also, location if this is multi-prop!**

Available Properties

12 Properties Selected ▾

Reservation allowed

Extra Reservable Space

Request to reserve

Area Name

Yoga Room

Total Occupancy

30

Quantity

1

How far out resident can reserve (Days)

90

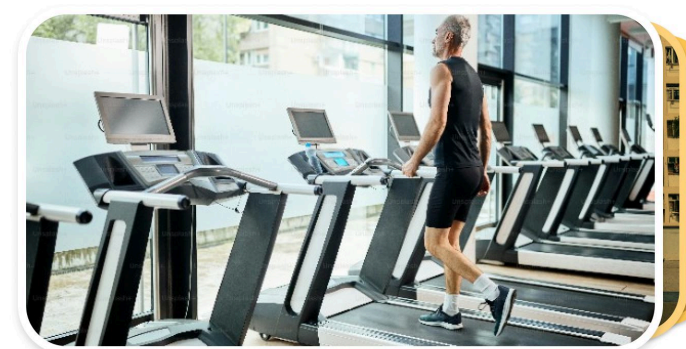
Waiver: covid_form.pdf



Cleaned up the inputs, and expanded the functionality so now the property staff can edit details and set the schedule for each amenity. They now have the ability to select which properties have access to this amenity and better occupancy controls.

9:41

Fitness Center



Schedule

Details

Here is a description for the Fitness Center. This is where the resident will find all the info that the PM wants them to know. It might include a list of features, rules about the space, and policies or restrictions. It could also include info about if the resident makes a reservation that they will be sharing the space with other residents, or not.

Reservation Required: Yes

Each reservation is for 1 hour. Please only make up to 2 reservations per day.

Extra Reservable Space: Yoga Room

Guests Allowed: No

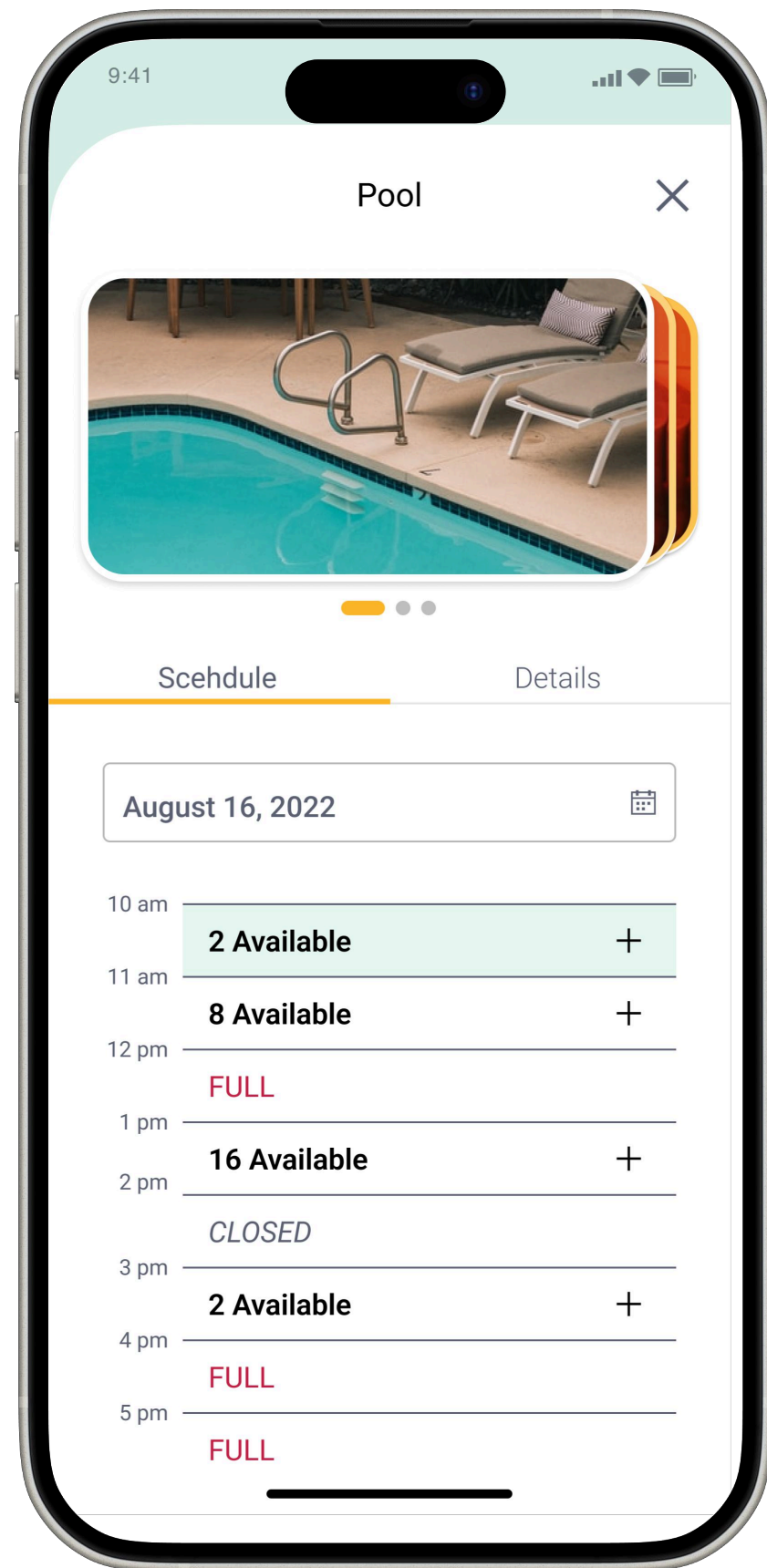
Each reservation is for 1 resident only.

Total Occupancy: 30

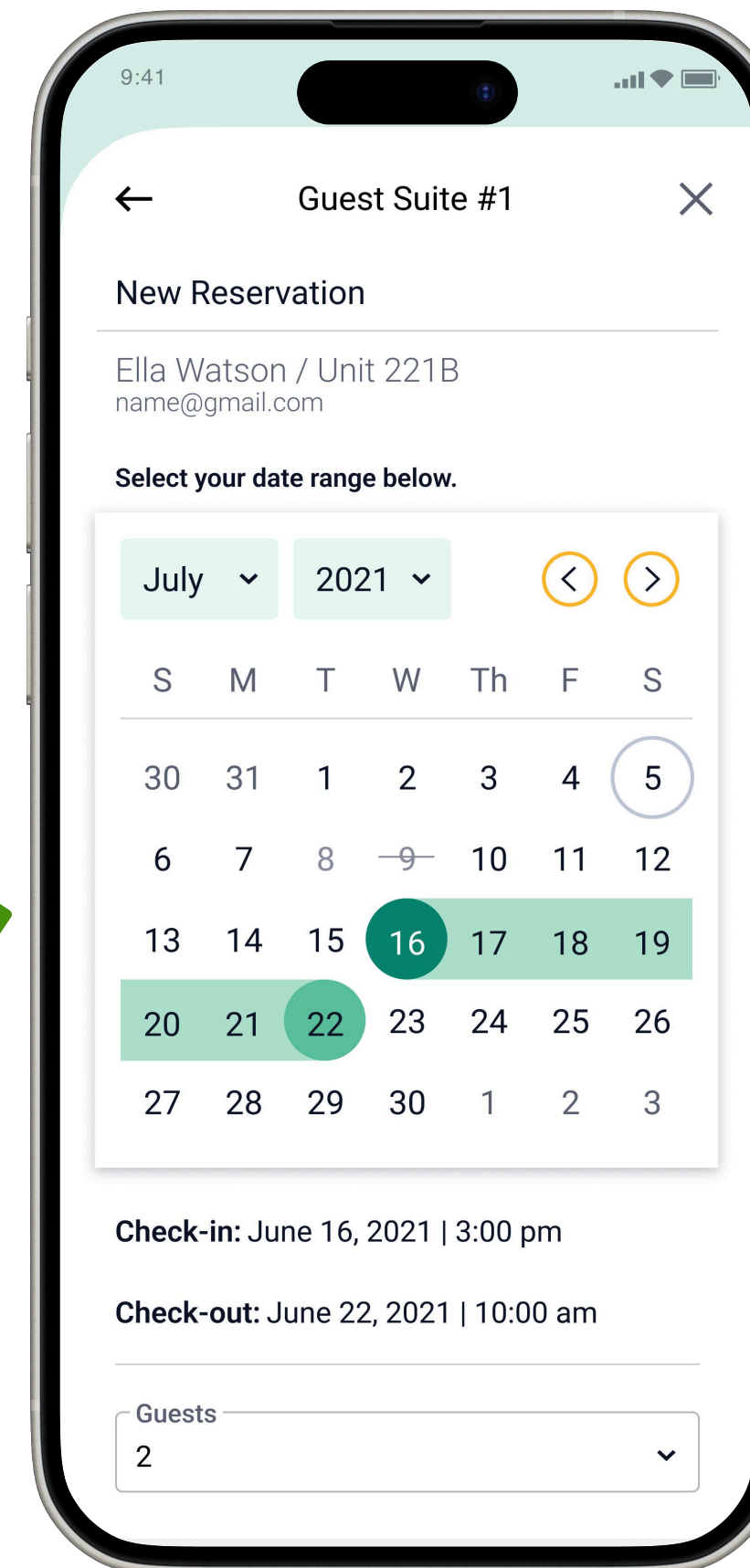
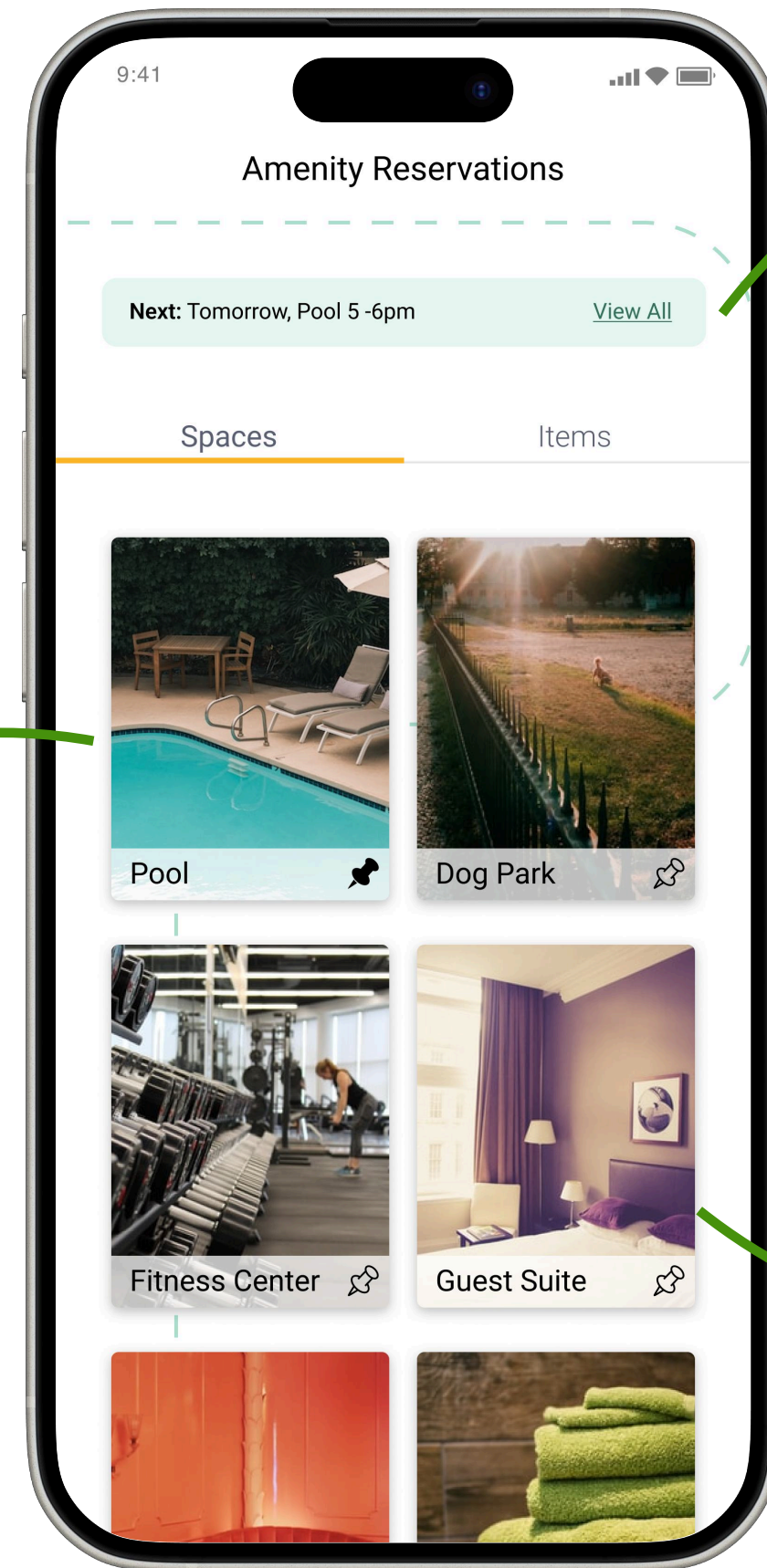
Residents can see all the details set by the property staff.

Resident Mobile Redesign:

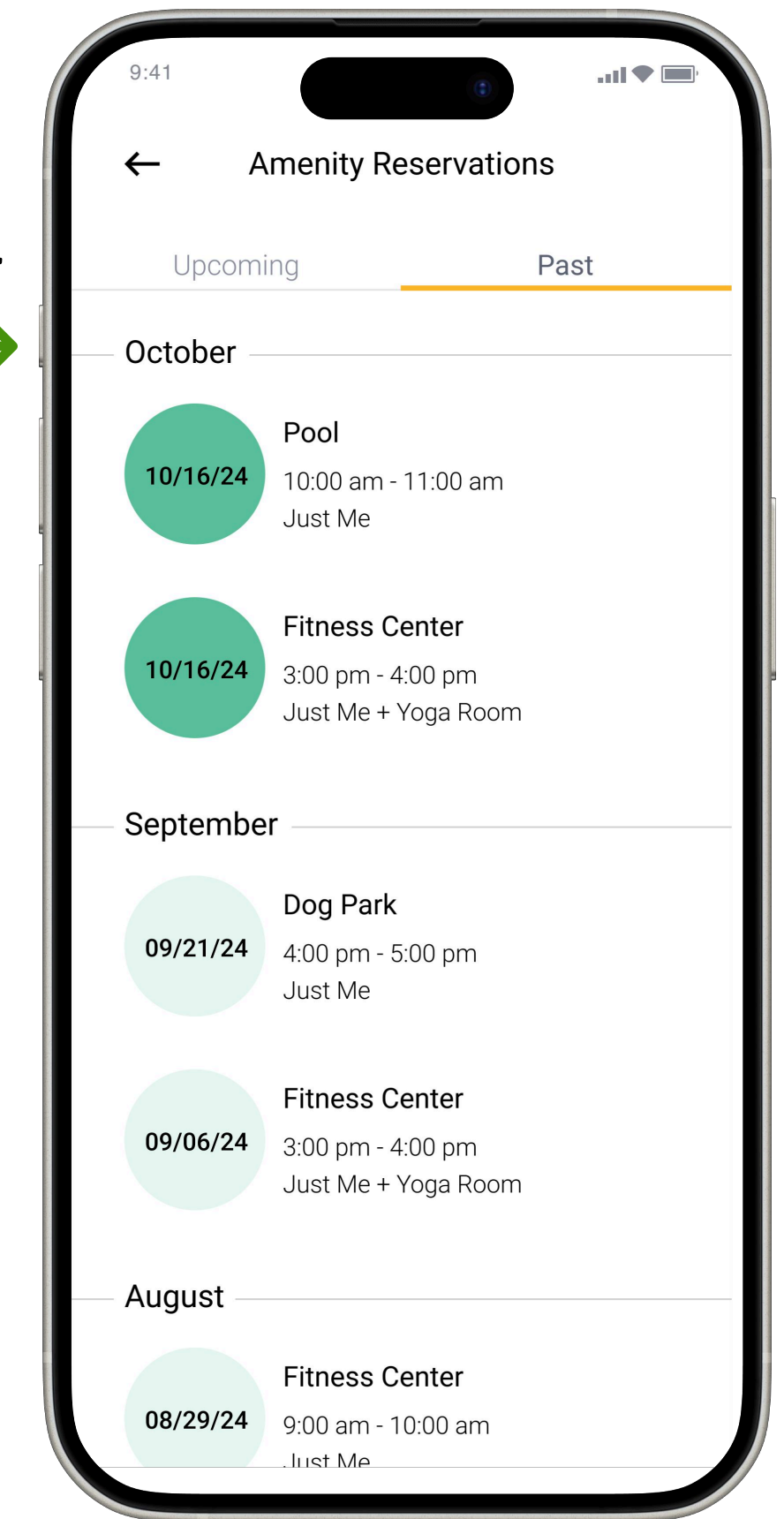
I designed a History page so residents can manage upcoming reservations, but more importantly see the past for contact tracing.



Clicking on an amenity, residents can see availability for a given day.



I integrated a calendar for multiple-day and overnight reservations.



Insights and improvements:

Through this process, I've gained valuable insights and identified key opportunities to further enhance the experience for both staff and residents.

1 Be flexible – trade offs

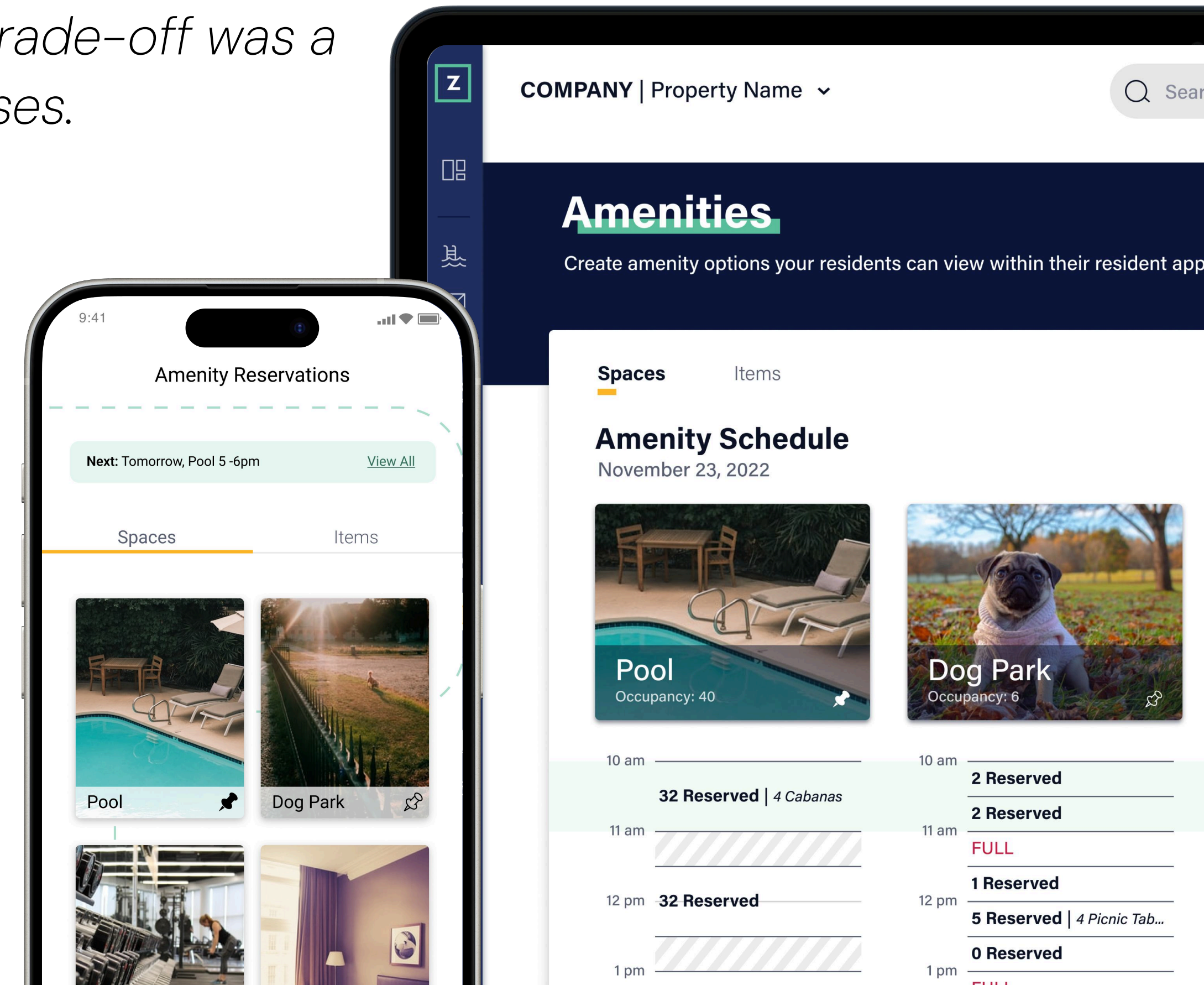
In order to gain a client, we added a few design elements to the feature even though it ended up delaying the initial release. The trade-off was a few of the proposed designs got bumped to future releases.

2 Leveled up my leadership

After spending a considerable amount of time as the sole designer, I learned how to bring in a more junior designer and ultimately hand off some design work.

3 Times change, so must design

Once the demands of the pandemic were not the top priority for the feature, I had to ensure the designs remained relevant and provided value.



2 Resident App Redesign

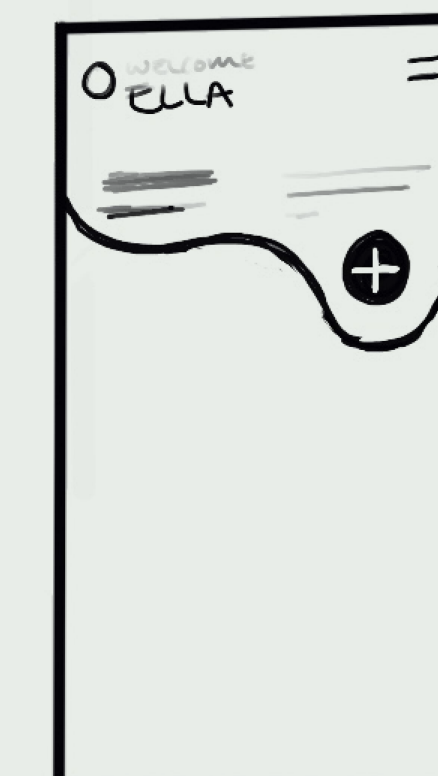
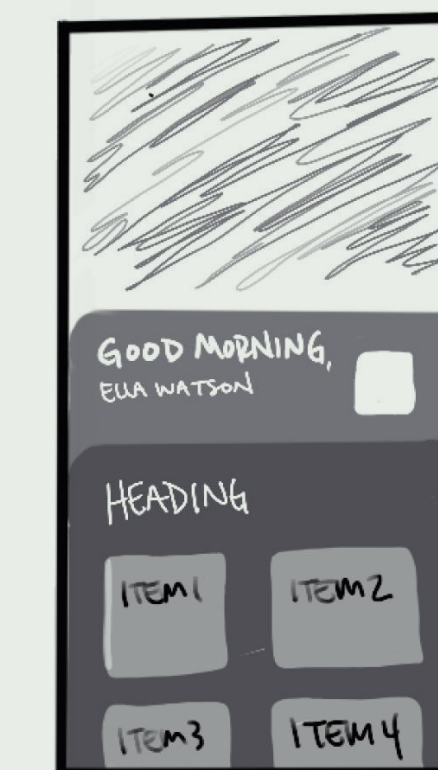
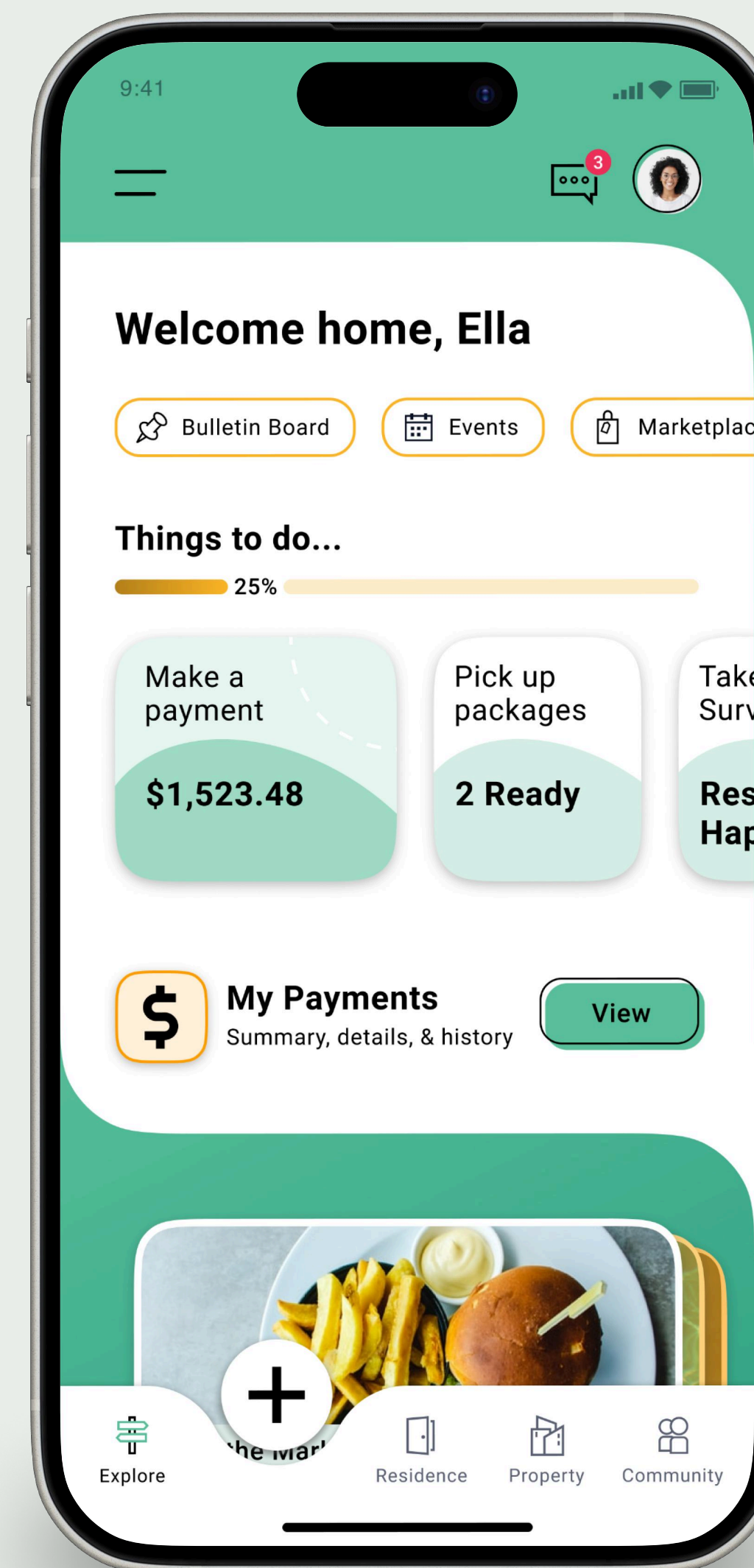
→ Mobile

Zego is a property management platform for both staff and residents. Following the acquisition of a company with a similar resident mobile app, we merged two mobile experiences into a single, unified resident app featuring a modern, scalable UI design.

Company Zego

Platform Resident Mobile App

Duration Initial release: 8 months + Enhancements



The Team:

Lead UX and UI Designer – ***That's me!***

UX Researcher

Product Owner

Engineers

Product Marketing

My Responsibilities:

Product analysis & user interviews

UX update

Concept designs

High fidelity UI design

Prototypes & sales demos

Usability testing & monitoring

The Challenge

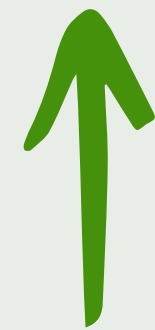
Following an acquisition, we were managing two separate mobile apps that both enabled apartment residents to interact with their property. We needed to consolidate them into a single, more efficient, and scalable mobile app experience for our users.

Impact:

The new mobile app design brought together 200,000+ residents into a single app. This significantly reduced the technical debt of supporting multiple apps and user databases as well as providing an enhanced and easy to use app for residents.

150%

Mobile app downloads



Since the initial release of the combined app, downloads have continued to increase.

52+

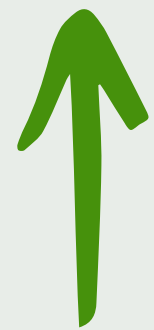
Engineering weeks



By only having to maintain one single mobile app code base, engineering time has significantly decreased.

180%

Feature usage



An updated and enhanced navigation has lead to increases in feature usage across the app.

Where to start:

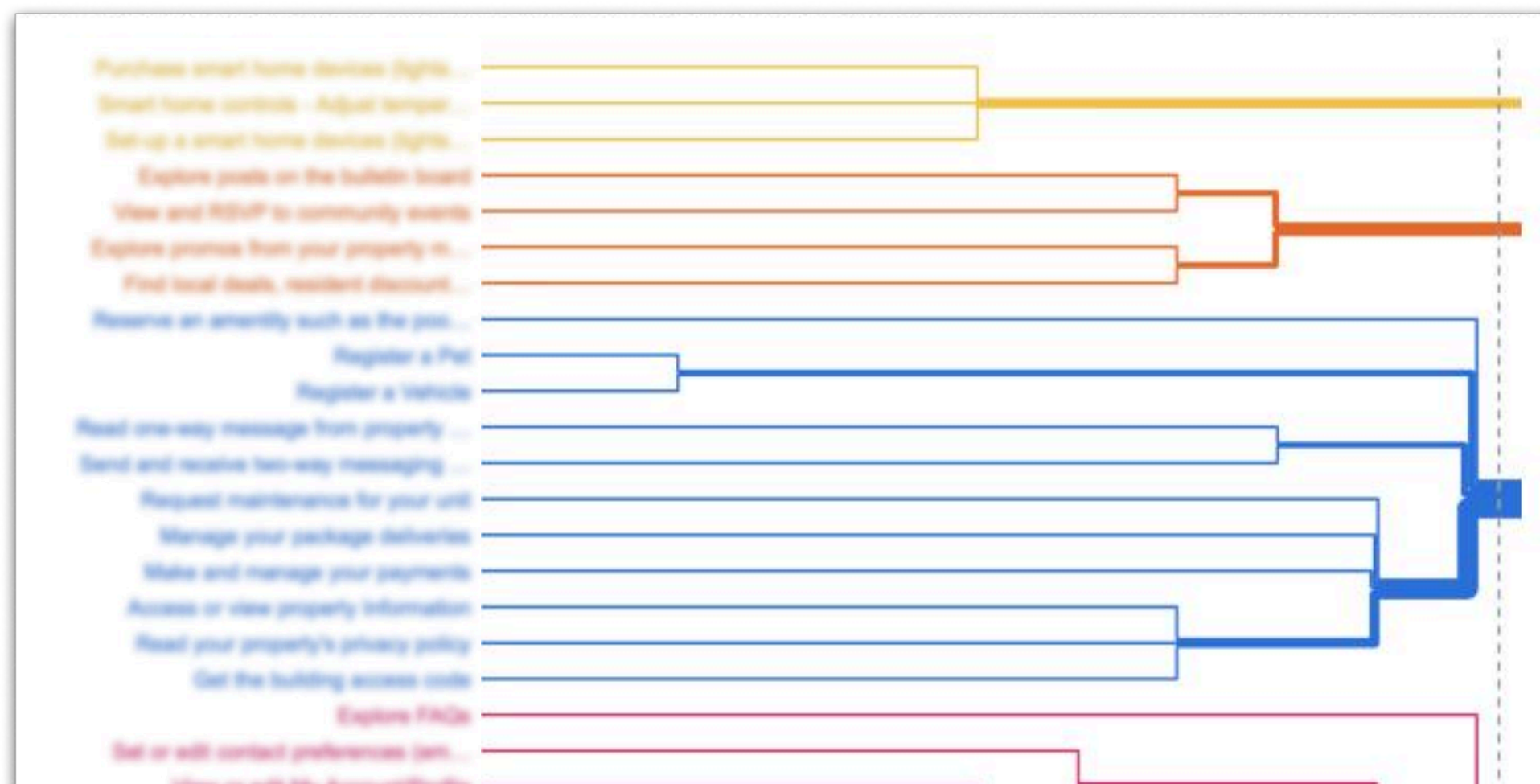
I needed to find out what aspects to keep and what to improve in each app, then with scalability in mind – what hadn't been thought of yet.

Research Goals:

- Compare both mobile apps
- Review requirements from product
 - Keep Content Tile feature
 - Customization by property
- What was not working
- What problems hadn't been solved yet

Research Process:

1. App review and analysis
2. User interviews, polls, and surveys
3. Navigation – tree test and card sort
4. Best practices for leveraging our design system for customization



My design process:

Through comprehensive discovery sessions, app analysis, and user interviews, I developed a scalable solution to combine the mobile apps, enhancing the resident experience and reducing technical debt.

1 **Discovery sessions + app analysis/navigation test + user interviews**

Hosted working sessions with the product team and conducted user interviews to understand the requests from the clients.

2 **Outline business objectives + ideation + product/engineering review**

After landing on the designs for the initial MVP, I reviewed them with engineering so that they could successfully build the designs in the current platforms.

3 **High fidelity designs + iterations to address available features**

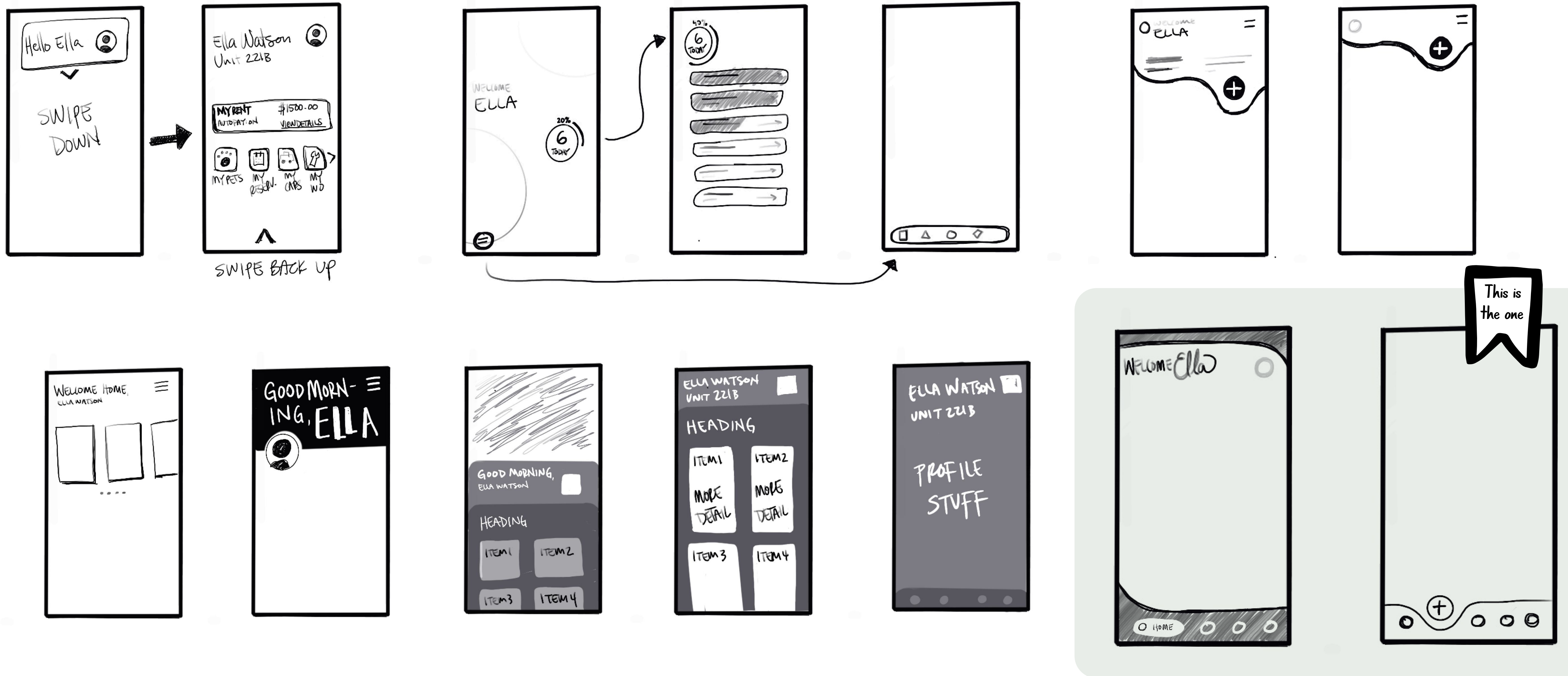
Tested designs with internal stakeholders and created all of final designs, ensuring to use our design system and noting new components to add.

4 **Engineering handoff, launch, post-release monitoring**

Hosted another session with engineering to walkthrough the final designs and set up a plan to poll users after the early interactions with the feature and ongoing usage monitoring.

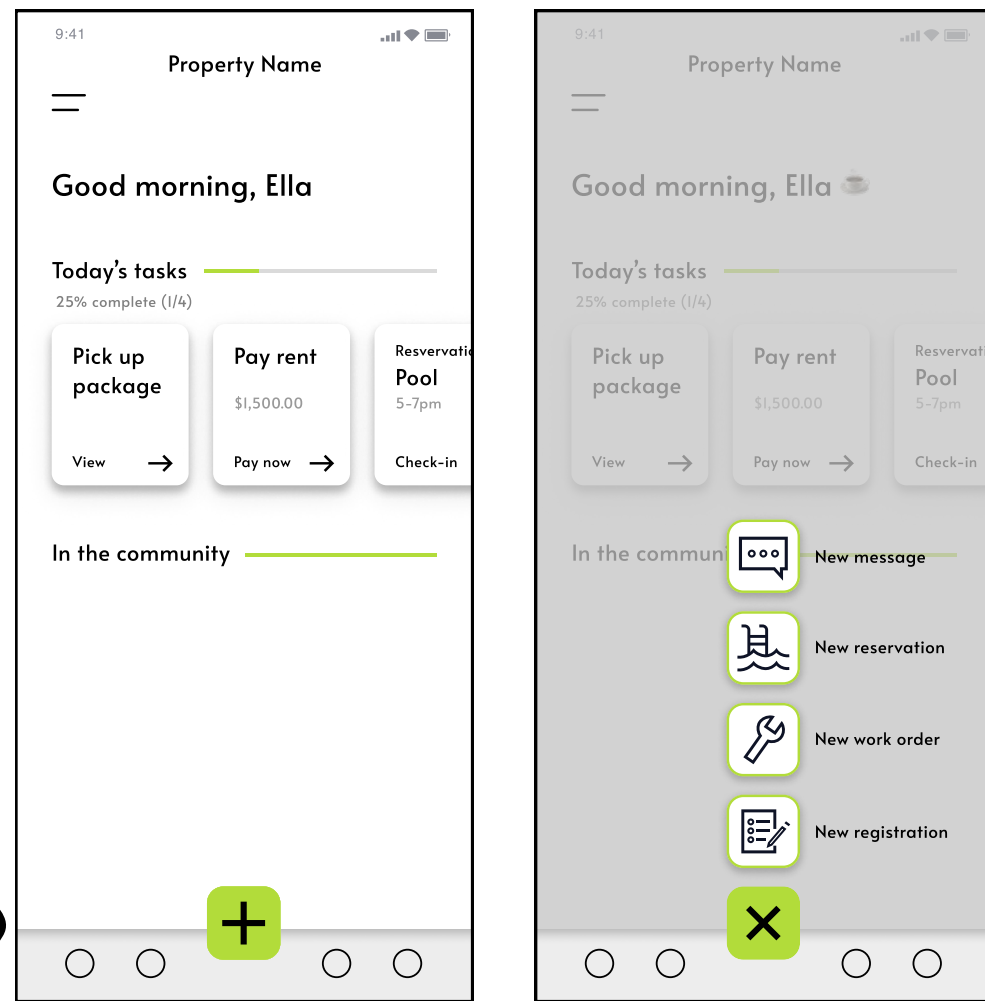
Concept designs:

Early visual explorations that articulate my design ideas, forming the foundation of our unified mobile app solution.

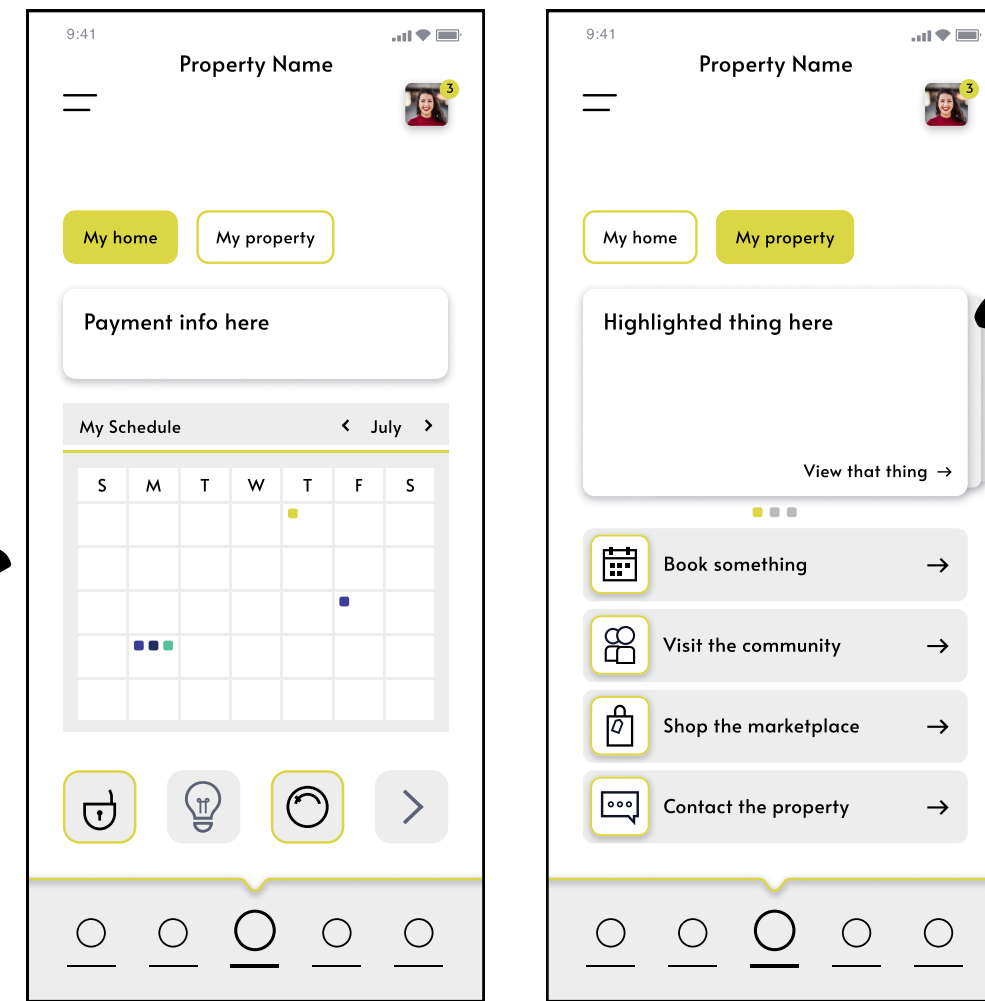


Try out a few:

Refined higher-fidelity concepts I developed to test and iterate on design ideas – bridging the gap between early explorations and the final app experience.



The task section resonated well.



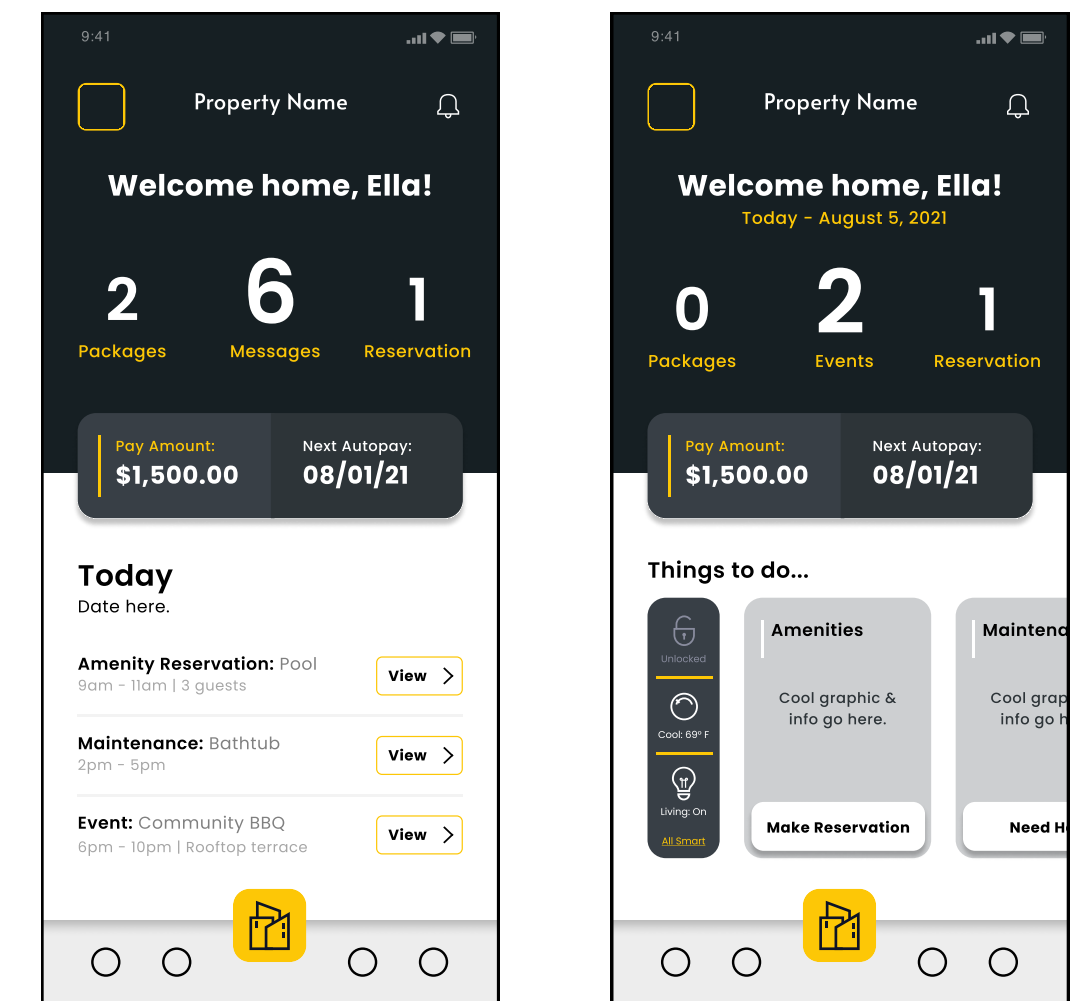
Calendar was too complicated.

Ability to highlight info from the Property was a definite must-have.

Having payment information up top was key!

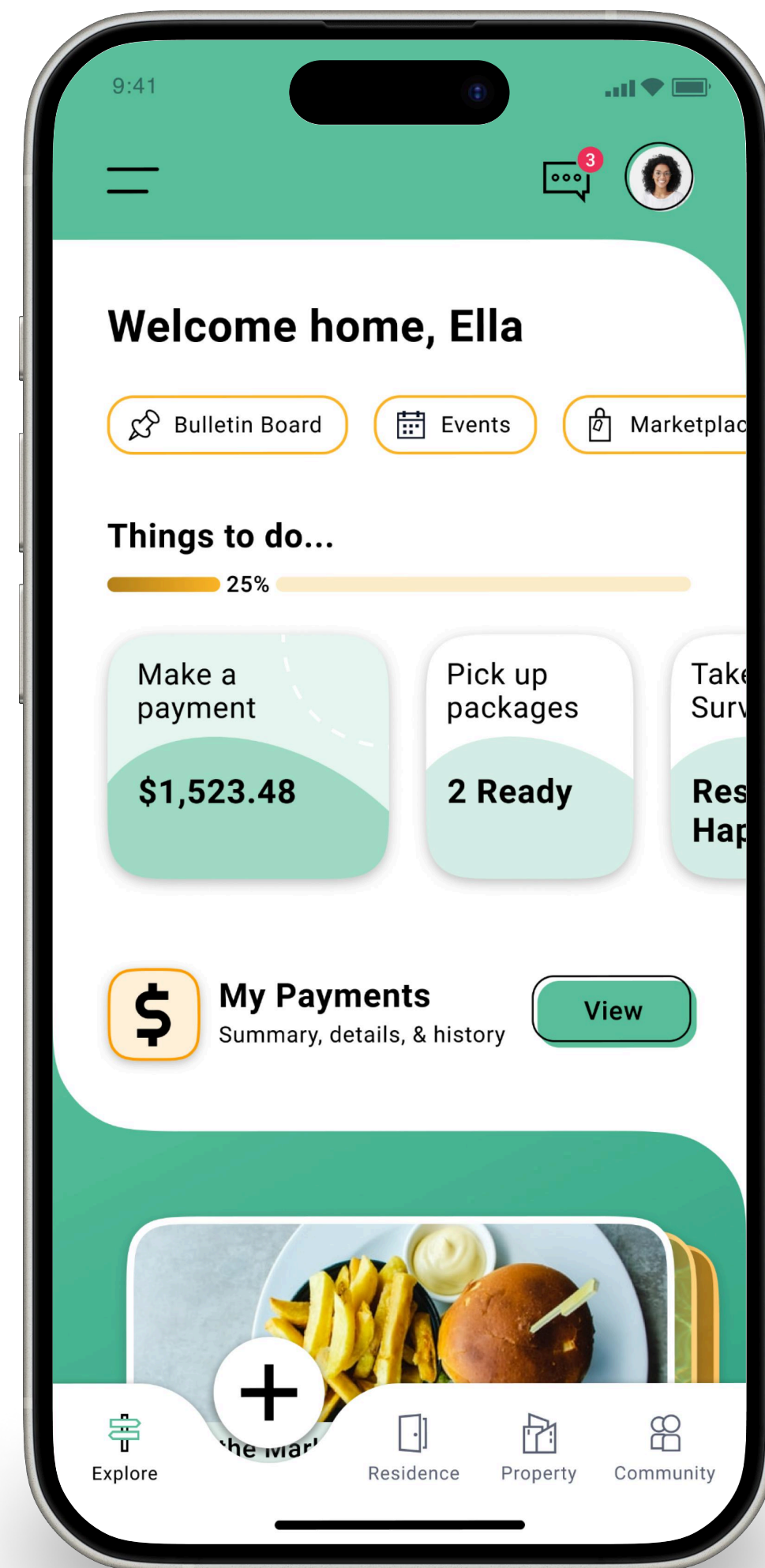


Too stylized.



Found a winner:

Meticulously refined final designs that deliver both a seamless, intuitive user experience and a robust, unified mobile platform.



Key design features:

I added the quick access chips that allow users to quickly find the features they are looking for, while encouraging them to explore new and useful features.

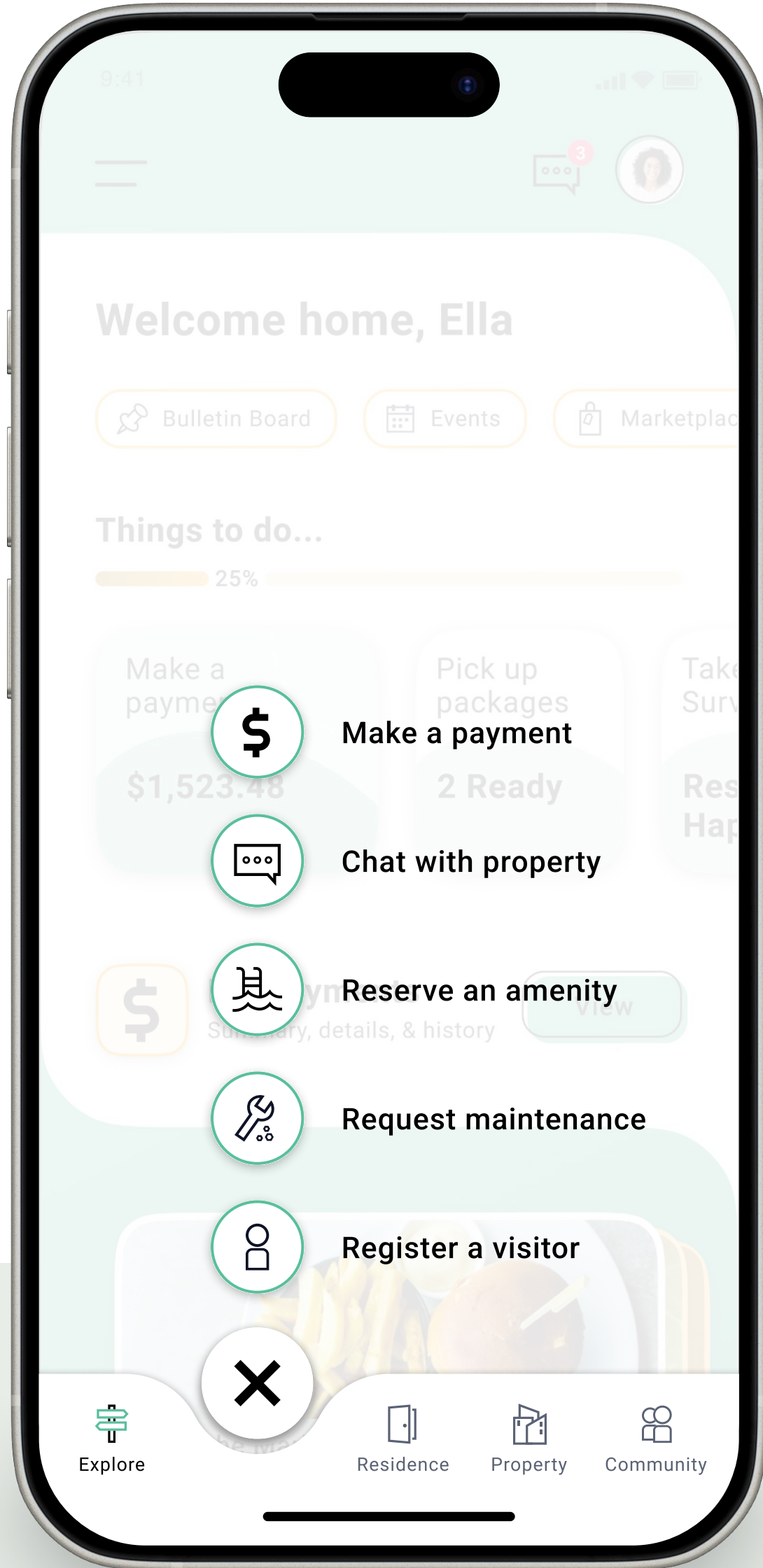
Creating the interactive "to do" section makes the app sticky by giving residents a reason to keep coming back to finish their tasks – resulting in higher resident usage.

Easy access to the Payments feature was crucial.

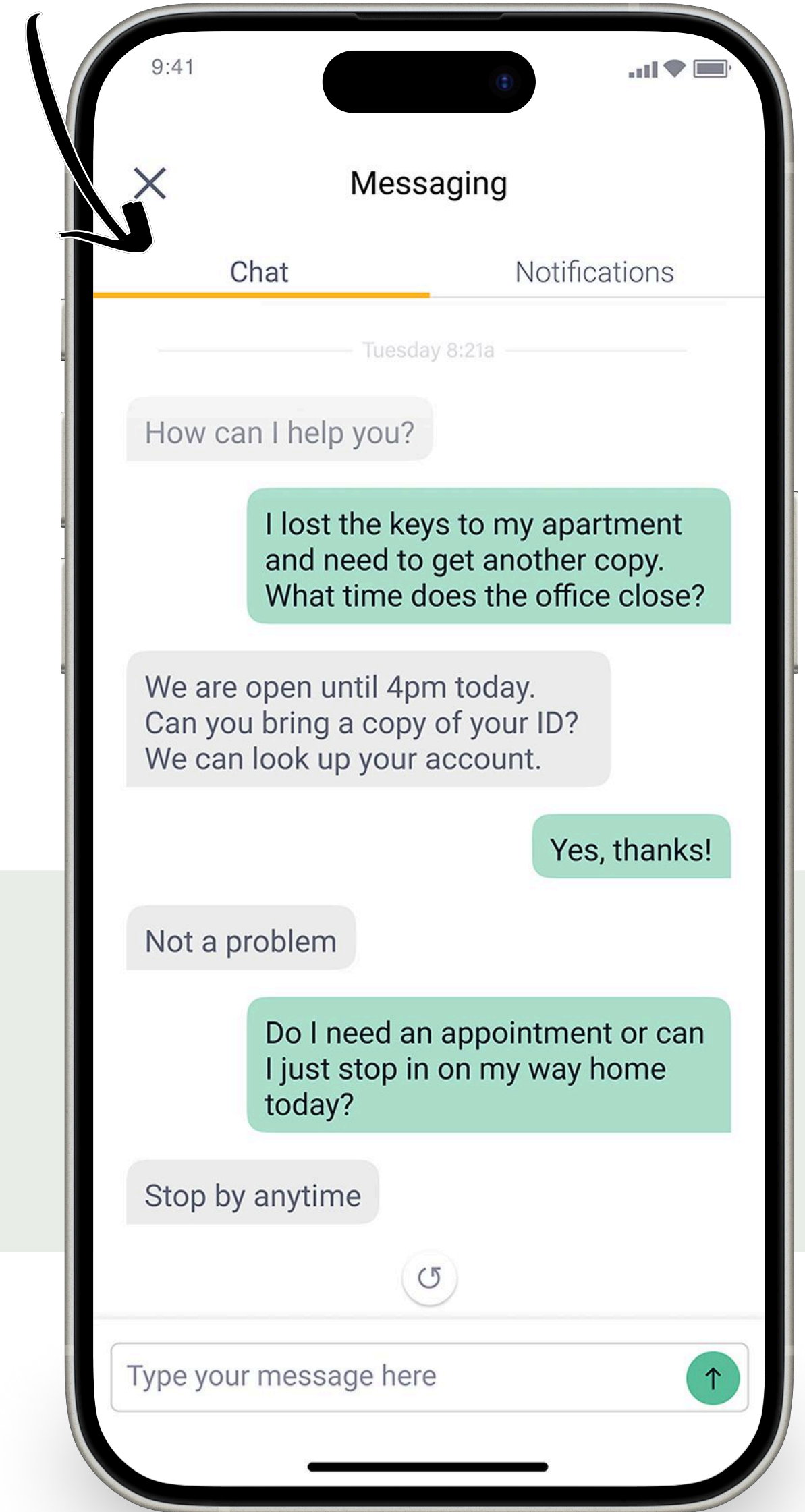
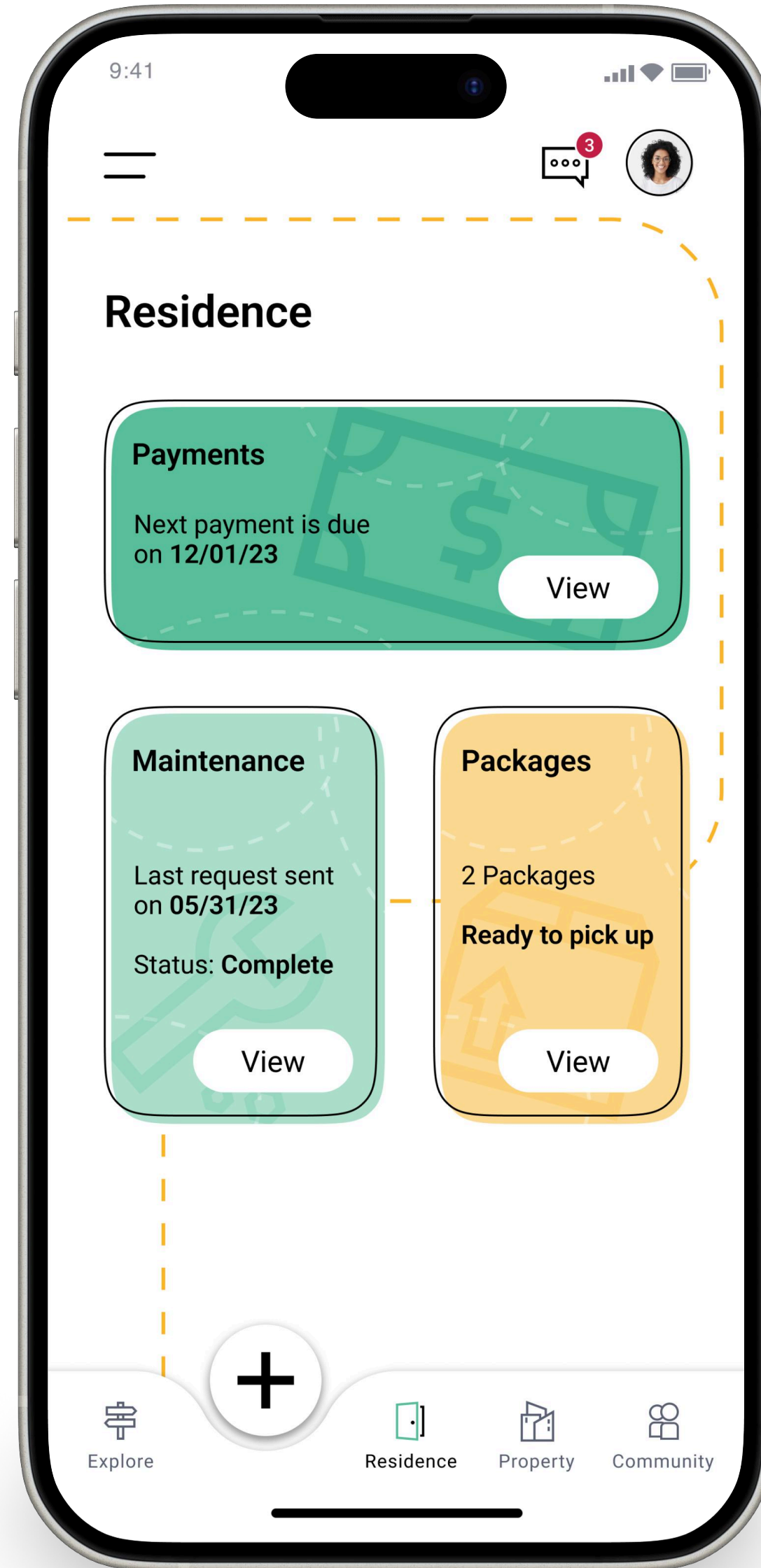
Organizing the navigation into logical categories provides a natural home for the existing features and allows for the app to scale as new features are created.

 [See a demo](#) 

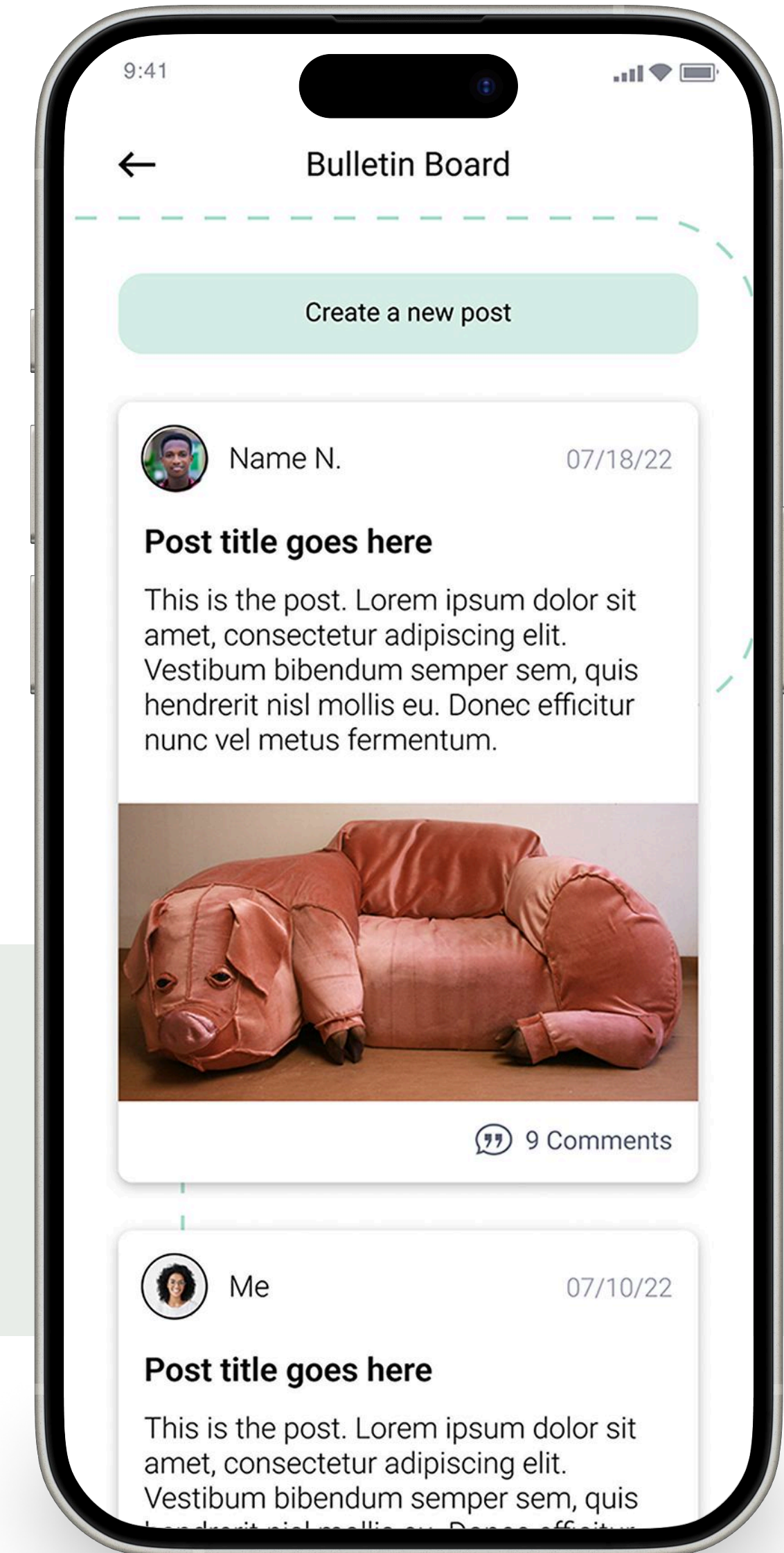
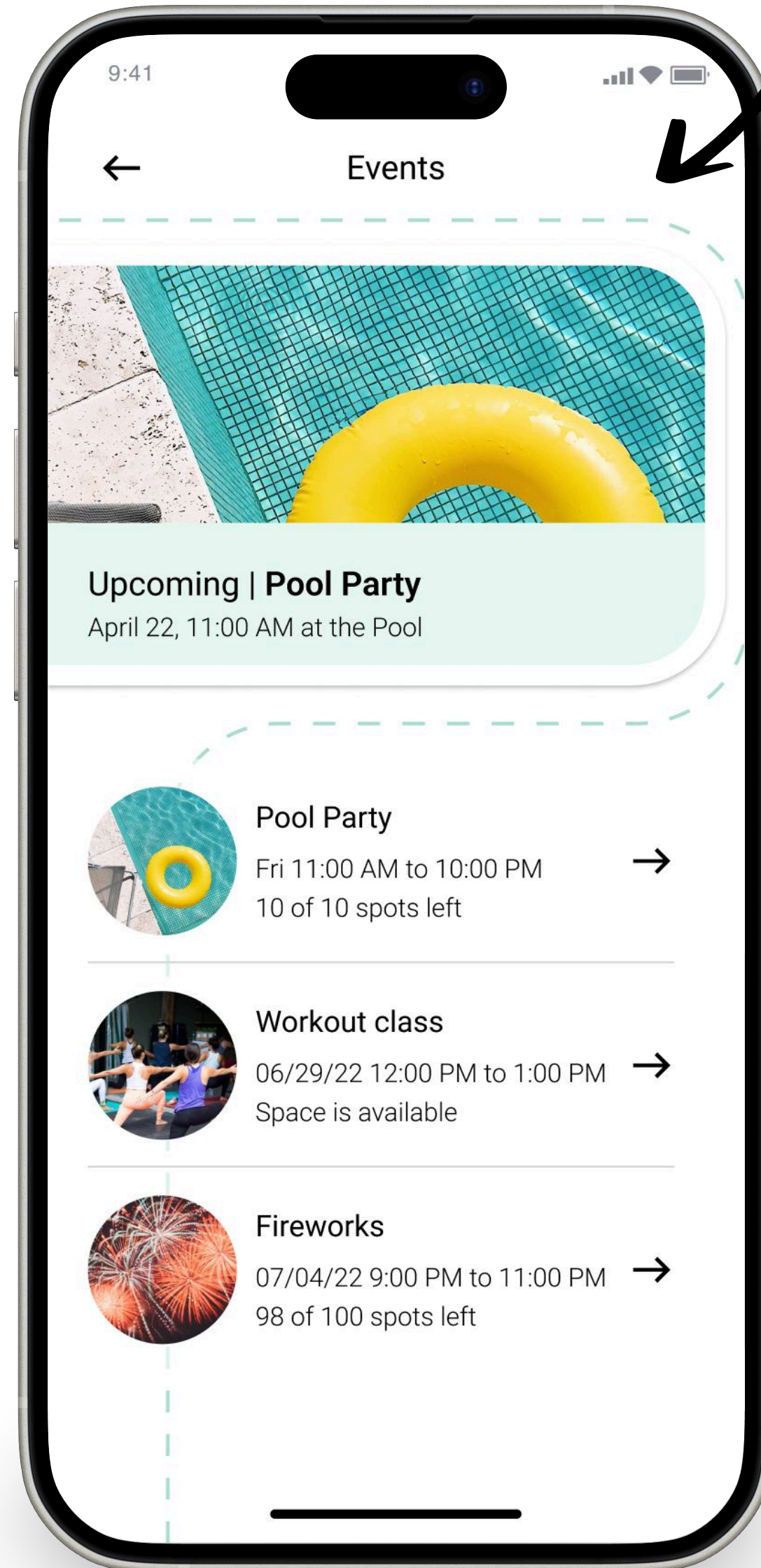
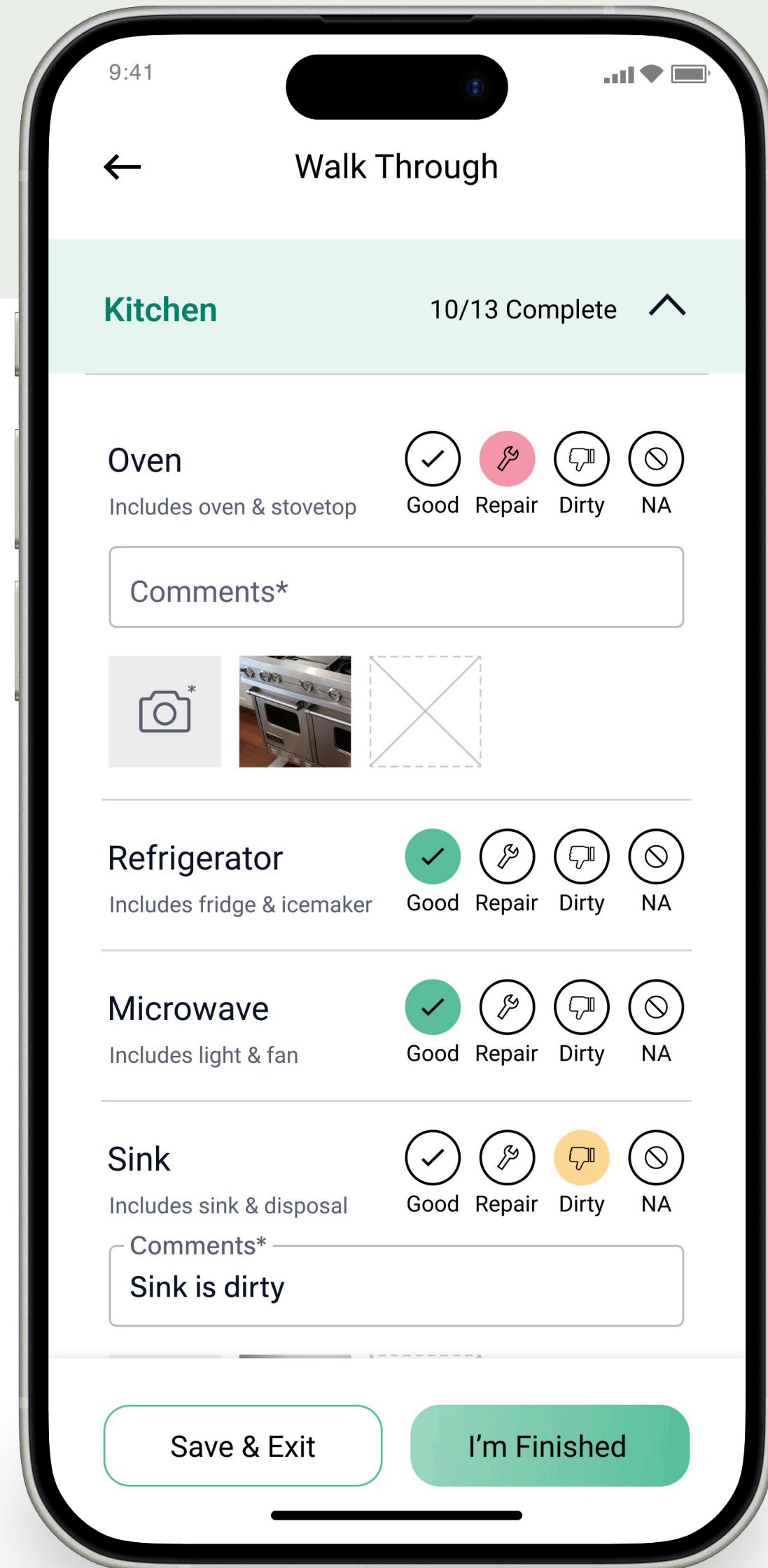
I added a button in the navigation to open a list of frequent actions.



Residents can now communicate directly with their property, right from the main screen.

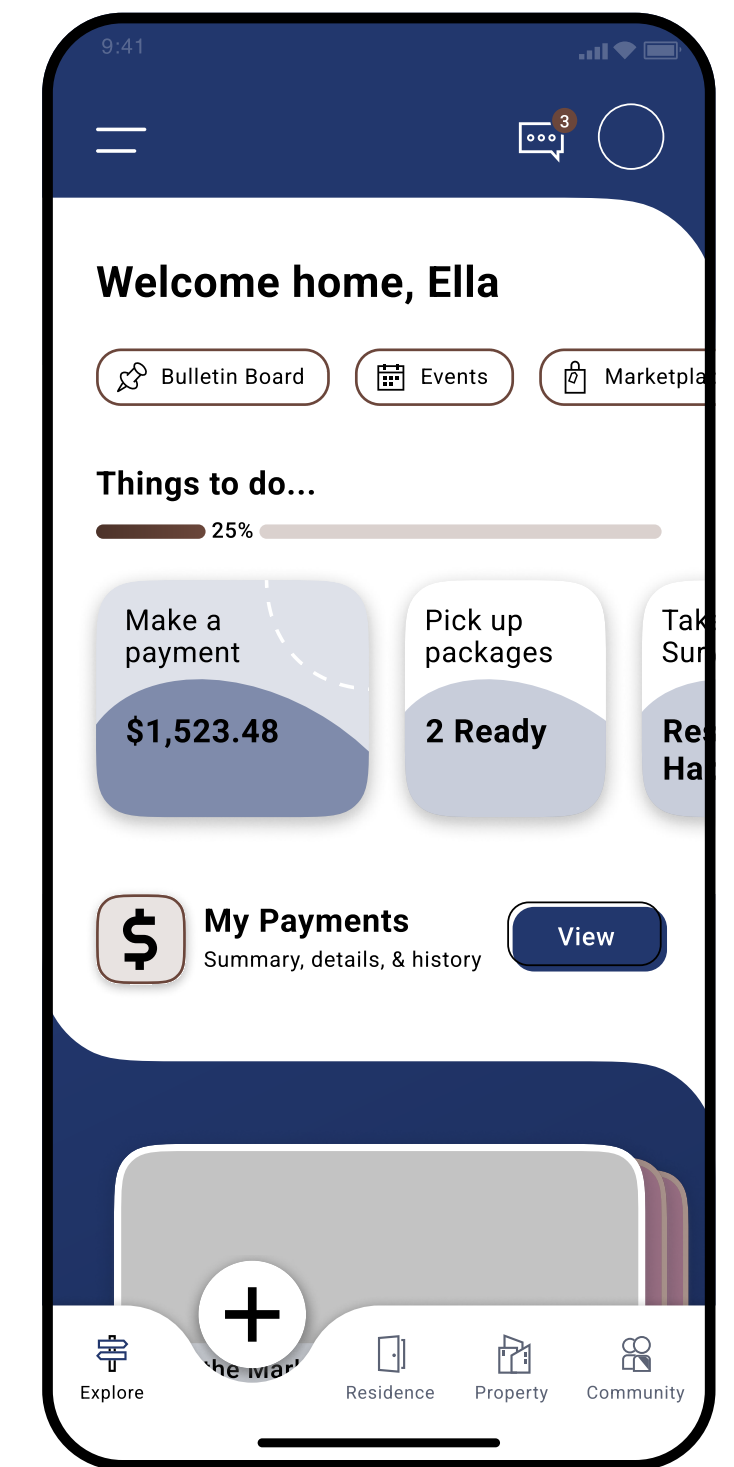
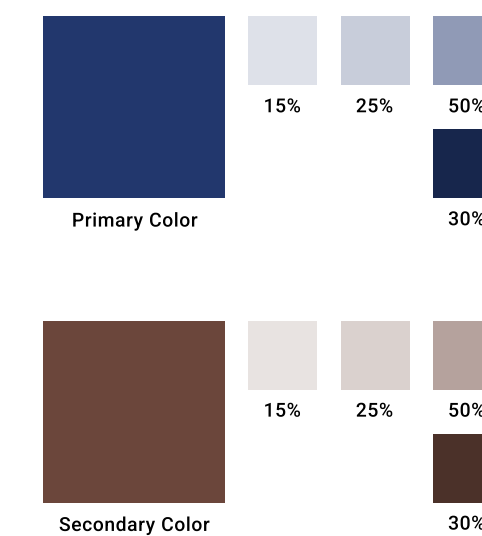
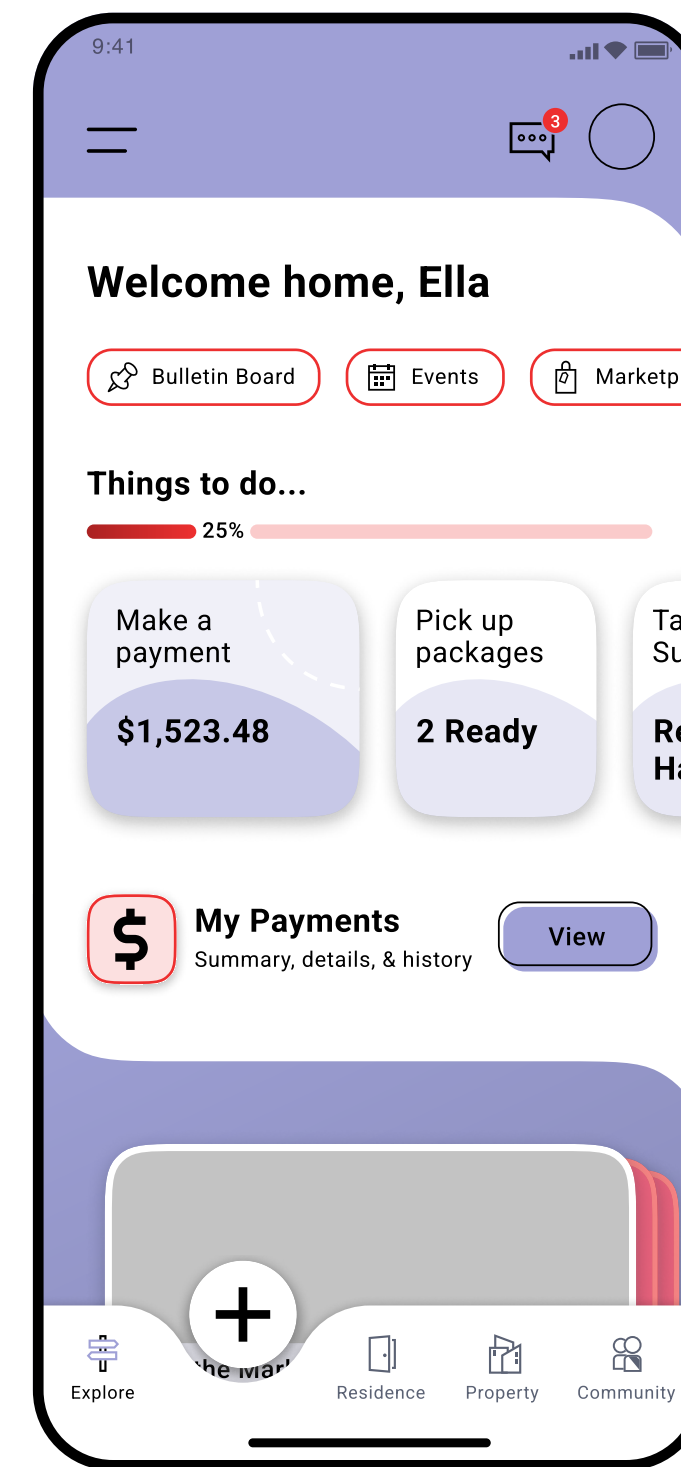
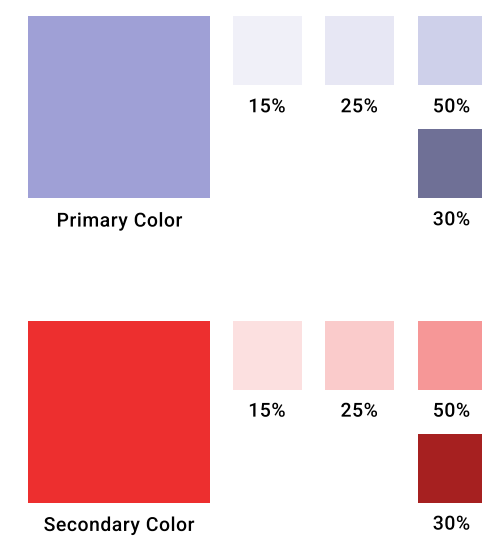
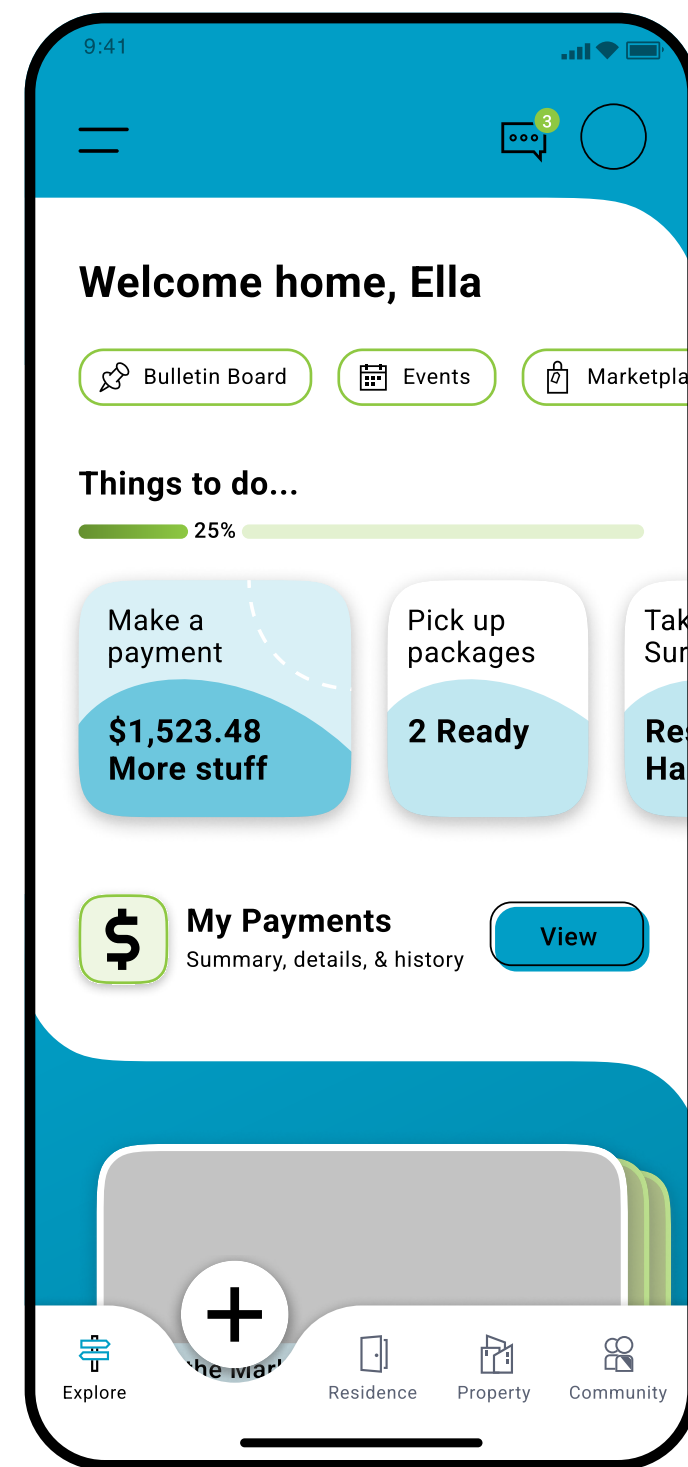
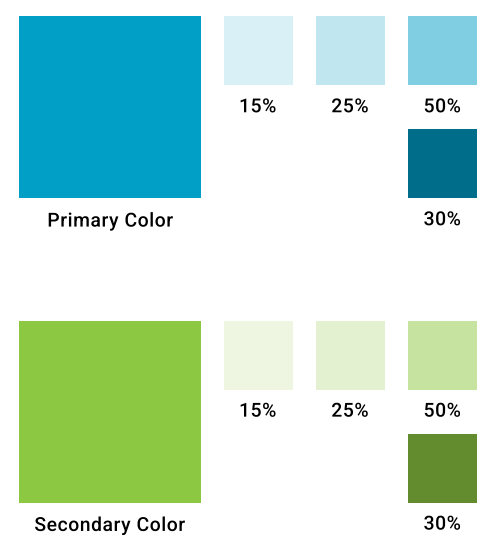


Standardized headers and the hierarchy of each feature screen and sub-screens.



Try it all:

Since we now allow custom colors, for every iteration I tried several color combinations to ensure the design was aesthetically captivating yet neutral enough for each property's brand colors to shine.



Common property colors are navy blue, black, and grey - in some cases this was problematic.

I made sure to document these "worst case" scenarios so a property manager would understand why they couldn't see a button, for example, if they chose white as their primary color.

Insights and improvements:

I uncovered critical insights and identified opportunities to streamline the design approach for an even more cohesive, customizable resident mobile experience.

1 **What's in a name**

I learned different properties call features by different names. In creating the navigation, not only did I have to take into account how to group actions but what to universally name features.

2 **Leveled up my leadership**

Since this project included numerous new aspects to the design of the app, product owners and engineering relied heavily on my guidance throughout the process.

3 **Stay a step ahead**

After implementation, it became clear that multiple components were used to support different design styles. I am now developing single components that support custom colors, adjustable corners, and shadows – ensuring the app delivers a truly customized look.

Thanks!

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 hilarybrown.com 