

PropTech UI/UX Design Case Study

How better UX increased adoption of a PropTech tenant and owner portal.

Highlights

Client Profile

- PropTech startup offering a tenant and owner portal for multifamily assets.
- Product had strong functionality but low user adoption and engagement.

Challenges

- Complex navigation and cluttered dashboards causing user confusion.
- Stakeholders needed a modern visual identity that matched product vision.

Solution

- Full UX audit, new information architecture, and simplified key workflows.
- High-fidelity UI design system applied across web app and marketing site.

Results

- 25% increase in tenant self-service usage within 60 days of redesign.
- Significant drop in support tickets for routine account actions.
- Clearer product story and positioning in sales and investor demos.