A Comparative Study on the Utilization of Mobile Real Estate Services in Korea_Focusing on college student consumers

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Background / Purpose

Real estate applications registered in domestic application stores are various. The key function in real estate applications is filters for searching. This contributes greatly to the accuracy of the property for sale and prevent the sale of false goods. Therefore, we would like to evaluate the functions of application by college students who willing to live oneself or start their independent living already.

We selected the three highest ranking application in the market (Jik-Bang, Da-Bang, and Naver real estate) and sought to find factors that facilitate finding rooms through the usability test of search filters and map function. Based by this research and test, the ultimate goal is to assess better usability and find a better value element by comparing the three companies' apps

Survey Method

- **Independent Variable**

Three application's <u>Searching Filter, Map Filter</u>

- **Dependent Variable**

Three application's <u>subjective functionality/use of design</u>

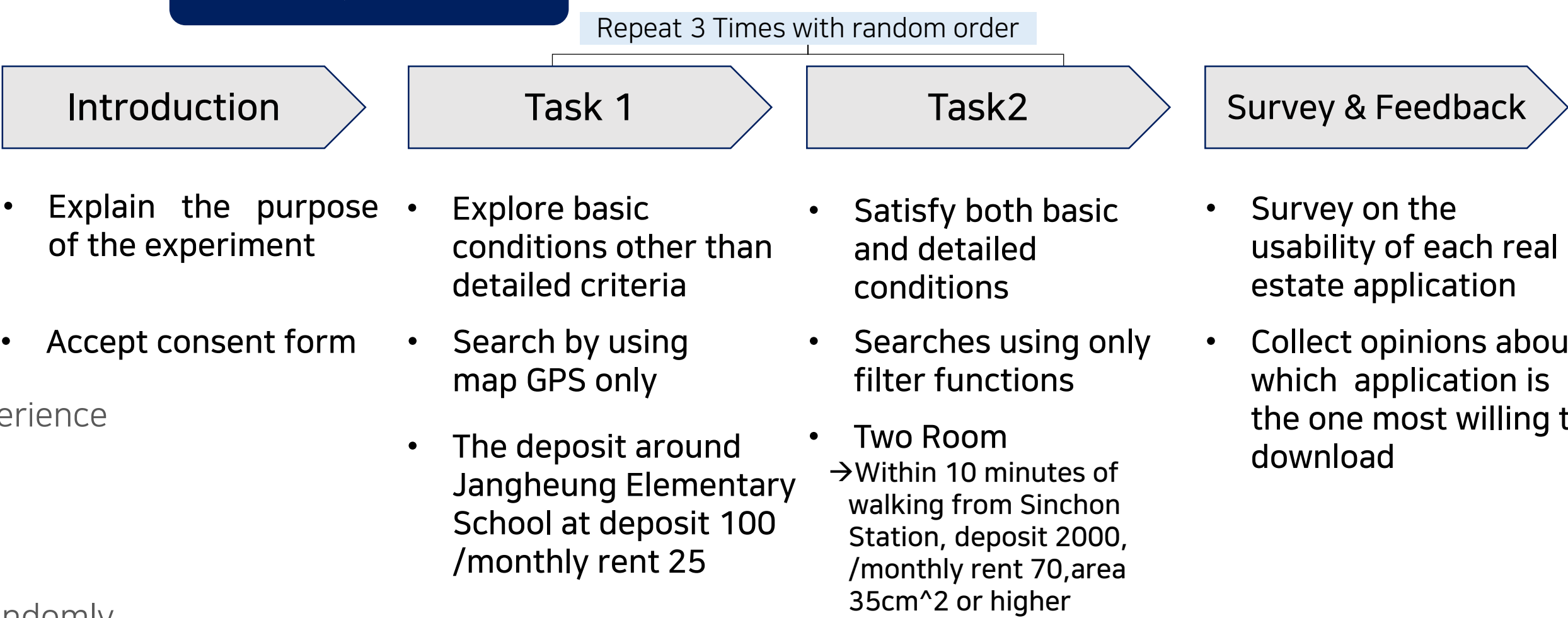- **Control Factor**
- <u>Real estate application experience</u>

: College students without real estate application experience
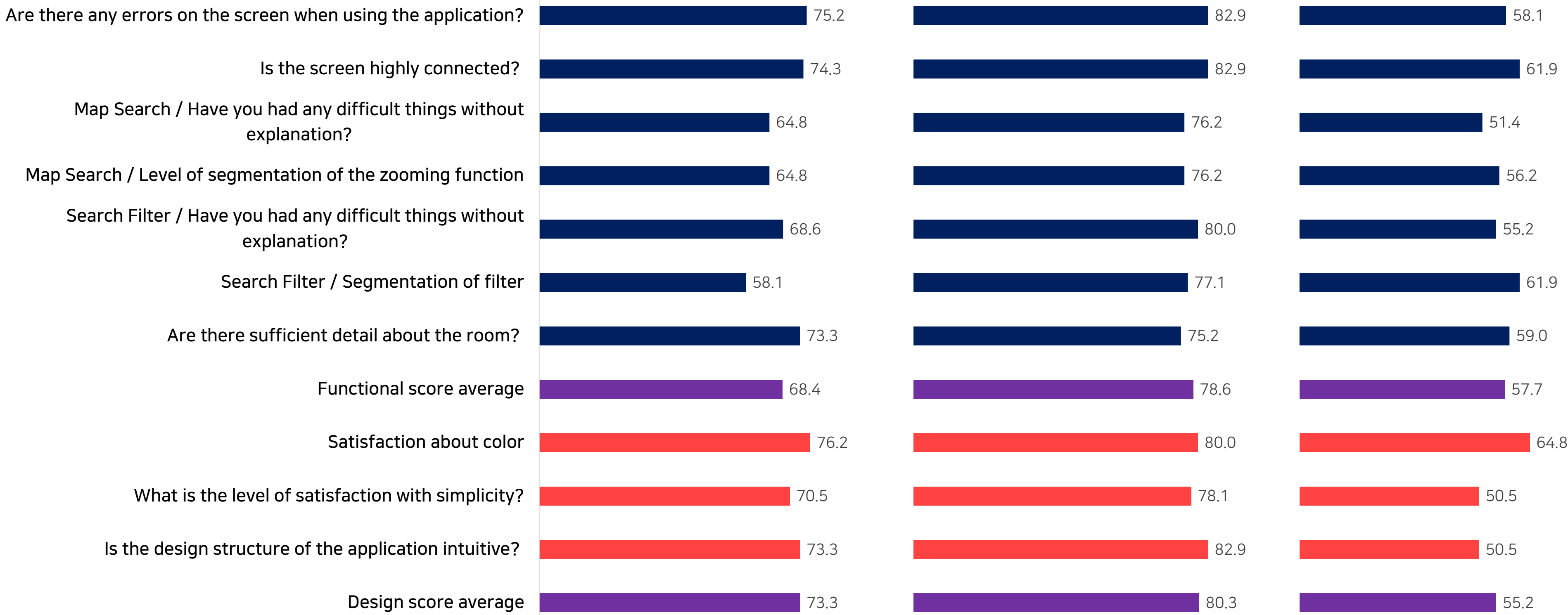
- <u>Functionality of Smartphones</u>

: Same device, using Galaxy S7

- <u>Ordinal effects</u>

: Each real estate application experiment sequence randomly

Repeat 3 Times with random order

Introduction
- Explain the purpose of the experiment
- Accept consent form

Task 1
- Explore basic conditions other than detailed criteria
- Search by using map GPS only
- The deposit around Jangheung Elementary School at deposit 100 /monthly rent 25

Task2
- Satisfy both basic and detailed conditions
- Searches using only filter functions
- Two Room → Within 10 minutes of walking from Sinchon Station, deposit 2000, /monthly rent 70, area 35cm^2 or higher

Survey & Feedback
- Survey on the usability of each real estate application
- Collect opinions about which application is the one most willing to download

Experiment Result

	직방	다방	N
Are there any errors on the screen when using the application?	75.2	82.9	58.1
Is the screen highly connected?	74.3	82.9	61.9
Map Search / Have you had any difficult things without explanation?	64.8	76.2	51.4
Map Search / Level of segmentation of the zooming function	64.8	76.2	56.2
Search Filter / Have you had any difficult things without explanation?	68.6	80.0	55.2
Search Filter / Segmentation of filter	58.1	77.1	61.9
Are there sufficient detail about the room?	73.3	75.2	59.0
Functional score average	68.4	78.6	57.7
Satisfaction about color	76.2	80.0	64.8
What is the level of satisfaction with simplicity?	70.5	78.1	50.5
Is the design structure of the application intuitive?	73.3	82.9	50.5
Design score average	73.3	80.3	55.2

Discussion

- **Implication**

The "Da-bang"s' subdivided searching function was superior to other applications, especially in Naver real estate. Naver real estate app have many subdivided searching elements than other application, but the satisfaction was low. We can also assume that the segmentation of Naver real estate has affected the overall satisfaction of use, as it has arouse screen error and lower satisfaction at design intuition. This suggests that <u>college students prefer the right amount of information which they need to find their home rather than too much specialized information</u>

- **Limitation**

<u>There was a lack of qualitative research.</u> The evaluation of the experiment was conducted by classifying the application as a functional/design satisfaction which is based on the sub-queries of the criteria. Therefore, the overall usability of the applications could be assessed. <u>However, there was a limit to the lack of evidence on "why" respondents selected for the number they answered.</u>

- **Suggestion**

We recommended to <u>analyze the user experience of the details of real estate search filters based on results from this experiment and enhance map zoom function</u>. In order to enhance the usability of domestic mobile real estate services and expand the student population.

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