

PROJECT TITLE:

Enterprise Real Estate Web Application (NDA Protected)

PROJECT TYPE:

Enterprise UX Case Study – Web Application

STATUS:

UI completed (Estimated Release: 2027+)

ROLE:

UI/UX Designer

CLIENT REGION:

Qatar, Doha

CONFIDENTIALITY:

This project is protected under a Non-Disclosure Agreement (NDA).

Only high-level UX workflows and design thinking are documented.

No super important internal screens, proprietary logic, or sensitive data are disclosed.

1. PROJECT OVERVIEW

This project involves designing a web-based real estate application for a Qatar-based client.

The platform supports the full lifecycle of property discovery, communication, agreement handling,

utility payments, and maintenance through a multi-role system.

Due to NDA and the long-term development timeline, this report focuses on UX structure, role-based workflows, and decision-making rather than final UI screens or internal dashboards.

2. SYSTEM ROLES

User (Tenant / Buyer):

- Searches for buildings and properties
- Sends interest for renting or buying
- Completes agreements and acknowledgements
- Pays for utilities such as electricity, water, Kahramaa
- Raises maintenance or technical issues

Manager (Owner / Property Manager):

- Receives user interest
- Reviews property availability
- Assigns agents to properties or users
- Oversees agreements and payments

Agent:

- Acts as the main communication point for users
- Handles property-related discussions
- Coordinates with technicians when required

Technician:

- Receives maintenance tasks
- Performs technical work
- Reports task completion
- Receives payment from owner or agent

3. HIGH-LEVEL USER FLOW (WEB)

User Login



Search Buildings / Properties



Select Rent or Buy Option



Send Interest



Manager Receives Interest (Dashboard)



Manager Assigns Agent



Agreement / Acknowledgement Created



Utility & Service Payments



User Rents or Occupies Property

4. AGREEMENT AND PAYMENT FLOW

User and Manager create a digital agreement or acknowledgement through the web platform.

The agreement includes:

- Rent or purchase details
- Utility responsibilities
 - Electricity
 - Water
 - Kahramaa

After agreement confirmation:

- User completes required payments
- System confirms property availability and rental status through structured summaries and status indicators

5. POST-AGREEMENT COMMUNICATION FLOW

If an Agent is Assigned:

User → Agent (via web communication tools)

If No Agent is Assigned:

User → Manager

6. MAINTENANCE AND TECHNICIAN FLOW

User Reports Issue

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Manager or Agent Reviews Issue

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Issue Routed to Technician

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Technician Performs Work

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Work Completion Updated

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Payment Made by Owner or Agent

The user is not directly involved in technician payments, reducing confusion and increasing trust.

7. WEB-SPECIFIC UX CONSIDERATIONS

- Dashboard-driven interfaces for managers and agents
- No direct calling option
- Clear status indicators and summaries
- Structured forms for agreements and approvals

- Designed for longer sessions and complex decision-making

8. KEY UX CHALLENGES

- Designing for four different user roles
- Managing complex agreements on large interfaces
- Avoiding information overload in dashboards
- Maintaining clarity across multi-step workflows
- Ensuring scalability for long-term product growth

9. OUTCOME AND LEARNINGS

This project strengthened my experience in:

- Web UX for enterprise systems
- Role-based and dashboard-oriented interface design
- Agreement and payment clarity
- Translating complex workflows into structured web experiences
- Designing responsibly under NDA constraints