

Designing Community-Centric Living Spaces: Adapting Strategies for Client Needs

Scape

Product Design · UK & Australia

🕒 5 months

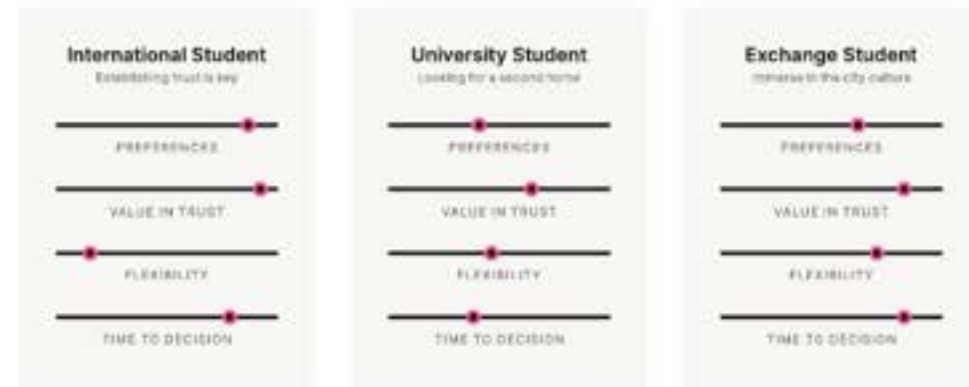
Overview

The company prioritizes community-centric living spaces, emphasizing shared areas and engaging experiences for residents. Despite a strategy pivot during the research phase, the findings were swiftly adapted to meet client needs. This involved rethinking critical success factors, optimizing information and user journeys, and redesigning the booking experience to align with evolving requirements.

- ⚡ Comprehensive Experience Revamp
- ⚡ Task Flow Optimisations
- ⚡ Hybrid user testing & evaluations
- ⚡ Web & Mobile Redesign

User Group Cards

Based on key elements and highlights taken from each user group.



MARY JANE, 20
UNIVERSITY STUDENT (SCAPE STUDENT)

BIO
Mary is a 20 year old ambitious student who has been accepted to the University of Queensland. Her parents are looking for temporary housing for her time in the city from her regional hometown.

GOALS
Wants a place that feels tailored for her needs. Has a set list of the places before she moves for time money. Safety and privacy are key. Needs accessibility for her and her family when they visit.

PAIN POINTS
Finding a roommate.

MOTIVATION
Higher education, needs a space with less distractions.

PERSONALITY
Introverted, organized, calm.

QUOTE
"I don't want to talk about my dreams, I want to achieve them"

MEI LIN XUI, 18
INTERNATIONAL STUDENT (SCAPE STUDENT)

BIO
Born in a traditional Chinese family, Mei Lin's mother is worried about sending her abroad for higher education. Her father is a successful businessman who wants the very best for her so that she can live a safe and comfortable life. He is looking to avoid her at all cost.

GOALS
Excited about the prospect of studying abroad. Looking for a safe place to live. Her parents are worried about her safety and they want to be reassured. She likes cooking for herself, so she prefers the traditional chinese style's kitchen with. Would like to inspect the space before buying, to ensure the place has good air flow and lighting.

PAIN POINTS
Her strict constraints, like being able to choose a higher floor, specific location of room on a floor and orientation of the room.

MOTIVATION
To find the best place to live in her new city, meeting new people, having new experiences.

PERSONALITY
Introverted, organized, calm.

QUOTE
"There are a lot of things that I want to do"



WILLIAM, 22
EXCHANGE STUDENT (SCAPE STUDENT)

BIO
He is a brilliant engineer who loves to have fun and finds it easy to make friends whenever he is. William is in Melbourne for his final semester as an foreign exchange student and wants to get the most out of his stay.

GOALS
Wants to interact with the community, make new friends and hang out with them. Discover himself in the Melbourne culture. Find the best local spots and hidden treasures. Find a place with a short term lease, and have an optimal transportation plan.

PAIN POINTS
Ends up spending too much time researching, hard to get around.

MOTIVATION
Save time and money, get a taste of the "local culture".

PERSONALITY
Extroverted, organized, calm.

QUOTE
"Nothing is as inspiring as meeting new people and seeing their stories"

KEVIN, 27
PROFESSIONAL (SCAPE CITY)

BIO
Kevin works as a supporter for an art agency. He is also pursuing further studies part-time. He is looking to move out of his current apartment to somewhere more lively, meeting and closer to work and university to cut the daily commute.

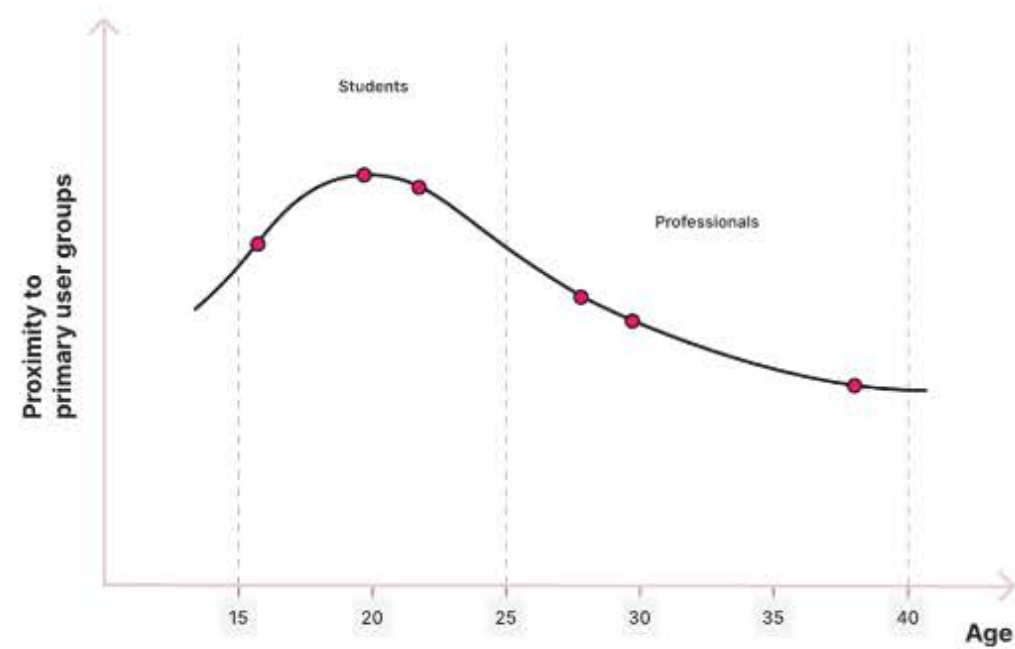
GOALS
Keep up his workout routine and eat healthy. Be independent and comfortable, usually prefers self service whenever he has the time. Finding inspiration.

PAIN POINTS
Wants an organized and clean home environment. Doesn't like getting into a repetitive routine.

MOTIVATION
Create a positive environment to work in.

PERSONALITY
Extroverted, organized, calm.

QUOTE
"Anything can be interesting to a person that knows what to look for"



JENNY, 29
PROFESSIONAL (SCAPE CITY)

BIO
Jenny is a 29 year old professional. She works at work and in her weekends she likes to visit a movie in her apartment with her pet cat. She is looking for an accessible and handy apartment in the city.

GOALS
Wants a place to recharge after her work, so would like to ensure that the space is comfortable. She has a pet cat, so wants a pet friendly space. Needs a quiet space in order to function. Help get her apartment, able to a machine to stay at work.

PAIN POINTS
Low ratings, wants not meeting her description photos.

MOTIVATION
Goal oriented.

PERSONALITY
Extroverted, organized, calm.

QUOTE
"I like things easy and efficient"

SIMON, 38
PROFESSIONAL (SCAPE CITY)

BIO
Simon is a 38 year old entrepreneur who has recently moved to Melbourne to take his business to the next level. He wants to find a handy place to live, where his partner can have an apartment.

GOALS
Wants to focus on building his business. Live in a community that is accepting and welcoming. No time to workout, needs a place with a fitness center. Wants to meet a network of the needed people for learning and expanding business.

PAIN POINTS
Find a place that meets his current and future needs.

MOTIVATION
Supportive environment.

PERSONALITY
Extroverted, organized, calm.

QUOTE
"My travel has led to learn something new"

Creating personas and exploring user group insights informed precise design decisions, ensuring a tailored and enhanced user experience.

⚡ Purchase Path

Strategically mapping task flows and purchase journeys guided by KPIs optimized user experience, ensuring streamlined processes and an efficient purchasing journey.

PATH TO PURCHASE

1 Home Page

- Head to the Scape website - www.scape.com
- Select 'Australia'

2 Locations/Book Tour

- Click on 'Our Locations'

PATH TO PURCHASE

7 Customise room type

- Once a student has decided on the size, the next step is to customise their room based on what's important to them.
- This includes different layouts of a room, additional features or if a location within the residence, such as a room on our Club floors, located at the top of the residence.
- The next step is to select 'available floors' of the preferred room type.

8 Location of room

- We know location can be important to students so in this next step, they get to select which floor they would like to be located on. Price can vary based on floor so students can factor this in when making their decision.
- At this point, students can also select their contract length on the top dropdown. In some locations, semester options are available.
- To select a room, student just clicks on the desired floor which will update the Checkout panel on the right hand side.

PATH TO PURCHASE

12 About you

- This step is about the student and asks basic information we need in order to process the booking.
- If a student has previously registered, they will be taken straight to this page to check information is correct and select 'continue'.
- If a student does not yet have their student ID, they input N/A.
- Tick box with 'I accept Website T&C'
- Click 'Continue'.

13 Overview

- An overview of the booking will be provided on the next step.
- Student needs to select how often they will pay their rent - fortnightly or all upfront. Once selected, their payment summary with amounts and due dates will be provided. Click 'Continue'.



PATH TO PURCHASE

3 Our locations

- Next student selects which city they will be studying in - Melbourne, Brisbane or Sydney

4 Scape Building

- On this page, students can find out more on the residence, with comprehensive information and views on the room types, the building and the surrounding area.
- To book a room, select 'The Rooms'

PATH TO PURCHASE

9 Check Out/Extras/Book Room

- Once the floor has been selected, the check out panel on the right reflects a summary of the booking.
- If they scroll down, additional items can be purchased such as bedding or kitchen packs and this will be in their room on check in. To purchase, just select 'Add now'.
- Once any extras have been added, student clicks 'Book this Room'.

PATH TO PURCHASE

14 Booking Terms & Conditions

- On the same screen, Booking Terms & Conditions will be displayed for the student to tick both boxes confirming they agree to the 'T&C'.
- Click 'Continue'.

15 Holding Deposit

- This next step requires the student to pay the holding deposit of 1 week which will become their 1st weeks rent upon check in.
- Once the pink card icon is clicked, the amount due is provided and payment gateway to enter card details.
- A second option is available to pay via international methods using Flywire which enables student to pay in their own currency.



PATH TO PURCHASE

5 Room Types

- The first step in selecting a Scape room, is deciding if the student wants to book a studio or shared apartment. On this page it includes the from price so students can easily factor in budget when making their decision.
- If booking a Studio, they then need to decide on what room size they would like with a choice of Standard, Medium or Large.
- To view additional information on each room type, click 'View & Book'

6 Details of room

- In the example to the right, a Standard Studio has been selected. At the top of the page, you can see a photo gallery of the room type and by clicking the icons below which includes example images of the room and a sample floorplan.

PATH TO PURCHASE

10 Your email

- Next step is to put in student's email address. If a student has previously registered, it will ask for a password (this will have been provided in a 'Registration' email (example copy on page 25). In these cases, it will take them automatically to step 11.
- Click 'Check'.

11 Register

- If a student is registering for the first time, they just need to enter their name, a password and 'where did they hear about us'.
- Click 'Register'.

PATH TO PURCHASE

16 Booking Confirmed

- That's it, all done and now the student has a room booked at Scape. The final page provides an overall summary of the booking and they are also sent a confirmation email (please see page 29 for example copy).

EMAIL TEMPLATES

Registration Email

This email is sent when a student first registers.



Room on Hold Email

This email is sent when a student has partly completed a booking online or the Scape room-ations team have processed on behalf of the student over the phone or in person and the student needs to review and complete the booking by paying the 1 week holding deposit.



Booking Confirmed Email

This email is sent once student has completed the booking journey and paid the one week holding deposit.





WHICH LIVING STYLE SUITS YOU BEST ?

TODAY, A DEGREE DEMANDS MORE THAN EVER FROM STUDENTS. THAT'S WHY AT SCAPE, WE'LL OFFER YOU MORE THAN JUST A BED.



SCAPE IS AN INSPIRATIONAL PLACE FOR STUDENTS TO LIVE AND WORK

WHY SCAPE

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Brighter rooms

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Brilliant buildings

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Scape Experiences

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LATEST FROM SCAPE LIFE



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About

Why Scape

Life @Scape

Locations

Login

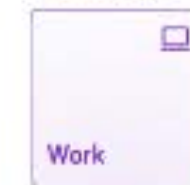
Book a Scape

AUSTRALIA'S BEST

Living and learning spaces for everyone

Join a community that looks out for one another, throughout your stay and also when you leave.

Life @Scape



At Scape, Life is full of surprises

Scape is an inspirational place for residents to live, learn and work at. We make sure you have everything you need to feel more safe, calm and at home than anywhere else.

We also make sure you feel challenged, clued up and plugged in to new ideas and a new city.

WHY SCAPE



MELBOURNE

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Price

All-inclusive packages from \$249pw

Room type

A range of studio and shared apartments

Unique Features

Outdoor courtyards, rooftop terraces, cinemas, lounges, games areas and lots of other communal areas

Location

Choose to stay in the buzzing city or along the river near UQ

VISIT

SCAPE STORIES

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- MARIA GARCIA, RMIT University

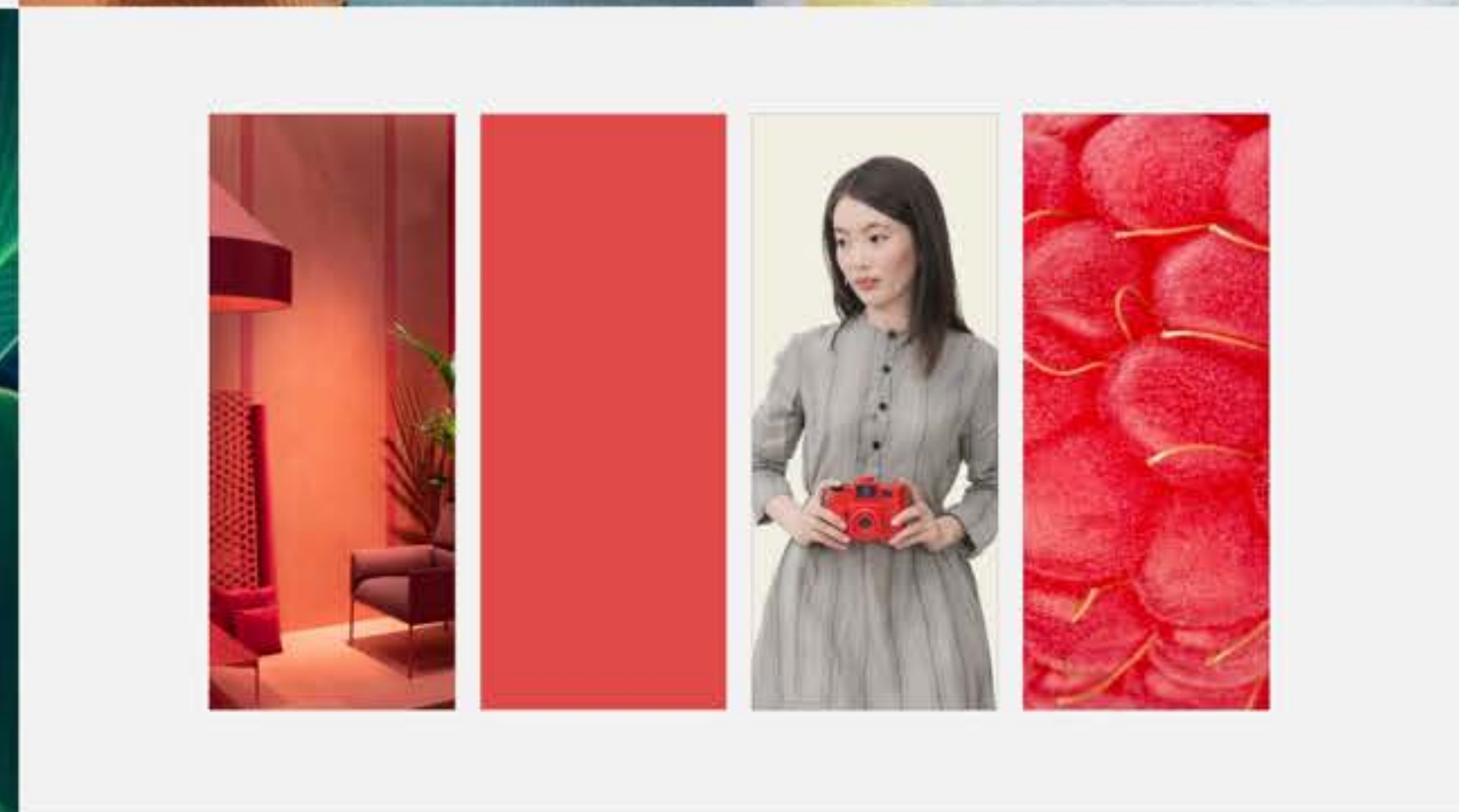


Key Pointers

- Led UX & Design Sprints, actively contributing to persona development, information architecture, and early wireframing prototypes.
- Oversaw visual design deliverables, ensuring a cohesive and user-friendly interface aligned with project goals and brand identity.
- Played a pivotal role in diverse project stages, including requirement gathering, market analysis, competitive analysis, personification, and user journey mapping.
- Optimized task flows and information architecture during the UX research phase, utilizing high-fidelity prototyping to enhance the overall user experience and exceed client expectations.



LIVE ALL IN





scape

[Visit website](#) →

Involvement



RESEARCH

- Requirement Gathering
- Market Analysis
- Heuristics Analysis
- Competitor Analysis
- User Segmentation

DEVELOP

- User Personas
- User Insights Mapping
- Purchase Flow
- Information Architecture
- Wire-framing & Design
- Visuals & Assets

LAUNCH

- A/B Testing
- Presentation Pitch
- Developer Handoff
- Extended Branding

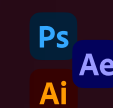
Tools used



Figma
Collaborative Design



Trello
Task Management



Adobe Suite
Visual & Motion Design



Miro
Whiteboarding & Mapping