

The background features several thick, red, hand-drawn style lines that swirl and overlap, creating a dynamic, abstract pattern. These lines are primarily concentrated on the left side of the page and extend towards the center.

dwell

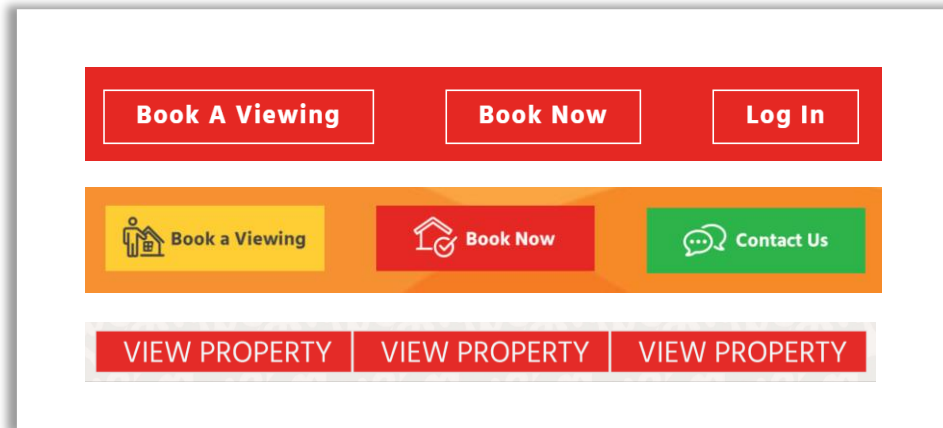
Student
Living®

Heuristic Analysis

Table of Contents

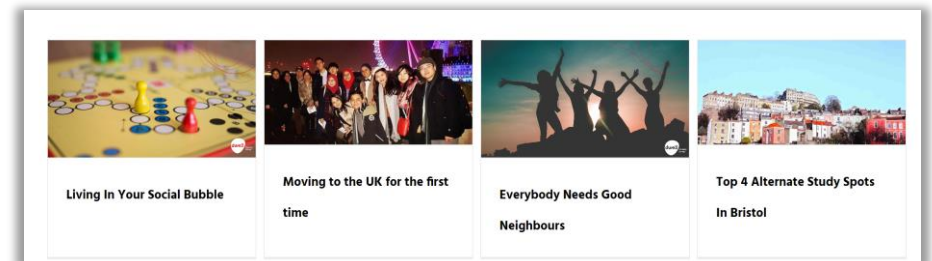
- Pain Points
- Competitive Analysis
- Verz Recommendations

- Outdated design
- Slow page loading
- Information is over cluttered

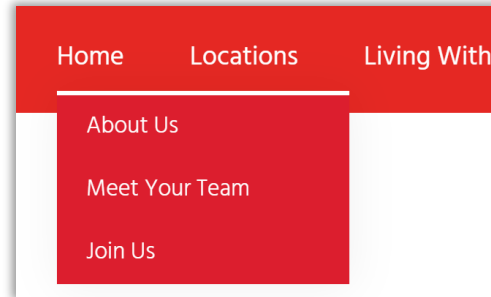
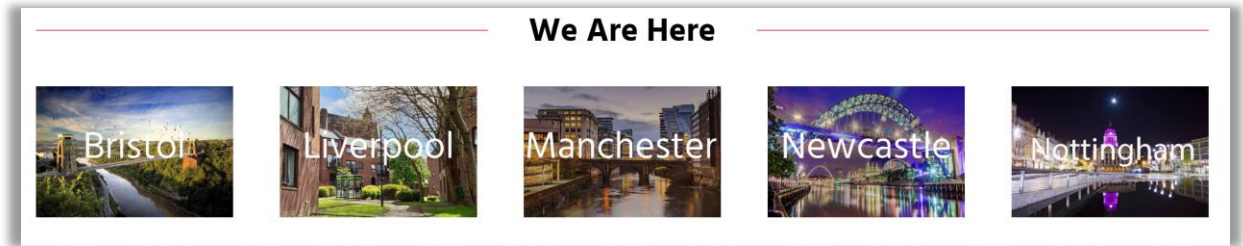


- Button design inconsistency

- Image size inconsistency

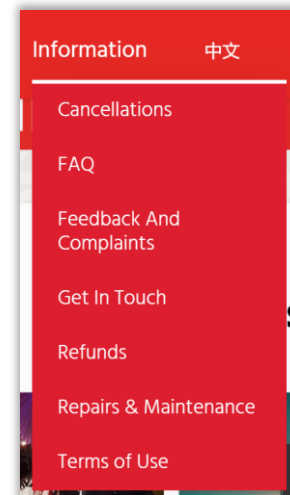


- Location buttons look inconsistent and does not look clickable



- Dropdown navigation under Home can potentially confuse the users

- Dropdown navigation contains many links and can be overwhelming for users



- Sections are undefined and unclear

Manchester Student Accommodation

Welcome to Manchester the home to Oasis, The Smiths and The Stone Roses. It might be known as the rainy city but this place is buzzing with style, bars and an iconic music scene.


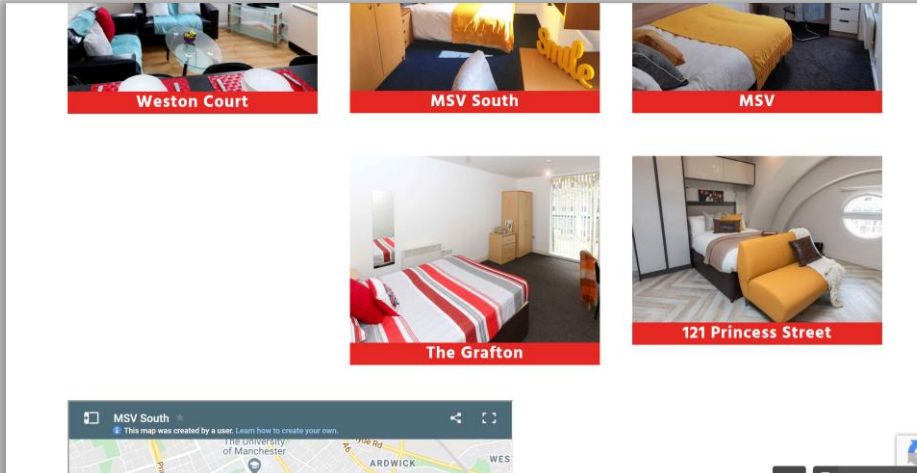
Known as one of the most exciting places to live in the UK right now, everybody and anybody is welcomed here.

We have five sites located in perfect student locations, close to the Universities and local bus routes. We promise to offer you a uni experience to remember, with great facilities and events happening on sites throughout the year.

Things to do in Manchester

- ☆ Visit Manchester United & Manchester City Football Stadiums.
- ☆ Check out the events, art exhibitions or alternative movies over at HOME- a five minute walk from Manchester Student Village.
- ☆ Feel cultural at the Whitworth Art Gallery – a 5 minute walk from MSV South & The Grafton.
- ☆ Grab some street food over at HATCH.

Take a look inside!

Weston Court

MSV South

MSV

The Grafton

121 Princess Street

MSV South

This map was created by a user. Learn how to create your own.

ARDWICK

WES

Leave a Message

- Layout confuses users



- Slideshow shows image filler in the background that can look messy

- Breadcrumb can be more specific.
E.g. Home /
Manchester / 121
Princess Street

Home / 121 Princess Street

Room Types

Location

Site Images

- Buttons performs differently. Room types scrolls user down while location and site images bring user to new pages

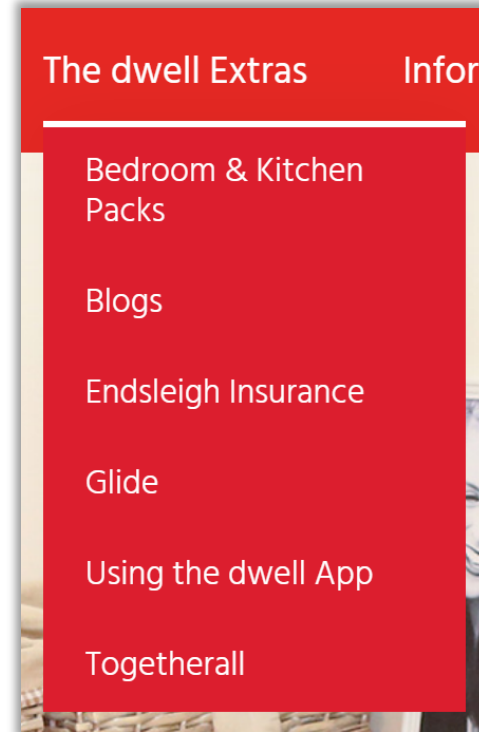
**Location
Inner page**

🏠 Back to Room Types		🕒 Book Your Viewing		
Contract Length	Start Date	Price per week	Availability	
52 Weeks	05.09.2020	£195.00	Good	Book Now

- Unclear CTA buttons – not calling out to users

- Images shown are inconsistent in size. E.g. some in portrait and some in landscape





Information on facilities



- Information on the facilities available are scattered across two different dropdown in the menu. Users will find it confusing to navigate these information.

- The information in the tabs are inconsistent in layout

Booking with dwell Students? Here's how!

 How To Apply	 Tenancy Agreement	 Supporting Documents	 The Checklist
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Book your room in 3 simple steps!







1. Choose your city, accommodation site, contract length and room type **here**.
2. Complete your application (which creates your dwell portal account). Sit back and let our Sales Team find you the perfect flat!
3. Log back onto your portal account, accept your Room Offer and sign your E-Contract.

If you'd like to view our properties before you book, that's no problem! In fact, we encourage it! You can either complete our [viewing form](#) or give our friendly team a call on **0161 200 5560**.

Or if you can't view a site, don't worry. Our website has pictures and even some 360 degree photos to give you a better idea of what to expect.

Booking with dwell Students? Here's how!

 How To Apply	 Tenancy Agreement	 Supporting Documents	 The Checklist
---	--	---	--

-  **Where can I find my Tenancy Agreement?**
-  **How do I accept my Tenancy Agreement?**
-  **Do I have to read the Tenancy Agreement?**
-  **What are the landlord details?**
-  **What are the tenant and guarantor/next of kin details?**
-  **What are the Tenancy details?**

Booking with
dwell

Frequently Asked Questions

Our **Frequently Asked Questions** section below should help answer your queries about booking and living with dwell Student Living.

However, if we haven't covered all of the bases, and you need to get in touch, just **drop us a message**.

Booking	Countdown	Moving In	dwell Life	Moving Out	Sticking With Us
+ What payments do I need to make when applying?					
+ When do I pay my tenancy deposit?					
+ Is my deposit protected?					
+ How do we allocate rooms?					
+ How do I book a room?					

- Some of the information in the FAQ are duplicates of existing pages. E.g. Moving In

- Selecting the purpose of the contact should be placed at the top of the form

I want to...

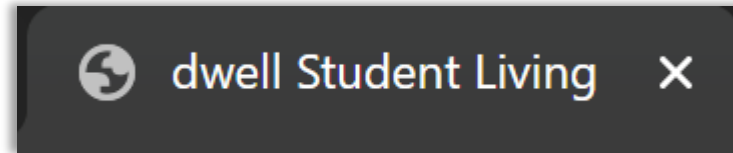
Tour the property

Our representative will contact you to schedule a tour of our property.

Register my interest

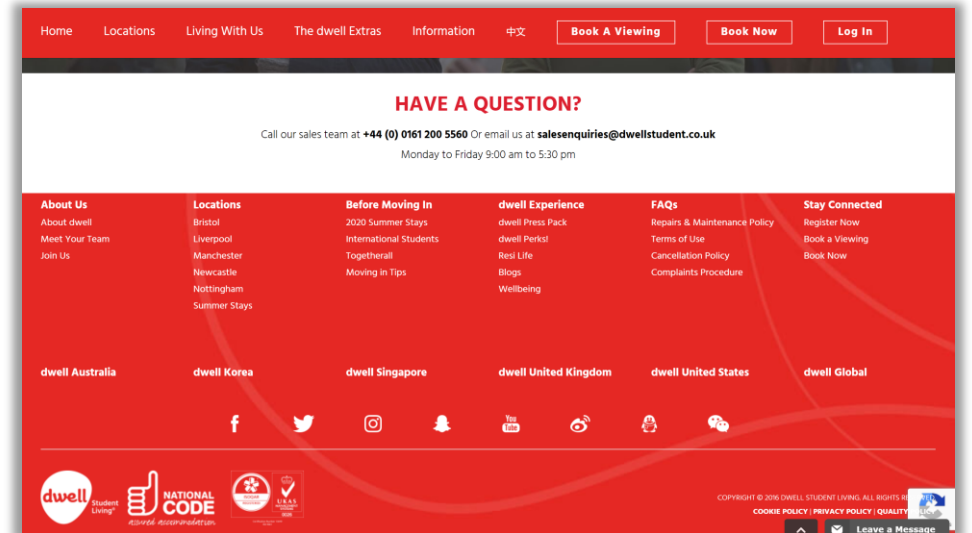
Our representative will contact you to answer any queries you might have.

- Lack of branding on the header / navigation menu



- Favicon, which helps user distinguish a brand, is missing

- The colour usage can be improved. Certain sections can look overwhelmingly red



Branding

Competitive Analysis

What we can learn from competitors



- Menu navigations are organized, clean and pleasing to the eyes



- Buttons are easy to distinguish and calls out to users

It's your space

Creating safe, welcoming homes

Feeling secure in how we live with others has never been more important, and everyone will have to play their part. At iQ, we are focused on creating an environment where you can feel confident, relaxed and safe.

[Find out more](#)

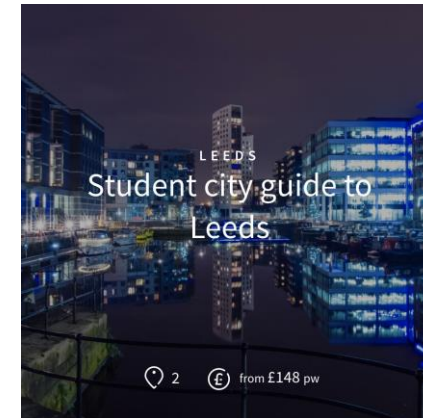
Free accommodation for student heroes

Medical students, we owe you one! How does a rent-free room in one of our finest residences for next academic year sound?

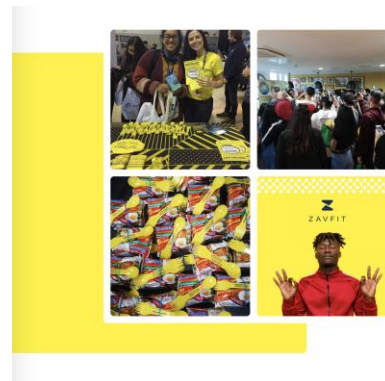
[Find out more](#)

**What we can
learn from
competitors**

- Title text are readable within the image



- Proper usage of branding colors in their website
- Layouts are visually appealing



 Comfortable,
affordable and looked
after

You can find our student accommodation in university cities throughout the UK as well as across the globe. This isn't just student housing, it's the ultimate student living experience which we've spent years getting just right - and we're very proud of it. At The Student Housing Company, you'll be living in style, with all bills included, high-speed Wi-Fi, calendars jam-packed with social events and much more!

What we can
learn from
competitors

The background of the slide features several overlapping, hand-drawn style red circles and lines of varying thicknesses, creating a dynamic and abstract composition.

Verz Recommendations

What are some other things we can adapt
in the new website

1. Consistency

- Make consistency a priority
- Applying it to both design and function
- Increases predictability and learnability

2. Less is more

- Reduce information clutter
- Reduce cognitive overload

3. Define information hierarchy

- Prioritize information according to importance
- Clean and distinctive segregation of different content sections

4. Searchability

- To allow users to focus on searching what they need when they land on the website
- E.g. Place location search filter for quick accessibility on homepage

5. Branding

- To have a clear and distinct branding
- By including logo on the header
- Use accent branding colours sparingly so it doesn't overwhelm or distract the users

6. Design

- Keep images layout consistent
- Use infographics or icons to keep user interested in the content