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

Scape

Product Design · UK & Australia

5 months

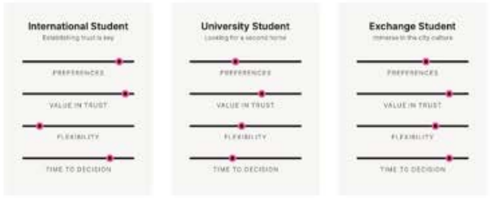
Overview

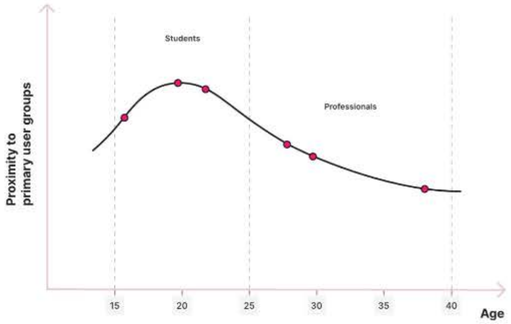
The company prioritizes community-centric living spaces, emphasizing shared areas and engaging experiences for residents. Despite a strategy pivot during the research phase, the findings were swiftly adapted to meet client needs. This involved rethinking critical success factors, optimizing information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

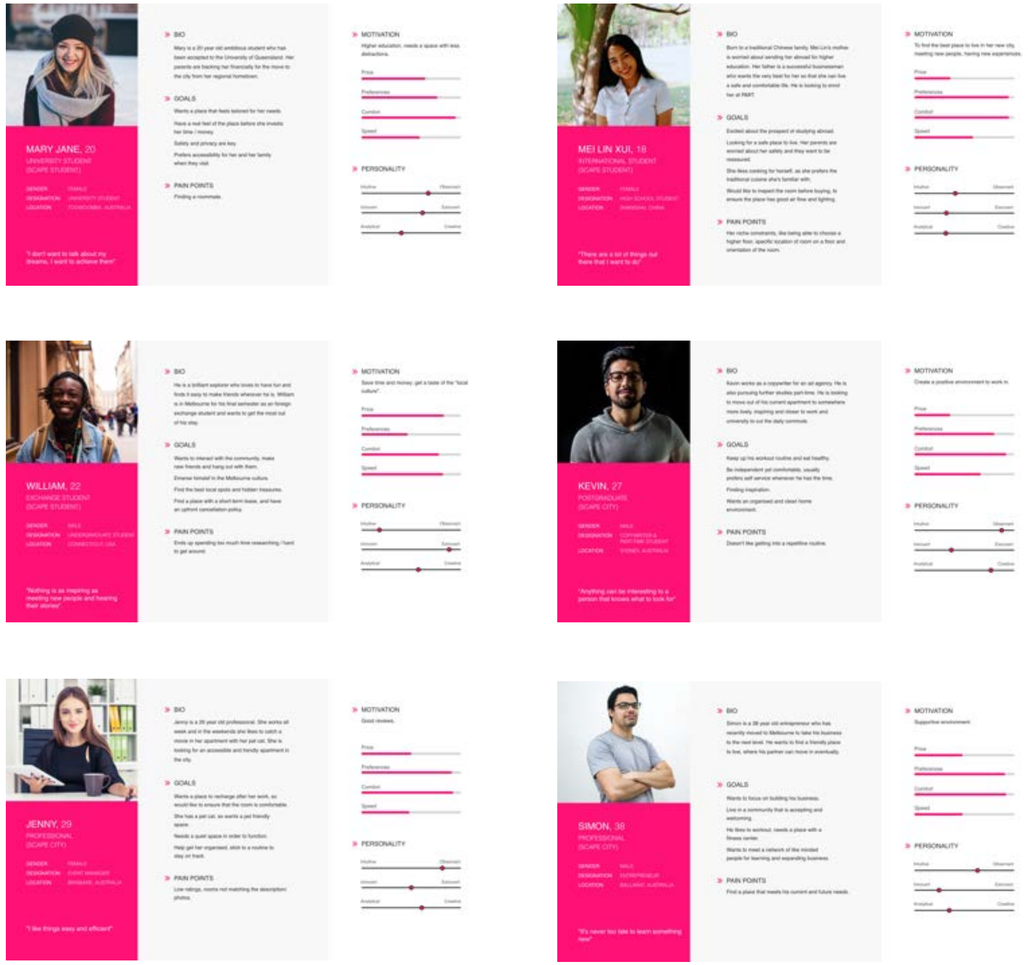
- Comprehensive Experience Revamp
- Task Flow Optimisations
- Hybrid user testing & evaluations
- Web & Mobile Redesign

User Group Cards

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



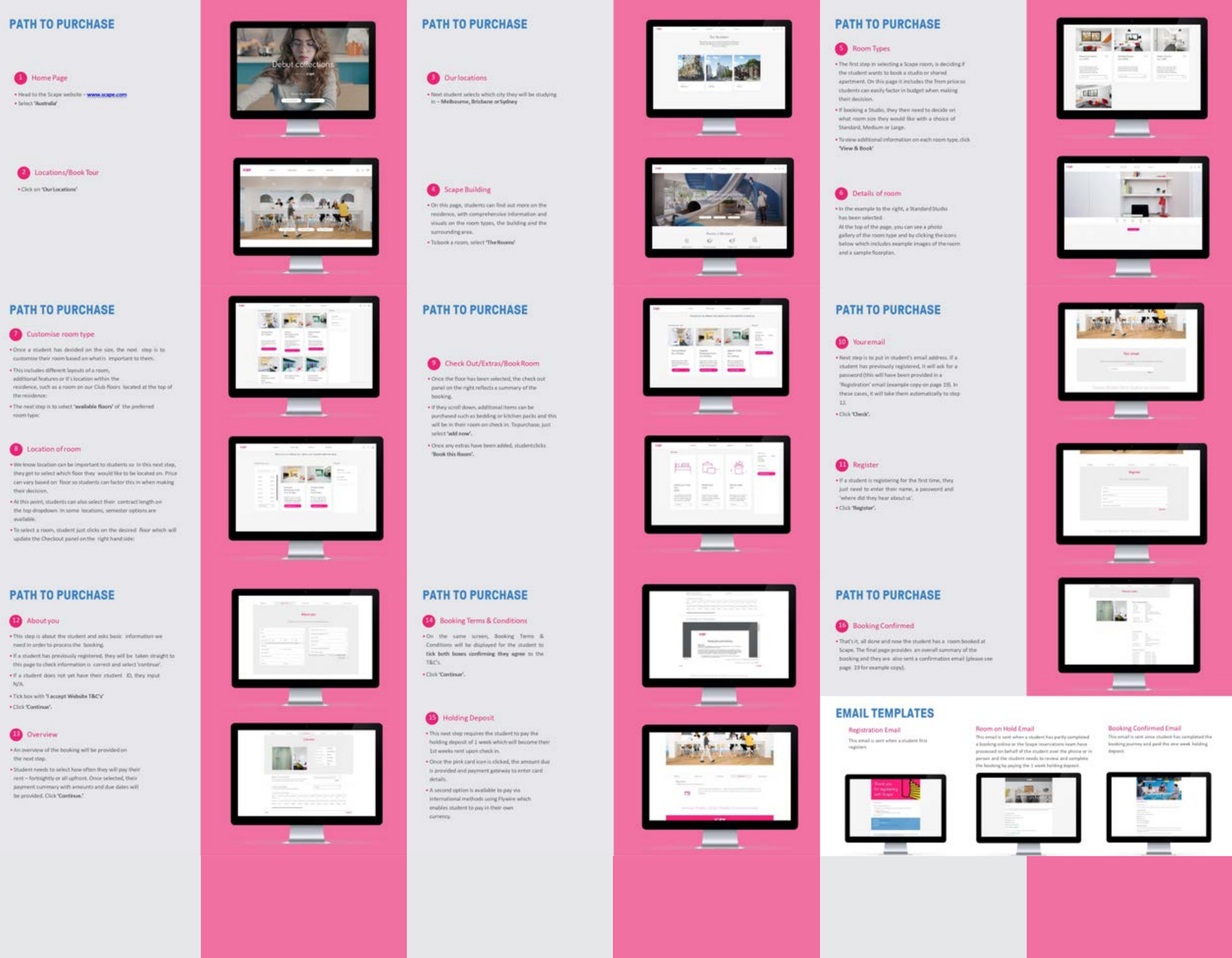


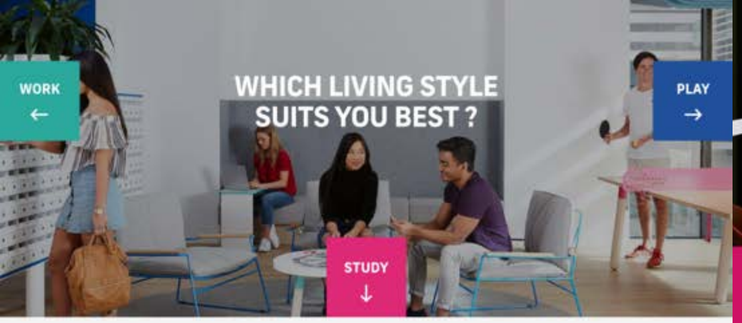


Creating personas and exploring user group insights informed precise design decisions, ensuring a tailored and enhanced user experience.

Purchase Path

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





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Price
All-inclusive packages from $269pw

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 →

Brighter rooms

Brilliant buildings

Scape Experiences

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- MARIA GARCIA, RMIT University

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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

Work Study Play

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 →

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

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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
Collaberative Design

Trello
Task Management

Adobe Suite
Visual & Motion Design

Miro
Whiteboarding & Mapping