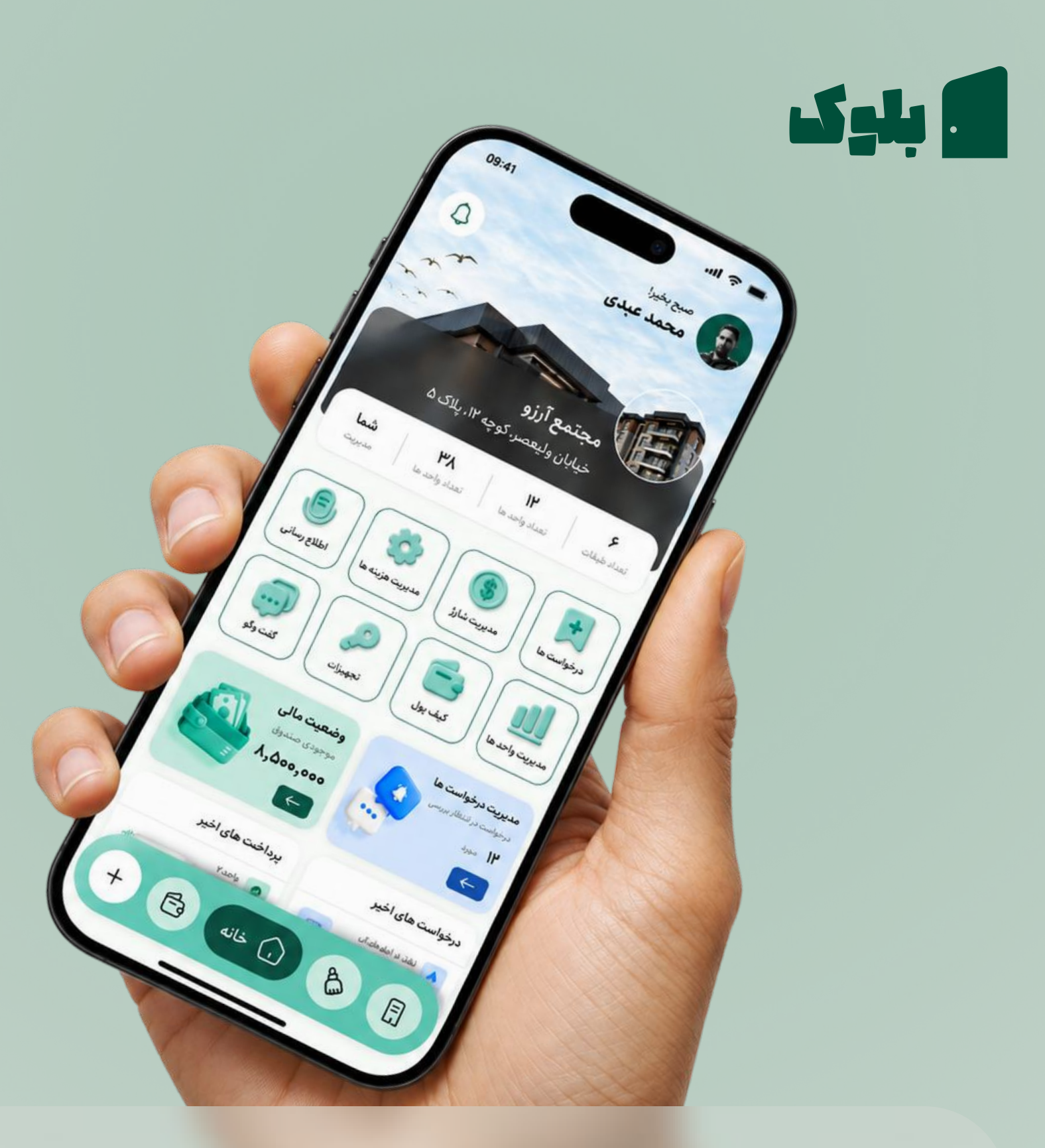
Simplifying
Building Management
Through a Unified Experience

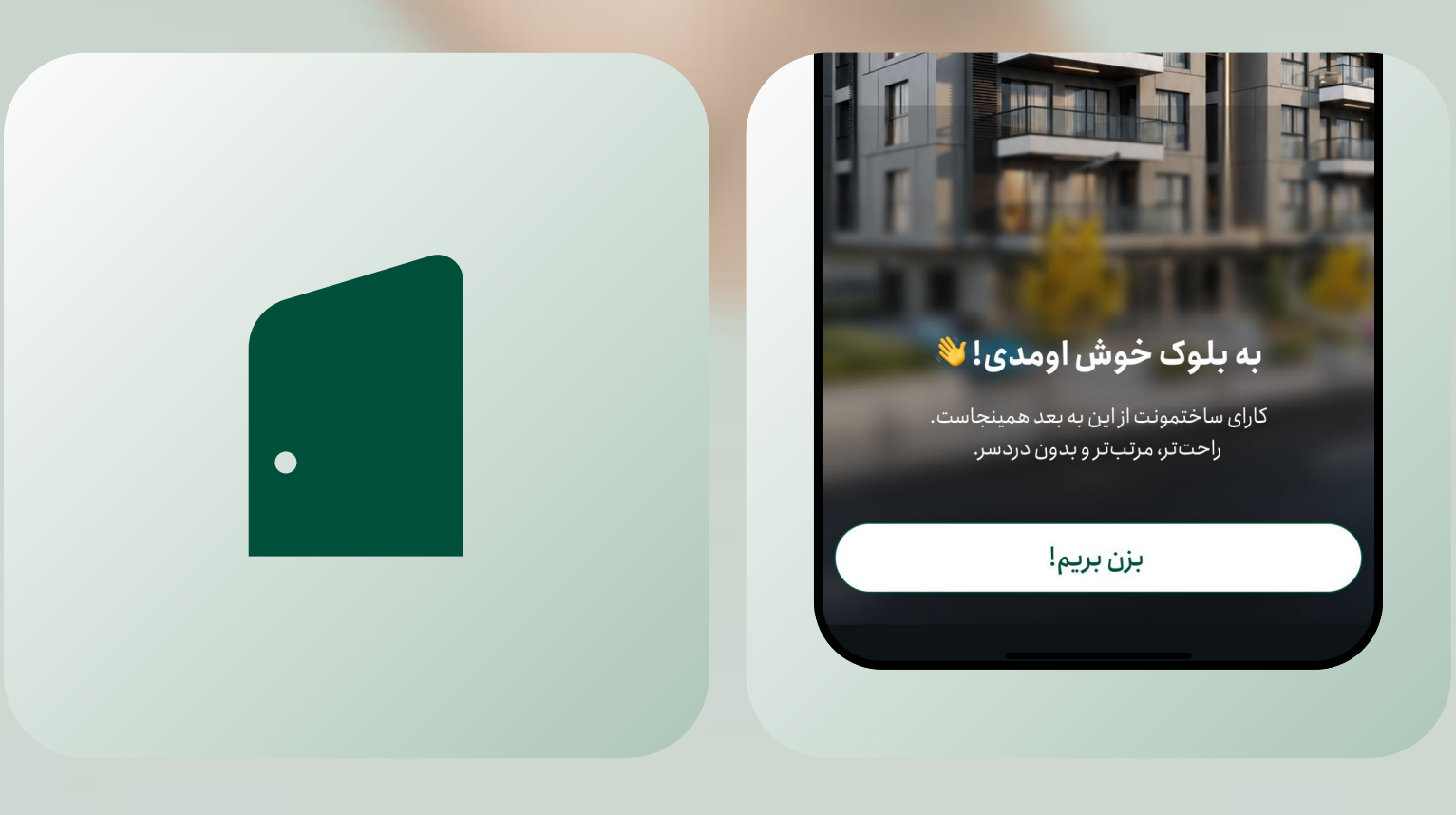
mohamad abdi
UiUx Designer

01 — – – – – – 07

About the Project

Blook is a mobile application designed to simplify everyday interactions between residents and building managers. By bringing together maintenance fee payments, expense tracking, maintenance requests, and building announcements in one platform, Blook provides a more organized, transparent, and seamless building management experience.




به بلوک خوش اومدی! 👋

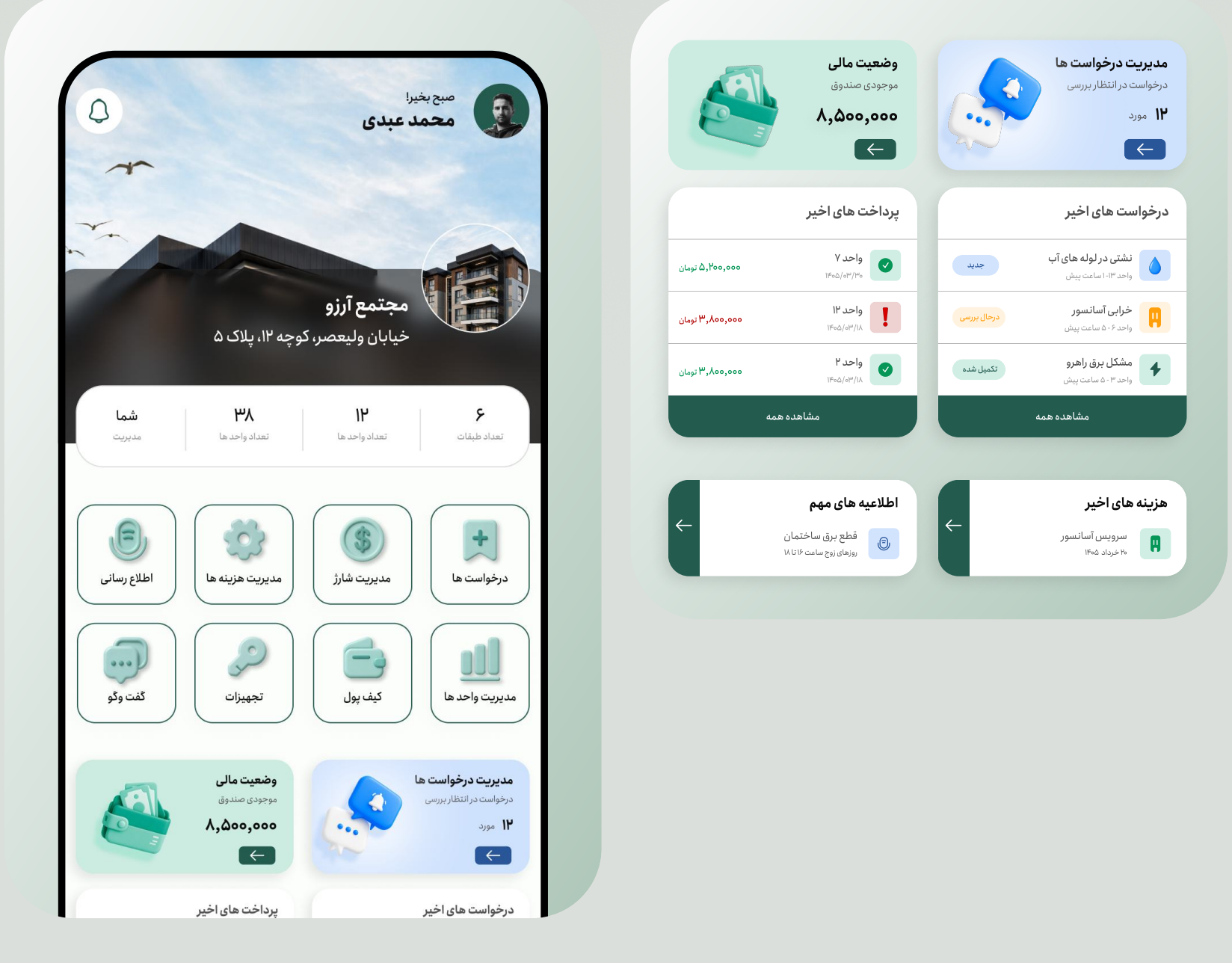
کارای ساختمونت از این به بعد همینجاست. راحت‌تر، مرتب‌تر و بدون دردسر.

02 – — – – – – 07

From Complex Building Management to a **Simple, Seamless Experience.**

Research — **5 Days**
- User Interviews & Research
- Analysis & Categorization of Findings
- Problem Definition & Ideation
- User Personas & Information Architecture

Design — **2 Days**
- Wireframe Design
- User Interface Design
- Component Design



Clear Goals Shaped the Design Process for a Simple and Intuitive User Experience.

Goal 01 | Ease of Use
By simplifying everyday processes, users can pay maintenance fees, submit requests, and manage building-related tasks with minimal complexity.

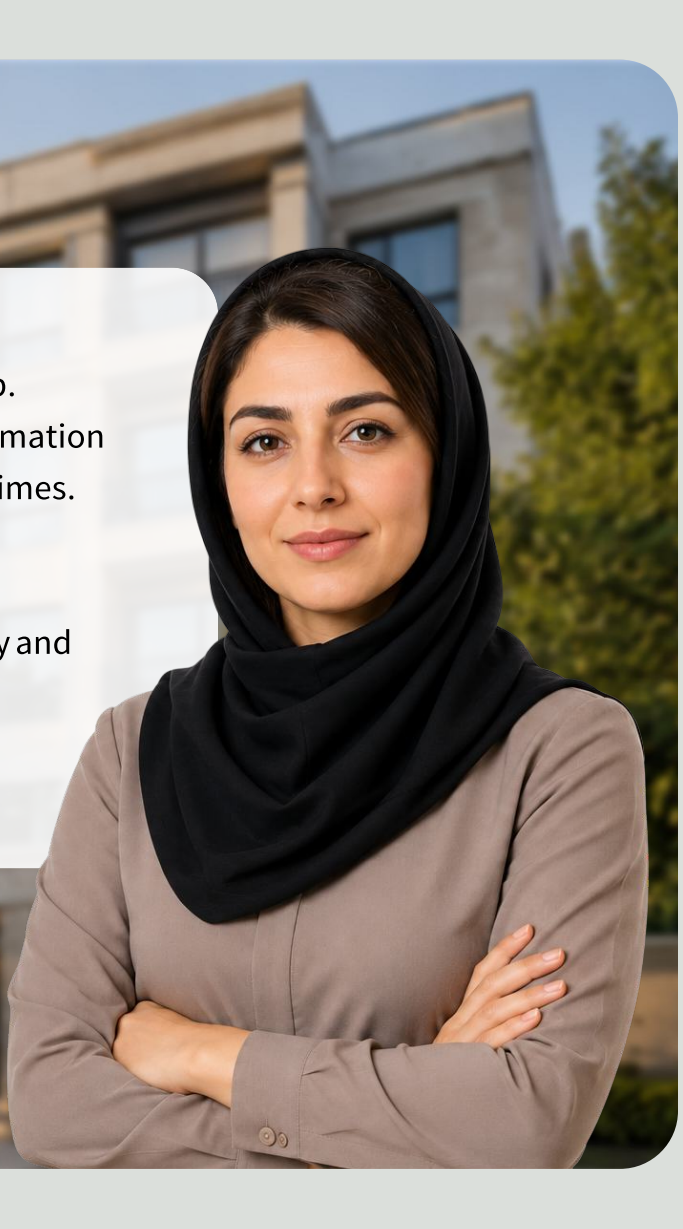
Goal 03 | Effective Communication
Creating a unified communication platform for building managers and residents makes announcements and ...st tracking more organized and ...ble.

Goal 02 | Financial Transparency
One of Blook's primary goals was to bring greater transparency to building financial management. We aimed to provide users with a clear, easy-to-understand overview of expenses, maintenance fees, payment history, and building fund balances, allowing them to stay informed about the building's financial status at any time.
This approach not only reduces confusion and uncertainty but also helps build trust between building managers and residents, enabling more informed decision-making.

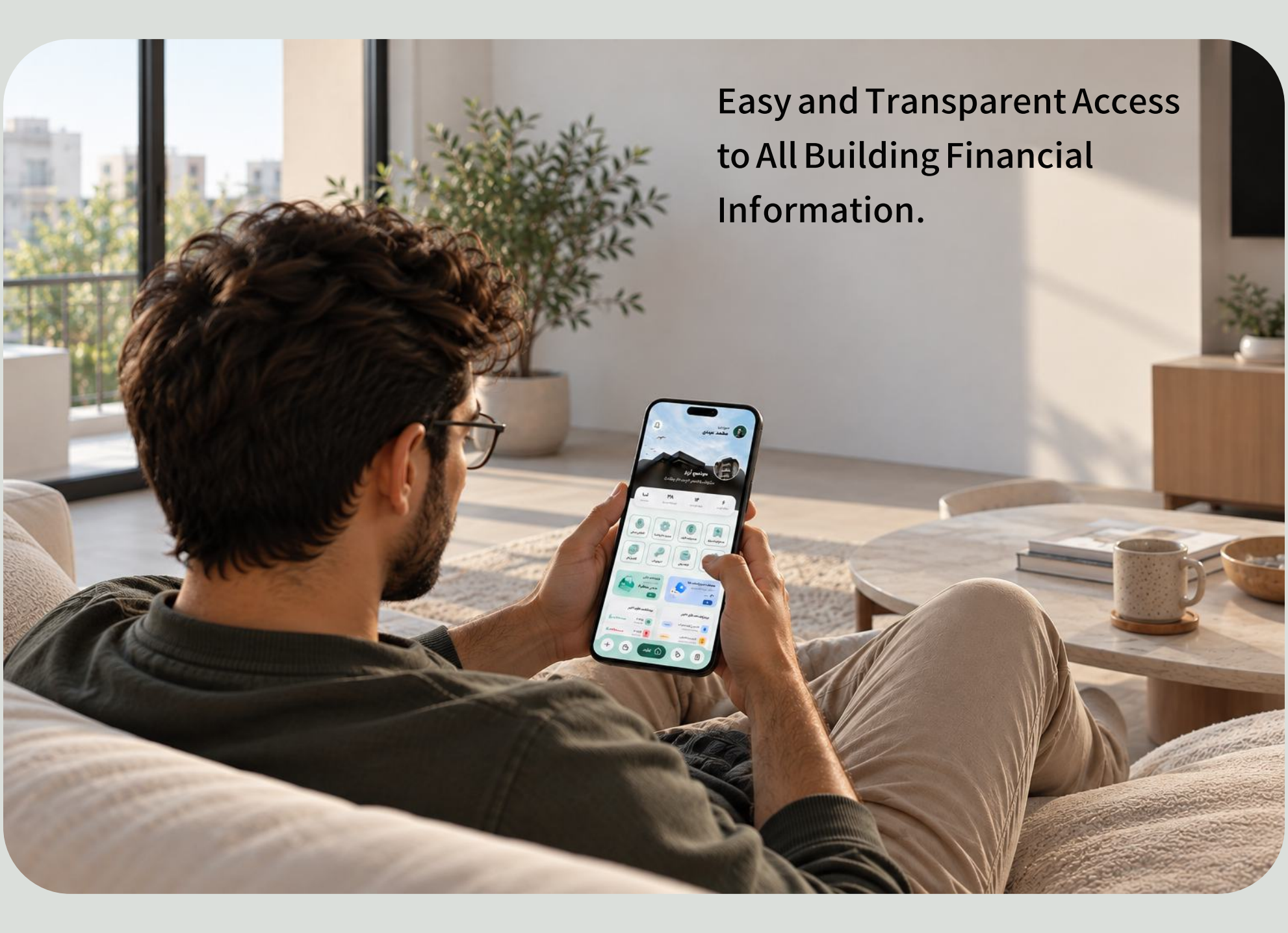
Interview 01: Mr. Reza Ahmadi

Mr. Ahmadi is 42 years old and has been managing an 18-unit residential building for approximately six years. He handles most building-related tasks using a notebook, Excel spreadsheets, and a WhatsApp group.
According to him, most of his time is spent responding to residents' messages and following up on maintenance requests. When multiple requests are submitted simultaneously, managing them becomes challenging, and some requests are occasionally forgotten or delayed.
He considers calculating and tracking monthly maintenance fees one of his most time-consuming responsibilities, as he has to manually check each unit's payment status.
He believes an effective building management app should provide a simple unified platform for submitting requests, tracking their status, and managing maintenance fee payments, eliminating the need to switch between multiple tools.

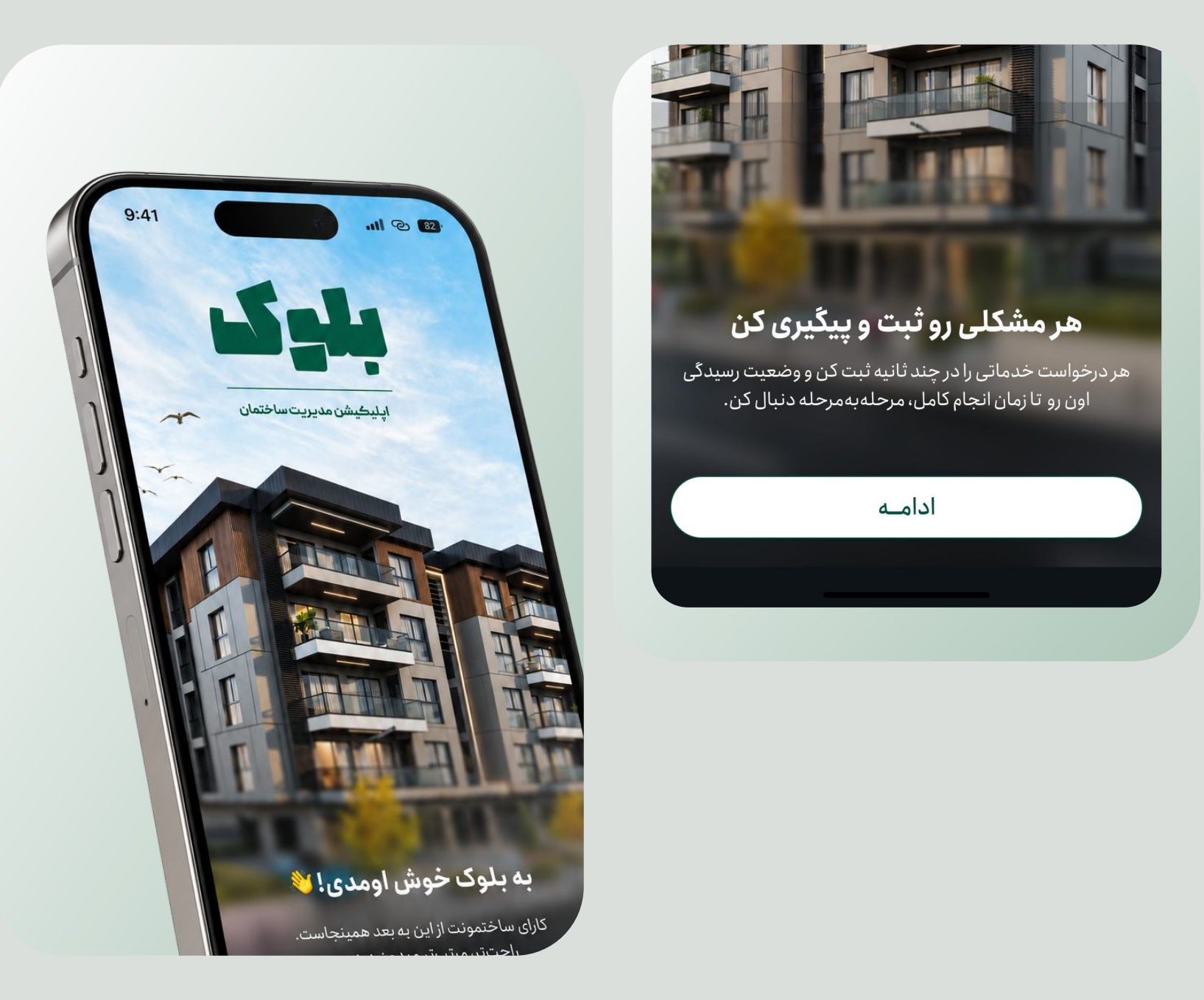
Interview 02: Ms. Elham Karimi



Ms. Karimi is 37 years old and manages a 10-unit residential building. Most of her communication with residents takes place through phone calls and WhatsApp.
She explains that the high volume of daily messages makes it difficult to find information or track previous requests, often requiring her to review the same issue multiple times.
According to her, recording building expenses and preparing financial reports are also handled manually, increasing the risk of errors.
Her primary expectation from a building management app is greater transparency and quick access to payment histories, financial records, and maintenance requests.



Easy and Transparent Access to All Building Financial Information.

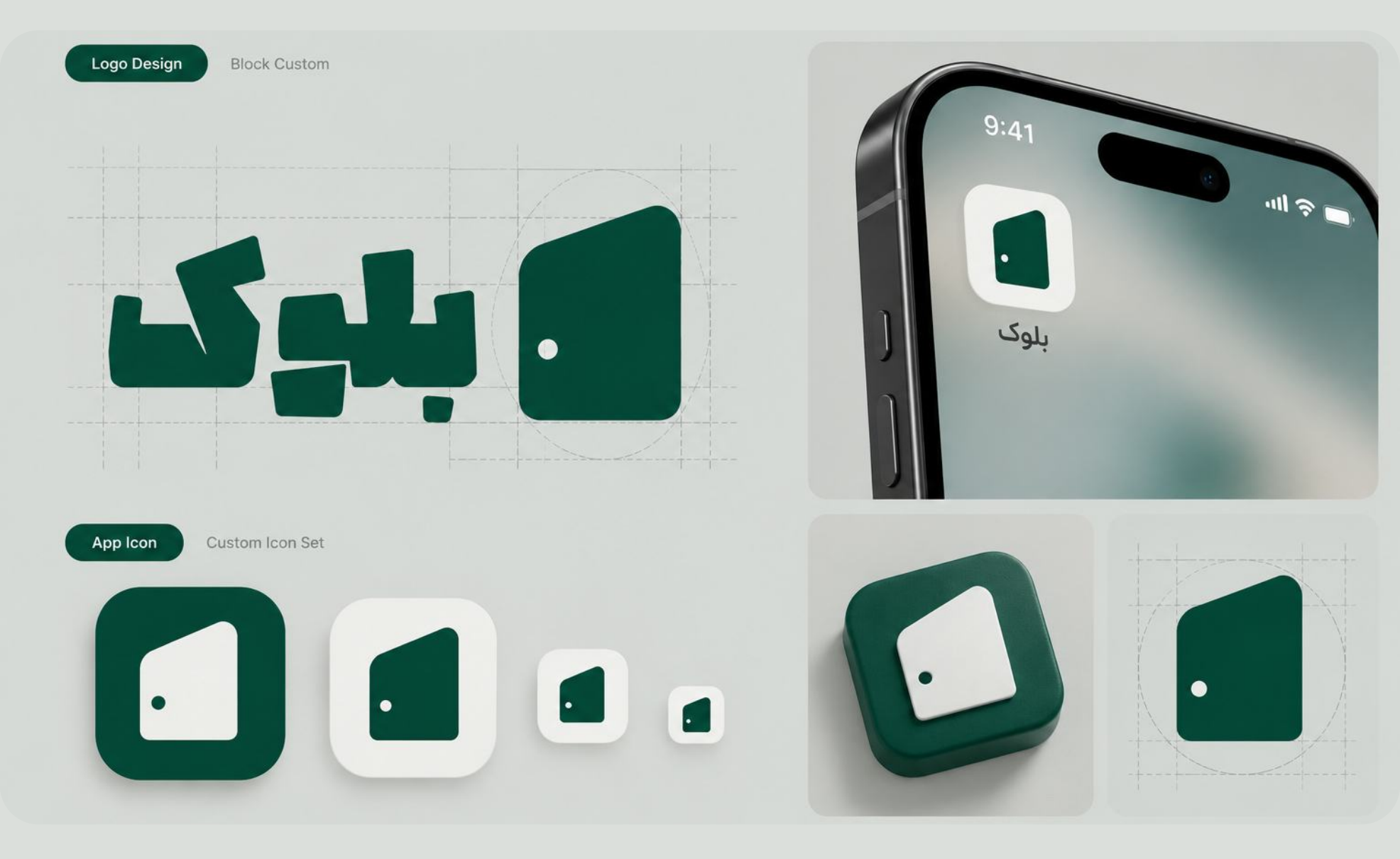


هر مشکلی رو ثبت و پیگیری کن

هر درخواست خدماتی را در چند ثانیه ثبت کن و وضعیت رسیدگی اون رو تا زمان انجام کامل، مرحله به مرحله دنبال کن.

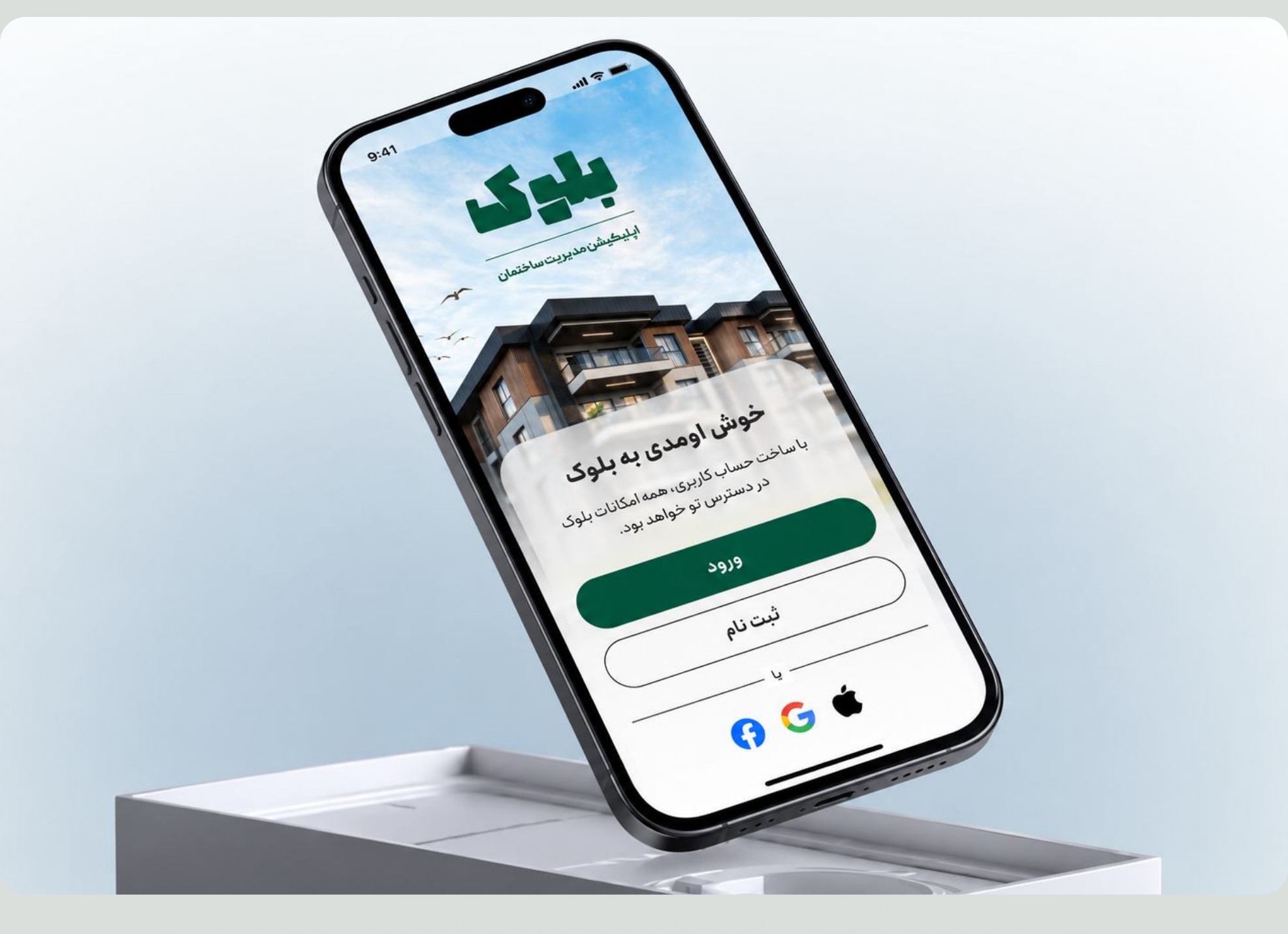
04 – – – — – – – 07

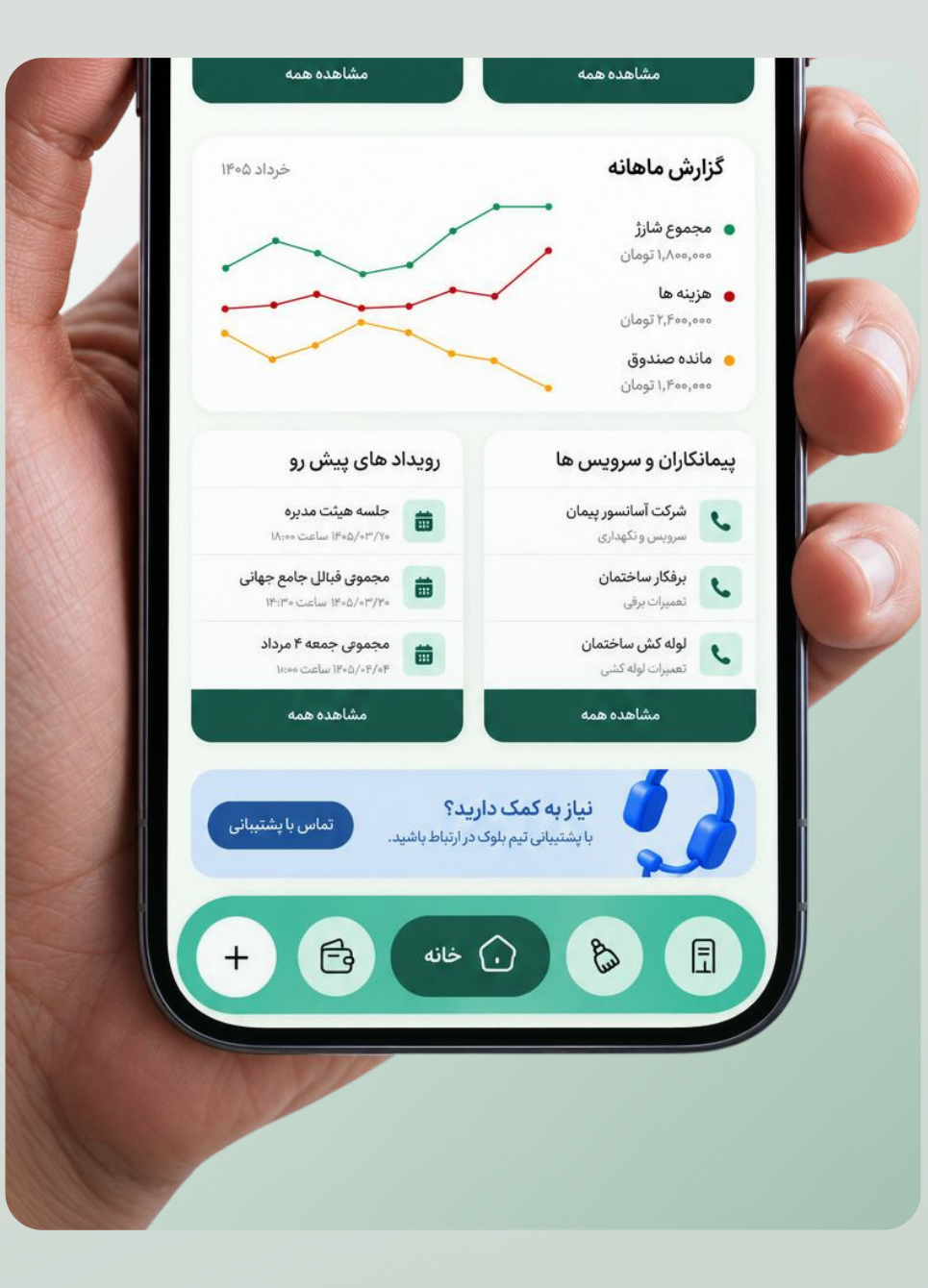
From the Concept of Home to a Simple, Memorable Brand Mark.



05 – – – – — – – 07

Designing Based on Real User Needs


بلوک
اپلیکیشن مدیریت ساختمان
خوش اومدی به بلوک
با ساخت حساب کاربری، همه امکانات بلوک در دسترس تو خواهد بود.
ورود
ثبت نام
یا



06 – – – – – — – 07

Simplifying Building Management with Smarter Solutions

● **Problem**
Managing finances, maintenance requests, and resident communication through scattered tools and manual processes makes everyday tasks time-consuming and difficult to track.
Mohammad Abdi
UI/UX Designer

● **Solution**
Integrated Building Management
By bringing together resident information, maintenance fees, shared expenses, and maintenance requests into a single platform, Blook simplifies fragmented and manual processes, helping building managers handle daily operations more efficiently and stay organized.

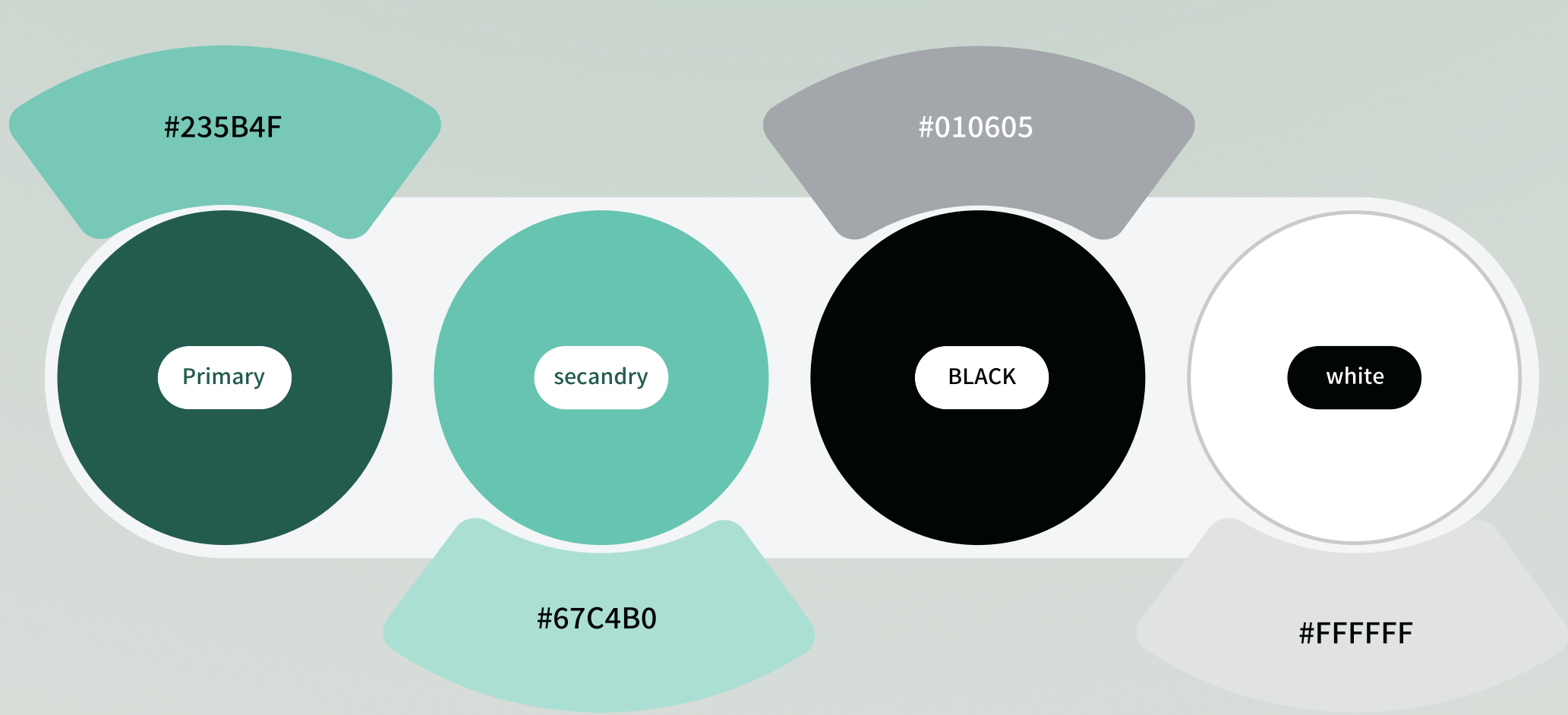
● **Solution**
Greater Transparency and Easier Tracking
Blook provides financial reports, payment histories, and request status updates, enabling more effective oversight of building operations. This transparency helps reduce confusion, improve issue tracking, and strengthen communication between building managers and residents.

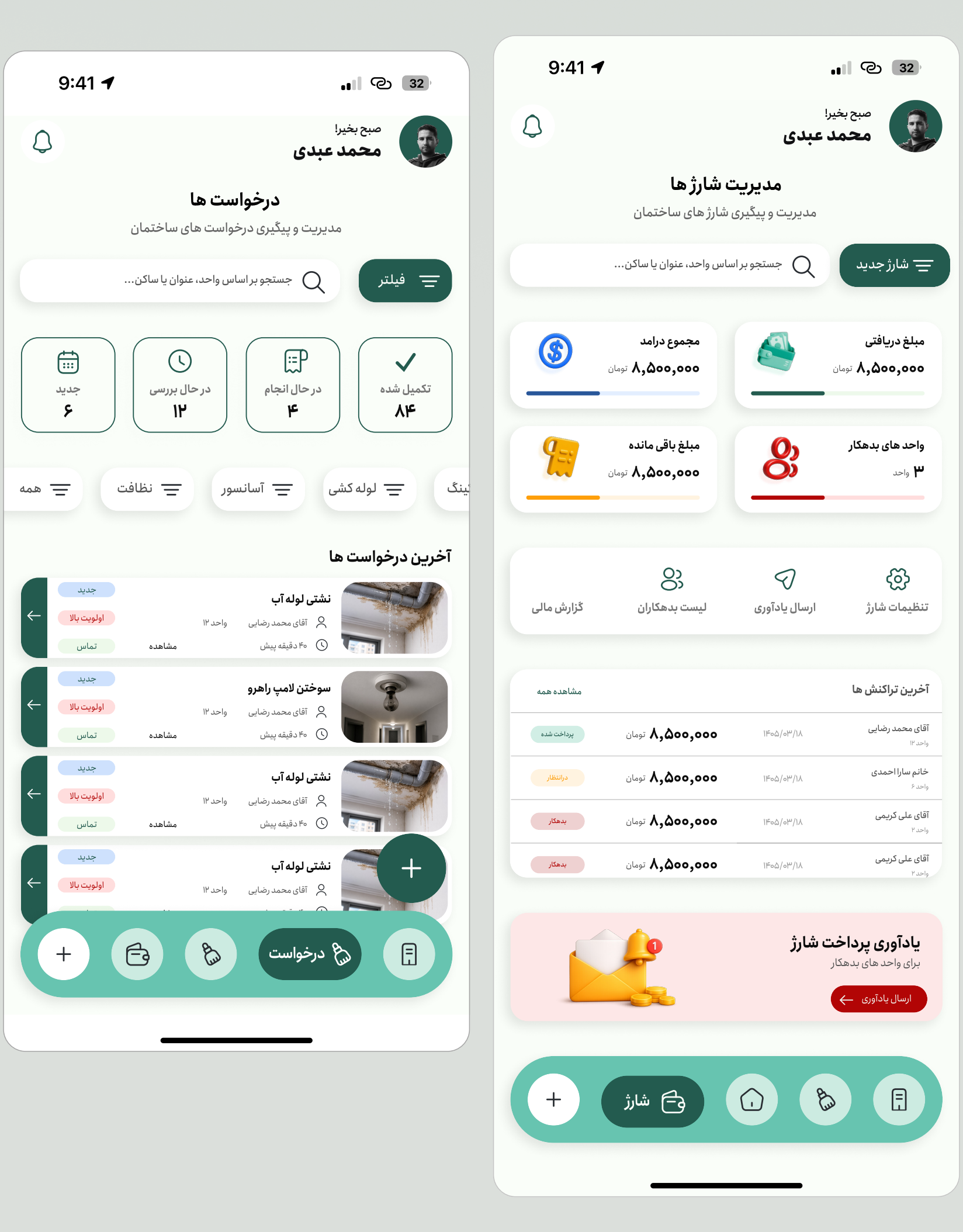
07 – – – – – – — 07

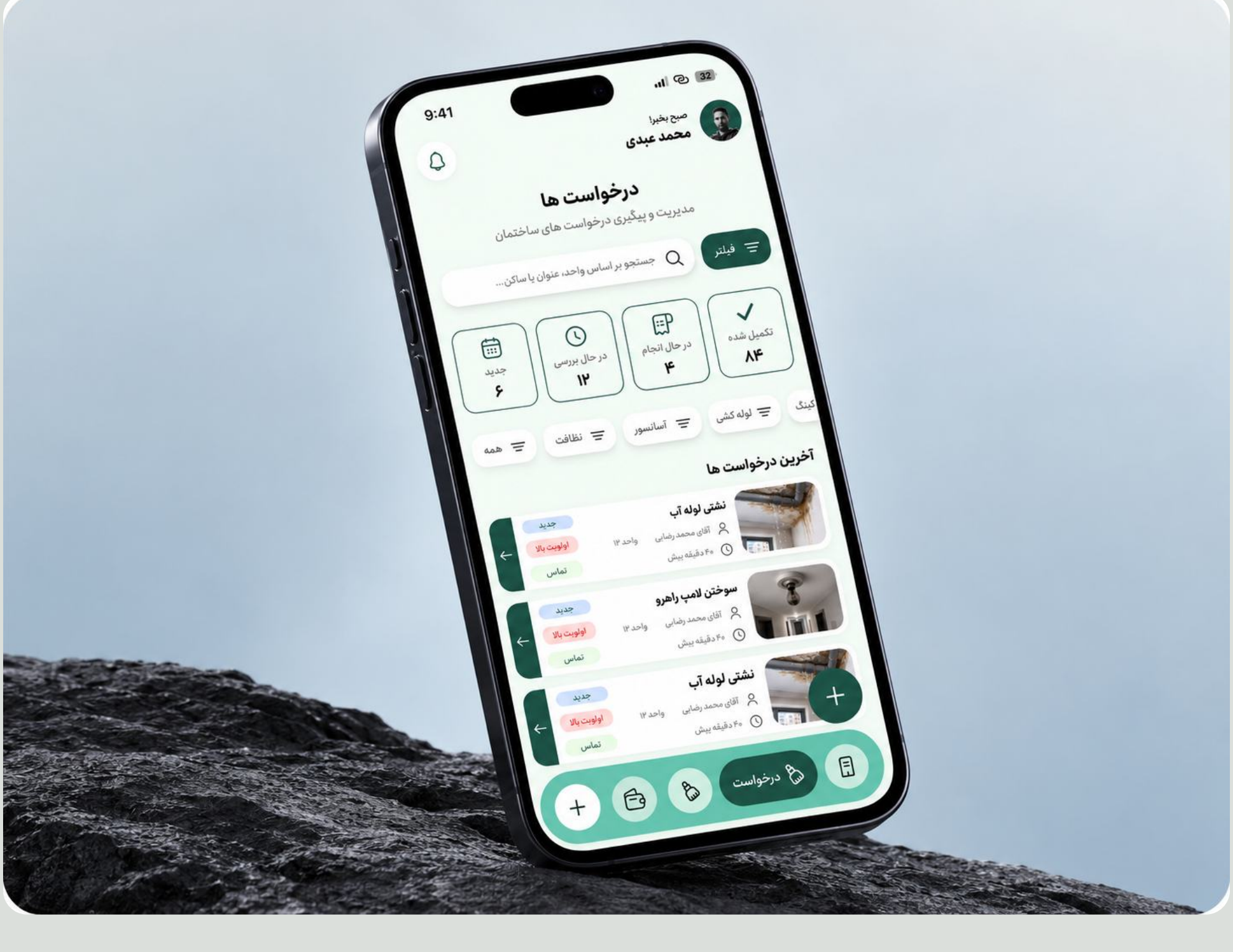
Readable Typography, Harmonious Colors a Better Experience.

انجمن

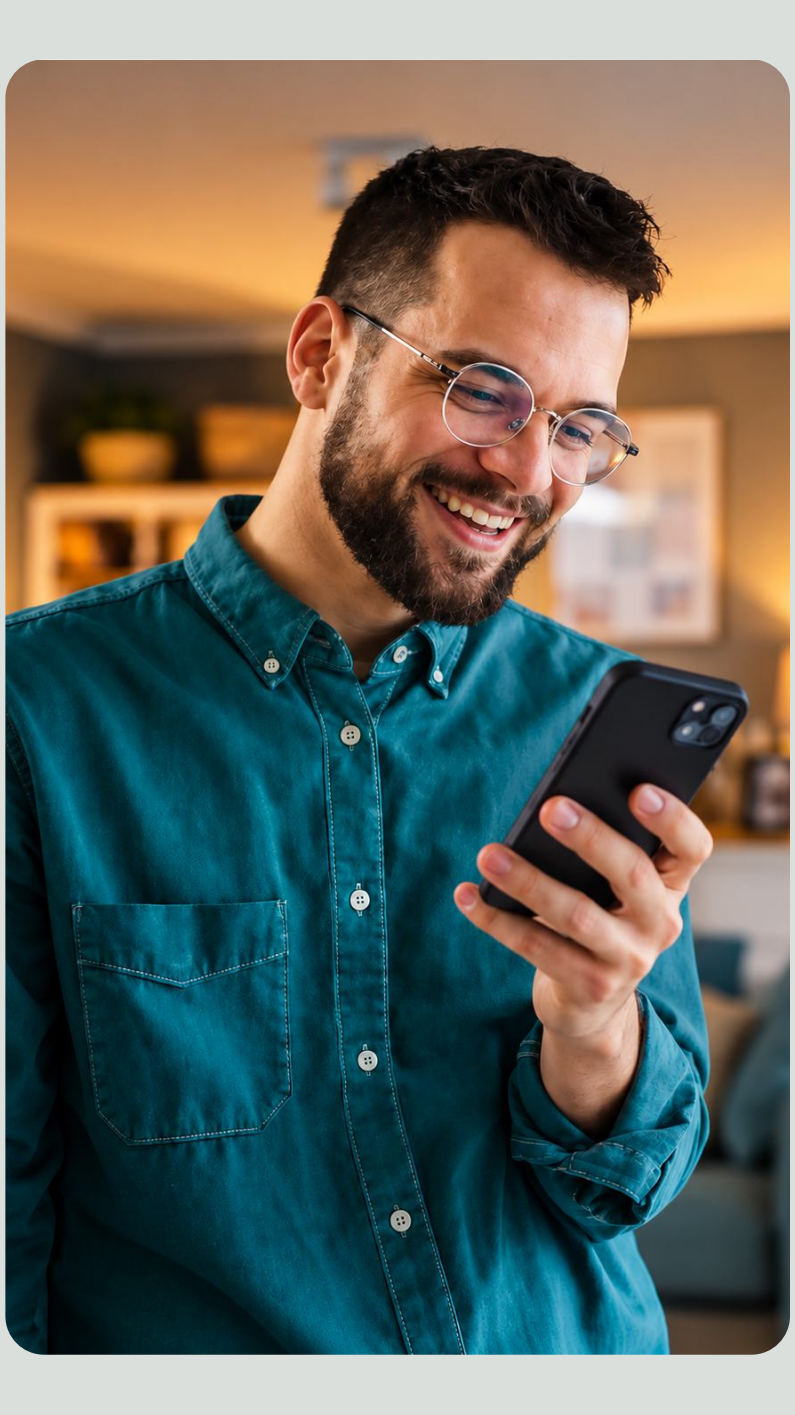
Bold آب   Medium آب   Regular آب   light آب







Thank You for Taking the Time to Explore This Case Study.



Blook is an effort to make building management simpler, more transparent, and better organized. I hope this case study has provided insight into the challenges, design process, and solutions developed throughout this project.

Project Duration	7 Days

Mohammad Abdi
UI/UX Designer
mohamadabdi.ir