

17Stage3

17ForMarker01

Jiayang Lai, Wenjie Li, Junhui Chen

6344824, 5748389, 6828214

Link:

<https://cosc3p94adp.wixsite.com/cosc3p94-group1>

1. Interaction Problem

- a. The transition animation when users switch pages occurs on all pages causing significant lagging, thus impacting the user experience. When a user clicks a new link, it should be directly jumping to that link, not the “current link slowly vanishing and new link content appear” animation.
- b. The “Contact Us” button will be redirected to the booking page, but in many circumstances, users might just want a phone number or email to inquire before doing formal consultation.
- c. The property listing page listed several properties for sale, but there are no signifiers(i.e. a button) to signify to users where to click. Based on our inspection, the clickable areas are the picture and price of each listing.
- d. The website footer has four buttons, but the “privacy policy” button has a black color, and the other three colors are dark blue. It might cause users to think they are currently on the “privacy policy mistakenly” page since the black color is very similar to “highlighted” dark blue.

2. Logic Problems (Logical use problems)

- a. On the “Book Online” page,
 - i. For listing and selling bookings, users must click the “buy with us” or “sell with us” title to enter the booking page, since after the “book

now” button is clicked, it will pop up a “Service unavailable” reminder.

- ii. The users are able to book, but this web page did not explain what type of booking is this. Is it an in-person consultation or an online tutorial?
- iii. The service description is unclear, and users might want to get more details of the booking to ensure this service meets their requirements.

- b. Once logged in, there is a “Property to sell” page where logged-in users can submit some basic information. Still, there is also a “List with us” page under the “Contact Us” page on the footer for the user to book an appointment. Two pages on different locations within the website with the same feature will let the user feel this website is complicated.
- c. The “FAQ” button on the navigation bar is redirected to the “FAQ” page, but the “FAQ” button on the footer is redirected to the “Book with us” page, which confused users a lot.

3. Design Principal miscues.

- a. The “How to guide” page design is similar to a blog page design, but new users typically favor step-by-step tutorials. Some users might pretend these articles are advertorial instead of instructions so that they might ignore them.
- b. There are four buttons in the footer, the first three, from left to right, have the same gap between each button, but the gap between the third and fourth buttons is not the same as the previous three buttons. It somehow makes users who have obsessive-compulsive disorder uncomfortable.

4. Usability issues.

- a. On the home page, the “available properties” do not show up any complete sedition for the user.
- b. On the “About Us” page, there is a button called “agent” users can click in, but after clicking in, all four agents are simply their avatar and social media information. The user may be willing to find the phone number and email information to reach out further. However, the agent's phone number and email can only be found on their property listing page, but in some circumstances, the user contact agent asks them to look for suitable properties based on their need.
- c. The project provided some general selling tips but did not include a page with specific instructions. Users must determine that they have to click on a logged-in user avatar and then click “Properties to sell” to list their properties themselves.
- d. On the home page, the personal comments roll too fast. Therefore users cannot read each comment thoroughly.
- e. Users may find the website hard to use due to the complex structure and minor website bugs.
 - i. On the Realtor page, the users can see Realtor # 1 and Realtor # 2. it will confuse users that it is the realtor's rank, which may result in all users only contacting the # 1 realtor.
 - ii. On the “How to Guide” the users will see the buying and selling with Us Tips, but both options will redirect to the same “How to guides-Buy with Us” page.

- iii. Users can not see any search function implemented on the property listing page, which means the properties visible by users are restricted to 6 properties displayed by default.
- f. Users can see three booking options at the bottom of the home page. The description of all three options is unclear.
 - i. The “1hr” appears on “list with us” and “buy with us” is vague. It does not clearly explain what 1hr means? Does that mean users only can list for one hour of their property? Or does this website list their property within one hour after the user did a consultation?
 - ii. The same vague information appears on “Buy with us” as well. Does that mean we can buy the house in 1 hour, or they only give one hour to meet the user, or we only book one hour per time?
 - iii. The \$10 description under the “Workshop on Real Estate” is also unclear. Does it mean \$10 covers the entire cost of the processing, or does it cost \$10 per inquiry?

5. Suggestions for improvement

- a. Prepare a page that introduces how to buy and sell the house step by step on the website.
- b. On the home page, users' comments auto switch can be changed to manual switch or set for a more extended period to allow users to have sufficient time to read it.
- c. The Realtor page provides each agent's detailed information(i.e. email and phone number) for the potential buyer and seller.
- d. On the booking page, it could create the answer blanket for the users to type their specific requirements.

- e. Modify the footer of the website
 - i. Check if each button works correctly. On several pages, footer buttons are not working.
 - ii. Redesign the “privacy policy” button to ensure its color is the same as the other three buttons.
 - f. Considering the complexity of this website, it could set up a step-by-step guide and provide more instructions to users.
 - g. Consider removing or reducing the time of animation.
6. Based on the scale of 10, we would like to give this group 7/10

The full mark is 10/10. As we indicated in the disadvantage, there are all about the system logic and interaction problems. Each problem is worth one mark. For b,c,d,e in disadvantage, some small issues are confusing users. However, they don't affect the use of the system. Each is worth the 0.5 mark. Therefore, $10 - 1 - 4 \times 0.5 = 7$. Therefore, we would like to rate this group 7 points

Advantage:

- a. Beautiful layout and color.
- b. There are a lot of valuable features in the system.
- c. Login page and the account page is clean and straightforward. It is easy for users to use.
- d. There are some articles about the sell and buy, which provide the newest information about the real estate market for the user. It is a good idea.
- e. Customer feedback is shown on the main page. It gives new users a great first impression of their website.
- f. The wishlist is beautiful. Dynamic Pictures are more attractive to users.

Disadvantage:

- a. There are some logical problems with the different page interactions.
- b. The How to Guide page is not about how to buy or sell, it is some article for the buy or sell. As a user, I am unwilling to read many articles and figure out steps myself. It will be better if it can be concluded in a few steps.
- c. Some buttons confused the user(i.e. two FAQs redirect to two different pages).
- d. If the user views the property description and gets interested in the house, I hope I can book an appointment directly instead of going to the *book online* page and chatting. Users are unwilling to remember the complete address and then go to the *book online* page to tell them the address. In most cases, users want to book 2 or 3 similar properties to compare. It is so hard to remember all the property addresses.
- e. There is an invite feature after login. However, I am not sure why I should follow someone or invite someone as my follower. As a buyer or seller, I don't think I will care about that information.

7. Compared with our own project.

- a. This system has a clear navigation bar for the main page, including essential feature options. Showing some comments from the user is a good idea for the new user to trust the company. Also, there are some available properties displayed on the main page. There is a *Book a Meeting with Us*

section on the bottom. Our project's primary goal is to help customers buy or sell a house, so it is a clean and straightforward user interface to show our latest listing on the main page, which is easy to use for new users.

- b. For the listing on the main page, only the price tag is clickable, which is easy to ignore. There is a button to guide the user to view the details for our project.
- c. There are some feature options for users to get more information at the footer, such as *contact us*, *FAQ*, *privacy policy*, and *how to*, but they are all linked to booking. It will confuse the user. In our footer, we provide the information about our company, including the address, phone number, email etc.
- d. There is *About* in the navigation bar, which introduces the company. We introduced our company at the footer.
- e. When I go to the How to Guide page, there are two options: buy and sell. However, it just lists some journal articles about buying or selling. It is still confusing for the new user to get started. For our project, we summarize four steps for the user to have an idea to start with our system.
- f. On the Property listing page, it can be searched by the property type and the budget, which is similar to our search page. However, there is no search bar for the property listing. Our system provides users a search bar to search by address, region, MLS#, etc.
- g. On the property description page, there are a lot of details about the house as well, and they provide the google map, which helps the user to locate the address. Also, it provides the details for the agent, but our system

provides a contact box for the user so that our agent will contact the user as soon as possible. Our system offers a mortgage calculator for users.

- h. The login page is similar to our system. Users can log in by email or other social media account.
- i. The personal login page includes realtor info and a wishlist. It is similar to our system. It has some interesting features (home, invite), users can invite others to follow them, and users can retrieve other users they are currently working with. However, I am not sure if it is helpful for buyers or sellers to use the system. In our system, we tried to design an agentless real estate system, so we can complete the buy or sell in our system, the user can upload the document, and our agent and lawyer will help the user to process the transaction. Therefore, we have a page about the transaction process. The system will notice which steps the user has already done and what is the next step, so the user can follow each step to finish the transaction.