



# 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



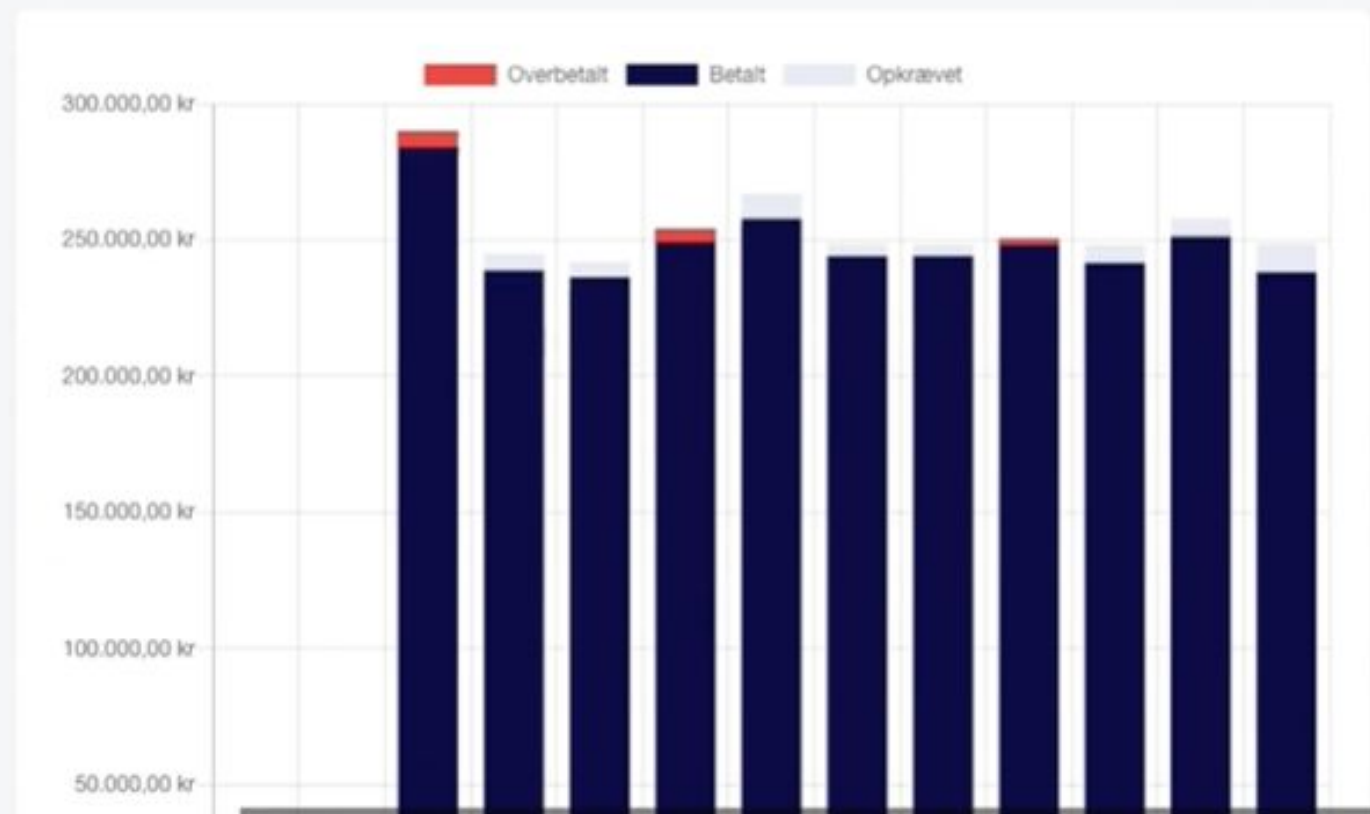
- Oversigt
- Ejendomme
- Lejemål
- Lejere
- Restanceliste
- Rykkere
- Forbrugsregnskab
- Betalingsmetoder
- e-conomic
- Udvid menu

Ejendomme  
1  
[Se alle](#)

Lejemål  
105  
[Se alle](#)

Aktive lejere  
105  
[Se alle](#)

Belægningsprocent  
100%  
105 ud af 105 lejemål er udfyldt



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

Betalt



0,00 kr

Ikke betalt

### Fremhævede lejeforhold

#### Kommende

[ Ingen lejer ] | Amagergade 1, 1. th

ufuldendt

#### 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.	
Forskudt forfaldsdag	
EAN nr	
Ordreference	
Personreference	
Intet intern konteringsnr	

Tilmeldt/afmeld Betalingservice

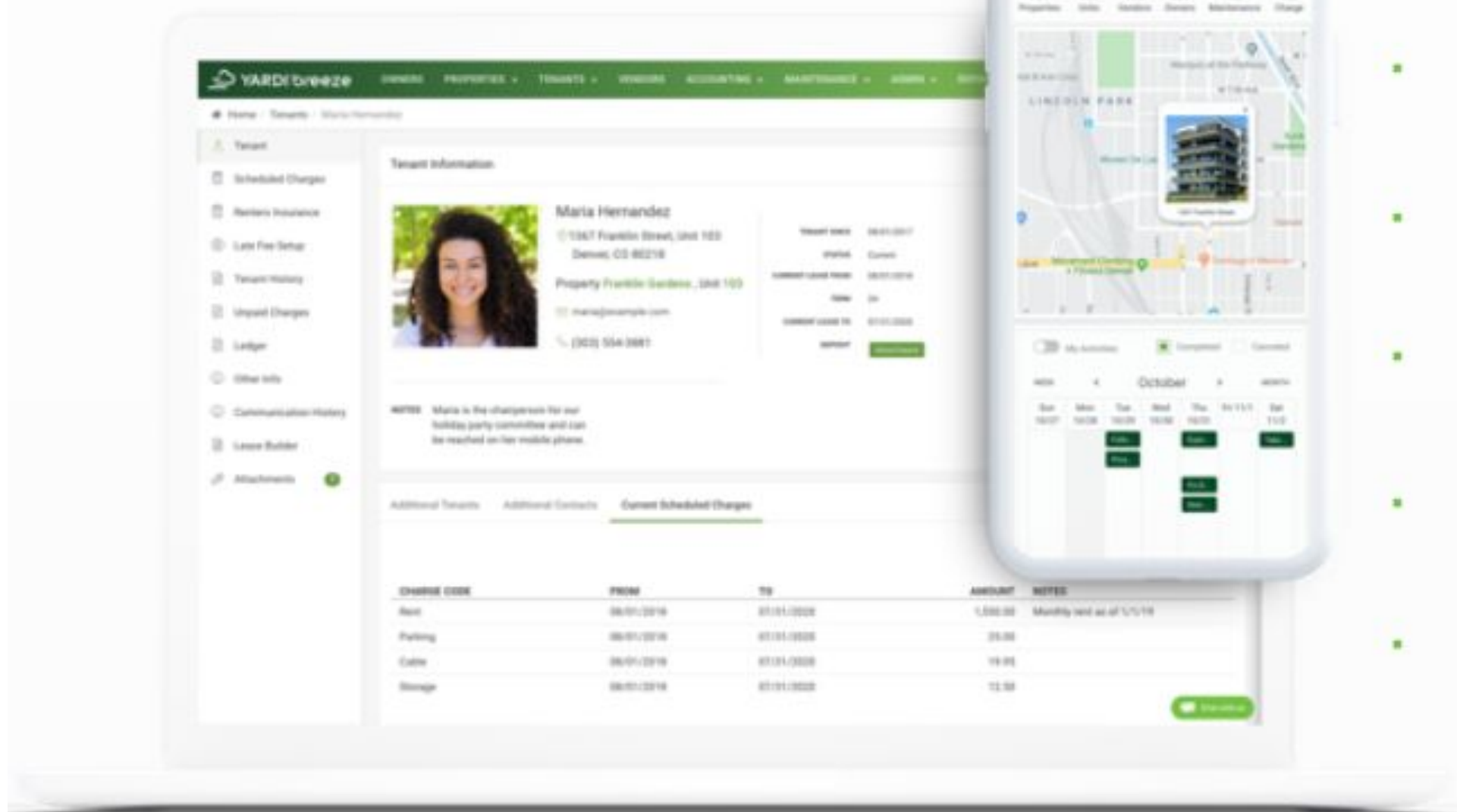
Opkrævningsstype Betalingservice

- ☐ Momsberæftet
- ☐ Løn kommune
- ☐ Kommune hæfter
- ☐ Funktionær med bopælspligt
- ☐ Pligtig hos kommune
- ☐ Forkudt leje
- ☐ Forudbetaling fratrækkes husleje

## > Rykker

## > Anvisning

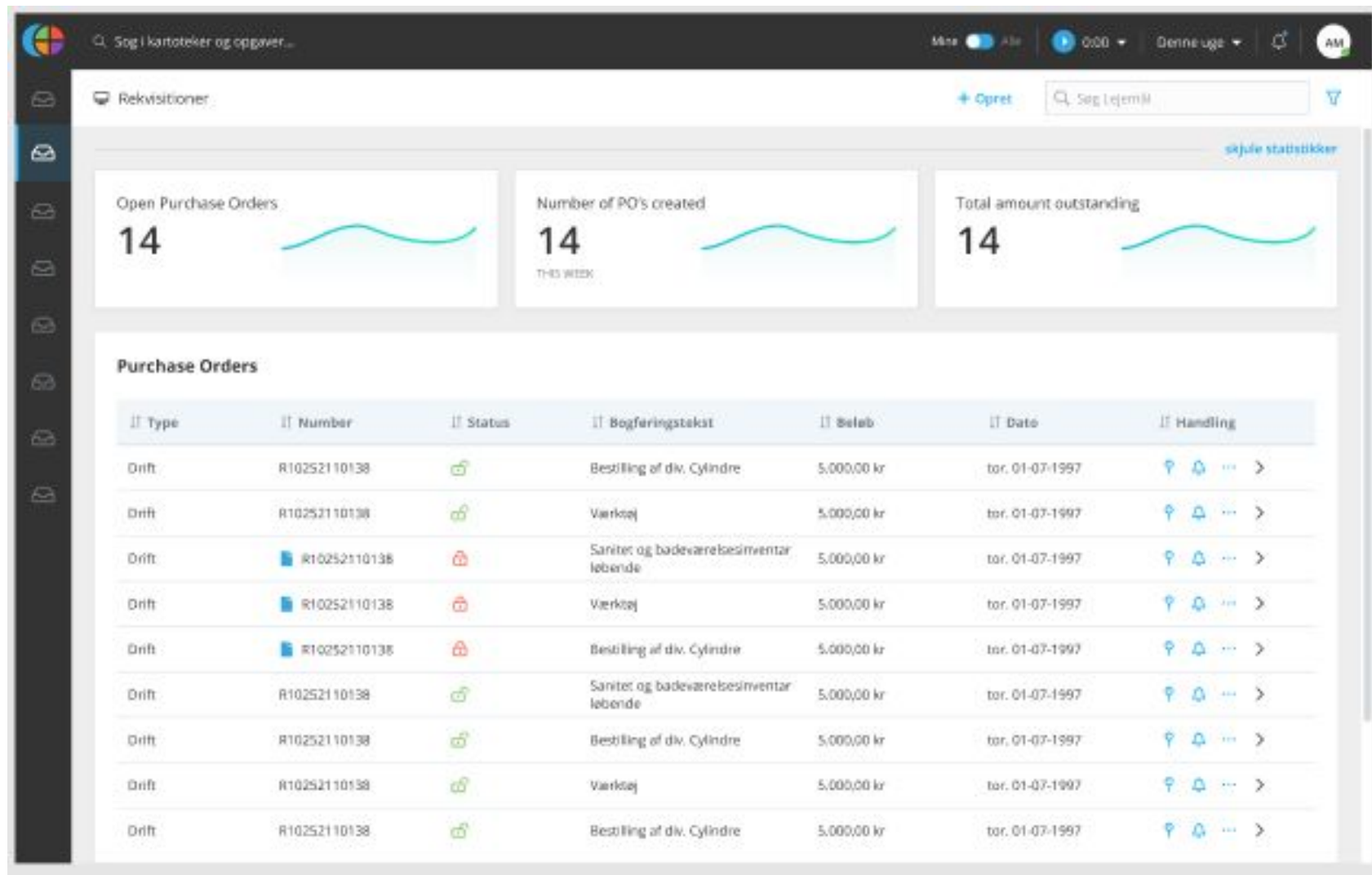
## > Kriterier



The image features a dark background with several geometric elements. A large, light green square frame is positioned on the left side. Inside this frame, the words "PREVIOUS" and "DESIGN" are written in a bold, white, sans-serif font, stacked vertically. To the right of the frame, a vertical light green line extends from the top, with a light orange circle centered on it. In the bottom left corner, there is a small light green circle. In the bottom right corner, a large light orange semi-circle is partially visible, containing several parallel white diagonal lines.

# PREVIOUS DESIGN

# LM360



# Unik Bolig

UNIK Bolig										
Find funktion										
Kunde										
Kundeformhold										
Administrationsaftaler										
Udlejning										
Ventelister										
Udlejningsager										
Administration										
Lejeforhold										
Lejemål										
Ejendomme										
Opkrævninger										
Økonomi										
Drift										
Salg										
Kontrolpanel										

Nye lejeforhold

16 nye lejeforhold + Nyt

Sortér

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 anvisning	Kommunal anvisning	Afventer lejekontrakt	21-02-2020
1-2-57-2	Jens Petersen	Rosenvænget 54, 2. tv, 5210 Odense NV	Familiebolig	01/10/2020	Manuel anvisning	Manuel anvisning	Afventer lejekontrakt	23-02-2020
1-4-4-6	Claus Schrader, Gerda Schrader	Visevænget 34, 1. tv, 5200 Odense	Familiebolig	01/10/2020	Alm. ventelisterkriterier	Alm. ventelisterkriterier	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	Ålbolig	01/11/2020	Intern flytning i boligselskab	Intern flytning i boligselskab	Afventer betaling	01/03/2020
1-4-4-8	Find Hvilger Orachmann, Gise Orach...	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	Boliggaranti	Afventer lejekontrakt	01/03/2020
1-2-57-2	Paul Nielsen	Rosenvænget 36, 3. th, 5210 Odense NV	Familiebolig	01/10/2020	Brudt parforhold	Brudt parforhold	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 lejlighed	Bytte af lejlighed	Afventer lejekontrakt	01/03/2020
1-2-27-7	Jeppe Vejen	Visevænget 34, 1. tv, 5200 Odense	Familiebolig	01/10/2020	Fleksible ventelisterkriterier	Fleksible ventelisterkriterier	Afventer lejekontrakt	01/03/2020
1-2-57-8	Claus Schrader, Gerda Schrader	Rosenvænget 54, 2. tv, 5210 Odense NV	Ålbolig	01/11/2020	Kommunal anvisning	Kommunal anvisning	Afventer lejekontrakt	01/03/2020
1-4-4-2	Paul Nielsen	Rosenvænget 36, 3. th, 5210 Odense NV	Familiebolig	01/11/2020	Manuel anvisning	Manuel anvisning	Afventer lejekontrakt	01/03/2020
1-2-27-2	Dorthe Jeppesen	Rosenvænget 54, 2. tv, 5210 Odense NV	Familiebolig	01/11/2020	Alm. ventelisterkriterier	Alm. ventelisterkriterier	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 boligselskab	Intern flytning i boligselskab	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

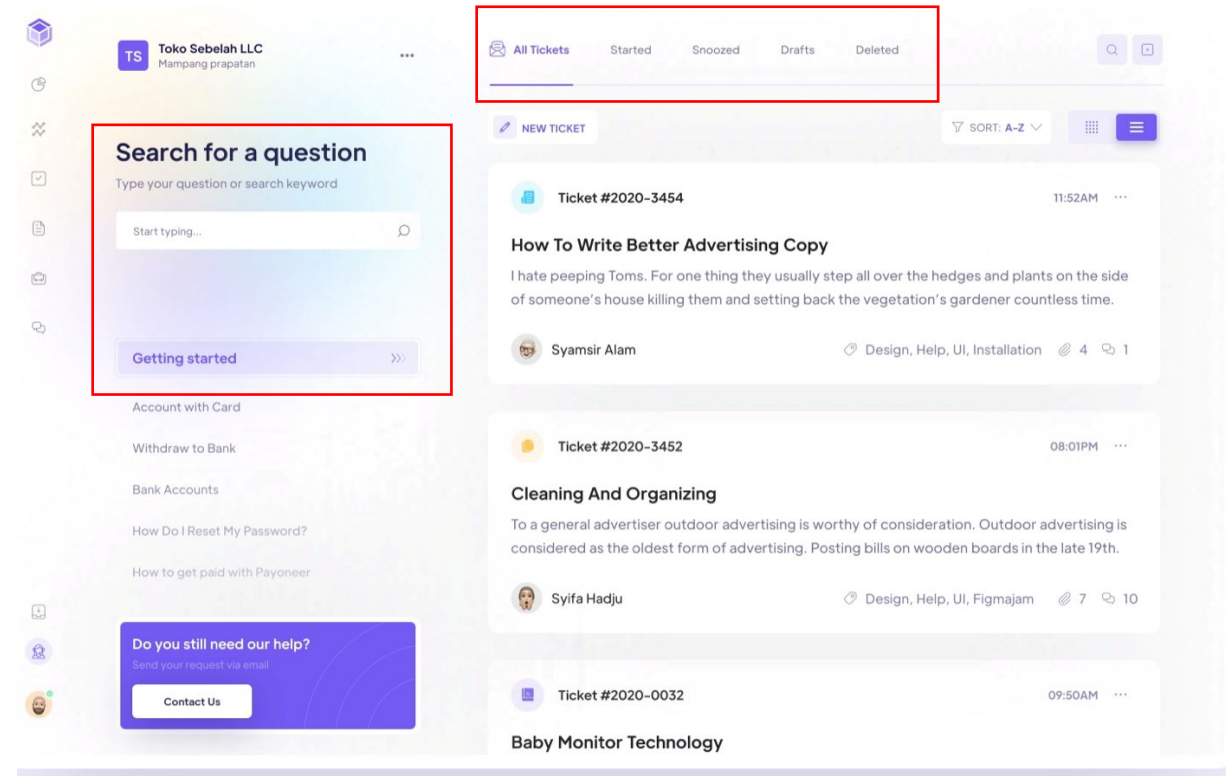
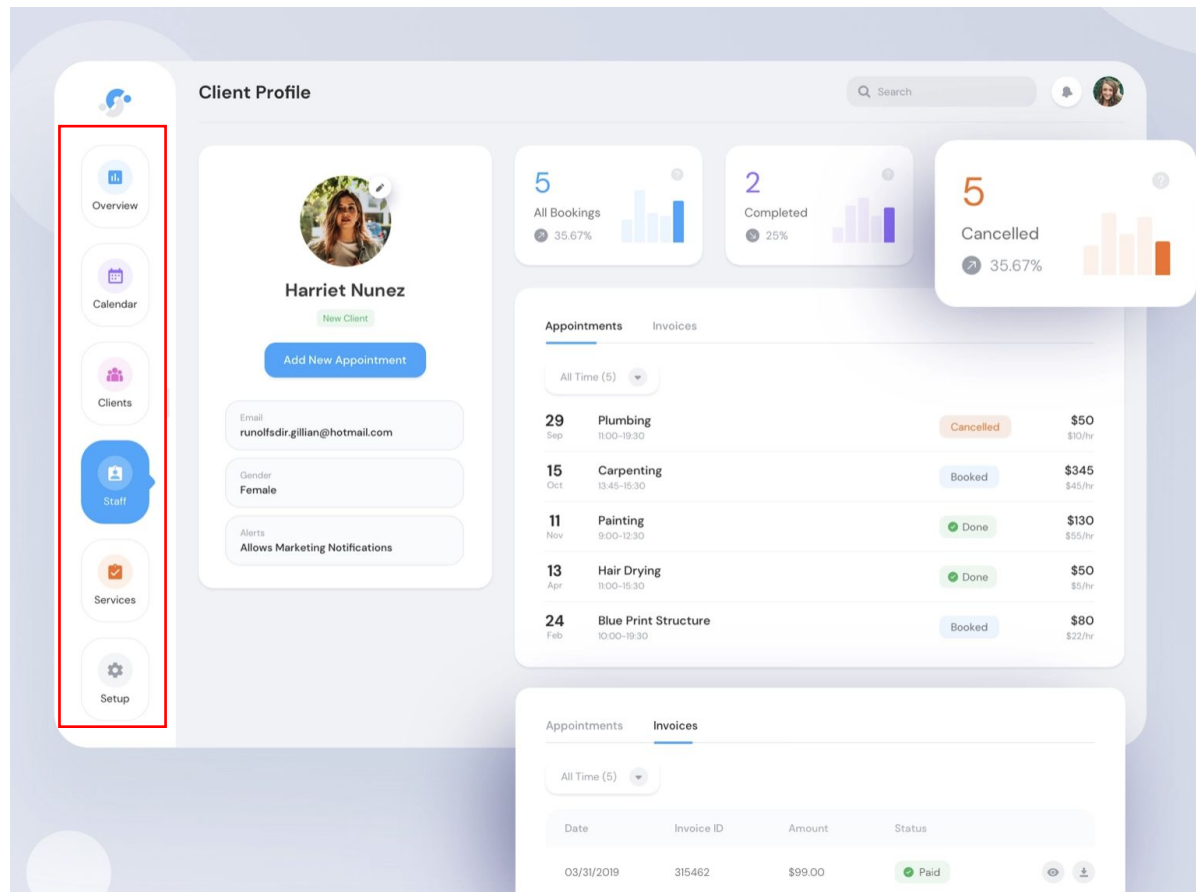
# What we like in (B2B)design

- 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

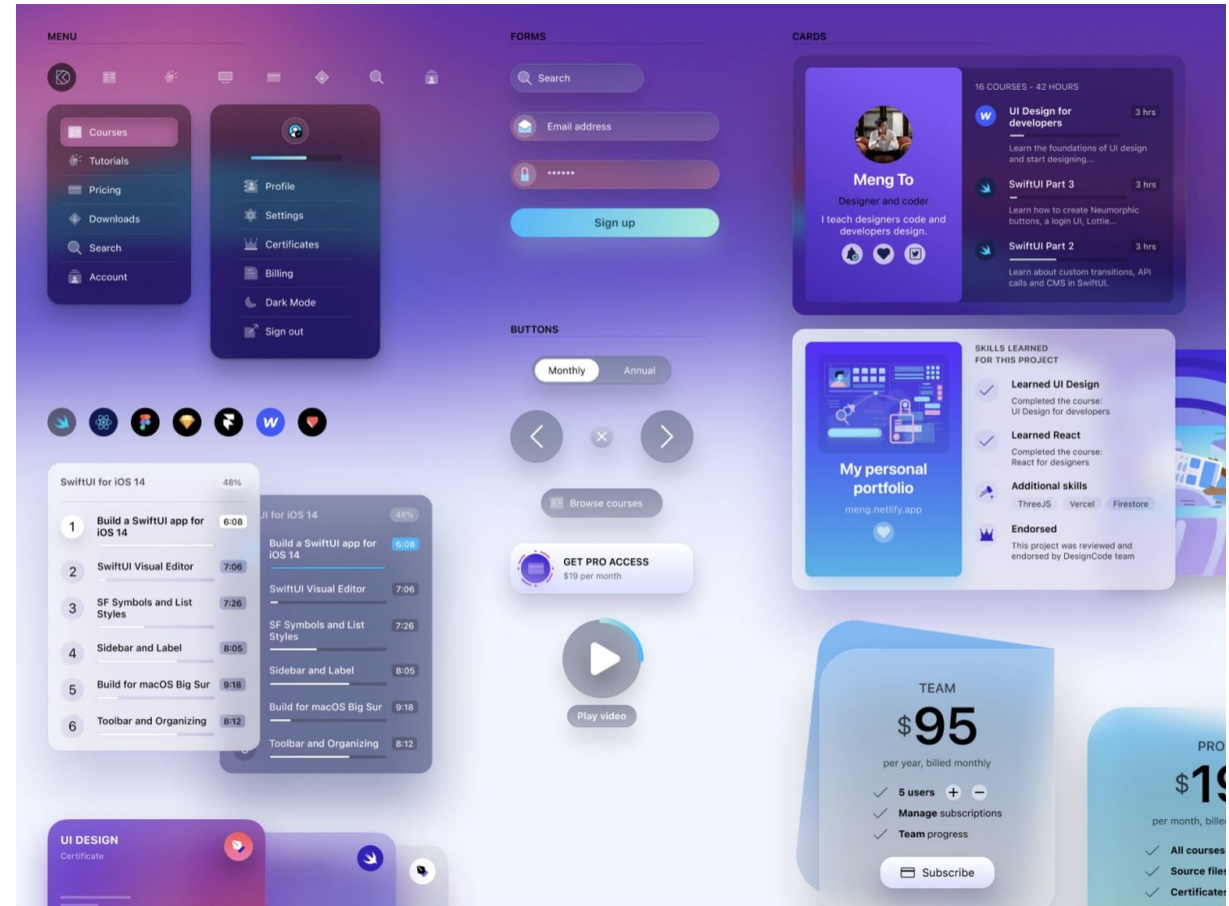
<input checked="" type="radio"/> Family financial planning 1 hour	<input type="radio"/> Investment Planning discussion 1 hour
<input type="radio"/> Introductory personal financial 45 minutes	<input type="radio"/> Retirement planning 45 minutes

### Select Time

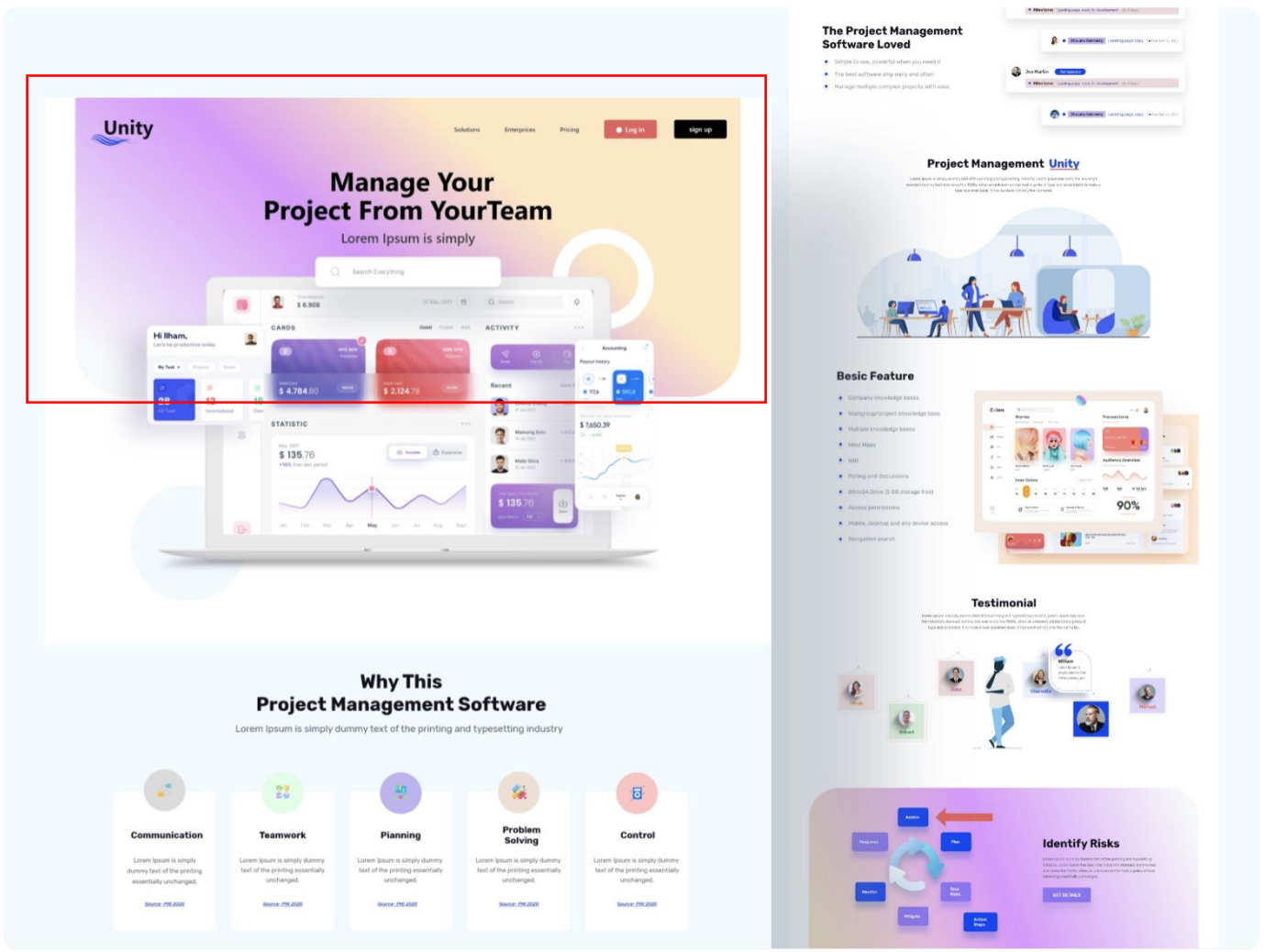
< October 2019 >						
SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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

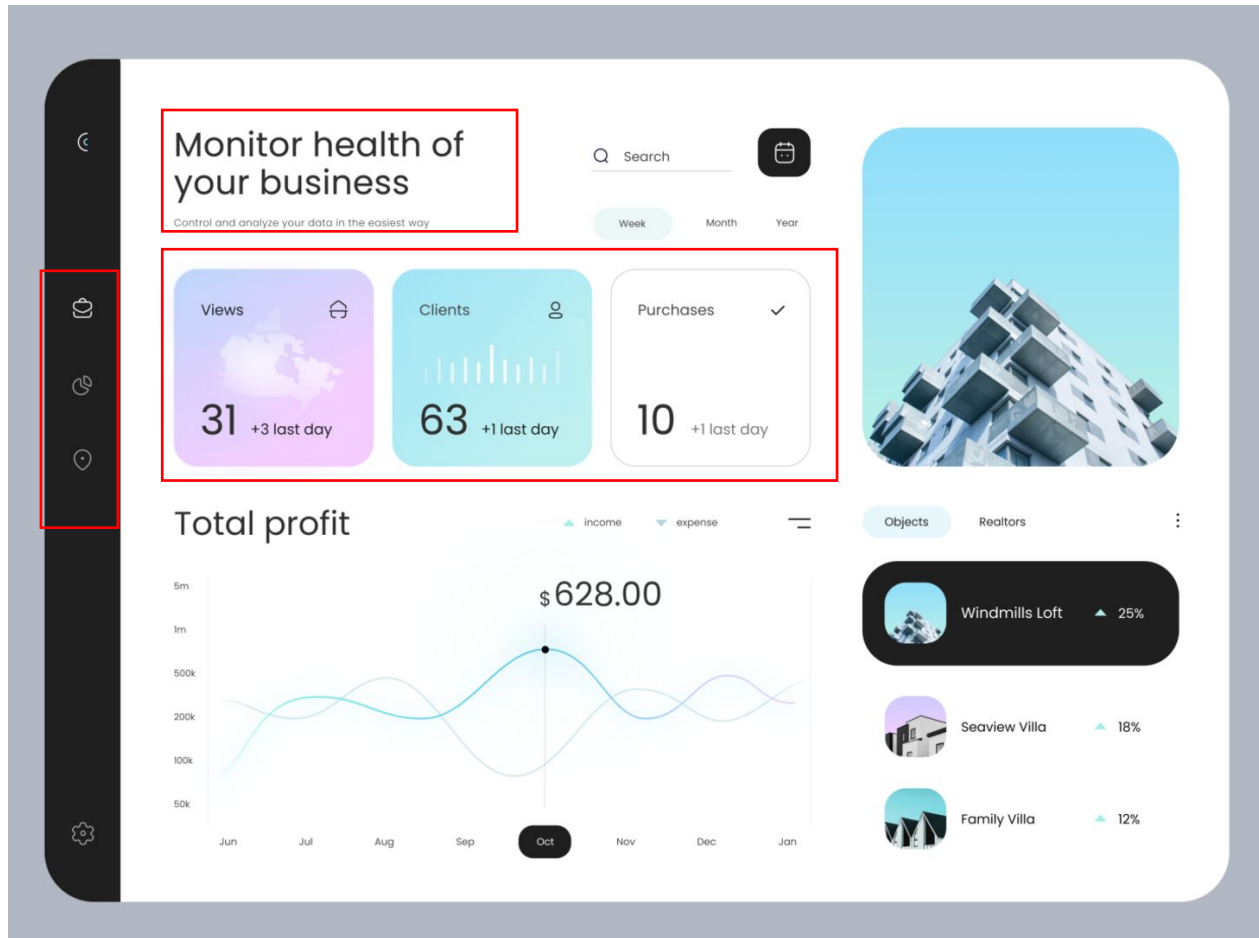
All times are in Central Time (US & Canada) >



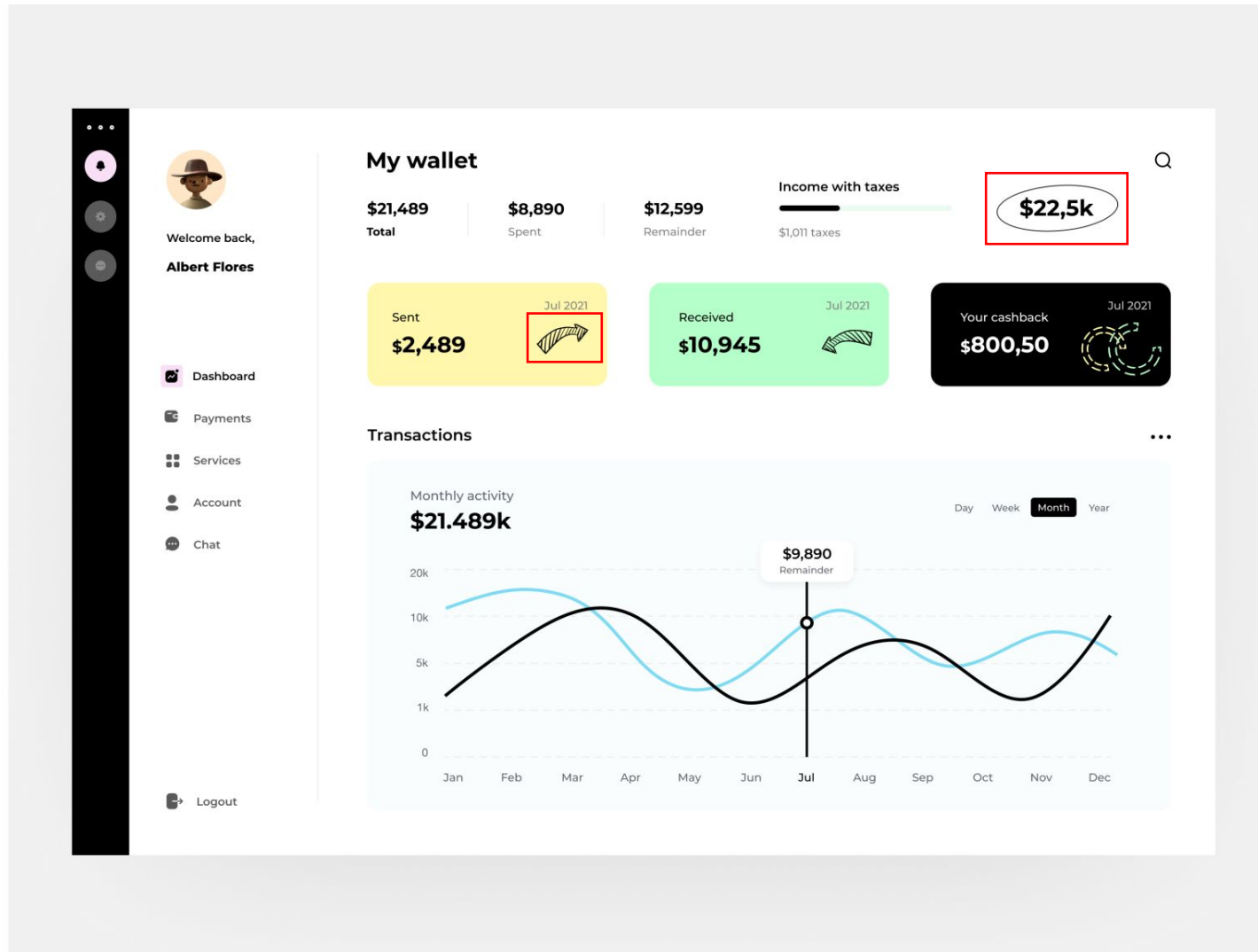
# Colors



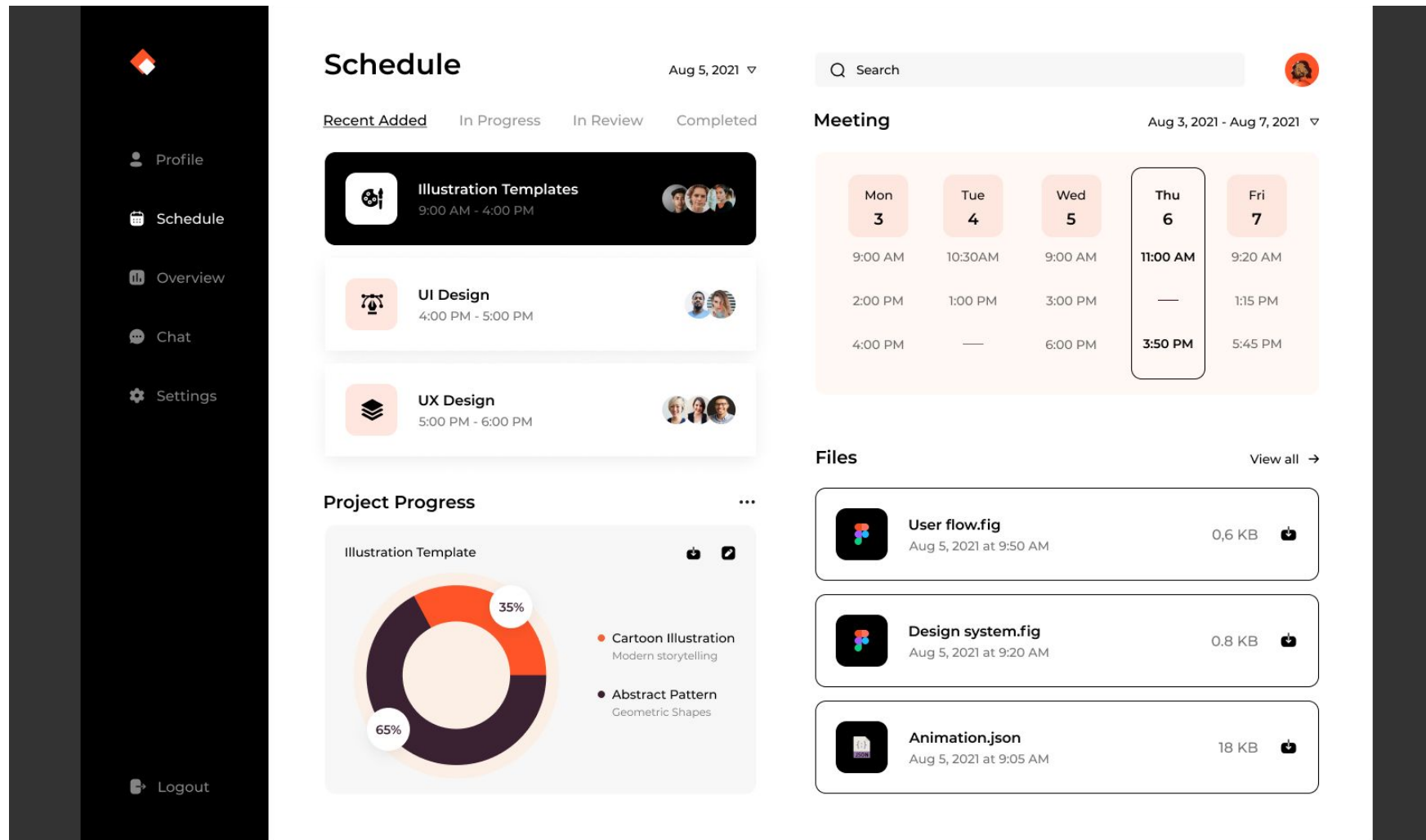
# Bigger icons, text hierarchy, different background for cards



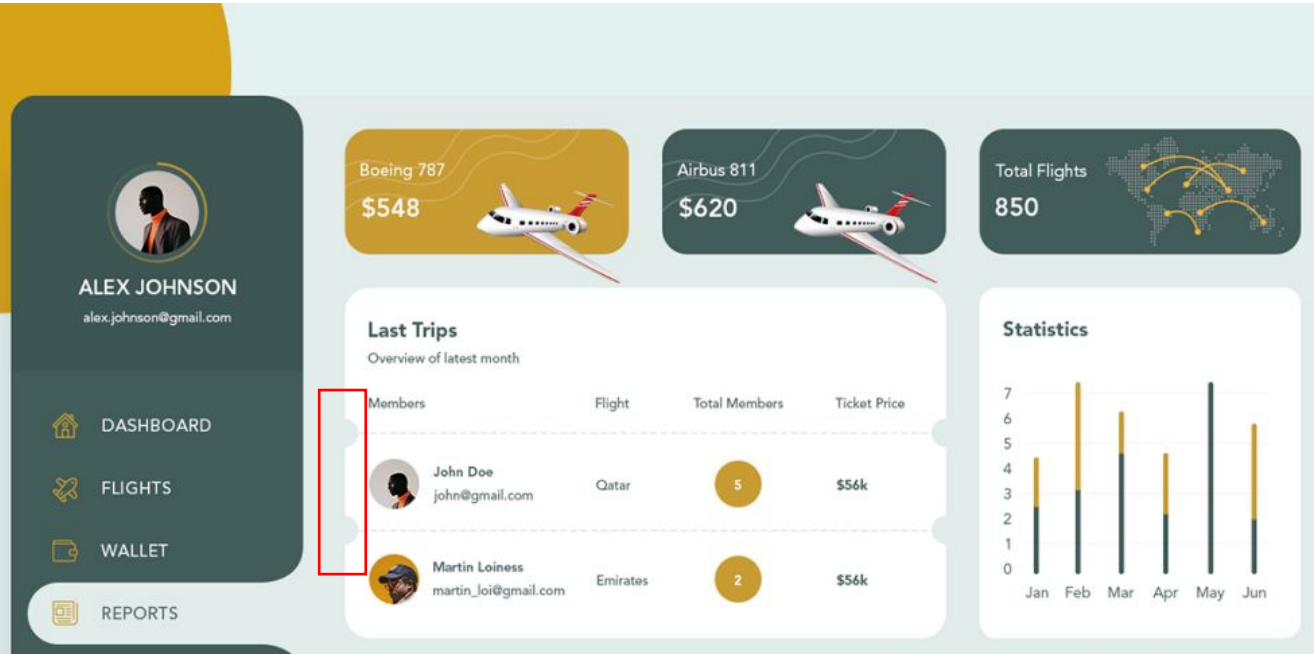
# Emotions in design and a unique touch



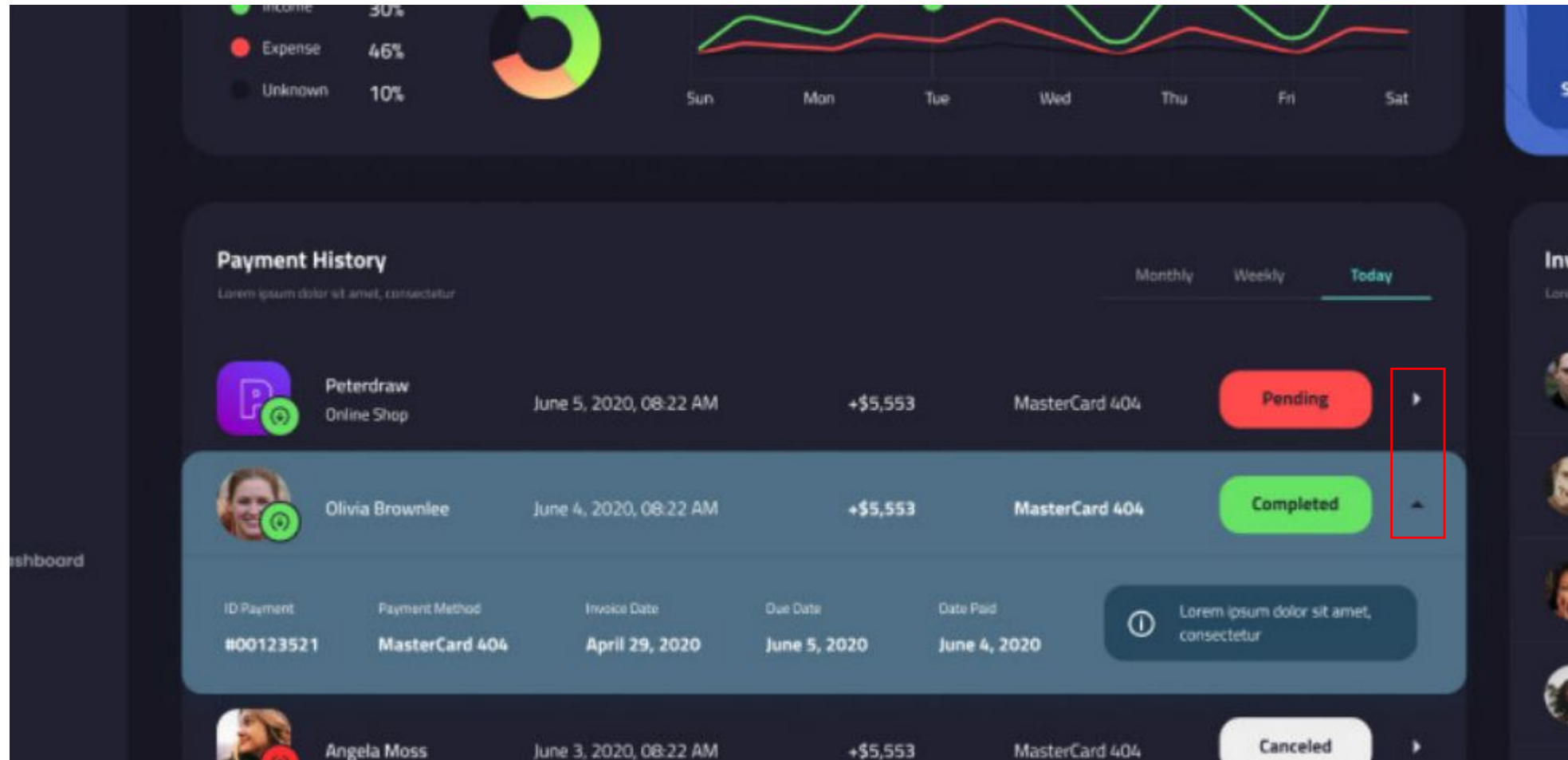
# Different card designs and backgrounds



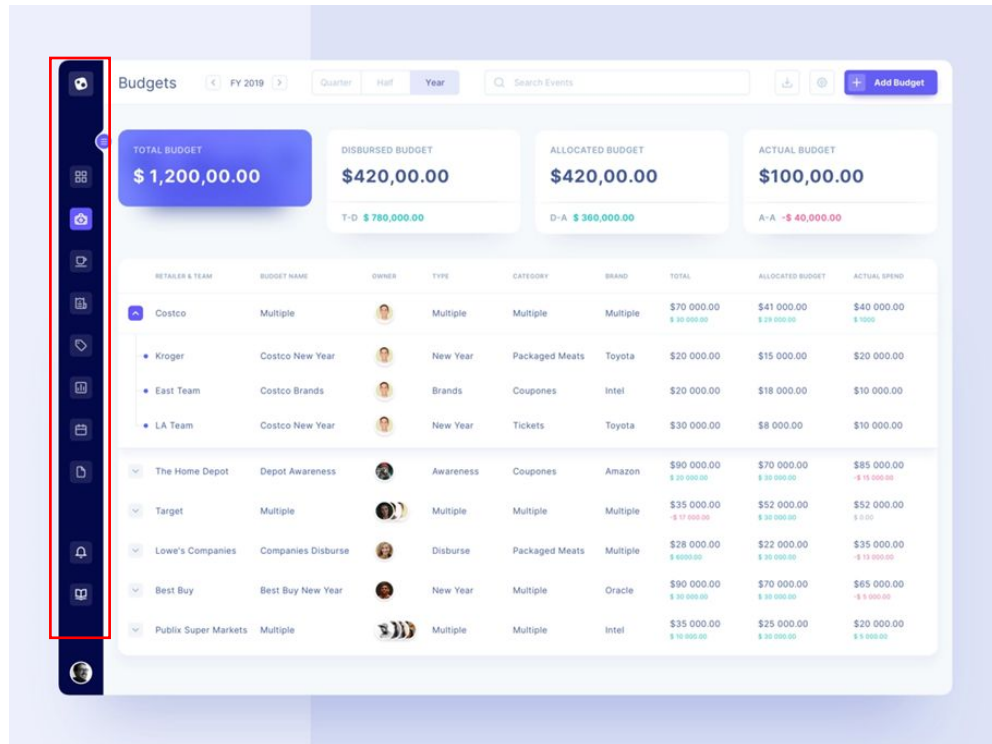
# Small unique details and themes



# Make complex things optional



# Menu to the left, different types of menus



**Budgets** | FY 2019 | Quarter | Half | Year | Search Events | Add Budget

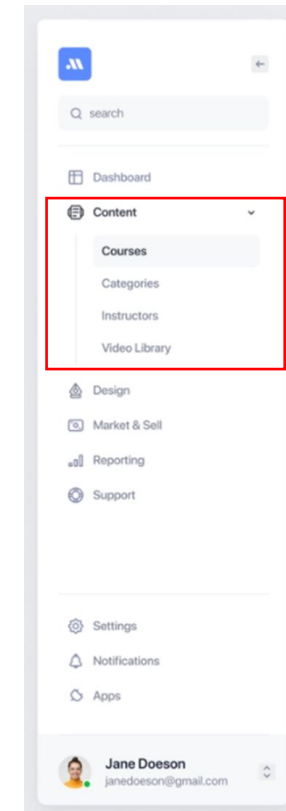
**TOTAL BUDGET** \$1,200,00.00

**DISBURSED BUDGET** \$420,00.00  
T-D \$ 780,000.00

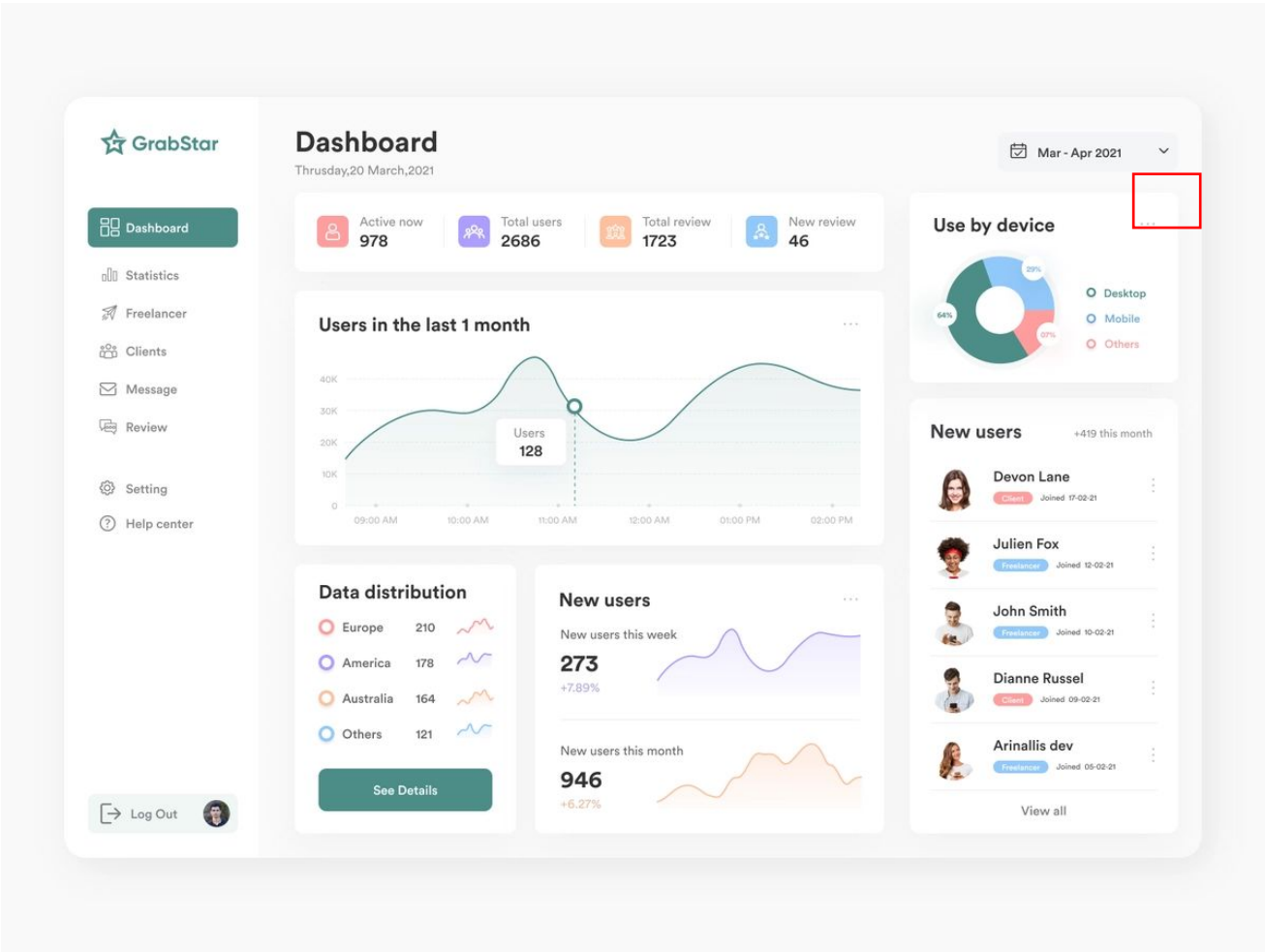
**ALLOCATED BUDGET** \$420,00.00  
D-A \$ 360,000.00

**ACTUAL BUDGET** \$100,00.00  
A-A -\$ 40,000.00

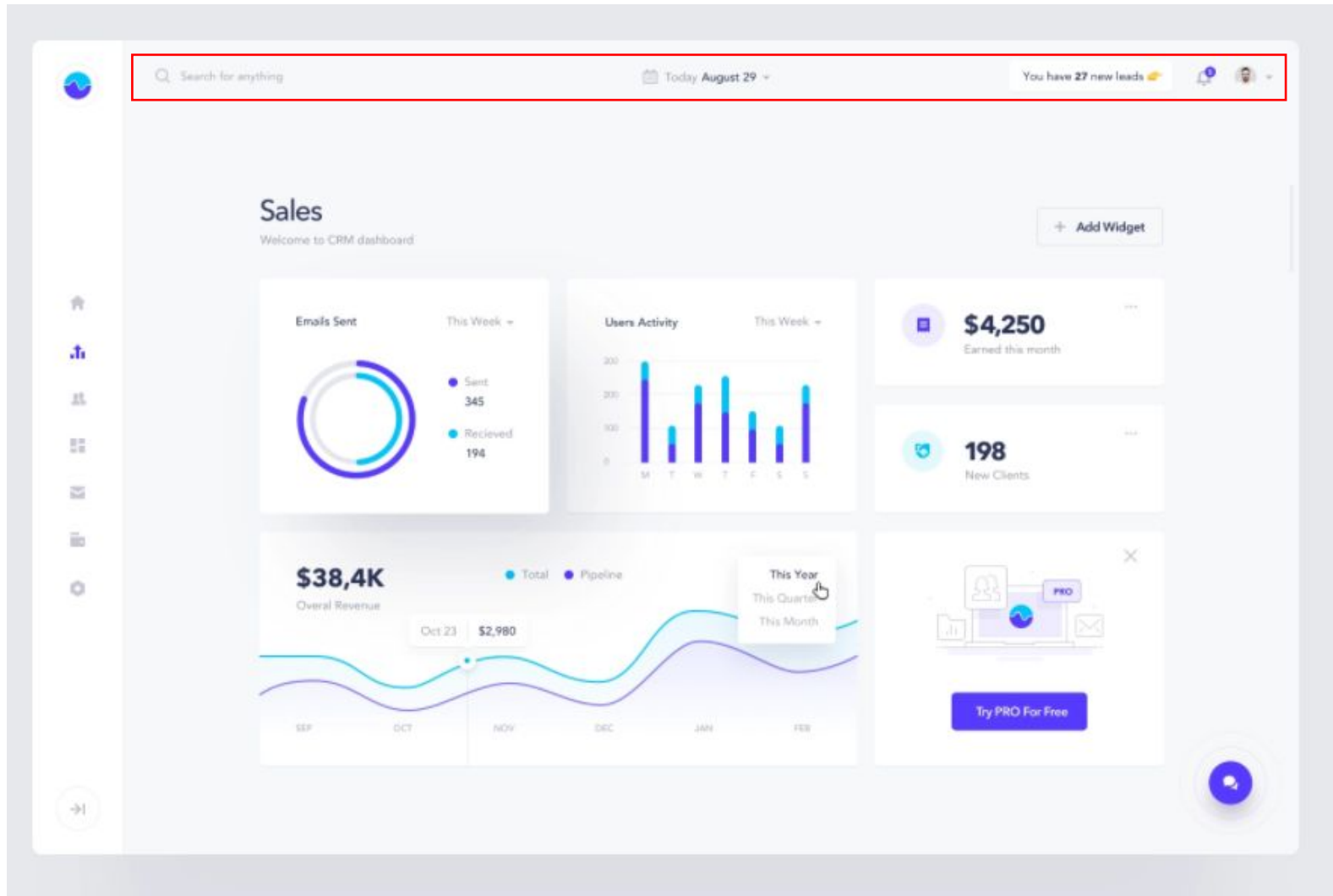
RETAILER & TEAM	BUDGET NAME	OWNER	TYPE	CATEGORY	BRAND	TOTAL	ALLOCATED BUDGET	ACTUAL SPEND
Costco	Multiple		Multiple	Multiple	Multiple	\$70 000.00 \$ 30 000.00	\$41 000.00 \$ 29 000.00	\$40 000.00 \$ 1000
• Kroger	Costco New Year		New Year	Packaged Meats	Toyota	\$20 000.00	\$15 000.00	\$20 000.00
• East 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 \$ 30 000.00	\$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



# Slightly rounded corners



# Top bar/menu as part of page



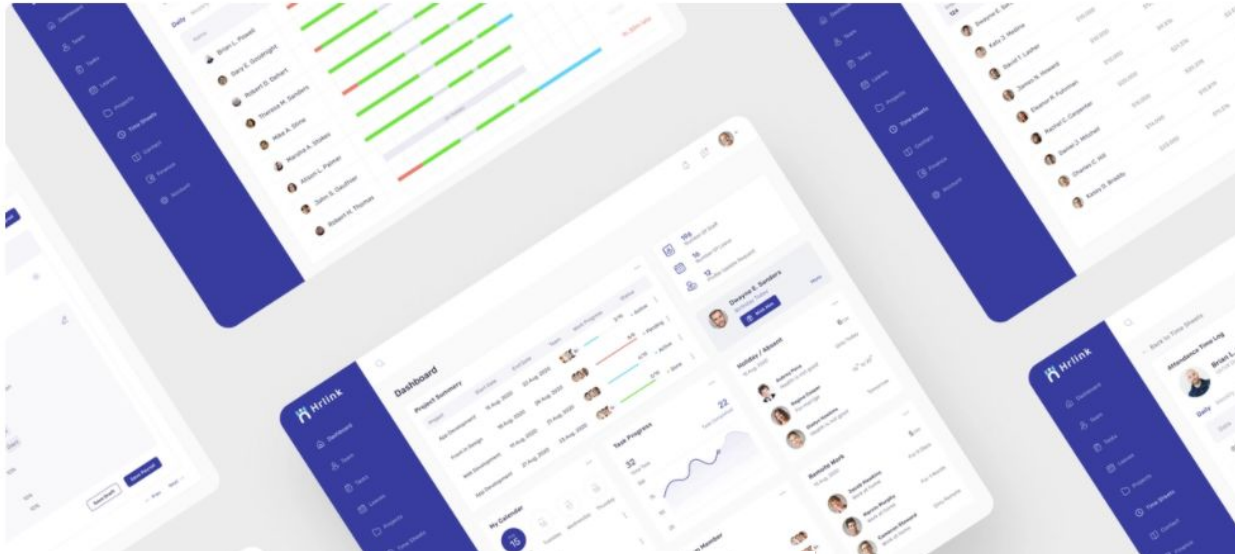


## Hrlink HR Management Software

Shahin Srowar for RespoGrid • Follow • Hire Us

Save

Like

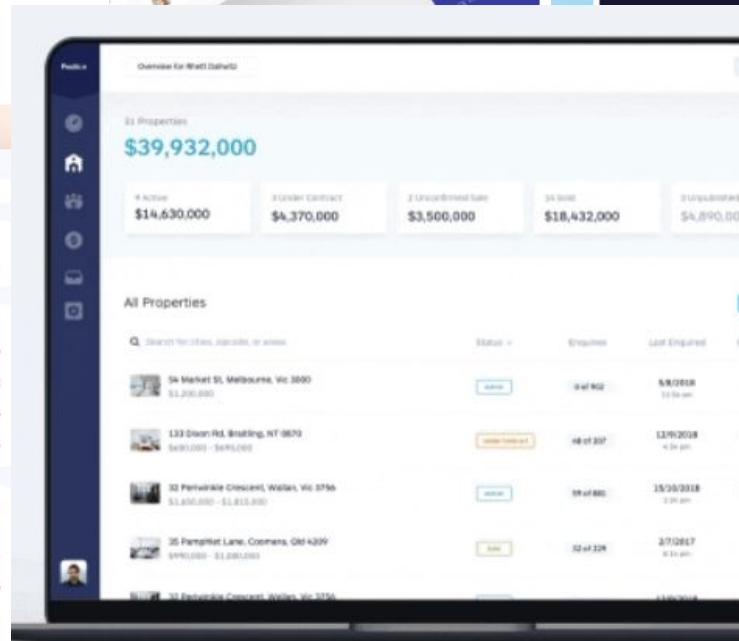
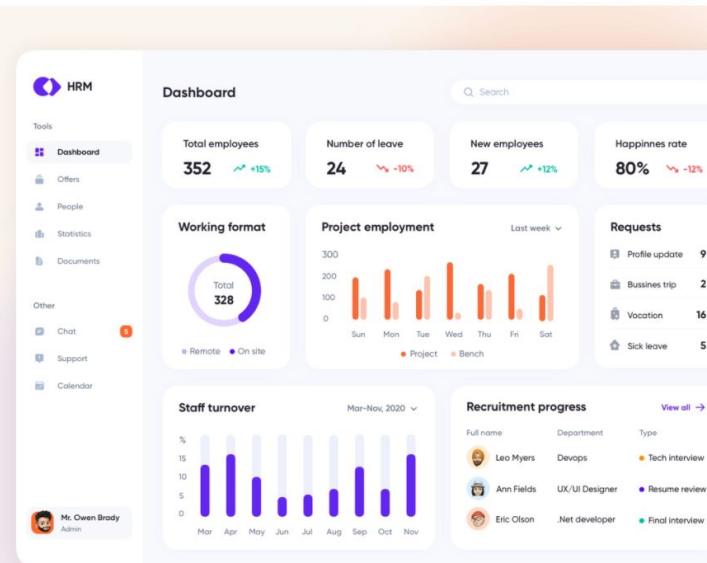


## HRM Dashboard

Cleveroad • Follow • Hire Us

Save

Like



## goodcall

Dashboard

Call Analytics

Call Metrics

Reports

BUSINESS

Team Member

Contacts

Companies

SETTINGS

Integrations

Billing

Account

Available

Search anything here...



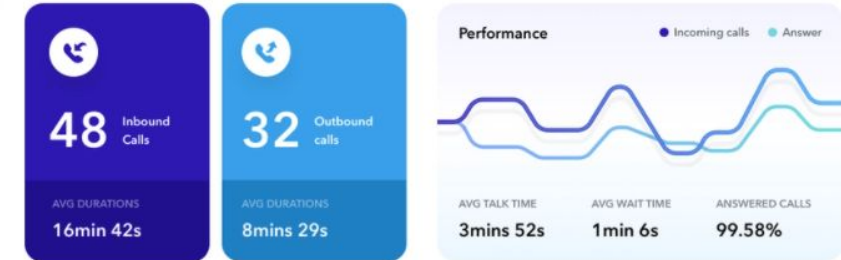
Nicholas Andalan Team Lead



## Call Analytics

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

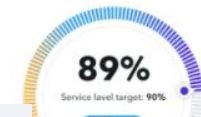
This month



### Incoming Call Metrics

Learn about past call metrics and take action to improve

More details



AVERAGE HANDLE TIME

00:00:03

SERVICE LEVEL THRESHOLD

30s

### Leaderboard

Across helpdesk this month

More



Leonard Campbell  
Most valuable player



Louisa Buchanan



Search for anything

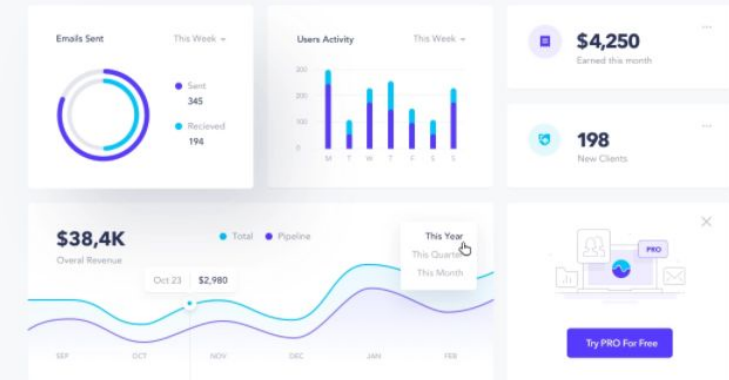
Today August 29

You have 27 new leads

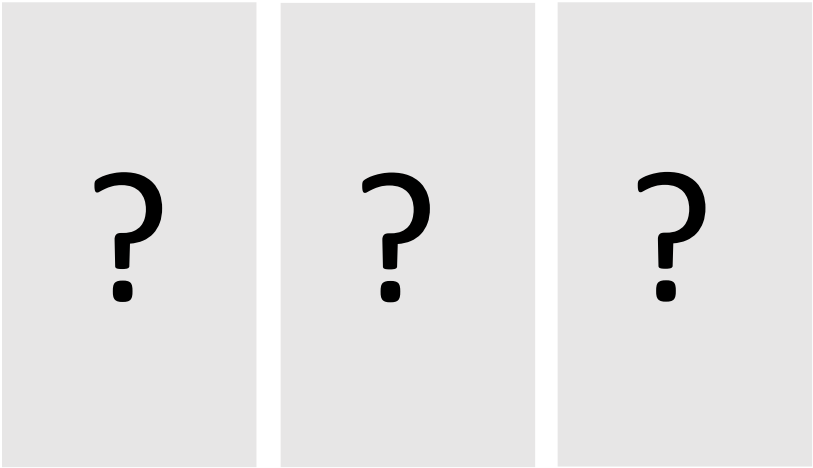
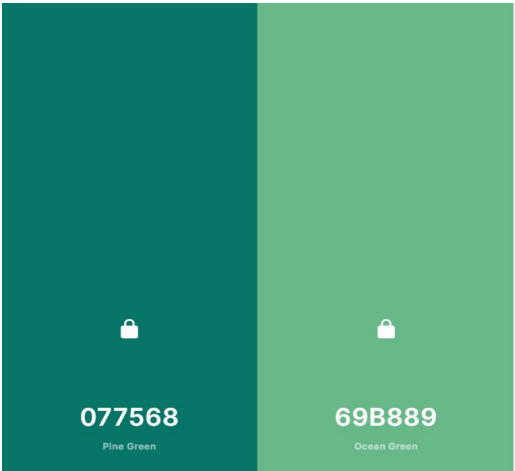
## Sales

Welcome to CRM dashboard

Add Widget



# Colors



# WIREFRAMES

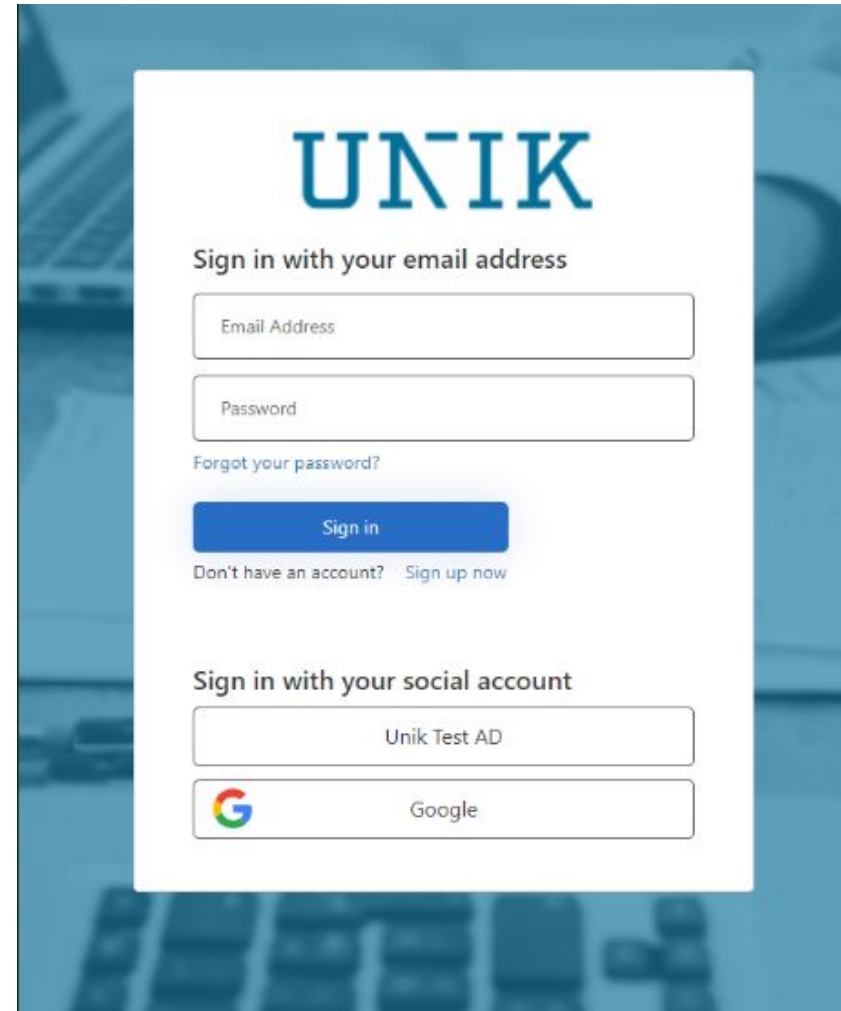


# Login



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

- The word "LOGIN" in bold black text.
- A text input field with the placeholder "USERNAME".
- A text input field with the placeholder "PASSWORD".
- A black button with the text "Log in" in white.
- Three additional horizontal gray bars representing other input fields or separators.

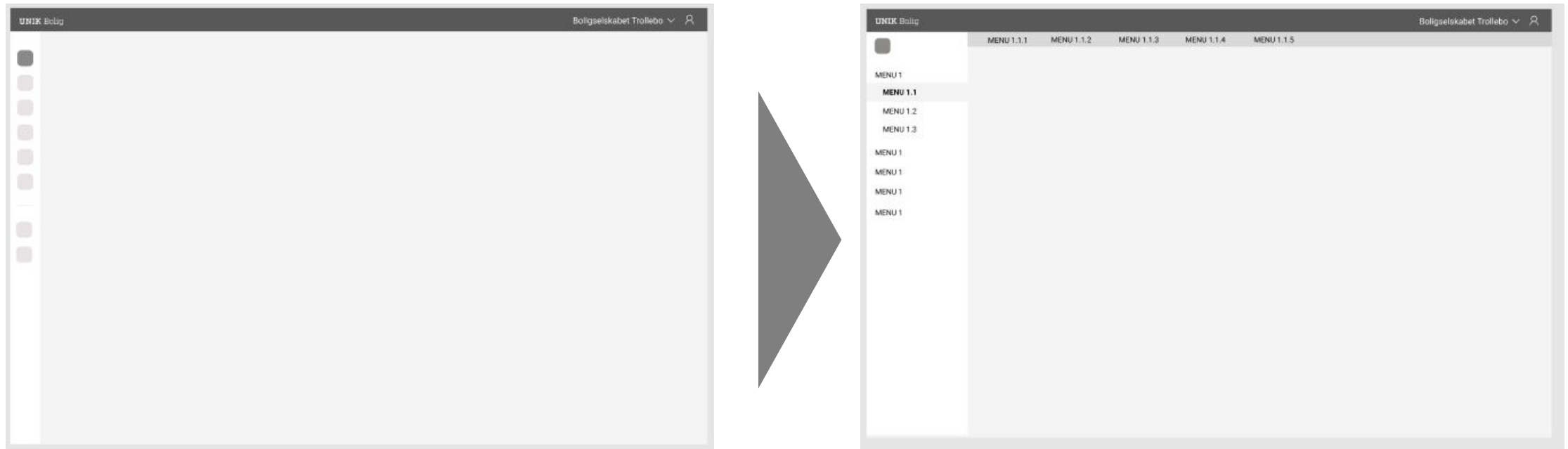


A mockup of a login form for "UNIK". The form is white and centered on a blue background with a blurred image of a building. The form contains the following elements:

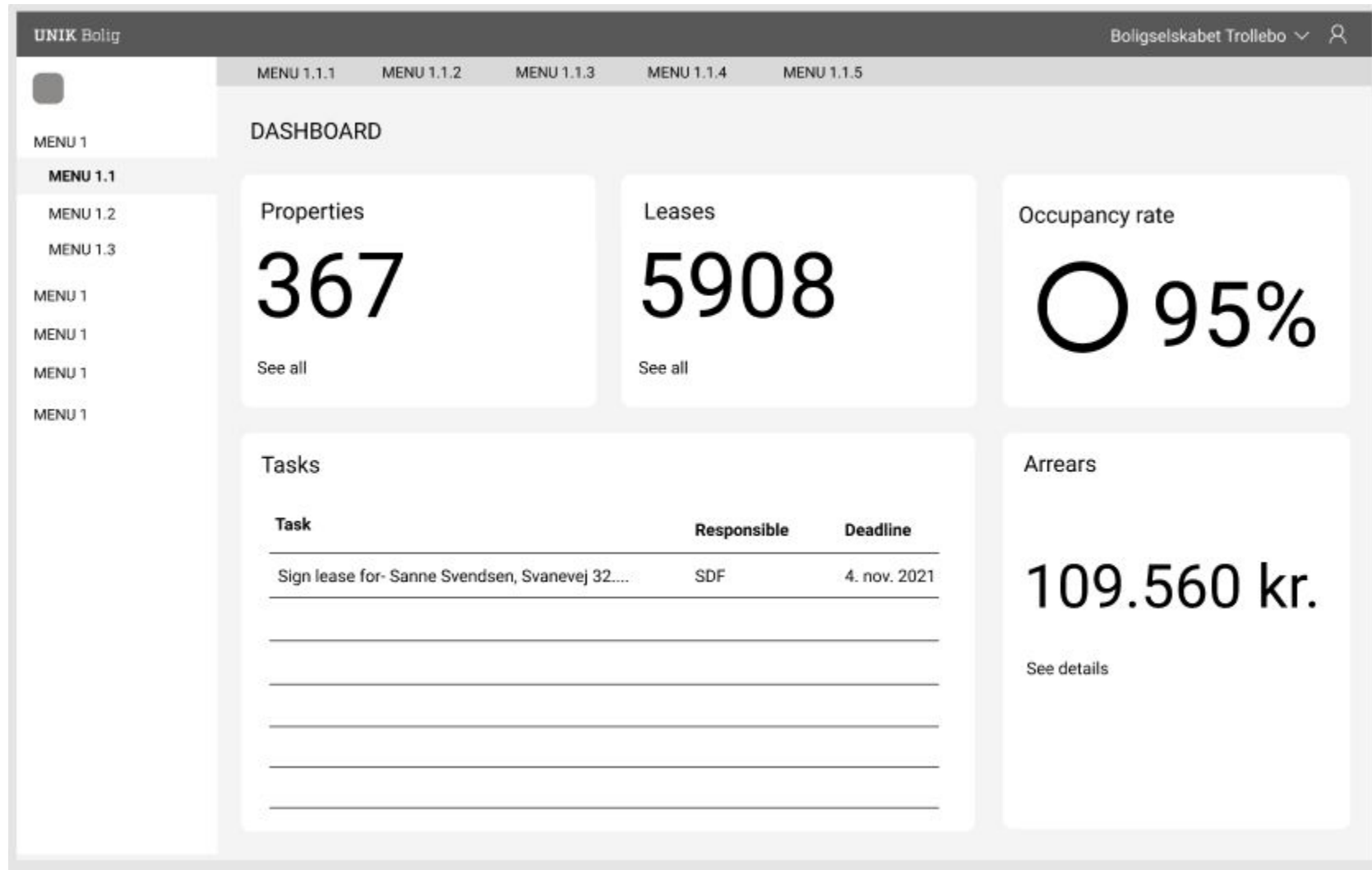
- The word "UNIK" in large, blue, serif capital letters.
- The text "Sign in with your email address" in black.
- A text input field with the placeholder "Email Address".
- A text input field with the placeholder "Password".
- A link "Forgot your password?" in blue.
- A blue button with the text "Sign in" in white.
- A link "Don't have an account? Sign up now" in blue.
- The text "Sign in with your social account" in black.
- A text input field with the placeholder "Unik Test AD".
- A button with the Google logo and the text "Google".

# Menu

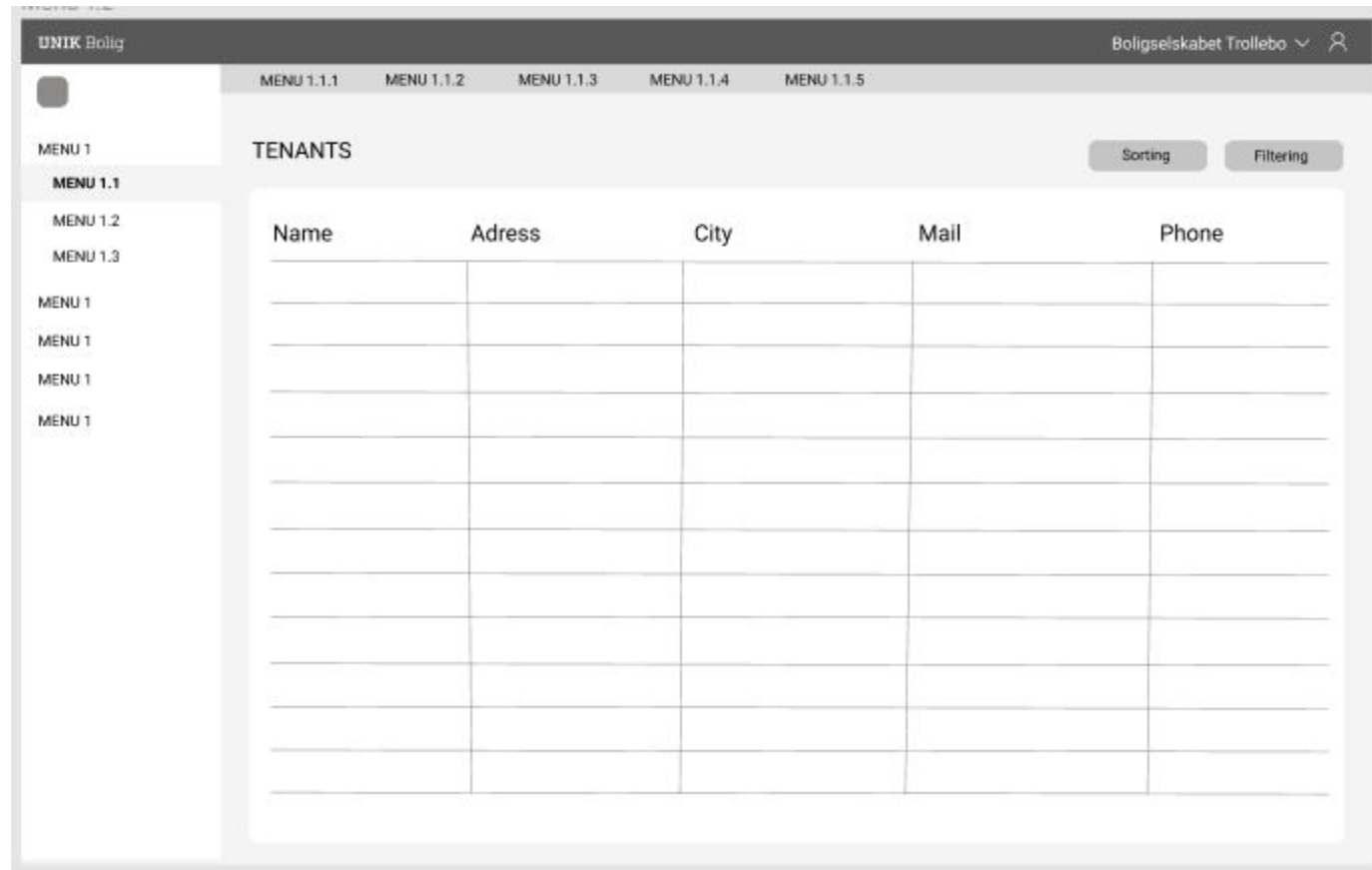
The system is going to be complex with a lot of functions and probably many menu items. Therefore our menu design must reflect that.



# Dashboard



# List



# Personal data card

UNIK Bolig Boligselskabet Trollebo

PERSONAL DATA CARD

First name

Middle name

Last name

Address

Zip code and city

Mailaddress

Mobile

Phone

DOCUMENTS

CONSENTS

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

Frigørelsesdato: 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

Frigørelsesdato: Ikke angivet

Personer på lejemålet

Lejer 1

Tonia Levskij

Telefon: 20 40 34 67

Email: ToniaL@gmail.com

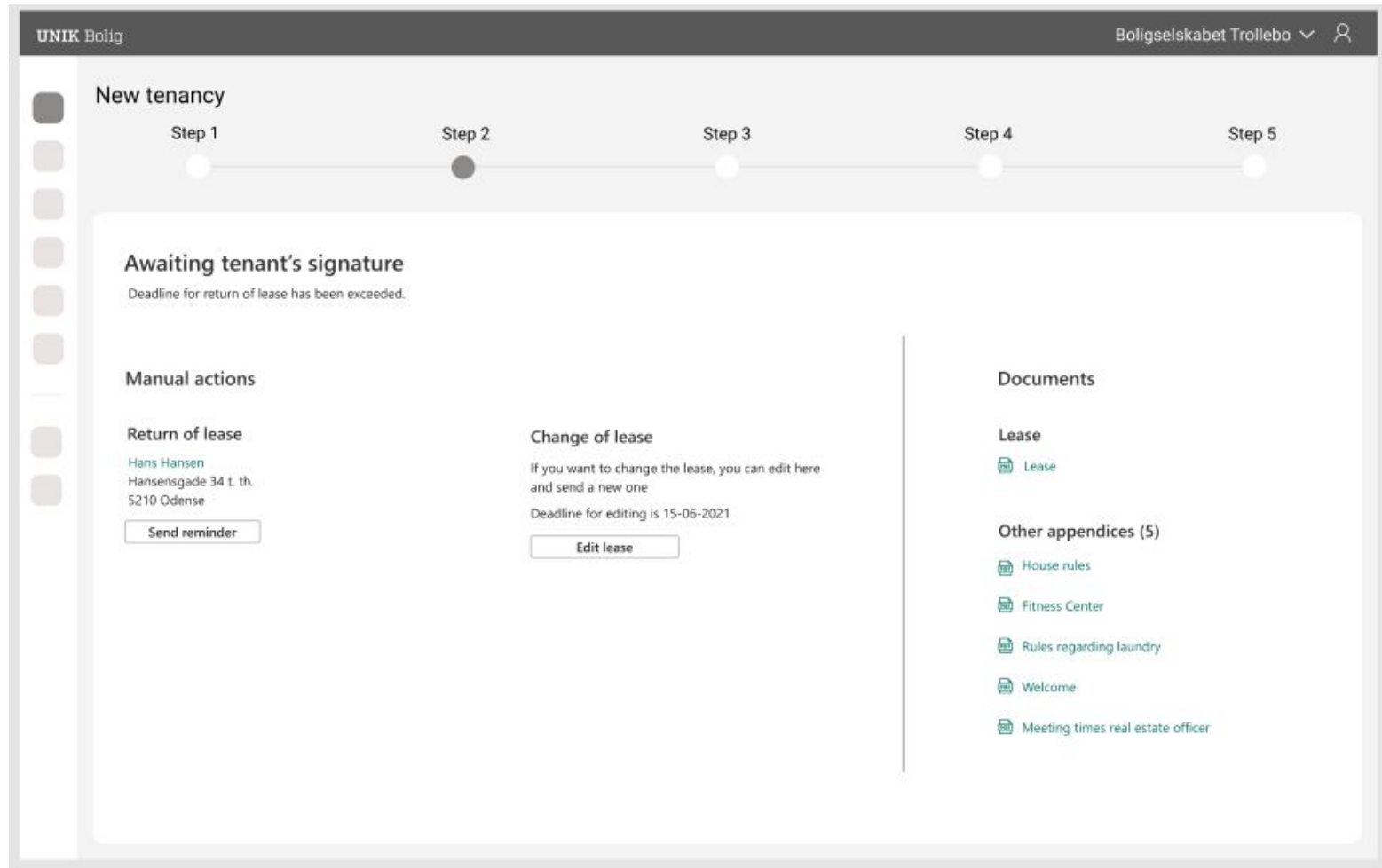
Lejer 2

Gunes Dekal Akdag

Telefon: 50 40 34 93

Email: dekal.agdag@gmail.com

# Proces



# CONTACT INFO

Lene Højmark  
E: [lho@unik.dk](mailto:lho@unik.dk)  
P: +45 60686078

Line Brændstrup  
E: [lbn@unik.dk](mailto:lbn@unik.dk)  
P: +45 76421192

Pernille Christiansen  
E: [pch@unik.dk](mailto:pch@unik.dk)  
P: +45 76421100

Sally Markussen  
E: [sma@unik.dk](mailto:sma@unik.dk)