

The background features several overlapping, hand-drawn style red lines that create a sense of movement and flow. These lines are of varying thickness and curve across the page, primarily concentrated on the left and bottom-left sides.

dwell

Student
Living®

UX Exercise
Consolidation

Rose

highlight on
something positive
about the website.

1. Information

- Website is very informative
- Well structured information
- FAQ is clear and useful
- Sales info is easy to find

3. Imagery

- Images used in refurbished rooms looks good

5. SEO

- Content in website optimized for SEO (keywords, sitemap, etc.)
- Many internal and external links that help google crawl

2. Branding

- Clear branding
- Website style and colour aligns with brand

4. Impression

- Website is welcoming
- Team page feature gives a sense of warmth

1. Content

- The website is heavy with content
- Too much going on in homepage
- Sales and company focused
- Repetitive information (e.g. 4 book now CTA shown immediately upon landing on website)
- Important information is not prominent
- Complaint procedures and other guides are hard to understand
- Some information cannot be found (e.g. dwell Archer House, contact information for finance team)
- Blog, about us and meet your team pages are not accessed often and don't need to be prominent
- Site numbers are not clearly shown
- Chinese and English site looks inconsistent
- Hind text doesn't work on all devices

Thorn

Pain point or area of improvement that you can find on the website.

2. Navigation / User flow

- Difficult to navigate website for first time users
- Too many clicks to get user to the information they need
- Too many extension links
- Site / room / contract selection during booking process is not clear

2. Branding

- Logo is everywhere
- Logo is not on the navigation bar
- Few pages look like an imposter site
- Lacking a favicon

3. Design

- Design is inconsistent and rough
- Too much use of overwhelming red
- Design is too cramped and cluttered

Thorn

Pain point or area of improvement that you can find on the website.

Thorn

Pain point or area of improvement that you can find on the website.

4. Imagery

- Limited images of each room type
- Stock photos look outdated and unprofessional
- Photos of rooms are unrealistic
- Images are not updated

5. Page loading

- Each page takes a long time to load

6. Mobile

- Looks poor on mobile devices which majority of the users use
- Mobile menu tab does not load properly and confuses users

1. Content

- Less information is more
- Simplify and keep information easy to read
- Reduce company information and get user to the information they actually want (e.g. rooms)
- FAQ section to include finance problems and enquiry email
- Add missing content (approx. size of room type, property profile, site numbers)

3. Imagery

- Better stock photos
- Have realistic photos of rooms
- More engaging images and video content
- Customized or interactive maps
- VR presentation
- Video tours of the rooms

2. Navigation / User flow

- Make menu listing clearer
- Simplify flow for better navigation
- Clearer booking process
- Have distinct CTA items

4. Page loading

- Keep the page loading short

5. Mobile

- Keep website mobile-friendly

6. Other suggestions

- To sell products as soon as user lands on website
- To have a search or filter function when user lands on the website – prompting them to search for products.
- To have a room recommendation section if student does not know what to pick

Bud

Ideas on how to
improve the website