



# Final Project Presentation

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# Overview

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# Introduction

In Guadalajara and cities worldwide, the middle class faces an uphill battle to secure a decent home at a fair price. Housing and rental costs have skyrocketed in recent years, turning the dream of owning a home into an unreachable goal for many. This escalating crisis has left countless families in Guadalajara—and especially in large urban centers—struggling to find a place they can truly call their own.

# Data

A growing problem has taken root in our beloved city: the housing market is increasingly out of reach for middle-class families. This crisis has been exacerbated by the surge in investments in vertical housing developments and the escalating prices of scarce land. These trends have significantly impacted affordability, reshaping the housing landscape in a way that challenges the dreams of homeownership for many families in our state.

## Soaring Growth

The real estate market in metropolitan Guadalajara and Zapopan grew by 40% in 2022, with projections for even higher growth in 2023

## Vertical Growth

Over 189 vertical residential projects are currently under construction in Guadalajara. The revitalization of the city center has led to average prices of 60,000 pesos per square meter

## No land

Prestigious zones in Zapopan are running out of available land for new construction. This scarcity has increased demand and intensified competition



# Solution

The solution to the housing crisis lies in transforming underutilized properties into affordable and sustainable housing options for middle-class families. By focusing on restoration and fostering collaboration among stakeholders, we can address affordability challenges while revitalizing neighborhoods and preserving cultural heritage.

- **Community-Driven Development:** Collaborates with local contractors, architects, and artisans to create job opportunities and revitalize neighborhoods.
- **Sustainable Housing Approach:** Connects buyers with contractors and eco-friendly materials, ensuring affordability, cultural preservation, and environmental responsibility.



# Deep dive

Community-driven development leverages the collective economic power of local stakeholders—contractors, artisans, and small businesses—while revitalizing neighborhoods and reducing the environmental footprint of new construction. By focusing on restoration, communities experience econom

01

Economic Power of Community Work: Restoration projects generate significant local employment. Studies show that **renovation and restoration create 13–17 jobs per \$1 million spent, compared to 9–12 jobs for new construction.**

02

Environmental Impact: **Restoration uses 50–75% fewer materials than new construction**, dramatically reducing waste and resource consumption. Additionally, retrofitting older properties with energy-efficient upgrades can reduce energy use by 20–30%

03

Cultural and Historical Preservation: Restoring older properties helps safeguard **architectural heritage and cultural identity**, fostering a sense of pride and continuity within communities. Studies indicate that neighborhoods with preserved historic buildings experience 20–30% higher tourism revenues,

04

Restored properties attract new residents, improving neighborhood infrastructure and **increasing local property values by an average of 10–15%**.

The diagram illustrates the user interface flow from a search page to a final real estate website design.

**Search Page:**

- Header: Search, Catalog, You house, Services
- Main Section:
  - Search (here the user will search the house)**: Address, Zip Code, City, State, Country
  - Buttons: Go here to see services for your home, Go here to see available houses
  - Image Placeholder: Insert image of a house
- Buy House: We can help finding the house of your dreams. See homes. Insert image of a home here.
- Sell House: We can help navigating you to a successful sell. See your options. Insert image of a sell home here.
- Rent a house: We can help finding the perfect home to rent with the best price for you. Find rentals here. Insert image of money here.

**Final Real Estate Website Design:**

- Header: house
- Image: A man and a woman standing in front of a brick wall, smiling. The woman is holding a tablet.
- Text: Homes. Future. Sustainability.
- Search Bar: Enter a city or ZIP code (Zapopan, 43243)
- Footer: A row of small images showing interior rooms (bedroom, living room, kitchen) and a "Buy House", "Sell House", and "Rent a House" button.

# Challenges

## Backend Integration

Implementing a reliable and scalable backend was a significant challenge. Using Atlas DB required us to manage data efficiently while ensuring fast query performance. Establishing secure connections and optimizing database schemas to handle dynamic property listings and restoration data pushed us to enhance our backend expertise.

## Designing a Logical User Journey

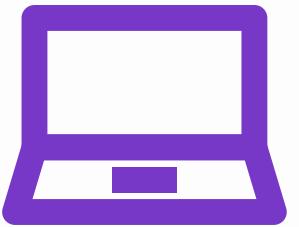
Creating an intuitive path for users to find the right house demanded a deep understanding of user behavior. We had to design a search and filtering system that balanced functionality and simplicity, allowing users to efficiently locate properties based on preferences like location, price, and restoration needs.

## Building a Visually Appealing, Reusable Frontend

Ensuring the website was not only visually engaging but also scalable required us to leverage React Bootstrap for reusable components. Balancing aesthetics with functionality meant focusing on responsive design principles, consistent styling, and optimizing performance across devices.

# Experience

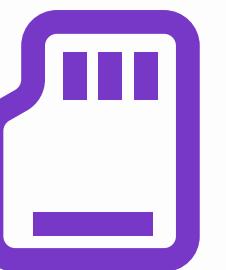
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## Collaborative Coding

Learning version control and debugging as a team taught us the importance of collaboration.

Dividing tasks and merging changes efficiently helped us stay organized and consistent throughout development.



## Reusable Components

Working with React for the first time required us to learn how to build modular, maintainable UI components while ensuring a smooth user experience, turning every challenge into an opportunity to grow.



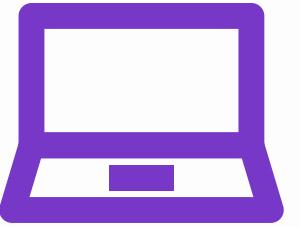
## Teamwork

Each team member contributed to leadership in different ways, from resolving technical challenges to organizing tasks and ensuring clear communication.



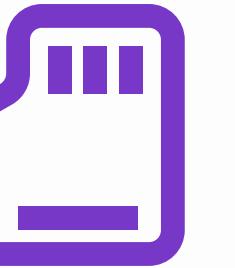
# Highlights

Our project stands out for its focus on user-centric design, comprehensive services, and robust functionality, creating a seamless and engaging experience for users.



## Experience and Design

We prioritized an intuitive user journey, ensuring a visually appealing interface and efficient navigation. By focusing on simplicity and responsiveness.



## Comprehensive Buying Experience

Our platform offers more than just a house catalog. Users gain access to a full suite of services, including architectural consultations, restoration estimates, and contracting professionals.



## Robust Profile Features

We implemented a user-friendly login system and customizable profiles, enabling users to save preferred houses, track their restoration plans, and revisit their selections seamlessly for an optimized user experience.



# PRODUCT