



ENHANCING USER EXPERIENCE ON MALAYSIAN RENTAL PLATFORMS FOR CHINESE EXPATRIATES

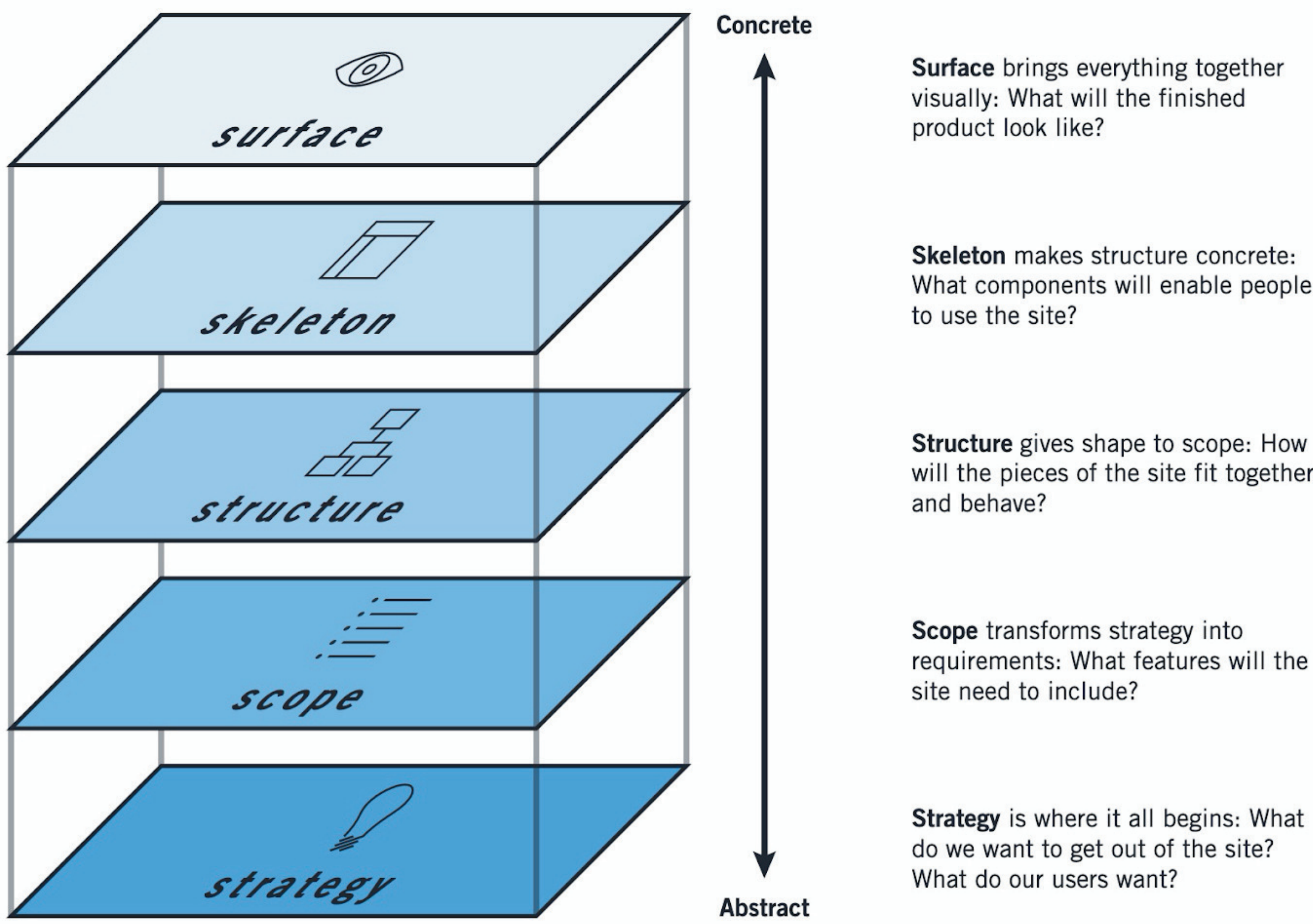
INTRODUCTION

Malaysia's real estate sector is growing rapidly due to an increase in investment from China. In particular, Kuala Lumpur has seen a spike in property demand, reflecting its status as a demographic nucleus. Despite a mature rental market and robust transactional laws, online rental platforms remain largely inaccessible to Chinese expatriates due to linguistic and policy-related barriers. This necessitates platforms that offer Chinese-language interfaces and rigorous property data validation, catering specifically to this growing demographic's unique requirements for a frictionless rental experience.

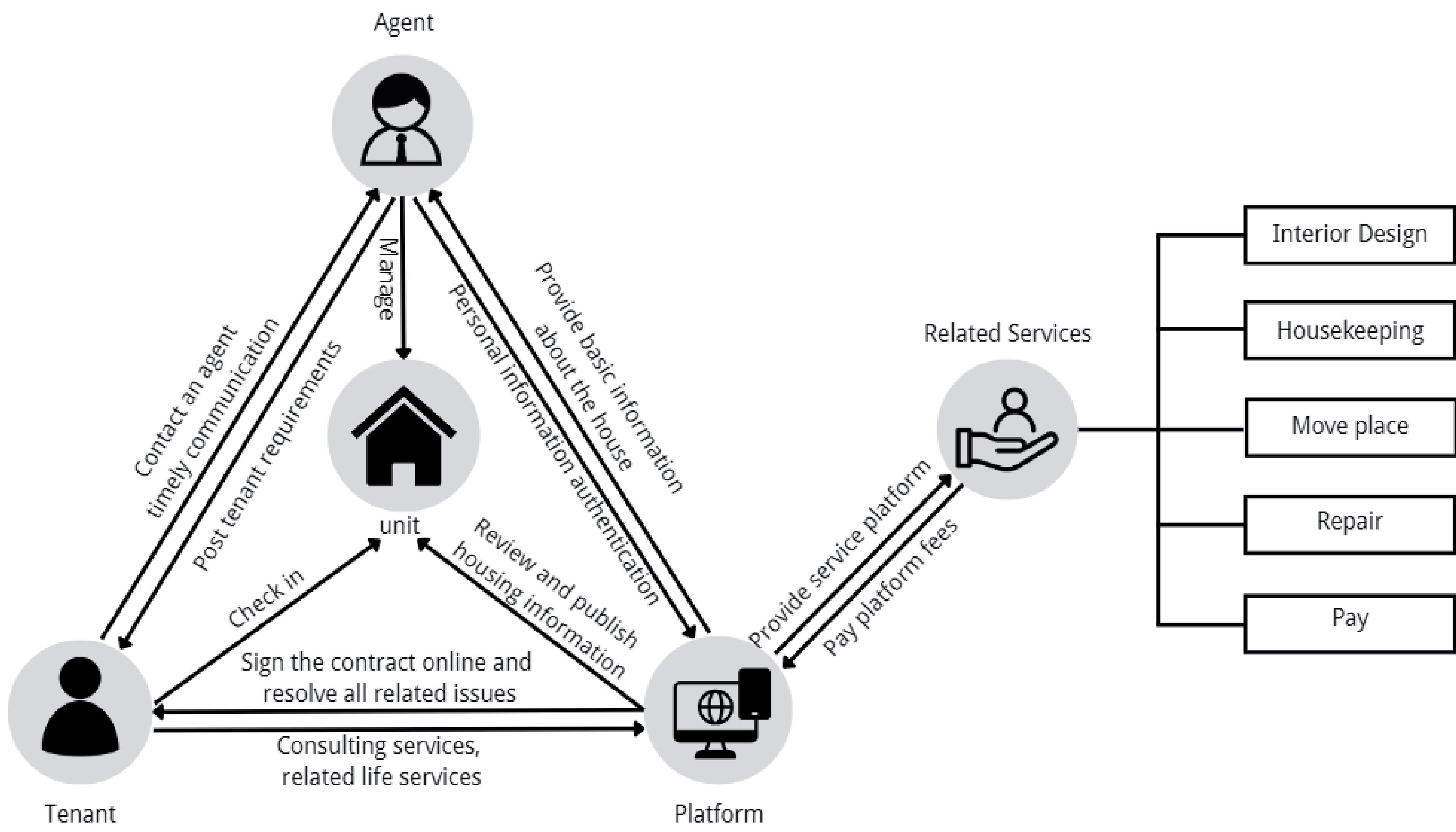
RESEARCH PURPOSES

- Investigate specific needs and barriers international tenants face in Malaysia's rental market.
- Enhance online rental platform designs to align with Chinese expatriates' preferences.
- Develop UX design principles that address Chinese tenants' needs in Malaysia's context.

ELEMENTS OF USER EXPERIENCE



ONLINE RENTAL PLATFORM SYSTEM DIAGRAM

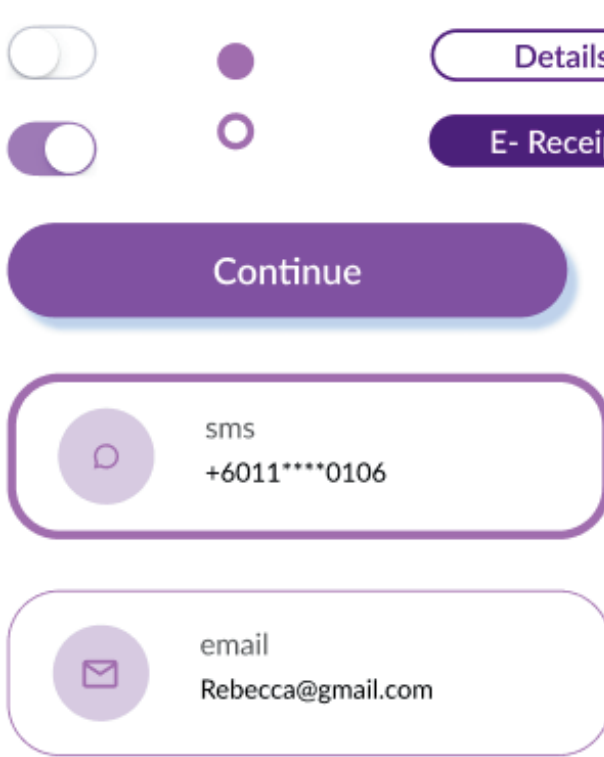


RESEARCH PROBLEM

- Identify housing search challenges for Chinese expatriates in Malaysia, focusing on linguistic and cultural integration.
- Examine crucial factors influencing Chinese expatriates' user experience on Malaysian rental platforms.
- Apply UX and interaction design theories to improve online rental platforms for the Chinese demographic in Malaysia.

PROTOTYPING

BUTTONS



COLOURS



TYPOGRAPHY

- H1 - Poppins - Semibold
- H2 - Poppins - Semibold
- H2 - Poppins - Medium
- H3 - Poppins - Semibold
- H3 - Poppins - Medium
- H4 - Poppins - Semibold
- H4 - Poppins - Medium
- H5 - Poppins - Medium

