



# DESIGN BRIEF

Design inspiration for the new product universe

# Intro

**Project name:** TBD

## **Project goals**

- We are creating a new product universe, where we combine a list of different products in one solution.
- We want to make it easier for property managers to do their everyday tasks by building better customer experiences through simple, intuitive design and automatic processes.
- We also want to ensure better data quality in the housing sector by standardising our solution.
- We aim to make it easier for new customers to take the product into use by minimizing the number of settings.
- We design for desktop first.

## **Project objective**

Make two design proposals based on the given wireframes and input.

**Deadline:** 15th of November (beginning of the workshop week)

**Presentation:** First day of the workshop



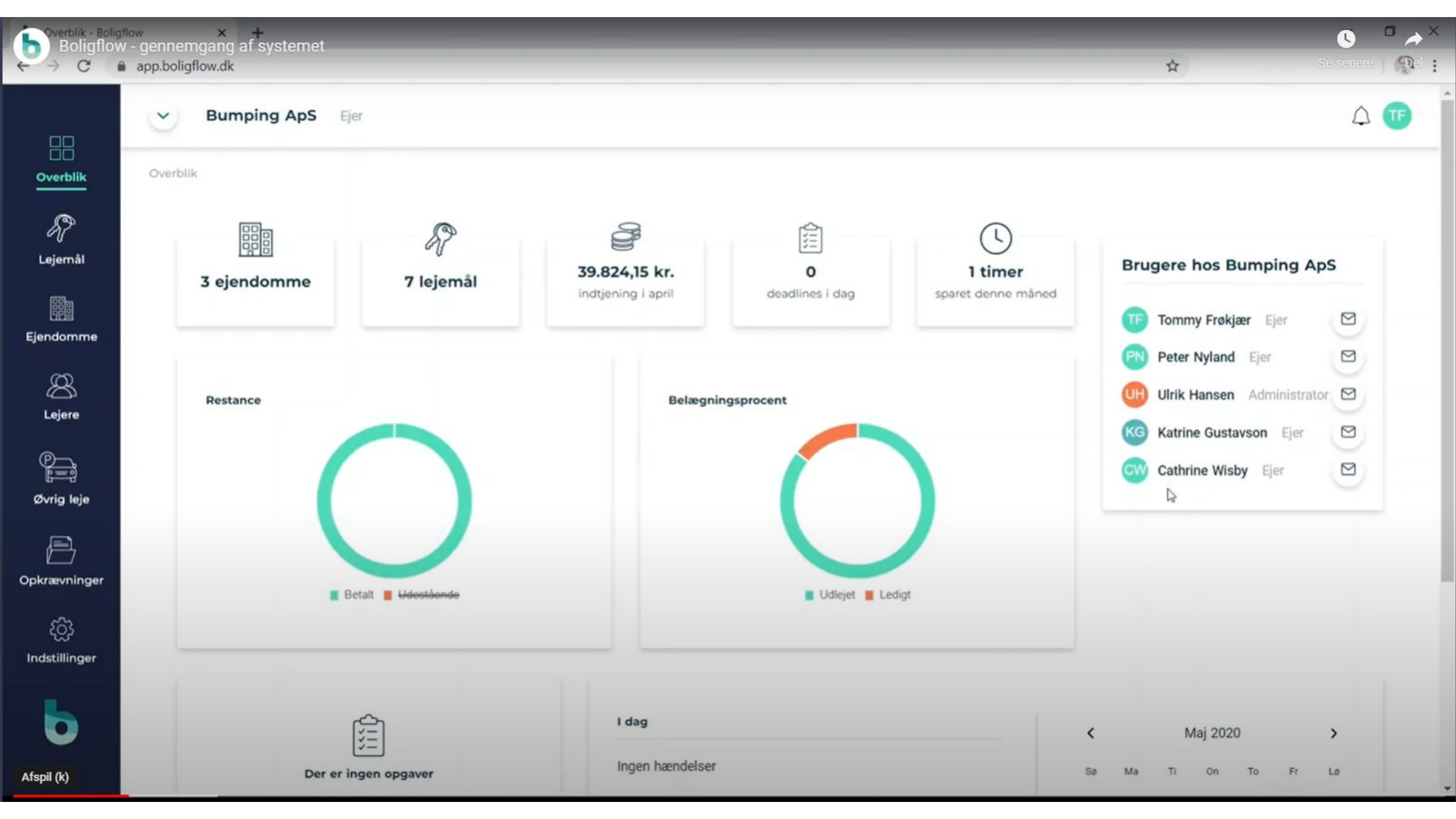
# TARGET GROUPS

# Target groups

- All property managers in Denmark (later on abroad)
- Small and big companies - some with their own customers
- **Focus:** Big companies to begin with
- Big companies = different usertypes
- B2B – everyday use, and for some the only work tool



# COMPETITORS



Bumping ApS Ejer



Overblik

**3 ejendomme**

**7 lejemål**

**39.824,15 kr.**  
indtjening i april

**0**  
deadlines i dag

**1 timer**  
sparet denne måned

**Brugere hos Bumping ApS**

- TF Tommy Frøkjær Ejer
- PN Peter Nyland Ejer
- UH Ulrik Hansen Administrator
- KG Katrine Gustavson Ejer
- CW Cathrine Wisby Ejer



- Overblik
- Lejemål
- Ejendomme
- Lejere
- Øvrig leje
- Opkrævninger
- Indstillinger
- Afspil (k)

**Der er ingen opgaver**

**I dag**

Ingen hændelser

Maj 2020

So Ma Ti On To Fr Lo



**Oversigt**

Ejendomme

Lejemål

Lejere

Restanceliste

Rykkere

Forbrugsregnskab

Betalingsmetoder

e-economic

Udvid menu



Ejendomme

1

[Se alle](#)



Lejemål

105

[Se alle](#)



Aktive lejere

105

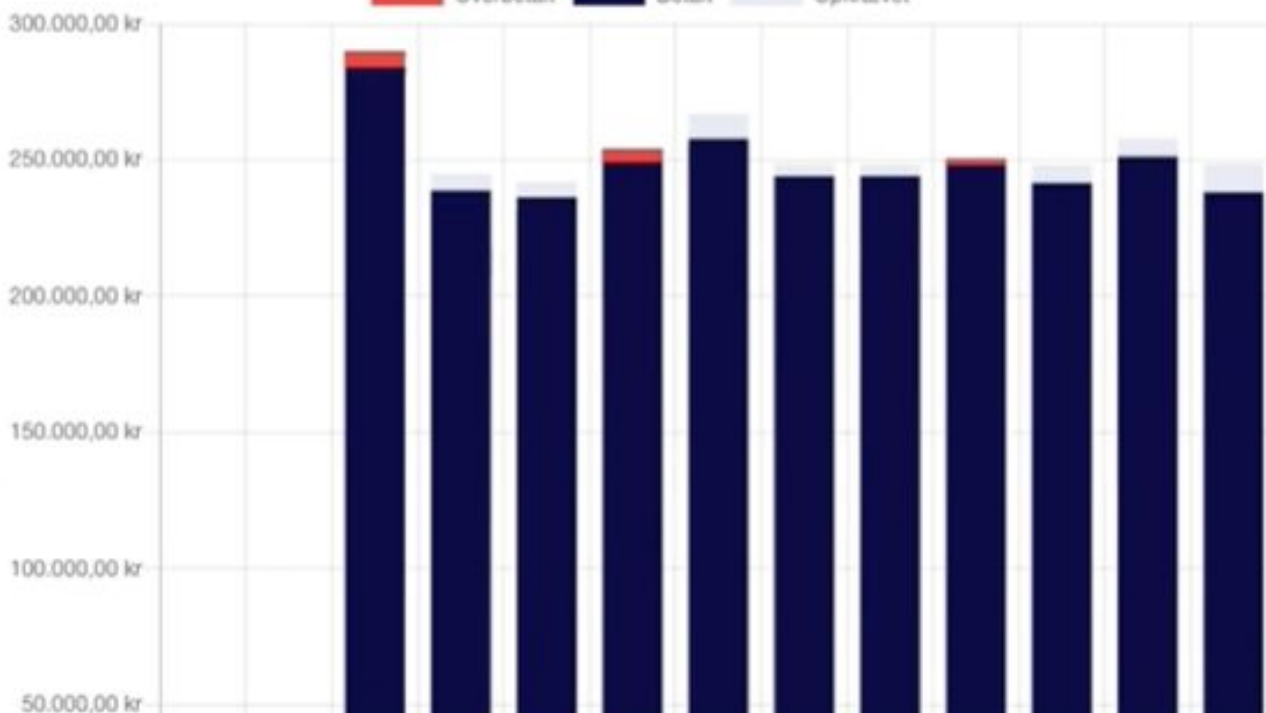
[Se alle](#)



Belægningspro

100%

105 ud af 105 lejemål er u



Husleje

169.892,80 kr

[Se alle indtægter](#)



Restance

41.529,85 kr

[Se detaljer](#)



Appstore

Kommer snart



## Hallandsen Ejendomme ApS

🏠 9 Lejemål 🌱 9 Udlejet 🧑 0 Ledig

### 📅 Nøgletal for februar

**70.976,45 kr**  
Opkrævet

**70.976,45 kr**  
Betal

**0,00 kr**  
Ikke betalt

### 👤 Fremhævede lejeforhold

#### Kommende

[ Ingen lejer ] | Amagergade 1, 3. th

🟡 uferdig

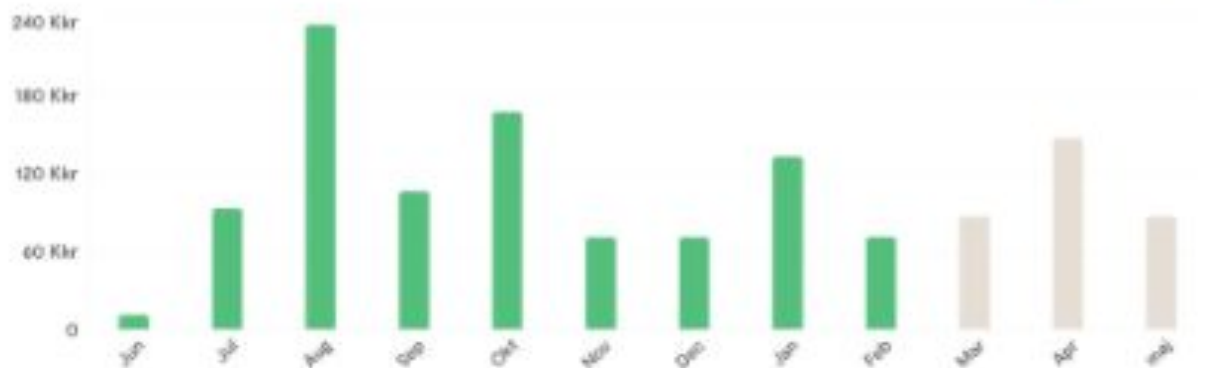
#### Forsinkede

Flyttemand Olsen | Amagergade 1, 2. th

-15.992,27 kr 🚫

### 📈 Udvikling over tid

#### Betalinger





## > Lejerinfo

## > Flytteinfo

## > Betalingsoplysninger

Sidst opkrævet type	Indbetalingskort
Sidst opkrævet dato	01-02-2018
Depositum for funktionær antal mdr.	<input type="text"/>
Forskiødt forfaldsdag	<input type="text"/>
EAN nr	<input type="text"/>
Ordreferenc	<input type="text"/>
Personreferenc	<input type="text"/>
Inst intern kontoingsnr	<input type="text"/>

Tilmeld/afmeld Betalingservice:

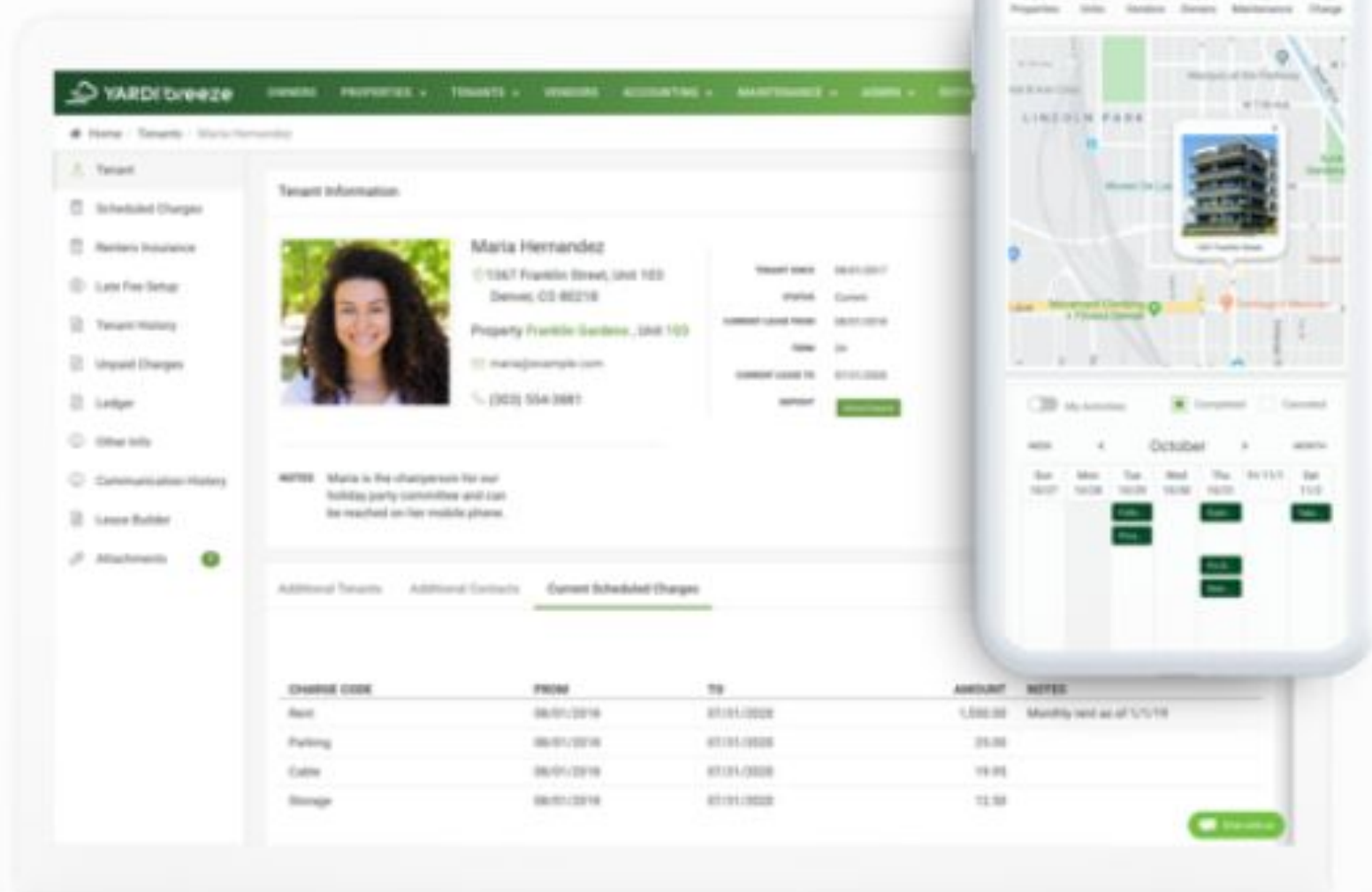
Opkrævningstype:

- Momsberøftet
- Løn kommune
- Kommune hæfter
- Funktionær med bopælspligt
- Pligtig hos kommune
- Fjorke dages leje
- Forudbetaling fratrækkes husleje

## > Rykker

## > Anvisning

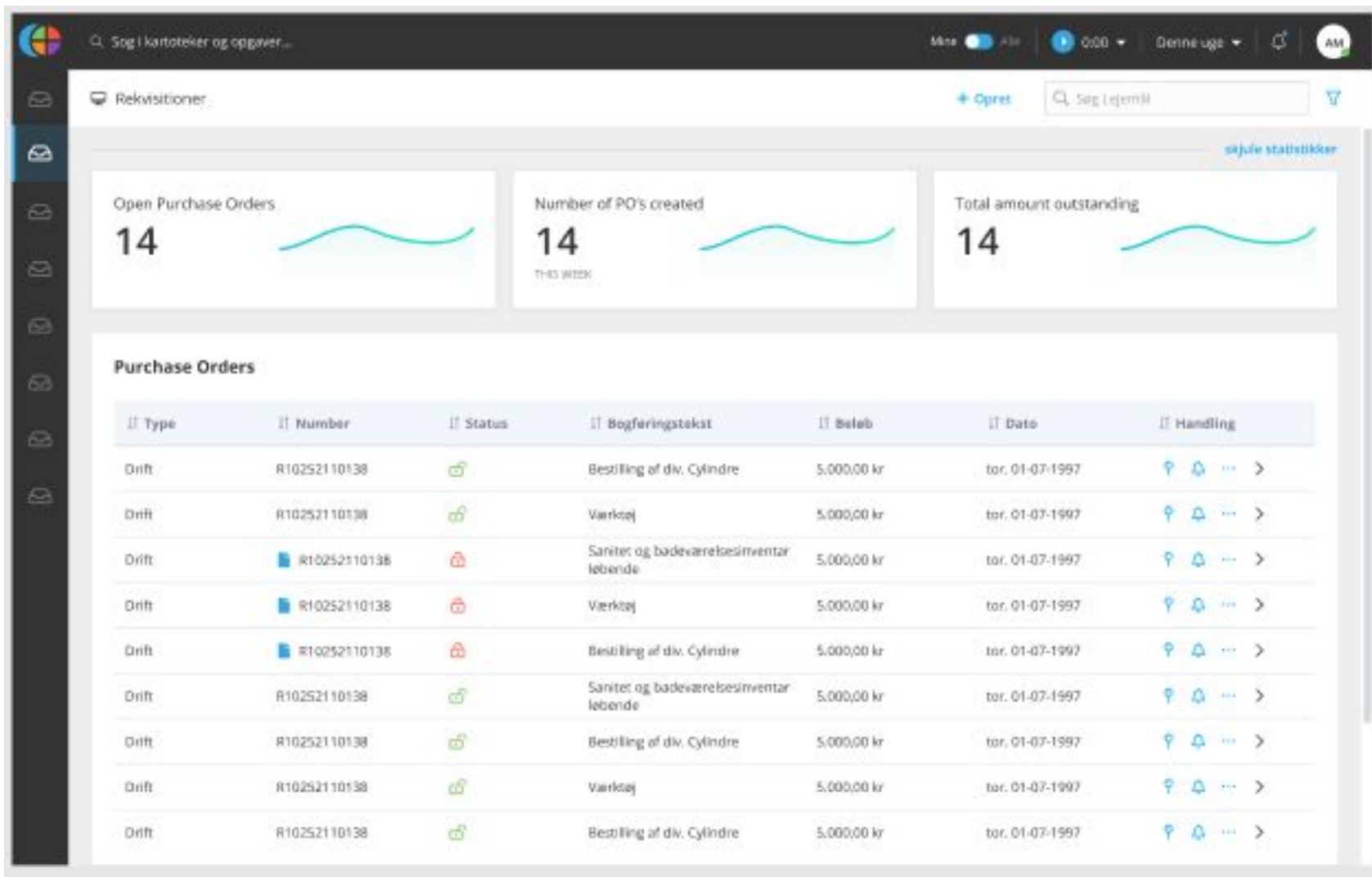
## > Kriterier





PREVIOUS  
DESIGN

# LM360

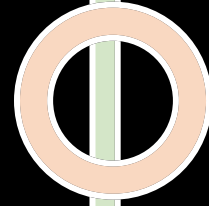


# Unik Bolig

The screenshot displays the 'Unik Bolig' web application interface. The left sidebar contains a navigation menu with categories like 'Kunde', 'Administration', 'Lejeforhold', 'Lejemål', 'Ejendomme', 'Optrævninger', 'Økonomi', 'Drift', 'Salg', and 'Kontrolpanel'. The main content area is titled 'Nye lejeforhold' and shows a list of 16 new rental agreements. Each row in the table includes an ID, the name of the tenant(s), the rental address, the type of rental, the start date, the method of rental, the rental criteria, the status, and the next deadline. The second row is highlighted in grey, indicating it is the selected record.

ID	Lejer(e)	Lejemålets adresse	Lejemålstype	Udlejningsdato	Udlejningsmetode	Udlejningskriterie	Status	Næste deadline
1-2-27-2	Hanne Knudsen, Kurt Knudsen	Rosenvænget 36, 3. th, 5210 Odense NV	Familiebolig	01/10/2020	Kommunal anvistning	Kommunal anvistning	Afventer lejekontrakt	21-02-2020
1-2-57-2	Jens Petersen	Rosenvænget 54, 2. tv, 5210 Odense NV	Familiebolig	01/10/2020	Manuel anvistning	Manuel anvistning	Afventer lejekontrakt	23/02/2020
1-4-4-6	Claus Schrader, Gerda Schrader	Visevænget 34, 1. tv, 5200 Odense	Familiebolig	01/10/2020	Alm. venteliste-kriterier	Alm. venteliste-kriterier	Afventer betaling	24/02/2019
1-2-27-8	Paul Nielsen	Visevænget 34, 1. tv, 5200 Odense	Familiebolig	01/10/2020	Annoncering	Annoncering	Afventer betaling	01/03/2019
1-2-57-4	Jeppe Vejen	Rosenvænget 54, 2. tv, 5210 Odense NV	Åltsbolig	01/11/2020	Intern flytning i bolig-selskab	Intern flytning i bolig-selskab	Afventer betaling	01/03/2020
1-4-4-8	Find Hvalger Drachmann, Gitte Drach...	Visevænget 34, 1. tv, 5200 Odense	Familiebolig	01/11/2020	Intern flytning i afdeling	Intern flytning i afdeling	Afventer syn	01/03/2020
1-2-27-6	Hanne Knudsen, Kurt Knudsen	Rosenvænget 54, 2. tv, 5210 Odense NV	Familiebolig	01/11/2020	Boliggaranti-bevis	Boliggaranti-bevis	Afventer lejekontrakt	01/03/2020
1-2-57-2	Paul Nielsen	Rosenvænget 36, 3. th, 5210 Odense NV	Familiebolig	01/10/2020	Brudt parforhold paragraf	Brudt parforhold paragraf	Afventer lejekontrakt	01/03/2020
1-4-4-5	Claus Schrader, Gerda Schrader	Rosenvænget 54, 2. tv, 5210 Odense NV	Familiebolig	01/10/2020	Bytte af lejebolig	Bytte af lejebolig	Afventer lejekontrakt	01/03/2020
1-2-27-7	Jeppe Vejen	Visevænget 34, 1. tv, 5200 Odense	Familiebolig	01/10/2020	Flexibla venteliste-kriterier	Flexibla venteliste-kriterier	Afventer lejekontrakt	01/03/2020
1-2-57-8	Claus Schrader, Gerda Schrader	Rosenvænget 54, 2. tv, 5210 Odense NV	Åltsbolig	01/11/2020	Kommunal anvistning	Kommunal anvistning	Afventer lejekontrakt	01/03/2020
1-4-4-2	Paul Nielsen	Rosenvænget 36, 3. th, 5210 Odense NV	Familiebolig	01/11/2020	Manuel anvistning	Manuel anvistning	Afventer lejekontrakt	01/03/2020
1-2-27-2	Dorthe Jeppesen	Rosenvænget 54, 2. tv, 5210 Odense NV	Familiebolig	01/11/2020	Alm. venteliste-kriterier	Alm. venteliste-kriterier	Afventer lejekontrakt	01/03/2020
1-2-57-2	Hanne Knudsen, Kurt Knudsen	Rosenvænget 36, 3. th, 5210 Odense NV	Parkeringsplads	01/10/2020	Annoncering	Annoncering	Afventer lejekontrakt	01/03/2020
1-4-4-2	Paul Nielsen	Rosenvænget 54, 2. tv, 5210 Odense NV	Familiebolig	01/10/2020	Intern flytning i bolig-selskab	Intern flytning i bolig-selskab	Afventer lejekontrakt	01/03/2020
1-2-27-2	Dorthe Jeppesen	Visevænget 34, 1. tv, 5200 Odense	Familiebolig	01/10/2020	Intern flytning i afdeling	Intern flytning i afdeling	Afventer lejekontrakt	01/03/2020

INSPIRATION



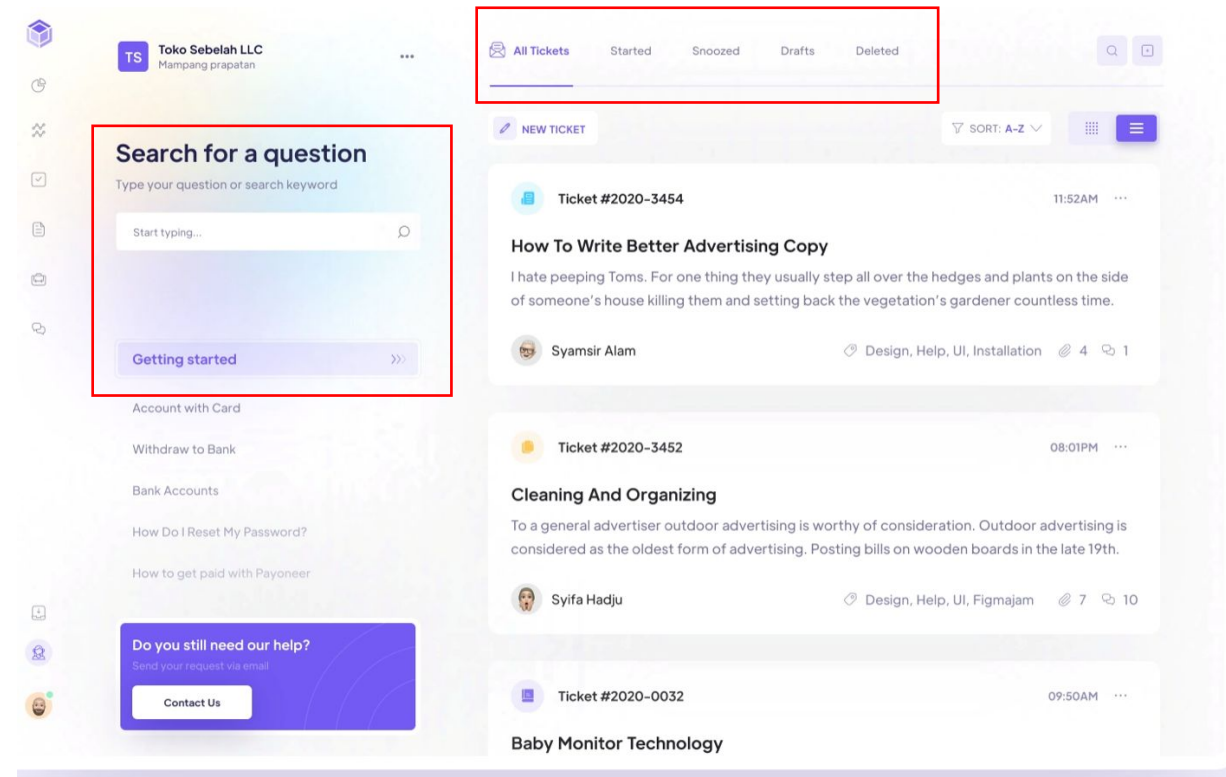
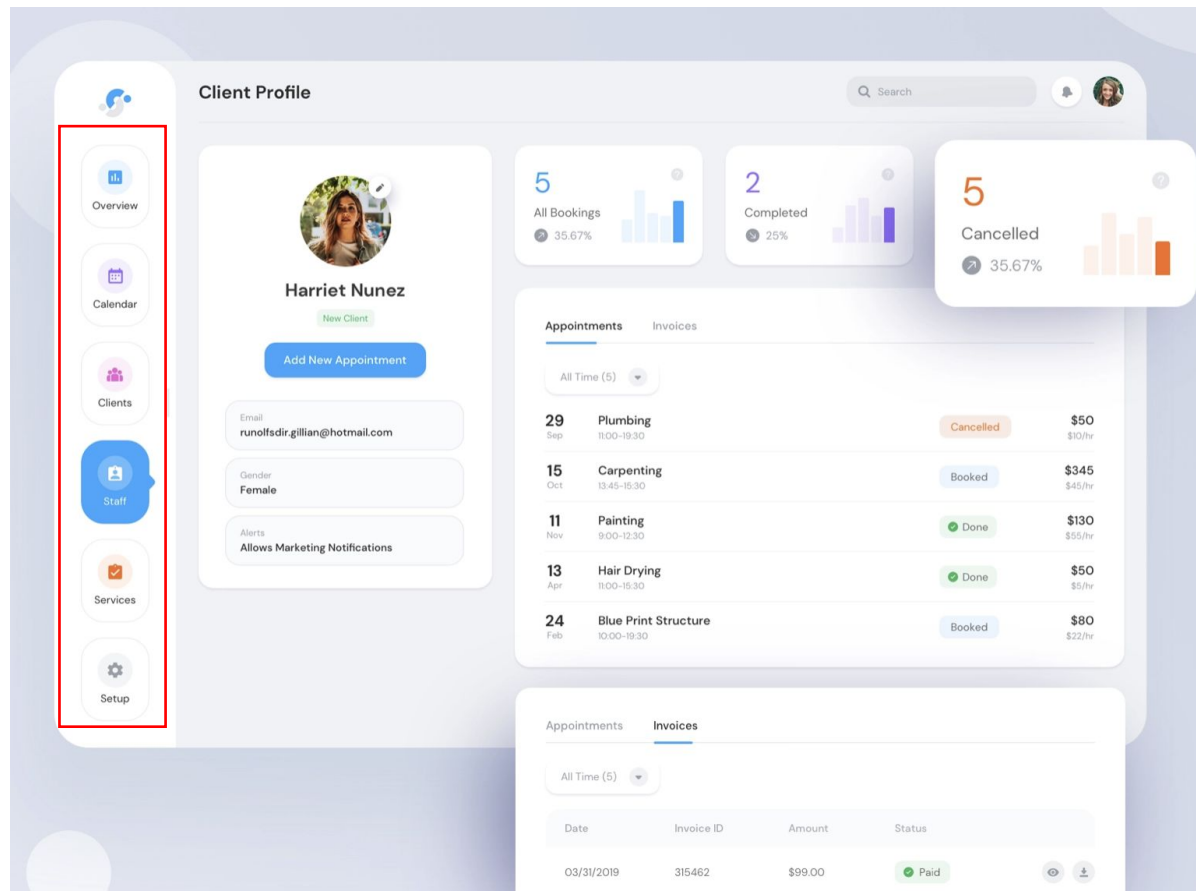
# What we like in (B2B)design

- Use of cards + different colors and styles on the cards
- Use of different text and icon sizes to show hierarchy
- Color gradient
- Menu to the left
- Something unique in the design. Some small detail that stands out to the other designs
- We like dark theme
- Slightly rounded corners on cards, buttons and so on
- Top bar as a part of the page (using the same color as the rest of the page)

## Tone

- Trust
- Simplicity in a complex system
- Focus on processes and overview
- Clean design

# Menu icons, gradient colors in background, tab menu





# Colors

## We focus on your Story

Because our goal, as accountants, is to provide you with a list of services that are very reliable as you go across your business journey...

### Select Service

- Family financial planning 1 hour
- Investment Planning discussion 1 hour
- Introductory personal financial 45 minutes
- Retirement planning 45 minutes

### Select Time

October 2019

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

9:00 am 10:00 am 11:00 am  
12:00 pm 1:00 pm 2:00 pm  
3:00 pm 4:00 pm 5:00 pm

All times are in Central Time (US & Canada)

**MENU**

- Courses
- Tutorials
- Pricing
- Downloads
- Search
- Account

**FORMS**

Search

Email address

Sign up

**CARDS**

**Meng To**  
Designer and coder  
I teach designers code and developers design.

16 COURSES - 42 HOURS

- UI Design for developers 3 hrs
- SwiftUI Part 3 3 hrs
- SwiftUI Part 2 3 hrs

**SKILLS LEARNED FOR THIS PROJECT**

- Learned UI Design
- Learned React
- Additional skills
- Endorsed

**My personal portfolio**  
meng.netlify.app

**GET PRO ACCESS**  
\$19 per month

**TEAM \$95**  
per year, billed monthly

- 5 users
- Manage subscriptions
- Team progress

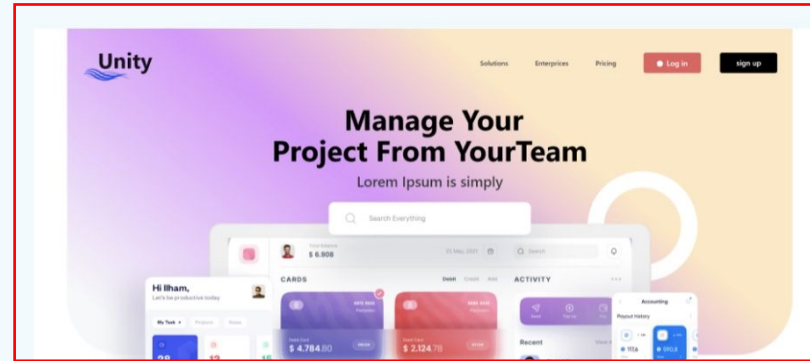
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**UI DESIGN**  
Certificate

**SwiftUI for iOS 14** 48%

- Build a SwiftUI app for iOS 14 6:08
- SwiftUI Visual Editor 7:06
- SF Symbols and List Styles 7:26
- Sidebar and Label 8:06
- Build for macOS Big Sur 9:18
- Toolbar and Organizing 8:12

# Colors



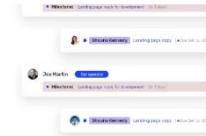
## Why This Project Management Software

Lorem Ipsum is simply dummy text of the printing and typesetting industry

<p><b>Communication</b></p> <p>Lorem Ipsum is simply dummy text of the printing essentially unchanged.</p> <p>Source: PMS-2020</p>	<p><b>Teamwork</b></p> <p>Lorem Ipsum is simply dummy text of the printing essentially unchanged.</p> <p>Source: PMS-2020</p>	<p><b>Planning</b></p> <p>Lorem Ipsum is simply dummy text of the printing essentially unchanged.</p> <p>Source: PMS-2020</p>	<p><b>Problem Solving</b></p> <p>Lorem Ipsum is simply dummy text of the printing essentially unchanged.</p> <p>Source: PMS-2020</p>	<p><b>Control</b></p> <p>Lorem Ipsum is simply dummy text of the printing essentially unchanged.</p> <p>Source: PMS-2020</p>
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## The Project Management Software Loved

- Simple to use, powerful when you need it
- The best software ever easy and efficient
- Manage multiple complex projects with ease



## Project Management Unity

Learn how to manage your team and projects from anywhere, anytime with the most powerful project management software. It's not just a tool, it's a way of life.



## Basic Feature

- Company knowledge bases
- Multi-tenant/project knowledge base
- Multiple knowledge bases
- Many Maps
- List
- Polling and discussions
- Microsoft Drive / OneDrive storage feed
- Access permissions
- Mobile, desktop and any device access
- Navigation search



## Testimonial

Testimonial is a key element of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

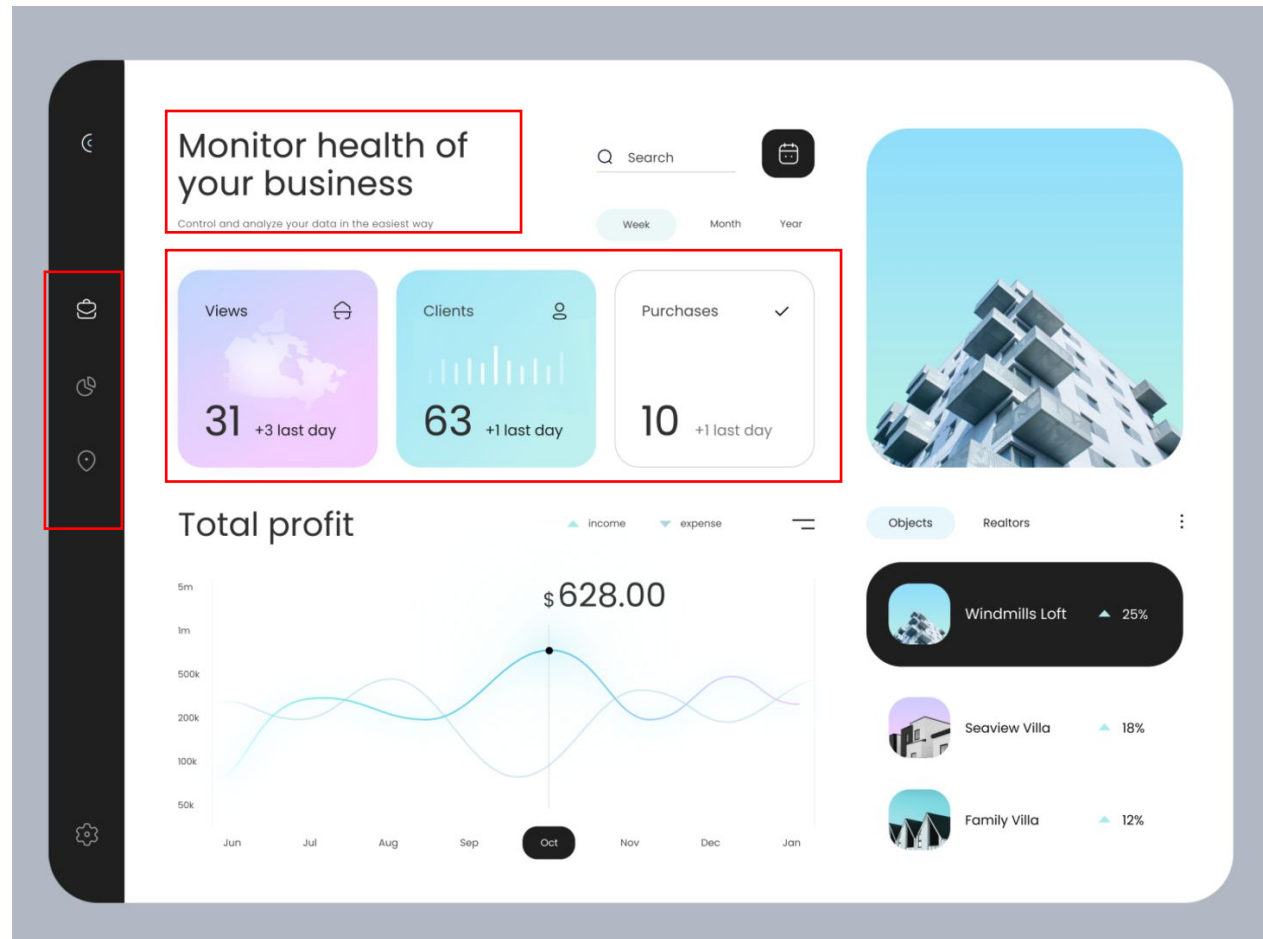


## Identify Risks

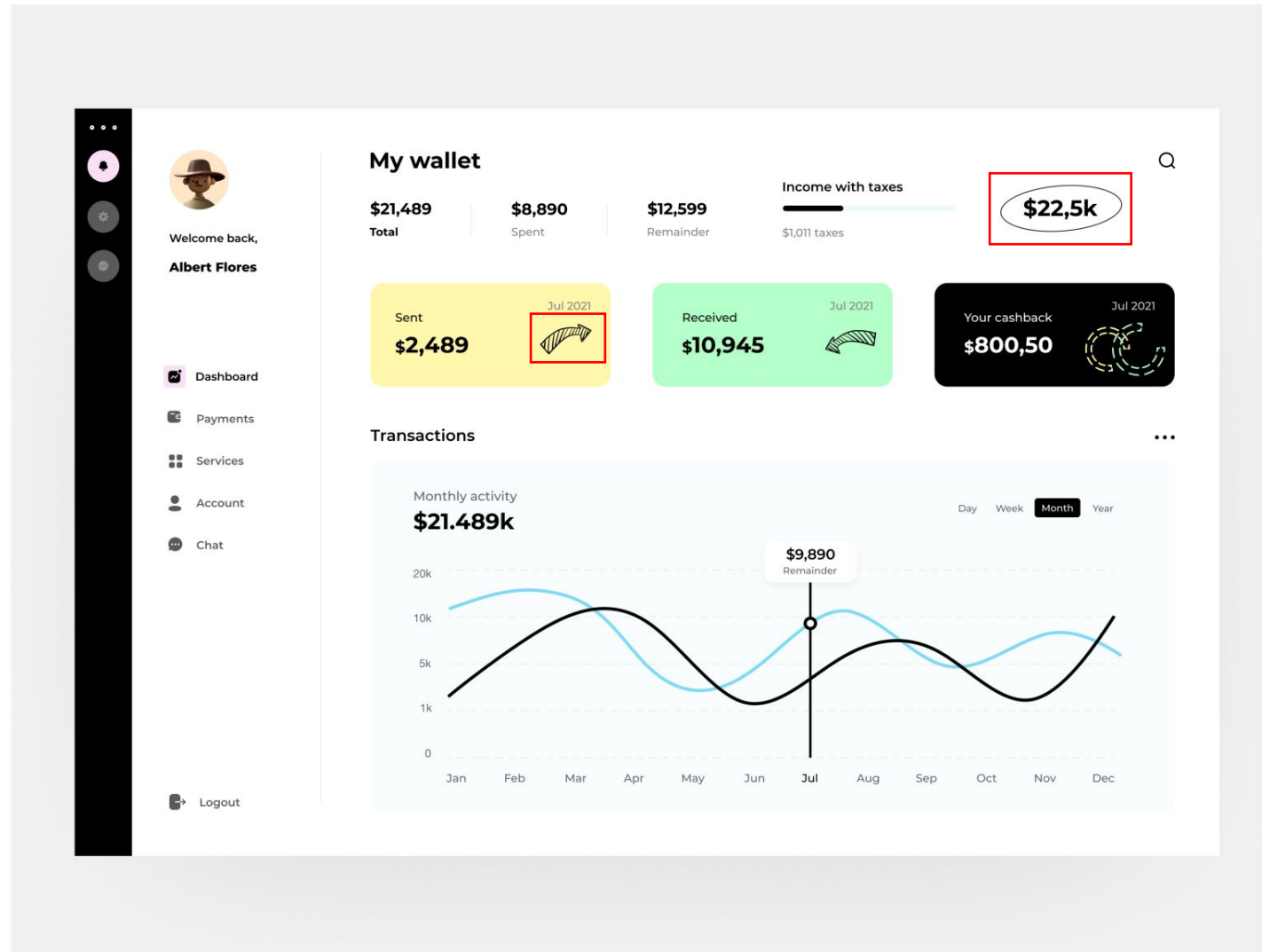
Identify Risks is a key element of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry.



# Bigger icons, text hierarchy, different background for cards



# Emotions in design and a unique touch



# Different card designs and backgrounds

The dashboard features a dark sidebar on the left with navigation options: Profile, Schedule, Overview, Chat, Settings, and Logout. The main content area is divided into several sections:

- Schedule:** A section for the current date, Aug 5, 2021. It includes tabs for Recent Added, In Progress, In Review, and Completed. Three cards are listed:
  - Illustration Templates:** 9:00 AM - 4:00 PM, featuring a dark background and a group of people.
  - UI Design:** 4:00 PM - 5:00 PM, featuring a light background and a person's profile.
  - UX Design:** 5:00 PM - 6:00 PM, featuring a light background and a group of people.
- Meeting:** A calendar view for the week of Aug 3, 2021 - Aug 7, 2021. The Thursday (Aug 5) card is highlighted, showing meetings at 11:00 AM and 3:50 PM.
- Project Progress:** A donut chart for the 'Illustration Template' project. The chart shows 35% progress in orange and 65% in dark purple. A legend on the right lists:
  - Cartoon Illustration (Modern storytelling)
  - Abstract Pattern (Geometric Shapes)
- Files:** A list of files with a 'View all' link:
  - User flow.fig:** 0,6 KB, Aug 5, 2021 at 9:50 AM
  - Design system.fig:** 0,8 KB, Aug 5, 2021 at 9:20 AM
  - Animation.json:** 18 KB, Aug 5, 2021 at 9:05 AM

# Small unique details and themes

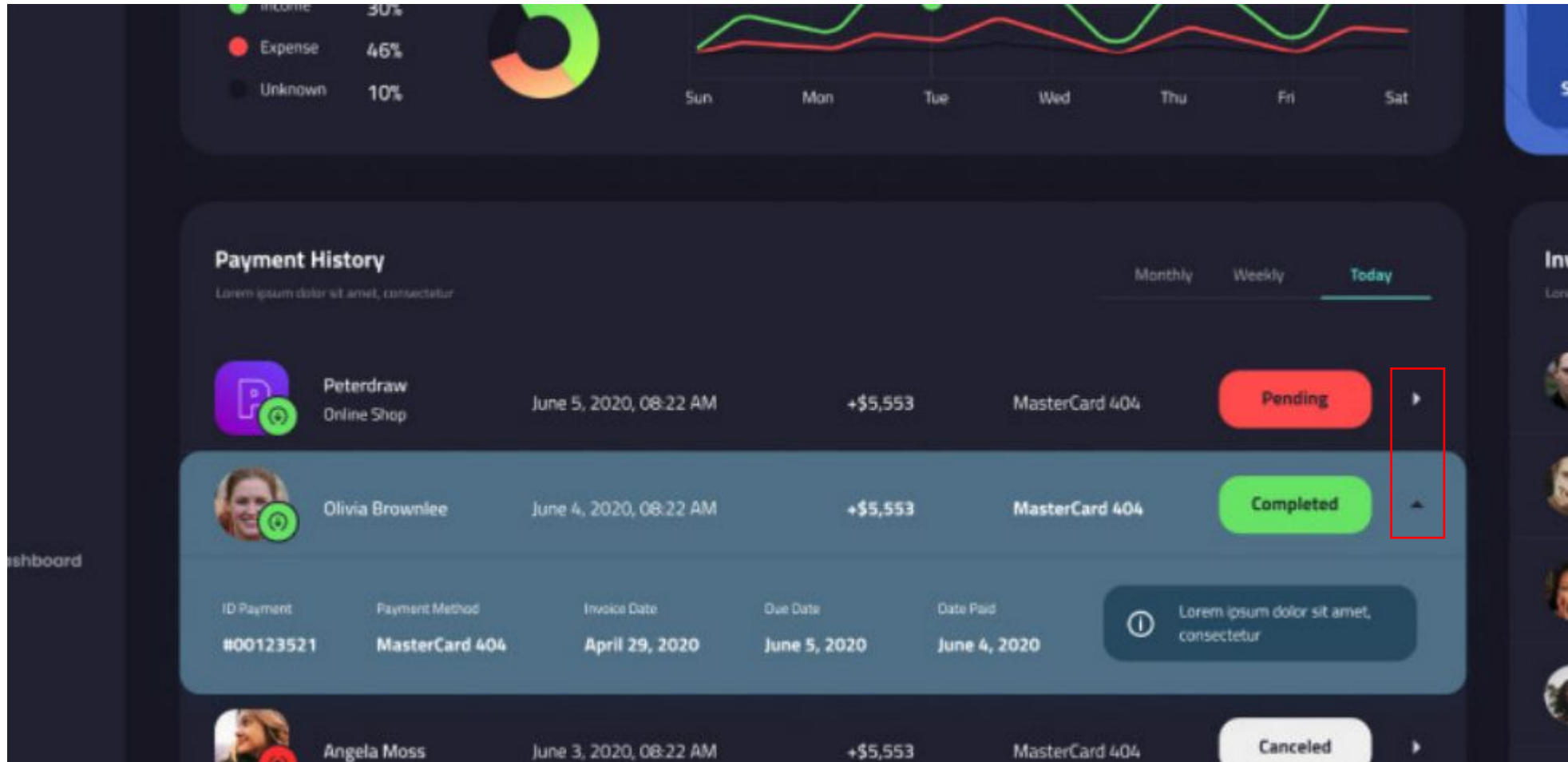
The dashboard features a dark green sidebar with a user profile for Alex Johnson (alex.johnson@gmail.com) and navigation options: DASHBOARD, FLIGHTS, WALLET, and REPORTS. The main content area includes:

- Boeing 787**: \$548
- Airbus 811**: \$620
- Total Flights**: 850
- Last Trips**: Overview of latest month
- Statistics**: A bar chart showing flight counts from Jan to Jun.

Members	Flight	Total Members	Ticket Price
John Doe john@gmail.com	Qatar	5	\$56k
Martin Loiness martin_loi@gmail.com	Emirates	2	\$56k



# Make complex things optional



# Menu to the left, different types of menus

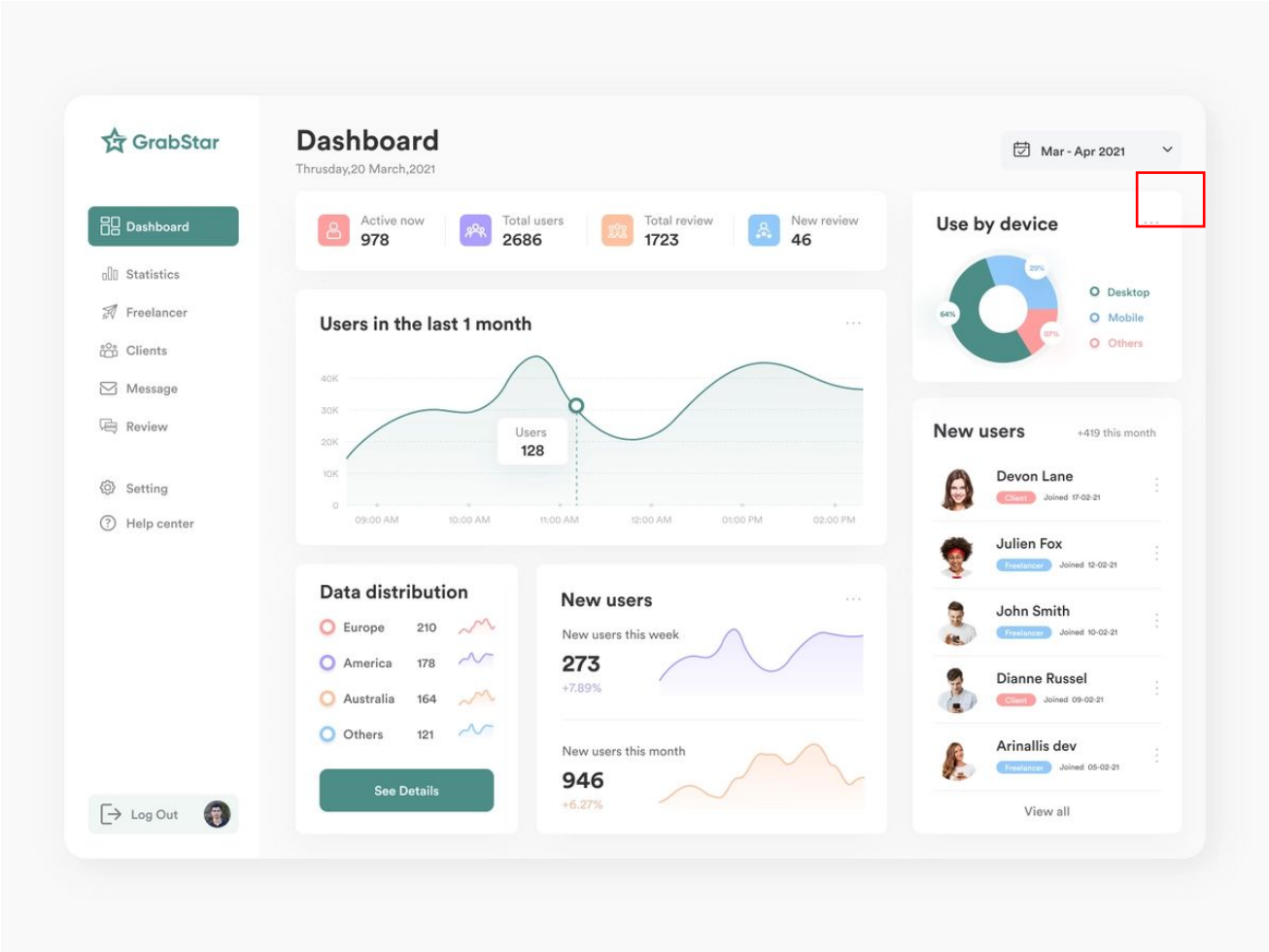
The screenshot shows a budget management dashboard. On the left, a vertical sidebar menu is highlighted with a red box, containing icons for home, dashboard, budgets, reports, settings, and user profile. The main content area is titled 'Budgets' and includes filters for 'FY 2019', 'Quarter', 'Half', and 'Year', along with a search bar and an 'Add Budget' button. Below the filters are four summary cards: 'TOTAL BUDGET \$1,200,00.00', 'DISBURSED BUDGET \$420,00.00', 'ALLOCATED BUDGET \$420,00.00', and 'ACTUAL BUDGET \$100,00.00'. A table below these cards lists budget items with columns for Retailer & Team, Budget Name, Owner, Type, Category, Brand, Total, Allocated Budget, and Actual Spend.

RETAILER & TEAM	BUDGET NAME	OWNER	TYPE	CATEGORY	BRAND	TOTAL	ALLOCATED BUDGET	ACTUAL SPEND
Costco	Multiple		Multiple	Multiple	Multiple	\$70 000.00 \$ 30 000.00	\$41 000.00 \$ 29 000.00	\$40 000.00 \$ 1000
• Kroger	Costco New Year		New Year	Packaged Meats	Toyota	\$20 000.00	\$15 000.00	\$20 000.00
• East Team	Costco Brands		Brands	Coupons	Intel	\$20 000.00	\$18 000.00	\$10 000.00
• LA Team	Costco New Year		New Year	Tickets	Toyota	\$30 000.00	\$8 000.00	\$10 000.00
▼ The Home Depot	Depot Awareness		Awareness	Coupons	Amazon	\$90 000.00 \$ 20 000.00	\$70 000.00 \$ 30 000.00	\$85 000.00 - \$ 15 000.00
▼ Target	Multiple		Multiple	Multiple	Multiple	\$35 000.00 - \$ 17 000.00	\$52 000.00 \$ 30 000.00	\$52 000.00 \$ 0.00
▼ Lowe's Companies	Companies Disburse		Disburse	Packaged Meats	Multiple	\$28 000.00 \$ 6000.00	\$22 000.00 \$ 30 000.00	\$35 000.00 - \$ 13 000.00
▼ Best Buy	Best Buy New Year		New Year	Multiple	Oracle	\$90 000.00 \$ 30 000.00	\$70 000.00 \$ 30 000.00	\$65 000.00 - \$ 5 000.00
▼ Publix Super Markets	Multiple		Multiple	Multiple	Intel	\$35 000.00 \$ 10 000.00	\$25 000.00 \$ 30 000.00	\$20 000.00 \$ 5 000.00

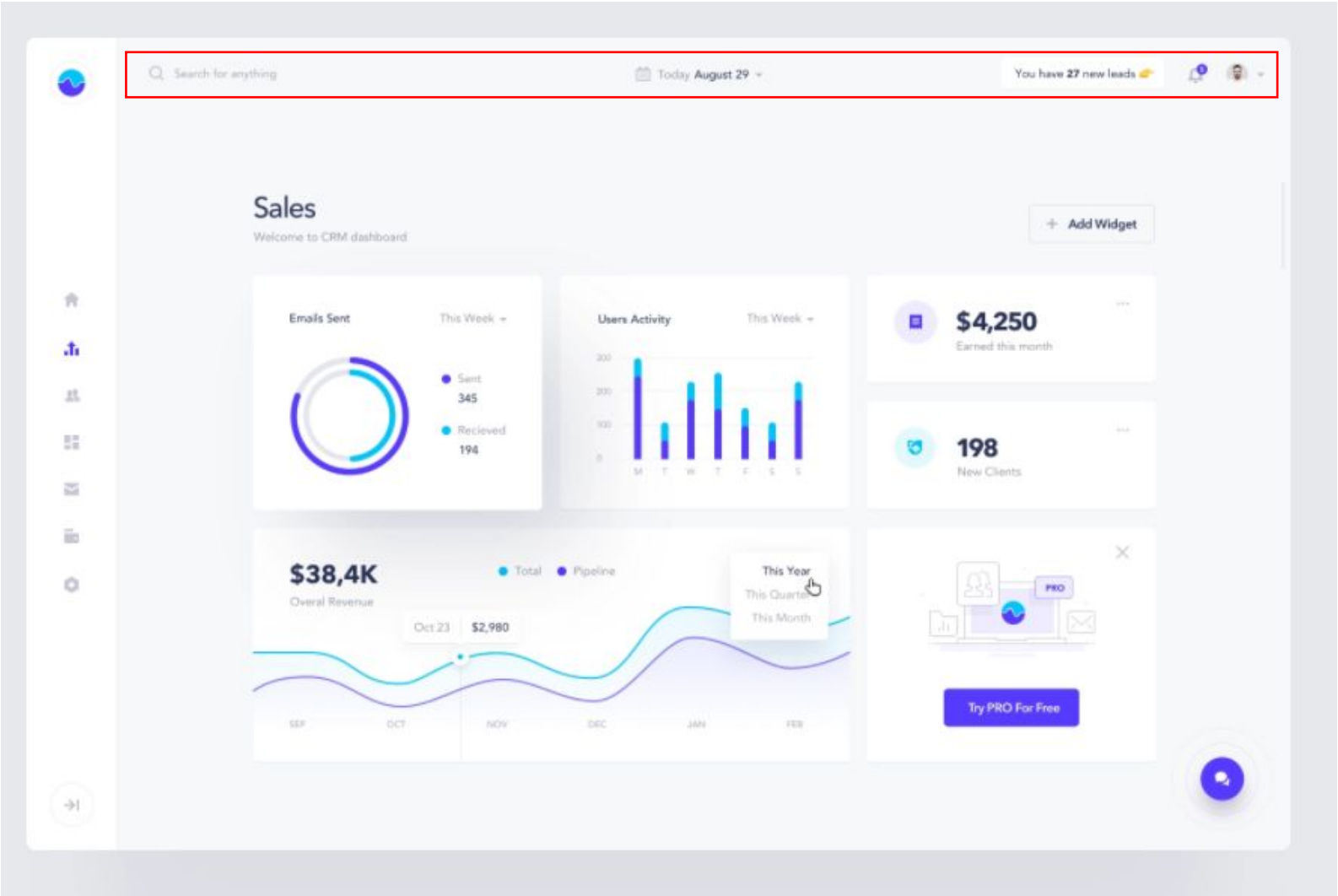
The screenshot shows a mobile app sidebar menu. At the top is a search bar and a 'Dashboard' icon. Below is a 'Content' section, which is highlighted with a red box and contains a dropdown menu with options: 'Courses', 'Categories', 'Instructors', and 'Video Library'. Other menu items include 'Design', 'Market & Sell', 'Reporting', and 'Support'. At the bottom, there is a user profile for 'Jane Doeson' with the email 'janedoeson@gmail.com'.



# Slightly rounded corners



# Top bar/menu as part of page



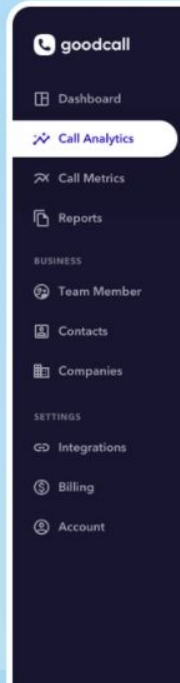
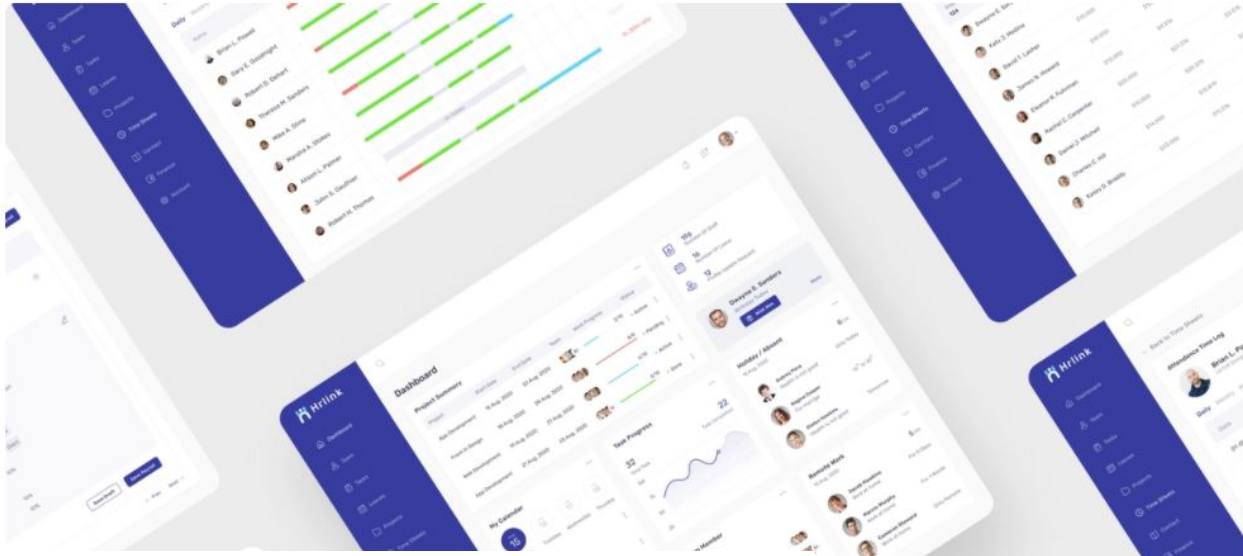


### Hrlink HR Management Software

Shahin Srowar for RespoGrid • Follow • Hire Us

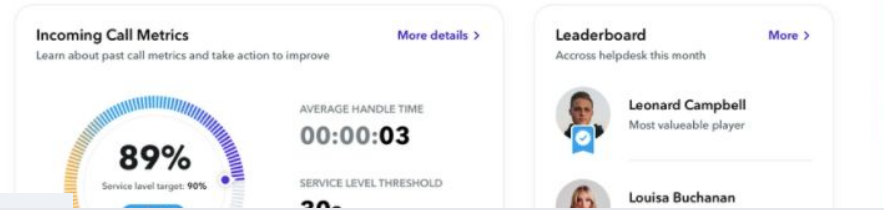
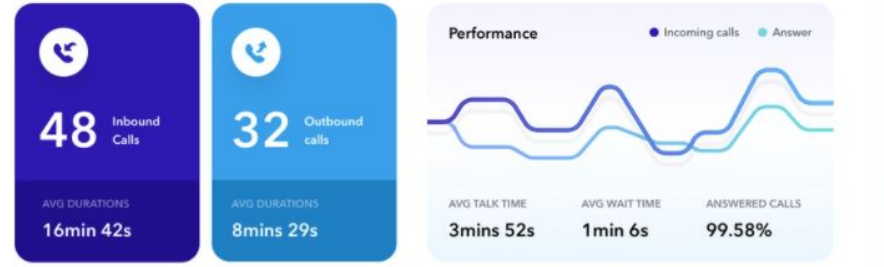
Save

Like



### Call Analytics

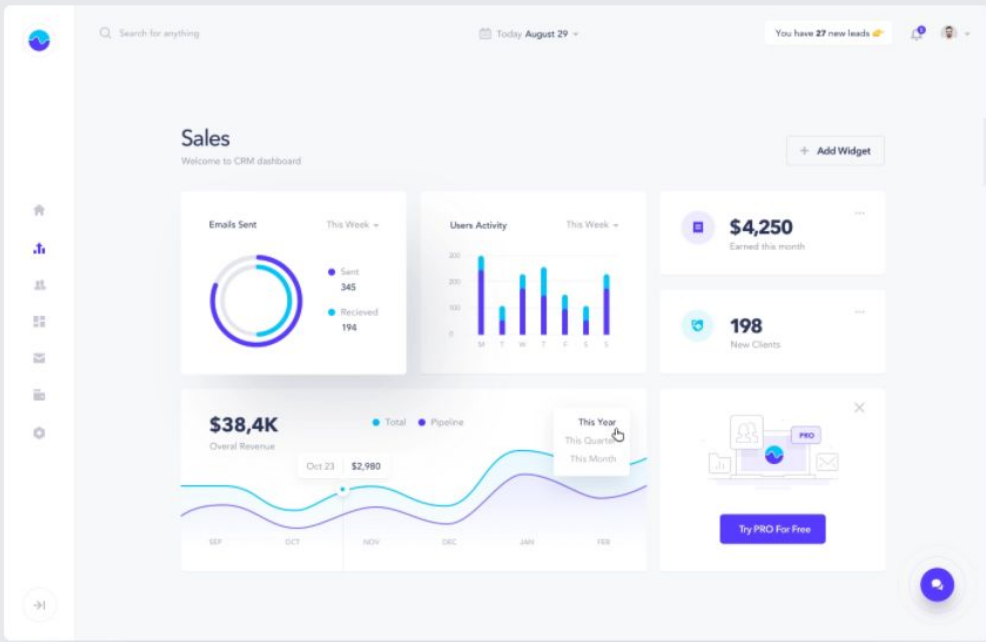
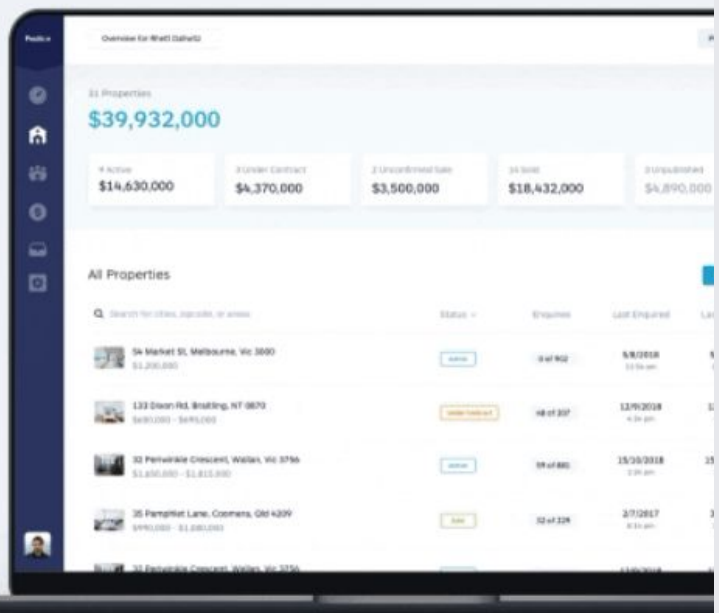
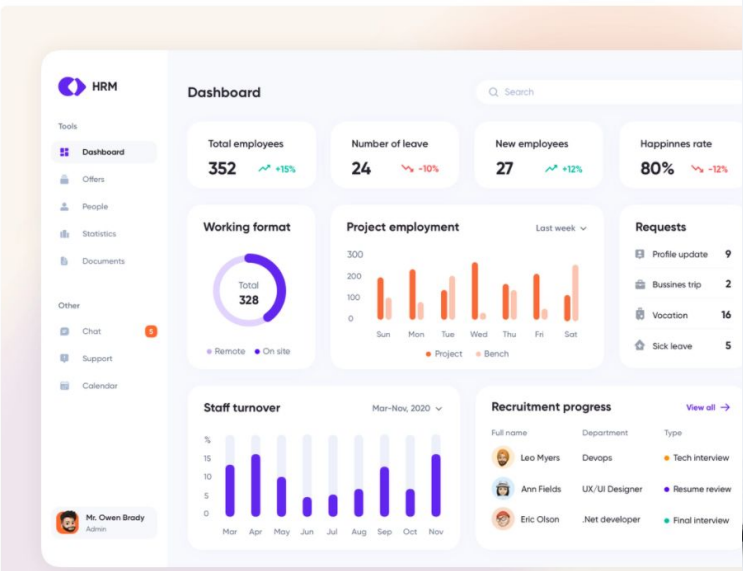
Here's your call center analytics this month, take a moment to have look at this.



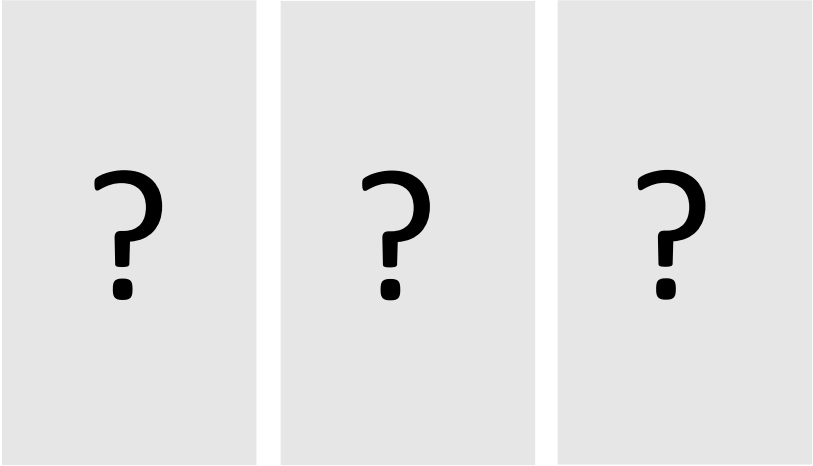
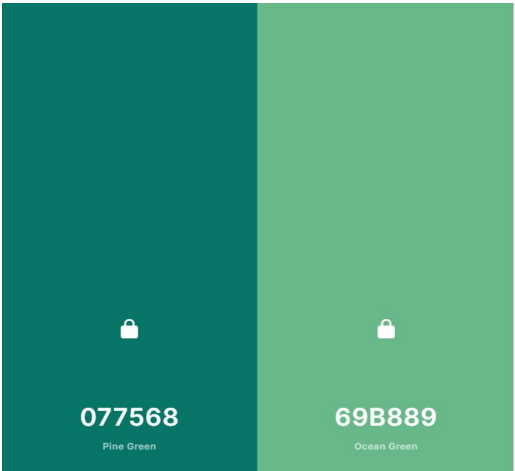
HRM Dashboard Cleveroad • Follow • Hire Us

Save

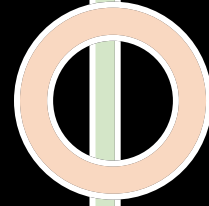
Like



# Colors



# WIREFRAMES

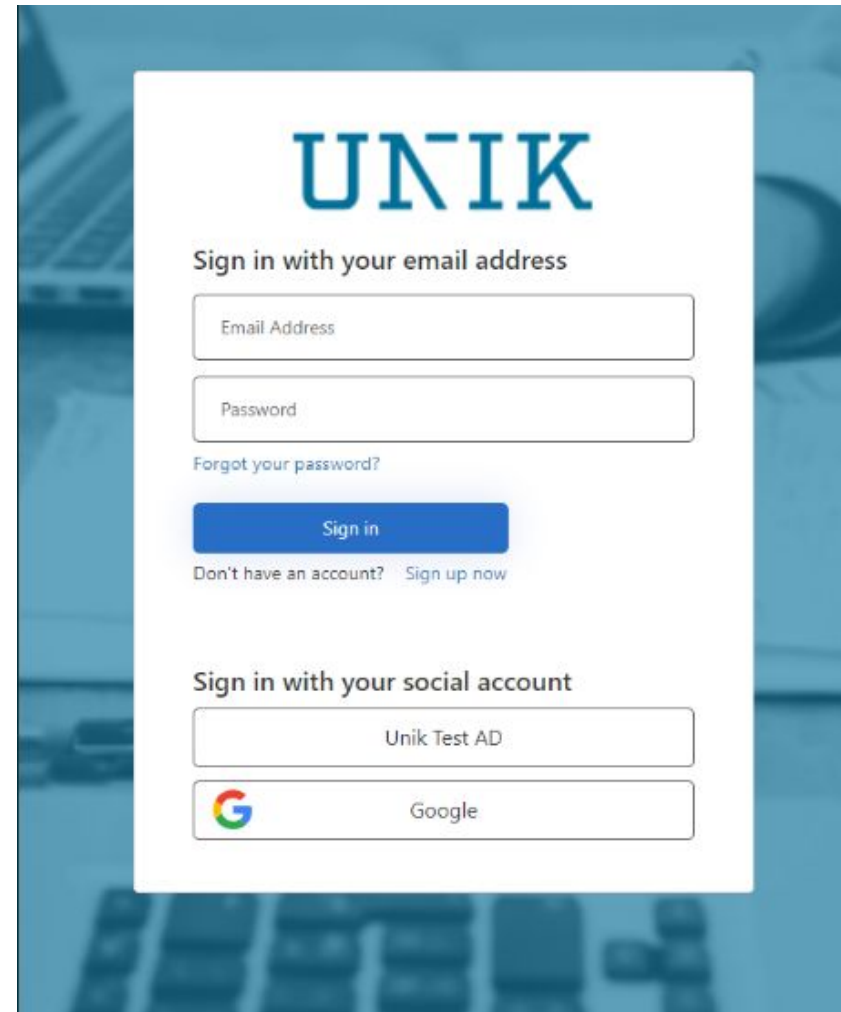


# Login



A wireframe of a login form. The left side is a gray rectangle with a large 'X' across it. The right side is white and contains the following elements:

- LOGIN** (Section Header)
- 
- 
- 
- Three horizontal gray bars representing additional form fields.

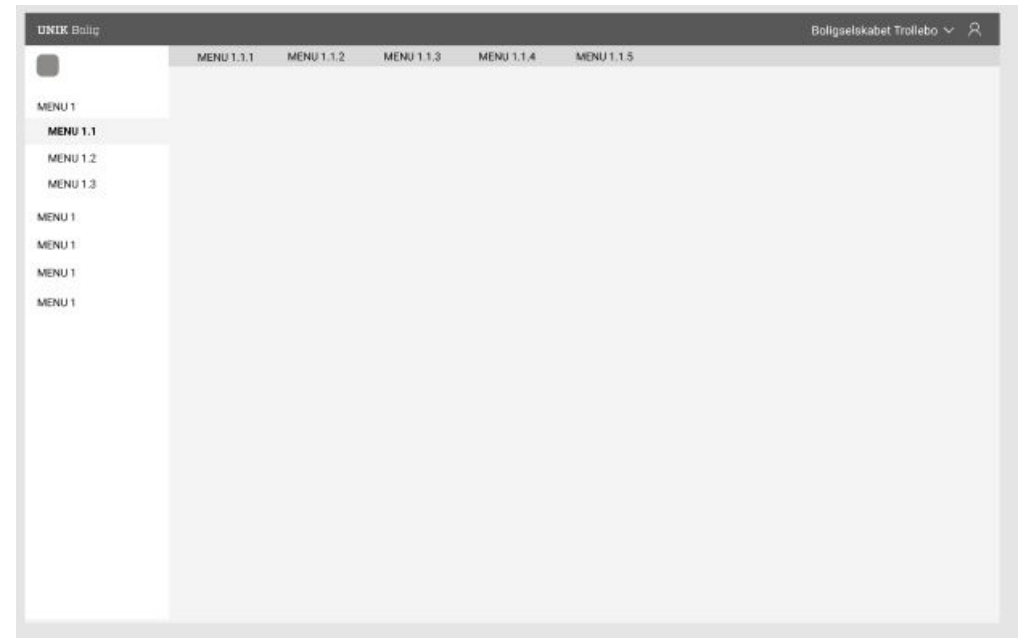
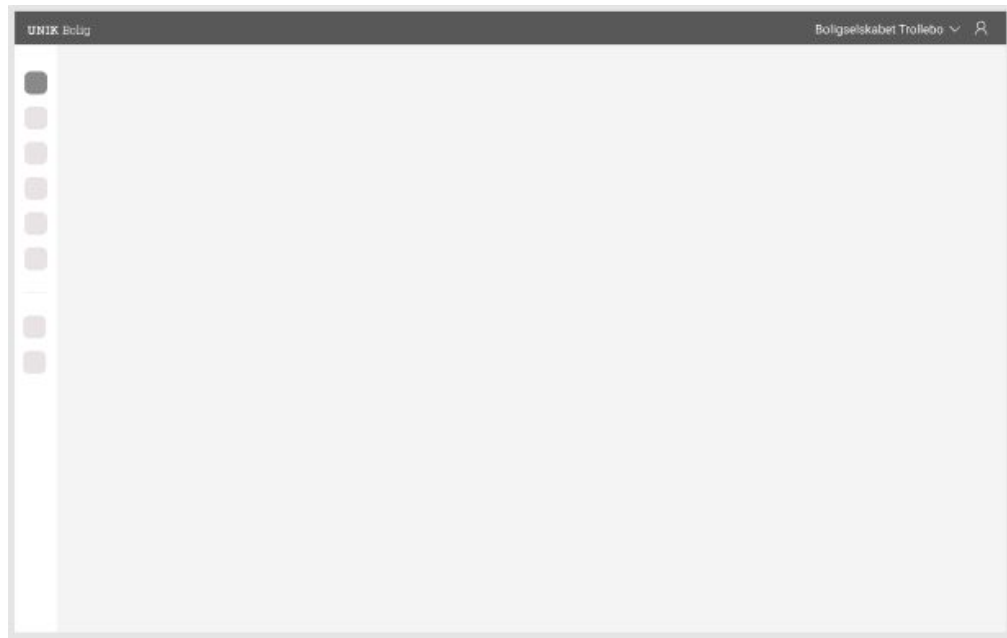


A final design of a login form for 'UNIK'. The background is a blue-tinted image of a laptop keyboard. The form is white and contains the following elements:

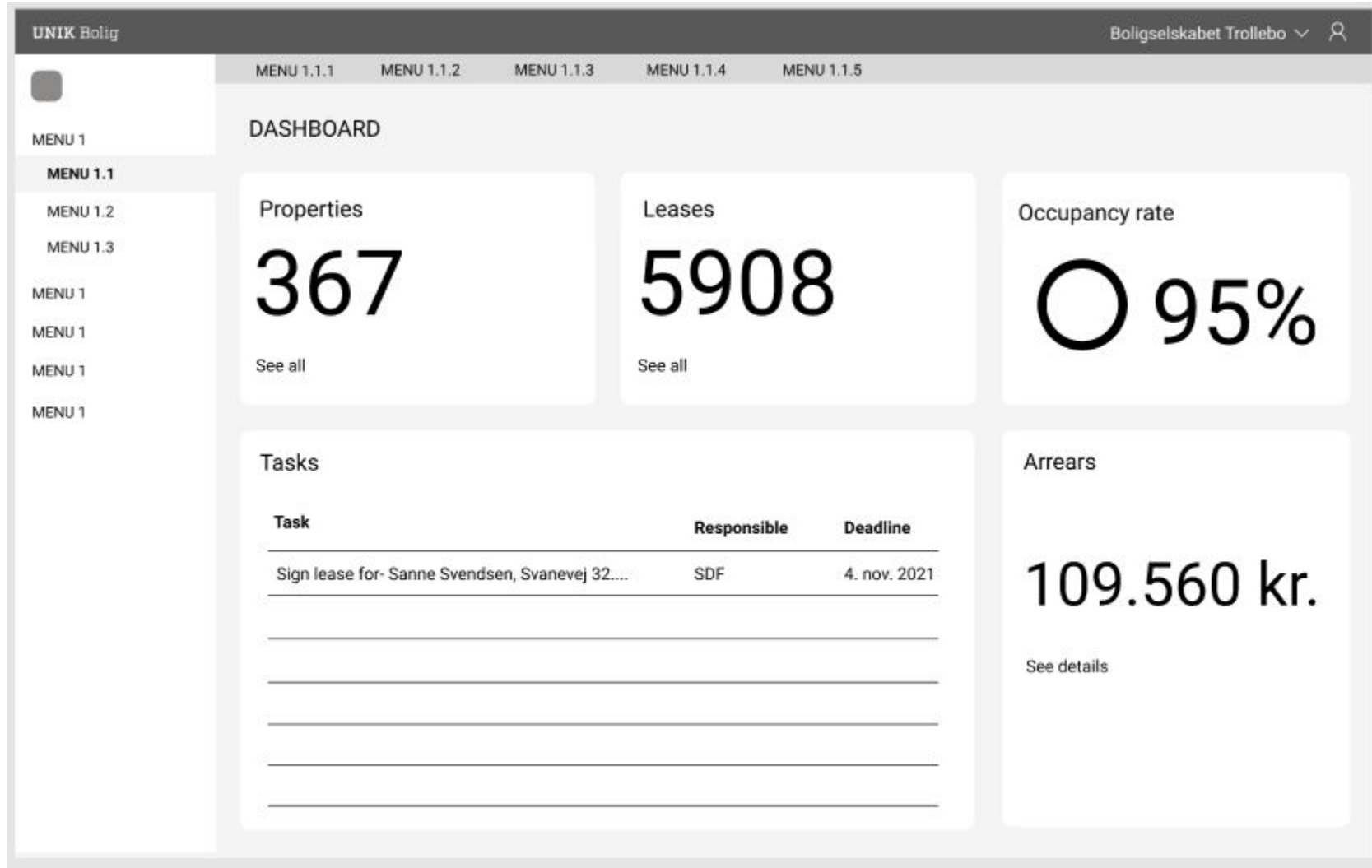
- UNIK** (Logo)
- Sign in with your email address** (Section Header)
- 
- 
- [Forgot your password?](#)
- 
- [Don't have an account? Sign up now](#)
- Sign in with your social account** (Section Header)
- 
-

# Menu

The system is going to be complex with a lot of functions and probably many menu items. Therefore our menu design must reflect that.



# Dashboard







# Personal data card

UNIK Bolig Boligselskabet Trollebo

## PERSONAL DATA CARD

First name	Mailaddress	DOCUMENTS
Middle name	Mobile	CONSENTS
Last name	Phone	
Address		
Zip code and city		

vejrtly ejendomme

Min bolig

Selvbetjening

- Formularer
- Udlejning
- Tilmeld arrangement

Information

Feedback

Kommunikation

Indkøb

Drift

Økonomi

Bestyrelse

## Min profil

Ret profilen

**Alex Andersen**

Lejemålsnummer 30-08-0144-18

Telefon (+45) 89 31 31 31

E-mail alex@andersen.dk

CPR nr 230498 - 3324

Reg nr 1234

Konto nr 1234 5678 9012 3456

IBAN nr 4567890123

SWIFT kode 123456

Sprog Dansk

Samtykke

Reg nr

Konto nr

IBAN nr

SWIFT kode

### Indflytning

Synstidspunkt: 01-01-2020 19:00

Afsluttet: 01-01-2020 19:00

Indflytningsdato: 01-01-2020 19:00

Vedhæft dokumentation 728 kb

### Fraflytning

Synstidspunkt: 01-01-2022 19:00

Udflytningsdato: 15-05-2022 19:00

Frigerelsesdato: 01-06-2022 19:00

B-ørningsaldo: 0,00

Vedhæft dokumentation 728 kb

### Fejl og mangelliste

Udsendt: 01-03-2022 19:00

Antal emner: 01-03-2022 19:00

Dage tilbage: 01-03-2022 19:00

Indsendt: 01-03-2022 19:00

Vedhæft dokumentation 728 kb

### Bi-lejemål

**Kælderrum**  
1-30-82-43  
Kld. 242 Blok 3 nr. 122-134  
8210 Aarhus V

**Garage**  
1-30-82-43  
Kld. 242 Blok 3 nr. 122-134  
8210 Aarhus V

### Lejemålsinformation

Boligtype:	Familiebolig
Antal rum:	4
Areal:	84 m2
Instandsættelse:	B-ordning
Indflytningsdato:	01-01-2020
Frigerelsesdato:	Ikke angivet

### Personer på lejemålet

**Lejer 1**  
Tonia Levskij  
Telefon: 20 40 34 67  
Email: ToniaL@gmail.com

**Lejer 2**  
Gunes Dekal Akdag  
Telefon: 50 40 34 93  
Email: dekal.agdag@gmail.com

# Proces

UNIK Bolig Boligselskabet Trollebo

**New tenancy**

Step 1      Step 2      Step 3      Step 4      Step 5

**Awaiting tenant's signature**  
Deadline for return of lease has been exceeded.

**Manual actions**

**Return of lease**  
Hans Hansen  
Hansensgade 34 1. th.  
5210 Odense  
[Send reminder](#)

**Change of lease**  
If you want to change the lease, you can edit here and send a new one  
Deadline for editing is 15-06-2021  
[Edit lease](#)

**Documents**

**Lease**  
[Lease](#)

**Other appendices (5)**  
[House rules](#)  
[Fitness Center](#)  
[Rules regarding laundry](#)  
[Welcome](#)  
[Meeting times real estate officer](#)

# CONTACT INFO

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