

Real Estate Website Analysis – Stage 1 Report
Group 16

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COSC 3P94: Introduction to User Interfaces
Dave F. Bockus
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Real Estate Website Analysis – Stage 1 Report

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Section 1

Introduction

This project aims to design a user-friendly, secure, and feature-rich DIY real estate platform. By addressing the pain points observed in current platforms—such as fraud, ineffective navigation, and insufficient user personalization.

Project Goals:

- Develop a comprehensive platform that facilitates smoother property transactions by offering enhanced security, easy-to-use navigation, and robust filtering and communication systems.
- Create a secure environment for users to manage their property transactions, enhancing user satisfaction and trust.

Key Features:

- **User Authentication Systems:** Ensuring only authorized users can access the platform.
- **Role-Based Access Control:** Different access levels for buyers, sellers, agents, and administrators.
- **Property Listing Uploads:** Users can easily upload and manage property listings.
- **Search and Filter Options:** Efficient tools for users to find properties that meet their criteria.
- **Secure Messaging:** Allowing secure communication between users.
- **Fraud Prevention Tools:** Mechanisms to verify property listings and prevent fraudulent activities.
- **User Profiles:** Personalized profiles for each user to enhance their experience.

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The target audience includes home buyers and sellers, as well as real estate agents seeking a more efficient, user-driven system. The platform will cater to their diverse needs, providing a streamlined and trustworthy experience.

Section **2**

User

Requirement

2.1 Identifying User Needs (Actors and Roles)

1. Buyers:

- **Property Search:** Buyers need an intuitive, fast, and reliable way to search for properties based on various criteria such as location, price, size, and amenities.
- **Communication:** Sellers need a seamless communication system that allows for easy interaction with potential buyers. This includes the ability to respond to inquiries, provide additional property details, and engage in real-time discussions to facilitate the decision-making process.
- **Account Management:** Buyers may desire features like saving listings, tracking past inquiries, and receiving personalized recommendations.

2. Sellers:

- **Listing Management:** Sellers require an easy-to-use interface to upload, manage, and update their property listings with accurate details.
- **Verification:** Sellers need assurance that their listings will be verified to establish trust with buyers. This includes confirming property ownership, validating property details, and reviewing any necessary documents to ensure authenticity and accuracy.

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- **Inquiry Management:** They need a system that allows them to efficiently handle inquiries from potential buyers and respond in a timely manner.

3. Agents:

- **Property Verification:** Agents require reliable tools to verify the authenticity and accuracy of property listings submitted by sellers. This process involves confirming ownership, inspecting property details, and ensuring all documentation complies with platform standards to maintain trust and transparency.
- **Listing Representation:** Agents must have the ability to manage and update property statuses (e.g., sold, price changes, off-market). They should also be able to modify property details, such as size or amenities, and adjust listing visibility based on buyer profiles. This ensures that listings remain accurate and reflect current market conditions.
- **Buyer and Seller Support:** Agents need functionality that helps them provide guidance to both buyers and sellers, assisting with negotiations and answering market-related questions.

4. Admins:

- **Account Management:** Admins need tools to manage user accounts, ensuring that buyers, sellers, and agents are properly authenticated and authorized to access platform features.
- **Real Estate Management:** Admins should have the ability to oversee and manage the activities of agents and sellers, ensuring compliance with platform policies.
- **Security and Monitoring:** Admins need to have robust monitoring capabilities to track platform usage, address any issues, and prevent unauthorized activities.

2.2 Security Considerations

- **GDPR Compliant (for the website):**

The platform ensures that all personal data collected from users is processed and stored in accordance with the General Data Protection Regulation (GDPR), a legal framework that governs how organizations handle personal data. This guarantees that user privacy is protected, and the website remains authentic and trustworthy.

- **Two-Factor Authentication (for logging in):**

To enhance security, the platform implements two-factor authentication (2FA) for logging in. This adds an extra layer of protection by requiring users to verify their identity through a second method (such as an SMS code or authentication app) in addition to their password.

- **Ownership Proof (Property deed, Passport, Utility bill):**

To prevent fraudulent listings and ensure the authenticity of property sellers, the platform

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requires sellers to provide proof of ownership, such as a property deed, passport, or utility bill. This helps verify that the seller has legal ownership of the property being listed.

- **Role-Based Access (Seller, Buyer, or Realtor):**

The platform implements role-based access control (RBAC), ensuring that users can only access features relevant to their role. Sellers, buyers, and realtors are granted different levels of access, with permissions based on their specific responsibilities within the system.

- **Realtor Proof (Verify Realtor Details):**

To ensure that realtors are qualified and trustworthy, the platform requires agents to verify their credentials before they can represent properties. This step helps protect users by ensuring that realtors are legitimate and authorized to assist in property transactions.

2.3 Navigation and User Input

❖ Navigation

This section describes the layout and functionality of the platform's navigation system, ensuring users can easily access key features and interact with the platform efficiently. It also covers the search and filtering options provided to enhance the user experience.

➤ Header :

The header is prominently displayed and provides easy access to the following sections:

- **Home:** The landing page where users can explore the platform and learn more about its services.
- **Search:** Users can access the search functionality to find available properties based on various filters.
- **List Property:** Sellers and agents can upload new property listings through this section.
- **Login:** Users can log into their accounts to access personalized features and manage their profiles.
- **Buy:** A section dedicated to buyers, allowing them to explore properties for sale.
- **Sell:** A section for sellers to manage their listings and related activities.
- **Dashboard (for Agents only):** The dashboard provides agents with tools to manage their listings, verify properties, and update status (e.g., sold, price changes).

➤ Persistent Search Bars with Filters:

At the top of every page, users will find a persistent search bar, allowing them to filter properties by key criteria such as:

- **Price:** Filter properties based on price range.
- **Location:** Specify the desired location (city, neighborhood, etc.).

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- **Bedrooms:** Set the number of bedrooms required.
- **Property Size:** Filter by square footage or lot size.

These filters ensure that users can easily narrow down search results to find properties that meet their specific needs.

❖ User Input

User Group	Needs	Required Input
Buyers	Intuitive property search, communication	Search criteria (price, location, type), messaging inquiries
Sellers	Listing management, verification	Property details (price, address), verification documents
Agents	Property verification, support	Listing updates, feedback on transactions
Admins	Account management, security	User management details, monitoring logs
I/O Req	Keyboard, Mouse, Screen	Touch, Keystrokes, Mouse pointer

2.4 Tools for Personalization

- **Recommendation Based on Search:** The platform provides personalized property recommendations based on users' previous searches and preferences.
- **User Profile:** Buyers and sellers can create and manage profiles that allow them to save searches, view previously browsed properties, and set personal preferences.
- **Preference Management:** Users have the option to update their preferences for property types, locations, and amenities, as well as set communication preferences to tailor notifications and interactions with agents or sellers.

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2.5 Organization and Layout

This section outlines the key components and layout structure of the platform, ensuring that users can easily navigate and interact with the site.

- **Home Page:**

- **Search Bar:** A prominent search bar will be located at the center of the homepage, allowing users to filter properties based on location, price range, size, and other relevant criteria.
- **Header:** A fixed header will remain at the top of the website, offering quick access to key pages like Login, Home, Search, Sell, and Buy. This ensures that essential navigation options are always available.
- **Footer:** The footer will provide essential links such as About Us, Contact Us, Terms & Conditions, and the company's address, offering users easy access to important information.
- **Featured Listings:** Highlighted properties will be showcased on the homepage to attract users and promote listings.
- **Bookmark Listings:** Users can bookmark their favorite listings while logged in, allowing easy access to properties they are interested in.

- **Property Page Layout:**

- **Photos and Description:** The property page will display high-quality images of the property alongside detailed descriptions, helping users evaluate the property.
- **Agent/Seller Contact Buttons:** Easy-to-find buttons for contacting the agent or seller will be included, facilitating seamless communication for inquiries.

- **Dashboard Layout:**

- **For Agents/Sellers:** Agents and sellers will have access to a personalized dashboard, where they can add and edit property listings.
- **For Buyers:** Buyers will have a dashboard that includes saved properties, recent chats with agents or sellers, and an optional section for recently viewed properties, making it easier to manage their interactions.

2.6 User Experience and Accessibility

- **Speed and Performance:**

The platform will be optimized for fast page load times, ensuring a smooth browsing experience. It will be designed to be responsive across various devices, providing users with efficient access whether they are on a desktop, tablet, or smartphone.

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- **Ease of Use:**
A primary goal is to minimize the steps required for users to complete tasks, such as listing a property or scheduling a viewing. The user interface (UI) will be simple and intuitive, ensuring that users can easily navigate the platform without unnecessary complexity.
- **Error Handling:**
The platform will provide clear and actionable error messages whenever an issue arises, guiding users through potential solutions. Additionally, a dedicated FAQ page will be available to assist new users with common queries, enhancing the overall support experience.
- **Mobile-Friendly Design:**
The platform will feature a fully responsive design that adapts to all screen sizes. This ensures that users can enjoy the same high-quality experience on their mobile devices as they would on larger screens.
- **Easy Navigation & Search:**
Filtering options will be included to help users narrow down search results with minimal effort, improving the efficiency of their property searches. The navigation menu will feature clearly labeled buttons to easily access key features of the platform, ensuring a smooth flow from one page to another.

2.7 Additional Considerations

- **Fraud Prevention:**
 - **Report Button on Listings:** Allow users to report suspicious or fraudulent listings. This feature provides an easy way to flag misleading or potentially harmful content, ensuring the platform remains trustworthy and secure.
- **Share Button:**
 - **Email and Link Sharing:** Allow users to share listings via email or by copying a direct link for convenient distribution.
- **User Education:**
 - **Best Practices for Secure Transactions:** Provide tips and guidelines on how to safely conduct property transactions, avoid scams, and protect personal information.

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Section 3

Website

Analysis

3.1 Zolo.ca

Home Page:

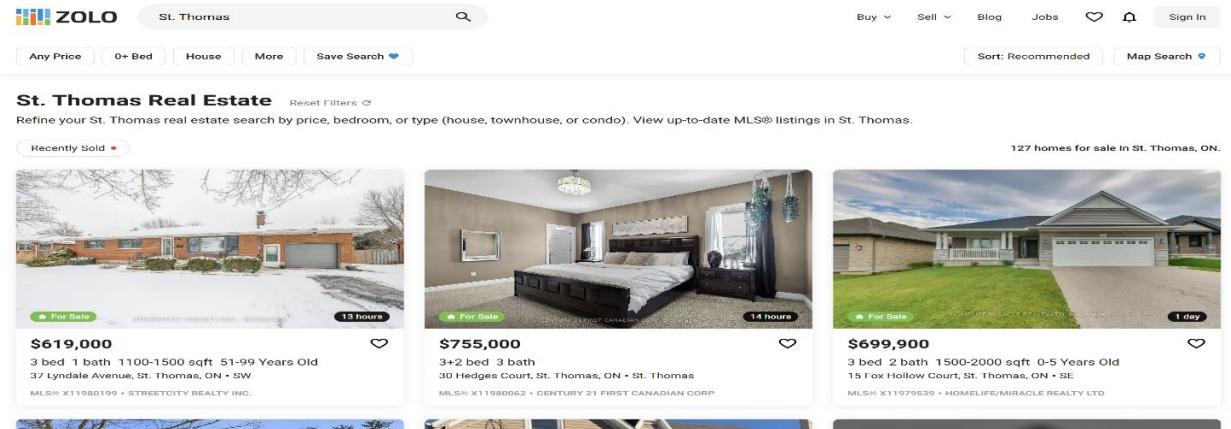
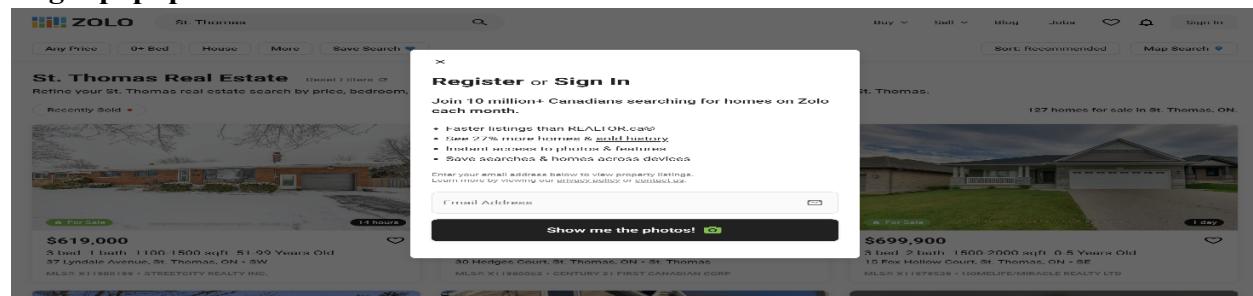


Figure 1: Home Page, Zolo

Users can sort the price, how many bedrooms, what kind of house they are looking for etc.

Login popup:



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Figure 2: Login Page

Restriction on seeing entire listing without logging in as a buyer:

The screenshot shows a real estate listing for '30 Hedges Court' in St. Thomas, Ontario. The main content includes a large image of a bedroom, the property address, price (\$755,000), and other details like 'est. \$4,182 /mo' and 'For Sale'. A prominent black overlay box with white text and a title 'Free Account Required' covers the right side of the listing. It encourages users to join Zolo to access more features and faster listings than REALTOR.ca®.

Figure 3: Account Required Reminder, Zolo

Entire Listing page:

This screenshot shows the full real estate listing for '30 Hedges Court' in St. Thomas, Ontario. It includes a large image of the bedroom, the property address, price (\$755,000), and detailed information such as 'est. \$4,182 /mo', 'For Sale', and 'Added 14 hours ago'. The listing also provides specific details about the property type (Detached), style (Bungalow), size (No Data), and location (Lot Size: 31.33 x 115.83 Feet). A 'Free Account Required' overlay is present, identical to Figure 2. Below the overlay, there is a 'Ask About this Home' form with fields for Full Name, Email Address, and Phone Number (Mobile). At the bottom of the page, there is a section for 'Upcoming Open Houses' and a 'Schedule a Private Tour' button.

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Property

- Type: Detached
- Style: Bungalow
- Area: Elgin
- Community: St. Thomas

Inside

- Bedrooms: 3
- Bathrooms Plus: 2
- Bathrooms: 3
- Kitchens: 1
- Rooms: 7
- Rooms Plus: 4
- Den/Family Room: N
- Central Vac: N
- Air Conditioning: Central Air
- Preface: Y

Building

- Basement: Fin W/D
- Heating: Gas
- Heating: Forced Air
- Water supply: Municipal
- Exterior: Brick

Fees

- Taxes: 4410.00
- Tax Year: 2024
- Tax Legal Description: PLAN 11 M-175, LOT 6 ST THOMAS

Land

- Frontage: 51.53
- Lot Depth: 115.83
- Lot Size Units: Feet
- Pool: None
- Surveyor: None
- Parcel Number: 351930269
- Cross Street: Conestrol Ave/Wellington Street/Hedges
- Municipality District: St. Thomas

Additional Media

Virtual Tour: <http://tours.clubtours.ca/vtbs/953795>

Rooms

Room Type	Dimensions	
Kitchen	6.13 x 5.59	
Main		
Living	5.00 x 3.86	
Main		
Prim Bdm	3.79 x 4.60	
Main		
2nd Br	2.87 x 3.24	
Main		
3rd Br	2.87 x 3.24	
Main		
Bathroom	N/A	4 Pcs Ensemble
Main		
Bathroom	N/A	4 Pcs Bath
Main		
Rec	5.19 x 8.26	
Lower		
Br	3.84 x 6.41	
Lower		
Br	3.69 x 4.97	
Lower		
Bathroom	N/A	3 Pcs Bath
Lower		

[See Less Facts and Features](#)

Ask About this Home

I would like more information regarding a property at 30 Hedges Court St. Thomas

Full Name

Email Address

Phone Number (Mobile)

Go Tour This Home button

Figure 4: Listing Page, Zolo

Sold History

Listing records and last sold date for 30 Hedges Court, St. Thomas

Date	Last Sold Date	Status	Price
X1198062	Feb 25, 2025	Listed	\$755,000

[Join or Sign In](#) • Real estate boards need a verified account to see photos & sold data

Home Value

Price estimate and comparables near 30 Hedges Court

The approximate value of a 3 bedroom house in the area is:

\$807,850

Market Insights

- You should visit soon. Homes like this sell on average in 14 days. There is an 36% chance that this home will be sold within one week of listing.
- Expect to bid higher. 2 out of 10 homes like this one have sold over asking.
- You're unlikely to get a deal. Only 2 in 100 homes like this sell below 93% of asking.

Comparable Homes

Photo	Address	Price	Bedrooms	Bathrooms
	Shore Crescent, St. Thomas, ON N1K 1L1	\$XXX,XXX	— bed — bath — sqft — years old	
	1111 Bay St., St. Thomas, ON N1K 1L1	\$XXX,XXX	— bed — bath — sqft — years old	

[Join or Sign In](#) • See photos & sold data
Real estate boards require a verified account

X1198062 • ROYAL LEPAGE TRIAD REALTY

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The screenshot displays a real estate listing for a house at 30 Hedges Court, St. Thomas, ON. The page includes:

- Property Details:** Shows two versions of the property photo, address, and basic info: "Join or Sign In - See photos & sold data" and "Real estate boards require a verified account".
- Ask About this Home:** A form for users to provide their name, email, and phone number, along with a message about the property.
- Neighborhood:** A map showing the location of 30 Hedges Court relative to surrounding streets like Talbot St, Siskin Ave, and Mary St E.
- Affordability:** A calculator showing you can afford up to \$637,531 or \$3,380/mo. It includes fields for Annual Income (\$100,000), Interest Rate (4.84%), Monthly Taxes (\$0), Mortgage Term (25 Years), Down Payment (\$50,000), and Property Price (\$750,000). An "Afford Score™" of 39 is shown on a scale from Adequate to Affordate.
- Affordability Coach:** Provides tips for increasing income and down payment.
- Similar Homes:** A grid of eight other houses for sale in the area, each with a photo, price, and brief details.

Figure 5: Saole History and Similar housing, Zolo

- Zolo helps users to analyze the approximate value of a similar house, it also helps the buyer to make an offer.
- It provides mortgage option to help buyers to find out how to apply for a mortgage.
- If the house has an open date, it will be shown here as well.

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- d) Zolo list the neighborhood of the house such as schools, hospitals, restaurants, Hwy etc



About 30 Hedges Court, St. Thomas

The home at 30 Hedges Court is a single-detached. Taxes are approximately \$4,150.00 an annual basis. Lot dimensions of the property are 31.03 x 11.83 m. Heating is to the North. A fireplace is in the home. Air conditioning is delivered via central air. The main level consists of a kitchen, living room, prim bdm, 2nd bedroom, 3rd bedroom, bathroom and bathroom. The lower level has a rec room, bedroom, bedroom and bathroom. The main floor of the property is where you will find the laundry situated. The basement is developed and has a rec room. There is a 3 car garage attached and the style of garage is attached. With a Walkscore of 34, most residents will need a car.

If this property isn't quite what you're looking for, view the other 127 houses for sale in St. Thomas.

30 Hedges Court is a residence located in St. Thomas, Ontario. It is situated in the area of St. Thomas in St. Thomas. Hedges Court has 2 homes currently for sale, while the area of St. Thomas has 210 listings for sale. That's just 11% of the 180 total listings for sale in the area of St. Thomas. The median listing price in St. Thomas is \$402,775, with an average listing price of \$259,375. The median month's "T" is 125 days from the average listing price of \$259,375. Fourty six percent of St. Thomas homes for sale are average. St. Thomas listed home is 1,782 sq ft, has 3 beds, and 2 baths. The majority of available listings in the area around 30 Hedges Court are houses.

* Monthly payments are an estimate based on a mortgage with 20% down @ 2.65% with a 5yr Variable rate

MLS# X11980062 - \$755,000 - 3 bedroom Bungalow Detached in St. Thomas St. Thomas

FAQs About 30 Hedges Court, St. Thomas

How many bedrooms and bathrooms does this home have? +

Does this house have parking available? +

What are annual taxes for 30 Hedges Court, St. Thomas, ON? +

Nearby Searches	Nearby Cities	Popular Cities	Recent Listings
Nearby properties are an estimated average value based on recent sales in the area. See Variable rate.			
St. Thomas Houses Port Stanley Houses Aylmer Houses London Houses Kitchener Houses Waterloo Houses Mount Brydges Houses Ingersoll Houses Tillsonburg Houses	St. Thomas Real Estate Port Stanley Real Estate Aylmer Real Estate London Real Estate Kitchener Real Estate Waterloo Real Estate Mount Brydges Real Estate Ingersoll Real Estate Tillsonburg Real Estate	Toronto Real Estate Vancouver Real Estate Calgary Real Estate Surrey Real Estate Edmonton Real Estate Hamilton Real Estate Markham Real Estate Richmond Real Estate Laplace Real Estate	37 Lyndale Avenue, St. Thomas 30 Hedges Court, St. Thomas 15 Fox Hollow Court, St. Thomas 36 Deerfield Court, St. Thomas 89 Scott Street, St. Thomas 26 Park Avenue, St. Thomas 1 Second Avenue, St. Thomas 8 Lansdowne Street, St. Thomas 31 Ouellette Street, St. Thomas 75 Lawrence Avenue, St. Thomas

FAQs About 30 Hedges Court, St. Thomas

How many bedrooms and bathrooms does this home have? +

Does this house have parking available? +

What are annual taxes for 30 Hedges Court, St. Thomas, ON? +

Nearby Searches	Nearby Cities	Popular Cities	Recent Listings
St. Thomas Houses Port Stanley Houses Aylmer Houses London Houses Kitchener Houses Waterloo Houses Mount Brydges Houses Ingersoll Houses Tillsonburg Houses	St. Thomas Real Estate Port Stanley Real Estate Aylmer Real Estate London Real Estate Kitchener Real Estate Waterloo Real Estate Mount Brydges Real Estate Ingersoll Real Estate Tillsonburg Real Estate	Toronto Real Estate Vancouver Real Estate Calgary Real Estate Surrey Real Estate Edmonton Real Estate Hamilton Real Estate Markham Real Estate Richmond Real Estate Laplace Real Estate	37 Lyndale Avenue, St. Thomas 30 Hedges Court, St. Thomas 15 Fox Hollow Court, St. Thomas 36 Deerfield Court, St. Thomas 89 Scott Street, St. Thomas 26 Park Avenue, St. Thomas 1 Second Avenue, St. Thomas 8 Lansdowne Street, St. Thomas 31 Ouellette Street, St. Thomas 75 Lawrence Avenue, St. Thomas

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Figure 6: Complete Property Listing detail Page, Zolo

- e) Zolo also provides similar houses for buyers and an approximate area to choose.

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- f) At last, Zolo makes a summary of the house and FAQ questions about the house which the user may be interested in.

Overview: Zolo.ca is a popular online real estate platform that connects buyers and sellers. It offers users the ability to search for properties, view market trends, and contact real estate agents for assistance. It supports both DIY property listings and professional agent-based services.

Key Features:

Property Listings:

- **Comprehensive Listings:** Provide a wide range of properties for sale and rent across Canada, ensuring users have extensive options.
- **Detailed Information:** Each listing includes critical details such as price, location, property features, and high-quality images.

Market Insights:

- **Real Estate Trends:** Offer up-to-date real estate market trends, statistics, and analysis to help users make informed decisions.
- **Market Reports:** Generate reports on market conditions to assist buyers and sellers in understanding the current landscape.

Real Estate Agents:

- **Verified Agents:** Connect users with verified real estate agents for professional assistance in buying or selling properties.
- **Agent Profiles:** Feature detailed agent profiles, including their experience, reviews, and areas of expertise.

Mortgage Calculator:

- **Interactive Tools:** Provide tools to calculate mortgage payments based on variables such as interest rates, down payments, and loan terms.
- **Affordability Calculator:** Help users determine their budget and affordability based on their financial situation.

Neighborhood Information:

- **Comprehensive Data:** Supply information about neighborhoods, including schools, amenities, demographics, and crime rates.
- **Interactive Maps:** Use interactive maps to display neighborhood information visually.

Mobile App:

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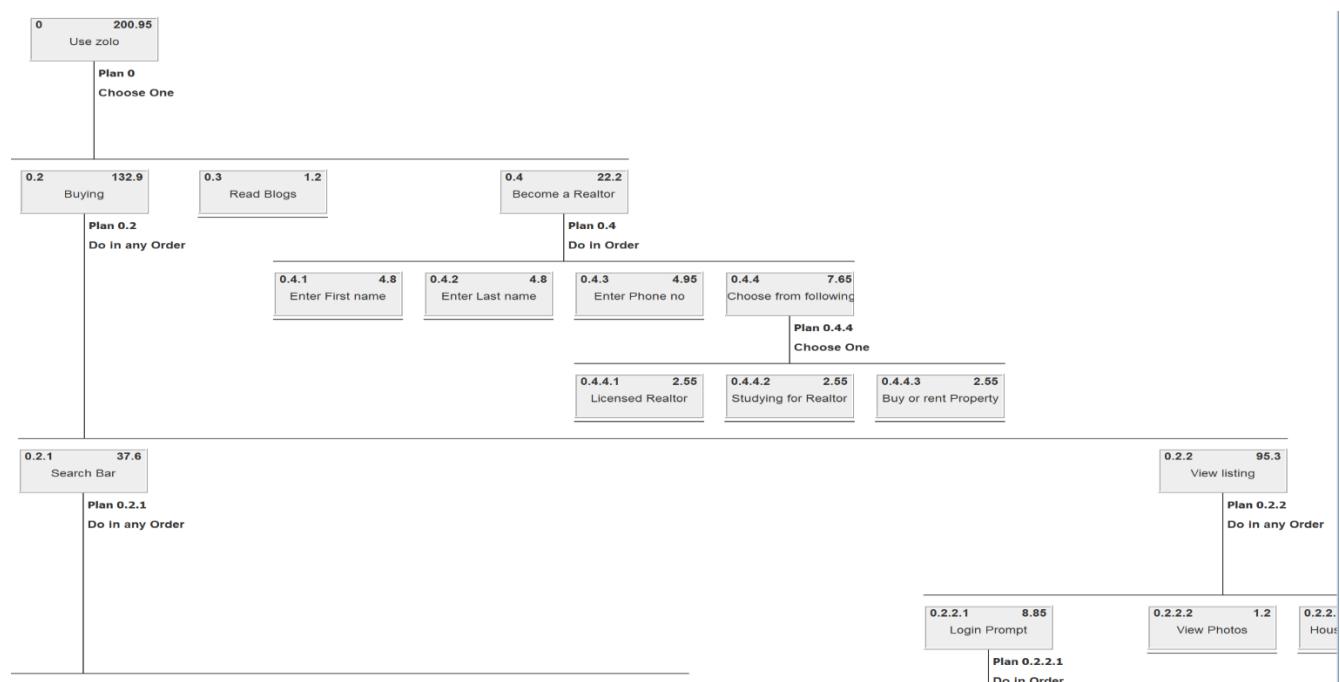
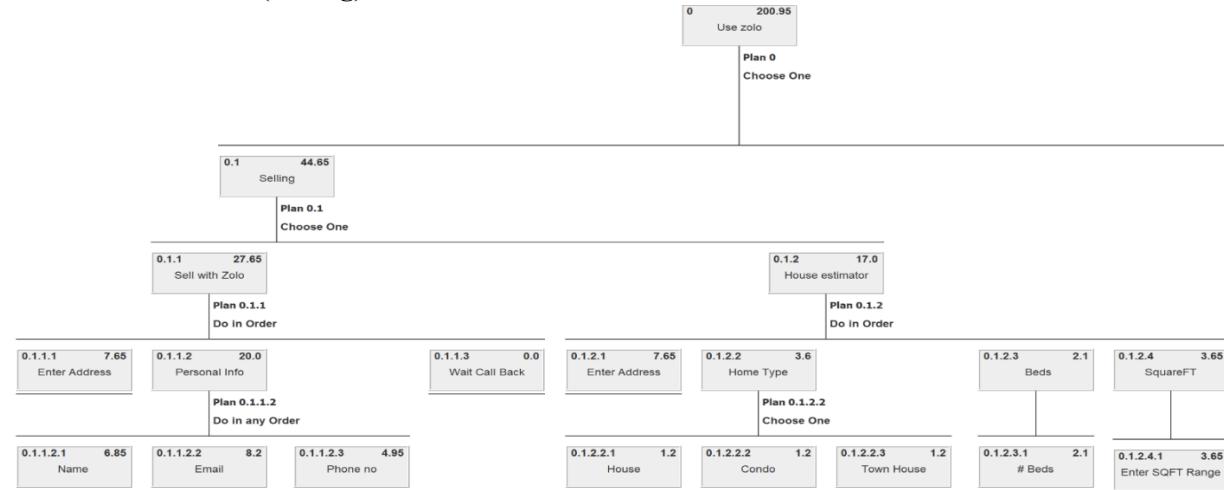
- **User-Friendly Mobile Access:** Offer a mobile application for easy access to property listings and real estate information on the go.
- **Push Notifications:** Provide push notifications for new listings, price changes, and market updates.

Security Features:

- **Authentication Systems:** Implement secure authentication systems to ensure only authorized users access the platform.

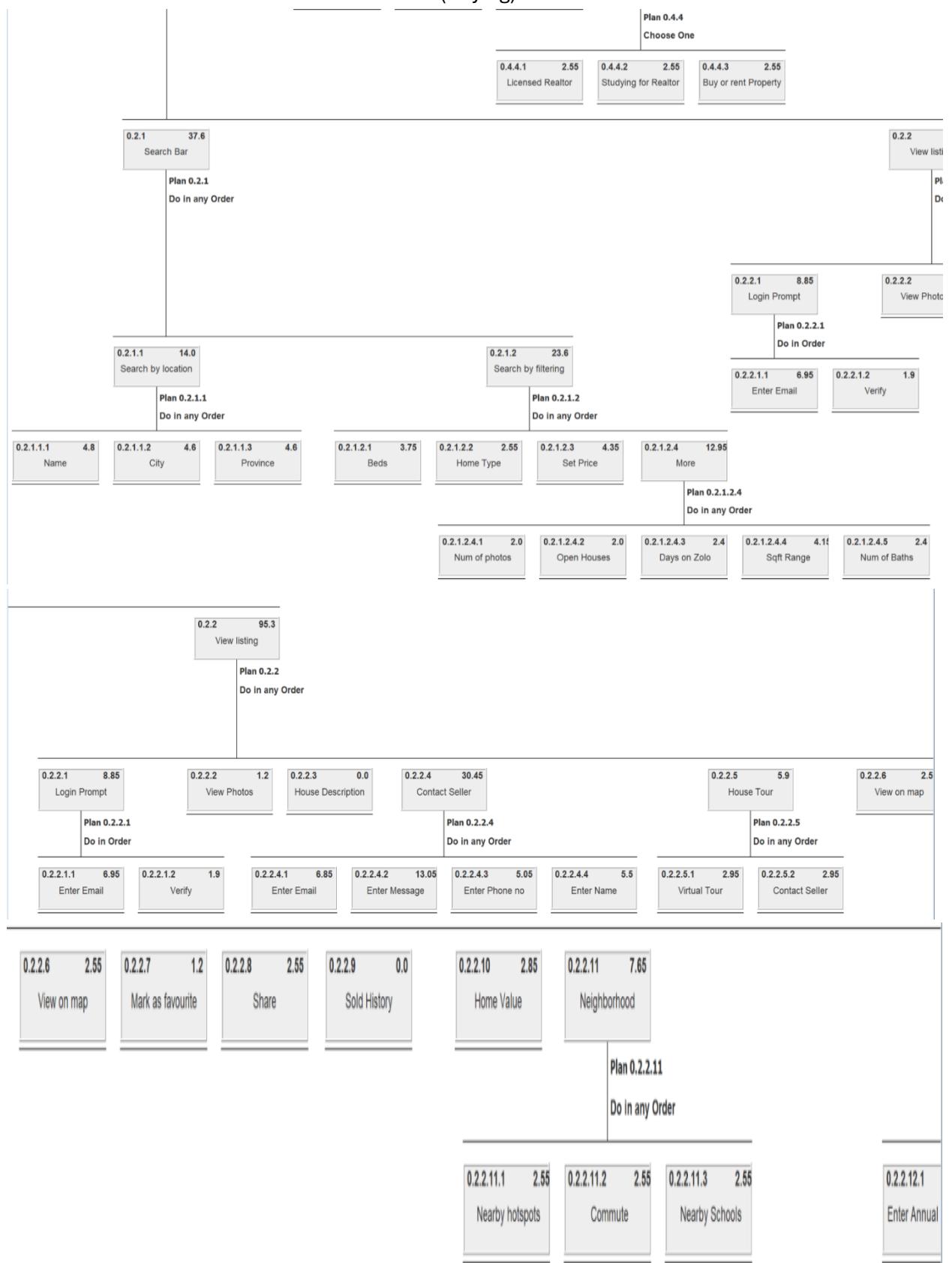
Visual HTA:

Zolo HTA with KLM (Selling):

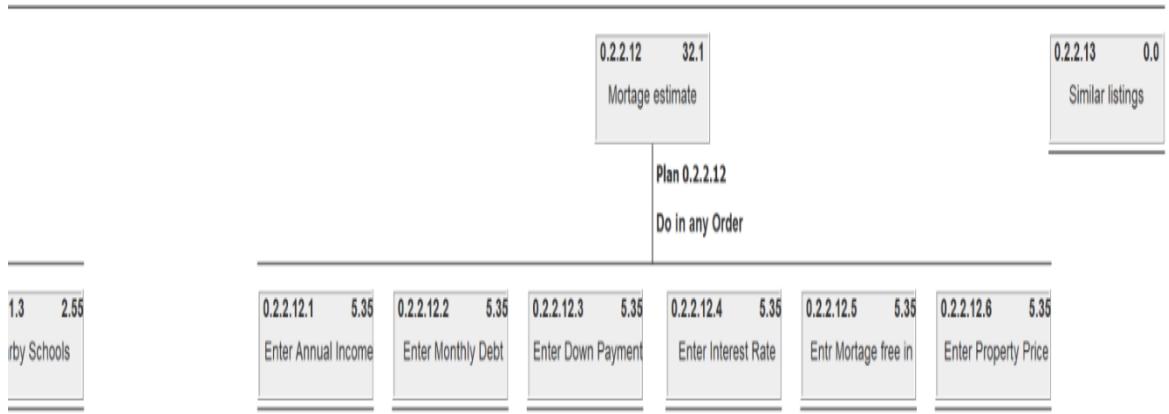


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Zolo Hta (Buying):



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3.2 RE/MAX

Explore RE/MAX

All Properties News

\$379,900 3 2.5 2 240 PROSPECT AVE, THUNDER BAY, ON P REMAX FIRST CHOICE REALTY LTD. MLS# # T8242719	\$1,549,999 3 2.5 2 11 COUNTRY ROAD, NORFOLK COUNTY, REMAX REAL ESTATE CENTRE INC. BROKERAGE - 1 MLS# # 44610100	\$515,000 3 2.5 2 19 HFT STREET E, WELLAND, ON L3B4Z REMAX EQUIPMENT GOLI REALTY INC. MLS# # 44099219	\$759,000 5 3.5 4 1010 DAWNS CRESCENT, WEST KELOWNA, REMAX SLOWNA - STONE BUTTERIES MLS# # 103361519
\$999,000 3 2.5 4 10 LODGE TRAIL LANE, FERNIE, BC V0B1F REMAX CLX VALLEY REALTY MLS# # 10336170	\$570,000 3 2.5 2 2690 BLUEVALE STREET N, WATERLOO, C REMAX TWIN CITY REALTY INC. MLS# # 40700048		

WHEN A LITTLE ONE REQUIRES A BIG MOVE.

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Figure 7: Homepage, RE/MAX

Home page: website features a clear top navigation menu with essential tabs such as Buy, Sell, and News & Advice, along with links to global.remax.com and language options. The central search bar allows users to quickly look up properties by location, address, or MLS number, with popular search shortcuts available for major markets like Calgary and Toronto. Below this, a featured listings grid presents property thumbnails, prices, and key details, making it simple for users to browse and explore listings. The layout is structured in a grid format with spacing, ensuring readability and a clutter-free format. Overall, the page effectively balances intuitive

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navigation, and functionality, making it easy for users to find and explore real estate listings as the web page is visually appealing

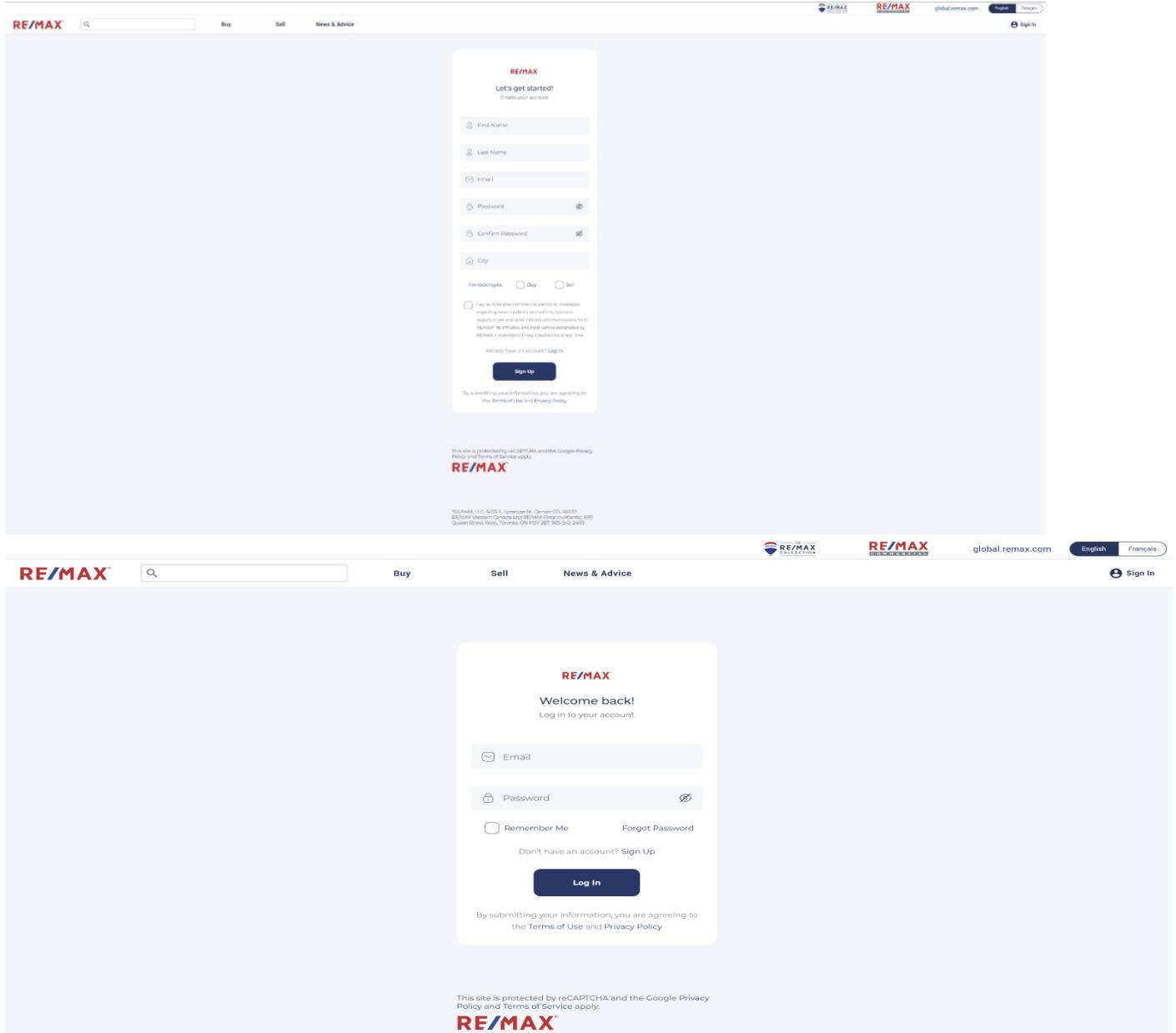


Figure 8: Login page, RE/MAX

The **login page** has a simple design with a form in the center, keeping the user's focus on the input fields. Users need to enter their email and password, with an option to check "Remember Me" for easier future logins. Below, a clear "Log In" button makes signing in easy. Security is ensured with CAPTCHA verification.

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The sign-up page: is also simple and easy to use, asking for only the necessary details like first name, last name, email, and password confirmation. The "Sign Up" button is clearly placed below the form for easy access. The top navigation menu stays visible so users can move to other sections if needed.

The screenshot shows the RE/MAX website's search results page for buyers. At the top, there are navigation links for 'Buy', 'Sell', and 'News & Advice'. The main content area displays a grid of property listings. Each listing includes a thumbnail image, price, bed/bath information, address, and a 'NEW' badge. To the left of the grid, a sidebar contains a 'Filters' section with dropdown menus for Price (No Min, No Max), Beds (2, 2), and Baths (-, No Min). Below these are checkboxes for Property Type: House, Condo (which is checked), Townhouse, Land, Farm, Duplex, Cottage, and Other. There are also checkboxes for Status: Coming Soon and RE/MAX Listings Only. Further down are filters for Listed Since (No Max), Tours (Open House, Virtual Open House), Square Feet (No Min, No Max), and Lot Size (-, Any). At the bottom of the sidebar are 'RESET' and 'APPLY FILTERS' buttons.

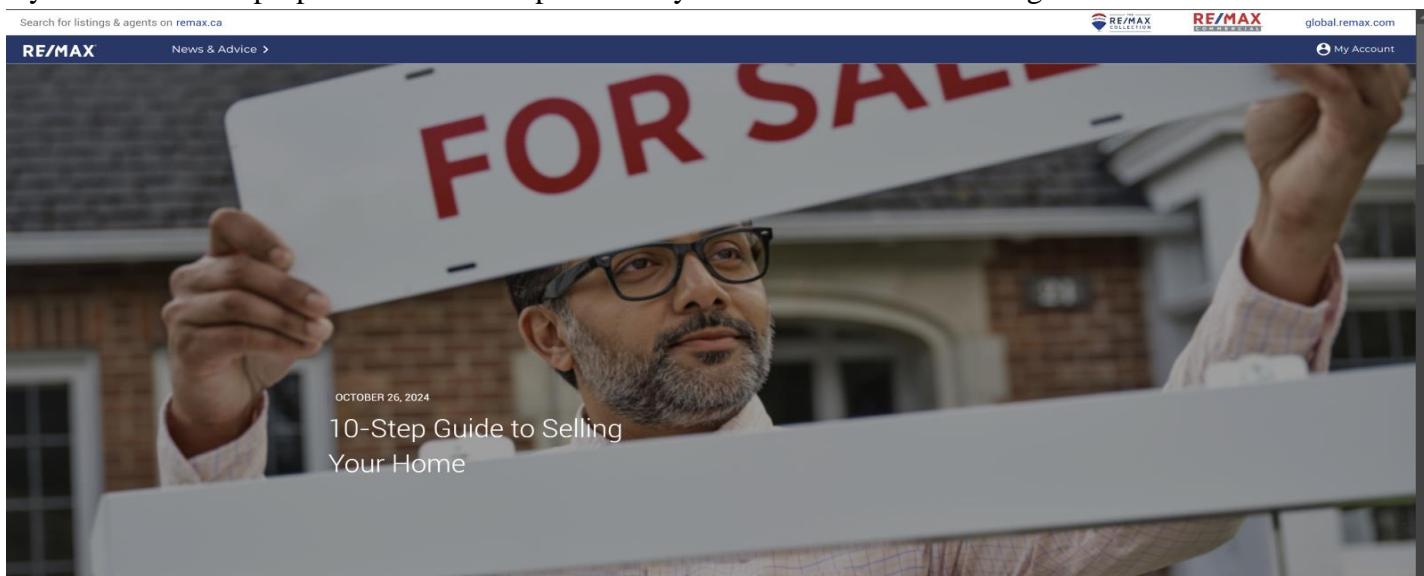
Property Type	Address	Price	Beds	Baths
Condo	3001 - 55 BRENNER BOULEVARD, TORONTO (WATERFRONT COMMUNITIES), ON M5J0A6	\$999,900	2 bed	1 bath
Condo	18 SISTER KERN TERRACE, HAMILTON, ON L9B2M1	\$999,000	2 bed	1 bath
Condo	7495 COLUMBIA AVENUE UNIT# 2112, RADUM HOT SPRINGS, BC V0A1M0	\$344,800	2 bed	1 bath
Condo	623 - 820 GARDINERS ROAD, KINGSTON (EAST GARDINERS RD), ON K7M3X9	\$657,900	2 bed	1 bath
Condo	206 - 105 WOODBRIDGE AVENUE, VAUGHAN (WEST WOODBRIDGE), ON L4L2Z7	\$2,200	2 bed	1 bath
Condo	615 - 23 GLEBE ROAD, TORONTO (YONGE-EGLINTON), ON M5P0A1	\$2,800	2 bed	1 bath
Condo	103 - 105 FAIRVIEW ROAD UNIT# 412, PENTICTON, BC V2A5Y7	\$314,900	2 bed	1 bath
Condo	103 - 105 FAIRVIEW ROAD UNIT# 412, PENTICTON, BC V2A5Y7	\$2,500	2 bed	1 bath
Condo	103 - 105 FAIRVIEW ROAD UNIT# 412, PENTICTON, BC V2A5Y7	\$569,999	2 bed	1 bath

Figure 9: Buy page, RE/MAX

Real Estate Website Analysis – Stage 1 Report

Buy page is designed to help users explore real estate listings easily. The top navigation gives it a consistent look. A large header titled “Explore Canada’s Real Estate Market” clearly shows the purpose of the page. It also displays the number of available listings and offers sorting options. Property listings are shown in a grid format. Each listing includes key details like the number of bedrooms, bathrooms, and approximate square footage, helping users compare properties immediately.

Navigation is simple, as each listing grid is clickable, which opens to a detailed property page with more photos and agent contact information. Users can also filter their search based on location, price, number of bedrooms/bathrooms, property type, and other criteria. The consistent layout ensures that properties can be compared easily without too much scrolling.



The screenshot shows the RE/MAX Sell page. At the top, there's a navigation bar with links for "Search for listings & agents on remax.ca", "RE/MAX", "News & Advice >", "RE/MAX COLLECTION", "RE/MAX", and "global.remax.com". Below the navigation is a large image of a man with glasses holding a "FOR SALE" sign in front of a house. The date "OCTOBER 26, 2024" is visible in the bottom left corner of the image. The main title "10-Step Guide to Selling Your Home" is centered over the image. Below the title, the section "How to Sell a House" is introduced. A sub-section "Being Under Contract" follows, with a note that at this point, you've accepted an offer and agreed to all the terms set forth in the contract. The "Understanding the Conditional Phase" section explains that when the agreement of purchase and sale is accepted and signed by all parties, the Conditional Phase begins. The buyers will have a pre-determined amount of time to fulfill items, including home inspection, financing, home insurance, etc. On the date the conditions are removed, you'll have a firm and binding contract for the sale of your home, and you can place the "SOLD!" sign out front. The "Closing" section notes that this is the date of transfer of funds and ownership was agreed upon in your binding contract. The "Still have questions about buying or selling a home? A RE/MAX agent will be happy to help." section provides a "FIND A RE/MAX AGENT" button. At the bottom, a note says "Still have questions? Connect with a RE/MAX agent to get the answers you're looking for." Below this is a "More to Explore" section with four articles: "Money in Your Pocket: Calculating Your Own ROI from Your Properties" (February 21, 2025), "Tariff Threat Pushes New Listings Up, Sidelines Homebuyers" (February 19, 2025), "How Do You Make a Low Ball Offer?" (February 17, 2025), and "How Much Tax do I Pay When Selling My Home in Canada?" (February 14, 2025).

Figure 10: Sell page, RE/MAX

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Sell page: helps users navigate the home-selling process with ease. At the top, a “My Account” link lets users sign in or manage their profiles. Below this, a 10-Step Guide to Selling Your Home provides a simple, step-by-step breakdown of the process in an easy-to-understand way. To assist sellers further, a “Find a RE/MAX Agent” button is placed, encouraging users to connect with a real estate professional for guidance. A “More to Explore” section offers additional resources, such as articles on calculating return on investment (ROI) and tax implications.

The screenshot shows a RE/MAX listing page for a house at 17 Cemetery Road, Norfolk County, ON N0E1Z0. The main content includes the property price (\$1,549,999), details (3 bed, 2 bath, 2,000 sqft - house), and a large image of the house. To the right, there are three smaller images of similar houses and a "SEE ALL 47 PHOTOS" button. A sidebar on the right features a "Contact an Agent" button and a "Interested in this property?" section with a profile of Athar Qureshi.

Figure 11: Listing Example

This screenshot shows a detailed property listing for 17 Cemetery Road. It includes a "Property Details" section with property tax (\$4,214), MLS# (40510100), and home features like single family and 2,000 square feet. Below this is a "About the Norfolk County Neighbourhood" section, which notes that Norfolk County is very quiet. It lists amenities such as Transport, Character, Amenities, Education, Nature, and Wellness, with driving being the primary mode of transport. A map shows the location of the property relative to surrounding areas like Upper End, Smyths Corners, and Lower End. A sidebar on the right allows users to contact an agent or send more info.

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Data was last updated Friday, February 21, 2023 at 2:55:27 PM.

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Description	Details	Neighbourhood	Similar Listings	Contact an Agent
Similar Listings in Norfolk County Looks like we couldn't find any similar Listings in this neighbourhood.				

Luxury Popular Searches	Nearby Cities	Luxury Real Estate By City
Ontario Luxury Real Estate	Blandford-Blenheim Luxury Houses	Moravian 47 Luxury Real Estate
Norfolk County Luxury Houses	Brant Luxury Houses	Morley Luxury Real Estate
Norfolk County Luxury Real Estate Agents	Brantford Luxury Houses	Nairn and Hyman Luxury Real Estate
	Burlington Luxury Houses	Neugauagon Lake 25d Luxury Real Estate
	Cambridge Luxury Houses	North Frontenac Luxury Houses
	Haldimand County Luxury Houses	North Middlesex Luxury Houses
	Hamilton Luxury Houses	North Spirit Lake Luxury Real Estate

Description	Details	Neighbourhood	Similar Listings	Contact an Agent
		Haldimand County Luxury Houses	North Middlesex Luxury Houses	
		Hamilton Luxury Houses	North Spirit Lake Luxury Real Estate	
		Kitchener Luxury Houses	Northeastern Manitoulin And The Islands Luxury Real Estate	
		Norfolk County Luxury Houses	Northwest Angle 33b Luxury Real Estate	
		North Dumfries Luxury Houses	Norwich Luxury Houses	
		Norwich Luxury Houses	Opasatika Luxury Real Estate	
		Puslinch Luxury Houses	Orangeville Luxury Real Estate	
		South West Oxford Luxury Houses	Owen Sound Luxury Real Estate	
		West Lincoln Luxury Houses	Parry Sound Unorganized North East Part Luxury Real Estate	
		Woodstock Luxury Houses	Pelee Luxury Real Estate	

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Figure 13: Full Listing page, RE/MAX

Individual listing page: provides all the essential details a buyer needs at a glance. At the top, the listing price, number of bedrooms and bathrooms, and square footage are clearly displayed. The location and property type are also mentioned.

Real Estate Website Analysis – Stage 1 Report

A gallery with high-quality images allows users to see different angles of the property, with an option to view all photos in a full gallery.

Key action buttons, like “Contact Agent” or “Schedule a Viewing,” makes it easy for users to take the next step. Additional options allow users to share the listing on social media or save it for later. A detailed property description provides insights into the home’s features or history. The page also includes a neighborhood and map section, showing nearby schools, grocery stores, and hospitals, along with commute time estimates. The interactive map allows users to zoom in or check local transit options, with some listings having a “Calculate Commute” tool for personalized distance estimates.

Lastly, the agent’s profile is displayed, including their name, photo, and brokerage details, for buyers to reach out with any questions through a form. At the bottom, a “Similar Listings” section suggests other properties in the same area or price range, for further research.

Overview: RE/MAX is a globally recognized real estate platform that connects buyers, sellers, and agents. It provides a comprehensive suite of tools to facilitate property transactions, offering professional assistance and market insights to ensure a seamless experience for users.

Key Features:

1. Property Search

Buy/Rent Options: Users can search for properties available for sale or rent.

Popular Searches: The site highlights popular cities and property types, such as condos and townhouses, making it easier for users to find what they’re looking for.

Refined Search Filters: Users can filter searches by location, price range, property type, and other criteria to narrow down options effectively.

2. City Listings

Comprehensive listings for various cities, including:

Residential Real Estate: Single-family homes, condos, and townhouses.

Commercial Properties: Options for businesses looking to purchase or lease commercial spaces.

3. Agent Services

Find an Agent: Users can search for local RE/MAX agents based on their specific needs.

Real Estate Website Analysis – Stage 1 Report

Agent Profiles: Detailed profiles of agents, including their experience and specialties.

4. Real Estate Resources

Buying Tips: Guides for first-time buyers and seasoned investors.

Selling Tips: Resources for homeowners looking to sell their properties.

Market News & Advice: Articles and blogs that provide insights into market trends and real estate tips.

5. Open Houses

A section dedicated to upcoming open houses, allowing users to plan visits to properties they are interested in.

6. Newest Listings

Regularly updated section showcasing the latest properties added to the market.

7. Commercial Real Estate

Dedicated resources for those seeking commercial real estate opportunities.

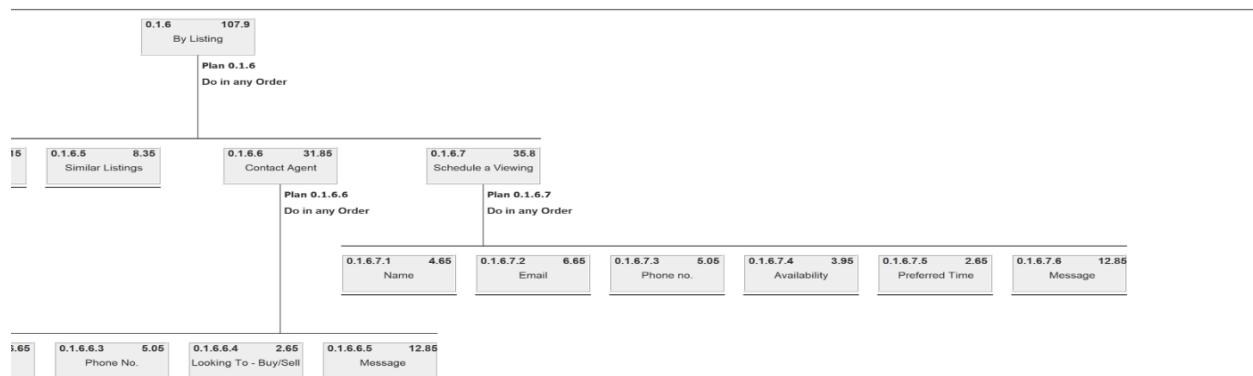
8. Luxury Listings

A specialized section highlighting high-end properties for buyers interested in luxury real estate.

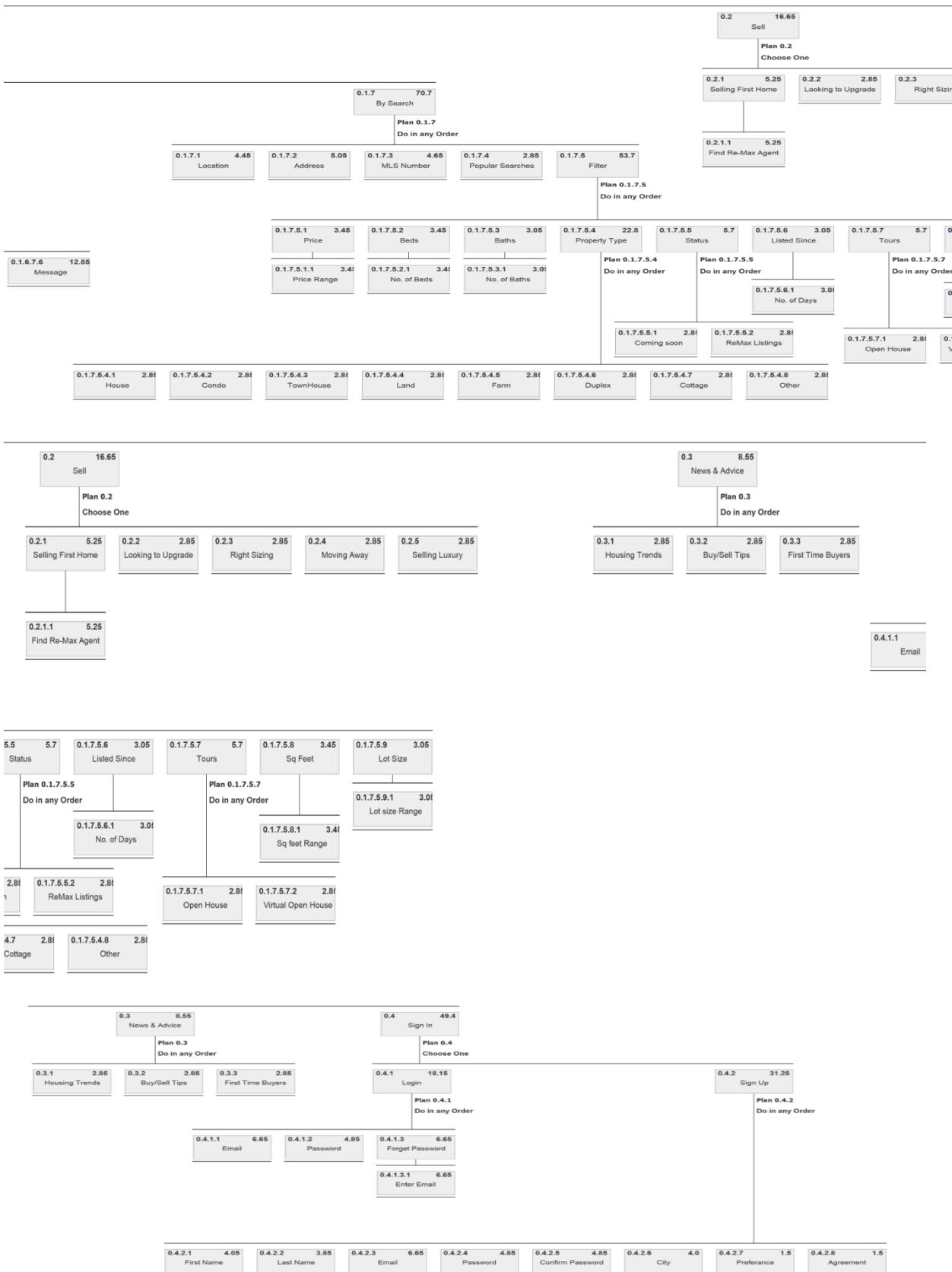
9. Accessibility Features

The site includes an accessibility policy to ensure information is available to all users.

Visual HTA:

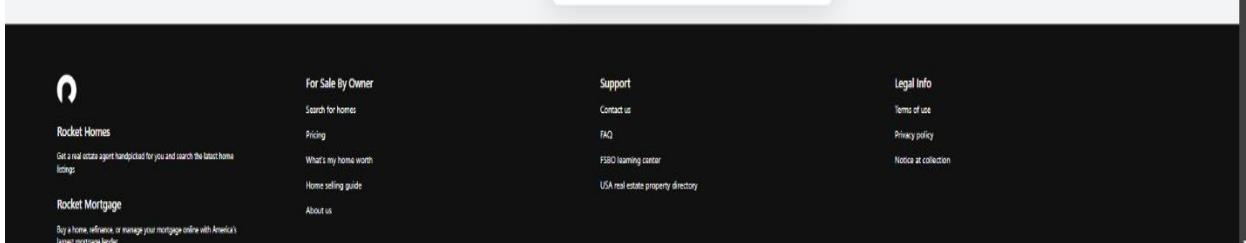
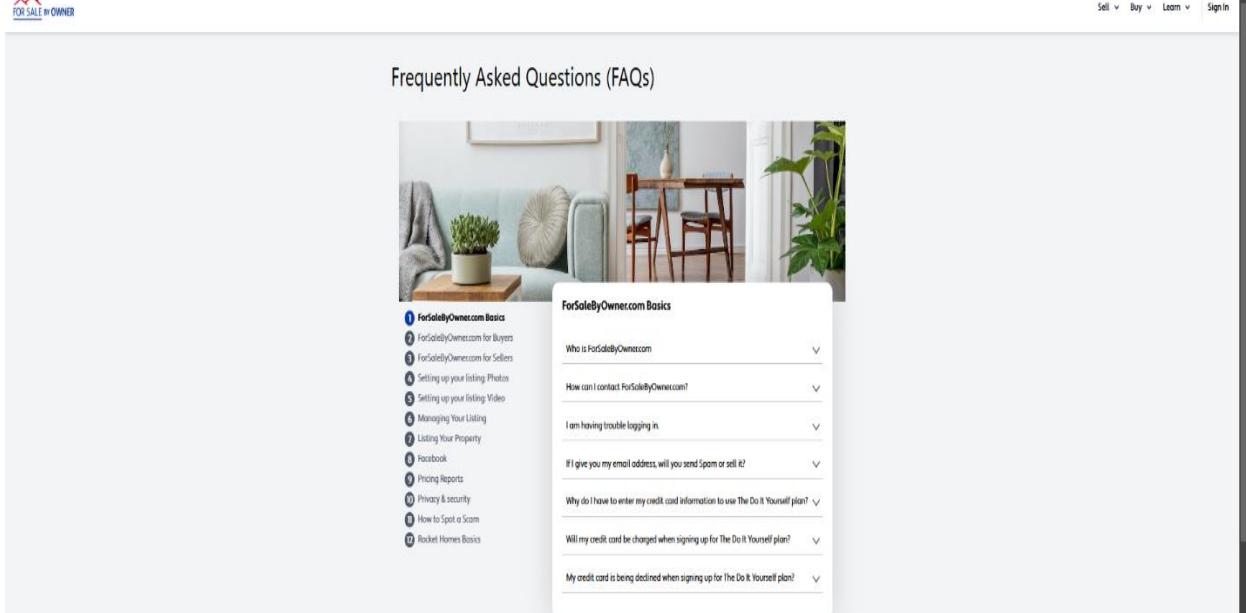
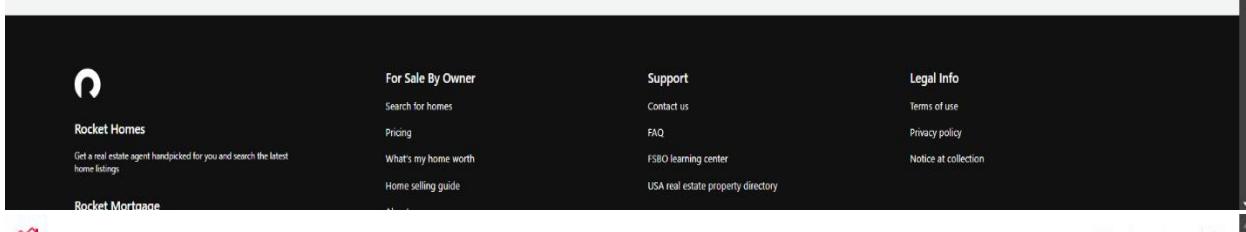
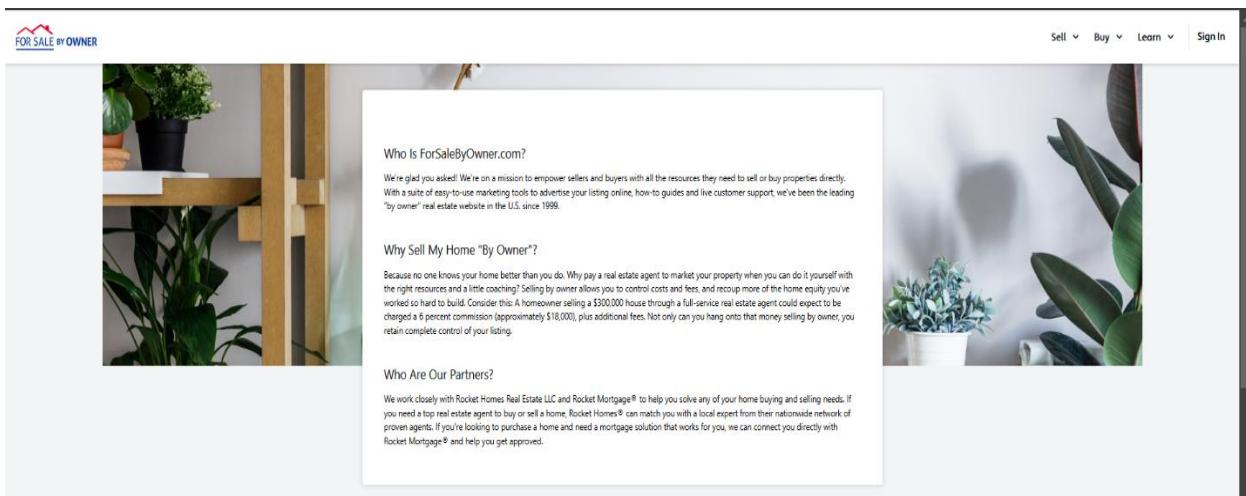


Real Estate Website Analysis – Stage 1 Report



Real Estate Website Analysis – Stage 1 Report

3.3 ForSaleByOwner



Real Estate Website Analysis – Stage 1 Report

The screenshot shows the homepage of the For Sale By Owner website. At the top, there's a navigation bar with links for 'Sell', 'Buy', 'Learn', and 'Sign In'. Below the navigation is a search bar with the placeholder text 'Search our exclusive home inventory. Enter an address, neighborhood, or city'. A large smartphone on the right side of the page displays a listing for a house at 48042 White Tail Park, Royal Oak, MI 48017, priced at \$446,000. The listing includes icons for 12 days on market, 722 views, and 188 favorites. Below the phone, there's a call-to-action button labeled 'Create My Listing'.

This screenshot shows the 'FSBO Learning Center' page. At the top, it says 'For Sale By Owner → Learning Center'. Below that is a section titled 'Handling Negotiations' featuring an image of three people in a meeting. To the right, there are several article cards:

- Buying Process**: 'How To Buy A Home For Sale By Owner' by Jadyn Ermoyan, April 26, 2024.
- Preparing Your Home for Sale**: '6 Reasons Why Your Home Isn't Selling (And What To Do About It)' by Hanna Kielar, April 26, 2024.
- Real Estate Market Trends**: 'How Millennials Can Grow Their Wealth Through Real Estate' by ForSaleByOwner, April 26, 2024.
- Home Improvements**: 'How Smart Home Improvements Can Boost Your Home's Appeal' by Carol McGarry, April 26, 2024.

This screenshot shows the 'Inbox' page. At the top, there's a navigation bar with 'Sell', 'Buy', 'Learn', and a user profile with the email 'paramp154@gmail.com'. Below the navigation is a search bar. On the right side, there's a sidebar with the following sections:

- Inbox**: 'Messages' (with a link).
- Home Search**: 'Favorites' (with a link) and 'Saved Searches' (with a link).
- Account**: 'Settings' (with a link), 'Order History' (with a link), and 'Sign Out' (with a link).

The main content area features the same 'List Your Home With Confidence & Save' section and mobile device display as the first screenshot.

Real Estate Website Analysis – Stage 1 Report

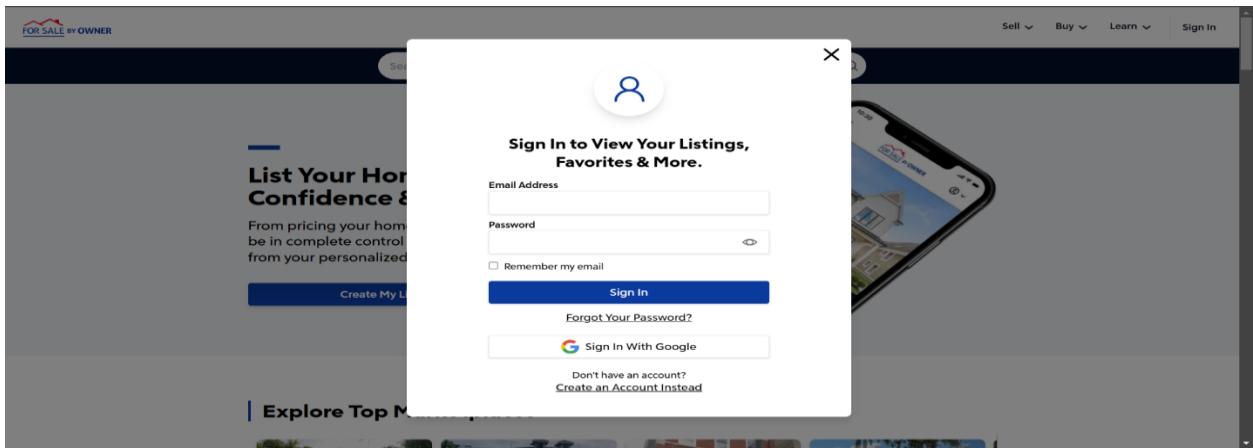


Figure 14: Login Page, FORSALEBY OWNER

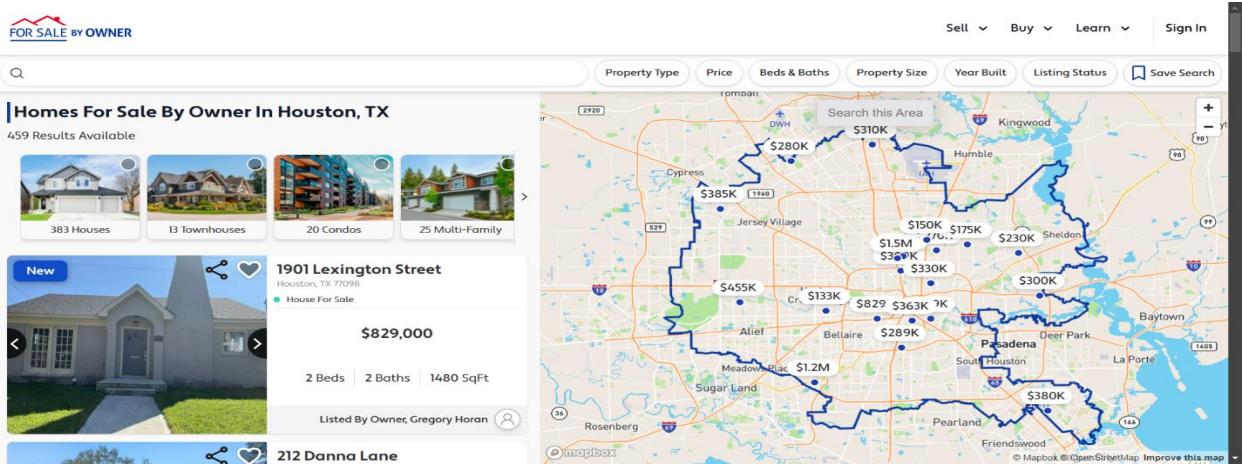


Figure 15: Search bar, ForSaleByOwner
DIY Home Selling, Simplified

A screenshot of a promotional pop-up titled "Do It Yourself". The title is in blue, followed by the word "Free" in bold black. Below this, it says "Empower Your Selling Journey:" and lists two points: "1. Everything You Need: Create compelling listings, reach serious buyers, and manage showings with ease." and "2. Do It Yourself. Done Right: We provide the resources and guidance to navigate the selling process confidently." At the bottom of the pop-up is a large blue "Get Started" button. To the right of the button, there is a vertical scroll bar indicating the rest of the page.

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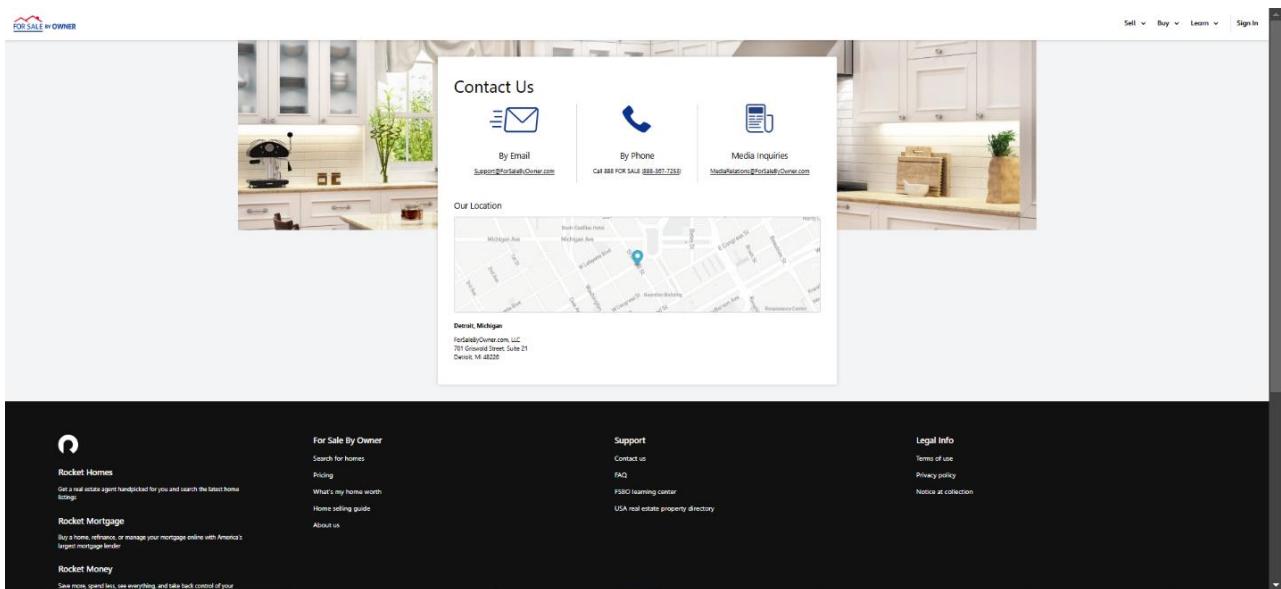


Figure 16: Contact Us, ForSalebyowner

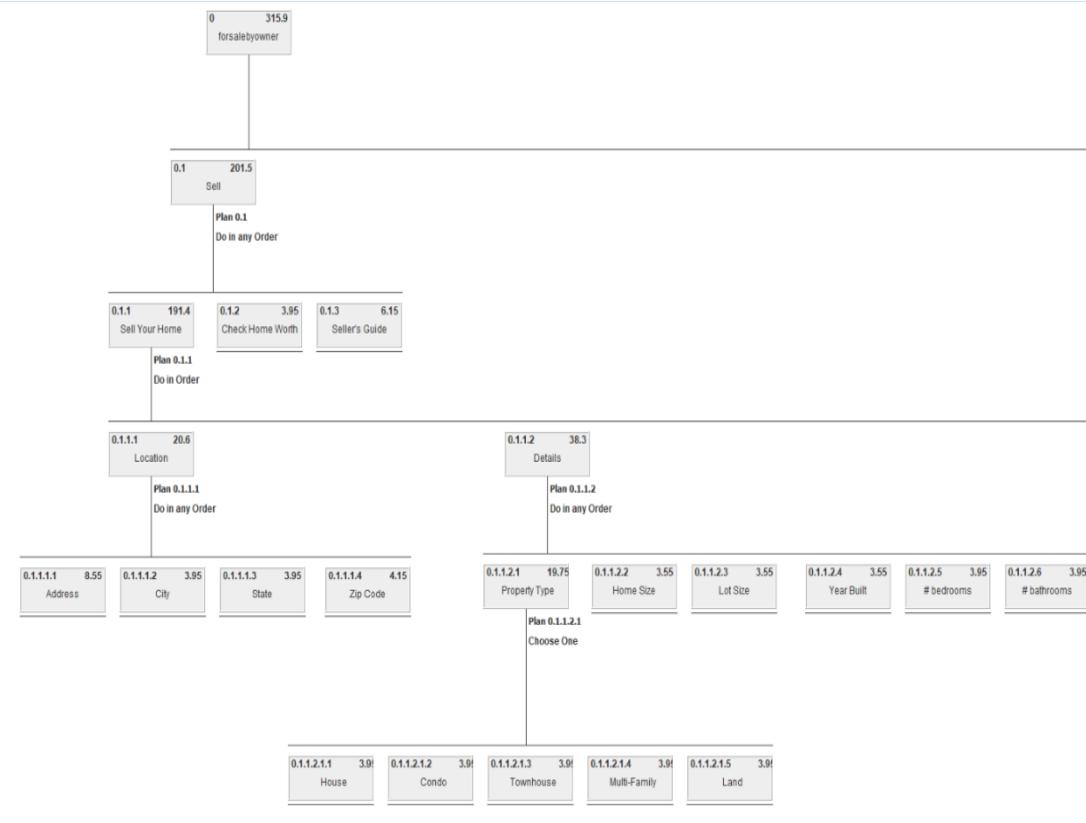
Overview: ForSalebyowner is an online real estate platform designed to connect buyers, sellers, and agents. It offers a seamless experience for listing, searching, and managing property transactions while providing market insights and professional assistance.

- **Home Listing Services**
 - Allow sellers to upload property listings directly.
 - Provide tools for sellers to manage their listings, including price updates and status changes.
- **Search Functionality for Buyers**
 - Enable buyers to search for homes based on various criteria (price, location, number of bedrooms).
 - Offer filtering options to refine search results.
- **Property Information**
 - Display detailed property descriptions, photos, and videos.
 - Include essential details such as price, address, type of property, size, and number of bedrooms.
- **Contact Options**
 - Provide contact buttons for buyers to reach sellers or agents directly.
 - Facilitate communication between buyers and sellers through messaging features.
- **Market Analysis Tools**
 - Offer a home valuation tool to estimate property worth based on comparables.

Real Estate Website Analysis – Stage 1 Report

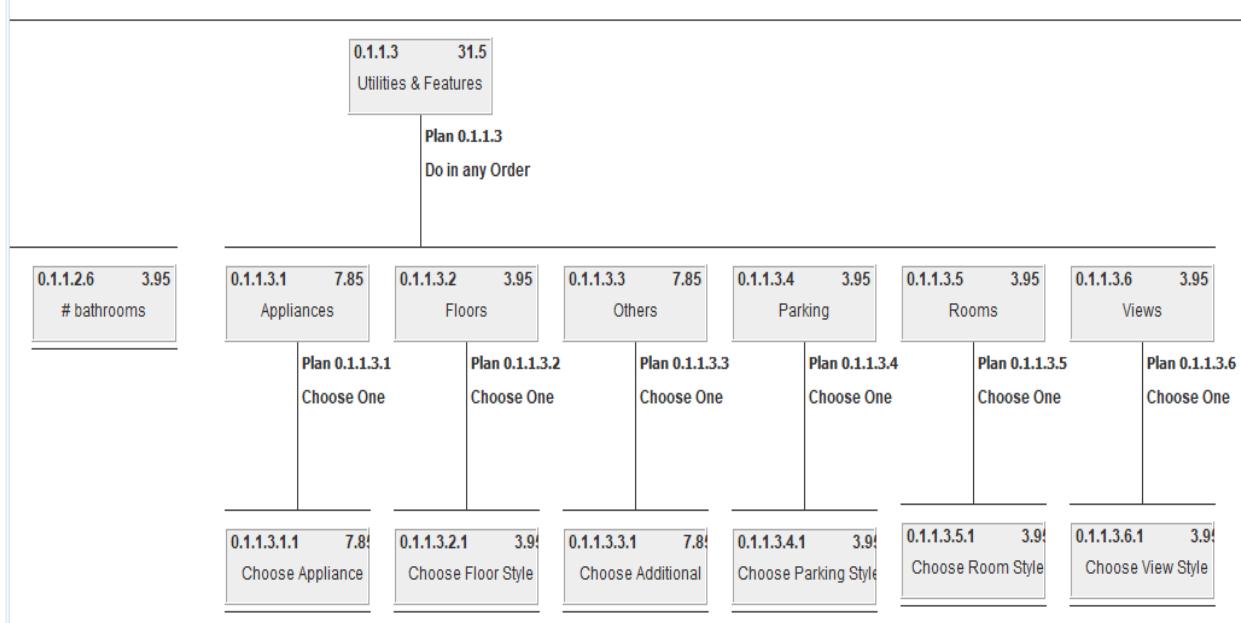
- **Guides and Resources**
 - Provide seller guides and educational resources for both buyers and sellers.
 - Include FAQs to assist new users.
- **User Account Management**
 - Allow users to create accounts for saved searches, preferences, and viewing history.
 - Support user registration and identity verification processes.
- **Agent Services**
 - Feature a list of verified agents for buyers to contact.
 - Provide guidance and support for sellers navigating the selling process.
- **Marketing Tools**
 - Assist sellers in marketing their properties effectively without traditional agent fees.
 - Provide resources for enhancing property appeal (e.g., home improvements).
- **Mobile-Friendly Design**
 - Ensure the website is responsive and accessible on various devices.

Visual HTA:

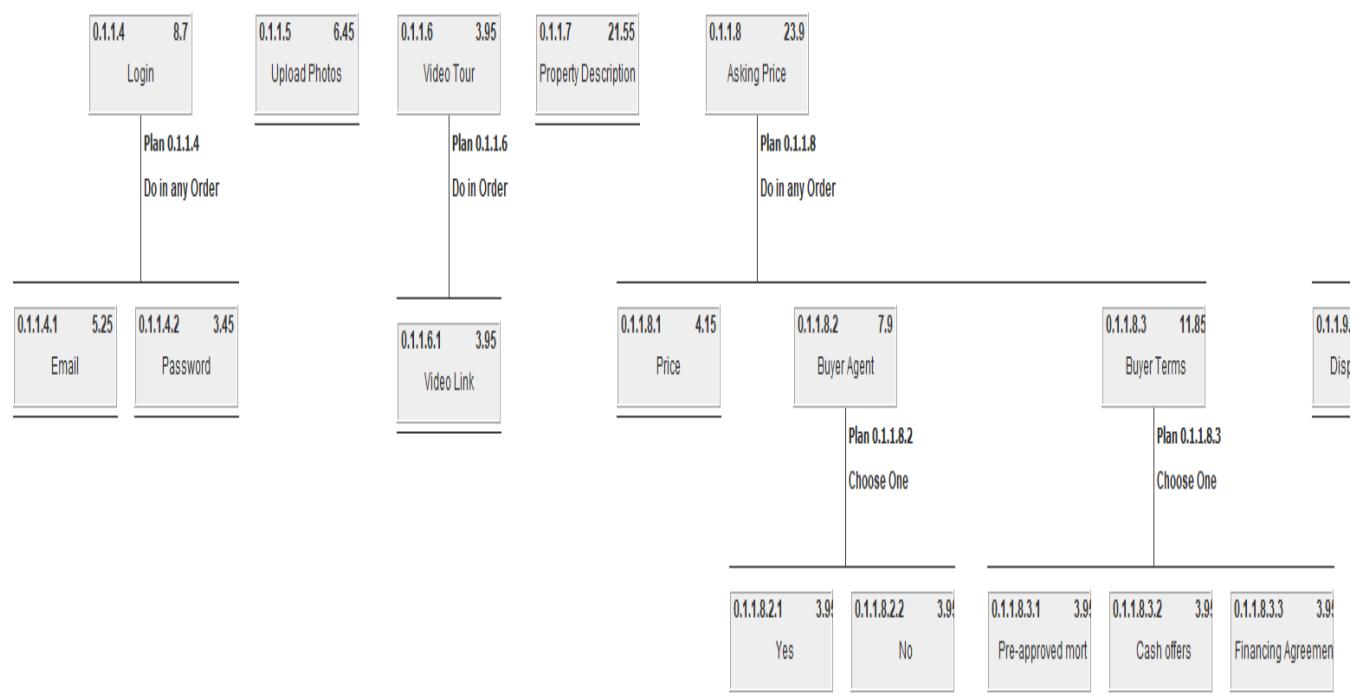


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Visual HTA with KLM ForSaleOwner, Part 1

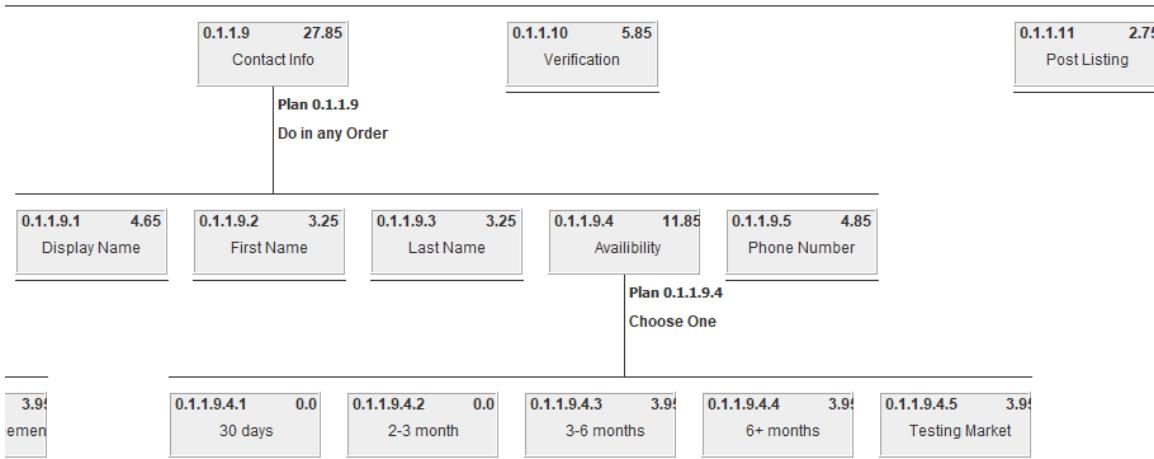


Visual HTA with KLM ForSaleOwner, Part 2

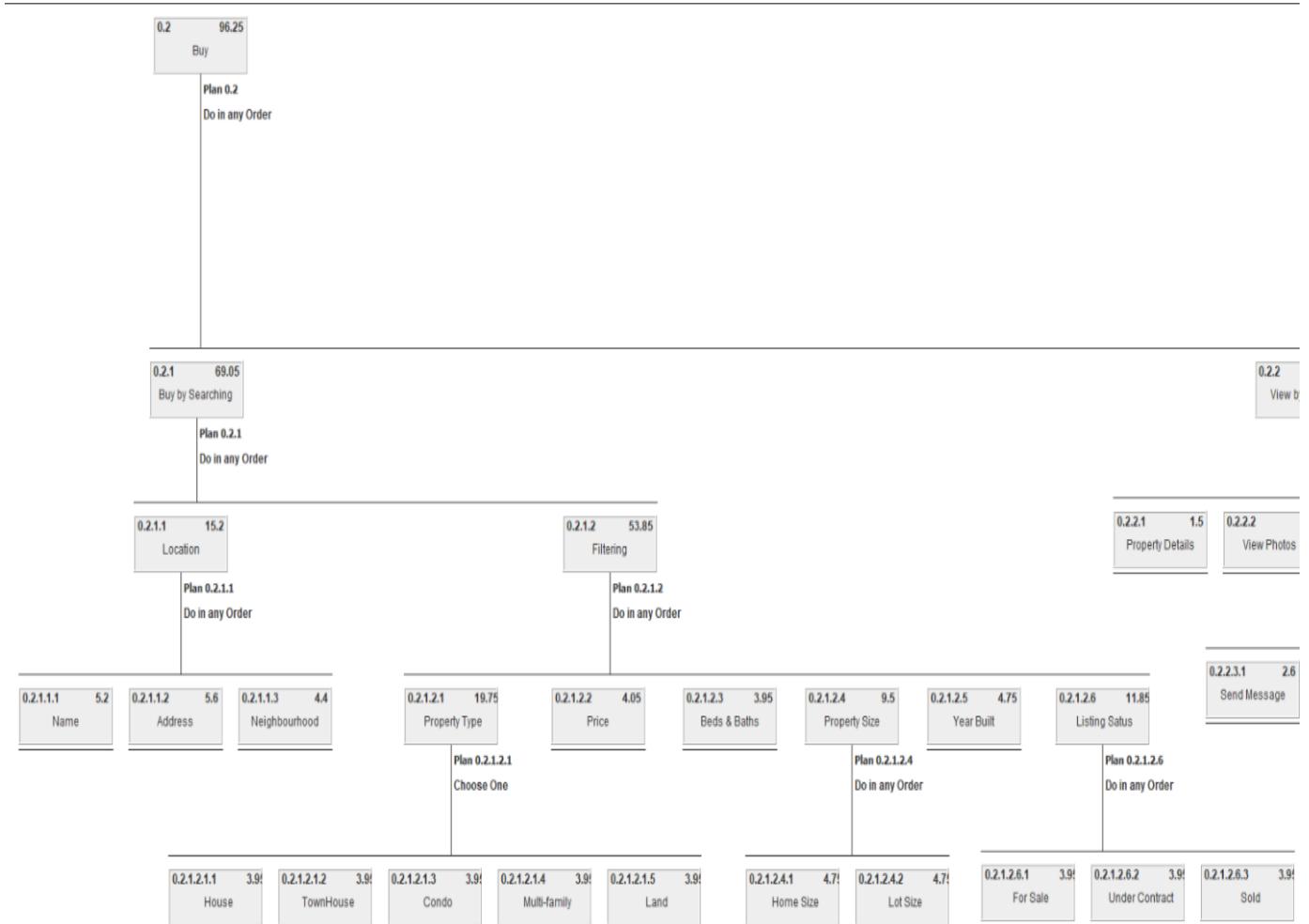


Visual HTA with KLM ForSaleOwner, Part 3

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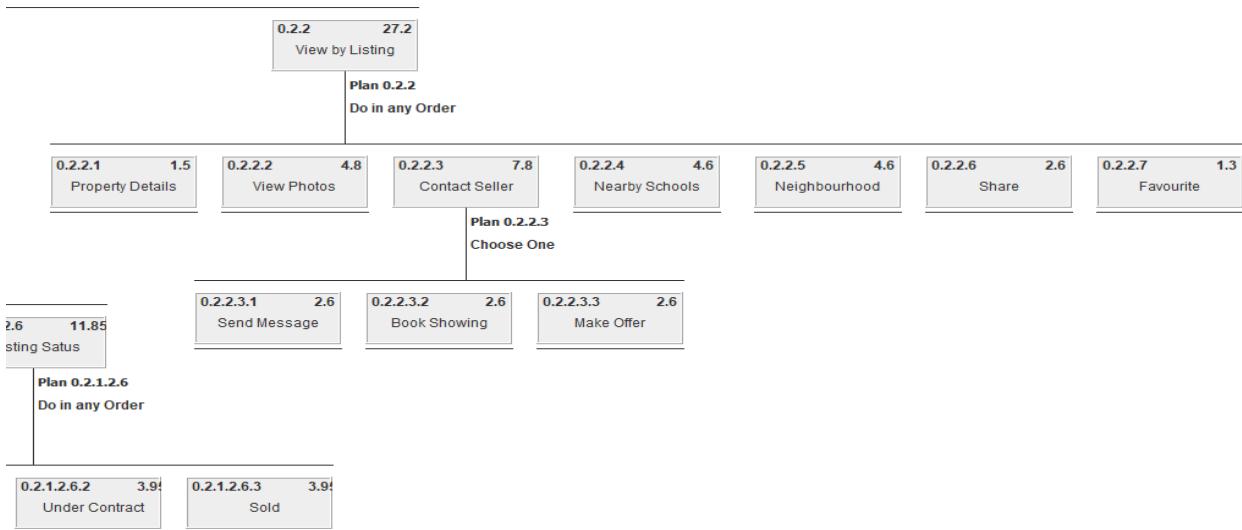


Visual HTA with KLM ForSaleOwner, Part 4

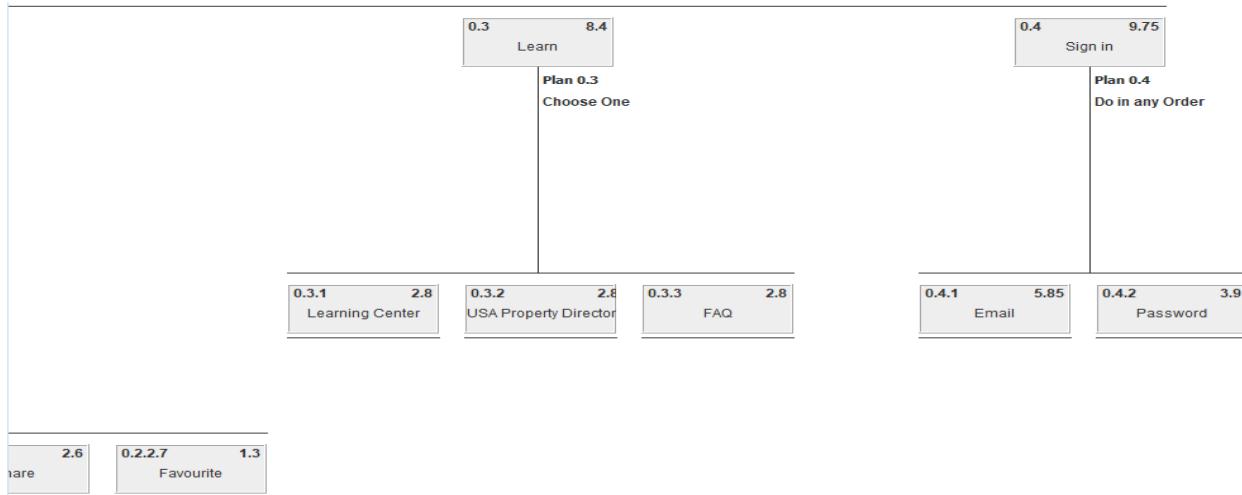


Visual HTA with KLM ForSaleOwner, Part 5

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Visual HTA with KLM ForSaleOwner, Part 6



Visual HTA with KLM ForSaleOwner, Part 7

3.4 Site Comparison:

Similarities:

Property Listings – All three platforms allow users to browse and search for properties based on location, price, and other filters.

Real Estate Market Insights – Each platform provides some level of market analysis, helping buyers and sellers understand real estate trends.

Agent Involvement – While RE/MAX relies entirely on agents, both Zolo.ca and ForSaleByOwner also offer agent connections.

Online Access & Search Tools – All three platforms offer online search tools to help users filter properties based on preferences like budget, location, and property type.

Real Estate Website Analysis – Stage 1 Report

Differences:

Feature	Zolo.ca	ForSaleRealtor	RE/MAX
DIY Listings	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Agent-Based Services	<input checked="" type="checkbox"/> Optional	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Required
Property Verification	<input checked="" type="checkbox"/> Limited	<input checked="" type="checkbox"/> Limited	<input checked="" type="checkbox"/> Strong
Commission-Free Selling	<input checked="" type="checkbox"/> Available	<input checked="" type="checkbox"/> Available	<input checked="" type="checkbox"/> No
Market Reach	<input checked="" type="checkbox"/> High	<input checked="" type="checkbox"/> Limited	<input checked="" type="checkbox"/> High
Security Measures	<input checked="" type="checkbox"/> Basic	<input checked="" type="checkbox"/> Basic	<input checked="" type="checkbox"/> Strong
User-Friendly Navigation	<input checked="" type="checkbox"/> Needs Improvement	<input checked="" type="checkbox"/> Simple	<input checked="" type="checkbox"/> Professional but complex
Mobile App	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes

Key Takeaways:

- **ForSaleByOwner** and **Zolo.ca** both allow DIY property listings, making them more attractive for sellers who want to avoid commission fees.
- **RE/MAX**, in contrast, only offers agent-assisted transactions, ensuring professional support but at a higher cost.
- **Zolo.ca** has better market reach than **ForSaleByOwner** but lacks strong security measures and user-friendly navigation.
- **RE/MAX** provides the most robust property verification and agent support but does not cater to DIY sellers.

Section 4

Critique and Findings

Critique of Zolo.ca Platform

Strengths:

Buyer Features:

- **Search Filters:** Efficiently find properties meeting specific criteria (e.g., price, location, property type).
- **Contact Options:** Direct communication between buyers, sellers, and agents.

Seller Features:

- **Property Uploads:** Showcase properties with detailed information and high-quality images.
- **Agent Communication:** Prompt and accurate responses to inquiries.

Agent Roles:

- **Verification:** Ensures accuracy and authenticity of listings.
- **Managing Listings:** Efficiently manage and provide guidance.

Real Estate Website Analysis – Stage 1 Report

Security Measures:

- **User Verification:** Protects against unauthorized access.
- **Role-Based Access:** Assigns specific roles and permissions.

User Interface:

- **User-Friendly:** Easy navigation and positive user experience.
- **Search Bar with Filters:** Quickly narrow search results.

Personalization:

- **Save Searches:** Cater to individual preferences with recommendations.
- **User Profiles:** Track interactions and activities.

Weaknesses:

- **Limited DIY Options:** Leans toward agent-based listings.
 - **Security Concerns:** Needs in-depth verification tools.
 - **Navigation Complexity:** Overwhelming for first-time users.
-

Critique of ForSaleByOwner Platform

Strengths:

Buyer Features:

- Simple navigation with location and price-based search filters.
- Eliminates the need for agent involvement by allowing direct buyer-seller communication.

Seller Features:

- Offers DIY listings without agent fees.
- No hidden fees or commissions for sellers.

Security Measures:

- Requires users to create verified accounts, ensuring basic security.

Real Estate Website Analysis – Stage 1 Report

Weaknesses:

- Lacks the market reach of major real estate platforms like Zolo.ca or RE/MAX.
 - Does not have strong listing authentication, increasing the risk of fraud.
 - Lacks detailed search filters compared to competitors.
-

Critique of RE/MAX Platform

Strengths:

Buyer Features:

- One of the largest real estate inventories.
- Strong authentication for all listings, ensuring verified properties.

Seller Features:

- Offers professional assistance throughout the process.
- Properties are widely advertised, increasing visibility.

Agent Roles:

- Transactions are agent-managed for reliability and trust.
- Well-established brand with a strong reputation in the industry.

Security Measures:

- Listings are thoroughly vetted to reduce the risk of fraudulent activity.

Weaknesses:

- All sales must go through agents, leaving no room for DIY listings.
 - Requires agent commissions, making it more expensive for sellers.
 - Less emphasis on direct buyer-seller transactions.
-

Key Takeaways from Existing Platforms:

Real Estate Website Analysis – Stage 1 Report

- **ForSaleByOwner** offers commission-free DIY listings but lacks market exposure and security features.
- **Zolo.ca** provides both DIY and agent-based services but needs better security and a more user-friendly interface.
- **RE/MAX** offers the most professional and secure experience, but at a higher cost and without DIY options.

Final Thoughts:

A new real estate platform should combine the market reach and security of **RE/MAX**, the flexibility of **ForSaleRealtor**, and the hybrid approach of **Zolo.ca** to provide a secure, efficient, and cost-effective solution for buyers and sellers.

Section **5**

Personas

5.1. Grouping & Sorting Personas

Primary Personas

1. The First-Time Homebuyer (Student)

- **Demographics:** 18–24, student, no income.
- **Goals:** Find affordable housing, avoid scams, simplify the process.
- **Pain Points:** Lack of guidance, fear of hidden fees, outdated listings.
- **Key Features:** Document checklists, mortgage calculators, secure messaging.
- **Justification:** Largest demographic in surveys (70% of responses).

2. The Security-Conscious Buyer

- **Demographics:** Mixed age, employed/self-employed.
- **Goals:** Ensure transaction safety, verify legal documents.
- **Pain Points:** Fraud, lack of identity verification.
- **Key Features:** Two-factor authentication, legal document verification.
- **Justification:** 85% rated security as “extremely important.”

3. The Independent Investor

- **Demographics:** 18–34, self-employed/full-time employed.
- **Goals:** Maximize ROI, analyze rental income potential.
- **Pain Points:** Lack of market trend data, hidden costs.
- **Key Features:** ROI calculators, virtual tours, agent integration.
- **Justification:** 30% cited “investment” as their primary purpose.

Real Estate Website Analysis – Stage 1 Report

4. The Tech-Savvy Buyer

- **Demographics:** 18–24, students/young professionals.
- **Goals:** Fast, AI-driven searches, minimal agent interaction.
- **Pain Points:** Slow websites, poor navigation.
- **Key Features:** AI recommendations, mobile-friendly interface.
- **Justification:** 60% requested AI tools and fast platforms.

5. The Older/Retired Buyer

- **Demographics:** 45+, retired/housewives.
- **Goals:** Simplicity, agent support, no technical hassles.
- **Pain Points:** Difficulty navigating platforms.
- **Key Features:** Guided workflows, customer support.
- **Justification:** Represent niche but critical usability needs.

5.2. Personas Creation

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Appendix A: Persona 1

Abdullah AK

	
Personal Info: <ul style="list-style-type: none">· Age Group: 18-24· Status: Student	Habits, Behavior, Interests: <ul style="list-style-type: none">· Frequently uses mobile apps and websites for research.· Interested in online communities for student advice.· Engages in social media, following real estate trends.
Bio (past and present): <ul style="list-style-type: none">· Abdullah, an 18-year-old college student, currently lives at home with his parents but is keen to find a place closer to campus. He has little experience with real estate.	Skills: <ul style="list-style-type: none">· Basic computer skills; proficient in using search engines and social media.
Personal Goals: <ul style="list-style-type: none">· To purchase his first home for personal use, ideally close to school. To understand the home-buying process thoroughly to avoid common pitfalls.	Frustrations: <ul style="list-style-type: none">· Confusing website navigation and overwhelming information.· Fear of scams and lack of guidance as a first-time buyer.
Immediate Goals: Find suitable properties within his budget. Learn about financing options and the steps involved in buying a home.	Social: Active on social media platforms, seeking peer recommendations. Technology: Uses smartphones and laptops; prefers user-friendly interfaces and secure platforms.

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Appendix B: Persona 2

Obito Uchiha

	
Personal Info: <ul style="list-style-type: none">Age Group: 50+Status: Retired	Habits, Behavior, Interests: <ul style="list-style-type: none">Enjoys reading about market trends and attending seminars on real estate investing.Prefers face-to-face interactions but is open to using technology for research.
Bio (past and present): <ul style="list-style-type: none">Obito is a 55-year-old retired individual who has spent most of his life working in various jobs. He is now looking to invest in rental properties to secure an additional income stream during retirement.	Skills: <ul style="list-style-type: none">knowledgeable about financial planning and has a basic understanding of property management.
Personal Goals: <ul style="list-style-type: none">To secure his financial future through smart real estate investments.To find properties that require minimal management effort.	Frustrations: <ul style="list-style-type: none">Worries about scams targeting older adults in real estate.Dislikes complicated websites that lack clear instructions or support.
Immediate Goals (what they want to accomplish): <ul style="list-style-type: none">Identify lucrative rental properties in safe neighborhoods.Understand the legal aspects of being a landlord.	Social: Values personal relationships; often discusses investment opportunities with friends. Technology: Moderate tech skills; Uses a tablet for browsing but prefers traditional methods for significant decisions.

Appendix C: Persona 3

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Celine

	
<p>Personal Info:</p> <ul style="list-style-type: none"> · Age Group: 25-34 · Status: Employed full-time 	<p>Habits, Behavior, Interests:</p> <ul style="list-style-type: none"> · Values research; often compares multiple sources before making decisions. · Enjoys home improvement projects and follows design trends.
<p>Bio (past and present):</p> <ul style="list-style-type: none"> · Celine is a 30-year-old employed full-time in a corporate job. She has prior experience owning a home and is now looking to purchase her second property for personal residence. 	<p>Skills:</p> <ul style="list-style-type: none"> · Experienced in real estate transactions; understands negotiation processes.
<p>Personal Goals:</p> <ul style="list-style-type: none"> · To find a family-friendly home with good resale potential. · To ensure the buying process is smooth and efficient. 	<p>Frustrations:</p> <ul style="list-style-type: none"> · Frustrated by outdated listings and lack of responsiveness from agents. · Concerned about the security of her personal information online.
<p>Immediate Goals (what they want to accomplish):</p> <p>Identify properties that meet her family's needs.</p> <ul style="list-style-type: none"> · Work with reliable professionals to facilitate the buying process. · Understand the legal aspects of being a landlord. 	<p>Social: Connects with friends and family for recommendations and experiences.</p> <p>Technology: Uses both desktop and mobile devices; appreciates efficient, modern interfaces.</p>

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Appendix D: Persona 4

Zaid Malik

	
Personal Info: <ul style="list-style-type: none">· Age Group: 18-24· Status: Employed full-time	Habits, Behavior, Interests: <ul style="list-style-type: none">· Regularly reads financial news and follows real estate blogs.· Participates in local investment clubs or online forums related to property investment.
Bio (past and present): <ul style="list-style-type: none">· Zaid is a 22-year-old young professional who has recently graduated and started working full-time. He is interested in investing in rental properties for additional income.	Skills: <ul style="list-style-type: none">· Strong analytical skills; able to evaluate property values and market conditions.
Personal Goals: <ul style="list-style-type: none">· To build wealth through real estate investments.· To acquire a rental property that can generate passive income.	Frustrations: <ul style="list-style-type: none">· Difficulty in navigating complex real estate websites.· Concerns about hidden fees associated with property transactions.
Immediate Goals (what they want to accomplish): <p>Research potential investment properties.</p> <ul style="list-style-type: none">· Understand financing options and market trends in real estate.· Understand the legal aspects of being a landlord.	Social: Engages with fellow investors through social media and networking events. Technology: Engages with fellow investors through social media and networking events.

Section 6

User Demands

Overview:

Understanding the demands and requirements of users is crucial for designing an effective and user-friendly DIY Real Estate Platform. This section outlines the key demands of different user groups, including buyers, sellers, and agents, based on comprehensive research and analysis.

Key User Groups:

1. Buyers:

- **Ease of Search:** Buyers demand a platform that allows them to search for properties effortlessly with various filters such as price, location, and property type.
- **Detailed Listings:** Comprehensive property listings with detailed information, including high-quality images, property features, and location details.
- **Market Insights:** Access to real estate market trends, statistics, and analysis to make informed decisions.
- **Secure Communication:** A secure messaging system to communicate directly with sellers and agents.
- **Personalization:** Ability to save searches, set preferences, and receive tailored recommendations.

2. Sellers:

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- **Easy Property Uploads:** A straightforward process for uploading and managing property listings, with the ability to include detailed information and high-resolution images.
- **Visibility:** Tools to enhance the visibility of their listings to potential buyers.
- **Communication Tools:** Secure messaging to interact with interested buyers and agents.
- **Verification:** Assurance that their listings are verified and protected from fraudulent activities.

3. Agents:

- **Efficient Management:** Tools to manage multiple listings efficiently, including updating property details and responding to inquiries.
- **Professional Profiles:** Detailed agent profiles showcasing their experience, reviews, and expertise.
- **Property Verification:** Mechanisms to verify the authenticity of property listings to build trust with clients.
- **Market Analysis:** Access to market insights and reports to provide better guidance to clients.

General User Demands:

- **Intuitive Navigation:** A user-friendly interface with easy navigation to ensure users can find what they need quickly and efficiently.
- **Security:** Robust security measures to protect user data and prevent unauthorized access and fraud.
- **Mobile Accessibility:** A fully responsive platform that works seamlessly on various devices, including desktops, tablets, and mobile phones.
- **Customer Support:** Access to comprehensive help resources and responsive customer support to address user issues and queries.
- **Personalized Experience:** Features that allow users to personalize their experience, such as creating user profiles, saving searches, and receiving recommendations based on their preferences.

Research Methodology:

To determine these demands, we conducted:

- **Surveys and Interviews:** Engaged with potential users to gather insights on their needs and preferences.
- **Observations:** Observed user interactions with existing platforms to identify common pain points and areas for improvement.

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- **Analysis of Existing Platforms:** Analyzed features and services offered by existing real estate websites to understand user expectations.

By addressing these user demands, the DIY Real Estate Platform aims to provide a comprehensive, secure, and user-friendly experience that meets the diverse needs of buyers, sellers, and agents.

Section 7

Interface

Presentation

Our DIY Real Estate Platform has been carefully designed to deliver a superior user experience through its user-friendly, intuitive, and efficient interface. This section presents a detailed overview of the key components and design principles of our platform's interface.

Design Principles:

- **User-Centric:** The interface is designed with the end-user in mind, focusing on ease of use and accessibility. Feedback from user surveys and interviews has been incorporated to ensure the design meets the needs of our diverse user base.
- **Consistency:** Consistent design elements and patterns are used throughout the platform to provide a cohesive experience, including uniform fonts, color schemes, and button styles.
- **Responsive Design:** The platform is fully responsive, ensuring seamless functionality on various devices, including desktops, tablets, and mobile phones.

Key Components:

1. Homepage:

- **Search Bar:** A prominently placed search bar with filters (price, location, property type) to help users quickly find properties.
- **Featured Listings:** Highlighted property listings that are popular or newly added to attract user attention immediately.
- **Navigation Menu:** An easy-to-navigate menu with links to different sections of the site, such as Property Listings, Market Insights, and Agent Profiles.

2. Property Listings Page:

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- **Detailed Listings:** Each property listing includes comprehensive details like price, location, property features, and high-quality images.
- **Interactive Maps:** Integration with map services to provide visual context of property locations and nearby amenities.
- **Save and Compare:** Features that allow users to save their favorite properties and compare them side by side.
- **Personalization:** Users can create personalized profiles, save searches, set preferences, and receive tailored recommendations.
- **Dashboard:** A user dashboard that displays saved properties, recent searches, and personalized recommendations.

3. Secure Messaging System:

- **Communication:** A secure messaging system that allows buyers, sellers, and agents to communicate directly within the platform.
- **Notifications:** Users receive notifications for new messages, property inquiries, and updates on saved searches.

4. Agent Interface:

- **Verification Tools:** Tools for agents to verify property details and manage listings.
- **Agent Profiles:** Detailed profiles for agents, including their experience, reviews, and areas of expertise.

5. Market Insights:

- **Trends and Analysis:** A section dedicated to real estate market trends, statistics, and analysis to help users make informed decisions.
- **Reports:** Users can generate market reports to understand the current real estate landscape.

6. Security Features:

- **User Authentication:** Robust authentication systems to ensure that only verified users can access the platform.
- **Fraud Prevention:** Tools and protocols to prevent fake listings and ensure the authenticity of property information.

7. Help and Support:

- **FAQ Section:** A comprehensive FAQ section to assist users with common questions and issues.
- **Customer Support:** Easy access to customer support for additional assistance.

The interface presentation aims to provide a streamlined and efficient user experience, addressing common pain points observed in existing DIY real estate platforms. By prioritizing usability, security

Section 8

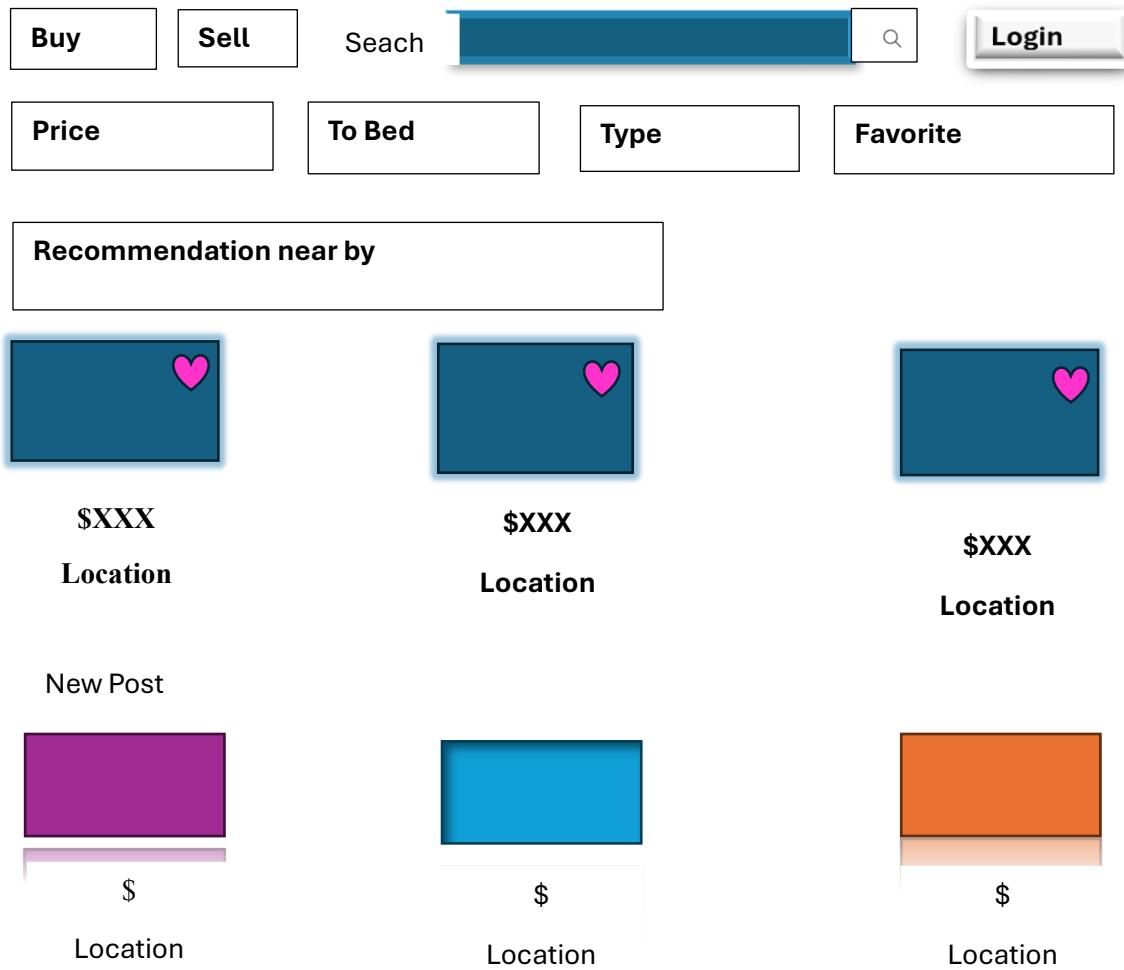
Storyboard and Survey Data

8.1. Storyboard

Conceptual design relies on creating meaningful connections between users' mental models and the interface's structure. By leveraging familiar metaphors and intuitive layouts, users can interact with the system seamlessly without needing technical knowledge. Rather than focusing solely on system functionality, the design prioritizes user needs, habits, and expectations, ensuring a natural and efficient workflow.

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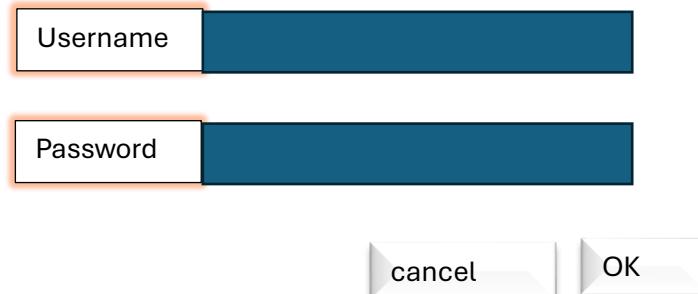
Storyboard of Interface:



Storyboard of main Page.

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Login

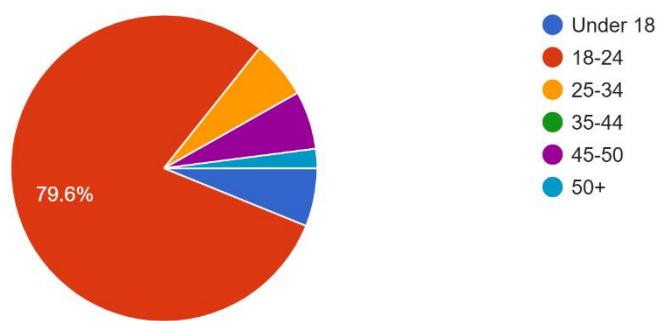


Storyboard of Login page.

8.2. Survey Data

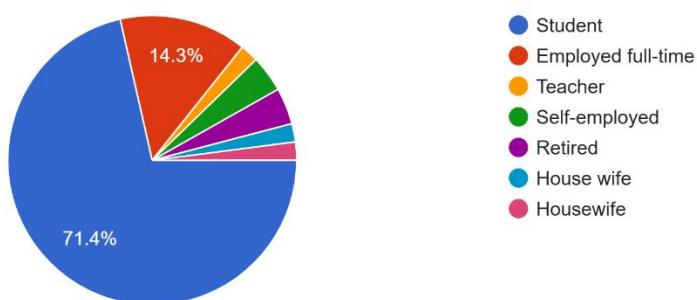
1) What is your age group?

49 responses



2) What is your current status?

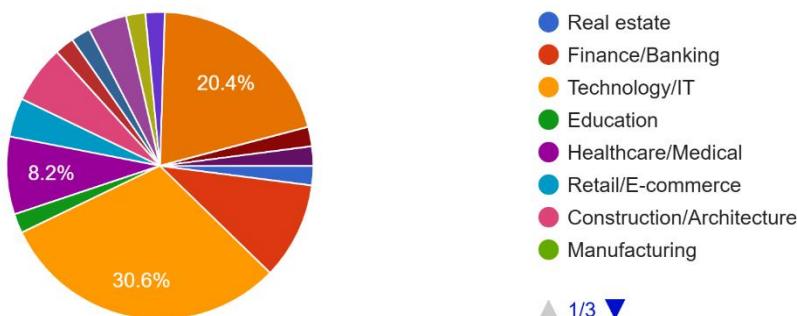
49 responses



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3) What industry do you work in OR want to pursue in?

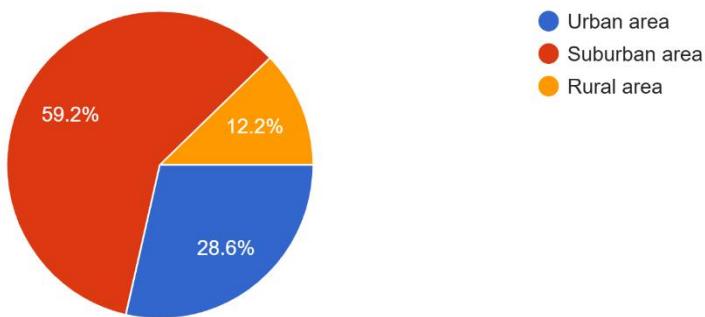
49 responses



▲ 1/3 ▼

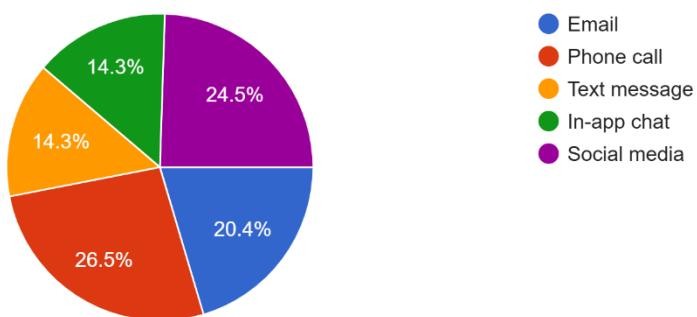
4) Where do you currently live?

49 responses



5) What is your preferred method of communication?

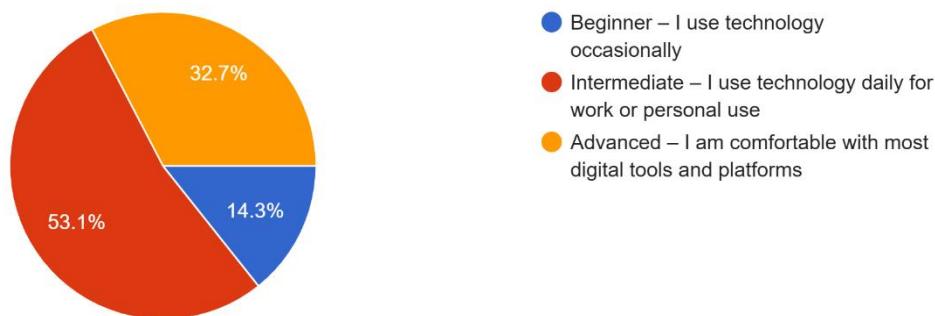
49 responses



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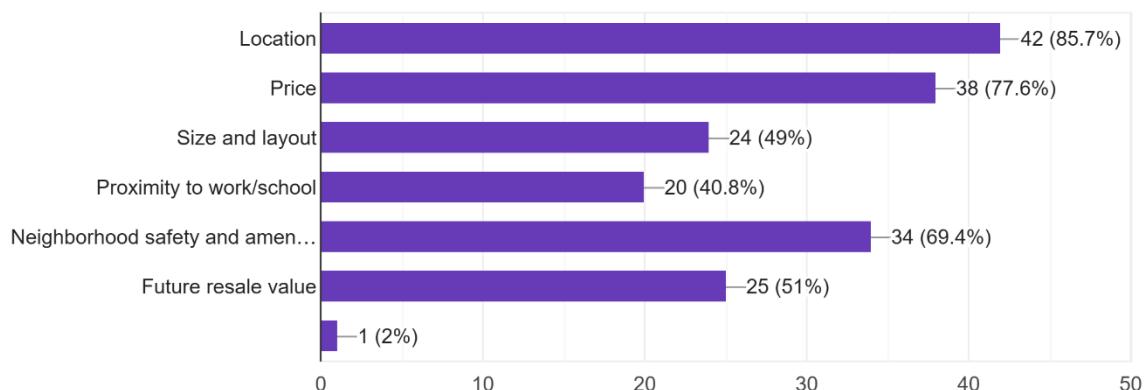
6) How tech-savvy are you?

49 responses



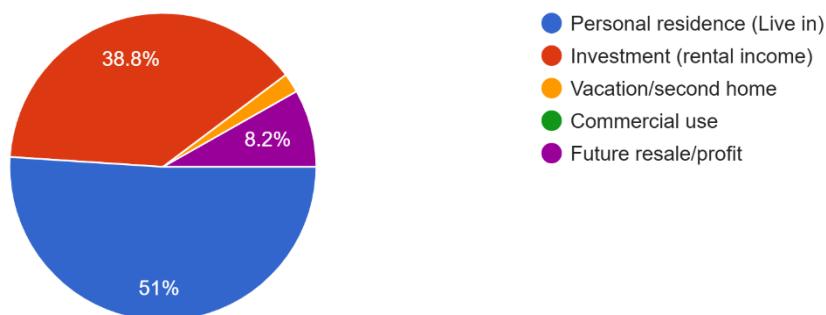
7) What factors influence your decision when buying a property? (Select all that apply)

49 responses



8) What is your primary purpose for buying a property?

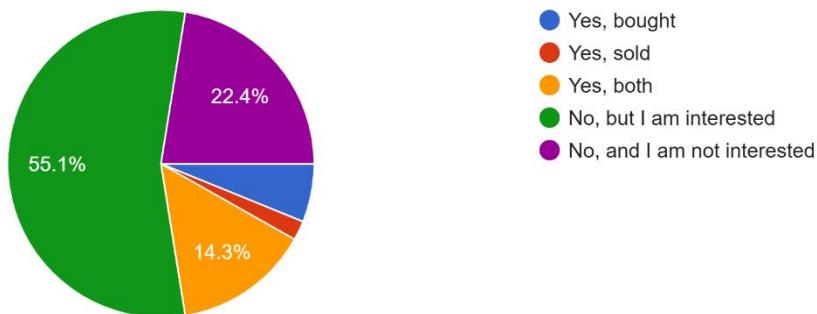
49 responses



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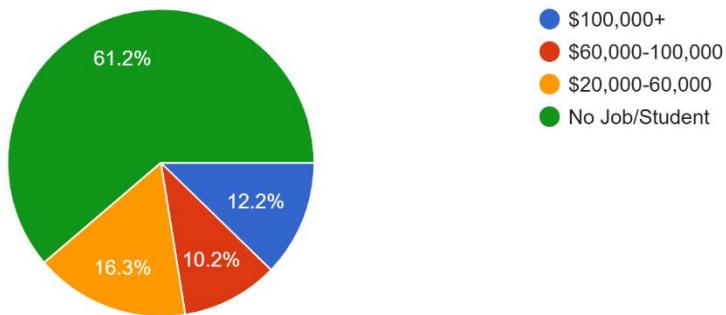
9) Have you previously bought or sold a property online?

49 responses



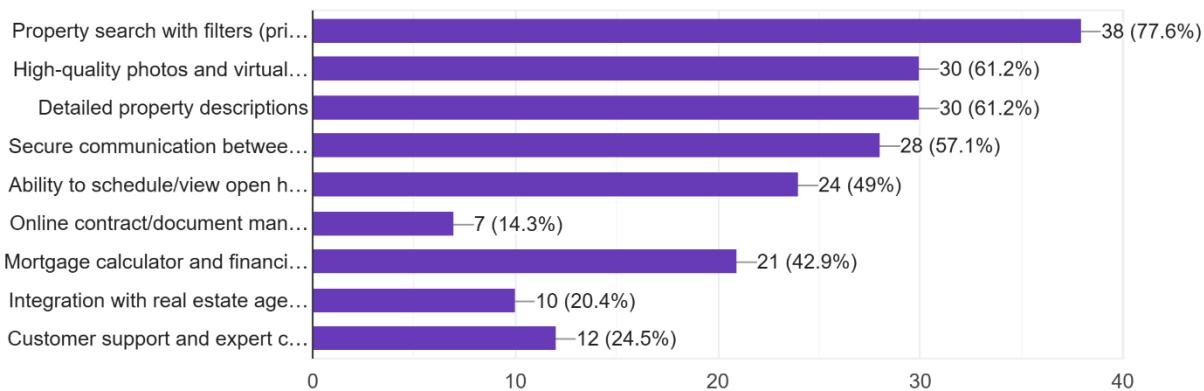
10) What is your annual Income:

49 responses



11) According to you what are the most important features you look for when using an online real estate platform? (maximum: 5)

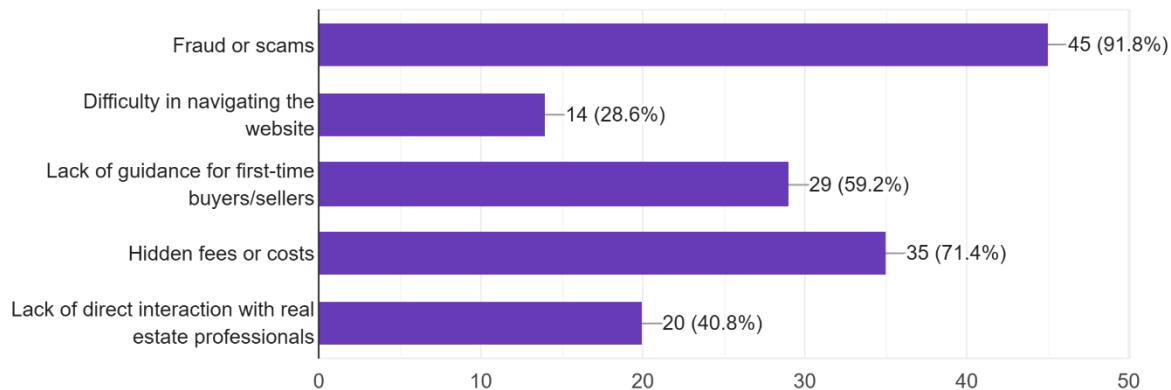
49 responses



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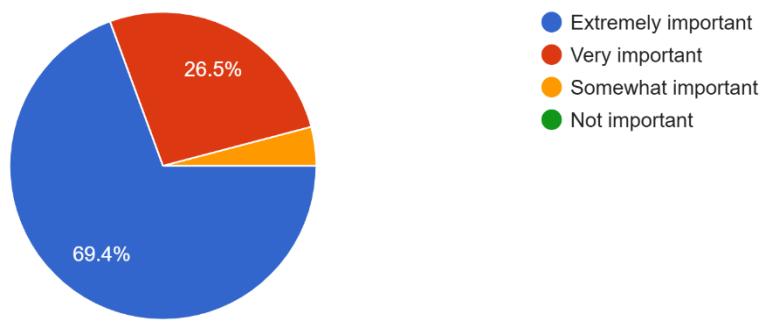
12) What are your biggest concerns when using a real estate platform? (Select all that apply)

49 responses



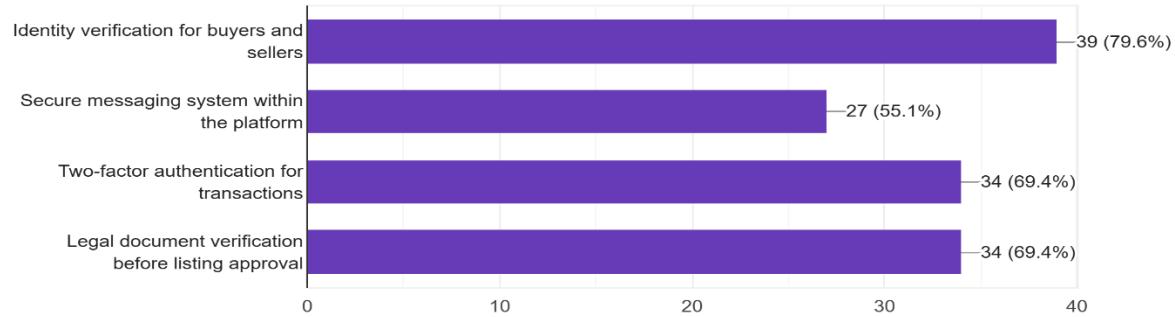
13) How important is security in an online real estate platform?

49 responses



14) What security measures would you like to see implemented in a real estate platform ? (Select all that apply)

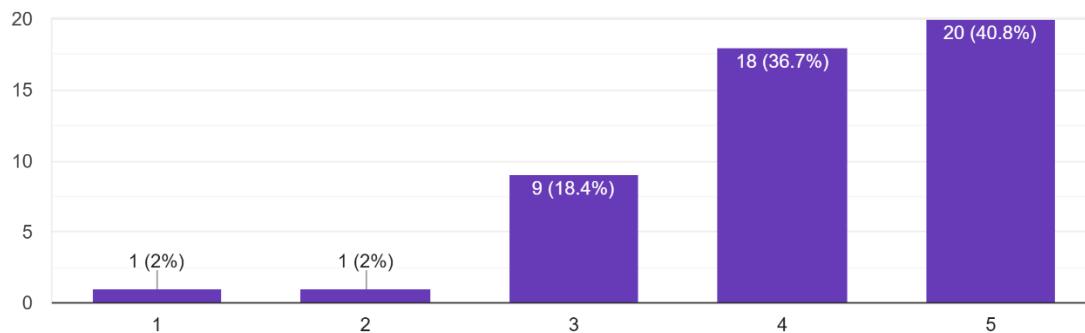
49 responses



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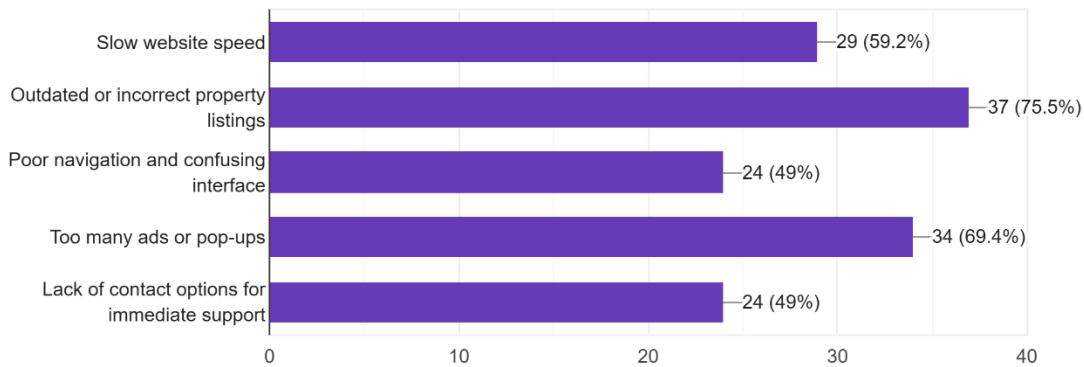
15) On a scale of 1-5, how important is 'ease of use' when using a real estate website?

49 responses



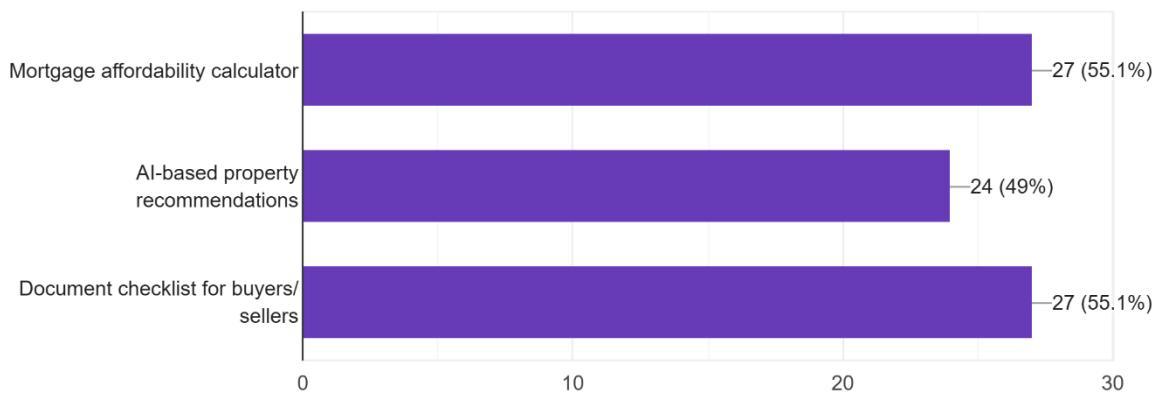
16) What frustrates you the most when using online real estate platforms? (Select all that apply)

49 responses



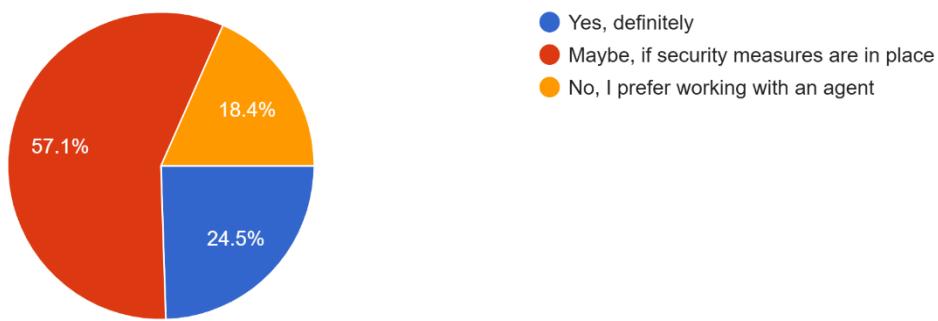
17) What tools would enhance your experience on a real estate platform? (Select at most 2)

49 responses

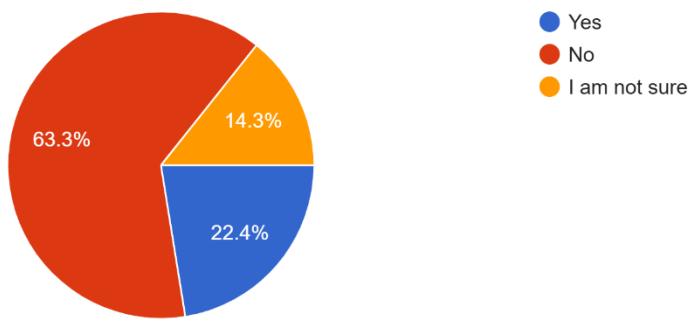


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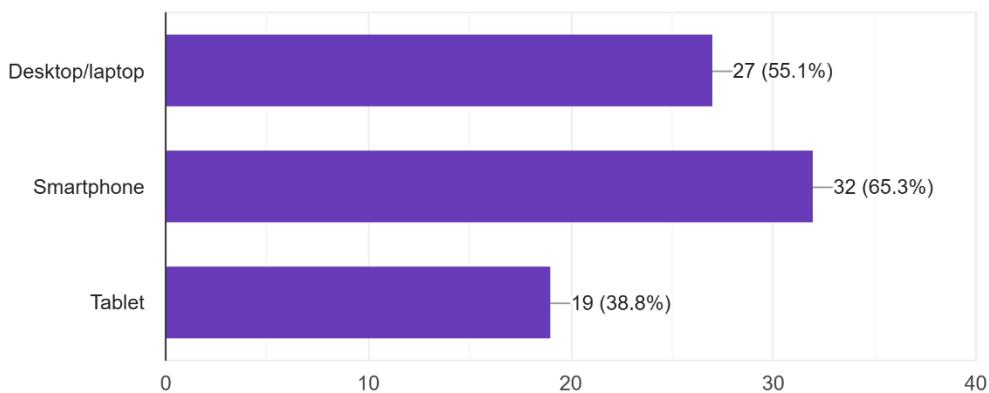
18) Would you use a platform that allows direct buying and selling of properties without an agent?
49 responses



19) Have you ever used a real estate platform where you can Buy & Sell (e.g., Purplebricks, Zillow, Redfin)?
49 responses

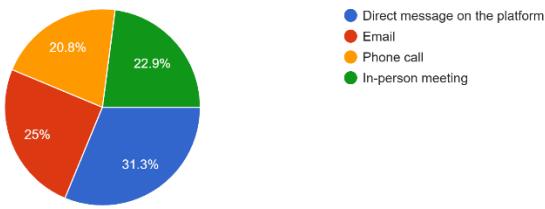


20) Which devices do you use for online real estate searches? (Select all that apply)
49 responses

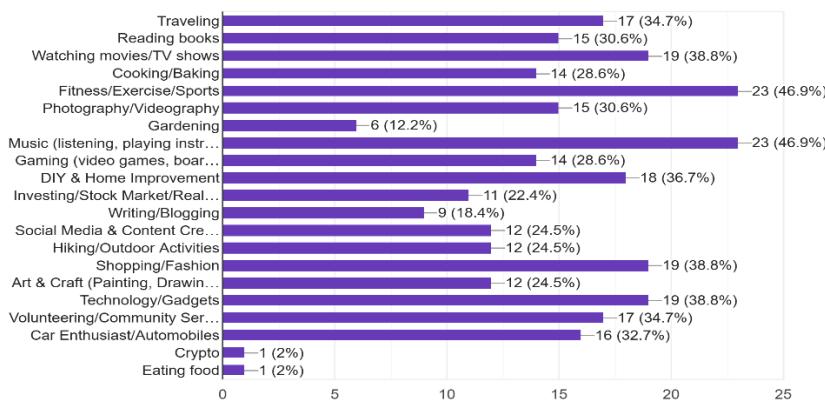


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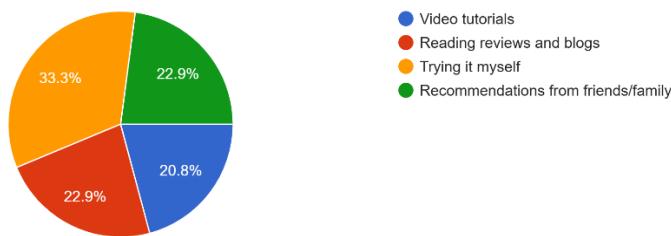
21) How do you prefer to contact a buyer/seller?
48 responses



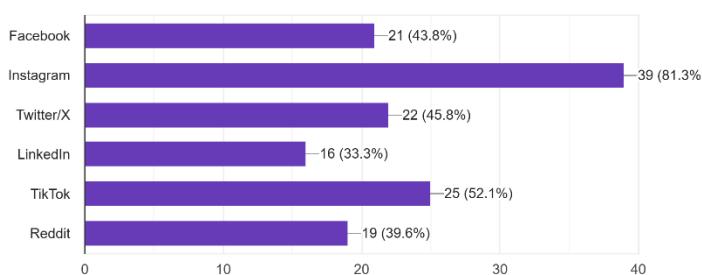
22) What are your hobbies or interests? (Select all that apply)
49 responses



23) How do you prefer to learn about new technology or online services?
48 responses



24) What social media platforms do you use regularly? (Select all that apply)
48 responses



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Appendix E: Links:

- The Site specific HTA files are linked with the submission zip file
- Website Analysis: ZOLO- <https://www.zolo.ca/>
REMAX- <https://www.remax.ca/>
FORSALEBYOWNER: <https://www.forsalebyowner.com/>
- Survey file :
- https://docs.google.com/spreadsheets/d/e/2PACX-1vS3BpPA0NWssZPfQzUh-0PMHR11Um7Qq8Ea5czeNWXLkeanE_BmTYsj9I6qOLRidzRIk2IxjweT7YBN/pubhtml