

Aqar

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Section: 1711



Abstract

Aqar is an electronic platform for displaying and searching for real estate in Saudi Arabia, where the Aqar platform provides you with a search service for real estate for sale and rent, including lands, villas, rest houses, farms, apartments, camps, buildings, shops, and commercial offices.

This platform comes in the form of an electronic application on iPhone and Android devices, as well as a website

**The application is characterized by the ability to search for real estate on the map, while the website version does not provide this feature
The Aqar platform shows you all the modern properties for sale with information about the area, price, as well as location, along with some pictures of the property**

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References

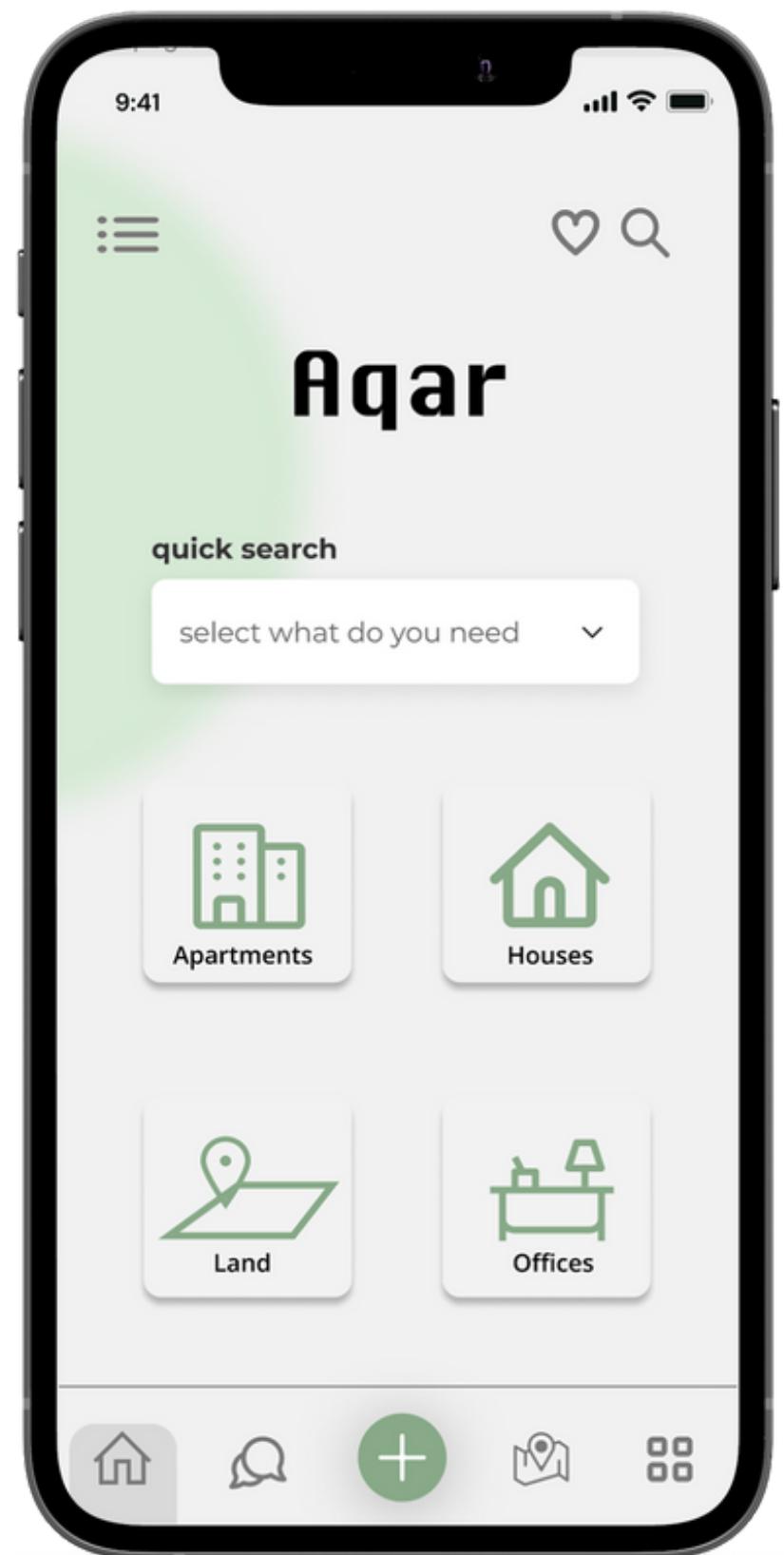
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Chapter 1

Introduction





Introduction

Aqar revolutionized house marketing in the housing market in Saudi Arabia for buyers and sellers alike. It is considered the most famous market for advertising real estate of all kinds, whether lands, apartments, villas, or farms. It displays the location, Even provides a virtual tour of the property through photos and videos, It also customizes the filter to find their home in the fastest possible way through different filtering rules that include the number of rooms and bathrooms, if rent is paid monthly / yearly, price range, building age, property location, area, property description, and user evaluation, advertiser information, and contact info. In addition, there are a variety of other features, which will be discussed in detail. However, we need to know in advance the user's perception of the application and the problems encountered. Due to this, we were interested in redesigning this application in order to use it as a case study in the project.

The Challenge:

Aqar application has a great impact on society and solves many problems. Due to its importance, cultural diversity in society must be taken into account in order to develop an interface that suits all users and make the user experience easy and smooth.

Problem Statement

Despite the importance of this application and its use by a large sample of users, it contains some technical problems that make the user experience difficult and not smooth, which makes its use unpleasant.

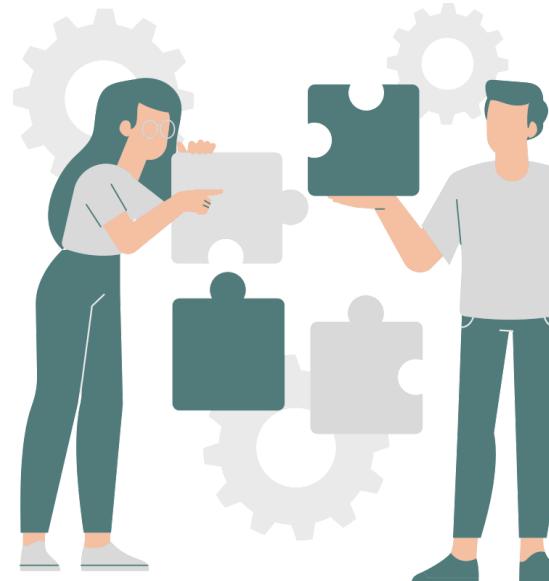
- The application contains technical problems in terms of search, as it does not show accurate results that satisfy the user
- The application interface is not visually pleasing
- The application icons are confusing and not indicating the right task
- Navigating between pages and browsing the application is not smooth and impractical

Objectives

01

To analyze existing user interface of Aqar application to determine what are the features and components of the user interfaces:

- Analyse using survey.
- Analyse by interview.
- Analyse by observing app store and google play reviews.



02

To evaluate the proposed user interface in the actual environment by som users, and verify if it meets user needs who will benefit from this application

03

To design Aqar user interface for real estate service

- Design User Flow Diagram of the interface.
- Design the user interface.

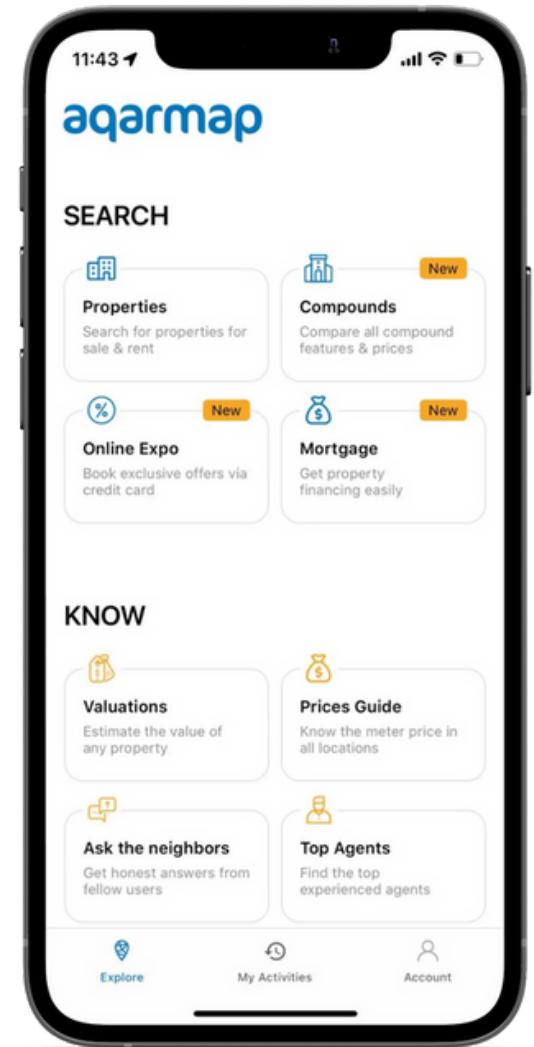
Related Works



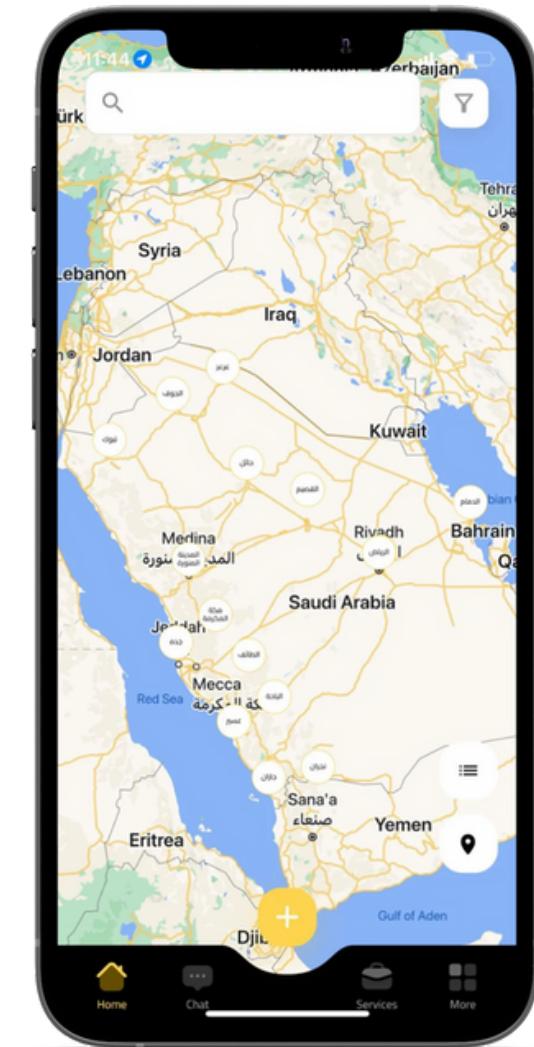
1.Zaahib



2. Aqar map



3. Aqar Com



Chapter 2

Analysis





Research

1: Defining Target Users.

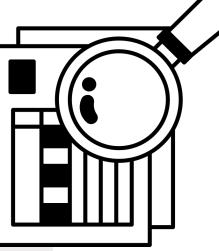
Users Specification:

- Aqar users who have used the application for at least 7 months.
- Aqar users who last run the application (maximum of 1 month ago).
- Female/Male
- 20 – 60

2: Analysis Of Target User Type And User Tasks.

We use the following task analysis tool to analyze target users:

- Observe app store and google play reviews.
- Quick online survey.
- Interviews.



Observe app store and google play reviews

We searched for user reviews about the Aqar app on the App Store and Google Play.

Duplicated Ads
★★★★★

It has a lot of duplicated ads. The user cannot delete his account. The way it displays the ads info is not good.

1y ago
frootme

Need language
★★★★★

Need to put english language

4y ago
bedur27

★★★★★ May 11, 2022

Very unrealistic adds, people who posting the adds are not providing the full detail, also Thier should be a option of separating the Daily, Monthly & early.

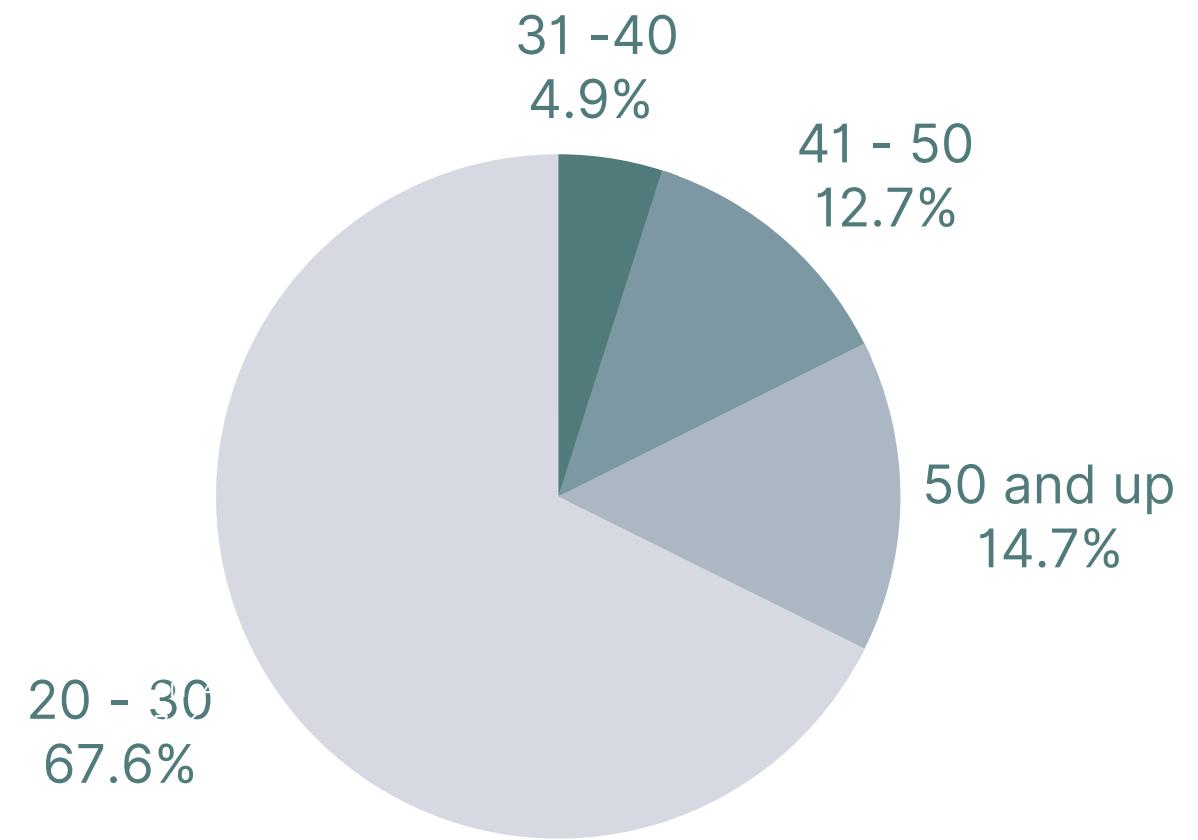
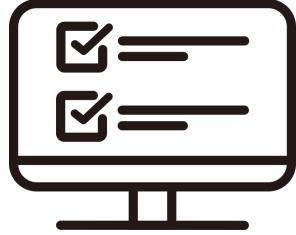
★★★★★ February 14, 2019

This is very useful application. But there is a small problem such as, if there is no property available for rent then still it is available on website by real estate agent.

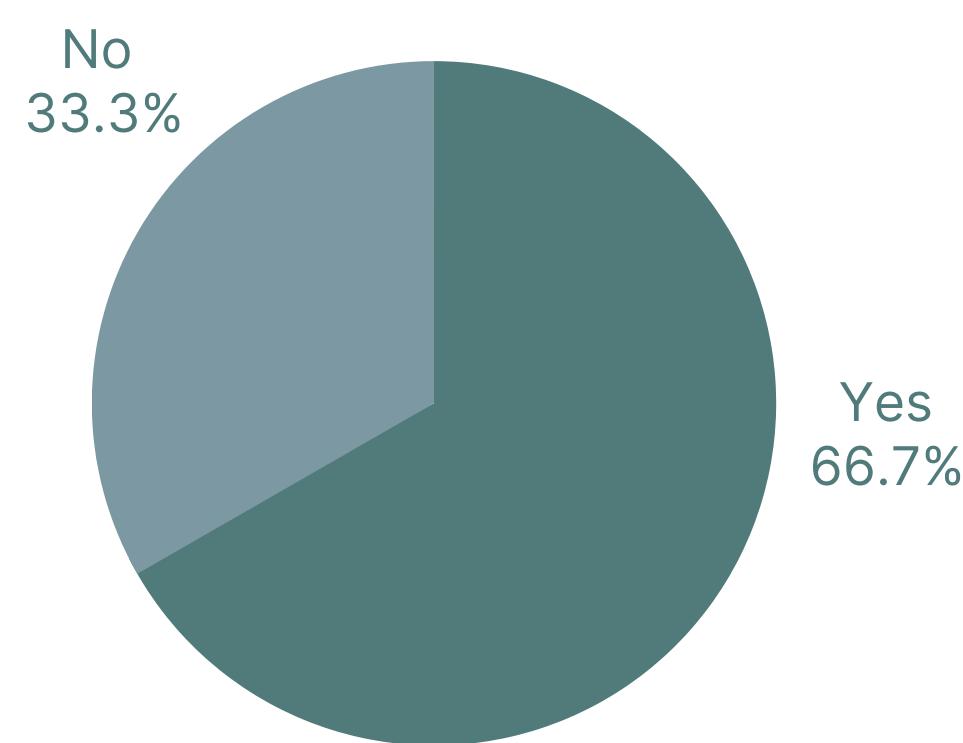
★★★★★ May 29, 2022

Maps. I would recommend developer to integrate the maps with Googlemap and other popular navigation. If we are to visit the premises we cannot as the app map is difficult to access and locate the place. Also would strongly recommend them to look for text translation into English and other highly demand language as not only Arabic speakers are looking for accommodation. Such changes can improve and make this app better than others.

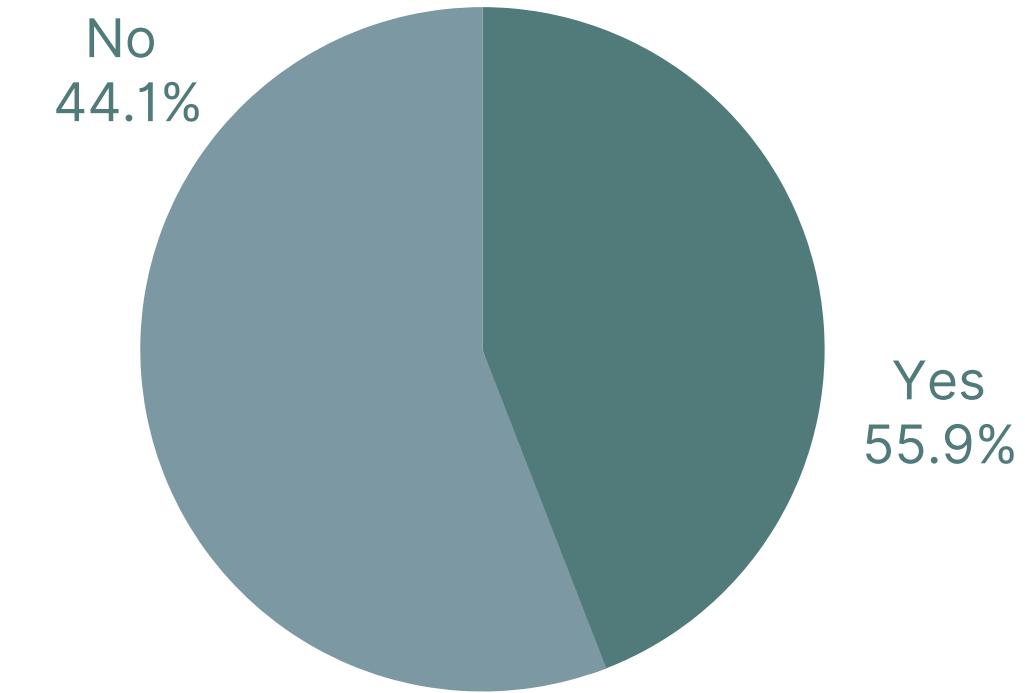
Survey



Age

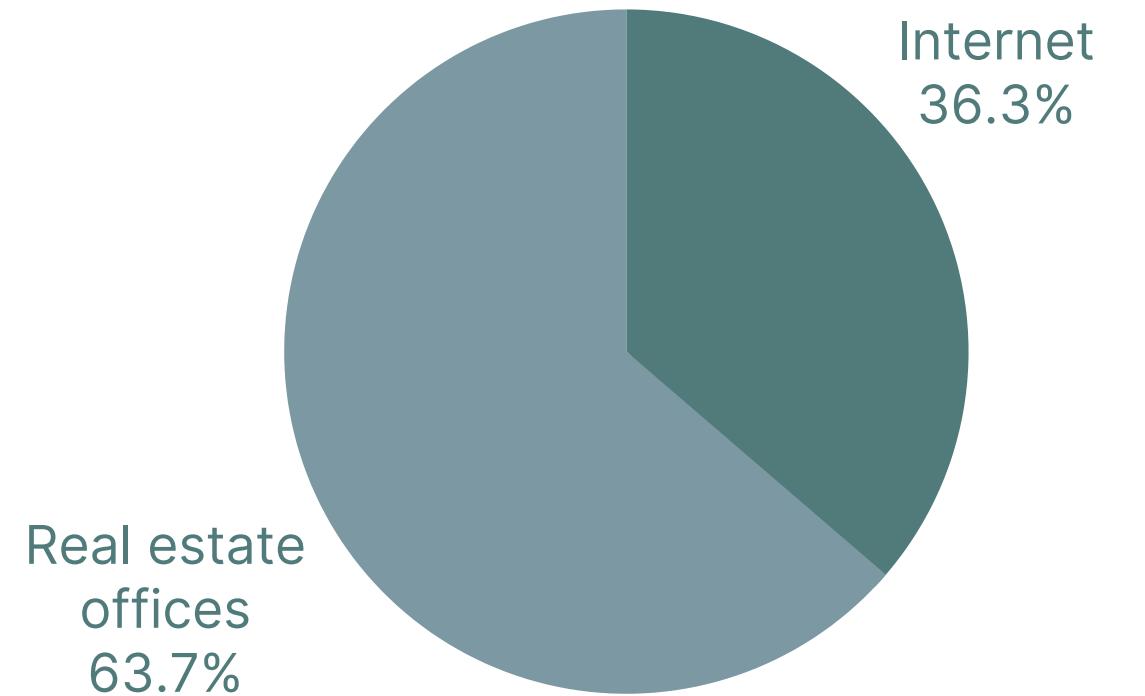
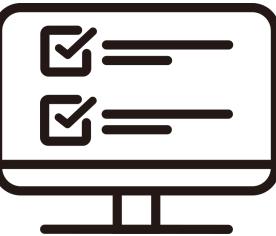


Does the application interface affect
your experience?

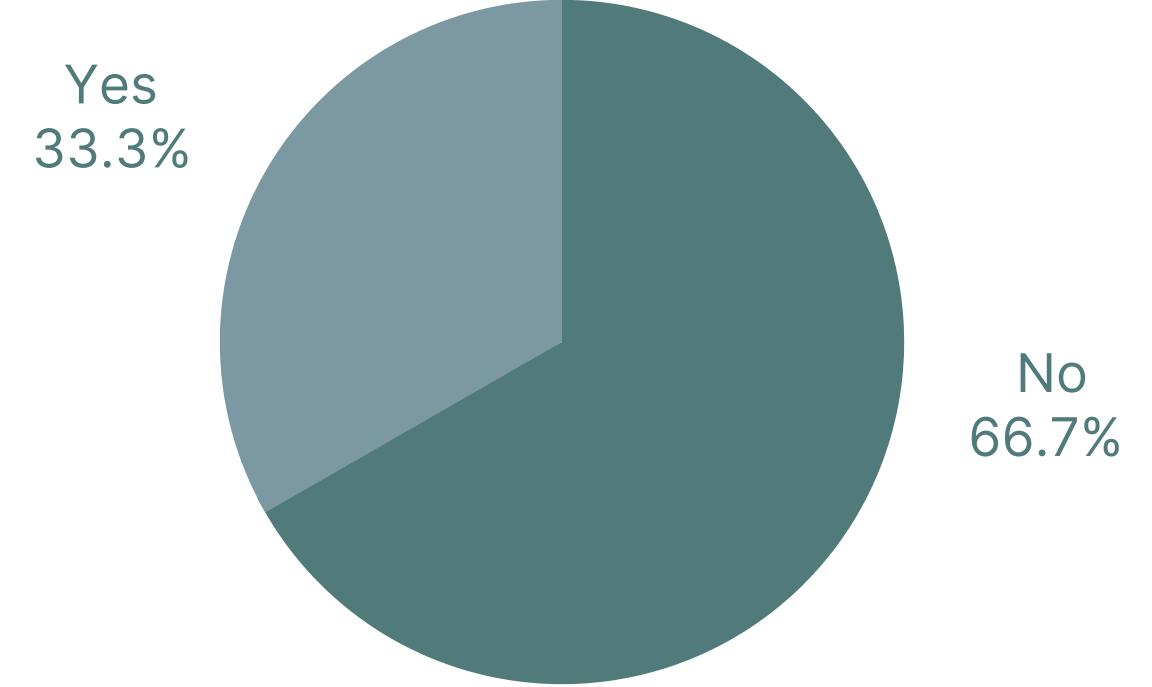


Do you support adding new
features?

Survey



**When you want to buy/sell a
property, what is the right method
for you?**



Have you ever used an Aqr app?



Interview

A circular profile picture of a woman with short brown hair, wearing a white shirt, set against a teal background. This image is enclosed in a dashed rectangular frame.

Bayan
Teacher
Age: 34

Motivations

- Finding the perfect residence.
- Easily to find real estates.

Frustrations

- No Direct communication between the property owner.

A circular profile picture of a man with dark skin and short hair, wearing a white shirt, set against a teal background. This image is enclosed in a dashed rectangular frame.

Khaled
Engineer
Age: 40

Motivations

- You can find your apartments with all your choices while you are house-sitting.

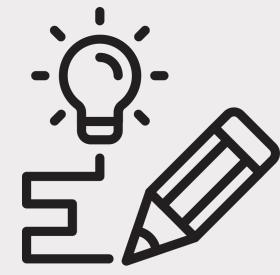
Frustrations

- Guarantee the right of the buyer and seller.
- The real estate location is not very accurate.

chapter3

Design





Design

1



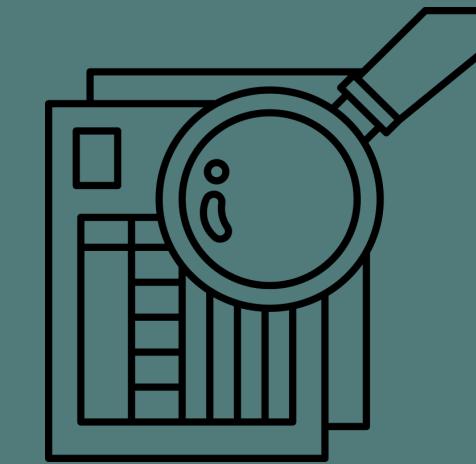
Interface prototype

2

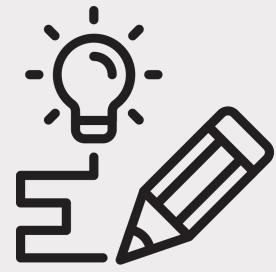


Design Principles
and Styles Used

3

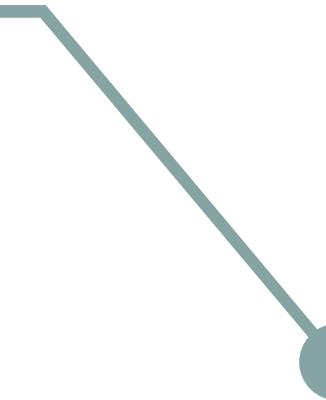


Usability testing

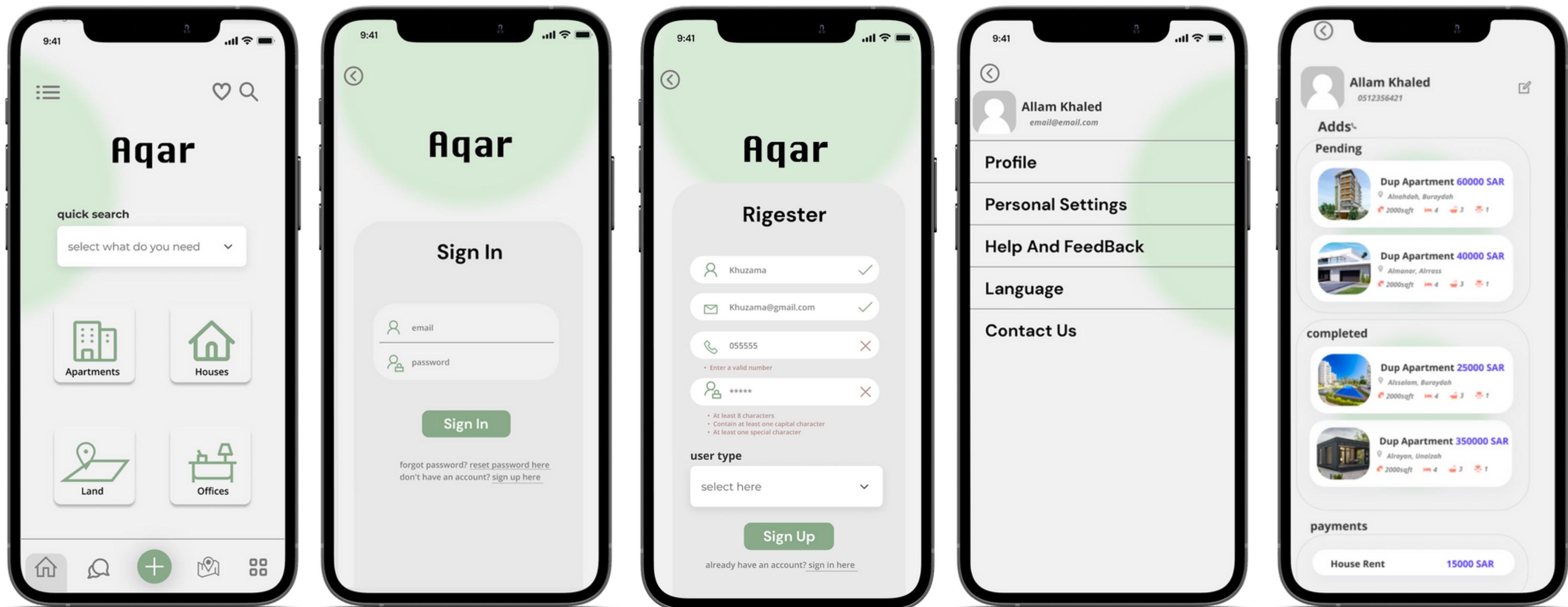


Design

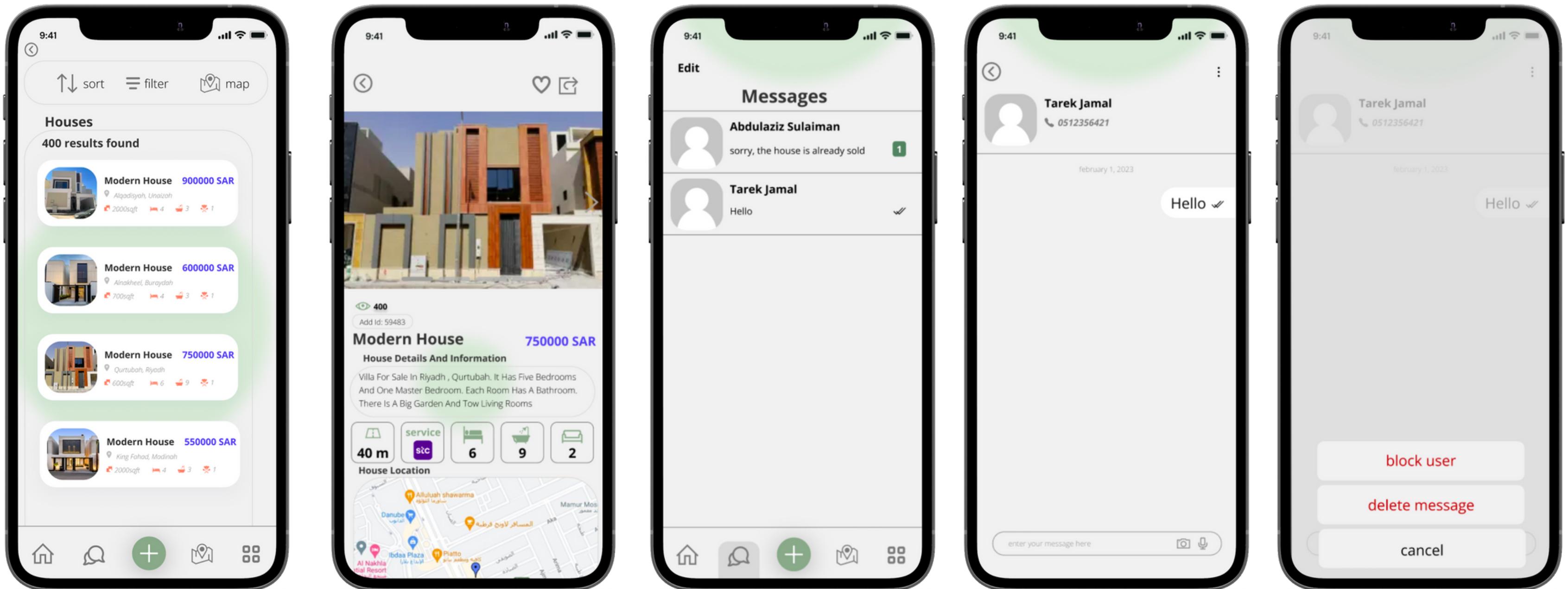
Interface Prototype



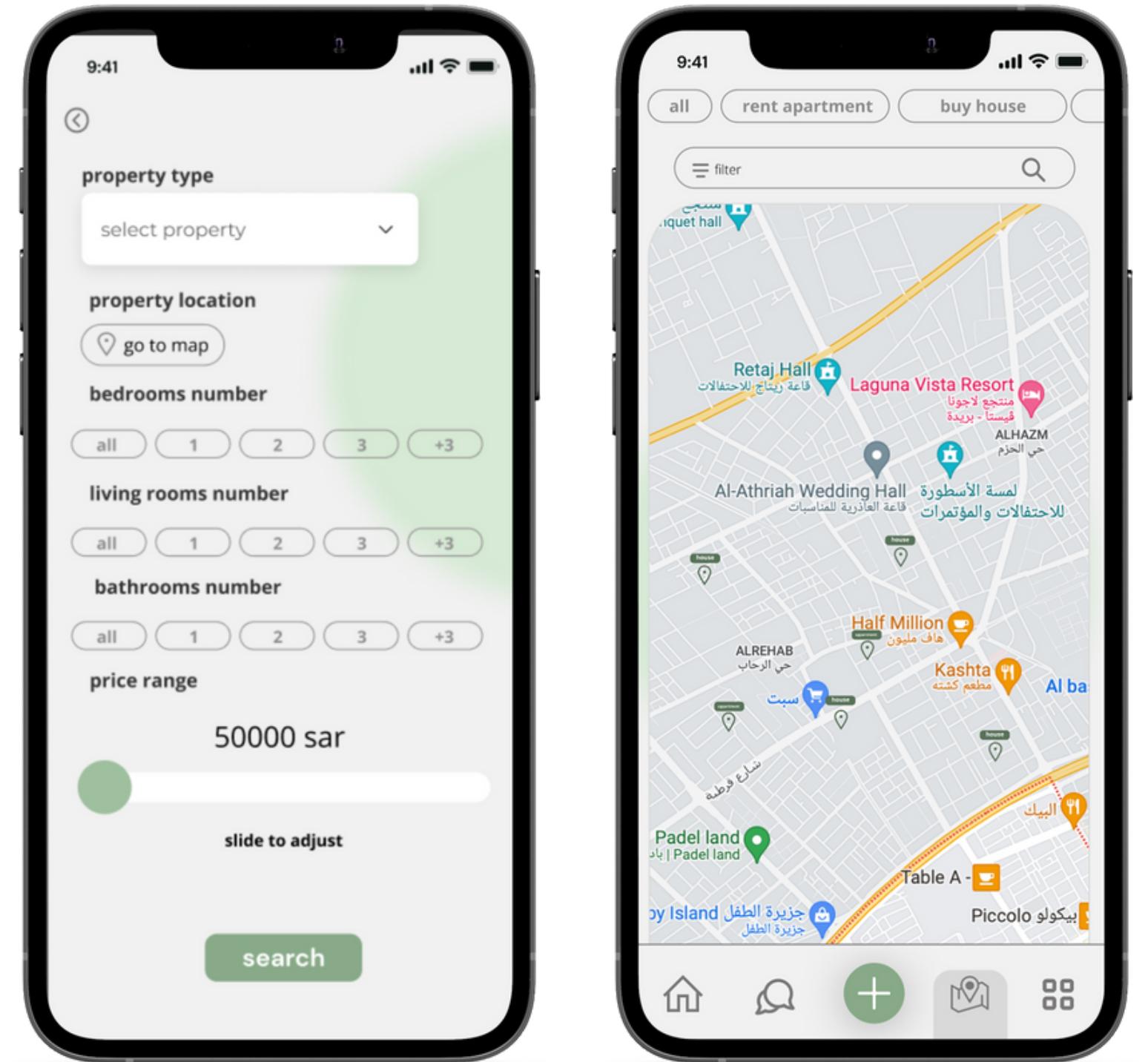
Interface prototype

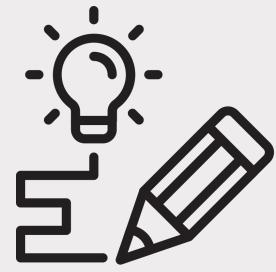


Interface prototype



Interface prototype





Design

Design Principles and Styles Used Challenges & Solutions

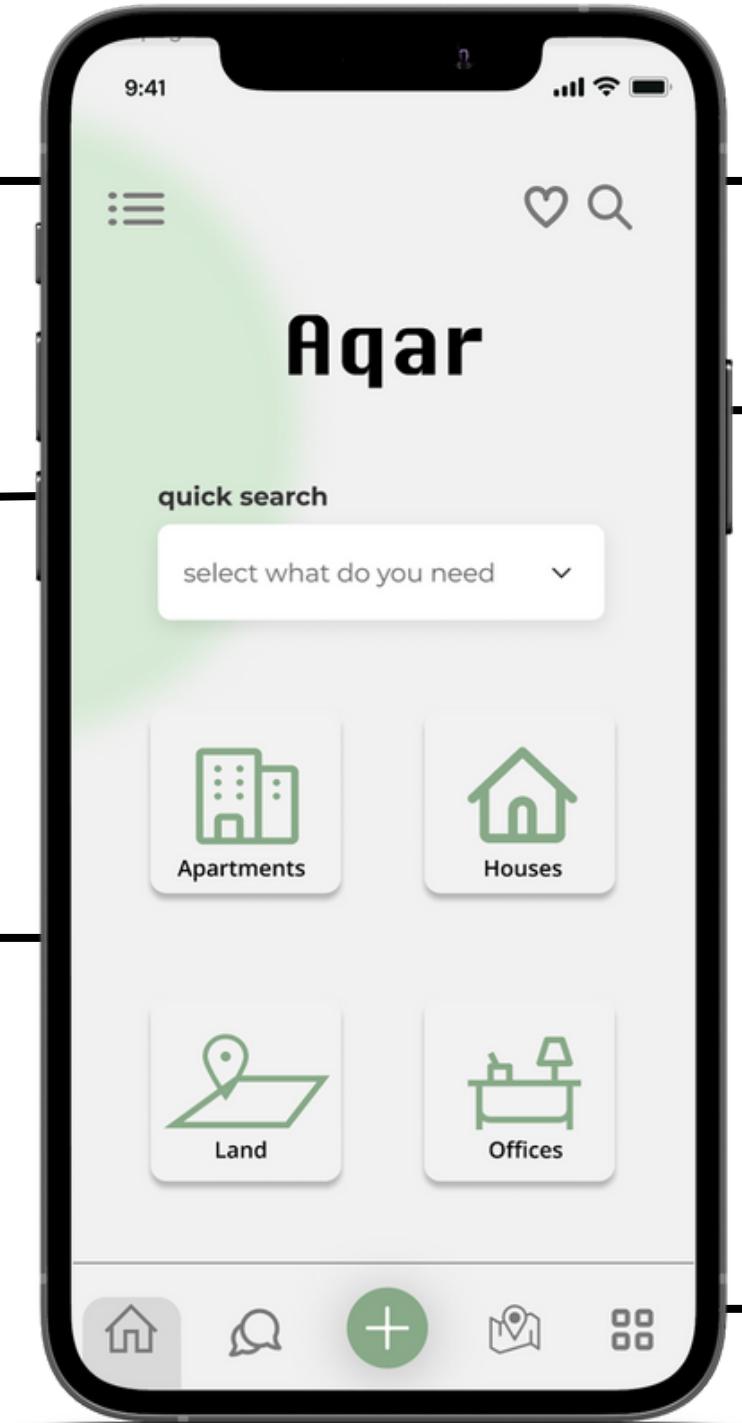


Challenges & Solutions

Sidebar menu to faster access to settings and profile

Dropdown menu for the quick search

Adding the four main properties to the first interface

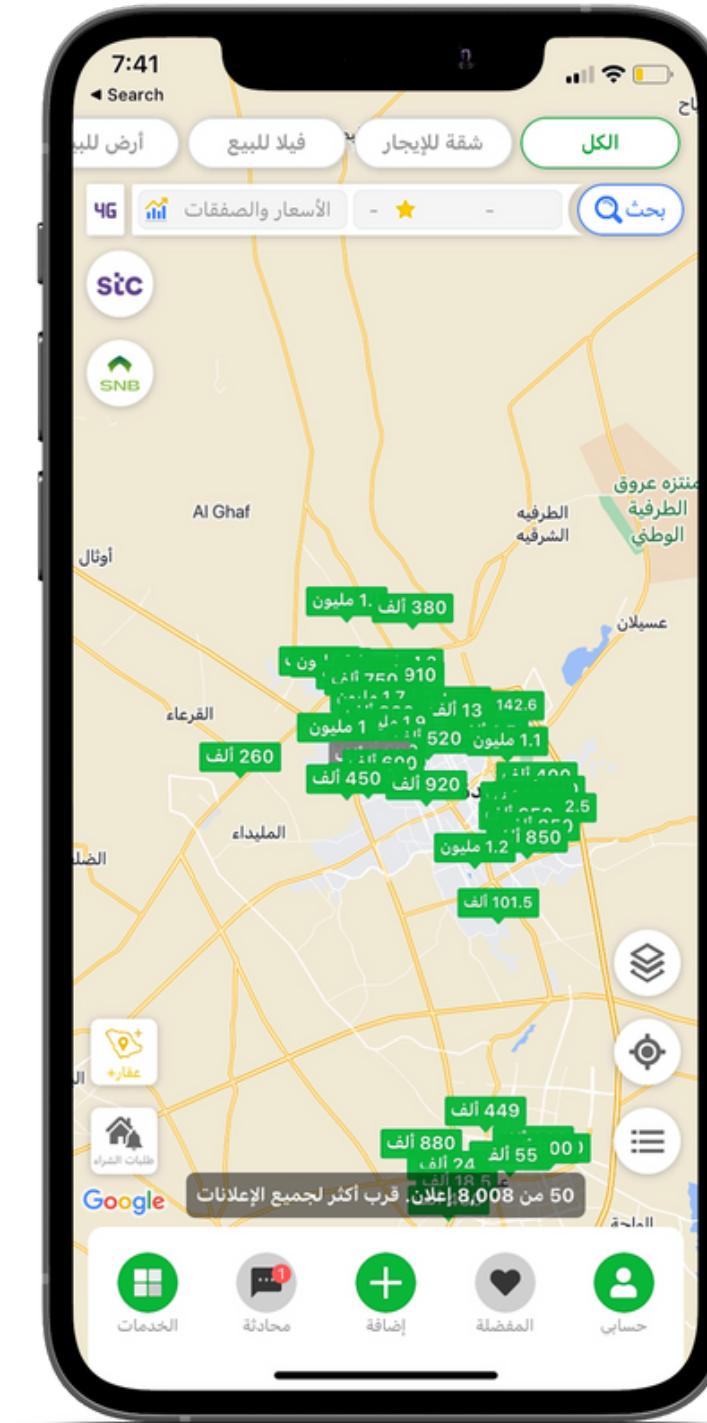


After

Faster access to search and wish list

Removing the map from the main interface

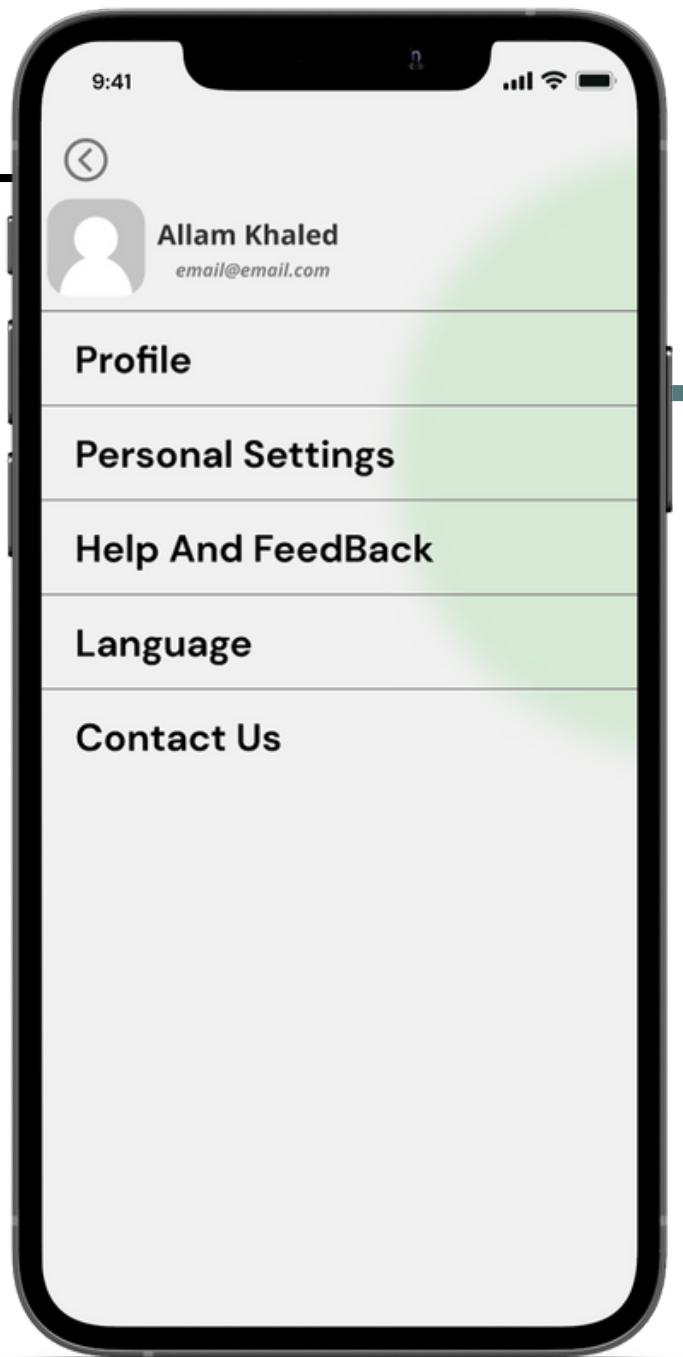
Adding the map to the bar menu



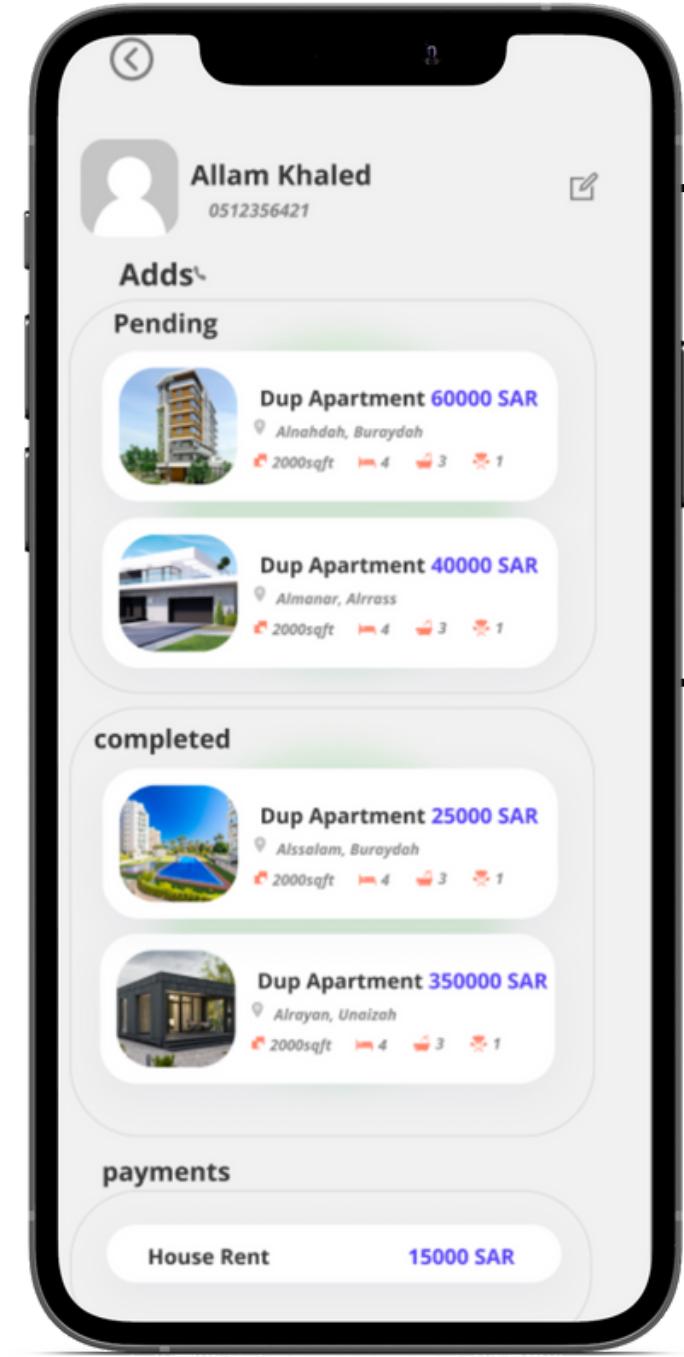
Before

Challenges & Solutions

Access to personal page from the sidebar menu



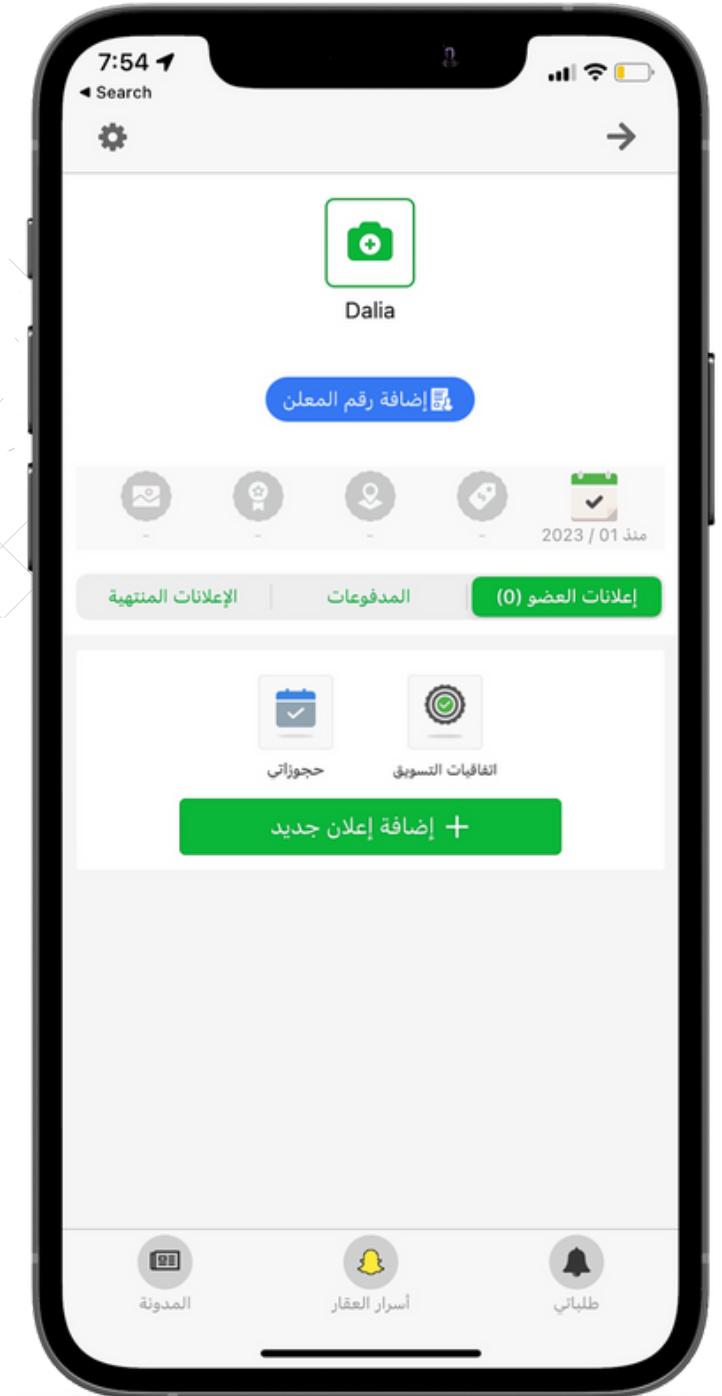
After



After

- Easy to edit the personal information from the user profile

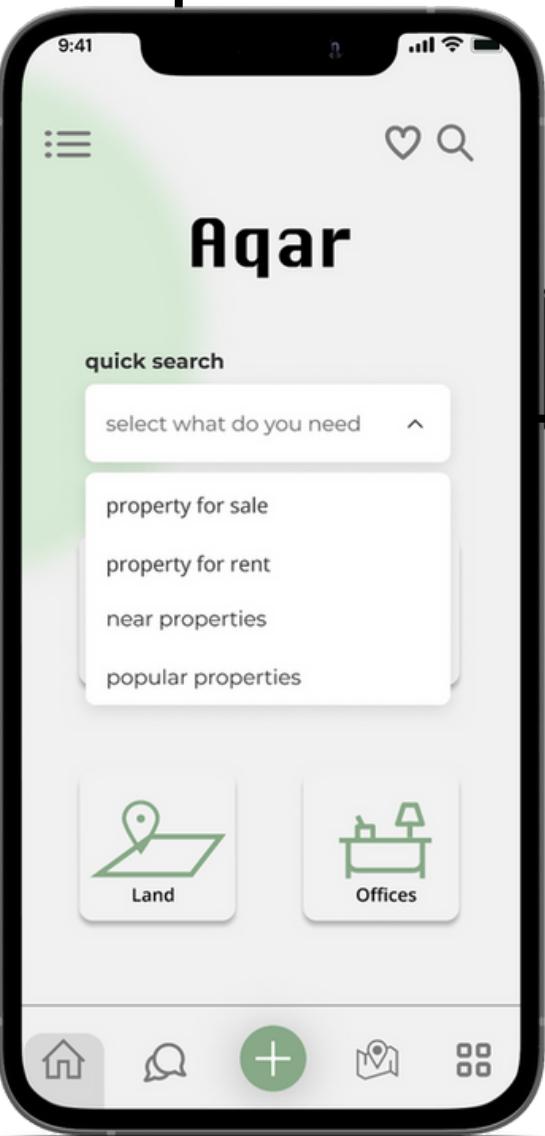
- Dividing the profile based on pending, completed add and user payments on the app



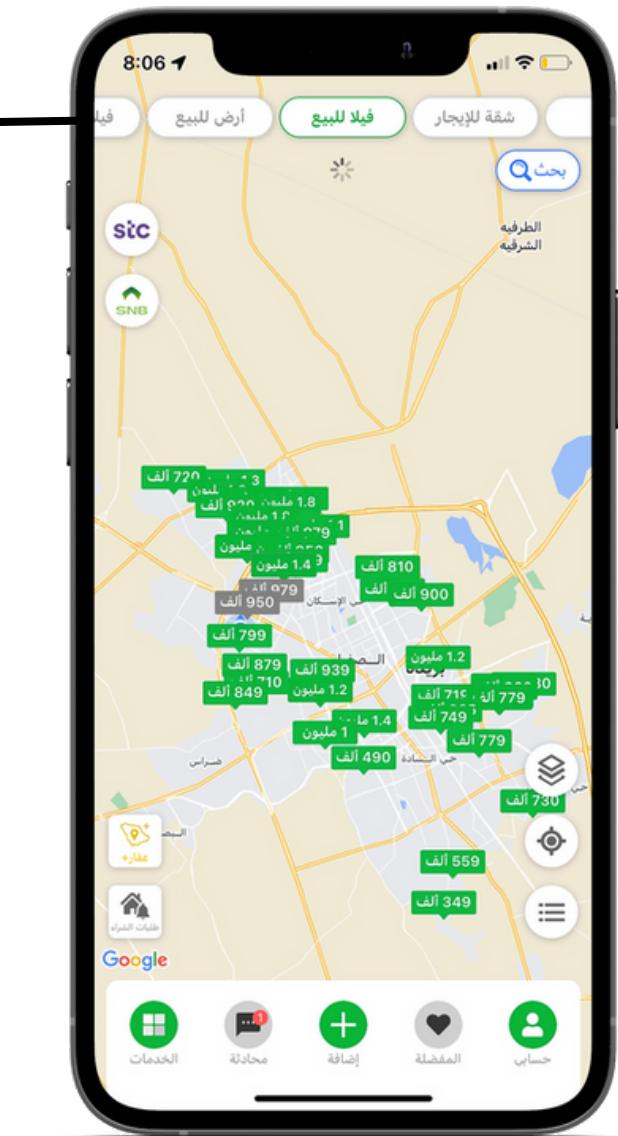
Before

Challenges & Solutions

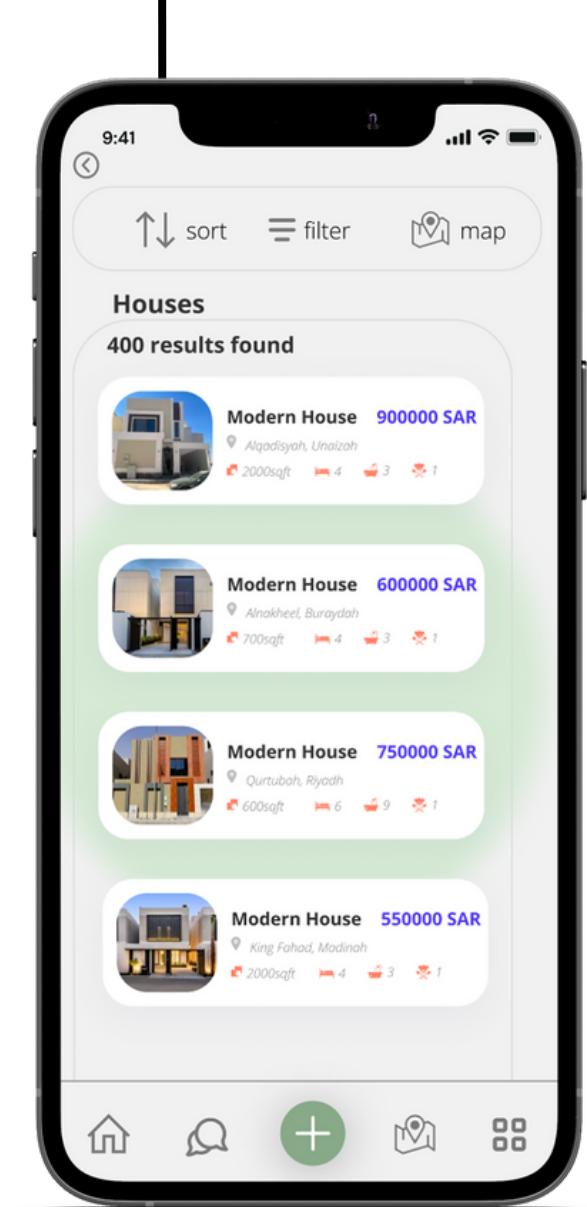
- Access to the desired genre from the main page



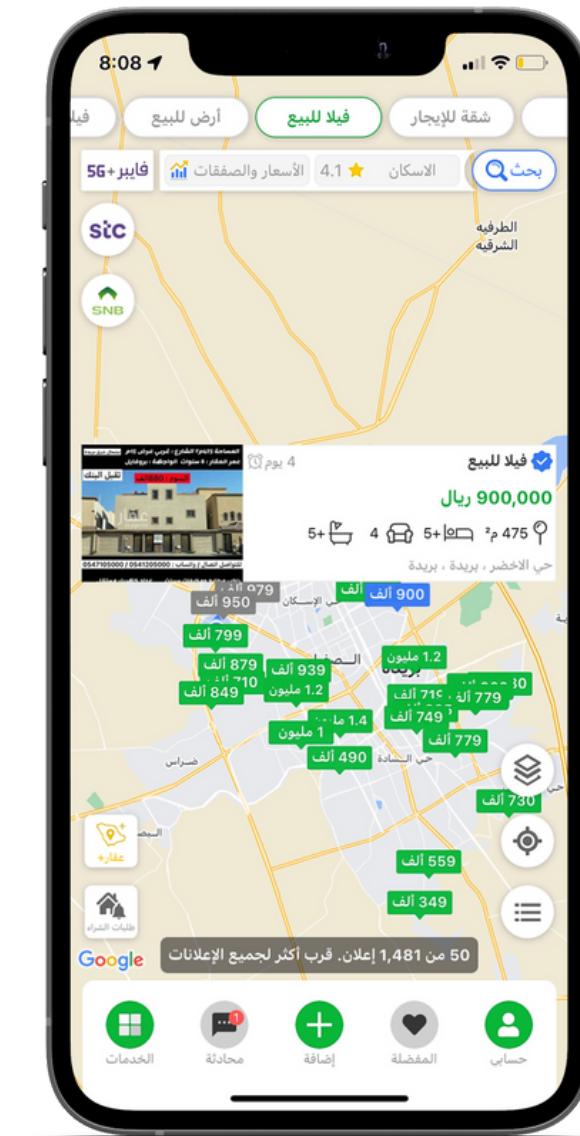
After



Before



After

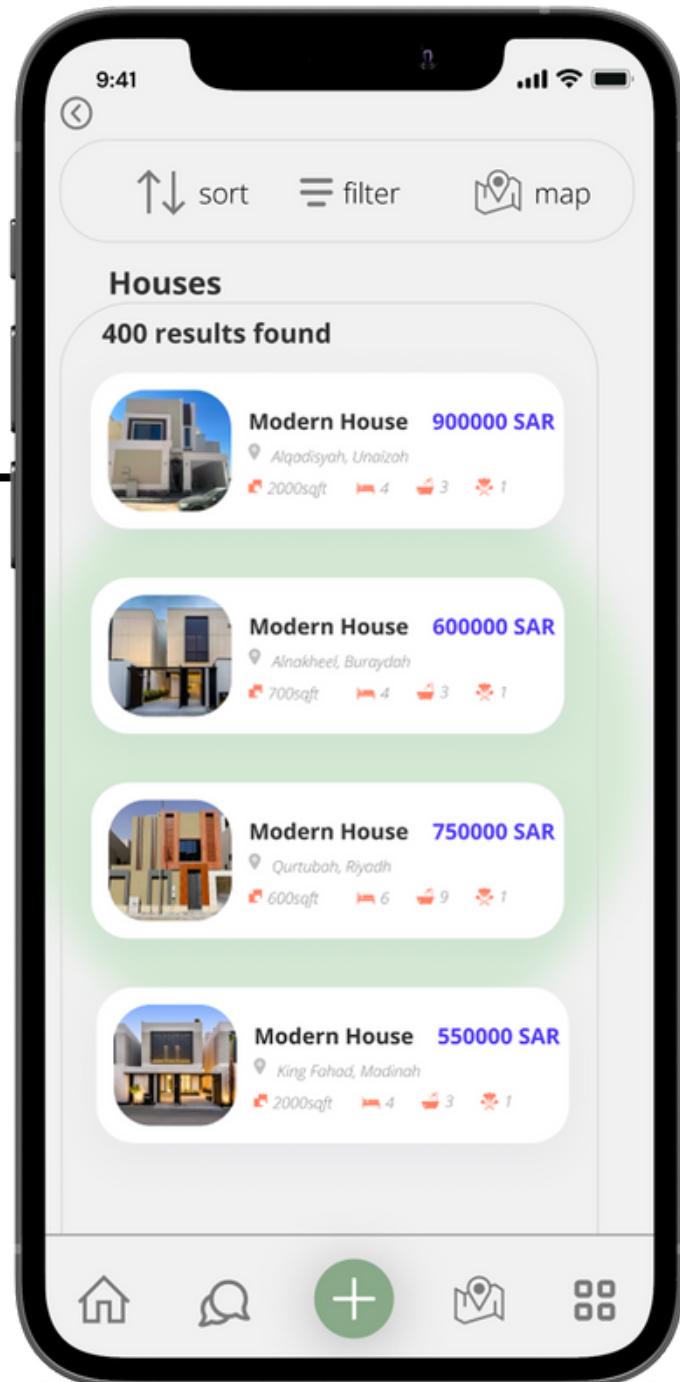


Before

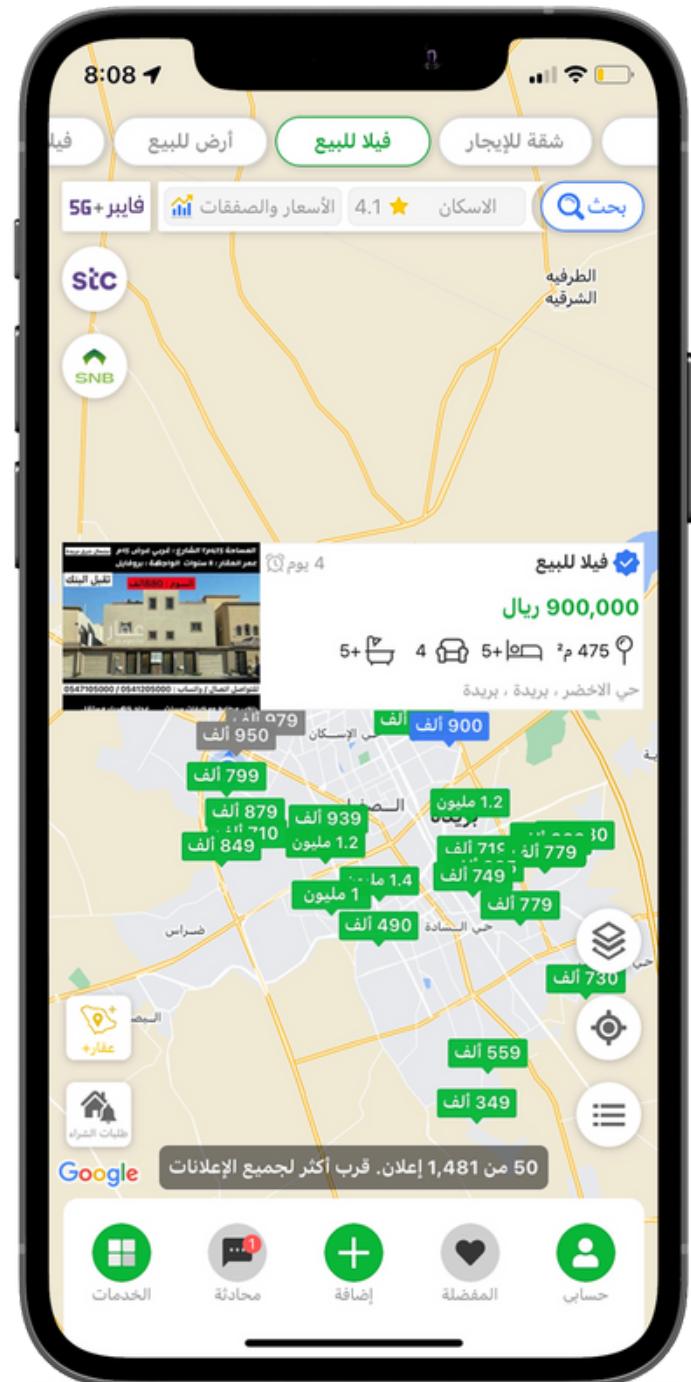
- Adding map, sort and filter buttons
- Sorting results according** to map, sort and filter buttons for more specific results

Challenges & Solutions

Sorted results appears as a nested options instead of choosing from the map

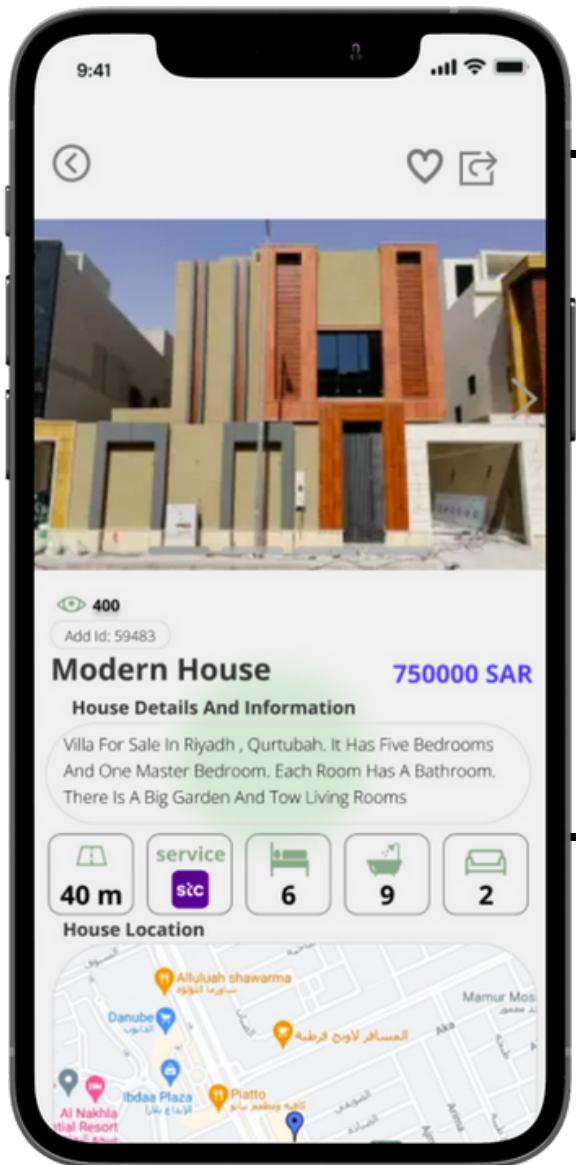


After



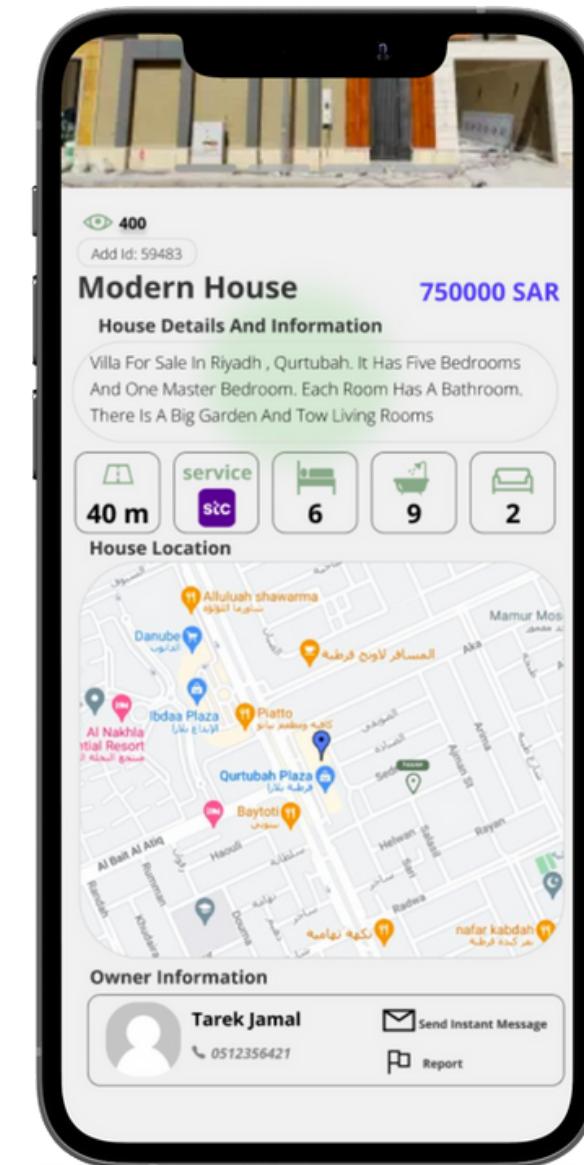
Before

Challenges & Solutions



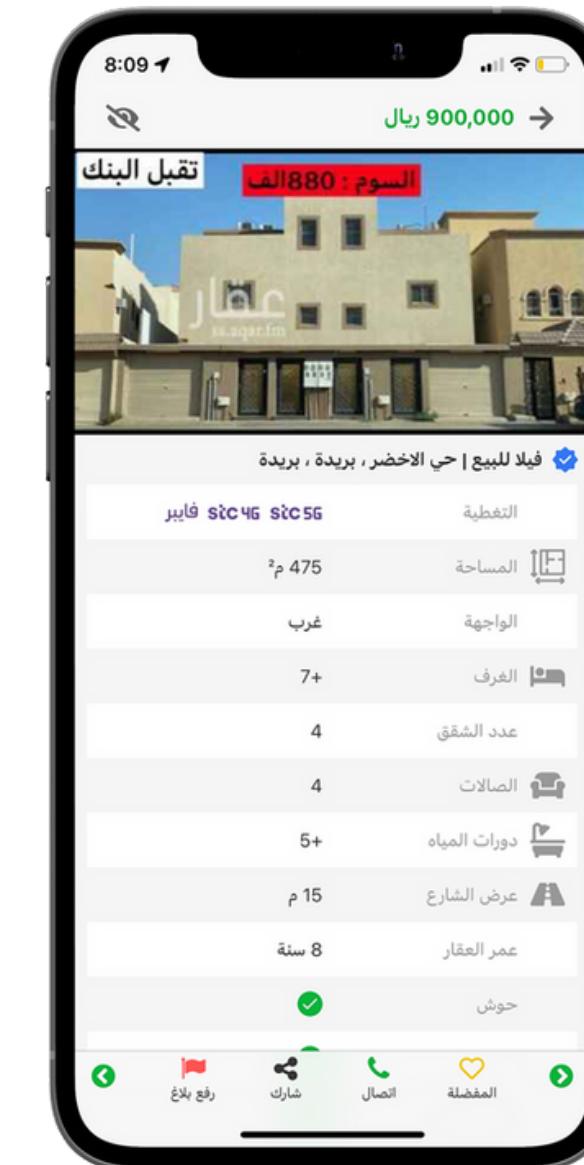
After

Favorite and share icons are in the usual familiar position above the details



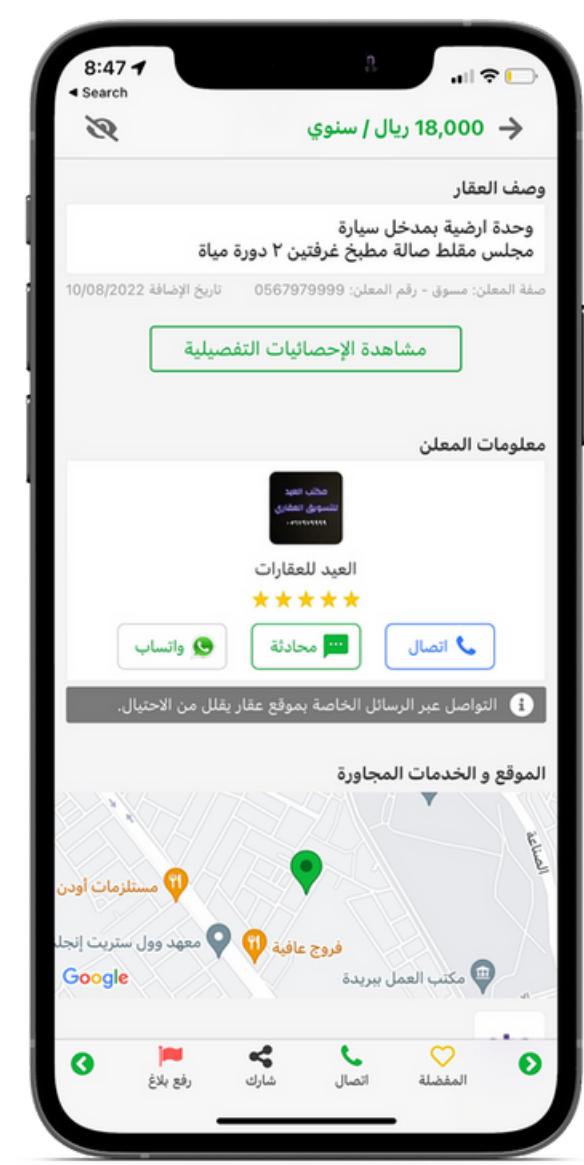
After

presenting the property details in a one bar instead of a list



Before

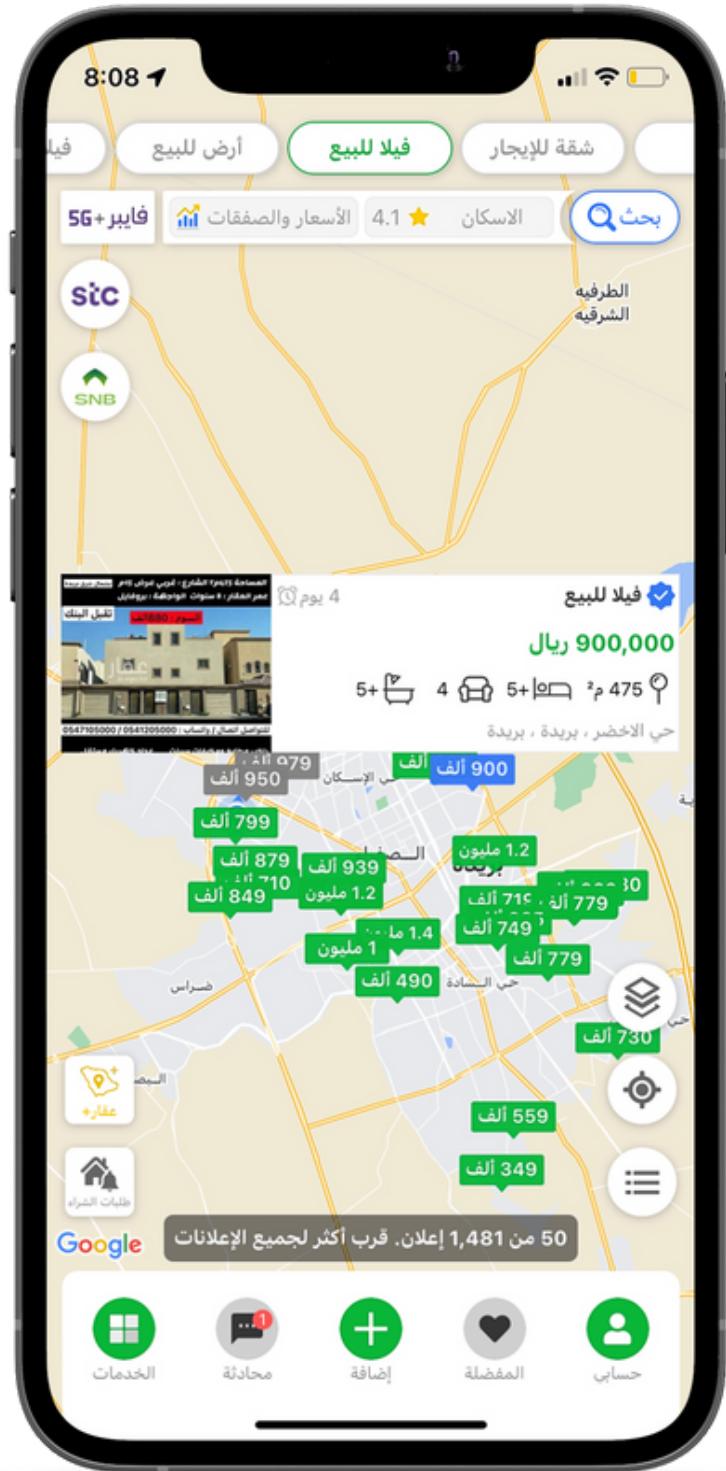
Report and contact icons are with the owner information at the end of the ad page



Before

Challenges & Solutions

Messages before improving



Challenges & Solutions

Messages After improving



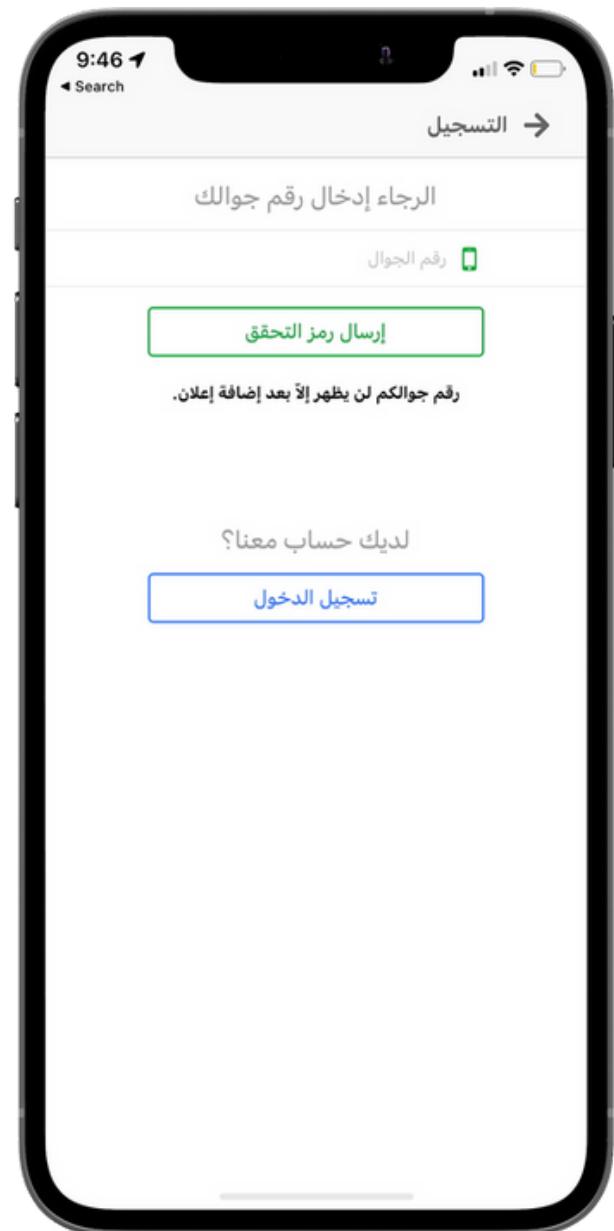
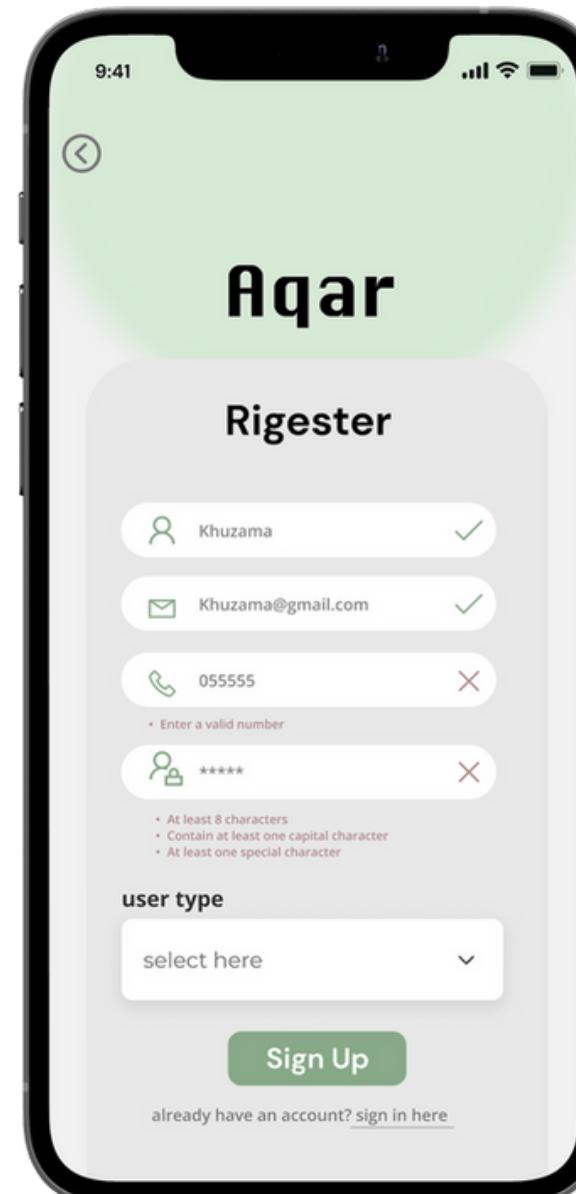
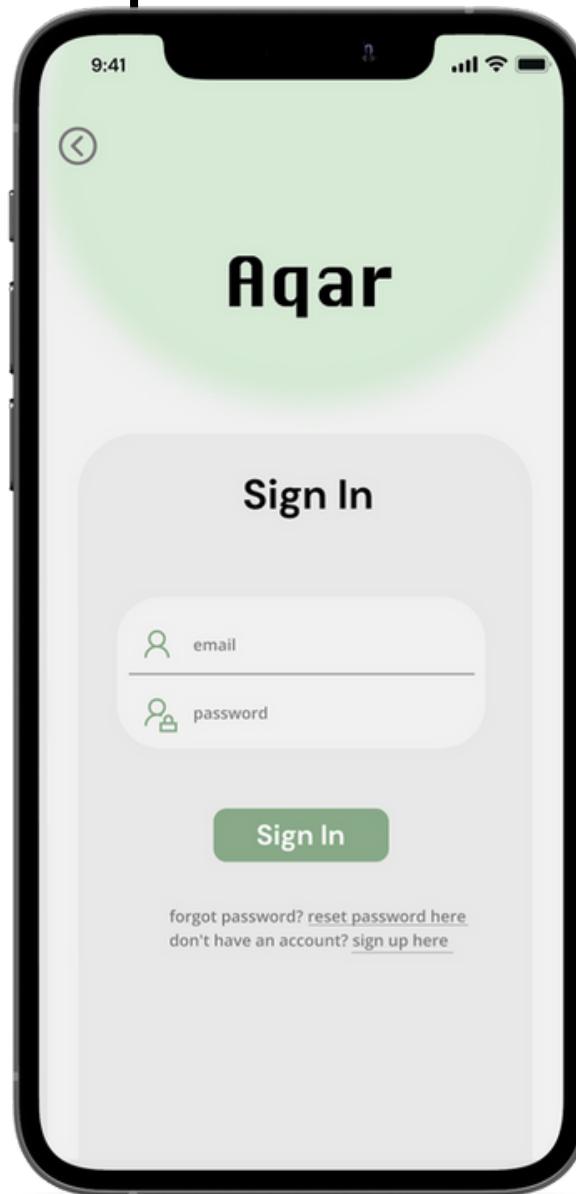
After

- Improving the appearance of the messages and changing the edit icons to more familiar icons

Challenges & Solutions

Messages After improving

Each user can sign up with their email and have their password to sign in with any platform



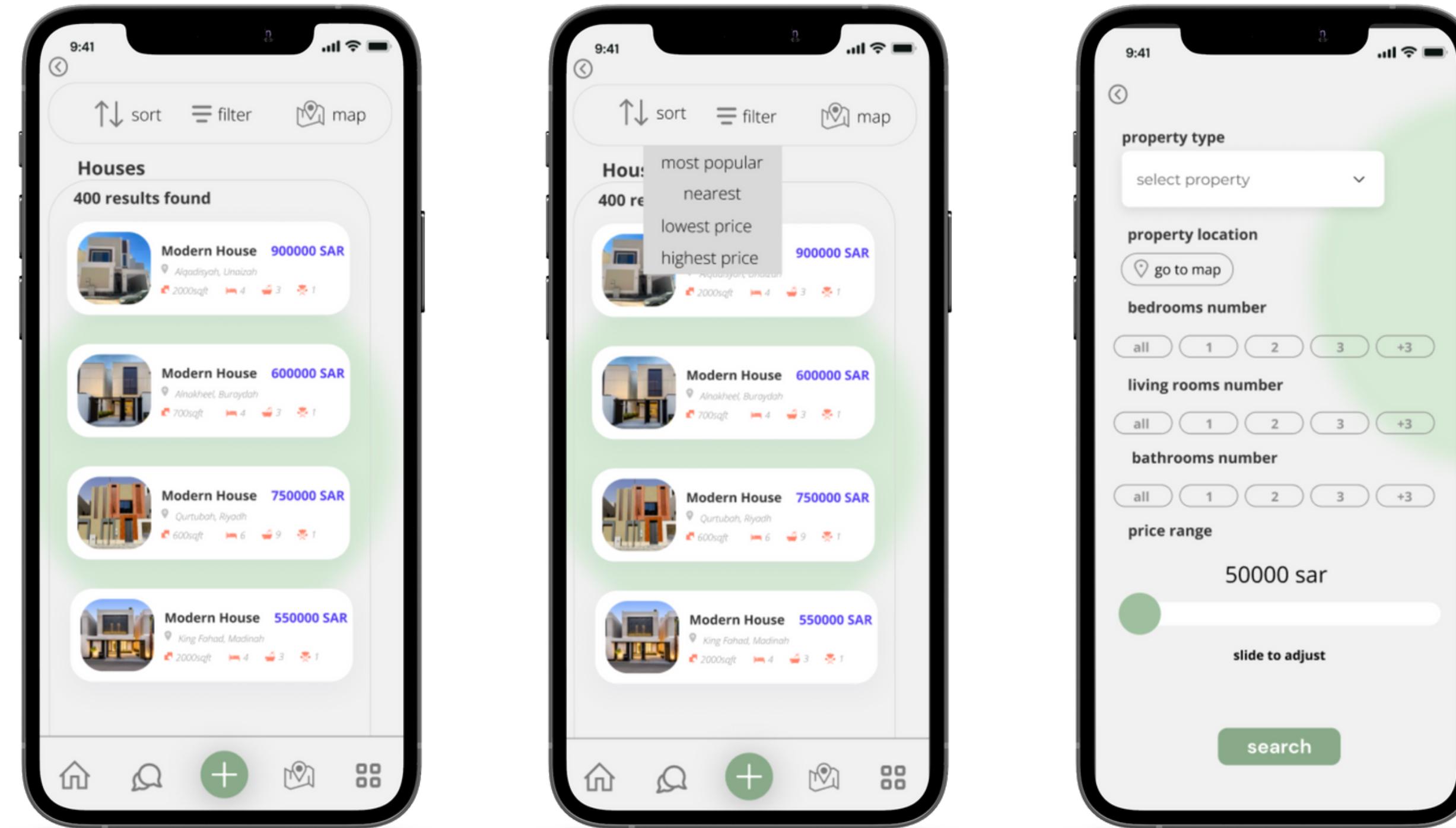
After

Alert the user if there is any mistake while typing sign up information to prevent error

Before

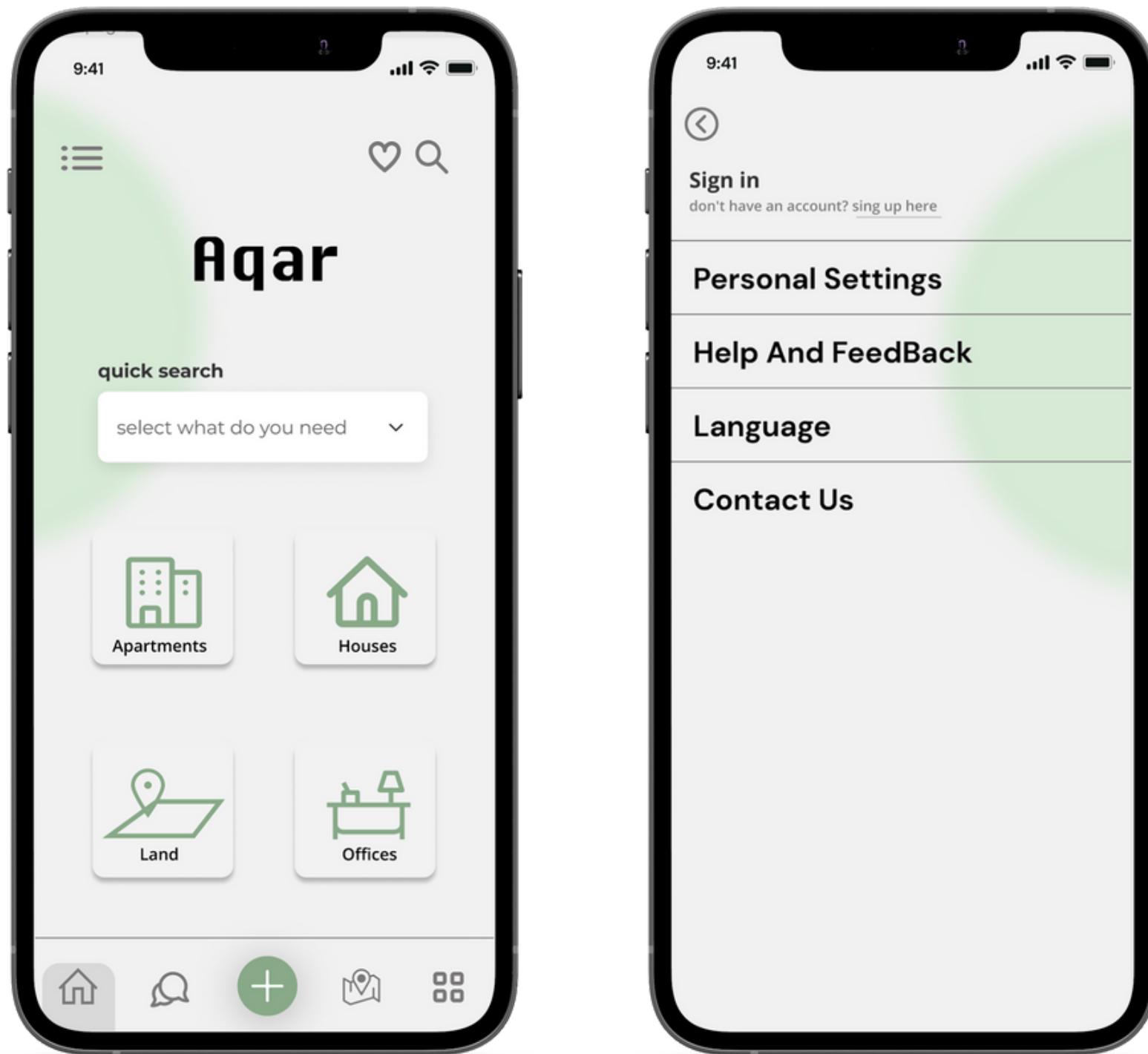
Additional Features

- Adding a bar in the top to customize user search for sorting, filtering and selecting on the map



Additional Features

- Adding a side bar menu for easy access to personal page, with more specific settings





Task Flow

Scan to view the task flow





Design

Usability Testing



Usability testing

The testing was on four users between **20** and **50** years old who are actively using the actual application

The survey is about three main tasks of the application

- **Task one:**
View personal account
- **Task Two:**
Search for property
- **Task Three:**
Adding ad

Usability testing

All testers finished the three tasks successfully

Did you finished the task successfully?

Yes/No

4
Responses

YES/NO

100%

4 testers

0%

0 testers

Usability testing

Only one tester was not satisfied with the tasks flow

are you satisfied with the flow?

Yes/No

4
Responses

YES/NO

75%

3 testers

25%

1 testers

Usability testing

All testers tracked the navigations without any mistakes

did you navigate off the path by mistake?

Yes/No

4

Responses

YES/NO

100%

4 testers

0%

0 testers

REFERENCES

- <https://sa.aqar.fm/>
- https://www.google.com/url?q=https://www.google.com/url?q%3Dhttps://aqar.tips/%2525D8%2525A8%2525D8%2525B1%2525D8%2525A7%2525D9%252585%2525D8%2525AC-%2525D9%252588%2525D8%2525AA%2525D8%2525B7%2525D8%2525A8%2525D9%25258A%2525D9%252582%2525D8%2525A7%2525D8%2525AA-%2525D8%2525A7%2525D9%252584%2525D8%2525B9%2525D9%252582%2525D8%2525A7%2525D8%2525B1-%2525D9%252581%2525D9%25258A-%2525D8%2525A7%2525D9%252584%2525D8%2525B3%2525D8%2525B9%2525D9%252588%2525D8%2525AF%2525D9%25258A%2525D8%2525A9/%26amp;sa%3DD%26amp;source%3Deditors%26amp;ust%3D1675511605306247%26amp;usg%3DAOvVaw2CFMjsT40I_v2-JrZjHXXU&sa=D&source=docs&ust=1675511605337154&usg=AOvVaw0xZZ7bqMMsIAd_nQWYyeq
- <https://youtu.be/FTFaQWZBqQ8>
- **Tools:**
 - Figma
 - Maza
 - Google forms