

# COSC 3P94 Presentation

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# Presentation Outline



History of our work



Targeted user group



Assumptions we  
made



Changes we  
implemented



Project  
Demonstration

# History

Of our work

# Stage 1



Evaluate three  
similar real estate  
websites



Discover potential  
users through  
surveys and in-  
person interview



Create Personas  
based on our survey  
result



Make Assumptions  
based on our survey  
and personas



Create Storyboard  
of our planned  
implementation

# Websites characteristic we evaluated



- Many features require account registration.

- Does not provide a clear step by step guide to users

- Save commission fees.

- People can decide to sell and buy by themselves

- Professional and reliable

- Operated by Canadian Real Estate Association (CERA)

- Convenient for the currency exchange

- Have the most competitive property source

# User group

We targeted

# Primary Persona

## Roy Zhu

- Age: 20
- Student
- Hate advertising emails. Does not like the complex interfaces of websites.
- The goal for him which is purchasing a property to settle down and worried about moving around from the different living place.

## Information we summarized

- Like simplicity
- No sufficient budget for the Real estate.
- Existing websites features are too complex
- Consider purchasing a house after graduation.
- Just graduated from school a couple of months ago and no job yet.
- He is looking for an entry-level job as the first income source.
- The younger generation and fashion like the modern and colorful design.

# Persona

## Kevin Li

- Age: 31
- Automobile Salesperson
- Some of the real estate websites that Kevin tried don't have the right property that he was looking for. Some online websites used to find properties are also not suitable for him. Even when he found some beautiful condos online, he found a property he didn't like.

## Information we summarized

- Does not like promotional emails.
- He wants a place to live. He is so sick of moving and looking for a new place to live since he has lived with his girlfriend for a long time.
- He doesn't like the processing complexity of purchasing a property.



# Persona

## Samuel Jackson

- Age:29
- Job: Consultant in a private high school.
- Earn money from an investment and travel the world.

## Information we summarized

- From LA in the USA
- he worked in a private high school as a financial consultant in Toronto.
- He lives with his girlfriend and is ready to get married.
- He and his girlfriend save a lot of money and want to invest in real estate.

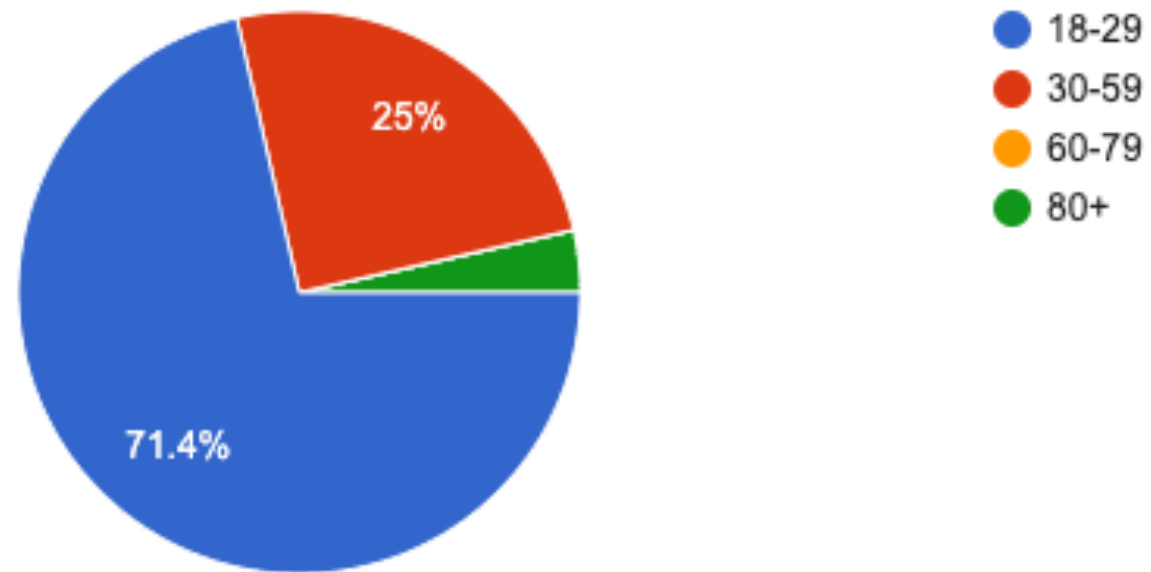
# Assumption

Based on our research and study

# The surveys of the age

Please indicate your age group.

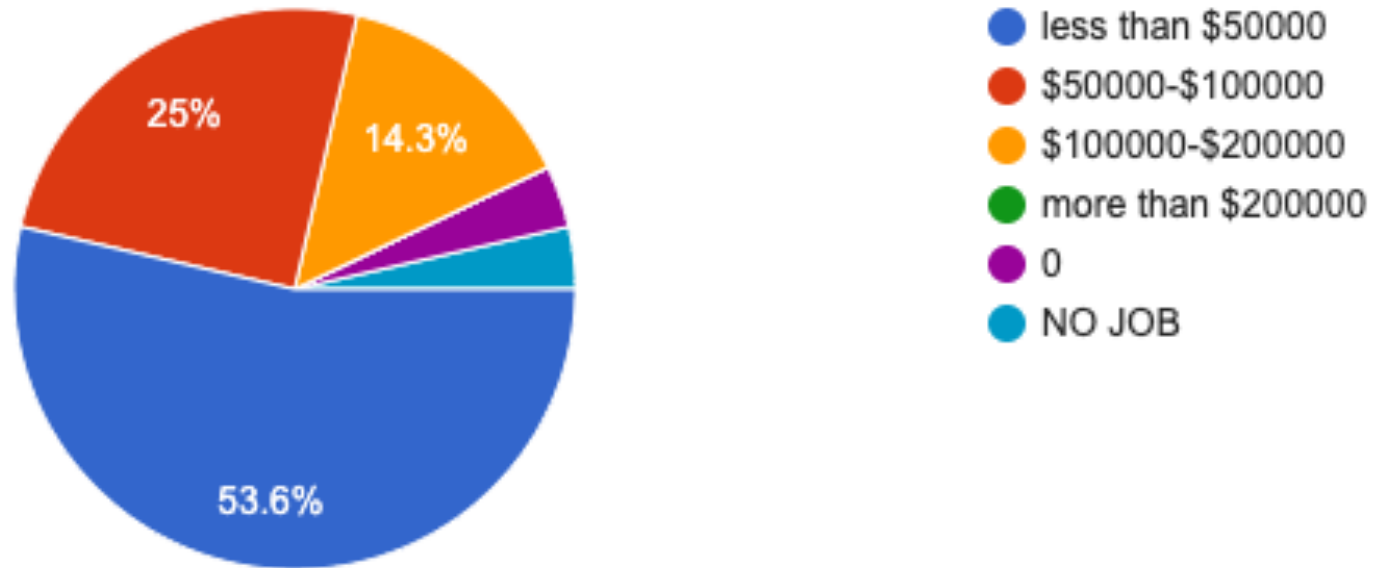
28 responses



# Most of the people have no job .

Please indicate your annual income.

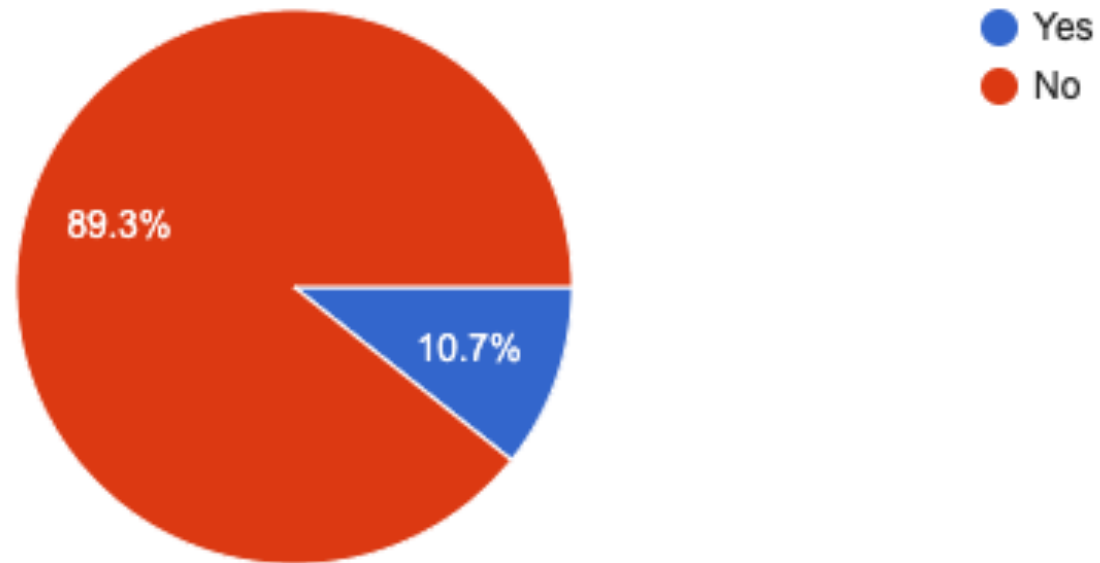
28 responses



# Strong aspiration to purchase the house

Have you ever purchased a property in Ontario?

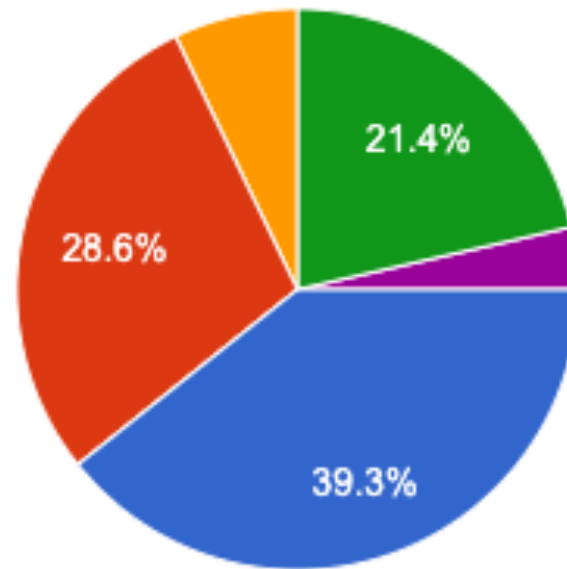
28 responses



# Willing to buy the property

Do you consider to buy a property in Ontario?

28 responses

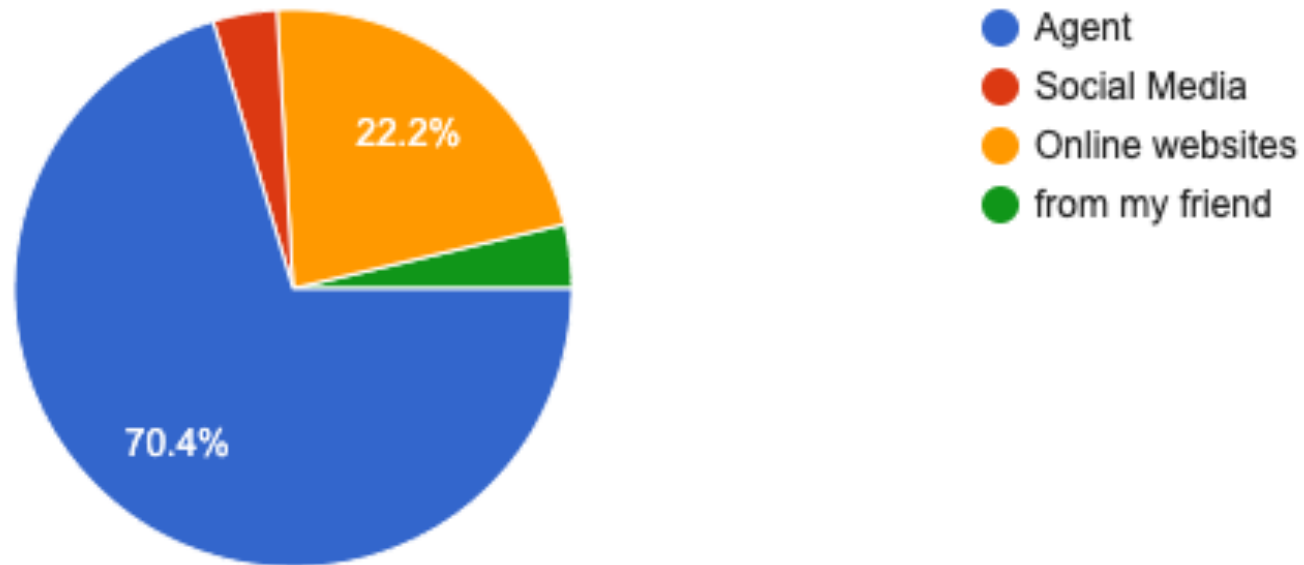


- Yes, in 1-5 years
- Yes, in 6-10 years
- Yes, but in more than 10 years
- No
- Yes, in next 1-5 years

# Look for a property.

What's the way you prefer to looking for property information

27 responses



## Stage 2 works

- Many look for their first property.
- No complex processes to browser/buy a property.
- No commission fee to buy and sell.



# Changes

We implemented

## Stage 3 works

Compare/Contrast  
with other two  
groups.

Found our  
project's  
inadequate part.

# Feedback from Stage 3



Indication after document successfully uploaded.



Contrast problem at the login page.



Buy/Sell page can be more organized.



Add a title to the form to make it more straightforward.

# Changes



Inquiry & Mortgage  
Calculator forms are  
more clear



Document upload  
Feedback improved



Login page contrast  
improved



Several vague  
descriptions are  
corrected



Buy/Sell page  
redesigned

# Inquiry & Mortgage Calculator

## Stage 2

<b>Annual Income</b> <input type="text" value="\$1 000 000"/>	<b>Full name</b> <input type="text" value="Your name here"/>
<b>Interest Rate</b> <input type="text" value="2.49%"/>	<b>Email address</b> <input type="text" value="Your email address here"/>
<b>Monthly Debts</b> <input type="text" value="\$4500"/>	<b>Phone number</b> <input type="text" value="Your phone number here"/>
<b>Mortgage Length</b> <input type="text" value="25 years"/>	<b>Subject</b> <input type="text" value="I would like more information regarding this property at 40 College St, Toronto, ON M5G 2J3"/>
<b>Down Payment</b> <input type="text" value="\$100 000"/>	
<b>Property Price</b> <input type="text" value="\$523 000"/>	
<input type="button" value="Apply for credit"/>	<input type="button" value="Submit an inquiry"/>

## Stage 4

<b>Mortgage Calculator</b> <b>Annual Income</b> <input type="text" value="\$1 000 000"/> <b>Interest Rate</b> <input type="text" value="2.49%"/> <b>Monthly Debts</b> <input type="text" value="\$4500"/> <b>Mortgage Length</b> <input type="text" value="25 years"/> <b>Down Payment</b> <input type="text" value="\$100 000"/> <b>Property Price</b> <input type="text" value="\$523 000"/> <input type="button" value="Apply for credit"/>	<b>Inquiry</b> <b>Full name</b> <input type="text" value="Your name here"/> <b>Email address</b> <input type="text" value="Your email address here"/> <b>Phone number</b> <input type="text" value="Your phone number here"/> <input type="checkbox"/> Request a room tour <b>Subject</b> <input type="text" value="I would like more information regarding this property at 40 College St, Toronto, ON M5G 2J3"/> <input type="button" value="Submit an inquiry"/>
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# Upload Page

## Stage 2

OH | OUR HOME

### The list of document your should prepare for us

Proof of assessment

未选择任何文件

upload valid cheque

未选择任何文件

authorited letter

未选择任何文件

additional information

未选择任何文件

## Stage 4

**\*\*Please see your checklist to determine which documents are still outstanding for your selling to be considered complete and ready for review. Please upload a Word document, PDF, or scanned image file to submit the documents that we have requested.**

**\*\*Do not upload extra documentation that is not requested in your checklist, and do not upload a document more than once. If there is a need for additional documentation, our agent will reach out to you via email.**

**\*Please NOTE: After uploading your document, please allow at least 1 hour for your checklist to be updated as received.**

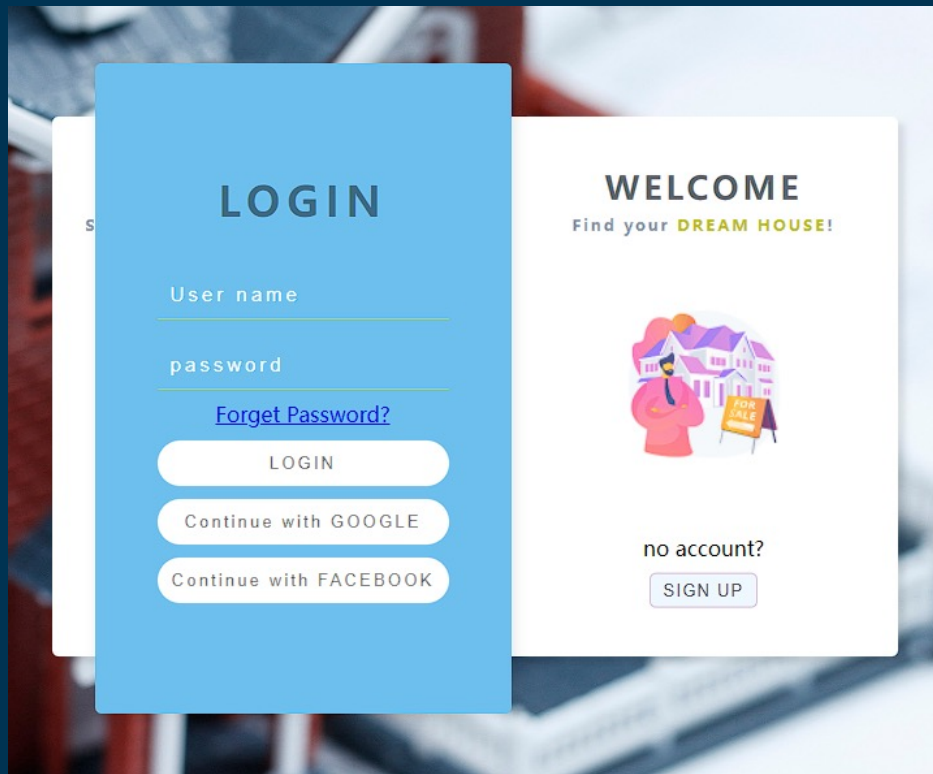
**Document Upload:**

Upload required document here, then click submit

未选择任何文件

# Login Contrast

## Stage 2



Stage 2 shows a login form with a blue background. The form includes fields for 'User name' and 'password', a 'Forgot Password?' link, and buttons for 'LOGIN', 'Continue with GOOGLE', and 'Continue with FACEBOOK'. To the right, a 'WELCOME' message says 'Find your DREAM HOUSE!' with an illustration of a house and a 'FOR SALE' sign, and a 'no account? SIGN UP' button.

**LOGIN**

User name

password


[Forgot Password?](#)

LOGIN

Continue with GOOGLE

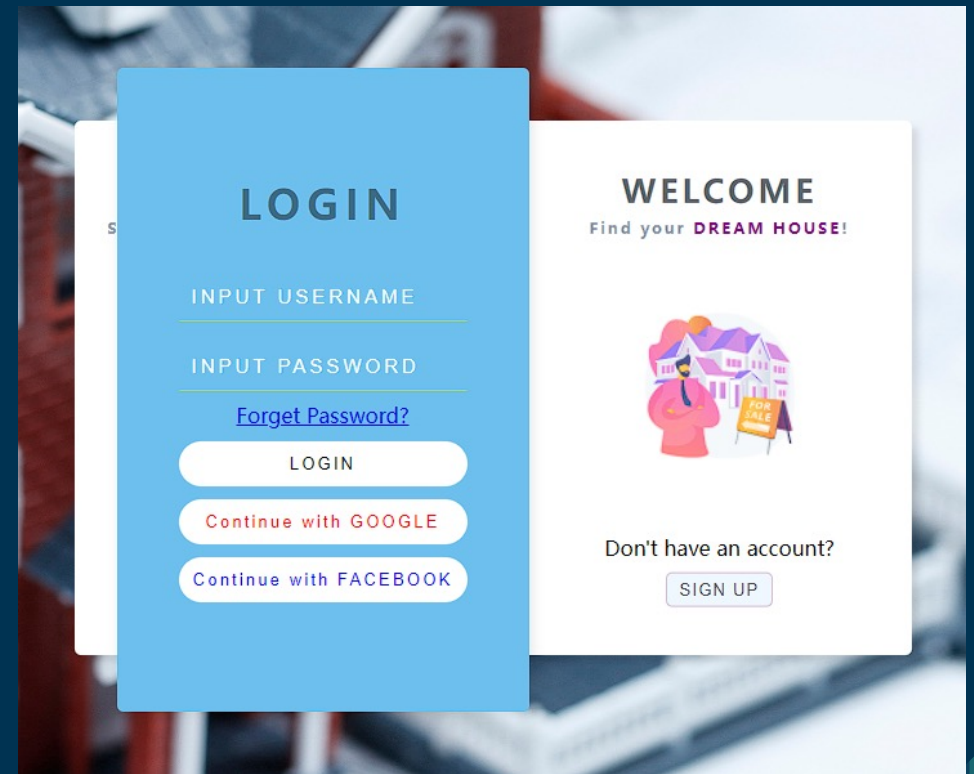
Continue with FACEBOOK

**WELCOME**  
Find your **DREAM HOUSE!**



no account? **SIGN UP**

## Stage 4



Stage 4 shows a login form with a blue background. The form includes fields for 'INPUT USERNAME' and 'INPUT PASSWORD', a 'Forgot Password?' link, and buttons for 'LOGIN', 'Continue with GOOGLE', and 'Continue with FACEBOOK'. To the right, a 'WELCOME' message says 'Find your DREAM HOUSE!' with an illustration of a house and a 'FOR SALE' sign, and a 'Don't have an account? SIGN UP' button.

**LOGIN**

INPUT USERNAME

INPUT PASSWORD


[Forgot Password?](#)

LOGIN

Continue with GOOGLE

Continue with FACEBOOK

**WELCOME**  
Find your **DREAM HOUSE!**



Don't have an account? **SIGN UP**

# Buy/Sell page

## Stage 2



Step1:login to your OurHome account.



Step2:upload required documents, including your banking information, your credit report.

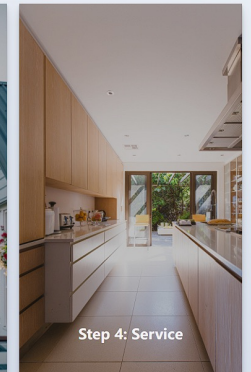
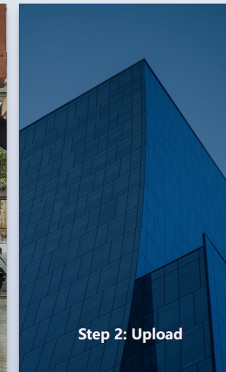


Step3:After you submitted required info, you will be pending approval.



Step4:Once you are approved to purchase the house, our agent will reach you to provide further assistance.

## Stage 4





# Consistency

## Main Sites

- Top navigation
- White background

## User Profile

- Dark glass effect
- Side bar on the left
- Top navigation



# Project Demonstration

[https://github.com/INSIDERDAVIDLAI/COSC\\_3P94](https://github.com/INSIDERDAVIDLAI/COSC_3P94)