# Native Realty

**Website: www.nativerealty.us**

# UX Process for Native Realty

**John, Carter**

**Email: 303Visuals@gmail.com**

# CONTENTS

# Project Overview

## Project Overview

This project is from my time at Member(dev), a project that was done as a free lance project and took me over 2 months to complete from start to finish. We were tasked with modifying an existing website that was not converting well for the client. After the project kick off meeting, the only requirements to this project was to build the website and have it be responsive for mobile users.

My Role. Having skills in HTML and CSS I was tasked to do everything from the research and UX, to the UI and front-end development of the website itself. Even though we are a small technology shop / startup, I wanted to take full ownership of this website and see it through the entire SDLC to completion. Abiding to the standards required by the client. Going back and forth with the client on numerous occasions, weather it be to discuss branding typography, image and content generation.
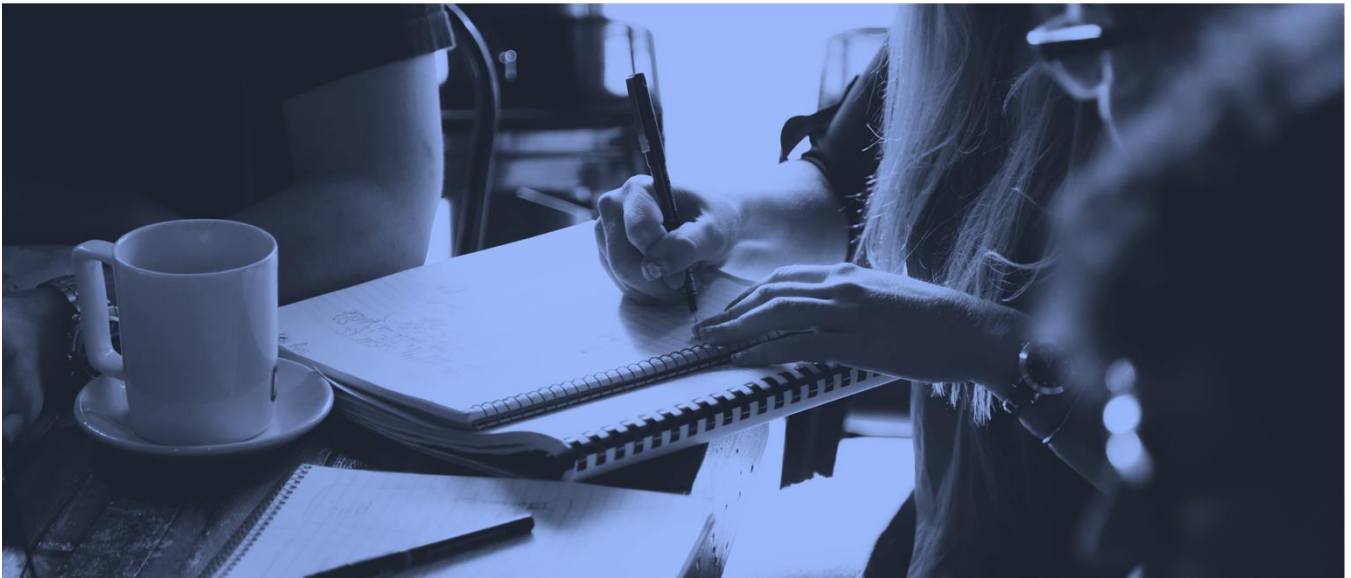


## Skills Used:

- UX / Visual UI Design
- Human Centered Design
- Graphic design and Brand Identity
- UX Research
- Competitor Research

## Project Deliverables:

- UX Flows
- Site-Maps
- Branding
- UXR Documentation
- UI Design
- Responsive website
- Lead generation

# Research

I began the process of thinking about accessibility, ease of use and seeing what else was in the competitive landscape for other realtors in the market and how the competition was going about lead genration. My main goal in the research phase was to determine who the target audience was. Creating personas based on the target demographic made things a lot less rigged when moving into the site map and user journy of the webstie.

# Development

After conducting a blank card sorting and a journey maps activity with a few individuals in my target demographic, I found there were some ways to improve the lead generation part of the deliverable as this was a crucial requirement to the client.

I like the idea of implementing a large CTA button witch when clicked, a modal would display, this I felt like a great way to capture emails which would intern convert into lead generation for the client. Creating a journey map around this was a difficult part because I didn't want the user to leave the site when the button was clicked.
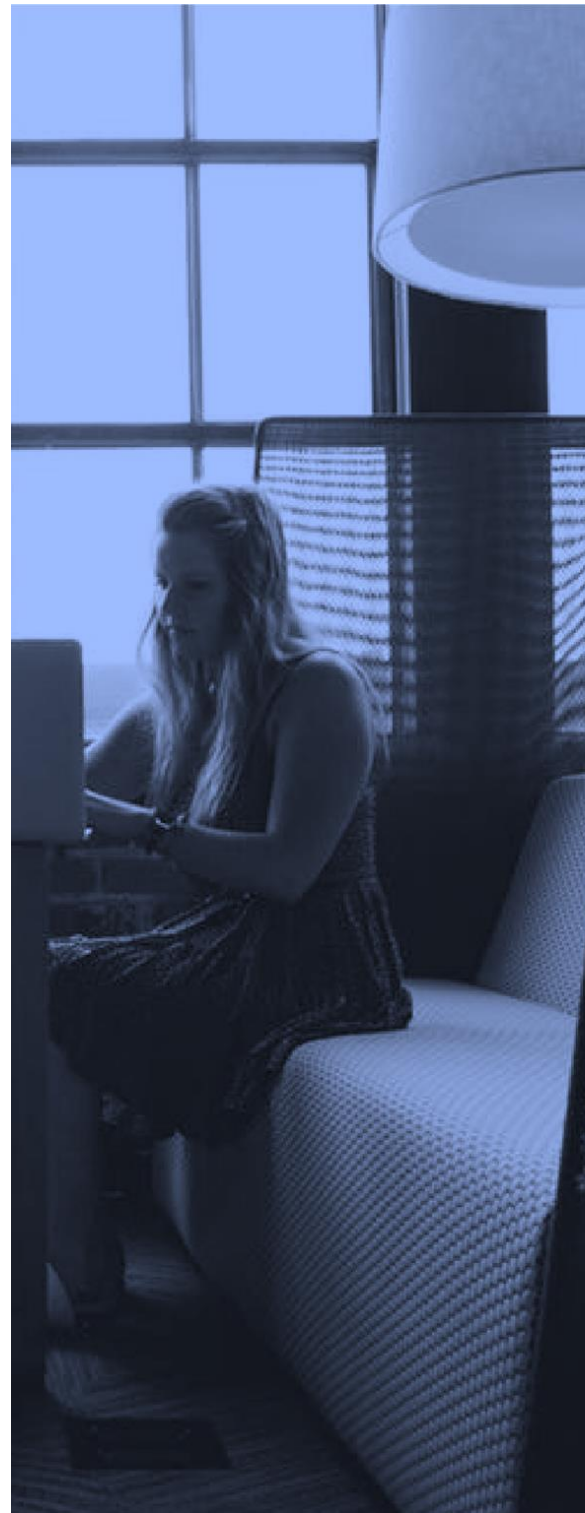
# Test Plan

Objectives:
- Establish pain points within the process.
- Determine if the CTA section helps with lead generation.

# Key Measurements:

Qualitative:
- Determine disatisfaction / where.
- Requriment to involve user skill
- Determine time spent scrolling / pausing

Quantitative:
- Gather sample utterances and all lead generations per 30 min test
- Watch users use the product.

# Test Subjects:

- Prospetive home owners / buyers
- People casually searching for a home
- Users who want more information on buying a home

# Dependencies:

Hardware:
- Mobile devices across platforms
- Laptops & Desktop

# Test Design :

Switch between mobile and desktop "A" and "B" per test

INTRO

Gender
Age
ASK: Do you currently own a home?
ASK: Are you actively searching for a home?

Home Owned / Areas searching

Show homepage with CTA and button.

OBSERVATION: Users were able to successfully engage with the lead generation tool? - Yes

Are there any pain points? – At this stage to testing, No.

OBSERVATION: Do they reference the app or menu button?

Are there any pain points? – At this stage to testing, No.
OBSERVATION: Do they reference the app or menu button?

OBSERVATION: What was their frustration level? – no.

OBSERVATION: Were there any moments of delight? – Few.

OBSERVATION: What do they ask along the way? - No questions as the one-page scroll is very simple even for the lowest common denominator.

# Test Debrief :

Ask: How can we improve the overall functionality of the test / site?
Ask: How can we improve the experience
Ask: Should we take anything off the site that is distracting?
Ask: Do you have any additional feedback that you would like to discuss?

- o  50% | 3 participants preferred  desktop over mobile versions of the prototype
- o  40% | 2 participants preferred Mobile over desktop.
- o  10% | 1 participant did not have a preference

EXECUTIVE SUMMARY
- Participants were unaware that the website variation of devices were solely about real estate

PARTICIPANTS
- 6 total participants
- o  83.3% | 5 participants were female and did not own a home
- o  16.7% | 1 participant was male and owned a home
- o  33.3% | 2 participants were 18-24 years old

Mobile version

- o  Modify logo and hamburger menu
- o  Revise modal to ask only for an email instead of first and last names.

# MVP –

*"A minimum viable product (MVP) is a development technique in which a new product or website is developed with sufficient features to satisfy early adopters. The final, complete set of features is only designed and developed after considering feedback from the product's initial users."*

After considering all the feedback from the A/B testing. We were able to really get enough information to start our early iterations on the product. Making the subtle changes taking all the participants of the test into consideration, we were able to make effective, painless changes that overall, helped with the conversion rates of the real estate company. The early tests showed that there was great engagement with the desktop version of the site, but not as much satisfaction with mobile. In turn, we turned our main focus on the mobile version of the website and made the changes needed for a better overall product.