Case study: Online Auction site:

Site Name: **Grays online**

Site url: <https://www.graysonline.com>

On the top right the site has a “join” button which when clicked, links to an account registration page. This page asks for your email and password also asks about how your knew about grays online.

Next to the join button there is a “sign in” which open a new page asking for the email and password to login.

In the middle of the page shows “Recommendations for you” which is based off your interests. It displays a list products including an image, title, the “current highest bid” and the amount of time until the time is up.

When selecting an item, a new page is opened displaying more information about the product e.g. time it was put online, how many views it had since launch, if it is supported by warranty and so on including the information from the previous point. This page also has a drop-down menu for quantity and for bid price rather than text boxes, and a button “Place Bid”.

When placing a bid, it stores in cart until either the time is up or someone else puts a higher bid, then it’s removed.

Site Name: **Domain**

Site url: <https://www.domain.com.au/?gclid=EAIaIQobChMIiYCY0KW05QIVzI6PCh3pGQ0EEAAYASAAEgKlhvD_BwE>

On the top right there a placing ad button after clicking it takes to the top center there is search facility including Buy, Rent, NewHomes, Sold and Rural. Pressing Search button takes you to new page where the search results are fetched and returned. The dream homes section shows you bunch of the houses and clicking on each opens a new page where anew content is shown. Towards the bottom of the page there is a new developments pages which categorized by the suburbs, visiting those new pages takes you to the more details of those listing such as images, who to contact for pricing etc.

Towards the end of the page there is Latest News Section where properties from range of Australian Suburbs.

Using the search facility after fetching the results, opening any of the fetched results takes you to a new page which shows new information such as image, inspection date, floorplan, video and virtual tour. Address, price, facilities , features, how big, Property description. Location of the property on the map.

Repayments calculator which has Estimated Property price, My deposit , loan term, current interest rate dynamically changed, Repayment type such as principal and interest and interest only and compare home loans option.

More towards it shows the school catchment zones for that property, types of the schools are in the catchment such as government schools or independent schools.

Neighborhood insights such as types of age people in that areas such as under20s,20-40s 40-59s and 60s+ showing percentage of these people live around here.