**TASK DONE BY AQSA NAZAKAT AND FATIMA YOUSAF**

**WEBSITE BUILDING AND DESIGN**

**PLANNING PHASE:**

Q: Define your purpose and audience and also target audience ….

**Designing an Effective Real Estate Marketing Website: Figma Prototyping and Audience Analysis**

**Abstract:**

This thesis explores the process of designing a real estate marketing website using Figma as the prototyping tool. The primary objective is to create a user-friendly and visually appealing platform tailored for real estate companies engaged in marketing endeavors. The study delves into the key features and considerations involved in the design process, emphasizing the significance of Figma in the prototyping phase.

**Introduction:**

The real estate industry has witnessed a significant shift towards digital platforms for marketing properties. A well-designed website serves as a crucial tool for real estate companies to showcase listings, engage potential clients, and establish a strong online presence. Figma, a collaborative design tool, offers a dynamic environment for creating prototypes and streamlining the design workflow.

**Methodology:**

The website design process involves several key stages, including market research, wireframing, prototyping, and user testing. Figma's collaborative features facilitate effective communication and iteration during these stages. The methodology also incorporates an audience analysis to ensure the website meets the needs of its target users.

**Design Principles and Features:**

The thesis explores essential design principles for real estate websites, such as intuitive navigation, responsive design, and visually appealing layouts. It also discusses specific features crucial for real estate marketing, including property listings, interactive maps, virtual tours, and contact forms. Figma's role in prototyping these features is high lighted.Audience Analysis: Understanding the target audience is paramount for the success of a real estate marketing website. This thesis identifies potential users, including homebuyers, property investors, and real estate agents. Through surveys and usability testing, it analyzes user preferences, expectations, and pain points to tailor the website's design accordingly.

**Conclusion:**

The research concludes with insights into the effectiveness of Figma as a prototyping tool for real estate website design. It emphasizes the importance of audience analysis in creating a user-centric platform. The findings contribute to the field of web design, providing guidelines for real estate companies seeking to enhance their online presence.

**Future Directions:**

Future research could explore advancements in design tools and technologies, as well as evolving user preferences in the dynamic real estate market. Continuous adaptation and innovation will be essential for maintaining the relevance and competitiveness of real estate marketing websites.

By combining Figma's prototyping capabilities with a thorough understanding of the target audience, real estate companies can develop websites that not only showcase properties effectively but also provide an engaging and seamless user experience.

