4ForMarker8

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Group 8 Review

Good Qualities

The good qualities of group 8 is having two distinct pages for the landing page and the purchase page just in light of the fact that clients can accomplish such a great deal erring on a cutting edge land site than purchasing properties. The format of the guide, explicitly its aspects, can be changed to more readily suit the client and give a more common perspective on a guide with a more extended flat side and more limited vertical side taking on to a greater degree a scene layered design. The plan to have demonstrative standards at the top corner of every property showing whether it is new, suggested or marked down is additionally a truly smart thought and ought to be tended to. We likewise accept the purchase page ought to offer more channel choices to permit clients to all more explicitly look for a property utilizing this site as opposed to looking at choices they ought to have the option to limit their inquiry essentially with the utilization of completely planned and carried out channel choices. We see the potential here and with more thought, time and exertion put into this site it could offer the clients a likely answer for the land issue. And also the shading on bunch eight's site is incredibly finished. Bunch eight shouldn't change much around here, as by far most of the variety plan standards are kept. One variety rule that was abused in the site is "Variety pairings might bring on some issues." The "Join" connect is a dim blue on a dull blue-green foundation. This variety matching makes the text pointlessly difficult to peruse. The foundation tone ought to most likely be changed to the light blue-green utilized somewhere else on the site. Generally speaking, the site is stylishly satisfying yet could utilize a few menu and structure configuration changes

Interaction Problems

The interaction problem which has been seen in the website overlay tones were an issue, and along these lines the slight expansion in size was a fitting measure to take, in light of the given setting and assumption for a perfect site with huge loads of negative space. In any case, it didn't mean we left the choice off the table. It was a significantly more profound issue, as there were different communications occurring inside each posting, such as rating the property. Just drifting over a property infers a

feeling of unconstrained investigation - you needn't bother with a pompous activity that splits up the regular progression of looking at the site there. On account of rating a property, there is a considerably more unambiguous kind of expectation at play here. Clients are possibly going to rate a property assuming they are effectively attempting to track down the right home for them. In this specific situation, you need to limit the client's rundown of choices by carrying their only consideration regarding one spot. This can be undeniably challenging, and accordingly, we added a brand variety overlay. The outcome, which you can see beneath, breaks the generally perfect tone of the site to zero in consideration of the current connection.There are a reiteration of more complicated UX issues we mean to address, connecting to a few different features of the general experience we prepare for. The general purpose is, when done well, clients leave with a feeling of direction and achievement with each communication they make, paying little mind to how inconspicuous they appear to be on a superficial level.

Logic Problems

Group eight's website is well put together, and, logically, there is nothing terrible. However, it does contain several logic problems. The page names are inconsistent and do not always make sense. The account functions are logically separated from the rest of the website. Finally, the "Edit Listings" page is hard to understand. Unfortunately, these logic problems in group eight's website decrease its overall value.

The most prevalent logic problem in group eight's website is naming issues. To begin, the page names are not consistent. The main page is called "Store" in most locations on the site, but "Home" in the index. The "Sell" page is called "About" in the index. The "Listings" page is called "Products" in the index. The "Contact" page is listed as "Contact" in the index, but also as "Shipping", "Returns & Exchanges", and "Product Care". Finally, the "Account" page is called "Styleguide" in the index. Some of these alternative names are related to their actual page names. For example, the product of a real estate website would be its listings. However, most are incredibly confusing. Users do not know where they will end up when they click a link. Logically, page names in the index should be consistent with page names elsewhere.

On a related note, some page names do not correlate to their actual function. For example, the main page is not a store, yet it is named "Store". Additionally, most page names on the top toolbar are verbs, like "Sell" and "Contact". It may be better to rename "Listings" to "View Listings" or "Buy" so that this toolbar is logically consistent. In this way, every page name will make sense in the mind of the user.

Secondly, the account functions are logically separated from the rest of group eight's website. After a user has signed in to the website, they are presented with a menu allowing them to navigate to additional pages. These pages, where users can view their offers and edit their listings, are not accessible from anywhere else on the

site. This fosters the idea that these pages are distinct and ruins the cohesiveness of the site, creating confusion for the user. To make matters worse, each time the user leaves the account functions pages to view other pages like "Listings" or "Sell", they are signed out of their account. The view offers and edit listings pages are treated as if they are separate dangerous functions that the user must enter his credentials for every time he wants to use them. A more logical implementation would have these functions accessible from anywhere on the site after the user has signed in.

Lastly, the "Edit Listings" page in group eight's website is quite hard to understand. To start, it is named "Edit Listings", yet there is no obvious way to edit the characteristics of the listings. The only options are to "Delete" the listing or "Delist" the listing. If it is not possible to change the listing, a more logical page name might be "Remove Listings". Next, the difference between "Delete" and "Delist" is not clear. If these functions perform different tasks, it would be useful to include an explanation. Finally, adding a listing and removing a listing are logically related tasks and yet are not logically grouped on the site. However, we agree with group eight's decision here. From a user goal perspective, adding and removing listings are very different functions; they should not be grouped together. Overall, group eight should work to remove the naming inconsistencies and increase the cohesiveness of the site.

Design Principle Miscues

There are several design principle miscues in group eight's website. The menu item groupings and names are weak at times. Colour is used too sparingly in the site, as it could be used to make the design even better. These points are explored in detail below.

In group eight's website, the menu groupings violate a few design principles. The first principle is "Use meaningful grouping of items." On the top toolbar, "Listings" and "Sell" are grouped together with "Contact" and "Account". The first two items have to do with the user's real estate goals. They have a meaningful relationship. However, signing in to an account has nothing to do with real estate; it is simply a requirement for using the website. Contacting the website is yet another entirely different task. These should not be grouped together with the other items on the top toolbar. The same can be said for the index on the website. "Listings", "Sell", "Contact", and "Account" are all grouped together.

The second menu principle violated is "Use meaningful sequencing of items." The sequencing of the search criteria for finding a listing seems random. It may be better to organize these items by importance to the primary persona, with the most important at the left and the least important at the right.

The final menu principle was already touched upon in the logic problems section. It is "Phrasing: verbs to describe task." The "Listings" page name is not a verb and is

used to describe the task of viewing listings. It would be worth it to rename this page to a verb to better adhere to the menu design principle.

Group eight does not design according to the colour design principles in several places on their website. Two of these principles are "Facilitates subtle discriminations in complex displays" and "Emphasizes the logical organization of information." Colour would be a great tool to organize the top toolbar in a meaningful way, as mentioned above. Similar items could be placed inside blocks of colour. Furthermore, the search criteria menu is relatively complex, and is just floating at the top of the "Listings" page. Colour could be used to denote this menu as a separate entity, and also distinguish between different items in the menu. For example, minimum and maximum square feet are related in a way that maximum price and property type are not. Using colour, group eight could strengthen this connection, making the search criteria even easier for users to navigate.

Another colour principle that group eight violates is "Accents an uninteresting display." While most pages on the website are on the sparse side yet still visually appealing, a few pages are too bland. The "After Signin" page is entirely black and white. It is hard to even tell what the page is for at first glance because the account function links are floating on the left side of the page and look similar to the other links. This page could really use some colour to draw the eye towards the account function links as they are the focus of the page. Additionally, there are two "Store" links about five centimetres apart on the page. One of these can definitely go. The "Sell" page is also too bland. Since it is basically a long form, it may look less intimidating to users if it had some of the gray art used throughout the rest of the site.

The final colour principle violated is "Be consistent in colour coding." On the "View Offers" page, bright red and green are used to denote rejecting and accepting an offer. While this makes sense from a cultural perspective, in the context of the rest of the site, these colours are quite jarring. They are not used anywhere else. It may be useful to change these buttons to the more commonly used blue colour, or even toned down versions of the red and green to still denote their importance. The design principle miscues in group eight's website can be resolved by adding colour in specific places and redesigning a few menus.

Usability Issues

The overall usability of group eight's real estate website is very good with a few minor errors that should be mentioned. The layout of the homepage allows the user to quickly and easily identify whatever they could possibly do with this site. The only drawback of the layout is that a few of the links used on this page (and others) lead to incorrect paths. This could be due to the fact that this is a prototype site but it still presents itself as a usability issue to the common user. The options available at the top

of the listings page work flawlessly but we believe that for optimal use of this site, a few more menu options should be added to even further narrow down a user's search. We believe that the size of the image of each home displayed on the listings page should be smaller to allow for more properties to be visible in a single frame. The simplicity of the sell page will be extremely appealing for the do-it-yourself users but it doesn't give average users any options besides selling their property themselves, which may not always be the case in every real-estate situation. That significantly limits the usability of the sell page for this site. The support page is brilliant and can easily be utilized by any user. The text fields are clearly labeled so there is no chance of confusion and there are multiple modes of communication made clearly available to the user. There are no usability issues with this page. The account page seems like it may have been rushed with little thought put into it. There is only a field for the email address and password meaning that users must already have an account, but nowhere on the site is there a page in which a user can actually create an account. This presents a huge usability error and causes this page and the account feature to be virtually useless. Also on the account page, the menu options at the bottom of the page are useless so a user can not use them to navigate the page more fluidly. The menu options at the top of all of the pages work without error but that is not the case for the menu options at the bottom of the pages which typically lead to the wrong location or don't have any functionality.

Suggestions for Improvement

Group eight offered a great prototype site for consideration, the only suggestions that we would offer is that they think a little more critically when designing and implementing this website and focus more on fine-tuning the small errors that were mentioned in the other sections. This site has great potential if the critiques mentioned in other sections of this report are taken into careful consideration. That refers to the mislabeled and misused links seen on numerous pages within this site. The account page could also use some major improvements to actually allow a user to create an account or at least an icon indicating that the thought was there. Another suggestion would be to minimize the size of the image of the properties on the listings page to allow for more properties to be listed. This is more of an opinionated critique but could be useful to your group if taken into consideration. We believe that the page that appears after the user clicks on a property was very well designed and implemented. The user can clearly see the home and it's location, along with many other important home specifications that may be of interest to the user. The option to make an offer on a property is very simply put and is accessible and comprehensible by all users, this was well designed and implemented by group eight. The idea of using a map at the bottom of a property's listing page to signify it's location was also brilliant as it is the easiest way for users to understand the exact whereabouts of a property including other surrounding

factors that may need to be considered by the average user. Another suggestion would be to offer a user the option to sell their property through an agent or some other real-estate channel rather than only offering the do-it-yourself property sale option. We feel like the D-I-Y approach is only more appealing to those that have experience in the real estate business as the average user may be more accustomed to the conventional real estate agent approach.

Rating and Explanation

8/10

Pros:
- website looks professional
- minimum required functionality is provided
- navigation is simple and intuitive where properly implemented

Cons:
- no way to search for a location
- no way to add a new account
- no way to sell with an agent
- certain page links are confusing
- certain pages are bland
- account section feels separate from the rest of the site

Group eight's website is professional, simple, and provides the minimum required functionality a person would need to buy or sell a house. This goes a long way towards its score of 8/10. Ultimately, points were taken off because certain features like the index and accounts section felt more rushed than the rest of the site. Also, group eight forgot small yet necessary features like the ability to search for a location and the ability to create an account.

Comparison to Our Project

We will compare our website with group eight's in three areas: functionality, ease of use, and visuals. In terms of functionality, group eight's website is on par with ours. Our website allows users to find rentals and sell with a real estate agent, while also including the location searching and account creating functionality. However, group eight's website includes more house information than ours, making the buy functionality more helpful to users. It also includes the ability to delist a listing, something our website does not. Overall, both of our sites could learn from the functionality provided by the

other, putting them on the same caliber. For ease of use, we would put our website a step above group eight's. Everything is simpler on our website. The user can make an offer without leaving the Buy or Rent page, can search without refreshing the Buy or Rent page, and can list their house with a push of a button. Navigation is also less confusing. Finally, in terms of visuals, group eight's website is a step above ours. Their website is incredibly professional-looking, and ours looks like a toy in comparison. The professionalism of the site should not be compromised if any changes are made.

4ForMarker14

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Group 14 Review

Good Qualities

The good qualities of the group 14 is that this site has extraordinary potential in the event that the scrutinizes referenced in different areas of this report are taken into cautious thought. That alludes to the mislabeled and abused joins seen on various pages inside this site. The record page could likewise utilize a few significant enhancements to really permit a client to make a record or possibly a symbol showing that the contemplation was there. Another idea is limit the size of the picture of the properties on the postings page to take into consideration more properties to be recorded. This is a greater amount of a stubborn evaluation yet could be valuable to your gathering whenever thought about. We accept that the page that shows up after the client taps on a property was very much planned and executed. The client can plainly see the home and it's area, alongside numerous other significant home particulars that might hold any importance with the client. The choice to make a proposal on a property is just put and is available and understandable by all clients, this was very much planned and carried out by bunch eight. Utilizing a guide at the lower part of a property's posting page to mean it's area was likewise splendid as it is the least demanding way for clients to comprehend the specific whereabouts of a property including other encompassing elements that might should be considered by the normal client they appear to be on a superficial level.Likewise on the record page, the menu choices at the lower part of the page are futile so a client can not utilize them to smoothly explore the page more. The menu choices at the highest point of every one of the pages work without mistake yet that isn't true for the menu choices at the lower part of the pages which regularly lead to some unacceptable area or have no usefulness.

Interaction Problems

The interaction issue seen in site tones is a problem, and in that sense, a slight increase in size was a good tool given the assumption that it is a perfect site framework with a lot of negative space. In any case, that didn't mean we removed the selection from the table. This was a much more serious problem as each post had different communication. B. Valuation of assets. Just slide the properties and you'll get the

feeling of free exploration. You don't have to do any flashy activities that break the normal history of viewing your site. Real estate valuations include much clearer expectations here. Clients can rate a property on the assumption that they are effectively trying to find a home that suits them. In this particular situation, you need to narrow down your customer choices by considering only one place. This can definitely be a challenge, so we've added a brand diversity overlay. The results shown below split the site's generally perfect audio into zeros, taking into account the current connection. The more complex UX issues we want to address are recurring, related to some other features of the overall experience we are preparing. The general purpose, if done well, is for customers to leave a sense of direction and accomplishment with each communication and pay little attention to how unobtrusive they appear at the surface level.

Logic Problems

Group fourteen's website contains several logic problems. Certain labels are confusing. Not all of the search criteria make sense. The mouse cursor icon is also very inconsistent. The login page does not behave as expected. These logic problems make it difficult for users to use the site.

First of all, group fourteen's website contains confusing and illogical labels. To start, the name of the website is "Web". This should be the name of the company which created the do-it-yourself real estate site. "Web" sounds sketchy for a website name, making users wary and untrustful of the site. Next, the "House X", "Rooms v", "Price v", "Keywords v", and "More v" buttons have an indecipherable purpose. What are these for? Why do they have X's or v's at the end? Should clicking these buttons open dropdown menus? If the "Price v" button is for setting a price criteria, it would be better if it was a text entry box or a slider. It is also impossible to tell what the "House X" button does. Finally, the label for the login page is "Welcome to this web." This does not describe the task of logging in and should be removed or changed to avoid confusing the user.

Second, the search criteria options in group fourteen's website are not all logical and could be better chosen. The "Keywords v" button does not appear to have a purpose. In theory, the other search criteria options should cover all the options that the primary persona might want to search for. It would be better if this option was removed and more specific search criteria options were added. Options like number of bedrooms, number of bathrooms, or property type might be more useful directly on the home page. Additionally, options like buy, sell, or rent are located on the top toolbar and also in the search criteria. The "Sell" option specifically should not be in the search criteria. Only real estate agents are looking for houses they can sell. It may be most useful to remove all three of these options from the search criteria. Having these as separate modes on

the site rather than search criteria better fits the user's conceptual model of how real estate works.

Third, the mouse cursor icon does not behave as expected on group fourteen's website. It turns into a hand for all the items on the top toolbar, signifying that these are interactable, but only the "Sign Up" link can be clicked. The same is true for many of the items in the search criteria. However, this is probably due to a lack of implementation rather than a design choice. On the other hand, the mouse cursor does not turn into a hand for the "Show Maps" toggle switch and the "Sign in" button on the login page. These look like they should be interactable, but the mouse icon does not indicate that they are. Even worse, the mouse cursor turns into a caret, normally used to indicate text, when hovering over the save search button. This behaviour should be changed to avoid confusing the user.

Finally, group fourteen's login page does not behave logically. The "Home" link is displayed in the middle of the login dialog box. This should be in the top left or top middle of the screen, where users will look for it. The password entry field does not hide the text that is being entered. Logically, this is not what users expect and may lead them to view the site as unprofessional. Finally, despite the link to access the login page being called "Sign up", there does not appear to be a way for new users to create an account. This is a logical paradox; no one will be able to sign in to the site because no one has an account yet. A method to create an account should definitely be implemented. The logical problems in group fourteen's website can be resolved by expanding the current implementation so that the interface behaves in the way that it looks like it should.

Design Principle Miscues

Several design principle miscues are present on group fourteen's website. The menu phrasing does not follow the proper format. The login form could use a redesign to remove a few miscues.

Firstly, many menu item names in group fourteen's website do not follow the menu design principles. The "Phrasing: verbs to describe task" design rule is not followed in several places. All items on the top toolbar follow this rule except for "Agent". This makes it difficult for users to determine what the "Agent" link does. It would be beneficial to change this link to something like "Find Agent" or "Contact Agent." On the other hand, many items in the search criteria menu do not follow this rule. These include "House X", "Rooms v", "Price v", "Keywords v", and "More". Because of this, it is very hard for the user to know what will happen when these buttons are clicked. It may be better to use some other form of input like sliders or text fields, or rename the buttons to verbs like "Select Price" and "Show More". Finally, on the same note, the "Home Page" link on the login page could be renamed to a verb to be more clear.

Secondly, the login form on group fourteen's website exhibits some design principle miscues. The "Meaningful titles" design rule is not followed. "Welcome to this web" is not very meaningful of a title because it does not tell the user anything about the login form. As mentioned previously, the "Logical grouping and sequencing of fields" rule is not followed. Right in the middle of the form there is a navigational link to the home page. This is not a logical place for the link; it should exist somewhere else on the page outside of the form. The final form design rule is more subjective but may be worth mentioning. This is the "Visually appealing layout of the form". The background picture on the login page is nice and fits the the theme of the real estate website, even if it is somewhat pixelated and low quality. However, the background of the login form is a translucent white, meaning the picture is still visible behind it. This makes the form much harder to read and lowers its aesthetic appeal. Also, the form is not centred in the middle of the page, which some users might find annoying. The login form should probably be centred and should definitely have a solid background.

Overall, the colouring on group fourteen's website is excellently done. Group fourteen should not change much in this area, as the vast majority of the colour design principles are followed. One colour guideline that was violated in the website is "Colour pairings may cause problems." The "Sign Up" link is a dark blue on a dark blue-green background. This colour pairing makes the text unnecessarily hard to read. The background colour should probably be switched to the light blue-green used elsewhere on the site. Overall, the website is aesthetically pleasing but could use some menu and form design changes.

Usability Issues

There are numerous usability issues within this site offered by group fourteen. The first blatant usability error is that the home page appears to be the buy page. We are aware that this may be an accessibility feature to allow users to have even easier access to nearby properties for sale, but that is not the only use for a real estate website and we believe that the buy page should not be the home page. Within the buy page itself, none of the buttons actually work to enable to user any usability within this page but we believe a good design and layout idea was implemented here and that should be acknowledged. One critique would be to change the dimensions of the map at the side of the page to more of a landscape view to allow a better view of the map. To allow this, may require the entire to be moved to a different location on the page but that will definitely improve the usability of this map in our opinion. It is extremely unfortunate that the Rent, Sell, Agent, Advertise and Help buttons at the top of the page have no functionality. It would be interesting to see the layout and usability of these pages if they were implemented. There is really only one page to critique and this page has limited usability and functionality. The other page that was implemented within this site was the

sign up page, which has text fields for the user to enter a username and password to log in but no indication anywhere on the site for users to actually make an account. This is an additional usability error. Overall the design and layout of the buy page displays the properties in an optimal fashion and this promotes usability for the user, but besides this optimal layout there is a severe lack of usability within the remainder of this site.

Suggestions for Improvement

Suggestions for group fourteen is to simply take the time to ensure that the remaining buttons and functionalities on this page work. We believe that at least a layout should be seen for the menu options included to at least allow for us to see what the idea behind certain additions to this page were. The rent and sell pages should definitely be displayed in some fashion as renting and selling is a major part of the real estate business. Although, you could argue that renting and selling could appear on the same page we believe that since it was listed as a menu option at the top of the home/buy page it should lead to a different page displaying the properties up for rent. As previously mentioned, we suggest having two different pages for the home page and the buy page simply because users can do so much more on a modern real estate website than buy properties. The layout of the map, specifically its dimensions, can be altered to better suit the user and provide a more typical view of a map with a longer horizontal side and shorter vertical side taking on more of a landscape dimensional layout. The idea to have indicative banners at the top corner of each property displaying whether it is new, recommended or on sale is also a really good idea and should be addressed. We also believe the buy page should offer more filter options to allow users to more specifically search for a property using this site rather than scrolling through options they should be able to narrow down their search significantly with the use of thoroughly designed and implemented filter options. We see the potential in this site and with more consideration, time and effort put into this site it could definitely offer the users a potential solution to the real estate problem.

Rating and Explanation

5/10

Pros:
- website is visually pleasing
- good layout of properties on website
- good use of colours and other indicative tools

Cons:

- website was not fully implemented
- poor placement of property listing map
- no way to add a new account
- login page is visually distracting
- confusing search criteria
- limited amount of search filters

Group fourteen's website looks nice and is competently layed out. However, it was not fully implemented. It was impossible to evaluate the Rent, Sell, Agent, Advertise and Help pages. Additionally, the login form was difficult to understand and did not contain the ability to create a new account. Finally, the Buy page contained a few issues. The search criteria was lacking in content and was also confusing, while the property listing map seemed squished into the only place it would fit, meaning it was hard to use. For these reasons, we gave group fourteen a score of 5/10.

Comparison to Our Project

We will compare our website with group fourteen's in three areas: functionality, ease of use, and visuals. Group fourteen's website is a step below ours for functionality, mainly because so much was not implemented. Had everything on their site been implemented, it would be on par or even a step above ours. Group fourteen has a good starting point. In terms of ease of use, group fourteen's website is a step below ours. The main reason for this is the awkward search criteria. Additional points to consider are the long vertical map and the distracting login page. For visuals, group fourteen's website is a step above ours. They were able to use colour and form in a way that flows naturally and did it better than ours. Overall, group fourteen should focus on implementing more in order to compare more favourably with our website.

Group 8 Review

Good Qualities

The good qualities of group 8 is having two distinct pages for the landing page and the purchase page just in light of the fact that clients can accomplish such a great deal erring on a cutting edge land site than purchasing properties. The format of the guide, explicitly its aspects, can be changed to more readily suit the client and give a more common perspective on a guide with a more extended flat side and more limited vertical side taking on to a greater degree a scene layered design. The plan to have demonstrative standards at the top corner of every property showing whether it is new, suggested or marked down is additionally a truly smart thought and ought to be tended to. We likewise accept the purchase page ought to offer more channel choices to permit clients to all more explicitly look for a property utilizing this site as opposed to looking at choices they ought to have the option to limit their inquiry essentially with the utilization of completely planned and carried out channel choices. We see the potential here and with more thought, time and exertion put into this site it could offer the clients a likely answer for the land issue. And also the shading on bunch eight's site is incredibly finished. Bunch eight shouldn't change much around here, as by far most of the variety plan standards are kept. One variety rule that was abused in the site is "Variety pairings might bring on some issues." The "Join" connect is a dim blue on a dull blue-green foundation. This variety matching makes the text pointlessly difficult to peruse. The foundation tone ought to most likely be changed to the light blue-green utilized somewhere else on the site. Generally speaking, the site is stylishly satisfying yet could utilize a few menu and structure configuration changes

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can be undeniably challenging, and accordingly, we added a brand variety overlay. The outcome, which you can see beneath, breaks the generally perfect tone of the site to zero in consideration of the current connection.There are a reiteration of more complicated UX issues we mean to address, connecting to a few different features of the general experience we prepare for. The general purpose is, when done well, clients leave with a feeling of direction and achievement with each communication they make, paying little mind to how inconspicuous they appear to be on a superficial level.

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Secondly, the account functions are logically separated from the rest of group eight's website. After a user has signed in to the website, they are presented with a menu allowing them to navigate to additional pages. These pages, where users can view their offers and edit their listings, are not accessible from anywhere else on the site. This fosters the idea that these pages are distinct and ruins the cohesiveness of the site, creating confusion for the user. To make matters worse, each time the user leaves the account functions pages to view other pages like "Listings" or "Sell", they are signed out of their account. The view offers and edit listings pages are treated as if they are separate dangerous functions that the user must enter his credentials for every time

he wants to use them. A more logical implementation would have these functions accessible from anywhere on the site after the user has signed in.

Lastly, the "Edit Listings" page in group eight's website is quite hard to understand. To start, it is named "Edit Listings", yet there is no obvious way to edit the characteristics of the listings. The only options are to "Delete" the listing or "Delist" the listing. If it is not possible to change the listing, a more logical page name might be "Remove Listings". Next, the difference between "Delete" and "Delist" is not clear. If these functions perform different tasks, it would be useful to include an explanation. Finally, adding a listing and removing a listing are logically related tasks and yet are not logically grouped on the site. However, we agree with group eight's decision here. From a user goal perspective, adding and removing listings are very different functions; they should not be grouped together. Overall, group eight should work to remove the naming inconsistencies and increase the cohesiveness of the site.

Design Principle Miscues

There are several design principle miscues in group eight's website. The menu item groupings and names are weak at times. Colour is used too sparingly in the site, as it could be used to make the design even better. These points are explored in detail below.

In group eight's website, the menu groupings violate a few design principles. The first principle is "Use meaningful grouping of items." On the top toolbar, "Listings" and "Sell" are grouped together with "Contact" and "Account". The first two items have to do with the user's real estate goals. They have a meaningful relationship. However, signing in to an account has nothing to do with real estate; it is simply a requirement for using the website. Contacting the website is yet another entirely different task. These should not be grouped together with the other items on the top toolbar. The same can be said for the index on the website. "Listings", "Sell", "Contact", and "Account" are all grouped together.

The second menu principle violated is "Use meaningful sequencing of items." The sequencing of the search criteria for finding a listing seems random. It may be better to organize these items by importance to the primary persona, with the most important at the left and the least important at the right.

The final menu principle was already touched upon in the logic problems section. It is "Phrasing: verbs to describe task." The "Listings" page name is not a verb and is used to describe the task of viewing listings. It would be worth it to rename this page to a verb to better adhere to the menu design principle.

Group eight does not design according to the colour design principles in several places on their website. Two of these principles are "Facilitates subtle discriminations in complex displays" and "Emphasizes the logical organization of information." Colour

would be a great tool to organize the top toolbar in a meaningful way, as mentioned above. Similar items could be placed inside blocks of colour. Furthermore, the search criteria menu is relatively complex, and is just floating at the top of the "Listings" page. Colour could be used to denote this menu as a separate entity, and also distinguish between different items in the menu. For example, minimum and maximum square feet are related in a way that maximum price and property type are not. Using colour, group eight could strengthen this connection, making the search criteria even easier for users to navigate.

Another colour principle that group eight violates is "Accents an uninteresting display." While most pages on the website are on the sparse side yet still visually appealing, a few pages are too bland. The "After Signin" page is entirely black and white. It is hard to even tell what the page is for at first glance because the account function links are floating on the left side of the page and look similar to the other links. This page could really use some colour to draw the eye towards the account function links as they are the focus of the page. Additionally, there are two "Store" links about five centimetres apart on the page. One of these can definitely go. The "Sell" page is also too bland. Since it is basically a long form, it may look less intimidating to users if it had some of the gray art used throughout the rest of the site.

The final colour principle violated is "Be consistent in colour coding." On the "View Offers" page, bright red and green are used to denote rejecting and accepting an offer. While this makes sense from a cultural perspective, in the context of the rest of the site, these colours are quite jarring. They are not used anywhere else. It may be useful to change these buttons to the more commonly used blue colour, or even toned down versions of the red and green to still denote their importance. The design principle miscues in group eight's website can be resolved by adding colour in specific places and redesigning a few menus.

Usability Issues

The overall usability of group eight's real estate website is very good with a few minor errors that should be mentioned. The layout of the homepage allows the user to quickly and easily identify whatever they could possibly do with this site. The only drawback of the layout is that a few of the links used on this page (and others) lead to incorrect paths. This could be due to the fact that this is a prototype site but it still presents itself as a usability issue to the common user. The options available at the top of the listings page work flawlessly but we believe that for optimal use of this site, a few more menu options should be added to even further narrow down a user's search. We believe that the size of the image of each home displayed on the listings page should be smaller to allow for more properties to be visible in a single frame. The simplicity of the sell page will be extremely appealing for the do-it-yourself users but it doesn't give

average users any options besides selling their property themselves, which may not always be the case in every real-estate situation. That significantly limits the usability of the sell page for this site. The support page is brilliant and can easily be utilized by any user. The text fields are clearly labeled so there is no chance of confusion and there are multiple modes of communication made clearly available to the user. There are no usability issues with this page. The account page seems like it may have been rushed with little thought put into it. There is only a field for the email address and password meaning that users must already have an account, but nowhere on the site is there a page in which a user can actually create an account. This presents a huge usability error and causes this page and the account feature to be virtually useless. Also on the account page, the menu options at the bottom of the page are useless so a user can not use them to navigate the page more fluidly. The menu options at the top of all of the pages work without error but that is not the case for the menu options at the bottom of the pages which typically lead to the wrong location or don't have any functionality.

Suggestions for Improvement

Group eight offered a great prototype site for consideration, the only suggestions that we would offer is that they think a little more critically when designing and implementing this website and focus more on fine-tuning the small errors that were mentioned in the other sections. This site has great potential if the critiques mentioned in other sections of this report are taken into careful consideration. That refers to the mislabeled and misused links seen on numerous pages within this site. The account page could also use some major improvements to actually allow a user to create an account or at least an icon indicating that the thought was there. Another suggestion would be to minimize the size of the image of the properties on the listings page to allow for more properties to be listed. This is more of an opinionated critique but could be useful to your group if taken into consideration. We believe that the page that appears after the user clicks on a property was very well designed and implemented. The user can clearly see the home and it's location, along with many other important home specifications that may be of interest to the user. The option to make an offer on a property is very simply put and is accessible and comprehensible by all users, this was well designed and implemented by group eight. The idea of using a map at the bottom of a property's listing page to signify it's location was also brilliant as it is the easiest way for users to understand the exact whereabouts of a property including other surrounding factors that may need to be considered by the average user. Another suggestion would be to offer a user the option to sell their property through an agent or some other real-estate channel rather than only offering the do-it-yourself property sale option. We feel like the D-I-Y approach is only more appealing to those that have experience in the

real estate business as the average user may be more accustomed to the conventional real estate agent approach.

Rating and Explanation

8/10

Pros:
- website looks professional
- minimum required functionality is provided
- navigation is simple and intuitive where properly implemented

Cons:
- no way to search for a location
- no way to add a new account
- no way to sell with an agent
- certain page links are confusing
- certain pages are bland
- account section feels separate from the rest of the site

Group eight's website is professional, simple, and provides the minimum required functionality a person would need to buy or sell a house. This goes a long way towards its score of 8/10. Ultimately, points were taken off because certain features like the index and accounts section felt more rushed than the rest of the site. Also, group eight forgot small yet necessary features like the ability to search for a location and the ability to create an account.

Comparison to Our Project

We will compare our website with group eight's in three areas: functionality, ease of use, and visuals. In terms of functionality, group eight's website is on par with ours. Our website allows users to find rentals and sell with a real estate agent, while also including the location searching and account creating functionality. However, group eight's website includes more house information than ours, making the buy functionality more helpful to users. It also includes the ability to delist a listing, something our website does not. Overall, both of our sites could learn from the functionality provided by the other, putting them on the same caliber. For ease of use, we would put our website a step above group eight's. Everything is simpler on our website. The user can make an offer without leaving the Buy or Rent page, can search without refreshing the Buy or Rent page, and can list their house with a push of a button. Navigation is also less

confusing. Finally, in terms of visuals, group eight's website is a step above ours. Their website is incredibly professional-looking, and ours looks like a toy in comparison. The professionalism of the site should not be compromised if any changes are made.

Group 14 Review

Good Qualities

The good qualities of the group 14 is that this site has extraordinary potential in the event that the scrutinizes referenced in different areas of this report are taken into cautious thought. That alludes to the mislabeled and abused joins seen on various pages inside this site. The record page could likewise utilize a few significant enhancements to really permit a client to make a record or possibly a symbol showing that the contemplation was there. Another idea is limit the size of the picture of the properties on the postings page to take into consideration more properties to be recorded. This is a greater amount of a stubborn evaluation yet could be valuable to your gathering whenever thought about. We accept that the page that shows up after the client taps on a property was very much planned and executed. The client can plainly see the home and it's area, alongside numerous other significant home particulars that might hold any importance with the client. The choice to make a proposal on a property is just put and is available and understandable by all clients, this was very much planned and carried out by bunch eight. Utilizing a guide at the lower part of a property's posting page to mean it's area was likewise splendid as it is the least demanding way for clients to comprehend the specific whereabouts of a property including other encompassing elements that might should be considered by the normal client they appear to be on a superficial level.Likewise on the record page, the menu choices at the lower part of the page are futile so a client can not utilize them to smoothly explore the page more. The menu choices at the highest point of every one of the pages work without mistake yet that isn't true for the menu choices at the lower part of the pages which regularly lead to some unacceptable area or have no usefulness.

Interaction Problems

The interaction issue seen in site tones is a problem, and in that sense, a slight increase in size was a good tool given the assumption that it is a perfect site framework with a lot of negative space. In any case, that didn't mean we removed the selection from the table. This was a much more serious problem as each post had different communication. B. Valuation of assets. Just slide the properties and you'll get the feeling of free exploration. You don't have to do any flashy activities that break the normal history of viewing your site. Real estate valuations include much clearer expectations here. Clients can rate a property on the assumption that they are effectively trying to find a home that suits them. In this particular situation, you need to narrow down your customer choices by considering only one place. This can definitely

be a challenge, so we've added a brand diversity overlay. The results shown below split the site's generally perfect audio into zeros, taking into account the current connection. The more complex UX issues we want to address are recurring, related to some other features of the overall experience we are preparing. The general purpose, if done well, is for customers to leave a sense of direction and accomplishment with each communication and pay little attention to how unobtrusive they appear at the surface level.

Logic Problems

Group fourteen's website contains several logic problems. Certain labels are confusing. Not all of the search criteria make sense. The mouse cursor icon is also very inconsistent. The login page does not behave as expected. These logic problems make it difficult for users to use the site.

First of all, group fourteen's website contains confusing and illogical labels. To start, the name of the website is "Web". This should be the name of the company which created the do-it-yourself real estate site. "Web" sounds sketchy for a website name, making users wary and untrustful of the site. Next, the "House X", "Rooms v", "Price v", "Keywords v", and "More v" buttons have an indecipherable purpose. What are these for? Why do they have X's or v's at the end? Should clicking these buttons open dropdown menus? If the "Price v" button is for setting a price criteria, it would be better if it was a text entry box or a slider. It is also impossible to tell what the "House X" button does. Finally, the label for the login page is "Welcome to this web." This does not describe the task of logging in and should be removed or changed to avoid confusing the user.

Second, the search criteria options in group fourteen's website are not all logical and could be better chosen. The "Keywords v" button does not appear to have a purpose. In theory, the other search criteria options should cover all the options that the primary persona might want to search for. It would be better if this option was removed and more specific search criteria options were added. Options like number of bedrooms, number of bathrooms, or property type might be more useful directly on the home page. Additionally, options like buy, sell, or rent are located on the top toolbar and also in the search criteria. The "Sell" option specifically should not be in the search criteria. Only real estate agents are looking for houses they can sell. It may be most useful to remove all three of these options from the search criteria. Having these as separate modes on the site rather than search criteria better fits the user's conceptual model of how real estate works.

Third, the mouse cursor icon does not behave as expected on group fourteen's website. It turns into a hand for all the items on the top toolbar, signifying that these are interactable, but only the "Sign Up" link can be clicked. The same is true for many of the

items in the search criteria. However, this is probably due to a lack of implementation rather than a design choice. On the other hand, the mouse cursor does not turn into a hand for the "Show Maps" toggle switch and the "Sign in" button on the login page. These look like they should be interactable, but the mouse icon does not indicate that they are. Even worse, the mouse cursor turns into a caret, normally used to indicate text, when hovering over the save search button. This behaviour should be changed to avoid confusing the user.

Finally, group fourteen's login page does not behave logically. The "Home" link is displayed in the middle of the login dialog box. This should be in the top left or top middle of the screen, where users will look for it. The password entry field does not hide the text that is being entered. Logically, this is not what users expect and may lead them to view the site as unprofessional. Finally, despite the link to access the login page being called "Sign up", there does not appear to be a way for new users to create an account. This is a logical paradox; no one will be able to sign in to the site because no one has an account yet. A method to create an account should definitely be implemented. The logical problems in group fourteen's website can be resolved by expanding the current implementation so that the interface behaves in the way that it looks like it should.

Design Principle Miscues

Several design principle miscues are present on group fourteen's website. The menu phrasing does not follow the proper format. The login form could use a redesign to remove a few miscues.

Firstly, many menu item names in group fourteen's website do not follow the menu design principles. The "Phrasing: verbs to describe task" design rule is not followed in several places. All items on the top toolbar follow this rule except for "Agent". This makes it difficult for users to determine what the "Agent" link does. It would be beneficial to change this link to something like "Find Agent" or "Contact Agent." On the other hand, many items in the search criteria menu do not follow this rule. These include "House X", "Rooms v", "Price v", "Keywords v", and "More". Because of this, it is very hard for the user to know what will happen when these buttons are clicked. It may be better to use some other form of input like sliders or text fields, or rename the buttons to verbs like "Select Price" and "Show More". Finally, on the same note, the "Home Page" link on the login page could be renamed to a verb to be more clear.

Secondly, the login form on group fourteen's website exhibits some design principle miscues. The "Meaningful titles" design rule is not followed. "Welcome to this web" is not very meaningful of a title because it does not tell the user anything about the login form. As mentioned previously, the "Logical grouping and sequencing of fields" rule is not followed. Right in the middle of the form there is a navigational link to the

home page. This is not a logical place for the link; it should exist somewhere else on the page outside of the form. The final form design rule is more subjective but may be worth mentioning. This is the "Visually appealing layout of the form". The background picture on the login page is nice and fits the the theme of the real estate website, even if it is somewhat pixelated and low quality. However, the background of the login form is a translucent white, meaning the picture is still visible behind it. This makes the form much harder to read and lowers its aesthetic appeal. Also, the form is not centred in the middle of the page, which some users might find annoying. The login form should probably be centred and should definitely have a solid background.

Overall, the colouring on group fourteen's website is excellently done. Group fourteen should not change much in this area, as the vast majority of the colour design principles are followed. One colour guideline that was violated in the website is "Colour pairings may cause problems." The "Sign Up" link is a dark blue on a dark blue-green background. This colour pairing makes the text unnecessarily hard to read. The background colour should probably be switched to the light blue-green used elsewhere on the site. Overall, the website is aesthetically pleasing but could use some menu and form design changes.

Usability Issues

There are numerous usability issues within this site offered by group fourteen. The first blatant usability error is that the home page appears to be the buy page. We are aware that this may be an accessibility feature to allow users to have even easier access to nearby properties for sale, but that is not the only use for a real estate website and we believe that the buy page should not be the home page. Within the buy page itself, none of the buttons actually work to enable to user any usability within this page but we believe a good design and layout idea was implemented here and that should be acknowledged. One critique would be to change the dimensions of the map at the side of the page to more of a landscape view to allow a better view of the map. To allow this, may require the entire to be moved to a different location on the page but that will definitely improve the usability of this map in our opinion. It is extremely unfortunate that the Rent, Sell, Agent, Advertise and Help buttons at the top of the page have no functionality. It would be interesting to see the layout and usability of these pages if they were implemented. There is really only one page to critique and this page has limited usability and functionality. The other page that was implemented within this site was the sign up page, which has text fields for the user to enter a username and password to log in but no indication anywhere on the site for users to actually make an account. This is an additional usability error. Overall the design and layout of the buy page displays the properties in an optimal fashion and this promotes usability for the user, but besides this optimal layout there is a severe lack of usability within the remainder of this site.

Suggestions for Improvement

       Suggestions for group fourteen is to simply take the time to ensure that the remaining buttons and functionalities on this page work. We believe that at least a layout should be seen for the menu options included to at least allow for us to see what the idea behind certain additions to this page were. The rent and sell pages should definitely be displayed in some fashion as renting and selling is a major part of the real estate business. Although, you could argue that renting and selling could appear on the same page we believe that since it was listed as a menu option at the top of the home/buy page it should lead to a different page displaying the properties up for rent. As previously mentioned, we suggest having two different pages for the home page and the buy page simply because users can do so much more on a modern real estate website than buy properties. The layout of the map, specifically its dimensions, can be altered to better suit the user and provide a more typical view of a map with a longer horizontal side and shorter vertical side taking on more of a landscape dimensional layout. The idea to have indicative banners at the top corner of each property displaying whether it is new, recommended or on sale is also a really good idea and should be addressed. We also believe the buy page should offer more filter options to allow users to more specifically search for a property using this site rather than scrolling through options they should be able to narrow down their search significantly with the use of thoroughly designed and implemented filter options. We see the potential in this site and with more consideration, time and effort put into this site it could definitely offer the users a potential solution to the real estate problem.

Rating and Explanation

5/10

Pros:
- website is visually pleasing
- good layout of properties on website
- good use of colours and other indicative tools

Cons:
- website was not fully implemented
- poor placement of property listing map
- no way to add a new account
- login page is visually distracting
- confusing search criteria

- limited amount of search filters

Group fourteen's website looks nice and is competently layed out. However, it was not fully implemented. It was impossible to evaluate the Rent, Sell, Agent, Advertise and Help pages. Additionally, the login form was difficult to understand and did not contain the ability to create a new account. Finally, the Buy page contained a few issues. The search criteria was lacking in content and was also confusing, while the property listing map seemed squished into the only place it would fit, meaning it was hard to use. For these reasons, we gave group fourteen a score of 5/10.

Comparison to Our Project

We will compare our website with group fourteen's in three areas: functionality, ease of use, and visuals. Group fourteen's website is a step below ours for functionality, mainly because so much was not implemented. Had everything on their site been implemented, it would be on par or even a step above ours. Group fourteen has a good starting point. In terms of ease of use, group fourteen's website is a step below ours. The main reason for this is the awkward search criteria. Additional points to consider are the long vertical map and the distracting login page. For visuals, group fourteen's website is a step above ours. They were able to use colour and form in a way that flows naturally and did it better than ours. Overall, group fourteen should focus on implementing more in order to compare more favourably with our website.