

The Placebook™

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Real World Problem



Current Resources

The screenshot shows a web browser window with the McKinley website. The address bar shows the URL: <http://www.mckinley.com/welcome/annarbor/index.html?gclid=COXf-eTLg4kCFRImWAodz07AC>. The search bar contains the text "ann arbor apartments". The website header includes the McKinley logo and the tagline "LIVE.WORK.SHOP.PLAY.". Below the header, there is a navigation bar with links to "APARTMENTS", "COMMERCIAL SPACE", and "REAL ESTATE SERVICES". The main content area is titled "Ann Arbor - Ypsilanti" and features a "Featured Community" section for "The Villas at Golfside Lake". This section includes the address "2911 Bynan Dr., Ypsilanti, MI 48197", a price of "\$299 moves you in", and a link to "Reserve your apartment today!". To the right of the text is a map of the area with a "Click to View Map" button. Below the featured community section, there is a table listing various apartment communities in Ann Arbor.

Community Name	City	Bedrooms	Price Range	See Specials
Glencoe Hills Apartments	Ann Arbor	1 - 3	\$680 - \$1050	See Specials
Hillcrest Apartments	Ann Arbor	1 - 2	\$670 - \$869	See Specials
Manchester Flats	Ann Arbor	1 - 3	\$689 - \$959	See Specials
McKinley at Evergreen Apartments	Ann Arbor	1 - 3	\$585 - \$945	See Specials
Meadowbrook Village	Ann Arbor	1 - 2	\$915 - \$1115	See Specials

#1 search result for “Ann Arbor Apartments”

Current Resources...

ANN ARBOR Michigan Apartment Rental | Moving Truck Rentals at Apartments.com

http://www.apartments.com/Rent.aspx?page=rent&type=city&city=ann%20Arbor&state=MI&ra... ann arbor apartments

Sports Entertainment Tools and Reference Misc Umich SI Blogs Subscribe...

Flickr: Search ANN ARBOR Michigan A... Ann Arbor Apartments

[View favorites](#)

[Get apartment listings emailed to you](#) State : Michigan City : ann Arbor Price : Any Bedrooms: All Type Of Housing: Any

Moving Resources

- [Find a Roommate](#)
- [Moving Quotes](#)
- [Rent a Truck](#)
- [Packing Supplies](#)
- [You Pack, We Move](#)
- [Connect Internet](#)
- [Connect Local Phone](#)
- [Connect Cable TV](#)
- [Renters Insurance](#)

Credit Resources

- [Free Credit Reports](#)
- [Free Checking](#)

Consumer Alert: Avoiding Scams and Fraud

Partner Sites: [Cars.com](#) | [Real Estate](#) | [Homescape.com](#) | [Rental Homes](#) | [CareerBuilder.com](#) | [Shoplocal.com](#) | [FSBO](#)

By using this site, you agree to our [terms of service](#)
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Search Criteria

You are searching for Eastern Michigan apartments in ANN ARBOR Michigan To narrow down your search for an apartment in ANN ARBOR , you may specify your apartment search criteria below and hit continue.

Price:
Min Rent:
Max Rent:

Bedrooms:
☒ Any Number
☐ Studio
☐ One
☐ Two
☐ Three or More

Type of Housing:
☒ Any Type
☐ Apartments unfurnished
☐ Apartments furnished
☐ Short-Term
☐ Condo/Townhome/Duplex
☐ Campus Area
☐ Income Qualifications Apply

[Select Amenities or](#) [continue](#)

Amenities

Pets:
☐ Cats
☐ Small Dogs (under 25lbs)
☐ Large Dogs

Apartment Features:
☐ Air Conditioning
☐ Balcony, Deck, Patio or Porch
☐ Dishwasher
☐ Eat in Kitchen or Dining Room
☐ Fireplace
☐ Hardwood Floors
☐ High Speed Internet
☐ Loft Layout
☐ Washer/Dryer in Unit
☐ Yard

Community Features:
☐ Special Offer
☐ Business Center
☐ Clubhouse
☐ Doorman
☐ Elevator
☐ Garage Parking
☐ Health Facilities
☐ Laundry On-Site
☐ New Properties
☐ Parking
☐ Pool(s)
☐ Sauna(s)
☐ Small Building
☐ Storage Space(s)
☐ Vintage Building
☐ Wheelchair Access

Current Resources...

Apartment.com - Search Results

http://www.apartments.com/Results.aspx?page=results&type=city&city=ann+arbor&state=mi ann arbor apartments

Sports Entertainment Tools and Reference Misc Umich SI Blogs Subscribe...

Flickr: Search Apartments.com - Search... Ann Arbor Apartments

PURCHASE BY FEB. 28TH, 2007. ADDITIONAL TAXES, FEES, AND RESTRICTIONS APPLY.

Search Options

- [Start a new search](#)
- [Refine this search](#)
- [View favorites](#)

[Get apartment listings emailed to you](#) State: Michigan

City: ann arbor
Price: Any
Bedrooms: One, Two
Type Of Housing: Unfurnished, Furnished, Short-Term

Sort Criteria:

Air Conditioning, Balcony, Kitchen, Special Offer, Business Center, Doorman, Garage, Garage Parking, Small Dogs

Featured

Hunt Club Apartments
Ypsilante, MI 48197
From the very first day... you're at home. Rally to the Hunt Club Apartments. Discover...
[Virtual Tour](#)
[Driving Directions](#)
Call (888) 576-3207

The Lake Shore Apartments
Ypsilanti, MI 48198
The Lake Shore Apartments is a gated resort community on Ford Lake just minutes from...
[Virtual Tour](#)
[Driving Directions](#)
Call (866) 854-0094

Woodland Mews
Ann Arbor, MI 48103
Washer and dryer in each apartment... Picnic and barbecue facilities... Walking-jogging...
[Virtual Tour](#)
[Driving Directions](#)
Call (866) 806-3763

1 - 10 of 24 rental listings found (24 Managed) [Refine Search](#) | [View favorites](#)

Sort By	Name	City	Price	Tour	Special	Source
	Park Place Apartments 1980 Pauline Boulevard Park Place is your perfect match! more >> 5 of 8 amenities match Save To Favorites Call (866) 800-4079	Ann Arbor, MI 48103	\$685 - \$770			 Managed
	The Villas at Golfside Lake 2911 Bynan Dr. Welcome home...The Villas at Golfside Lake welcomes you to visit our community of beautiful 1 and 2 bedroom apartment homes. more >> 5 of 8 amenities match Save To Favorites Call (866) 381-5165	Ypsilanti, MI 48197	\$670 - \$810			 Managed
	Golfside Lake Apartments 2345 Woodridge Way Conveniently located in the heart of the Ypsilanti and Ann Arbor area, enjoy lush wooded settings with city convenience! more >>	Ypsilanti, MI 48197	\$600 - \$975			 Managed

Get 3 Movies for \$1.99 Each

THE GIFT THAT HUGS



FREE SHIPPING

GIVE STYLISHLY
LEVISSTORE.COM

Levi's

Cancelled opening the page

Current Resources...

ann arbor apts/housing for rent classifieds - craigslist

http://annarbor.craigslist.org/apa/ RSS - craigslist

Sports Entertainment Tools and Reference Misc Umich SI Blogs Subscribe...

Flickr: Search ann arbor apts/housing ... Ann Arbor Apartments

[ann arbor craigslist](#) > [apts/housing for rent](#) [[help](#)] [[post](#)]

search for: in: Search ☐ only search titles

rent: ☐ cats ☐ dogs ☐ has image

[Fri, 08 Dec 14:18:23] [[free credit reports](#)] [[housing forum](#)]
[[stating a discriminatory preference in a housing post is illegal](#)] [[success story?](#)]
[[AVOIDING SCAMS & FRAUD ON CRAIGSLIST](#)] [[spoofed email warning](#)]
[[download firefox](#)] [[full text mode](#)] [[defend net neutrality!](#)]

Fri Dec 08

[\\$2500 *****WOW-CHECK THIS LOFT OUT!!!!](#) (Ann Arbor) [pic](#)

[\\$2300 / 2br - *****LUXURIOUS LOFT!!!!](#) (Ann Arbor) [pic](#)

[\\$1250 Beautiful One-of-a-Kind Farmhouse -- Jan 07](#) (Ann Arbor) [pic](#)

[\\$600 / 2br - New Buffalo newly remodeled](#) (new buffalo)

[\\$1500 / 3br - Downtown Ann Arbor Home for Rent or Purchase](#) (Ann Arbor) [pic](#)

[\\$2250 4 Bedroom, 3.5 Bathroom Home For Rent!](#) (Milan) [pic](#)

[DONT RENT FOR ANOTHER YEAR! ALL CREDIT APPROVED IN 60 SECONDS!](#) [img](#)

[\\$2900 / 6br - Fall '07 Lease](#) (Ann Arbor)

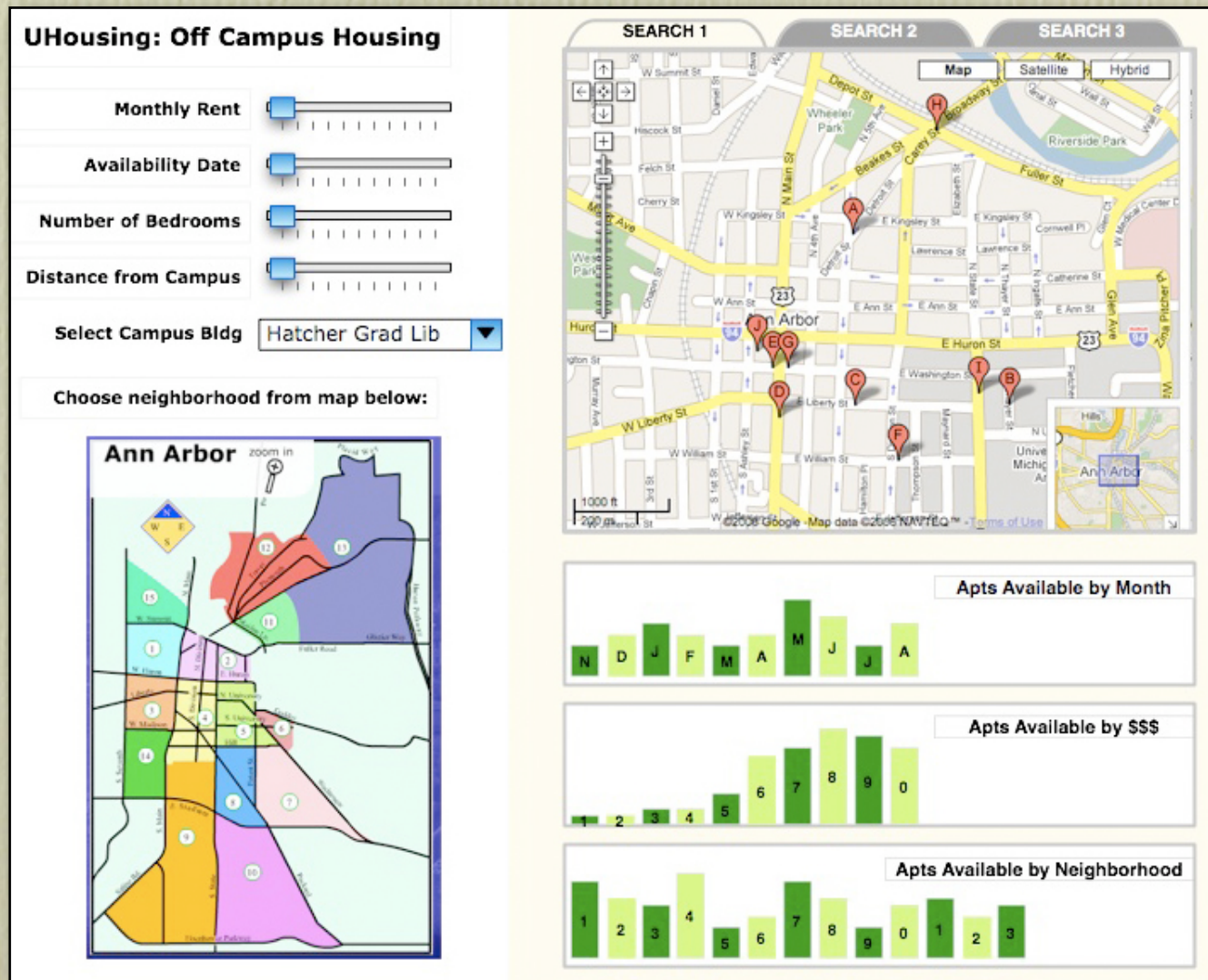
[\\$515 / 1br - Depot Town](#) (Ypsilanti)

[\\$1000 / 3br - Beautiful Townhouse!!!!](#) (Ypsilanti)

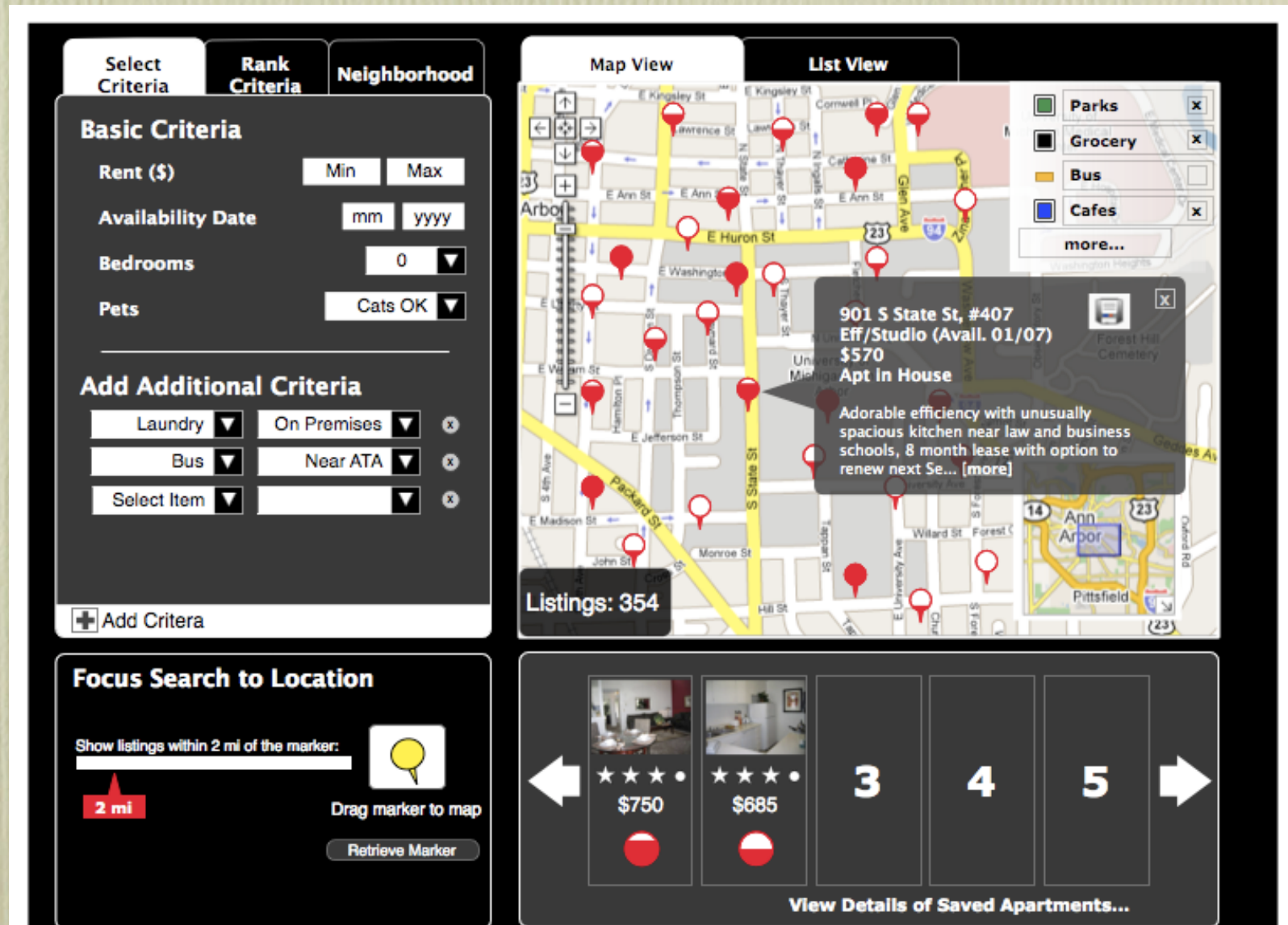
[\\$1200 / 2br - Condo for Rent Desirable Northside](#)

[\\$2699 / 5br - UofM Beautiful Close-to-Campus Home](#) (Ann Arbor, MI) [pic](#)

Design Features & Functionality



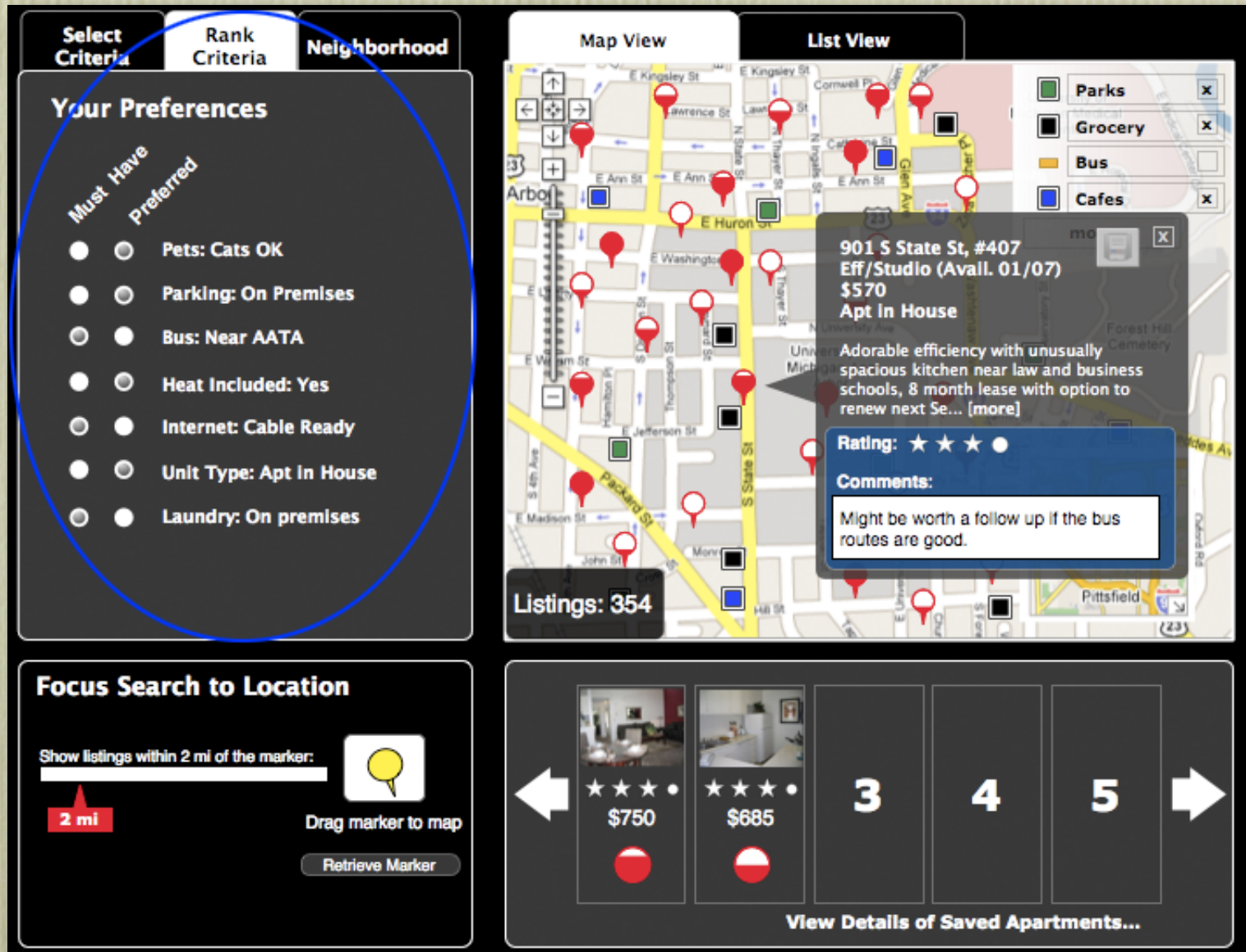
Design Features & Functionality



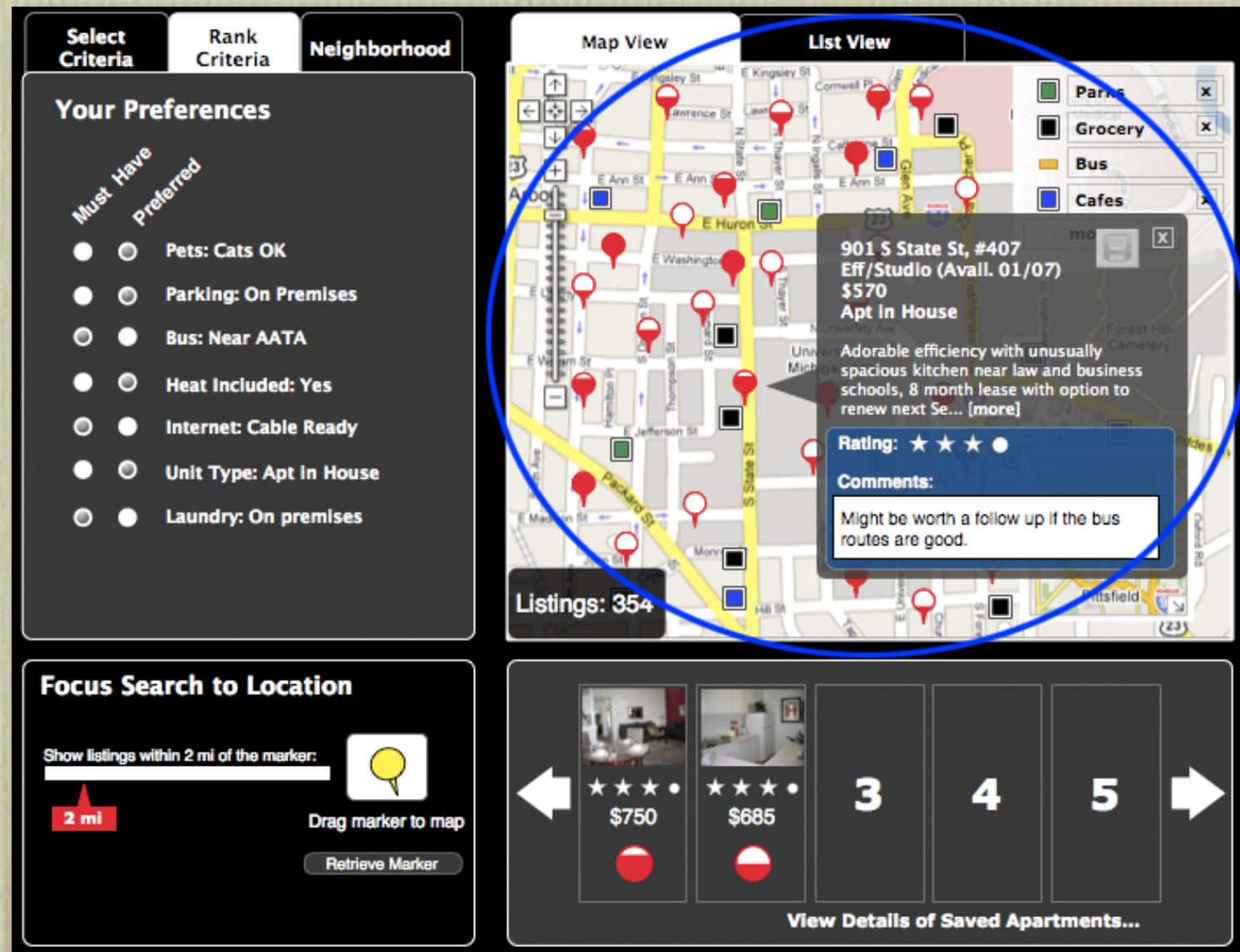
Design Features & Functionality



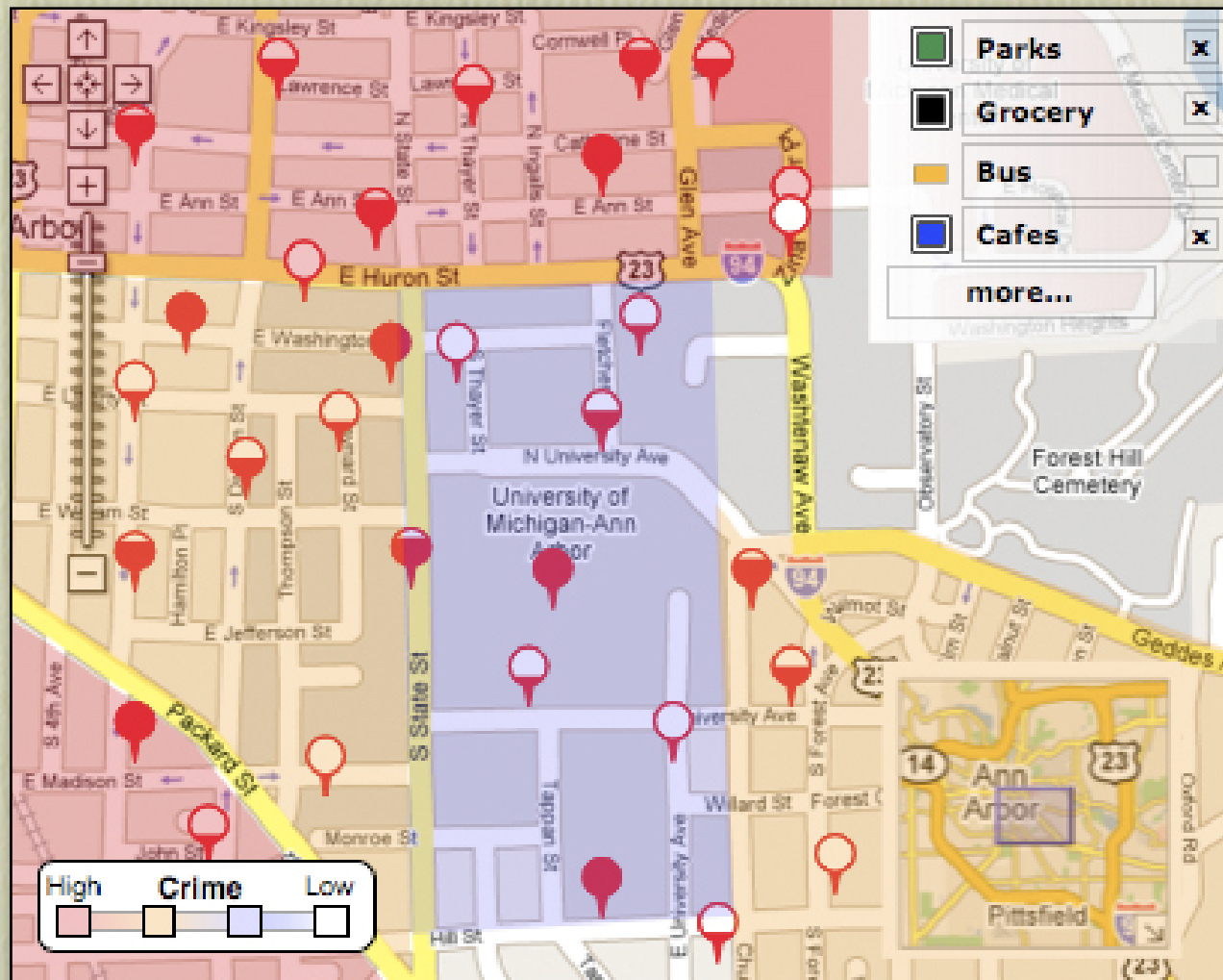
Design Features & Functionality



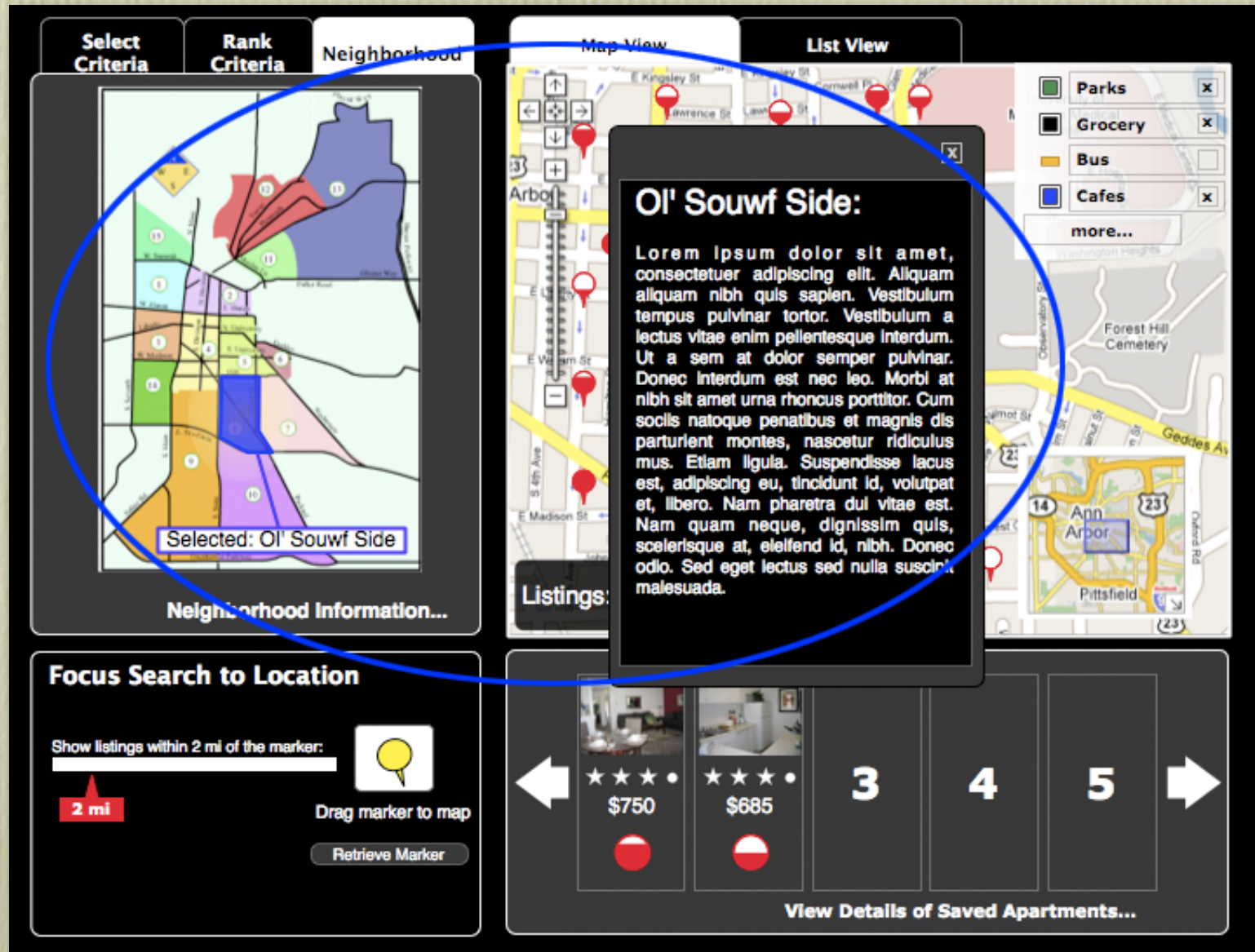
Design Features & Functionality



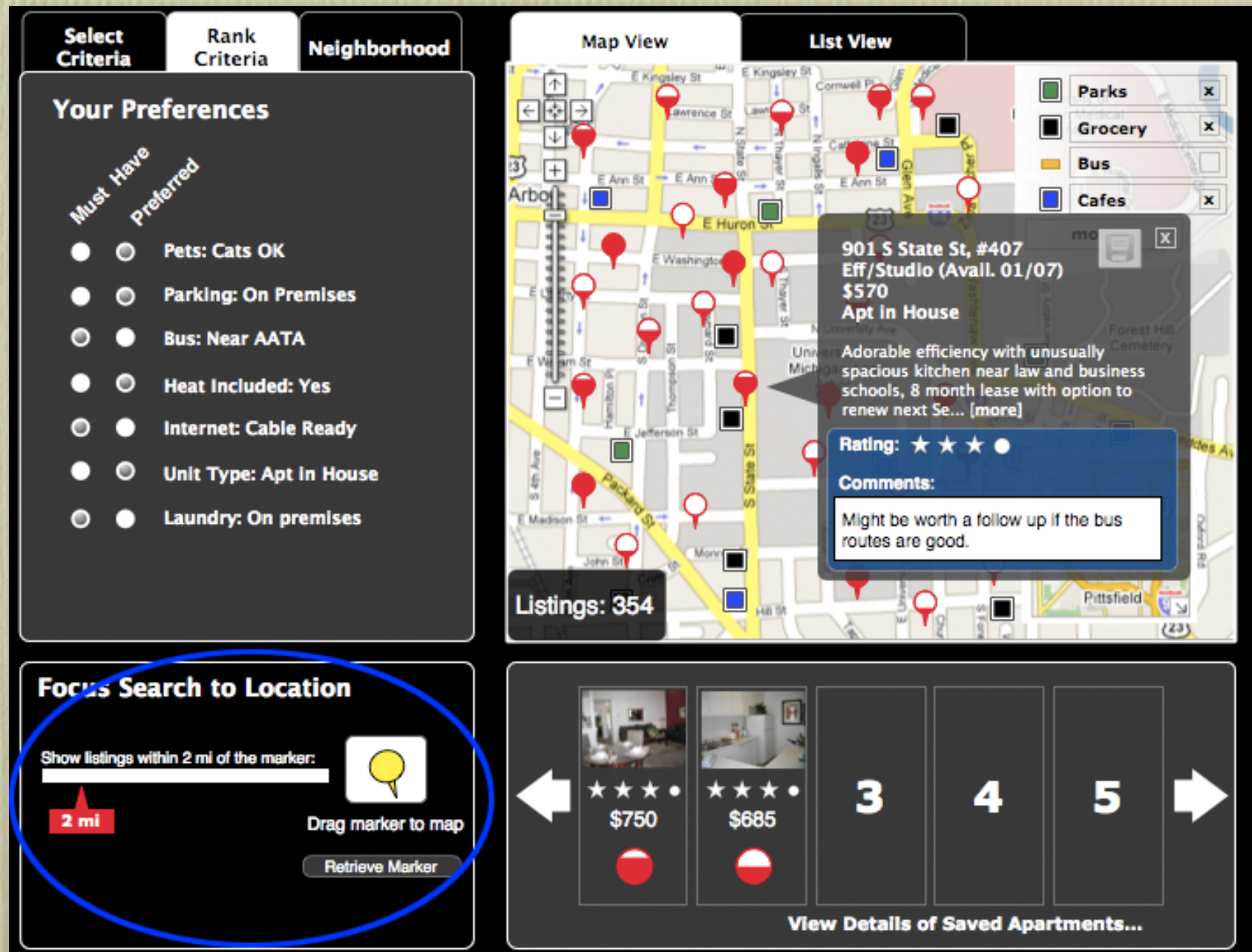
Design Features & Functionality



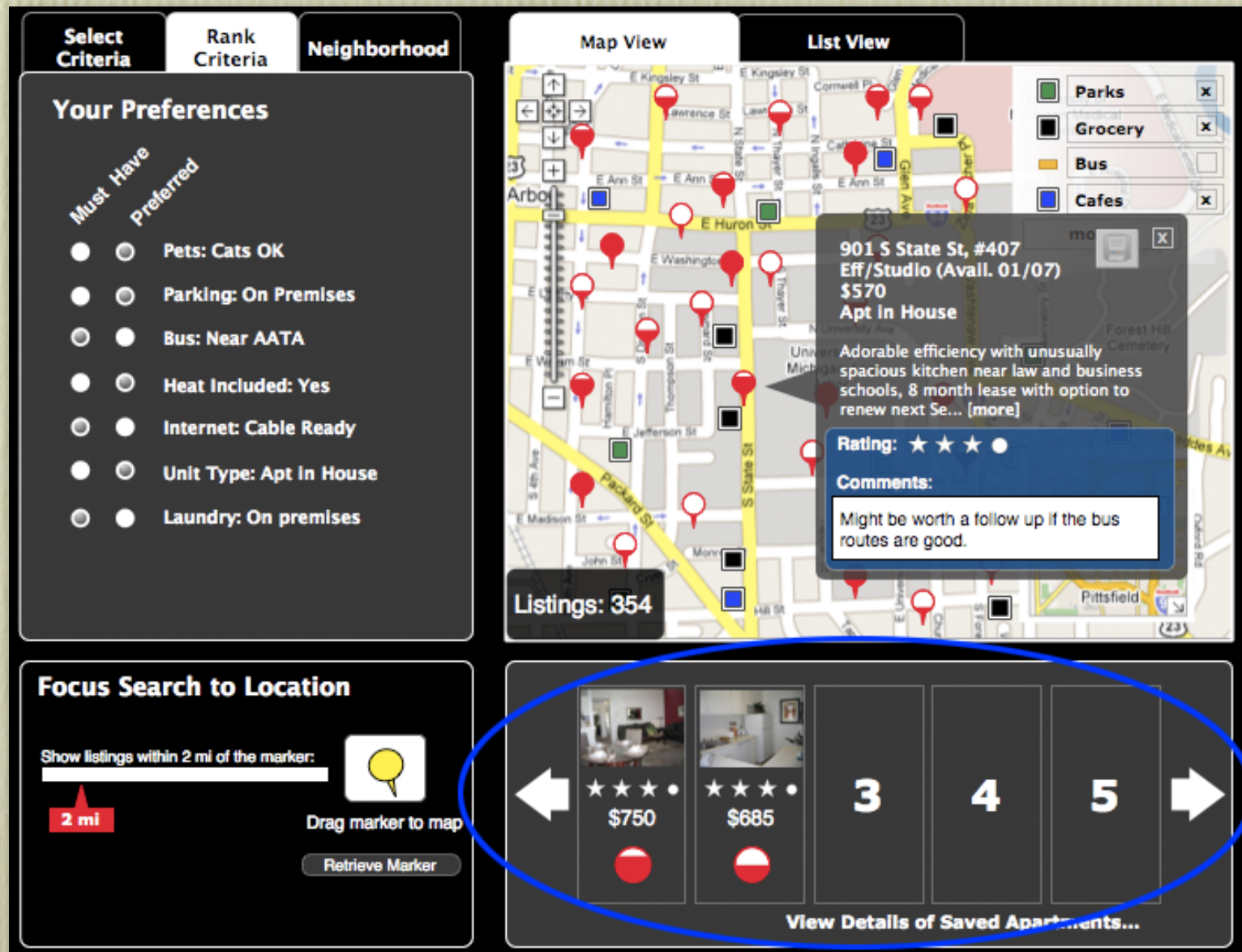
Design Features & Functionality



Design Features & Functionality



Design Features & Functionality



Design Features & Functionality

Select Criteria

Rank Criteria

Neighborhood

Basic Criteria

Rent (\$)

Min

Max

Availability Date

mm

yyyy

Bedrooms

0

Pets

Cats OK

Add Additional Criteria

Laundry

On Premises

Bus

Near ATA

Select Item

+

Add Criteria

Focus Search to Location

Show listings within 2 mi of the marker:

2 mi

Drag marker to map

Retrieve Marker

Map View

List View

Rent (\$)	BR	Description
\$1,100	2	Condo in nearby Sallie
\$795	1	One bedroom downtown/Kerrytown apartment
\$1,295	3	Modern 3 Bdrm, 2.5 Bath Condo for Rent avail Jan 07
\$995	2	Old West Side 321 Pauline Blvd
\$635	1	Great Location, Great Apartment, and Utilities Included!
\$900	2	WOODLAND MEWS
\$800	2	price drop for a 2 bedroom apartment
\$1,200	3	House/ all new appliances Immediate Occupancy
\$625	1	no rent until 2007, 12th month free!! No heat bills!!!!

Listings: 354 Old West Side 321 Pauline Blvd

★★★★•

\$750

★★★★•

\$685

3

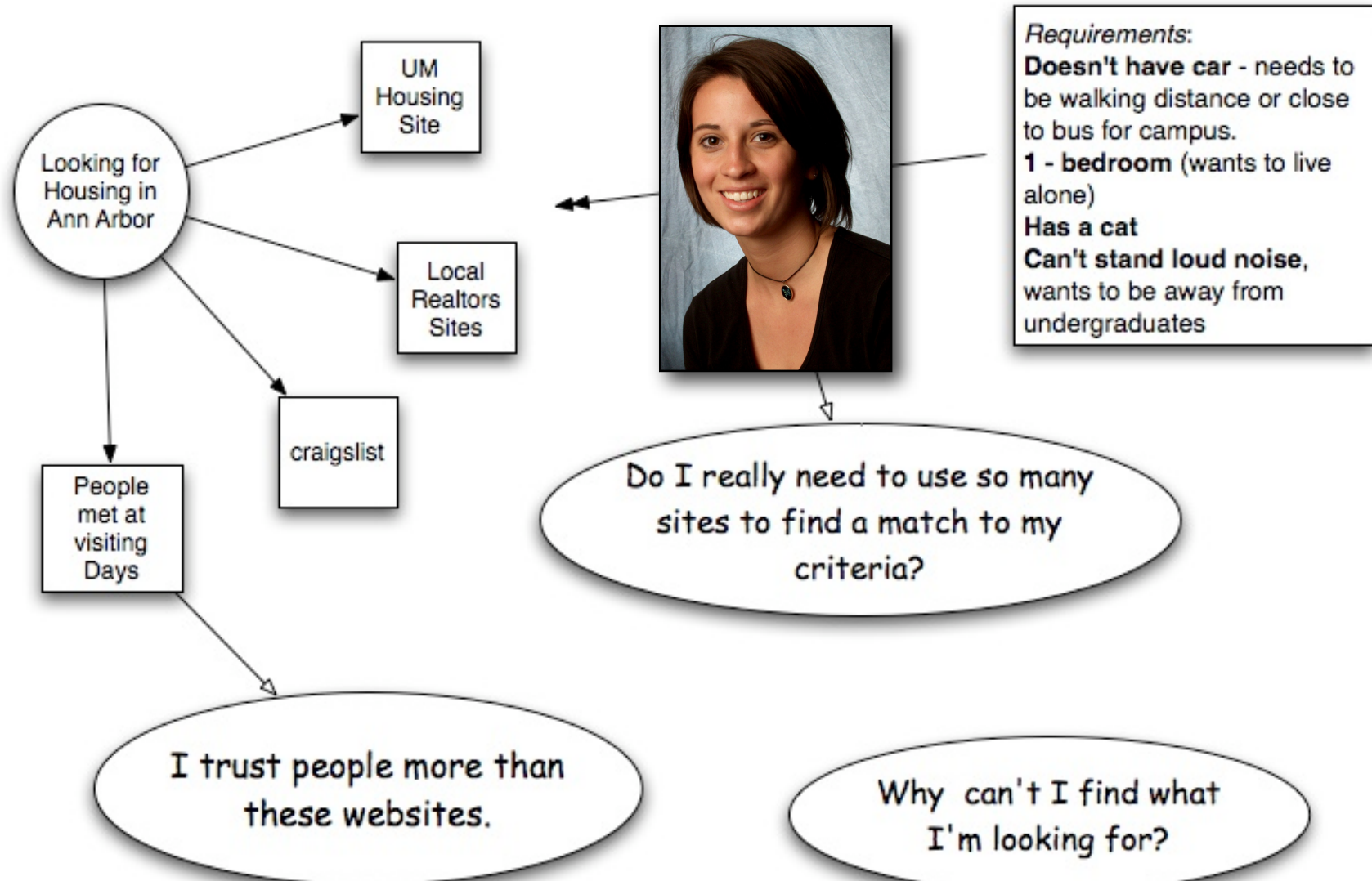
4

5

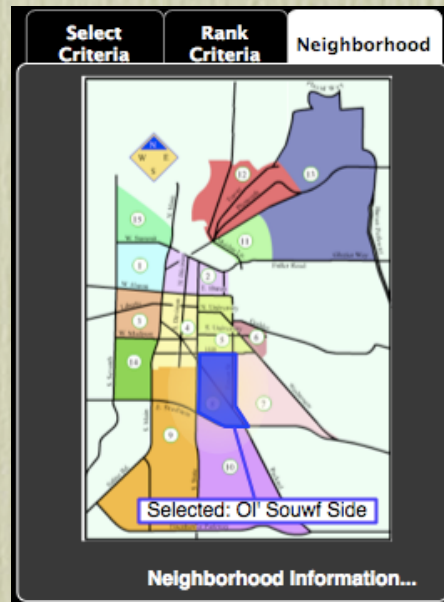
View Details of Saved Apartments...

Scenario

User - Student Accepted to a Graduate Program at UM



Scenario Walkthrough



Ol' Souwf Side:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam aliquam nibh quis sapien. Vestibulum tempus pulvinar tortor. Vestibulum a lectus vitae enim pellentesque interdum. Ut a sem at dolor semper pulvinar. Donec interdum est nec leo. Morbi at nibh sit amet urna rhoncus porttitor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam ligula. Suspendisse lacus est, adipiscing eu, tincidunt id, volutpat et, libero. Nam pharetra dul vitae est. Nam quam neque, dignissim quis, scelerisque at, eleifend id, nibh. Donec odio. Sed eget lectus sed nulla suscipit malesuada.



Scenario Walkthrough

Select Criteria

Rank Criteria

Neighborhood

Basic Criteria

Rent (\$)

Min

Max

Availability Date

mm

yyyy

Bedrooms

0

Pets

Cats OK

Add Additional Criteria

Laundry

On Premises

x

Bus

Near ATA

x

Select Item

x

+ Add Criteria

Select Criteria

Rank Criteria

Neighborhood

Your Preferences

Must Have

Preferred

☐

☐

Pets: Cats OK

☐

☐

Parking: On Premises

☐

☒

Bus: Near AATA

☐

☐

Heat Included: Yes

☐

☐

Internet: Cable Ready

☐

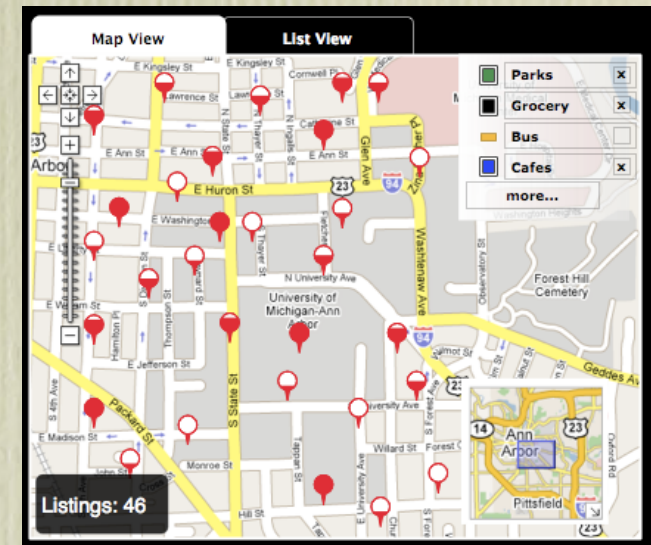
☐

Unit Type: Apt In House

☐

☐

Laundry: On premises



Scenario Walkthrough

Map View **List View**

901 S State St, #407
Eff/Studio (Avail. 01/07)
\$570
Apt In House

Adorable efficiency with unusually spacious kitchen near law and business schools, 8 month lease with option to renew next Se... [more]

Rating: ★ ★ ★ ●

Comments:
Might be worth a follow up if the bus routes are good.

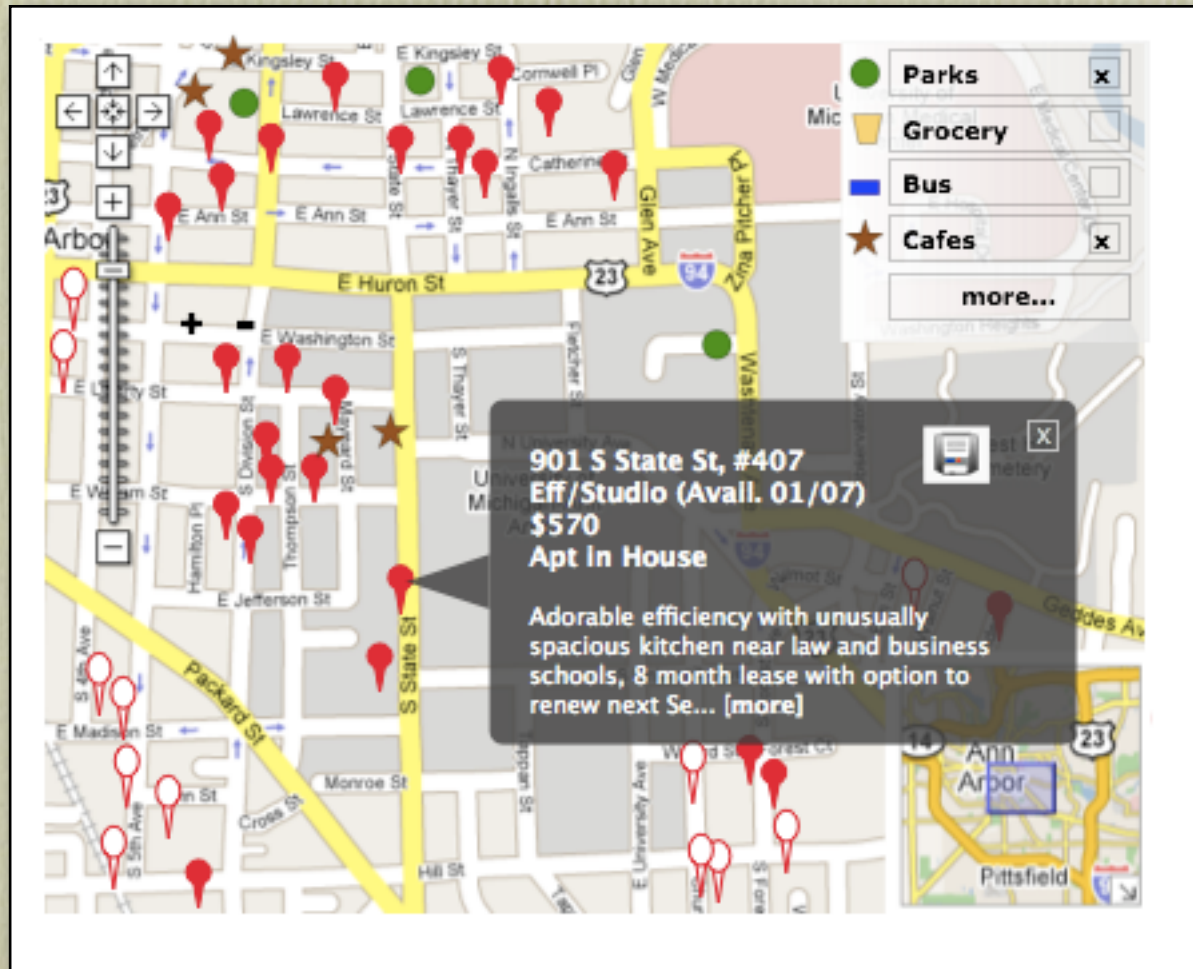
Listings: 354

← ★ ★ ★ ● \$750 ★ ★ ★ ● \$685 3 4 5 →

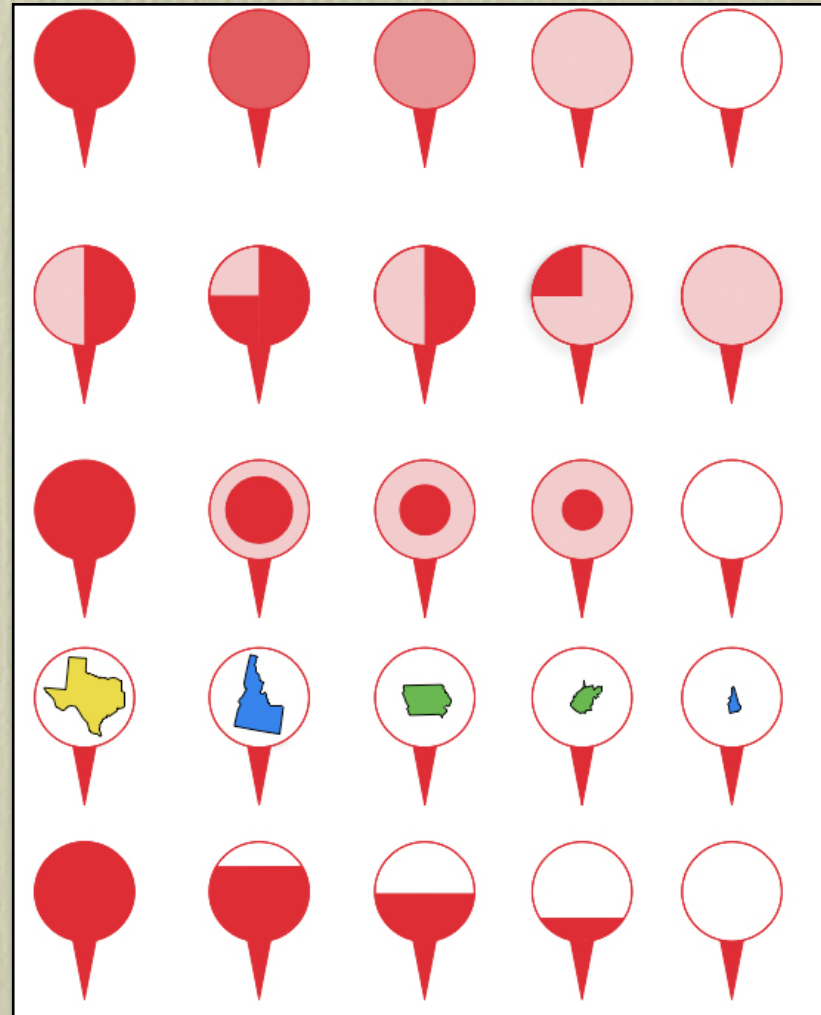
View Details of Saved Apartments...



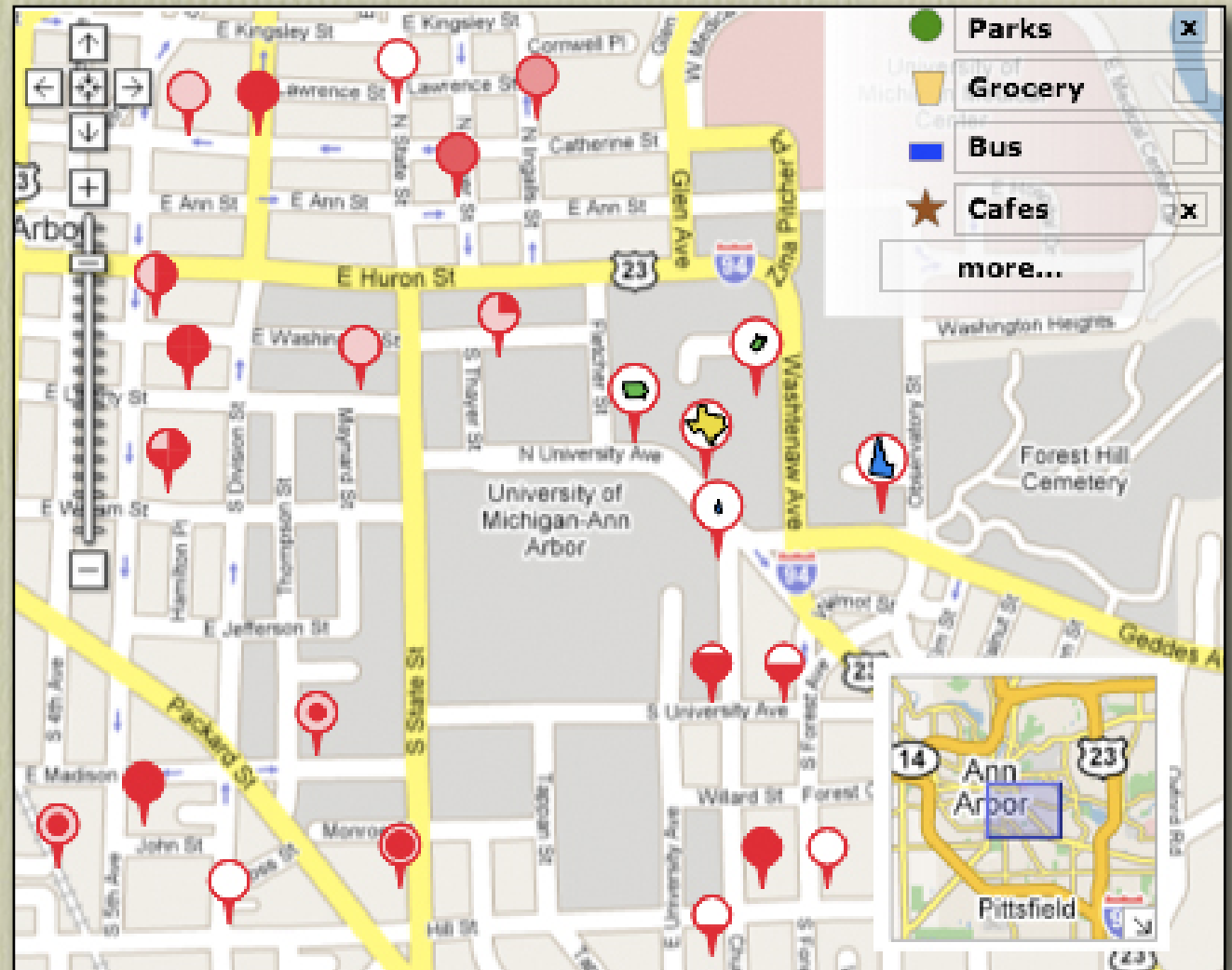
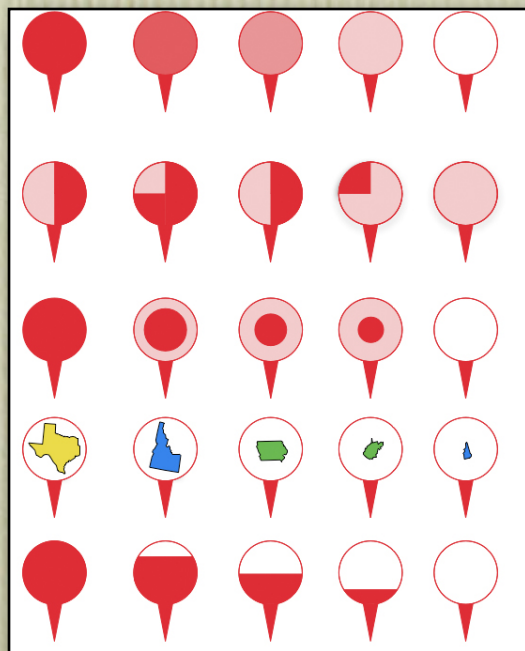
Design Choices & Rationales



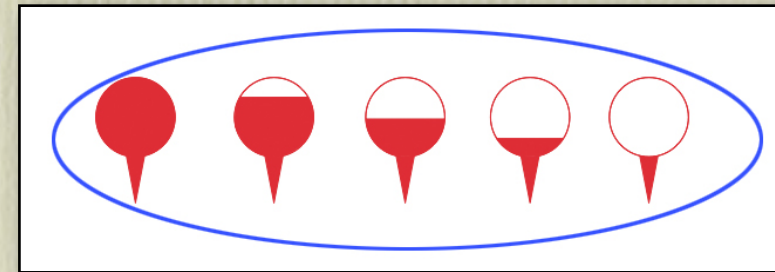
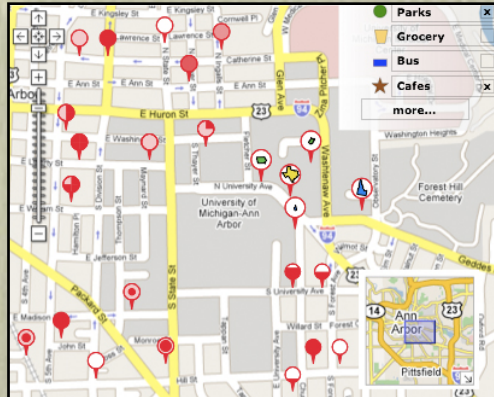
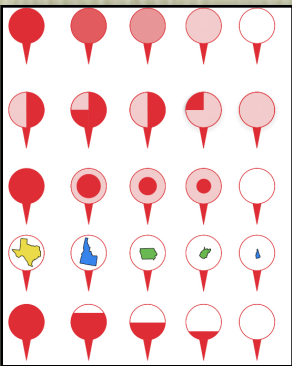
Design Choices & Rationales: Pins



Design Choices & Rationales: Pins



Design Choices & Rationales: Pins



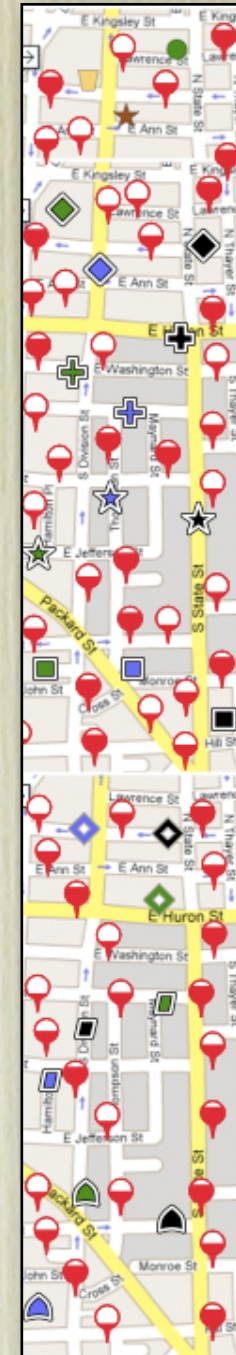
Design Choices & Rationales: Overlays



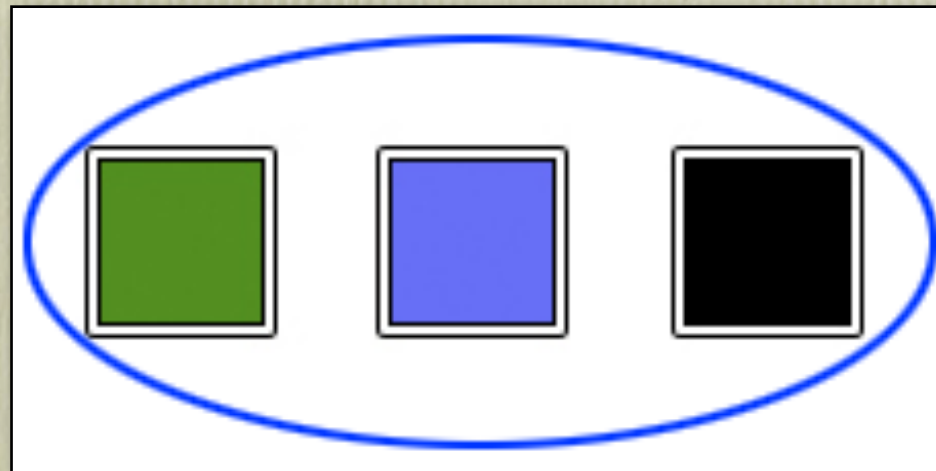
Design Choices & Rationales: Overlays



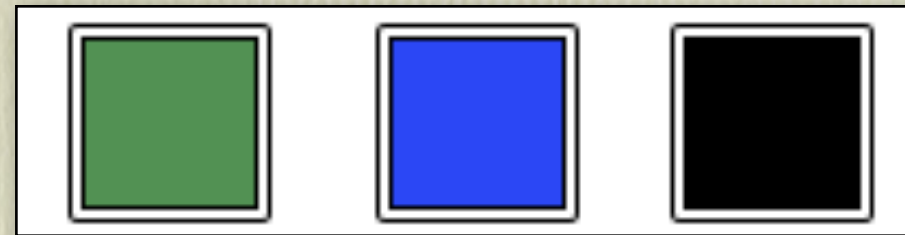
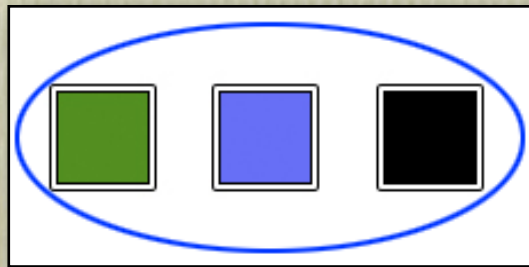
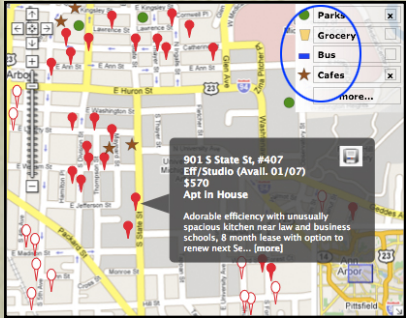
Design Choices & Rationales: Overlays



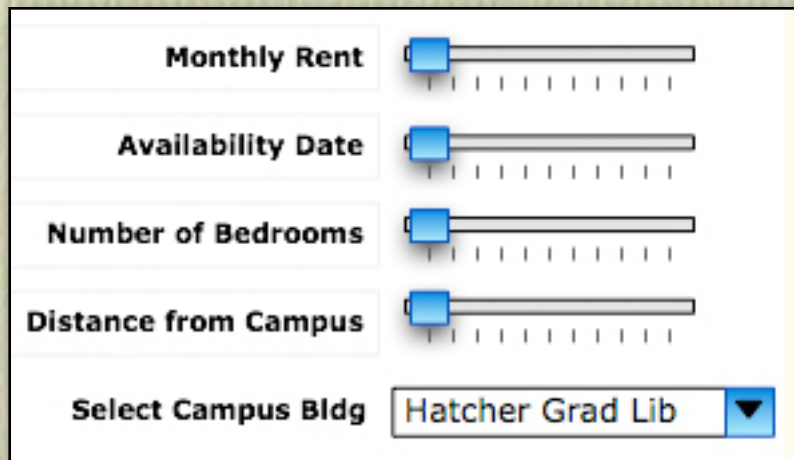
Design Choices & Rationales: Overlays



Design Choices & Rationales: Overlays



Design Choices and Rationales: Criteria Selection



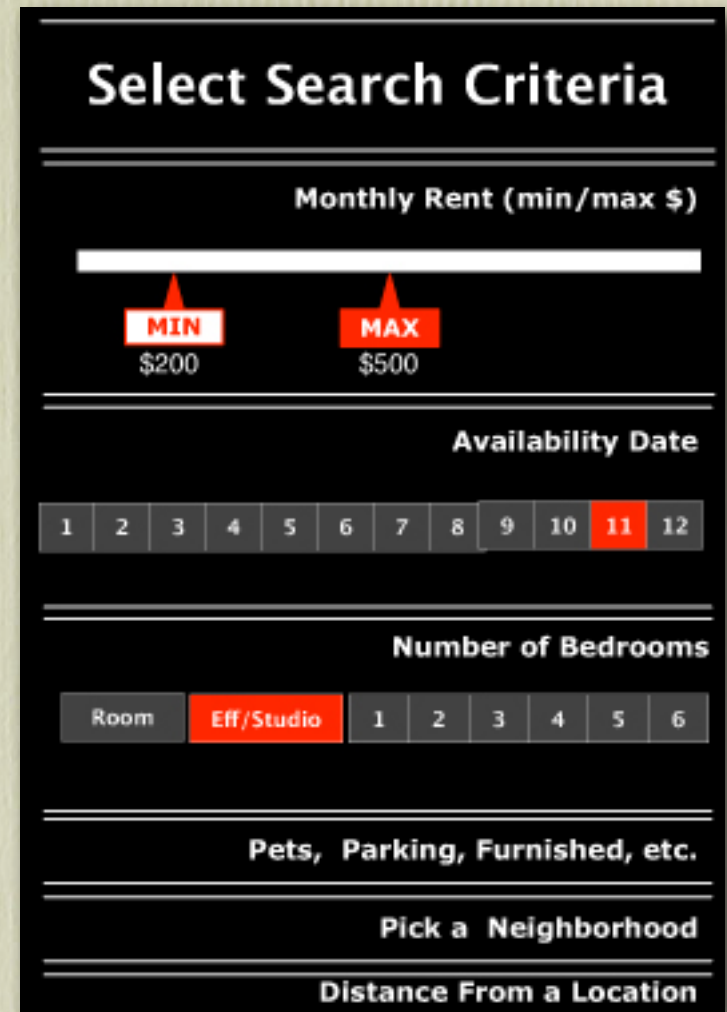
Monthly Rent

Availability Date

Number of Bedrooms

Distance from Campus

Select Campus Bldg



Select Search Criteria

Monthly Rent (min/max \$)

MIN \$200 MAX \$500

Availability Date

1 2 3 4 5 6 7 8 9 10 11 12

Number of Bedrooms

Room Eff/Studio 1 2 3 4 5 6

Pets, Parking, Furnished, etc.

Pick a Neighborhood

Distance From a Location

Design Choices and Rationales: Criteria Selection

Monthly Rent

Availability Date

Number of Bedrooms

Distance from Campus

Select Campus Bldg

Select Search Criteria

Monthly Rent (min/max \$)

MIN \$200 MAX \$500

Availability Date

1 2 3 4 5 6 7 8 9 10 11 12

Number of Bedrooms

Room Eff/Studio 1 2 3 4 5 6

Pets, Parking, Furnished, etc.

Pick a Neighborhood

Distance From a Location

Rent (\$) Min Max

Availability Date mm yyyy

Bedrooms 0 ▼

Pets Cats OK ▼

Parking On Premises ▼

Furnished No ▼

Heat Included Yes ▼

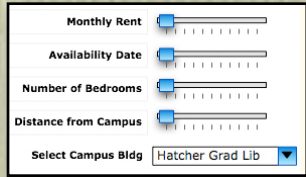
Bus Near AATA ▼

Laundry On Premises ▼

Internet Access Cable Ready ▼

Unit Type Apt in House ▼

Design Choices and Rationales: Criteria Selection



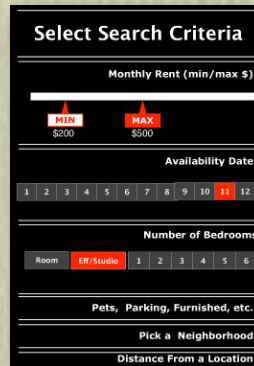
Monthly Rent

Availability Date

Number of Bedrooms

Distance from Campus

Select Campus Bldg Hatcher Grad Lib ▼



Select Search Criteria

Monthly Rent (min/max \$)

MIN \$200 MAX \$500

Availability Date

1 2 3 4 5 6 7 8 9 10 11 12

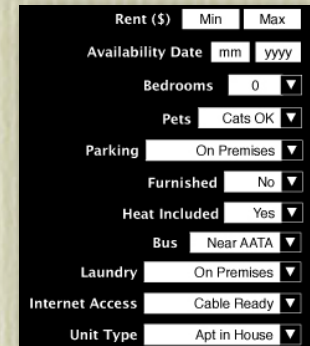
Number of Bedrooms

Room **RF/Studio** 1 2 3 4 5 6

Pets, Parking, Furnished, etc.

Pick a Neighborhood

Distance From a Location



Rent (\$) Min Max

Availability Date mm yyyy

Bedrooms 0 ▼

Pets Cats OK ▼

Parking On Premises ▼

Furnished No ▼

Heat Included Yes ▼

Bus Near AATA ▼

Laundry On Premises ▼

Internet Access Cable Ready ▼

Unit Type Apt in House ▼



Select Criteria **Rank Criteria** **Neighborhood**

Rent (\$) Min Max

Availability Date mm yyyy

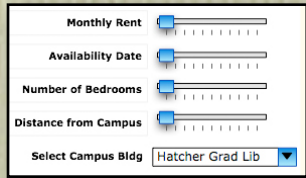
Bedrooms 0 ▼

Pets Cats OK ▼

Laundry ▼ On Premises ▼ + -

Bus ▼ Near ATA ▼ + -

Design Choices and Rationales: Criteria Selection



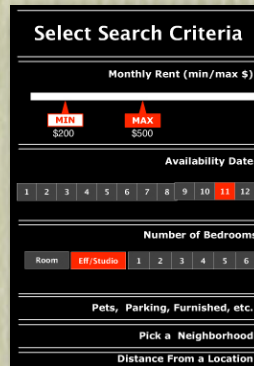
Monthly Rent

Availability Date

Number of Bedrooms

Distance from Campus

Select Campus Bldg Hatcher Grad Lib



Select Search Criteria

Monthly Rent (min/max \$)

MIN \$200 MAX \$500

Availability Date

1 2 3 4 5 6 7 8 9 10 11 12

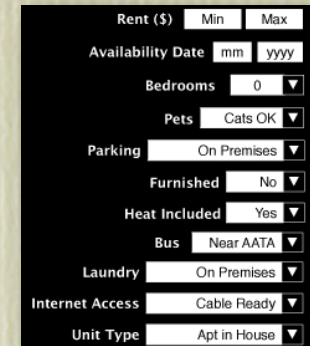
Number of Bedrooms

Room EP/Studio 1 2 3 4 5 6

Pets, Parking, Furnished, etc.

Pick a Neighborhood

Distance From a Location



Rent (\$) Min Max

Availability Date mm yyyy

Bedrooms 0

Pets Cats OK

Parking On Premises

Furnished No

Heat Included Yes

Bus Near AATA

Laundry On Premises

Internet Access Cable Ready

Unit Type Apt in House



Select Criteria Rank Criteria Neighborhood

Rent (\$) Min Max

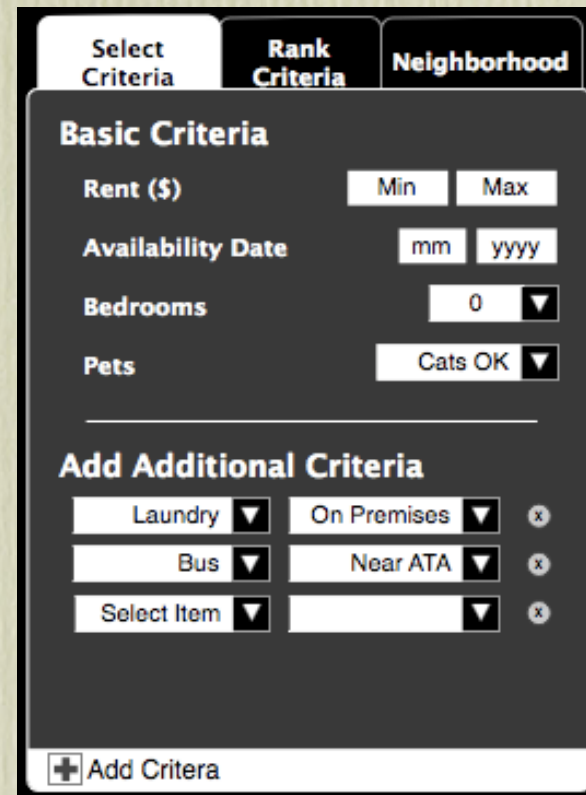
Availability Date mm yyyy

Bedrooms 0

Pets Cats OK

Laundry On Premises + -

Bus Near ATA + -



Select Criteria Rank Criteria Neighborhood

Basic Criteria

Rent (\$) Min Max

Availability Date mm yyyy

Bedrooms 0

Pets Cats OK

Add Additional Criteria

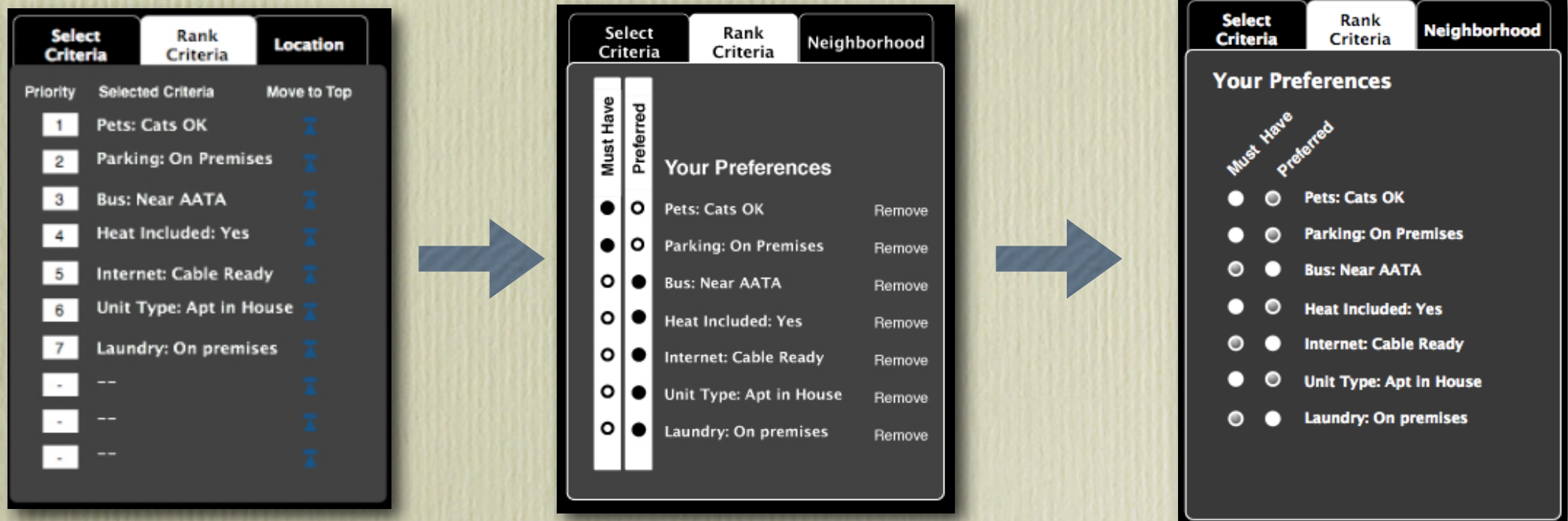
Laundry On Premises x

Bus Near ATA x

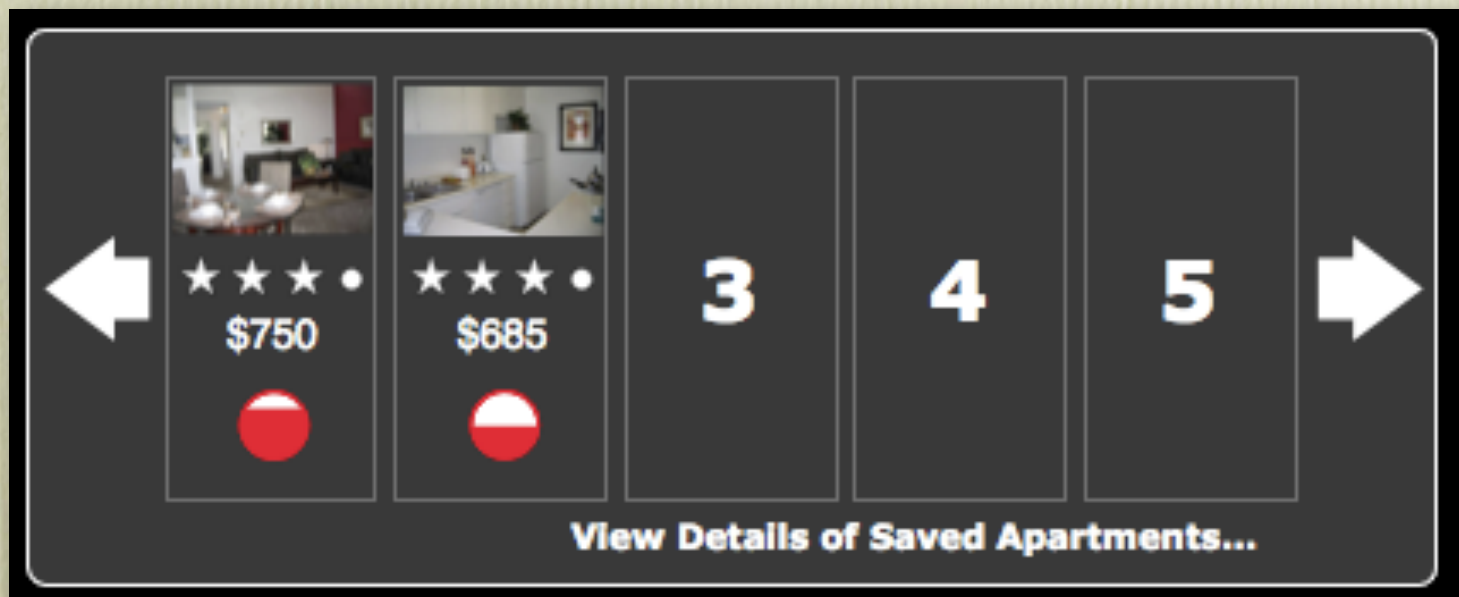
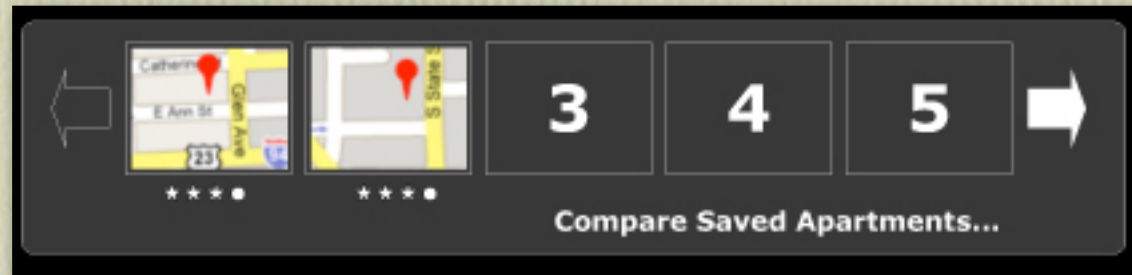
Select Item x

+ Add Criteria

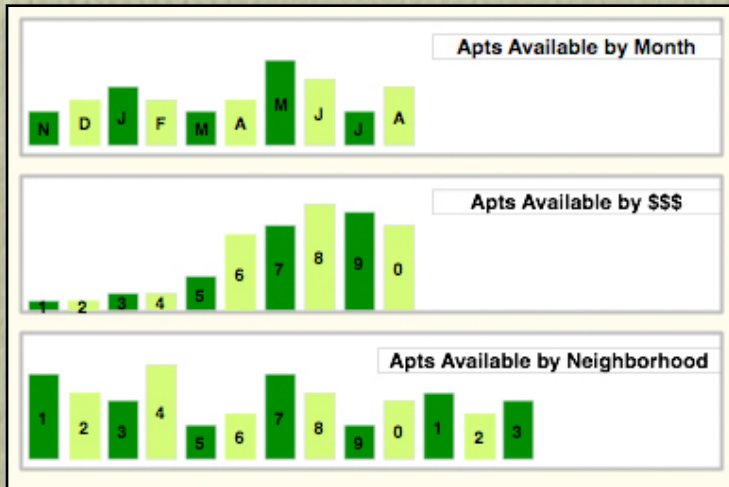
Design Choices and Rationales: Criteria Ranking



Design Choices and Rationales: Saving Apartments



The Graveyard



Show apartments that match **60%** of your preferences:

0%



100%

The Graveyard

Unit Type: Apt in House

Save Apartments

MIN \$200 MAX \$500

Spare Parts!

901 S State St, #407
Eff/Studio (Avail. 01/07)
\$570
Apt in House

Adorable efficiency with unusually spacious kitchen near law and business schools, 8 month lease with option to

Address Rent ↑ Posted Date ↑ Description

★ ★ ★

MIN MIN MAX Cats

MIN MIN MIN

Neighborhoods

Pets

Parking

2 mi

Show listings within 2 mi of the marker:

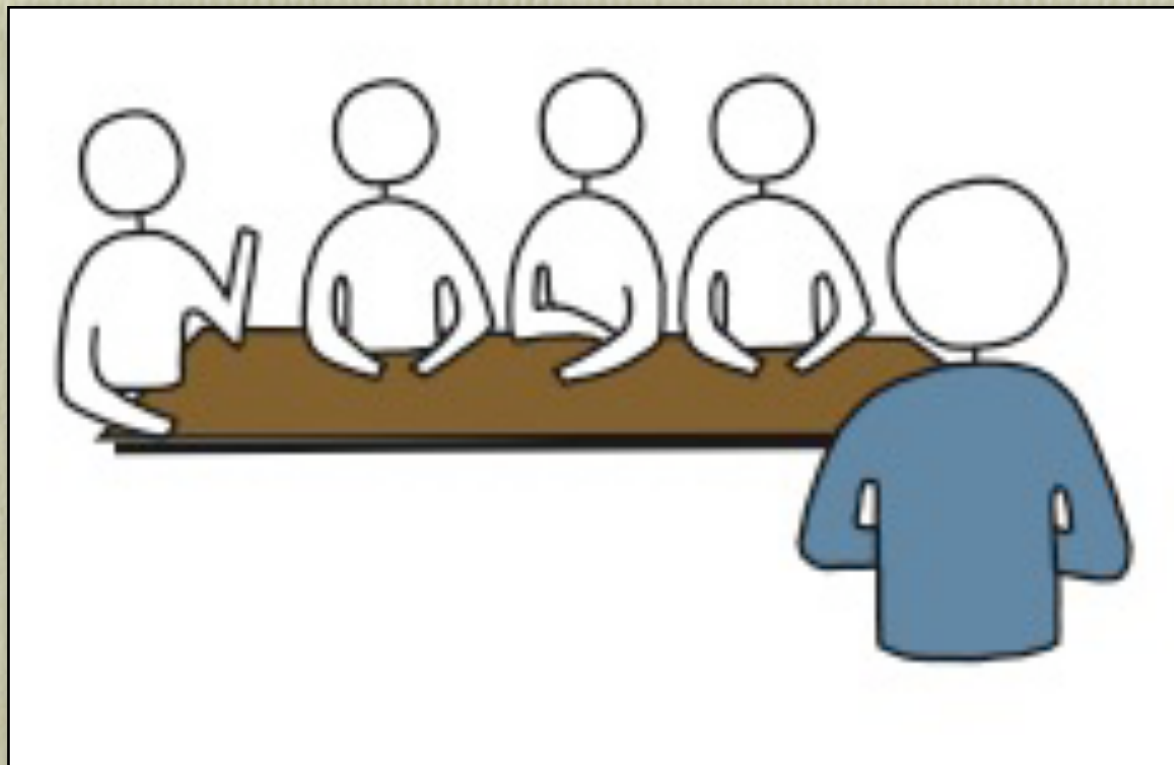
Drag marker to map

Retrieve Marker

901 S State St, #407
Eff/Studio (Avail. 01/07)

\$2000+
\$1500
\$1000
\$900-999
\$800-899
\$700-799

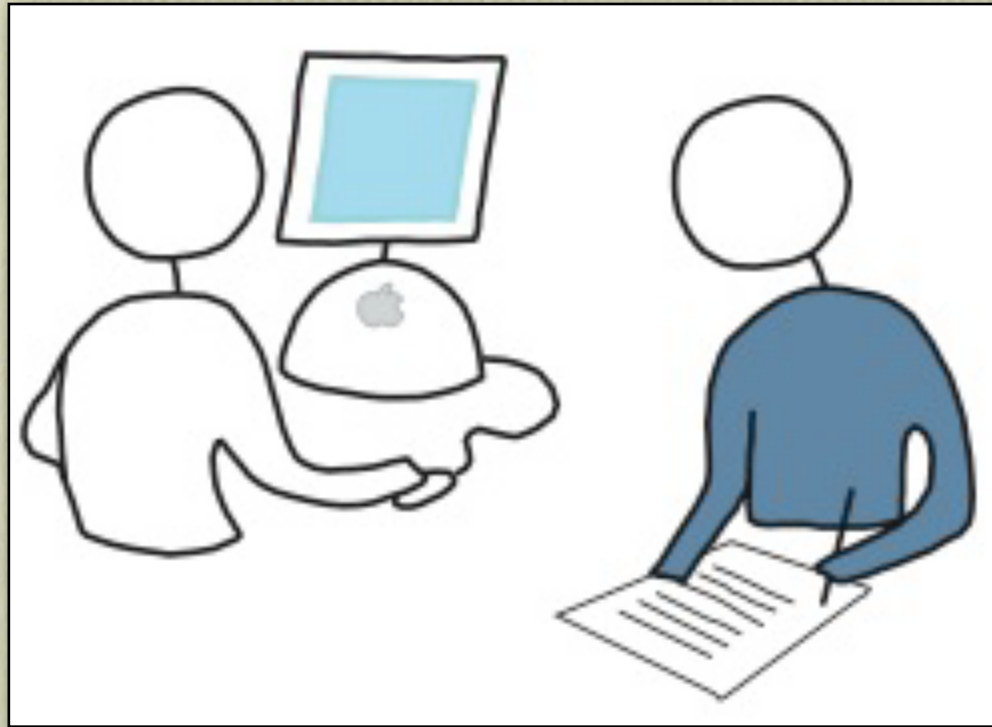
Strengths



Shortcomings



User Testing



Future Testing



Questions This Experience Has Raised

- Are visualizations really based on user research, or just some designer's idea?
- Is the underlying technology advanced enough to be supporting visuals that actually support use (as opposed to toys)