Technology & Your Leasing Staff

An NJAA Educational Seminar, January 30th, 2014

Presented By: Dave Luciano, UX Designer, On-Site.com



Agenda

- About Me
- What is User Experience?
- Usability Guidelines
- Break
- User Testing

 Click Test Activity
- What we can learn from other NJ property websites

About Me

Dave Luciano

User Experience Designer









How about you guys?

Sooooooo... User Experience?

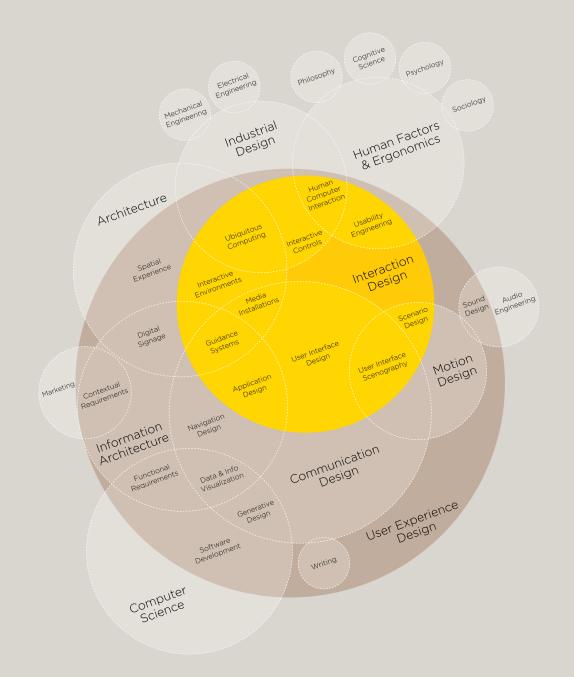
User Experience = UX

"User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products."

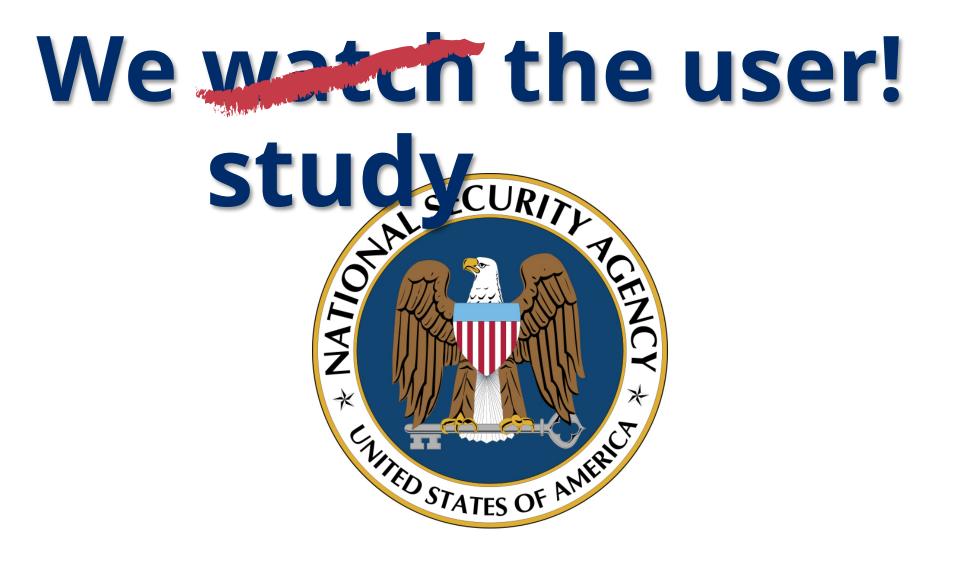
- Nielsen Norman Group

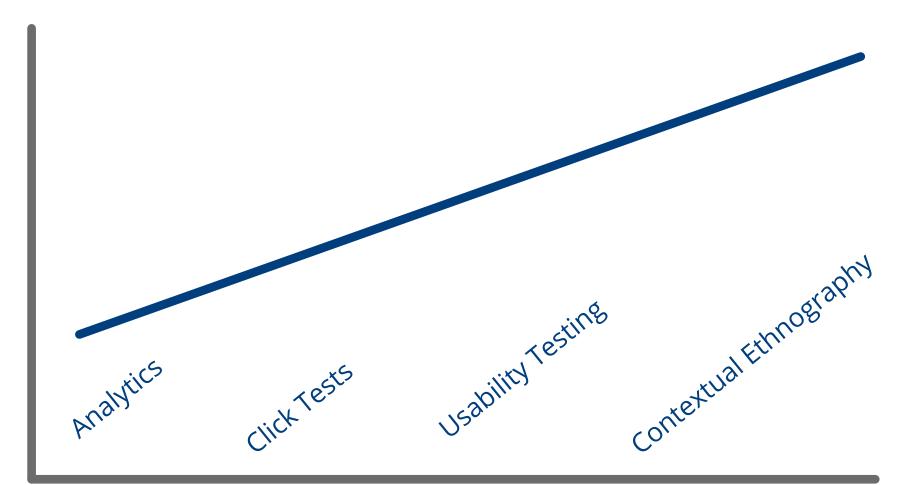
http://www.nngroup.com/articles/definition-user-experience/





How do we use these disciplines to create better experiences?





Very Simple Low Touch



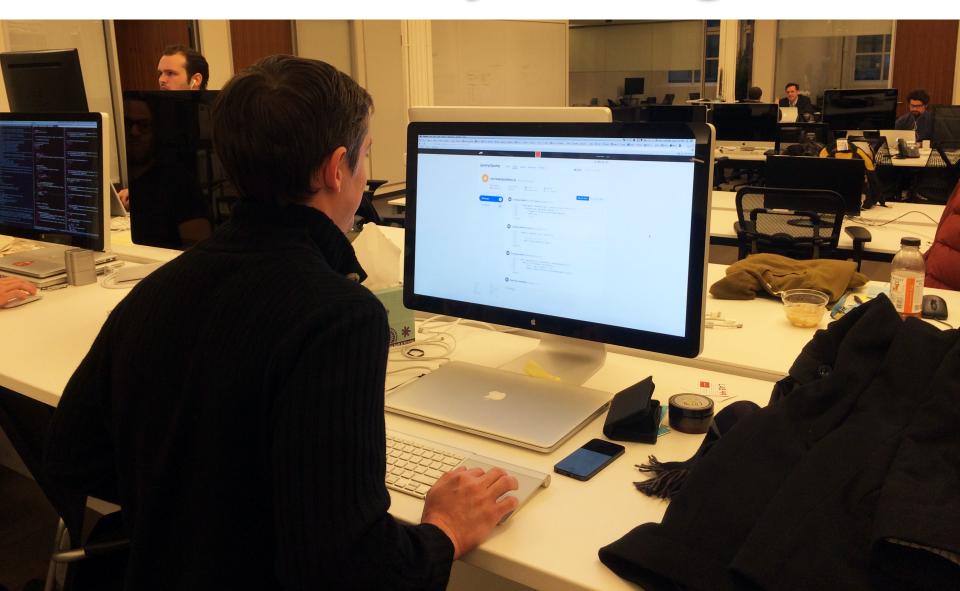
Analytics



Click Tests

Guest Cards				
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6 ³	Marlon McCormack	📅 @ 2:15pm	You	Start
*	Jaime Bocanegra	📅 @ 3:15pm	You	Start
6	Joseph Dean	💕 by 4:45pm	You	Start
2	Mike Kenniston	📅 @ 5:15pm	You	Stag
• 9 Tomorrow		8		September 10, 2013
> 2 Thursday				September 11 2013
► 4 Friday				September 12, 2013

Usability Testing

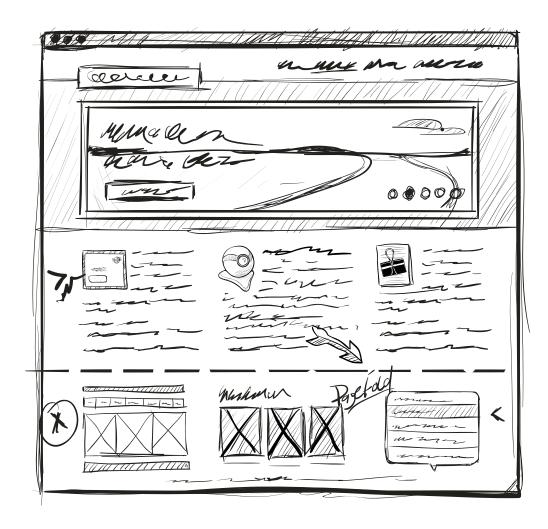


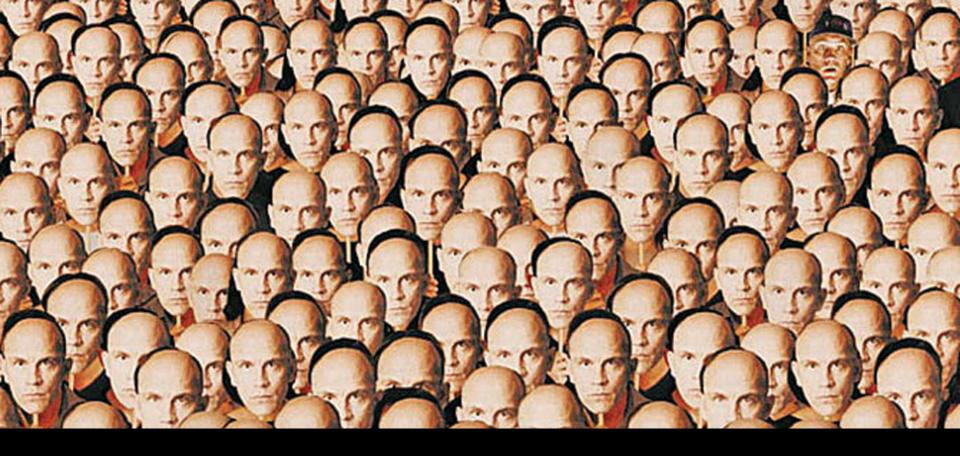
Contextual Ethnography





Making products for the web is hard work.





We all suffer from the Malkovich Bias.

The tendency to believe that everyone uses the web like we do.

Okay, but how is this relevant to

you?

A few reasons:

- You buy web software.
- You make your staff use web software.
- More importantly, you ask your renters to use that web software.

Top 5 Websites, US

Google[™] facebook.





amazon.com

Source: Alexa.com

Great Experience Must:

Delight

Get out of the way



My Goal Today:

Give you a critical eye to better judge the user experience value of web software you're purchasing.

Let's talk about this guy:



NN/g Nielsen Norman Group

Evidence-Based User Experience Research, Training, and Consulting



HOME REPORTS TRAINING CONSULTING ARTICLES ABOUT NN/G

Topics

- E-commerce
- Intranets

Mobile & Tablet

User Testing

Web Usability

See all topics...

Author

Jakob Nielsen Don Norman Bruce "Tog" Tognazzini See all authors...

Recent Articles

E-Commerce UX: 3 Design Trends to Follow and 3 to Avoid

Talking with Participants During a Usability Test

University Websites: Top 10 Design Guidelines

Maps and Location Finders on Mobile Devices

User Experience Career Advice

See all articles...

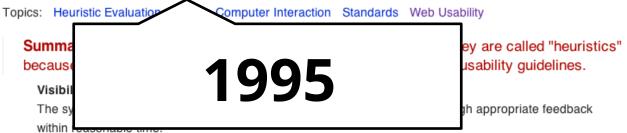
Popular Articles

Usability 101: Introduction to Usability

Top 10 Mistakes in Web Design How Users Read on the Web

10 Usability Heuristics for User Interface Design





Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

Recognition rather than recall

Minimize the user's memory load by making objects actions, and ontions visible. The user should not have

1 Visibility of the system status.

- Essentially, tell users what's happening, when they need to know what's happening.
- Example:
 - Inform renters of the end to end application process... no black box!
 - Let them know how their maintenance request is doing.



I JUST UNLEASHED MY

NEGOTIATOR IS NOW NEGOTIATING:

Your hotel deal in Newark, NJ. Check in: Wednesday January 29 2014 Check out: Sunday February 2 2014 Rooms: 1



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U.S. Patents 5,794,207; 5,897,620; 6,085,169; 6,510,418; 6,553,346; 6,993,503; 7,188,176; 7,203,660; 7,386,508; 7,472,074; 7,516,089; 7,617,491; 7,620,619; 7,664,672 and 7,848,940.

(CST 2040530-50)

Current Address

Country:	* United States \$
Street Address:	* 123 Main Str.
City, State:	* Mountain View , CA +
Zip Code:	* 08053 This zip code does not match the city and state. See suggestions
Landlord Name:	* ABC Place
	Enter <i>self</i> if you own(ed) the home.

2 Match between system and the real world.

- Speak the language of the user. In other words, avoid jargon!
- Example:
 - "Guest card", "revenue management", "Yardi", "lease addenda", "rentable items".



A problem has been detected and Windows has been shut down to prevent damage to your computer.

PFN_LIST_CORRUPT

If this is the first time you've seen this Stop error screen, restart your computer. If this screen appears again, follow these steps:

Check to make sure any new hardware or software is properly installed. If this is a new installation, ask your hardware or software manufacturer for any Windows updates you might need.

If problems continue, disable or remove any newly installed hardware or software. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced Startup Options, and then select Safe Mode.

Technical information: *** STOP: 0x0000004e (0x00000099, 0x00900009, 0x00000900, 0x00000900)

Beginning dump of physical memory Physical memory dump complete. Contact your system administrator or technical support group for further assistance. •

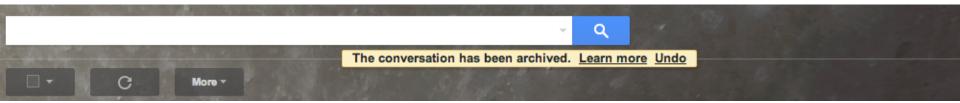
Your PC ran into a problem and needs to restart. We're just collecting some error info, and then we'll restart for you. (0% complete)

If you'd like to know more, you can search online later for this error: HAL_INITIALIZATION_FAILED

3 User control and freedom.

- Give the user the steering wheel. Don't block them from taking an action they may want to take (unless it's by design, of course).
- Example:
 - Renters shouldn't have to fill out an entirely new online application if they made one typo.





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Music	CVREE5B.tmp.cvr	24/03/2011 15:58	CVR File	0 KB			
Desktop	CVRFE4B.tmp.cvr	30/03/2011 08:38	CVR File	0 KB			
, Downloads	D182.tmp	08/04/2011 08:35	TMP File	0 KB			
📃 Recent Places 🦷	fla60CA.tmp	08/04/2011 10:59	TMP File	0 KB			
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118 items selected

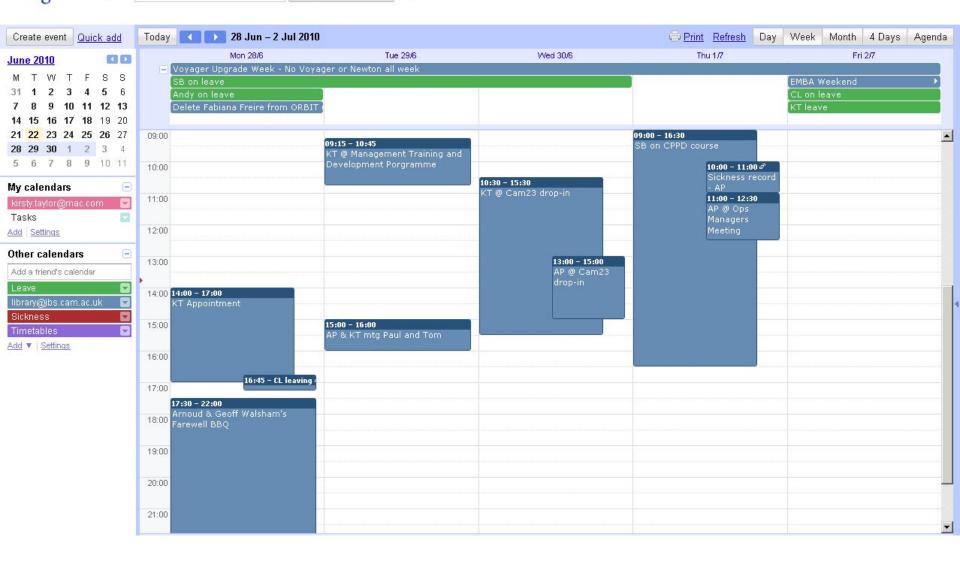
Show more details...

4 Consistency and standards.

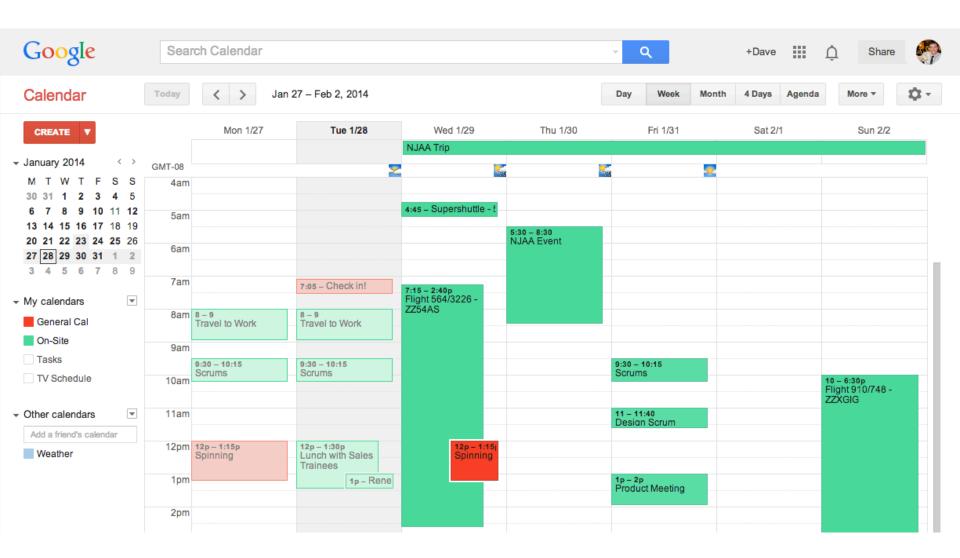
- Use one name when referring to things.
 Be consistent with your language.
- Example:
 - Avoid using both:
 - Apartment & Unit
 - Community & Property
 - Tenant & Renter
 - Pick one as the standard, and keep consistent.



Google calendar	Search my calendars	Show search options
0.0		A CONTRACTOR OF CONTRACTOR OF



Gmail Calendar Documents	Web Reader more V softpedia	a.editor@gmail.com <u>Settings</u> <u>Help</u> <u>Sign out</u>
GMail [®]	Search Mail Search the Web Show search options Create a filter	
Compose Mail	Fool.com Headlines - Does Apple Have an Antenna Problem or Not? - 20 hours ago	Web Clip < >
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[Imap]/Sent AirDrive Softpedia/Action	To: softpedia.editor@gmail.com	Flexifoil » Left Side Neck Pain » Coiffure Tendance » Flash ActionScript »
Softpedia/Finished 7 more▼	www.softpedia.com	
<u>Contacts</u> <u>Tasks</u>	Bcc: softpedia.editor@gmail.com	
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COMPOSE Inbox Starred			Dave Luciano	Fwd: FW: Hotels.com booking confirmation 115199521387 - Crowne Plaza Monroe South Bruns Origina	Jan 10
		Dave, Janis, me, Steve (8)	User Retreat Questions - Sounds good. On Wed, Dec 18, 2013 at 2:11 PM, Dave <dave5104@gmail.com> @</dave5104@gmail.com>	12/17/13	
		sharp@on-site.com	form - Reply to: sharp@on-site.com <sharp@on-site.com> Device Name: Not Set Device Model: MX-31101 @</sharp@on-site.com>	9/13/13	
Chats		On-Site.com (2)	Your On-Site.com background screening account is now active - On-Site.com Dear Dave, Welcome! Your a	6/13/13	
Sent Mail Drafts (1)			🗌 📩 On-Site.com, me (3)	Your On-Site.com background screening account - Forwarded message From: On-Site.com <no-reply@on-< td=""><td>6/12/13</td></no-reply@on-<>	6/12/13
All Mail			On-Site.com (2)	Your On-Site.com background screening account is now active - On-Site.com Dear Dave, Welcome! Your a	6/12/13
Spam (7)			Bob, Dave (2)	Stanford Re: User Experience Presentation this Friday - Yea, the more the merrier! Everyone at On-Site is	9/4/12
Trash Me		Dave, Randy (3)	Stanford Questions for Next Week - Great, thanks for the reply! I'll see you Monday morning. Looking at C	6/27/12	
On-Site	•	Jessica, Randy, Dave (18)	Stanford Offer of Employment - What? They have Macbooks with retina display now? And almost as thin : C	6/11/12	
Stanford UX		Randy Jones	Stanford Additional needs in engineering - One other thing. We're continuing to actively recruit in engineerin	6/11/12	
More -			Randy, Zeke, Bob, Dave (10)	Stanford Interview Followup - Hi Bob, I'm available Friday afternoon at 5pm. I have classes, sections and	5/19/12
				🔄 📩 Jake Harrington	Stanford Fwd: FW: Cuarto de Mayo aka Beer Bust - See you tomorrow! You are invited to hang out for this
		🗌 📩 Randy, Dave (10)	Stanford RE: User Experience Positions - Great! I'll see you on Friday at 3:30 Dave On Mon, Apr 30, 20	4/30/12	
		Dave, Jake (3)	Stanford User Experience Positions - Great! Looking forward to hearing back Dave On Thu, Apr 5, 2012	4/6/12	

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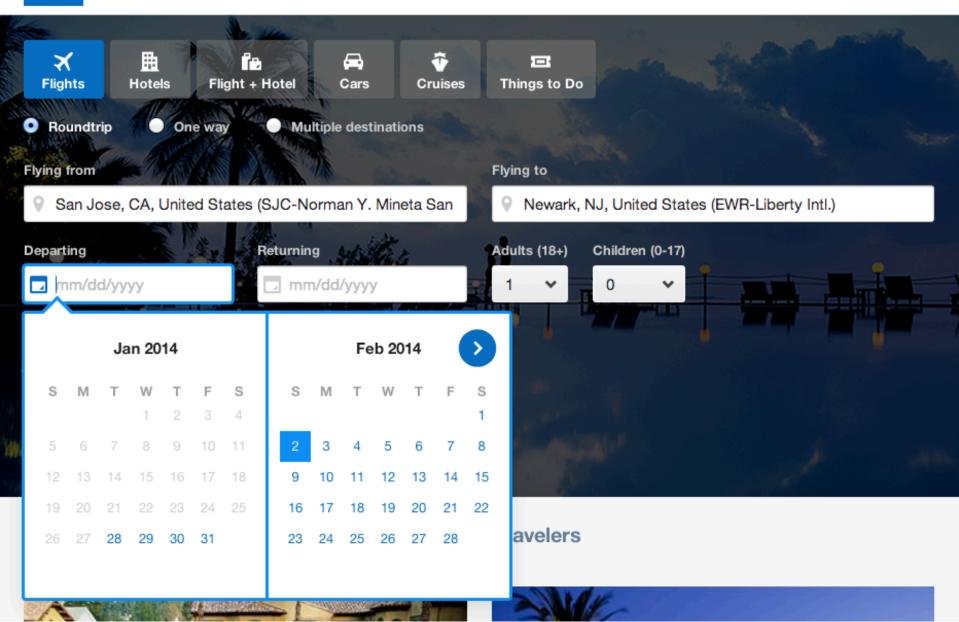
Last account activity: 0 minutes ago Details

5 Error prevention.

- Stop users from doing something they shouldn't do.
- Example:
 - A birthday is required for screening applicants. Don't let them submit an online application without it.









Home Vacation Packages Hotels Cars Flights Cruises Things to Do More 🗸 Ĵ £-3 × 12 Ū, Flights Hotels Flight + Hotel Things to Do Cars Cruises Roundtrip Multiple destinations One way Flying from Flying to San Jose, CA, United States (SJC-Norman Y. Mineta San Newark, NJ, United States (EWR-Liberty Intl.) Departing Returning Adults (18+) Children (0-17) 02/02/2014 02/02/2014 0 Advanced options \$ Jan 2014 Feb 2014 > Add a hotel 🖨 Add a car S S S S М M w 4 Search 5 8 9 10 11 12 13 15 14 21 22 19 20 16 17 18 Top local destinations b 28 23 24 25 26 27 Prices are average per night

How I got fired from



6 Recognition rather than recall.

- Make users select from a set of options, rather than making them try to think of the option they need.
- Example:
 - On your online application, avoid free response questions. Ask specific questions, with set answers.

Do you have any of the following items?

- Aquarium Waterbed
- Boat Motorhome
- Motorcycle

Do you have any items that may damage your apartment or annoy your neighbors?

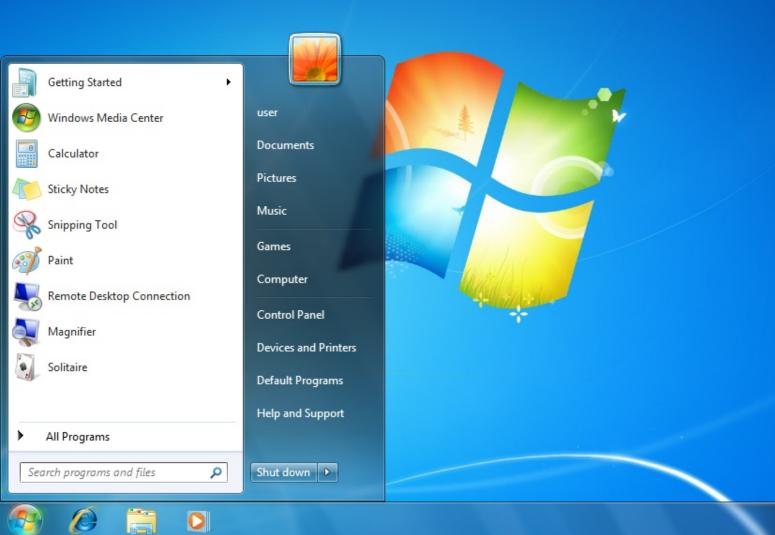
No, of course not!

```
E:\>hpn
hpn: An HP-style command-line RPN calculator.
Version & build: 1.1.0-2013-08-21-2050-alpha
This program comes with absolutely no warranty:
For details type [w]. This is free software:
You are welcome to redistribute it.
Type [W] for complete terms & conditions.
Copyright (C) C.Kayne 2013, cckayne@gmail.com
[H] Commands help, [h] Operations help, [ESC] Exit
0~1*
            0.0000
# calculate SQRT((2+3)*(4+5))+SQRT((6+7)*(8+9))
2~3+
          5.0000
4~5+
          9.0000
*
         45.0000
Q~
          6.7082
6~7+
          13.0000
8~9+
        17.0000
*
           221.0000
Q~
           14.8661
+
           21.5743
# from the HP-35 manual
 [ RESET. ESC to EXIT ]
"I knew I was lying. 'No Silicon Heaven'?
Preposterous! Where would all the calculators go?"
--Kryten, Red Dwarf
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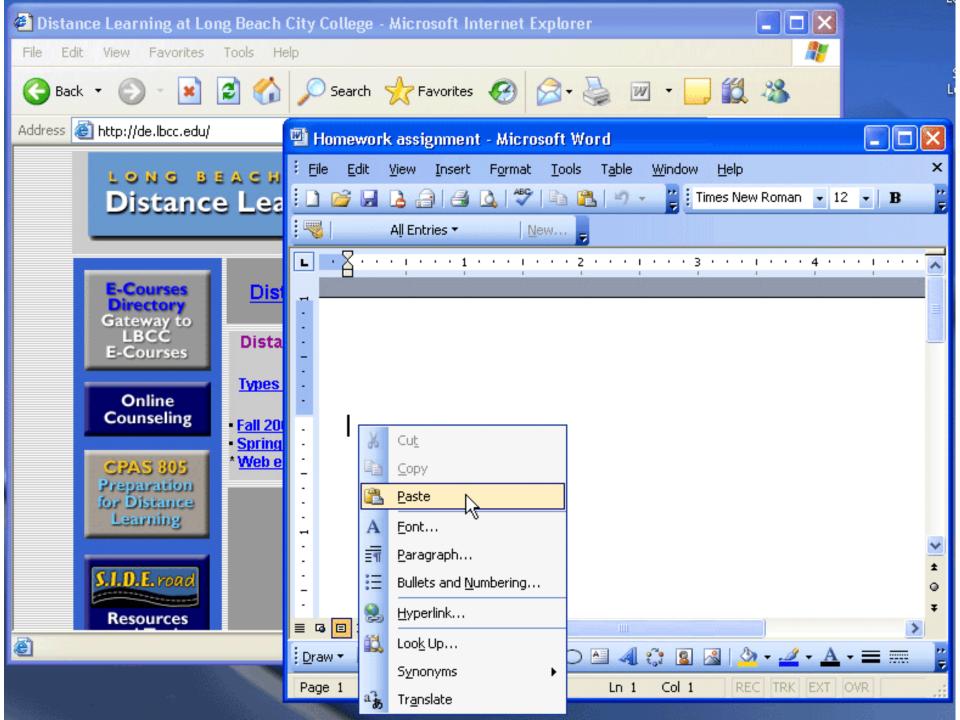




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7 Flexibility and efficiency of use.

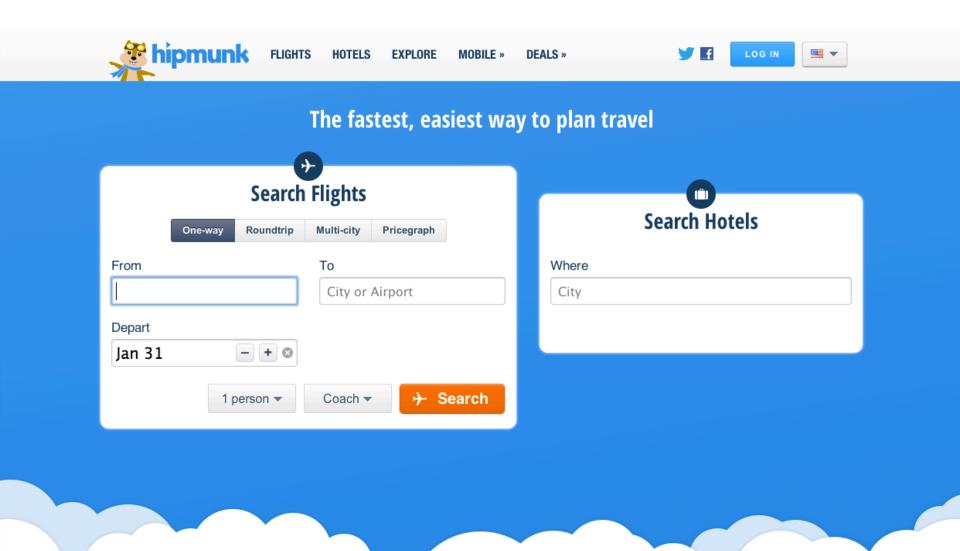
- Keep two users in mind: new, novice users, and experienced power users. Design for both.
- Example:
 - Leasing agents have varying years of experience.
 - Allowing for bulk actions is a great "power user" function.





8 Aesthetic and minimalistic design.

- Don't include irrelevant information. Be short, sweet, and to the point, in both your language and your design.
- Example:
 - I'll have some gaudy property websites to share later...
 - (Don't worry—none of yours! 🙂)



P



Live! Watch President Obama's State of the Union address. Tonight on YouTube at 9p ET

The role of visual complexity and prototypicality regarding first impression of websites: Working towards understanding aesthetic judgments

Alexandre N. Tuch, ^{a,*} Eva E. Presslaber, ^a Markus Stöcklin, ^a Klaus Opwis, ^a Javier A. Bargas-Avila ^b

^aUniversity of Basel, Department of Psychology, Center for Cognitive Psychology and Methodology, Switzerland ^bGoogle/YouTube User Experience Research, Zurich, Switzerland

Abstract

This paper experimentally investigates the role of visual complexity (VC) and prototypicality (PT) as design factors of websites, shaping users' first impressions by means of two studies. In the first study, 119 screenshots of real websites varying in VC (low vs. medium vs. high) and PT (low vs. high) were rated on perceived aesthetics. Screenshot presentation time was varied as a between-subject factor (50 ms vs. 500 ms vs. 1000 ms). Results reveal that VC and PT affect participants' aesthetics ratings within the first 50 ms of exposure. In the second study presentation times were shortened to 17, 33 and 50ms. Results suggest that VC and PT affect aesthetic perception even within 17ms, though the effect of PT is less pronounced than the one of VC. With increasing presentation time the effect of PT becomes as influential as the VC effect. This supports the reasoning of the information-processing stage model of aesthetic processing (Leder et al., 2004), where VC is processed at an earlier stage than PT. Overall, websites with low VC and high PT were perceived as highly appealing.

Key words: Web design, First impression, Visual complexity, Prototypicality, User experience, Website aesthetics

 Help users recognize, diagnose, and recover from errors.

- Don't leave users in a lurch!
- Example:
 - If the user did not type their phone number on the online app properly, tell them how to format it.



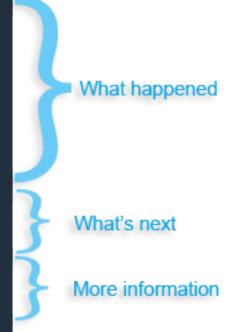


Aw, Snap!

Something went wrong while displaying this web page. To continue, reload or go to another page.

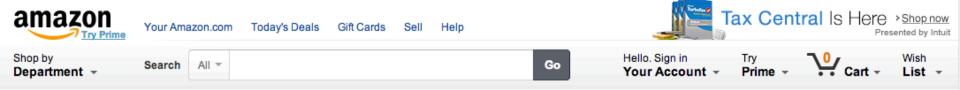


If you're seeing this frequently, try these suggestions.





- Does what it says on the tin. Provide help and FAQ's.
- Example:
 - To carry on with the black box example from earlier, document your leasing process and provide that to your prospective renters.



Help & Customer Service



Other Help Sites

Sell on Amazon Associates Program Help Amazon Web Services Publisher and Vendor Help Ayuda en Español

Holiday Help*

Get help using your new Kindle, returning gifts, and using gift cards

Get started

Kindle Help



> Get help with your Kindle device or Reading App

Phew.

Break time?

Very Simple Low Touch

Click Tests

Analytics



Contextual Ethnography

Usability Testing

Let's validate an idea!

Flight Check-in!

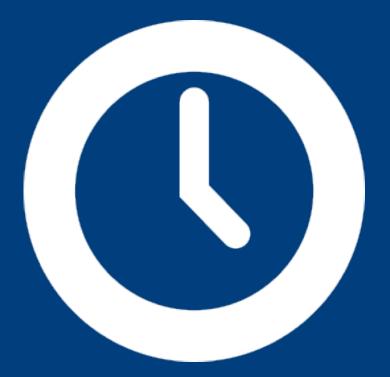


Eagle Air

Beagle Air

Go to: uxmachine.com/njaa





10 seconds remaining



The Experiences





BEAGLEAIR

Under federal guidelines you are required to check in to your flight before you are able to board. Please understand these FAA guidelines before proceeding any further. By our records we have you booked on a flight from PHX413 on 2014-01-17.

PLEASE CHECK INTO YOUR FLIGHT AT YOUR EARLIEST CONVENIENCE.

YOUR NAME SHOULD READ: JOHN D DOE JR

YOUR RESERVATION IS AJD2938

CANCEL | NEXT



BEAGLEAIR

Now is the time we would like for you to confirm your seating assignment. Take this time now to verify that is the seat you selected at the time of ticket booking. During check-in we will not be able to change your seat unless there is a less than empty flight.



SEAT 18A CONFIRM >

Government taxes and fees are subject to change after purchase. Ticket is non-transferable. Ticket is non-refundable.

You must contact US Airways on or before your scheduled departure to cancel any or all of your flights. If you don't, your entire itinerary will be cancelled and there may be no remaining value to use toward another ticket. Any change to this reservation, including flights, dates, or cities, is subject to a fee per passenger (according to the rules of the original fare). The new itinerary will be priced at the lowest available published fare at the time of change, which may result in a fare increase.

Ticket expires one year from original date of issue. Unflown value expires one year from original date of issue.

ABOUT BEAGLE AIR | | YOUR NEXT FLIGHT



Congratulations on completing the rest of the forms. We are very happy to have you as a customer today. Please keep in mind that our customers are how we pay our paycheck, so we want to keep our service to you top of mind at all times.

At this time please confirm you have read our entire terms of service before checking into your flight today. Without accepting the terms of service we cannot allow you to board the plane at this time due to federal regulations.

VERIFY YOUR ACCEPTANCE OF TERMS FOR FLIGHT DEPARTING TODAY

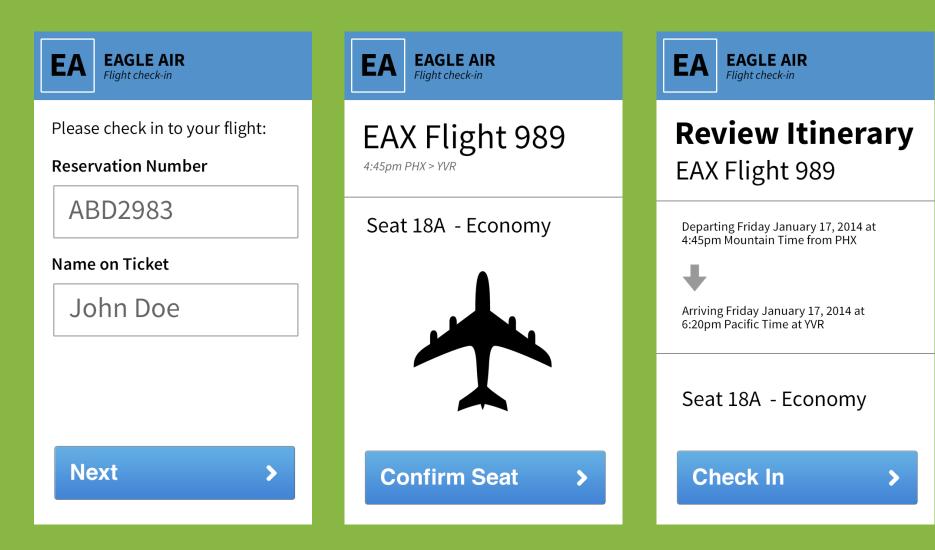
TERMS OF SERVICE

The following terminology applies to these Terms and Conditions, Privacy Statement and Disclaimer Notice and any or all Agreements. "Client", "You" and "You" refers to you, the person accessing this website and accepting the Company's terms and conditions. "The Company", "Ourselves", "We" and "Us", refers to our Company. "Party", "Parties", or "Us", refers to both the Client and ourselves, or either the Client or ourselves. All terms refer to the process of our assistance to the Client in the most appropriate manner, whether by formal meetings of a fixed duration, or any other means, for the express purpose of meeting the Client's needs in respect of provision of the company's stated services/products, in accordance with and subject to, prevailing English Law. Any use of the above terminology or other words in the singular, plural, capitalisation and/or he/she or they, are taken as interchangeable and therefore as referring to same.

ABOUT BEAGLE AIR | | YOUR NEXT FLIGHT



Eagle Air



The Test

- We ran this test a week prior.
- Gathered 200+ responses.
- 50/50 split between male and female.

BEAGLEAIR

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87% completion 22s

57% completion 10s

70% completion 8s



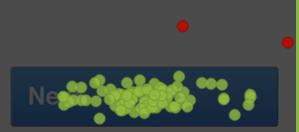
Please check in to your flight:

Reservation Number



Name on Ticket





82% completion 10s



EAX Flight 989 4:45pm PHX > YVR

Seat 18 - Economy





99% completion 4s EA EAGLE AIR

Review Itinerary EAX Flight 989

Departing Friday January 17, 2014 at 4:45pm Mountain Time from PHX



Arriving Friday January 17, 2014 at 6:20pm Pacific Time at YVR

Seat 18A - Economy



100% completion 4s

Results



Eagle Air

81% success ~16 seconds



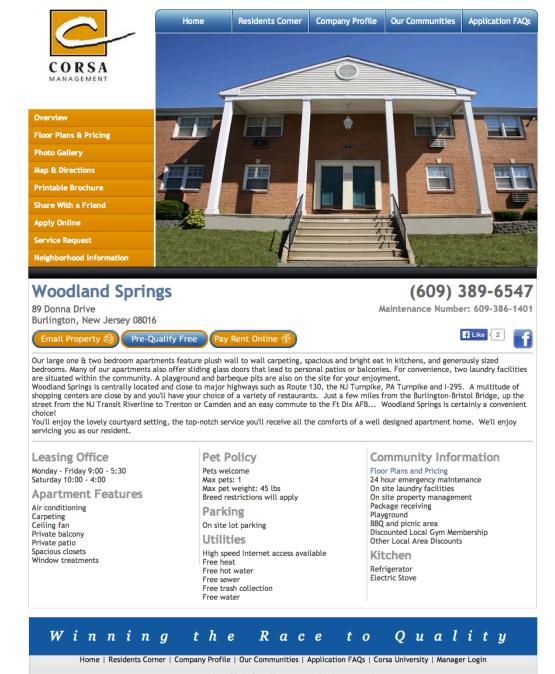
Beagle Air

35% success ~34 seconds

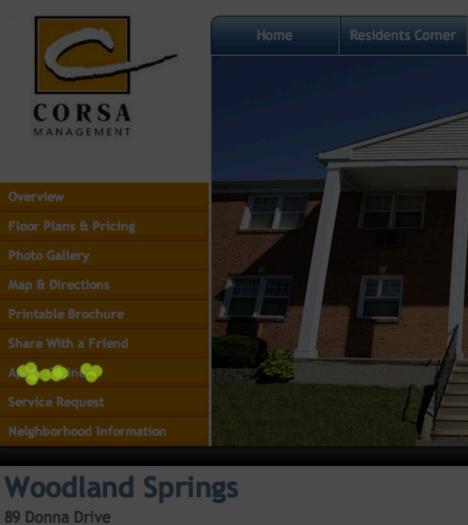
Test #1 - Corsa

Click Test Scenario:

You're looking for an apartment, and you find a community you'd like to live at. Fill out a rental application.



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Main

Burlington, New Jersey 08016

Email Pro 🔊 🖄 Pre-Que Free Pay Rer Caline 😚

Our large one & two bedroom apartments feature plush wall to wall carpeting, spacious and bright eat in ki bedrooms. Many of our apartments also offer sliding glass doors that lead to personal patios or balconies. Fo are situated within the community. A playground and barbeque pits are also on the site for your enjoyment. Woodland Springs is centrally located and close to major highways such as Route 130, the NJ Turnpike, PA T shopping centers are close by and you'll have your choice of a variety of restaurants. Just a few miles from t street from the NJ Transit Riverline to Trenton or Camden and an easy commute to the Ft Dix AFB... Woodl choice!

You'll enjoy the lovely courtyard setting, the top-notch service you'll receive all the comforts of a well design

Average Completion: 23s

Success Rate: **48%**

Success Rate: 72% (Counting Pre-Qual Button)

Test #2 – Corsa (Modified)

Click Test Scenario:

You're looking for an apartment, and you find a community you'd like to live at. Fill out a rental application.



Overview

Floor Plans & Pricing

Photo Gallery

Map & Directions

Printable Brochure

Share With a Friend

Service Request

Neighborhood Information

(609) 389-6547

Maintenance Number: 609-386-1401

F Like 2

Our large one & two bedroom apartments feature plush wall to wall carpeting, spacious and bright eat in kitchens, and generously sized bedrooms. Many of our apartments also offer sliding glass doors that lead to personal patios or balconies. For convenience, two laundry facilities are situated within the community. A playground and barbeque pits are also on the site for your enjoyment.

Woodland Springs is centrally located and close to major highways such as Route 130, the NJ Turnpike, PA Turnpike and I-295. A multitude of shopping centers are close by and you'll have your choice of a variety of restaurants. Just a few miles from the Burlington-Bristol Bridge, up the

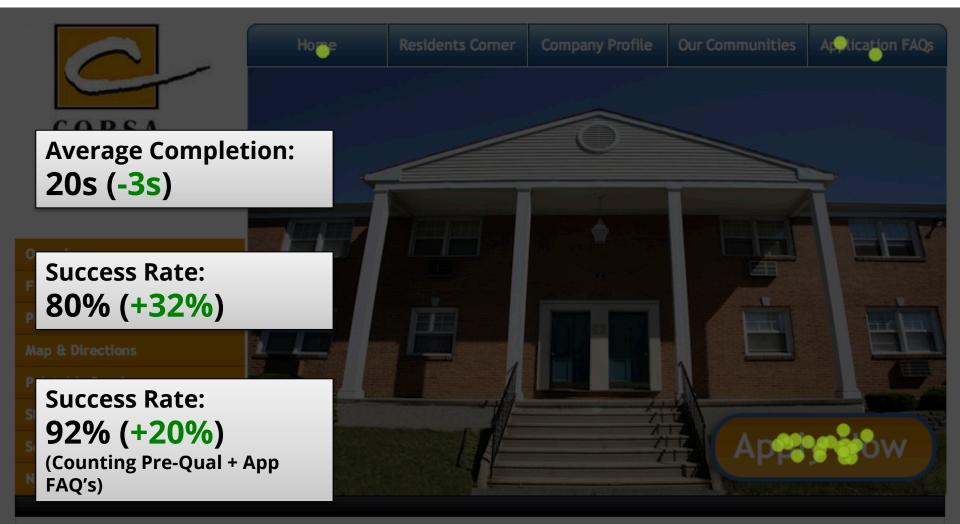


89 Donna Drive Burlington, New Jersey 08016

Woodland Springs

Email Property 🔕 🚺 Pre-Qualify Free

Pay Rent Online 🛞



Woodland Springs

89 Donna Drive Burlington, New Jersey 08016

Email@roperty 🖄

Pre-Qualify ree Pay Rent Online

(609) 389-6547

Maintenance Number: 609-386-1401

Like 2

Our large one & two bedroom apartments feature plush wall to wall carpeting, spacious and bright eat in kitchens, and generously sized

What did we learn?

- Making small changes can make a big difference.
- We can easily quantify improvement after establishing a baseline.

What's next?

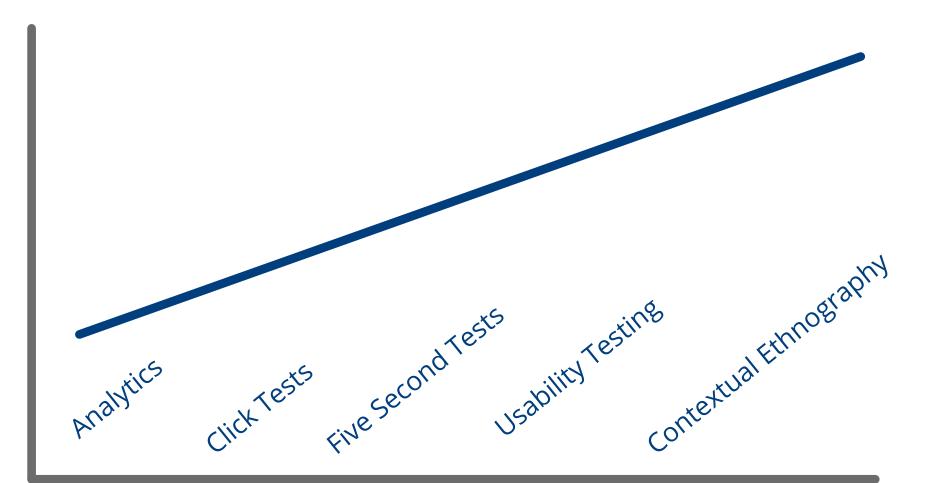
- Two paths:
 - Continue iterating.
 - Say we're happy with 80%.
- 80% is pretty high.
- We'd probably need to start drastically changing the design to get better.

Test #3 - Corsa

Five Second Test Scenario:

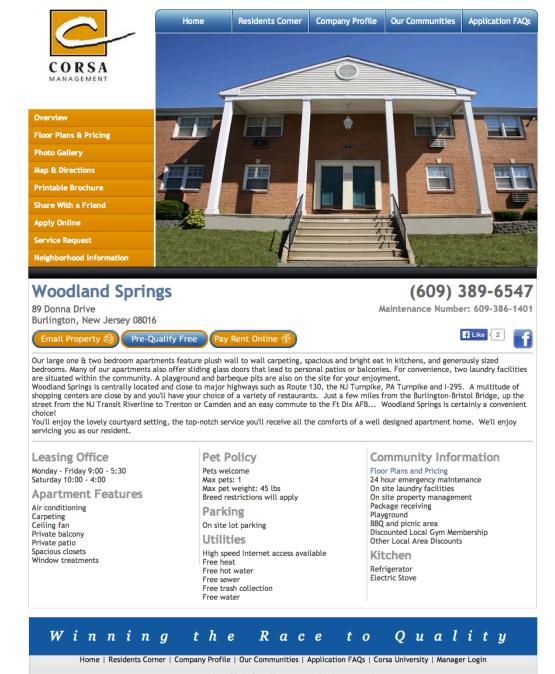
You're looking for an apartment, and you find a community you'd like to live at. Look at the community information.

Wait—what? A five second test?



Very Simple Low Touch





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What was the community's name?

- 1. Not sure
- 2. don't kow
- 3. Woodland Springs
- 4. don't know
- 5. Corsa
- 6. Corsa
- 7. woodland springs?
- 8. Sorry didn't see one
- 9. Corsa
- 10**.** ·
- 11. dont know
- 12. corsa
- **13. Woodland Springs**
- 14. Cant tell

- 15. Coursa
- 16. Some Russian Phrase –
- **17. Woodland Springs**
- 18. ?
- 19. Corsa
- 20. ?
- 21. Corsa
- 22. Wood ...
- 23. Woodland Springs
- 24. No idea
- 25. Something springs?

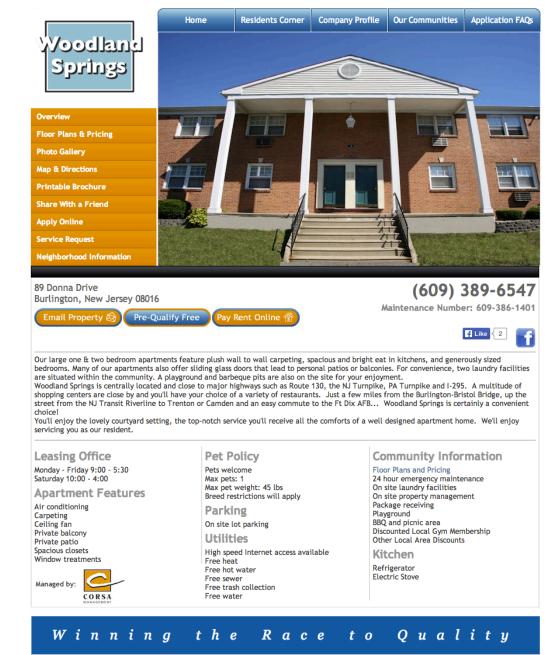
What was the community's name?

- 5 got it right **20%**
- 2 got it partially 8%
- Let's call that a 28% success rate
- 7 thought it was named a variation of "Corsa" – 28%

Test #4 – Corsa (Modified)

Five Second Test Scenario:

You're looking for an apartment, and you find a community you'd like to live at. Look at the community information.



Home | Residents Corner | Company Profile | Our Communities | Application FAQs | Corsa University | Manager Login

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What was the community's name?

- 8 got it right **32% (+12%)**
- 4 got it partially **16% (+8%)**
- Let's call that a **48% (+20%)** success rate
- 0 thought it was named a variation of "Corsa" – 0% (-28%)

What did we learn?

- Again, making small changes can make a difference.
- In this case, it wasn't so big.

What's next?

 Continue iterating—not happy with only 48% success! 89 Donna Drive Burtington, New Jersey 08016

-

(609) 389-6547 Maintenance Number: 609-386-1401 Support

CHECK AVAILABILITY

NavFlow

Notifications

Q Search by project name

H All Tests

- Five Second
 - Click

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http://www.usabilityhub.com

Other NJ Properties



the hilton difference home

our communities

resident support

contact us

HOME: our communities: Princeton Court

Princeton Court

Great Hamilton neighborhood with extra-large floor plans!

742 Estates Blvd. - Hamilton, NJ

Princeton Court is located near all major highways, the train station and local shopping. The interiors have huge living rooms, updated kitchens and bonus storage in many units. Each apartment home has a private balcony or patio to enjoy the lush landscaping and country feel.

Apartment Features

- Air conditioning
- Heat and hot water included in the rent
- Individually controlled heat
- Wall-to-wall carpet
- Balcony



For rental information, contact at 609.631.8720

Or: email this agent

Pets: Breed Restriction, no more than 2 pets, \$25.00 more a month per pet. A nonrefundable pet fee of \$300.00 per pet. Weight restriction 30 lbs.



home

the hilton difference

our communities

resident support

contact us

HOME: our communities: Prince OUT OPOO

Princeton Court

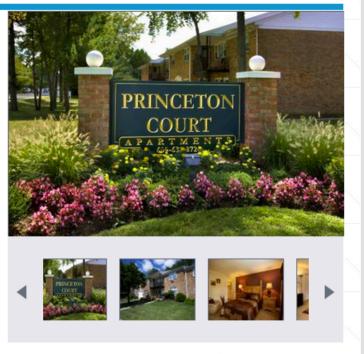
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742 Estates Blvd. - Hamilton, NJ

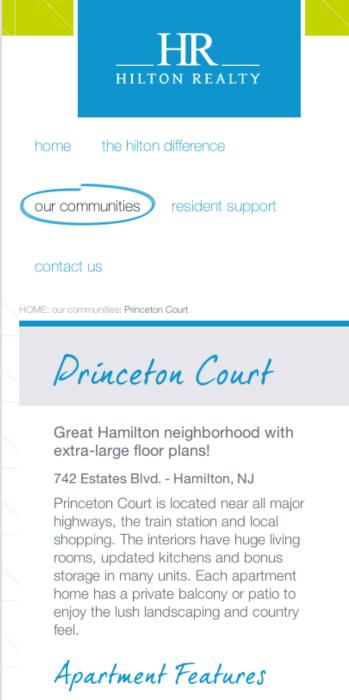
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 Heat and hot water included in the rent
 Individually controlled heat



Pets: Breed Restriction, no more than 2 pets, \$25.00 more a month per pet. A non- refundable pet fee of \$300.00 per pet. Weight restriction 30 lbs.



- Air conditioning

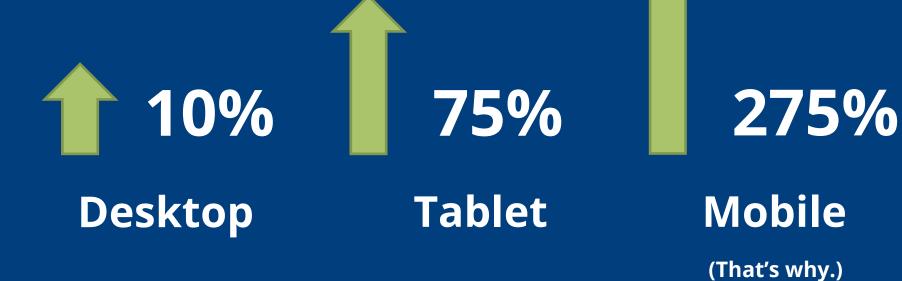
Responsive Design vs. Native App

Guideline:

Go for responsively designed websites, instead of a native app... and make sure you're doing mobile!

Responsive will work everywhere, no matter iPhone, Android, Surface tablet, etc.

Mobile... wh ?



(888) 371-6007







At Curling Club Apartments in Hoboken, New Jersey residents enjoy an array of local shopping, dining, and entertainment destinations as well as easy access to Manhattan and Jersey City. We are minutes from the Hudson River waterfront which boasts several parks and recreational sites. We're also a short walk to Washington Street, home to the "Cake Boss" and the famed "Maxwell's" live music venue. A short drive in either direction will take you to both the Lincoln and Holland Tunnels.

COLLAPSE >

RESIDENT SERVICES

CHECK AVAILABILITY

GALLERY

Ready to move in? Enter your approximate move-in



Login to pay your rent online, schedule maintenance,

0 - Bar Call Toll Free 1.866.303.6061 FRESHBOOKS

We Wanted Surflething Better. So We Built It.

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CEO Foundary Construction of the second state of the sec

CTD. Chief Architect (Co-Founder)

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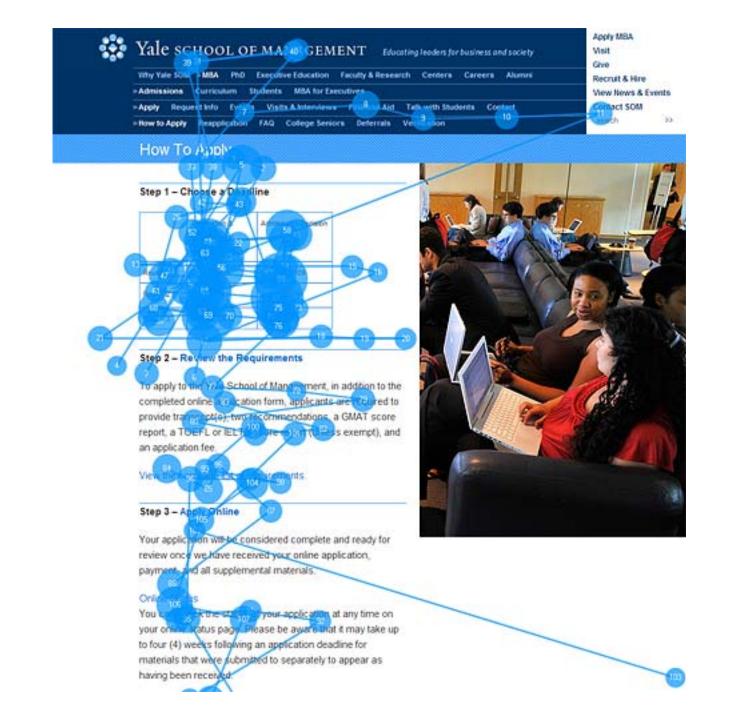


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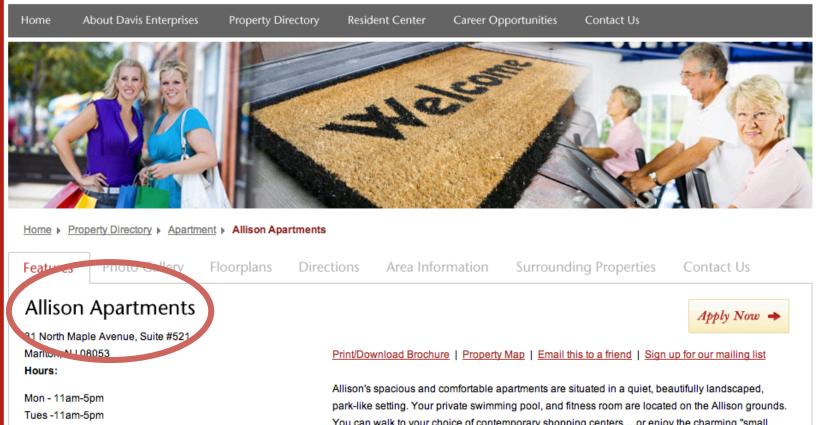




Avoid stock/filler photography.

Instead, fill your website with professional property and unit photos—the actual product that you're selling.





Wed - 11am-5pm Thurs 11am-5pm

Fri 12pm - 5pm

Sat 10am - 3:30pm

Sun 12pm - 3 pm

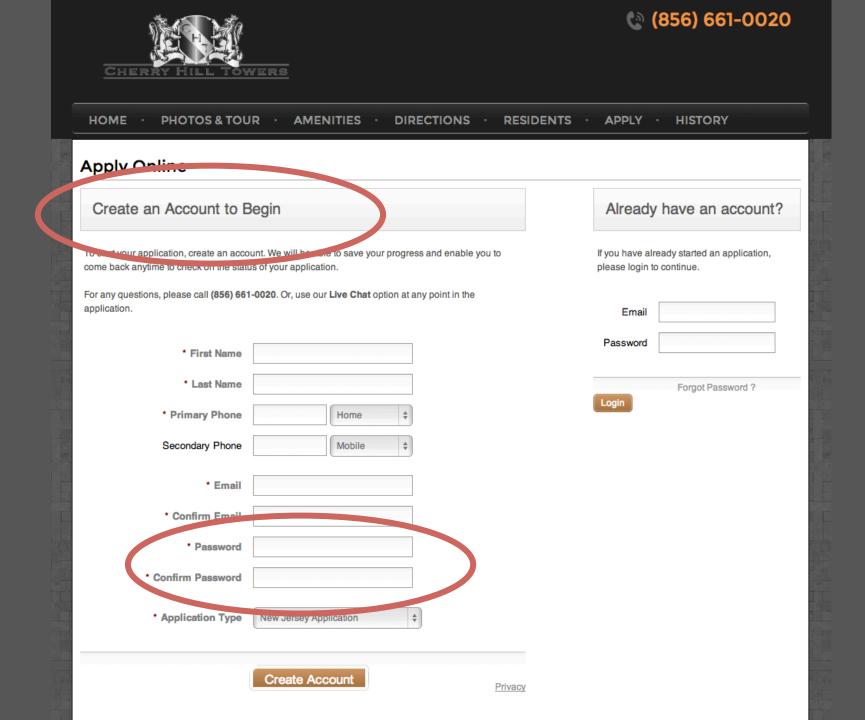
Phone: 856-983-0155 Fax: 856-983-6994 Email: LeasingMgr.Allison@DavisEnterprises.com Website: http://www.theallisonapartments.com Allison's spacious and comfortable apartments are situated in a quiet, beautifully landscaped, park-like setting. Your private swimming pool, and fitness room are located on the Allison grounds. You can walk to your choice of contemporary shopping centers ...or enjoy the charming "small town" flavor of Olde Marlton. Indulge yourself dining at one of the many fine local restaurants ...or dance the night away at one of the exciting super clubs in the Marlton area. Allison is conveniently located near numerous golf courses, indoor tennis courts, bowling lanes and a myriad of spas and racquetball clubs. Come enjoy the Allison tradition of excellence at a price you can afford.

Apartments

- · Free heat, hot water, cooking gas, water, and sewer
- · Garbage Disposal
- Individual Thermostatic Heat and Air Conditioning Controls

Put the focus on the property.

Your prospective renters are looking for a place to live, not for a management company.



"Conversion Rate"

Remove roadblocks in front of desired actions.

In other words, make it was easy as possible to apply online, or fill out a contact form. Don't ask for unnecessary information.



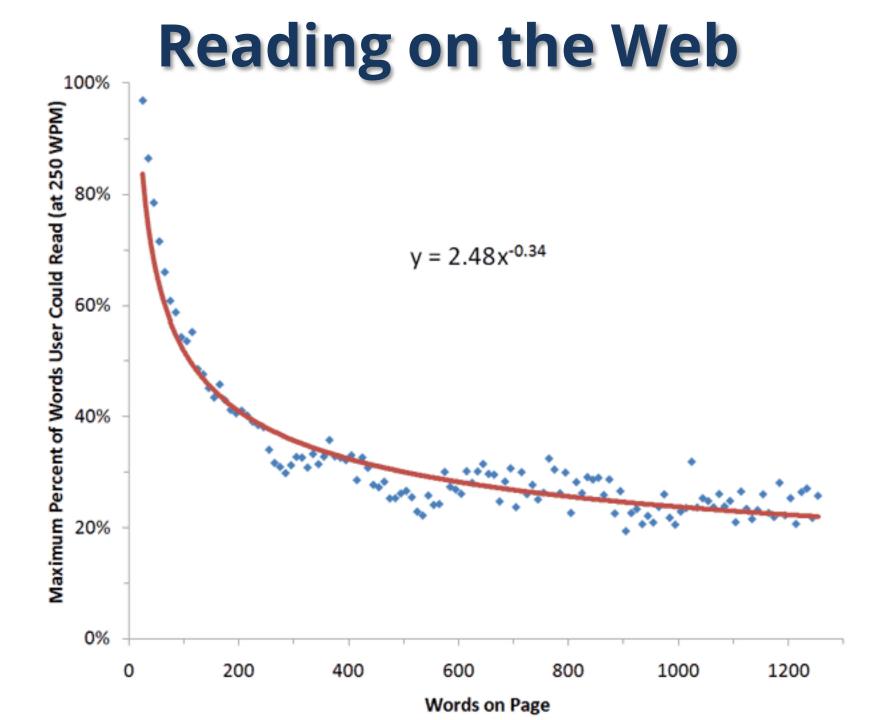
University Centre Student Housing

Luxury Student Living That You Can Afford

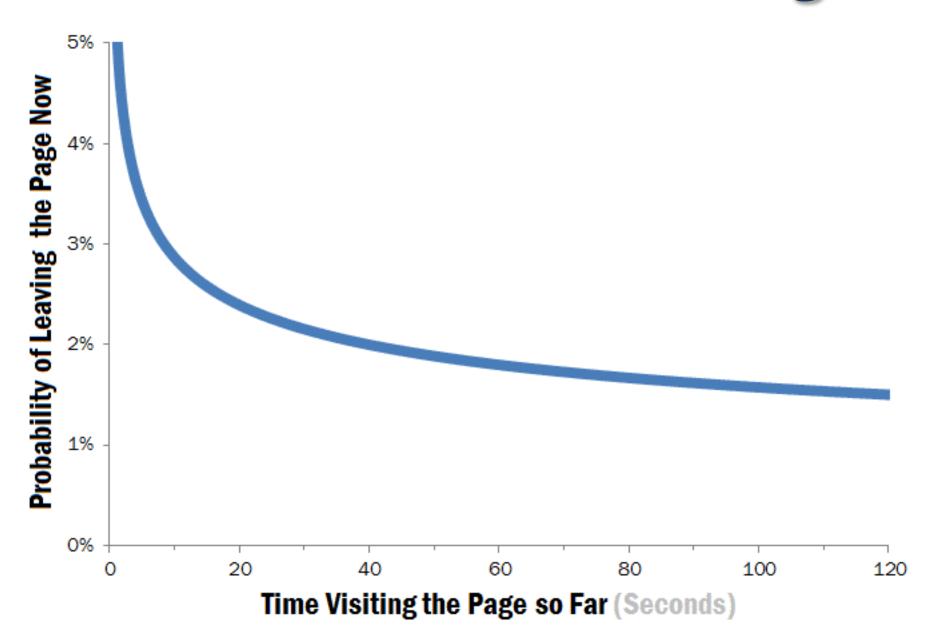
Live like you mean it at University Centre, the best in Newark student living! At University Centre you will have the privacy and lifestyle you deserve in an off-campus student community that is built specifically with you, the college student, in mind.

Take advantage of our convenient location and unmatched amenities everything you want and need in one place makes University Centre the best in college apartments! University Centre is located on the NJ light rail and is across the street from the New Jersey Institute of Technology (NJIT) campus in Newark, NJ. University Centre is also conveniently located to





Chance of Users Leaving



Have a strong call to action.

You have a few seconds to grab a user's attention, and very few words to establish value.



A Good life begins with a Great place to live Fox Meadow

Home Floor Plans Pricing Amenities Specials Resident Services Gallery Directions Our Neighboorhood Contact Us

MEADOW RESIDENT SERVICES

Download a PDF Application **Download Statement of Rental Policy** Pey your rent online Renters insurance discount program Lease Term Solutions

Visit Fox Meadow Apartments today and let our professional management staff show you our apartment homes.

Hours: Monday - Wednesday - Friday 9:00AM - 6:00PM | Tuesday 9:00AM - 7:00PM Thursday 9:00AM - 7:00PM | Saturday 10:00AM - 5:00PM Sunday 11:00AM - 4:00PM Phone: 1-888-380-9213 | Fax: 856-667-4469

100 Fox Meadow Drive Maple Shade NJ 08052 Click Here For Directions

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New Jersey

Pennsylvania

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Our Five Star Properties

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THE KAMSON CORPORATION

The Wonderful World of Fox Meadow

100 Fox Meadow Drive (Rental Office) Maple Shade, New Jersey, 08052 Phone Number: (856) 667-0772 Fax: (856) 667-4469

Application For Lease Must be completed in its entirety to be processed.

All verification services to be provided to FOX MEADOW APARTMENTS under terms of this agreement entered into with <u>a licensed contracted consumer credit agency</u> and the accuracy thereof shall be conditioned by the requirement that applicant and customer provide the following information as to the individual applicants below. Where inapplicable information is requested, mark N/A. Applicant and customer shall sign and date this document in appropriate space below prior to its submission to <u>a licensed contracted consumer credit agency</u>. Multiple applicants, including spouse, must complete and sign.

The undersigned hereby agrees to execute a lease, in the event of the approval if the rental application for apartment______for the term of _______ commencing on (approximately) ______ at a monthly rate of \$______ payable monthly in advance on the first day of each month.

Once the rental application has been approved and the applicant accepts an apartment, the applicant must submit a non-refundable reservation fee of \$100.00 tto reserve an apartment. All monies are to be paid in the form of a money order or certified check only. Applicant agrees that if applicant fails to take possession of the premises, Landlord may retain as liquidated damages, the reservation fee and any other monies paid by applicant. Upon signing the lease, the first month's rent and/or pro-rated rent, security deposit and any other fees, must be paid in full before any apartment keys will be given out.

The undersigned has read the foregoing and certifies that the facts set forth in the accompanying rental application are true and correct and that the rental application submitted for the purpose of inducing approval of the application in the undersigned's behalf. In the event that this application is not approved, the undersigned shall be entitled to have the return of the reservation fee made and no more, and all rights of the undersigned shall thereupon terminate and end absolutely. The \$35.00 per applicant fee for investigation of the undersigned's application is under no circumstances refundable. Landlord does not provide renter's insurance. It is mandatory that all residents purchase and maintain a tenant or renter's liability insurance policy at the sole expense of the resident for the length of their tenancy. At time of lease signing, new resident must provide a copy of the liability insurance policy.

APPLICANT NAME				Date of birth	SS#	
	First	Middle	last			
CO-APPLICANT N	AME			Date of birth	SS#	
	First	Middle	last			
App. Drivers Lic. N	0		State Co-App.	Drivers Lic No		State
Other Occupants:						
	Name	SS#		Age	Relationship	
	Name	SS#		Age	Relationship	
APPLICANT Home Phone#			Cell Phone#		E-mail	
Present Address						
-	Street	Apt#		City	State	Zip
From:						÷.,
Dates: To:						

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Kill your PDFs... mostly.

Don't let PDFs serve as *the* source of information. Let them act as a supplemental print-ready source that supports information that exists on the website already.

Chilton Towers, LLC Deluxe High-Rise Living... Minutes from New York

Home Floor plans and Photos Maps and Directions Contact Us

LEGOW

Start A New Apartment Search

Resident Login

RESIDENT ADVANTAGES

- Premium Maple Cabinets in Select Apartments
- Gleaming Hardwood Floors
- White Ceramic Full Baths in Select Apartments
- Abundant Natural Light from New Double Pane Windows
- Dramatic Views on Upper Floors
- Ceramic Kitchen Tile Floors in Select Apartments
- Numerous and Spacious Closets
- Dishwasher

FLOOR PLANS AND PHOTOS

- View our spacious floor plans in 2D or 3D
- Place your furniture with the interactive furniture arranger
- Check out pictures of the community and apartments
- · Imagine yourself in your new home



View Our Spacious Floor Plans

OFFICE HOURS

Mon-Fri: 10am - 6pm • Saturday: 10am - 2pm

220 W Jersey St Elizabeth, NJ 07202 Phone: (866) 949-5401 Fax: (908) 354-6678 Email: <u>click here</u>

Hear From Our Residents

Use at *least* 12 point font, and let your design have to ability to manually have that increased.

Web citizens are aging. We'll all be thankful for larger fonts soon enough.

Great Experience Must:

Delight

Get out of the way





Thank you!

Further Reading

- Don't Make Me Think Highly recommended!
 - By Steve Krug
- Design Of Everyday Things
 - By Don Norman
- Emotional Design
 - By Don Norman
- <u>http://www.nngroup.com/</u>
 - Jakob Nielsen's usability website. See "Articles"
- Coursera.org: Human-Computer Interaction
 - A free, 9 week course on UX.

