

PROPERTY24 REDESIGN

Multimedia Web Design (MMW522)



SEPTEMBER 26, 2025

NADINE NAUDE &
DIAN VAN EYK

Table of Contents

Table of Contents.....	1
Client Brief Analysis	4
Objective summary.....	4
Target audience.....	4
Business goals.....	4
Design requirements	4
Project Planning.....	5
Project Timeline	5
Roles & Responsibilities	6
Nadine	6
Dian	6
Together	6
Tools & Resources	7
Risk/Contingency Plan	7
Research & Competitive Review.....	8
Property24 Current Site Analysis	8
Homepage	8
Search & Filters	8
Property Detail Page	9
Competitor Analysis:	10
Property24 — Current Site Analysis.....	11
Search & Filters.....	1
Cards & Detail Pages.....	1
Speed & Feedback.....	1
Account & Retention	1
How this shapes our redesign.....	2
Personas	3
Concept Model.....	4
Main Entities	4
Relationships.....	4
Site Map	5

Home.....	5
Property Search	5
Saved Homes.....	5
Neighborhood Guides.....	5
Mortgage Calculator	5
Blog	5
Account	5
User Flows.....	6
Search flow	6
Account flow.....	6
Content flow	6
Wireframes.....	7
Low-fidelity	7
Phone	7
Tablet	7
Desktop	8
High-fidelity	9
Phone	9
Tablet	10
Desktop	11
UI Elements & Design System	12
Colors	12
Typography	13
UI Components	14
Prototype (Figma).....	15
Phone	15
Search Flow (Mobile)	15
Account Flow (Mobile).....	16
Content Flow (Mobile).....	16
Why it matters	16
Tablet	17
Search Flow (Tablet)	17
Account Flow (Tablet).....	17
Content Flow (Tablet)	18
Why it matters	18

Desktop	19
Search Flow (Desktop)	19
Account Flow (Desktop)	19
Content Flow (Desktop)	19
Why it matters for Desktop:	20
Content & Media	21
Property Listings	21
Neighborhood Guides	22
Mortgage Calculator	23
Media	24
Usability Test Results	25
Final Presentation	26
References & Sources	30
Lecturer Consultation & Feedback	31
What feedback was given?	31
What changes did you apply in response?	31
What feedback was given?	32
What changes did you apply in response?	32



Client Brief Analysis

Objective summary

The goal of this project is to redesign the Property24 website into something that feels modern, user-friendly, and fully responsive across all devices. At the moment, the site already functions as a strong property platform, but the redesign is needed to bring it up to current digital standards and user expectations. A modern property site should do more than list homes, it should guide users, build trust, and make the entire process of searching, saving, and managing properties as smooth as possible. By improving the design and structure, the new platform will provide a more professional image of Property24 and deliver a better experience for every visitor.

Target audience

The website has a wide audience with different needs. Buyers are looking for properties to purchase and want accurate search results with enough detail to make decisions. Renters need quick access to available homes or apartments and prefer easy-to-use filters that save them time. Sellers and estate agents want their properties displayed in a professional and attractive way so they can connect with the right clients. Lastly, there are also casual users who may not be ready to buy or rent yet but will use the site for research, reading neighborhood guides, or calculating affordability. The redesign must balance all these groups so that each type of user finds the site helpful and reliable.

Business goals

Property24's main goals with the redesign are to strengthen trust, improve navigation, and integrate more content and media into the platform. A clear, professional design helps users feel confident in the brand, while better navigation ensures they can easily move from search results to detailed listings without confusion. Adding valuable content like neighborhood guides, blog posts, and calculators' positions Property24 not just as a property portal, but as a complete real estate resource. In doing so, the site will hold users' attention longer, encourage return visits, and give Property24 a competitive advantage against similar platforms.

Design requirements

The redesign must include advanced property search filters that allow users to narrow results by price, location, property type, bedrooms, and other details. Users should be able to save searches and receive personalized recommendations, making the platform smarter and more user-focused. A secure login and account area is needed so that buyers, renters, and agents can manage saved homes and preferences. Extra features like neighborhood guides and a mortgage calculator will add depth to the site, while high-quality images, videos, and possibly virtual tours will make listings more engaging. Above all, the entire design must be responsive so that the experience is consistent and effective whether on desktop, tablet, or mobile.

Project Planning

Project Timeline

Week & Dates	Phases	Key Tasks & Milestones	Owners
Week 1 (1–7 Sept)	Phase 1	Analyze client brief - Gather competitor screenshots - Draft competitor review notes - Create timeline & assign roles	All (shared)
Week 2 (8–14 Sept)	Phase 2	Build personas (2–3) - Create sitemap - Map main user flows - Sketch low-fidelity wireframes (Home, Search, Listing, Account)	Nadine (personas/site map), Dian (wireframes)
Week 3 (15–21 Sept)	Phase 3	Develop high-fidelity wireframes in Figma - Apply branding & design system - Link interactive prototype flows - Draft usability test plan	Dian (prototype), Nadine (flows)
Week 4 (22–24 Sept)	Phase 4	Run usability testing - Collect feedback - Debug issues & fix prototype - Ensure responsive/mobile layouts are correct	Nadine (testing), All (fixes)
Week 5 (25–26 Sept)	Phase 5	Final polish on documentation - Compile bug report - Record prototype video (OBS/Debut) - Prepare & rehearse presentation slides - Submit full project package before 26 Sept, 16:00	All (shared)

Roles & Responsibilities

Nadine

Write the client brief analysis (audience, goals, and areas needing improvement).

Keep track of the project timeline and make sure deadlines are met.

Do the competitor review (screenshots and notes).

Create the personas, site map, and user flows.

Take Dian's high-fidelity wireframes and build the clickable prototype in Figma.

Add in the search filters, saved searches, and login flow.

Ensure the prototype works responsively on desktop, tablet, and mobile.

Write the usability plan, testing notes, and bug report.

Compile the final PDF and presentation slides.

Present on the process, testing, and findings during the final presentation.

Dian

Create sketches and low-fidelity wireframes (basic layouts).

Build the high-fidelity wireframes in Figma (styling, layout, branding).

Develop the UI kit / design system (buttons, inputs, filters, colors, spacing).

Share the wireframes with Nadine so she can build the prototype.

Record the prototype demo video (MP4 format).

Present on design and wireframe choices during the final presentation.

Together

Brainstorm features and styles as a team.

Test the prototype together and provide feedback.

Share the speaking parts in the final presentation.

Make sure all deliverables are neatly named, compiled, and included in one zipped folder.

Tools & Resources

Figma: for wireframes, prototypes, and design system.

Adobe Creative Suite (Photoshop, Illustrator): for visuals, mockups, and any image editing.

MS Office / Google Docs: for documentation and collaboration.

Screen capture tools: to record prototype walkthrough video.

Paper, markers: for sketching low-fi wireframes and early ideas.

Risk/Contingency Plan

Missed deadlines: Build buffer days before submission; group check-ins twice a week.

File loss/corruption: Use shared Google Drive folder for all project files, with weekly backups.

Team availability issues: Roles can be swapped if someone falls behind; priority is meeting the submission date.

Technical issues (Figma/OBS not working): Have alternative tools ready (Adobe XD, Loom for recording).

Research & Competitive Review

Property24 Current Site Analysis

Homepage

Strengths

The search bar is right at the top, making it easy for users to start their journey.

Tabs like Buy, Rent, Developments, Agents, Sold Prices give users quick entry points.

Strong branding and trust, people immediately know they are on a property site.

Weaknesses

The hero image takes up a lot of space, which pushes important info down the page.

The navigation menu at the top is very text-heavy and can feel overwhelming.

The “Sign In” and “List Privately” buttons are small and easy to miss.

UX Gaps

Could use a cleaner design that focuses more on the search bar and less on the banner image.

The account/login section needs to be more visible to encourage users to save and manage properties.

The homepage could highlight “trending searches” or “popular areas” to help users discover faster.

Search & Filters

Strengths

A wide range of filters are available (price, bedrooms, bathrooms, features like pool/pet-friendly).

Filters are grouped in a logical way, easy to see what’s available.

“More Filters” expands into detailed options, giving users flexibility.

Weaknesses

The filter section feels very crowded when fully expanded.

The “Search” button sometimes gets pushed down on small screens.

The “More/Less Filters” toggle is not very visible.

UX Gaps

Could make filters simpler with chips or tags (so users can see what’s active at a glance).

Adding a sticky search button would make it faster to apply filters without scrolling.

Could use a one-tap “Clear All Filters” to reset quickly.

Property Detail Page

Strengths

Listings are media-rich with large photos and a gallery for easy viewing.

Key details (price, bedrooms, bathrooms, garages, size) are right at the top.

Multiple ways to contact agents (phone, WhatsApp, email) make it user-friendly.

Weaknesses

The page is very long, and users have to scroll a lot to get all the info.

The layout feels heavy with too much text in some sections.

No simple “compare” feature, users need to remember details themselves.

UX Gaps

Could add collapsible sections or tabs (Overview, Features, Agent, Location) to cut down on scrolling.

A compare option would help buyers weigh different properties.


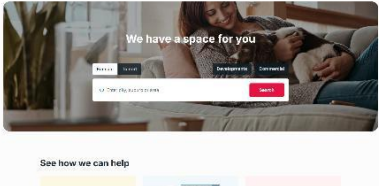
Trust signals like “Verified Listing” or “Last Updated” could reassure users.

Competitor Analysis:

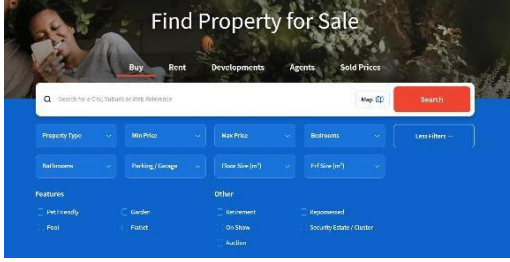
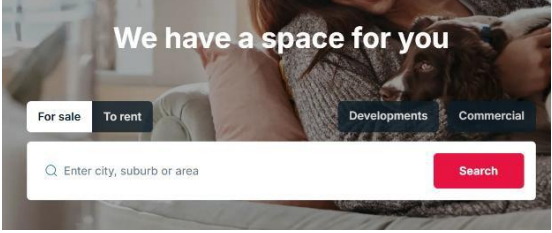
Site	Strengths (what they nail)	Weaknesses (what hurts UX)	Opportunities for us (what we'll do better)
Private Property	Clean results grid, simple pricing badges, quick save icons	Filter depth is multiple clicks; mobile spacing gets tight	Sticky filters on mobile, clearer save/compare, softer card spacing
RE/MAX (SA)	Strong visuals per listing, brand trust, consistent agent contact CTA	Mixed layout patterns across pages; content feels split from search journey	Align patterns site-wide, integrate content blocks into results and details
My property	Straightforward search start, decent map handoff	Thin card info density; secondary info takes too many taps	Denser-but-clean cards; inline highlights

Property24 — Current Site Analysis

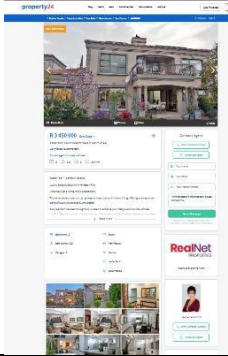
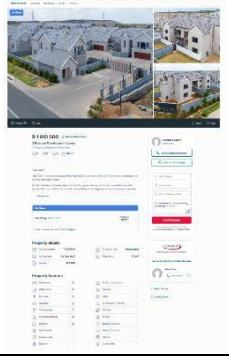
Home Page

Images		
Strengths	<p>The search bar is clearly placed at the center of the homepage, making it obvious where users should start.</p> <p>Quick toggle options (Buy, Rent, Developments, Agents, Sold Prices) give immediate context.</p> <p>Branding is strong with the Property24 logo and a welcoming hero image, which creates trust.</p>	<p>Very clean and modern layout with lots of white space, making it easy to focus on the search bar.</p> <p>Search options (For Sale, To Rent, Developments, Commercial) are clearly highlighted above the search box.</p> <p>“Search” button is bold and stands out in red, which makes the primary action obvious.</p> <p>Hero image feels warm and lifestyle-focused, creating emotional appeal.</p>
Weaknesses	<p>The banner image takes up a lot of space above the fold, pushing useful information further down.</p> <p>“List Privately” and “Sign In” buttons are small and not very noticeable compared to the search bar.</p> <p>Navigation options at the top may feel overwhelming to first-time users because they are text-heavy and not visually separated.</p>	<p>Limited filter options upfront, users can only type city/suburb and then refine later, which adds steps.</p> <p>The top navigation (Buy, Rent, Sell, Commercial, Advice, Services) is text-heavy and could overwhelm first-time visitors.</p> <p>Important features like account login and saved searches are not very visible.</p>
UX Gaps	<p>Could introduce a cleaner hero layout with a shorter banner and more focus on the search interaction.</p> <p>Add stronger visual hierarchy to navigation so users don’t feel overloaded with choices.</p> <p>Make “Sign In” more prominent to guide users towards account-based features.</p>	<p>Lacks quick filtering upfront (price, bedrooms, type), forcing extra steps for users</p> <p>Saved items/account login is hidden, making personalization less obvious.</p> <p>No clear prompts for personalized recommendations or trending searches.</p>

Search Filters

Images		
Strengths	<p>Wide variety of filters available (property type, min/max price, bedrooms, bathrooms, etc.).</p> <p>Additional features such as “Pet Friendly,” “Garden,” “Pool,” or “Auction” gives more control to users.</p> <p>Filters are grouped in logical categories (Basic, Features, Other).</p>	<p>Very clean and modern layout with lots of white space, making it easy to focus on the search bar.</p> <p>Search options (For Sale, To Rent, Developments, Commercial) are clearly highlighted above the search box.</p> <p>“Search” button is bold and stands out in red, which makes the primary action obvious.</p> <p>Hero image feels warm and lifestyle-focused, creating emotional appeal.</p>
Weaknesses	<p>The expanded filter panel feels crowded and can overwhelm users who only need a few filters.</p> <p>The filter section pushes the main search button (“Search”) lower on smaller screens, creating extra scrolling.</p> <p>“More Filters” and “Less Filters” toggles aren’t very noticeable, which might confuse users.</p>	<p>Limited filter options upfront, users can only type city/suburb and then refine later, which adds steps.</p> <p>The top navigation (Buy, Rent, Sell, Commercial, Advice, Services) is text-heavy and could overwhelm first-time visitors.</p> <p>Important features like account login and saved searches are not very visible.</p>
UX Gaps	<p>Simplify by using progressive disclosure (show only key filters first, hide advanced ones behind a dropdown).</p> <p>Add filter chips at the top of results so users can quickly see and remove active filters.</p> <p>Keep the “Search” button visible at all times (sticky button) to speed up actions.</p>	<p>Lacks quick filtering upfront (price, bedrooms, type), forcing extra steps for users.</p> <p>Saved items/account login is hidden, making personalization less obvious.</p> <p>No clear prompts for personalized recommendations or trending searches.</p>

Property Detail Page

Images		
Strengths	<p>The property listing is rich with media: large main photo and a gallery of supporting images.</p> <p>Key details (price, bedrooms, bathrooms, garages, size) are immediately visible.</p> <p>Clear contact options with the agent's photo and multiple ways to connect (phone, email, WhatsApp).</p> <p>Trust signals like "RealNet Properties" branding make the page more professional.</p>	<p>Media-rich layout with large primary photo and gallery thumbnails for extra visuals.</p> <p>Key property info (price, type, bedrooms, bathrooms, size) is presented clearly at the top.</p> <p>Contact agent area is well structured with multiple channels (call, WhatsApp, email).</p> <p>Additional details (listing number, features, property size) are neatly arranged in icon-based format.</p> <p>Trust signals: developer/agency branding, quality score, and agent profile build credibility.</p>
Weaknesses	<p>The page feels long, with a lot of scrolling needed to reach all information.</p> <p>Some sections (features list, agent info, property description) are visually heavy and not well grouped.</p> <p>No quick "compare" feature; users have to remember details themselves.</p>	<p>Page feels very long, users need to scroll a lot to see all details and features.</p> <p>Feature list is text-heavy even with icons, which can create scanning fatigue.</p> <p>No obvious save/compare function to keep track of listings.</p>
UX Gaps	<p>Create section tabs or collapsible sections so users can jump quickly to description, features, or agent details.</p> <p>Add a comparison tool to let users stack properties side-by-side.</p> <p>Include micro-signals such as "Last updated" or "Verified listing" to build trust further.</p>	<p>Could use collapsible sections or tabs to reduce endless scrolling.</p> <p>Needs compare tool or save shortcut to help users track multiple homes.</p> <p>Missing micro-signals to increase trust further.</p> <p>"On Show" section could be made interactive with reminders or calendar sync.</p>

Design Trend Scan

Discovery & Personalization

Saved searches + alerts: easy toggle; user sees “New since your last visit”.

Recommendations: “Similar in your budget/area” on results and property pages.

Recently viewed carousel to speed up shortlisting.

Search & Filters

Map + list sync: results update as the map moves; pins preview key info.

Sticky, lightweight filters on mobile; chips for active filters; one-tap clear.

Range sliders with live feedback (price, beds, distance to POIs).

Cards & Detail Pages

Responsive cards with clear hierarchy: price - key facts - badges (pet-friendly, schools nearby).

Media-first detail pages: gallery up top, facts and CTAs fixed or easy to reach.

Micro-copy for trust: “Verified listing”, “Updated 2 days ago”, agent response time.

Speed & Feedback

Skeleton loading for results to reduce perceived wait.

Inline validation in forms (login/contact agent).

Accessible patterns: color contrast, proper tap sizes, keyboard focus states.

Account & Retention

One-tap save from cards, toast confirmation (“Added to Saved” + “View list” link).

Compare tray to view 2-3 listings side-by-side.

Onboarding nudge: after 2 saves, prompt to create an account to keep them synced.

How this shapes our redesign

Bring filters forward and keep search/lightning-fast navigation.

Make save/compare obvious everywhere and show value.

Tighten responsive spacing so mobile doesn't feel cramped.

Integrate content blocks inside the actual search/detail journey, don't hide them.

Add trust micro-signals and consistent CTAs.

Personas

Thabo Mokoena

Age & Location: 29, Bloemfontein

Goals: Thabo is looking for a 2-bedroom townhouse to rent near good schools, with safe parking and quick access to public transport.

Pain Points: He struggles with sites that make it hard to filter for rentals only, or that show outdated listings. He gets frustrated when he saves a place but can't easily find it again later.

Devices Used: Mostly his smartphone during work breaks, sometimes his laptop at home.

Scenario: Thabo works as a teacher and doesn't have time to search endlessly. He wants to log in, set his filters, and quickly see relevant rentals without wasting time on irrelevant options.

Sarah Jacobs

Age & Location: 35, Cape Town

Goals: Sarah is a young mother who wants to buy her first family home. She needs a safe area with a garden, at least three bedrooms, and schools nearby. She also wants to know what her monthly bond will cost.

Pain Points: She finds it confusing when property details are hidden behind tabs or when calculators are hard to find. She also doesn't like when images are poor quality or don't match the property.

Devices Used: Tablet at home in the evenings, occasionally her phone when out with her kids.

Scenario: Sarah is comparing multiple homes and wants a clear "save and compare" feature to help her shortlist. She appreciates mortgage calculators and content that guides first-time buyers.

Johan van der Merwe

Age & Location: 42, Johannesburg

Goals: Johan is a real estate agent who lists properties for his clients. He wants his properties to look professional online with high-quality photos, easy contact options, and quick leads.

Pain Points: He gets annoyed when uploading listings is slow or when the site doesn't display his contact info clearly. He also struggles when buyers can't find his listings because filters aren't working properly.

Devices Used: Desktop PC at his office, but he also checks enquiries on his phone while on the road.

Scenario: Johan wants a platform that makes his work easier, fast uploads, polished layouts, and a system that connects him quickly with serious buyers.

Concept Model

Main Entities

User - Buyers, Renters, or Sellers.

Property – Listings.

Agent - Manages and uploads properties.

Search - Filters and search tools used by the User.

Saved Homes - A personal collection of properties stored by the User.

Relationships

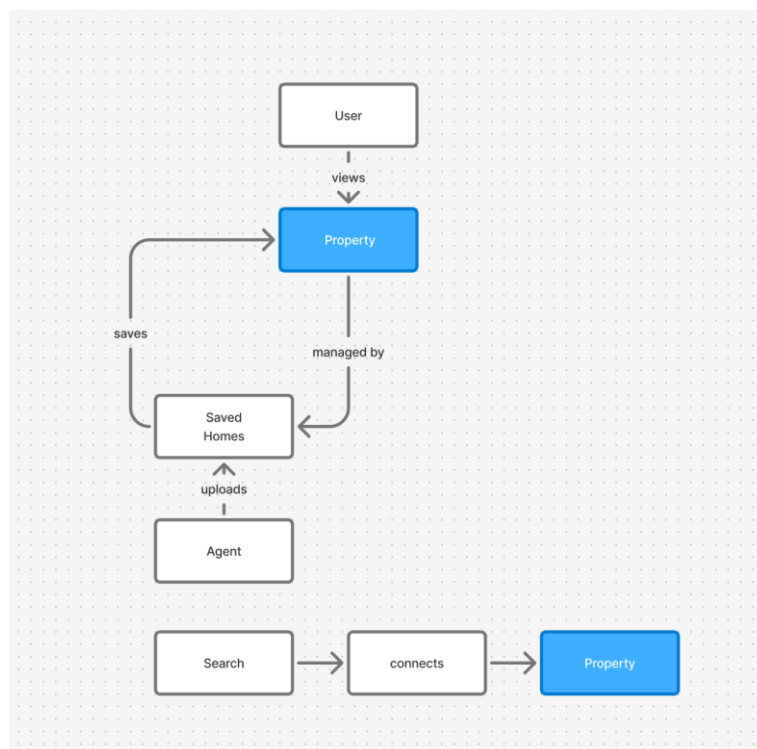
User - Property: Users can view and interact with properties.

User - Saved Homes: Users can save properties they like into their personal account.

Agent - Property: Agents manage properties (add, edit, remove).

Search - Property: Search filters and search bar connect users to property listings.

User - Agent: Users contact agents directly through listings (email, WhatsApp, phone).



Site Map

Home

Landing page with search bar and quick links.

Property Search

Filters (Property Type, Price, Bedrooms, Features).

Results (listings grid or list view).

Detail Page (photos, description, price, contact agent).

Saved Homes

User's shortlist of saved listings.

Compare option.

Neighborhood Guides

Area insights (schools, safety, lifestyle).

Links to related properties in each neighborhood.

Mortgage Calculator

Bond repayment calculator.

Affordability calculator.

Transfer costs calculator.

Blog

Articles and tips for buyers, renters, and sellers.

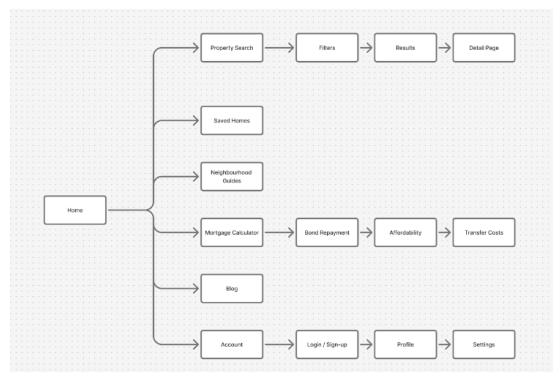
News and market trends.

Account

Login / Sign-up

Profile (saved homes, saved searches, contact history).

Settings (notifications, preferences, account details).



User Flows

Search flow

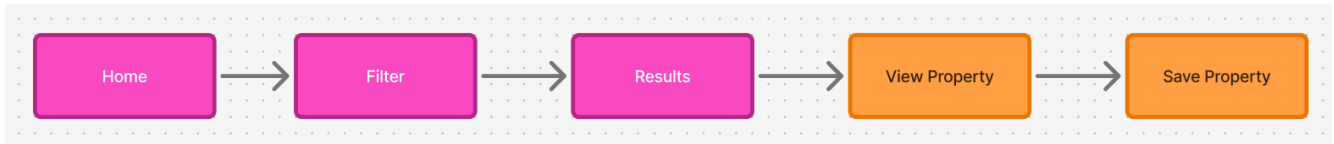
Home - User lands on homepage with main search bar.

Filter - User selects filters (price, bedrooms, property type).

Results - User views search results as property cards.

View - User clicks a property to open the detail page.

Save - User saves property to "Saved Homes" (login prompt if not signed in).



Account flow

Login - User enters email + password (or registers if new).

Manage Saved Homes - User sees previously saved properties.

Logout - User logs out of the account.



Content flow

Blog - User browses blog section.

Read Article - User clicks into a blog article.

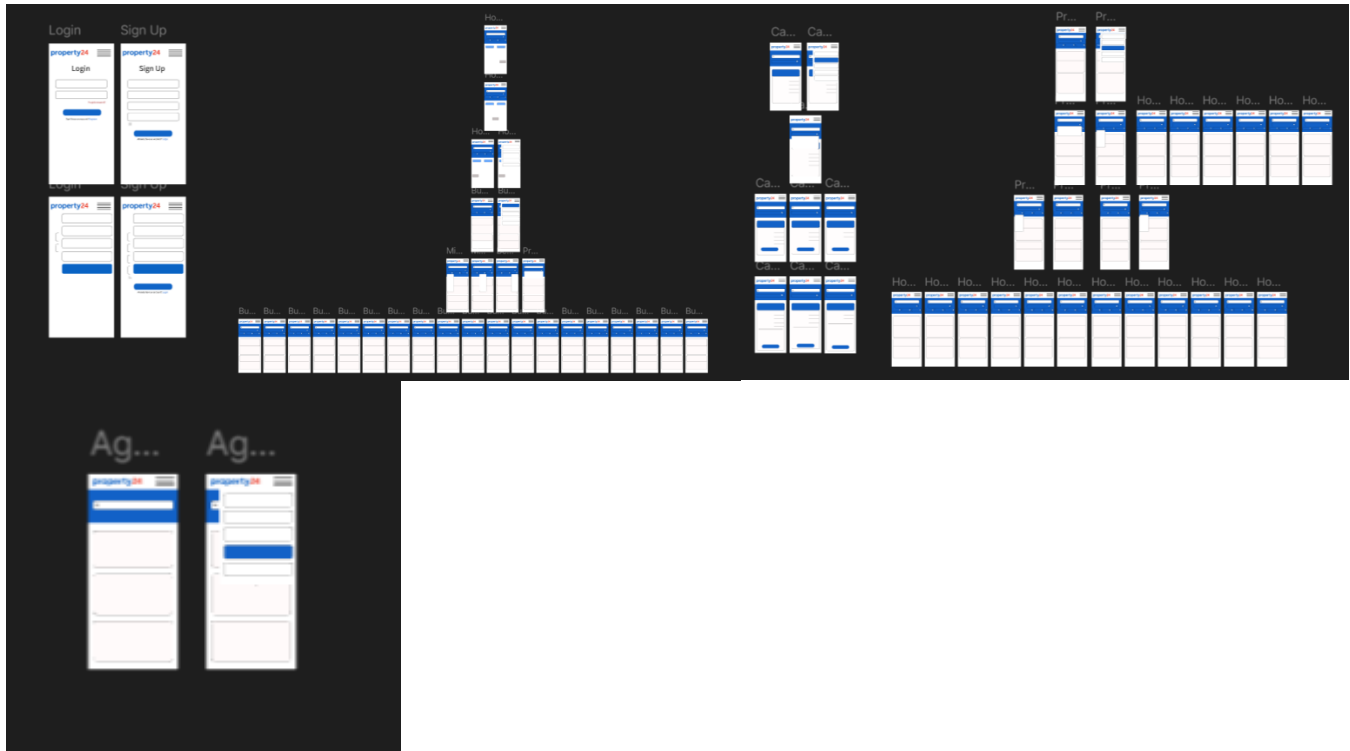
Share / Save - User shares the article on social media or saves it to their account.



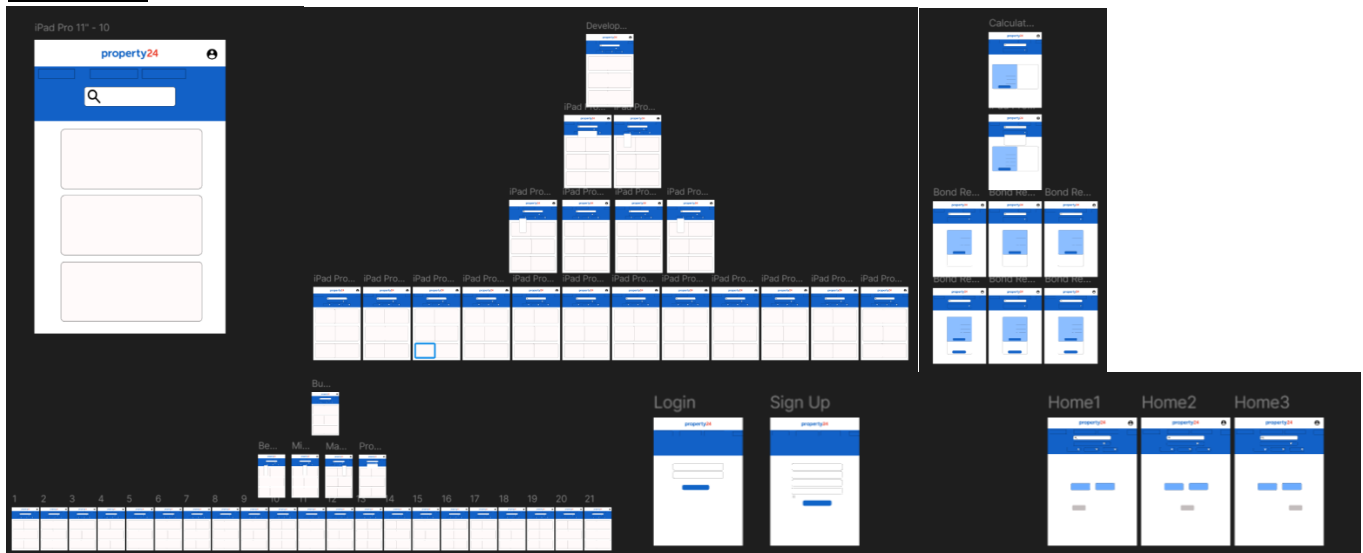
Wireframes

Low-fidelity

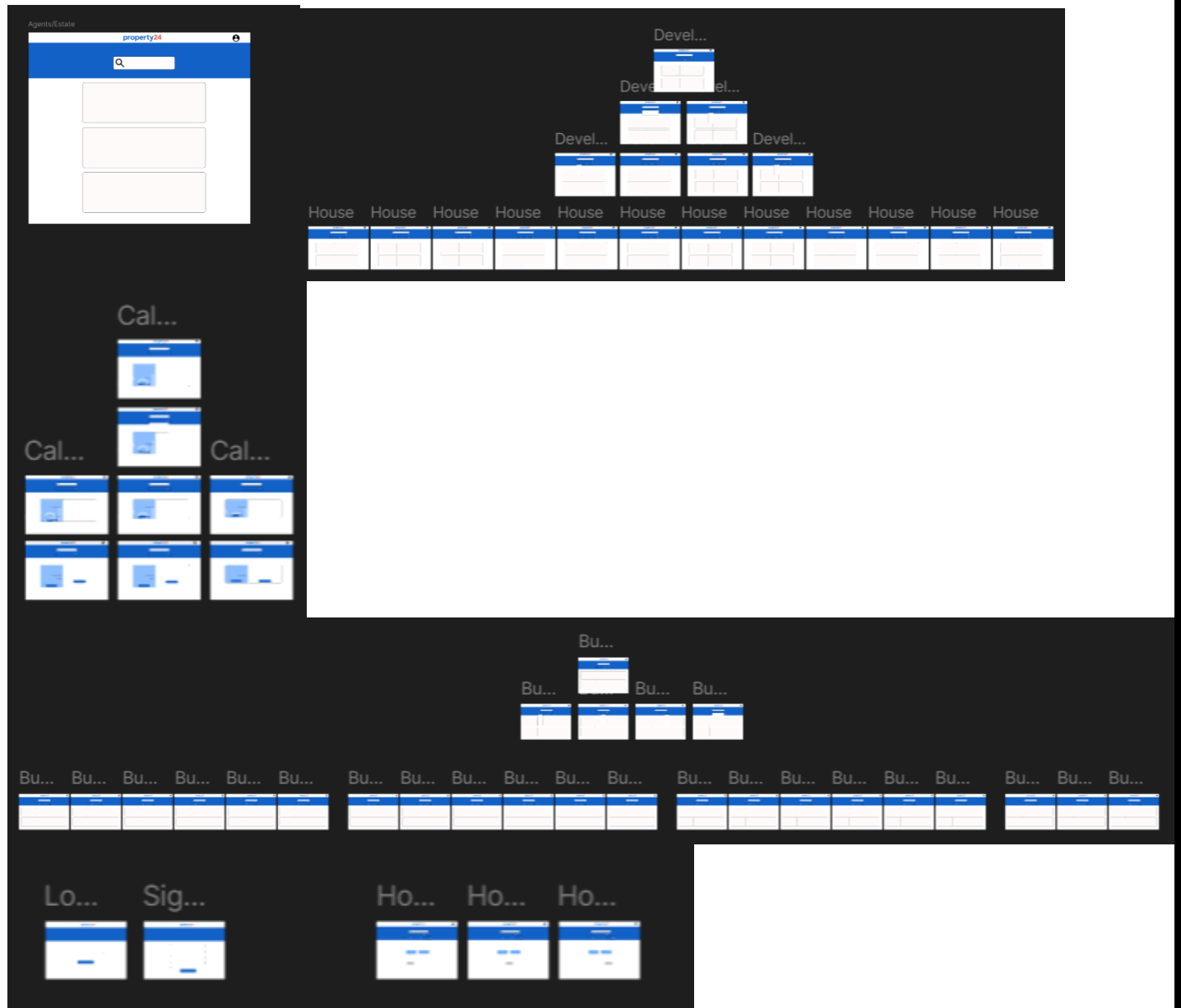
Phone



Tablet

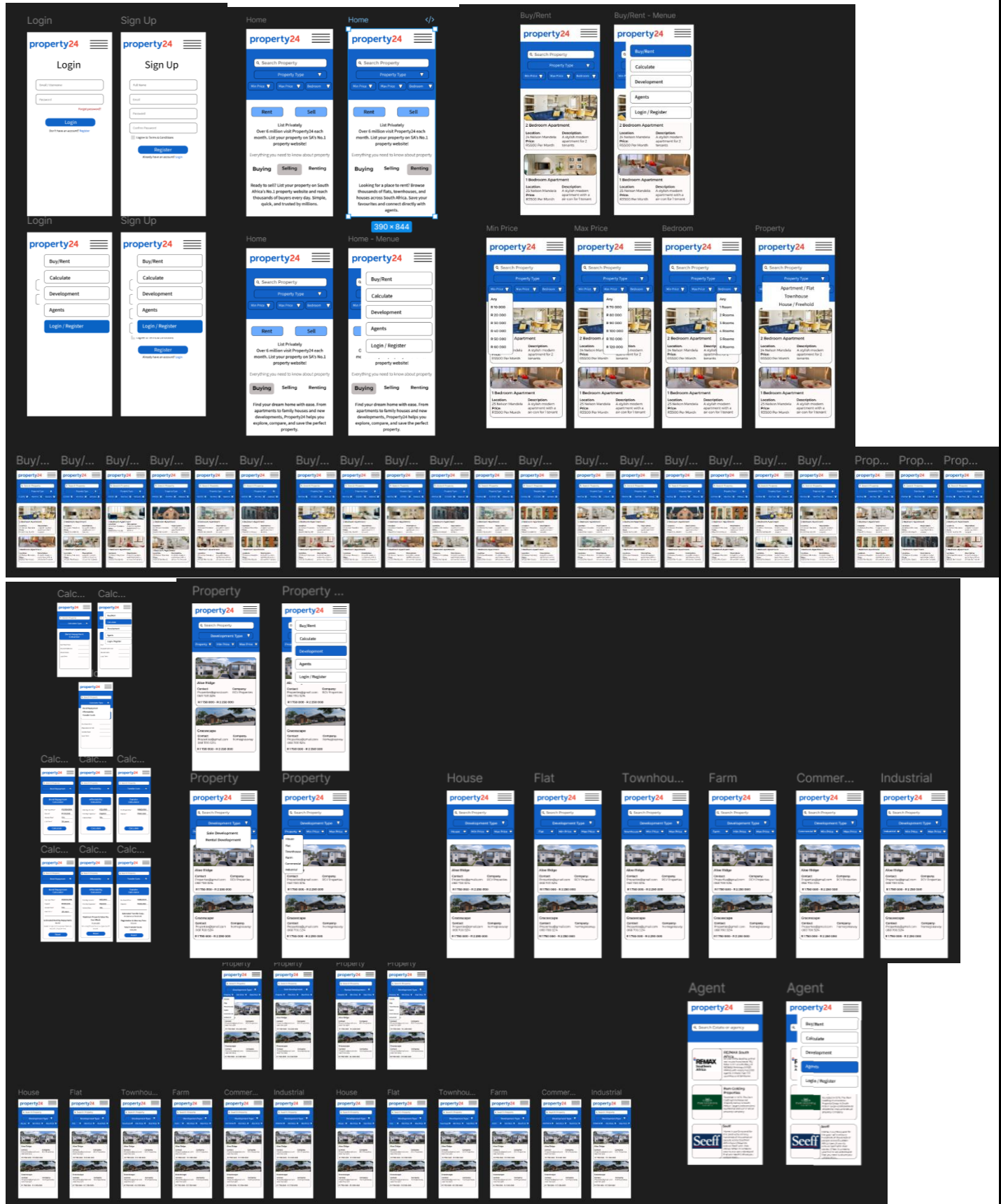


Desktop

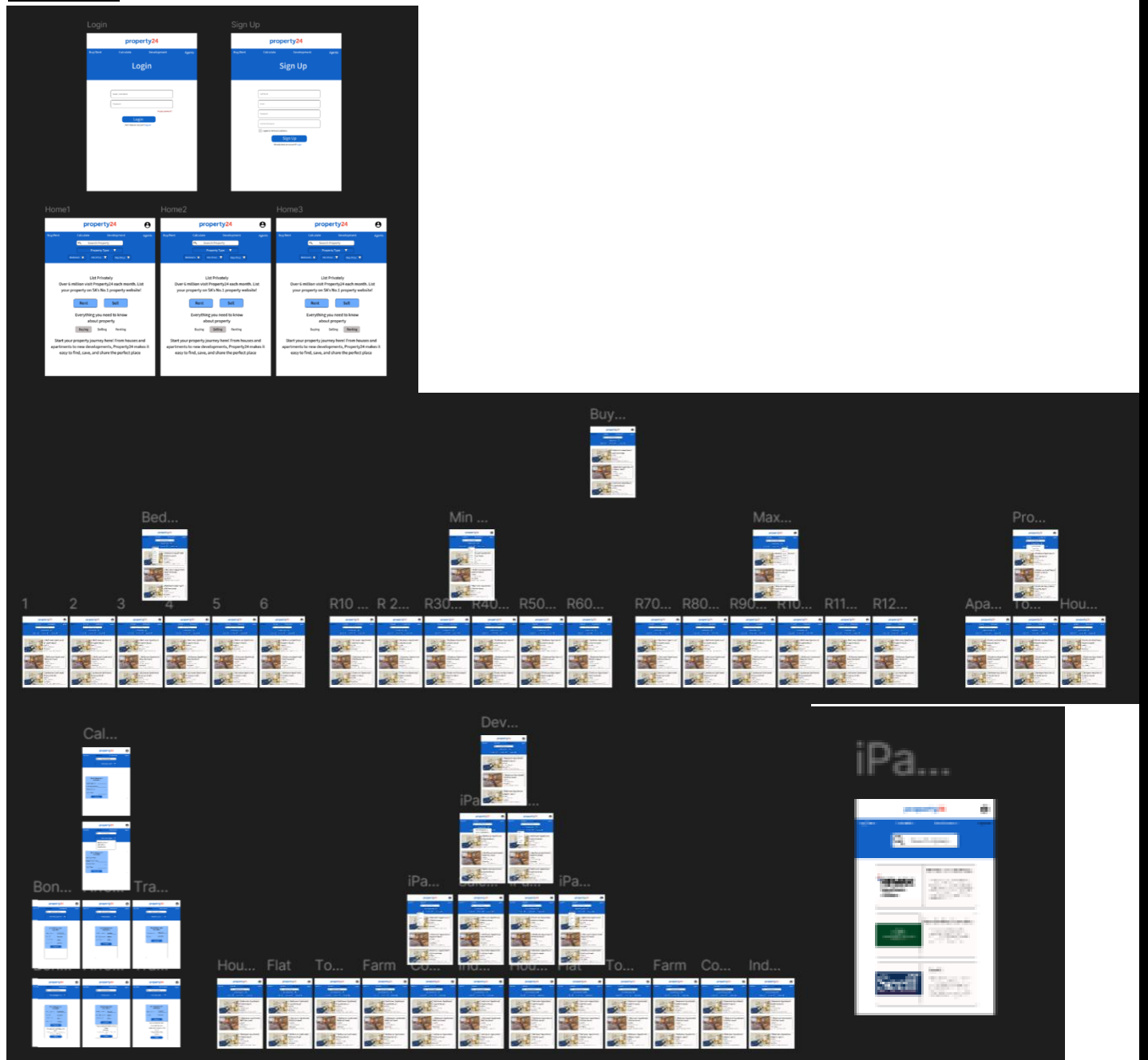


High-fidelity

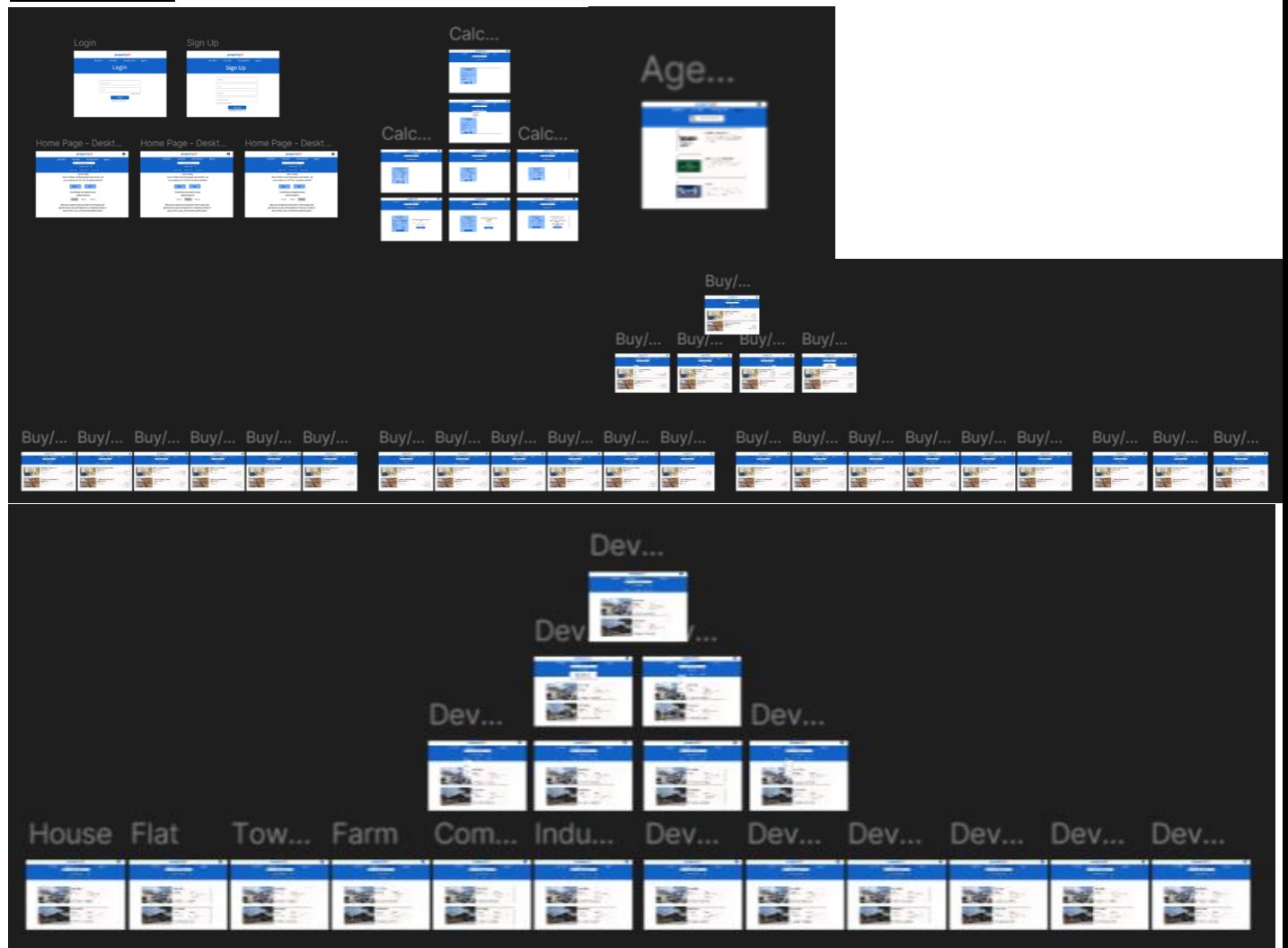
Phone



Tablet



Desktop



UI Elements & Design System

Colors

Primary Blue (#1261C7):

We used blue as the main color because it is part of Property24's brand identity. Blue creates a feeling of trust, professionalism, and stability, which is important when dealing with property and money.

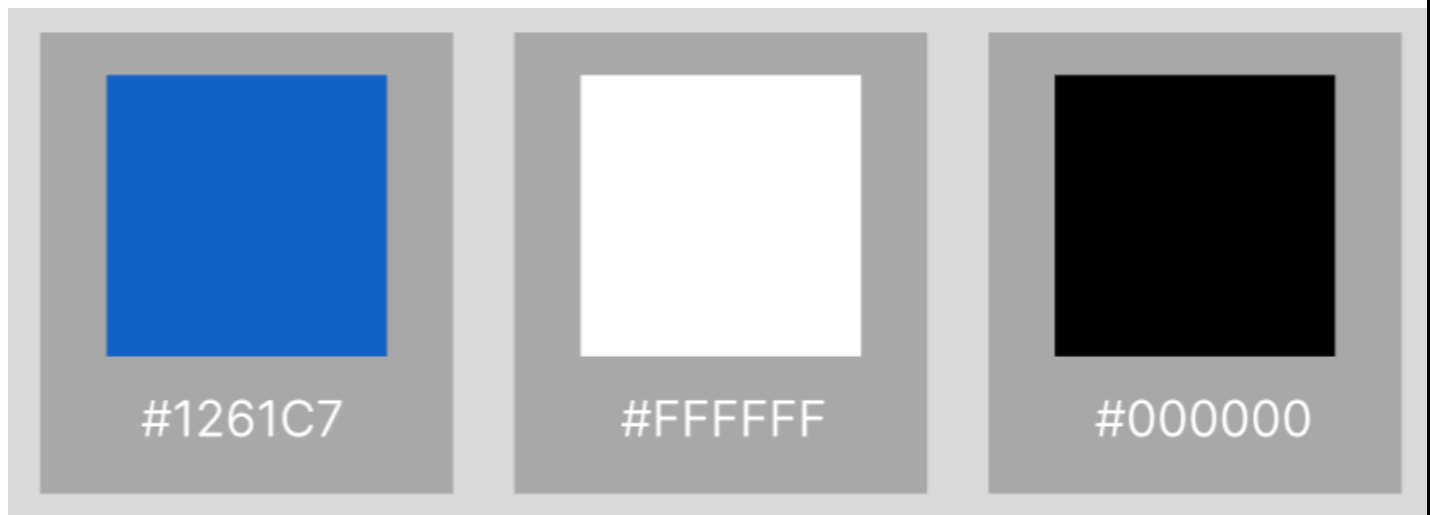
White (#FFFFFF):

White keeps the design clean, simple, and easy to scan. It creates contrast with the blue and black, helping important elements stand out.

Black (#000000):

Black is used mainly for text and icons. It ensures high readability and accessibility on white backgrounds.

Why chosen: This palette matches the existing Property24 branding (brand alignment), while also offering strong color contrast that meets accessibility needs (blue on white, black on white).



Typography

Font: Source Sans 3

This font is modern, simple, and easy to read on both small and large screens. It has a range of weights (light, regular, bold) that make it flexible for headings, buttons, and body text.

Why chosen: A clean sans-serif font improves usability on mobile screens where space is limited. It also ensures accessibility, since it's highly legible even at small sizes.

Source Sans 3

The quick brown fox jumped over the lazy dog

The quick brown fox jumped over the lazy dog

The quick brown fox jumped over the lazy dog

The quick brown fox jumped over the lazy dog

The quick brown fox jumped over the lazy dog

The quick brown fox jumped over the lazy dog

UI Components

Navigation Buttons (Buy/Rent, Calculate, Development, Agents):

Large, bold, and placed at the top for quick access. On mobile, they are easy to tap, which improves usability.

Forms and Filters (Property Type, Bedrooms, Min/Max Price):

Dropdowns and buttons are clearly labelled with plain language. This makes searching faster and reduces user errors.

Action Buttons (Login, Sign Up, Rent, Sell, Calculate):

These use the brand blue color and are large enough to be noticed and tapped easily.

Tabs (Buying, Selling, Renting):

Help users switch between different modes quickly, improving the overall navigation flow.

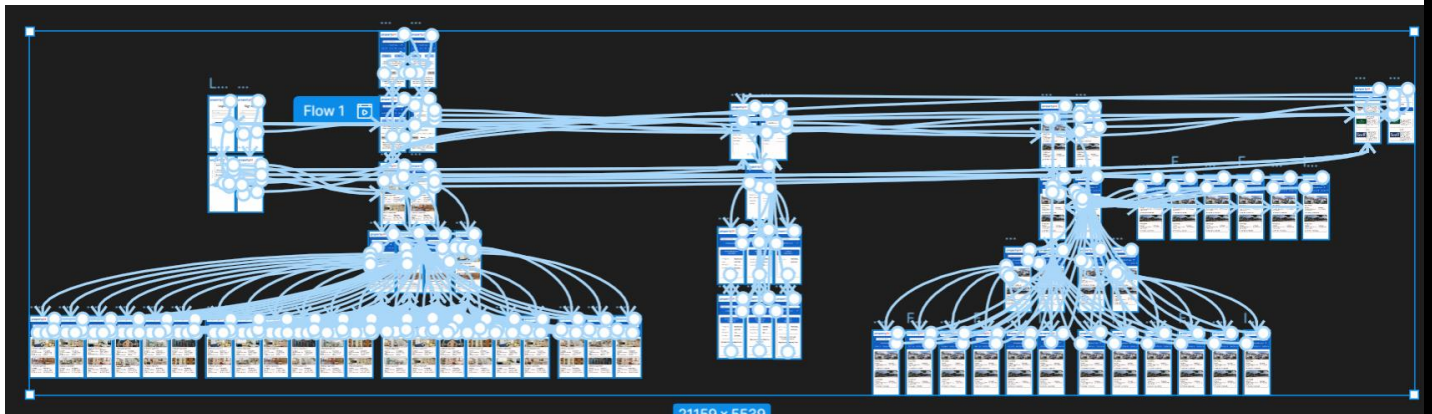
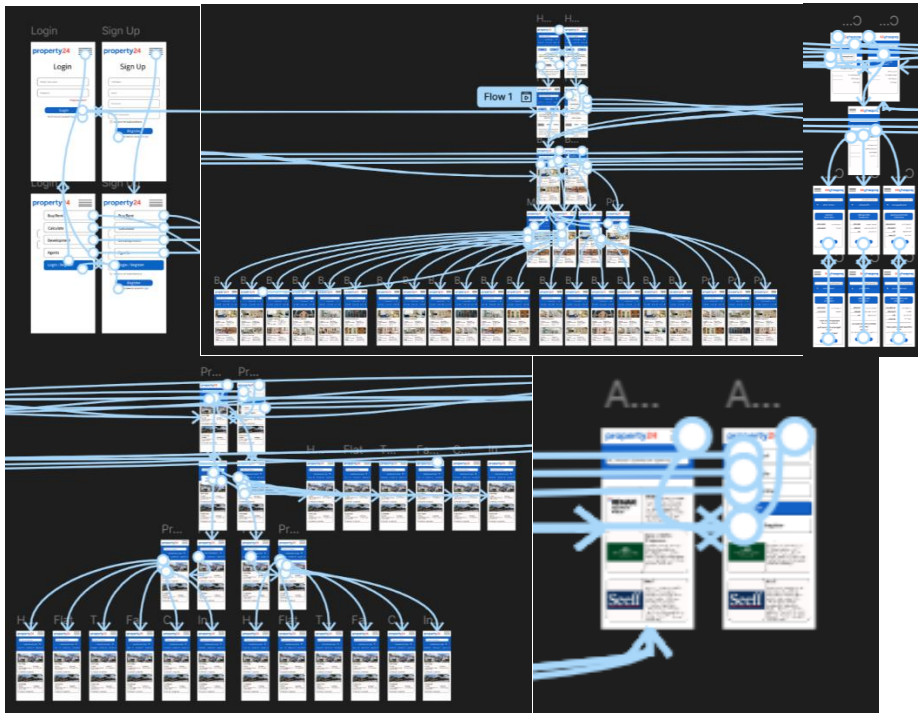
Why chosen: Components were designed with consistency (all buttons follow the same shape, color, and style), accessibility (large tap targets, high contrast), and brand alignment (Property24's blue and simple style).

The image displays a collection of UI elements for a real estate application, organized into several sections:

- Navigation Buttons:** A grid of buttons labeled "Buy/Rent", "Calculate", "Development", and "Agents".
- Action Buttons:** Buttons for "Login", "Sign Up", "Rent", and "Sell".
- Tabs:** Three tabs labeled "Buying", "Selling", and "Renting".
- Forms and Filters:**
 - A "Search Property" input field with a magnifying glass icon.
 - A "Property Type" dropdown menu with options: "Apartment / Flat", "Townhouse", and "House / Freehold".
 - A "Search Agency" input field with a magnifying glass icon.
 - A "Calculator Type" dropdown menu with options: "Bond Repayment", "Affordability", and "Transfer Costs".
 - A "Development" dropdown menu with options: "Sale Development" and "Rental Development".
 - A "Calculate" button and a "Reset" button.
 - A "Property" dropdown menu with options: "House", "Flat", "Townhouse", "Farm", "Commercial", and "Industrial".
 - A "Bedroom" dropdown menu with options: "Any", "1 Room", "2 Rooms", "3 Rooms", "4 Rooms", "5 Rooms", and "6 Rooms".
 - A "Min Price" dropdown menu with options: "Any", "R 10 000", "R 20 000", "R 30 000", "R 40 000", "R 50 000", and "R 60 000".
 - A "Max Price" dropdown menu with options: "Any", "R 70 000", "R 80 000", "R 90 000", "R 100 000", "R 110 000", and "R 120 000".

Prototype (Figma)

Phone



<https://www.figma.com/design/RjZU4mwcuCL6618xAdEB37/Main---Phone?node-id=0-1&t=HheojtwWahfSvHDC-1>

Search Flow (Mobile)

The search flow is simplified for small screens. Filters (min price, max price, property type, bedrooms) appear as dropdowns or lists that are easy to tap with a finger. Results are shown in a scrollable list format, and each property leads to a detail page where users can view and save.

Home - Apply Filters - Results - Detail Page - Save Property.

Focuses on speed and ease of use, ideal for mobile users who search on the go.

Account Flow (Mobile)

The login and sign-up pages are optimized for small screens with simple forms and clear call-to-action buttons. After login, users can quickly access saved homes through the hamburger menu.

Login - Home - Saved Homes - Logout.

This makes the process fast and touch-friendly, reducing frustration on mobile devices.

Content Flow (Mobile)

Blog and neighborhood guides are displayed in a vertical scroll format for readability. Articles load quickly with large tap areas for share or save actions.

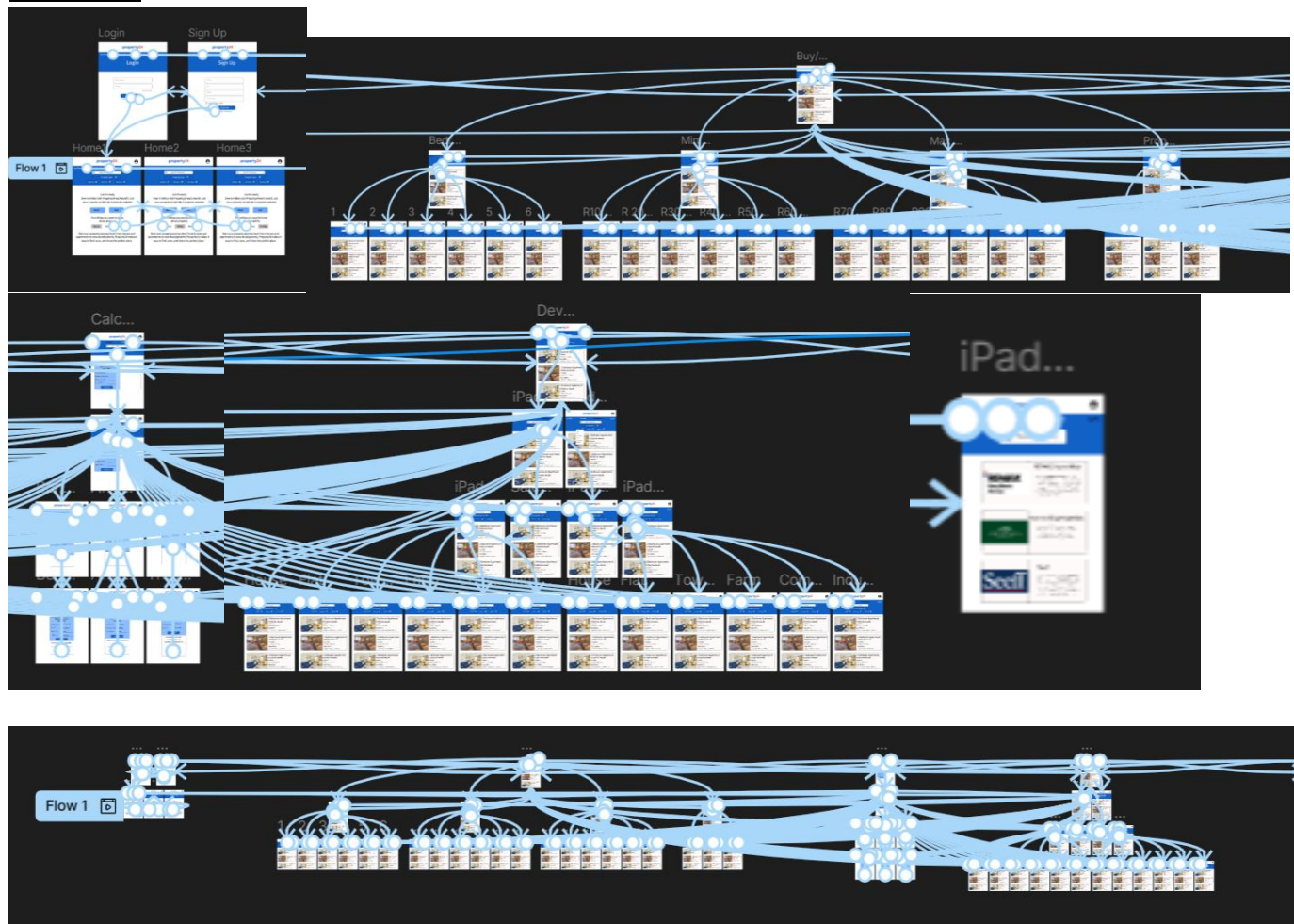
Blog - Read Article - Share or Save.

Keeps content accessible and readable on smaller screens.

Why it matters

The mobile flows are designed to be minimalist and efficient, making it easy for users to search, save, and explore even with limited space. The hamburger menu ensures navigation is clear, while all interactions remain thumb-friendly.

Tablet



<https://www.figma.com/design/8NmVKYGEs3r8l81Y38tLwY/Tablet---Main?node-id=0-1&t=o1URFMLywaZAJyN1-1>

Search Flow (Tablet)

On tablet, the search flow allows filters (price, bedrooms, property type) to be applied through simple dropdown menus that are easy to tap. The results update in a grid/list format that balances visibility with touch-friendly interaction.

Home - Filters - Results - Detail Page - Save Property.

This shows how the tablet version combines desktop-level detail with mobile-style usability.

Account Flow (Tablet)

The account flow is optimized for touch but still gives clear navigation at the top of the page.

Login - Home - Saved Homes - Logout.

Users can log in, manage saved properties, and log out using touch-friendly buttons and forms.

This ensures ease of use on tablets while keeping the desktop structure.

Content Flow (Tablet)

Tablet users can explore blogs, guides, and neighborhood insights with layouts that adapt well to portrait or landscape mode.

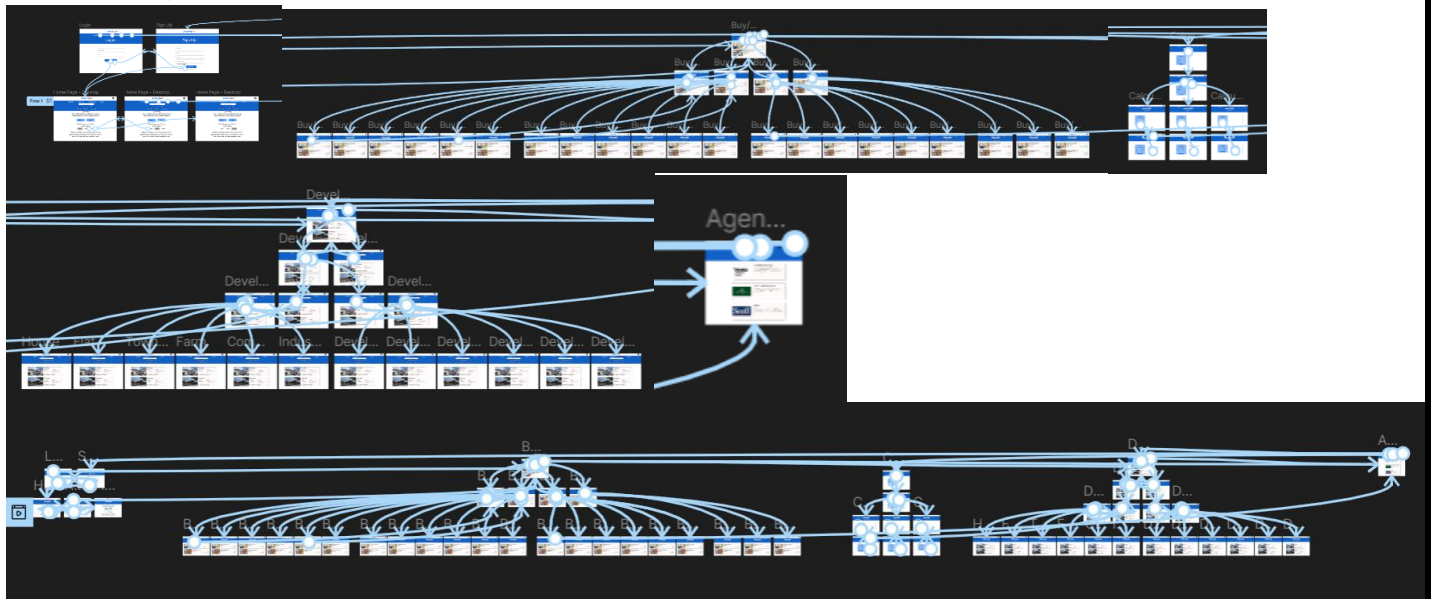
Blog - Read Article - Share or Save.

The design balances readability (larger text, images) with interactivity (share/save options).

Why it matters

The tablet flows highlight how the design adapts to medium screens: users still get advanced filters and detailed results, but with a touch-friendly, scrollable experience. It bridges the gap between mobile convenience and desktop functionality.

Desktop



<https://www.figma.com/design/W3WrDbyxP81phcFixPC9AI/Desktop---Main?node-id=0-1&t=jvivTn6UzHPa21jb-1>

Search Flow (Desktop)

On desktop, users have more space to view filters and results side by side. The flow goes:

Home - Apply Filters - Results - View Detail Page - Save Property.

This demonstrates how advanced filters (price, bedrooms, property type) can quickly refine searches, while the results navigation makes it easy to browse multiple listings.

Account Flow (Desktop)

The account flow is straightforward and uses the top navigation for quick access.

Login - Home - Saved Homes - Logout.

This shows how a user can log in, manage saved properties, and securely log out, all accessible from the desktop navigation bar.

Content Flow (Desktop)

With more screen space, articles and guides can be displayed clearly with images and links.

Blog - Read Article - Share or Save.

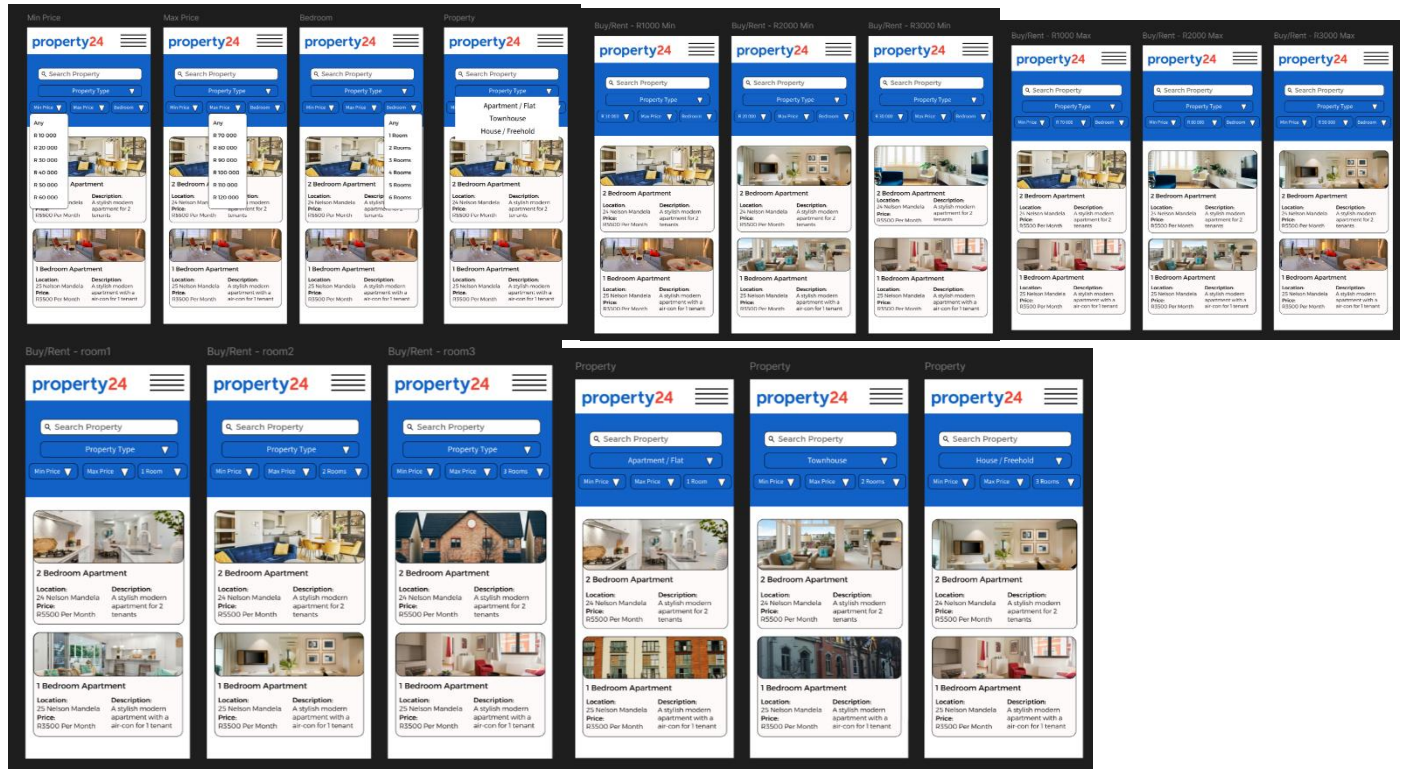
This flow highlights how users engage with extra content like neighborhood guides and property advice, making the platform useful beyond just listings.

Why it matters for Desktop:

The desktop version supports advanced filters, larger result displays, and side-by-side layouts, which give users more control and efficiency when searching or managing their account. The flows show how everything connects in a way that feels professional and complete.

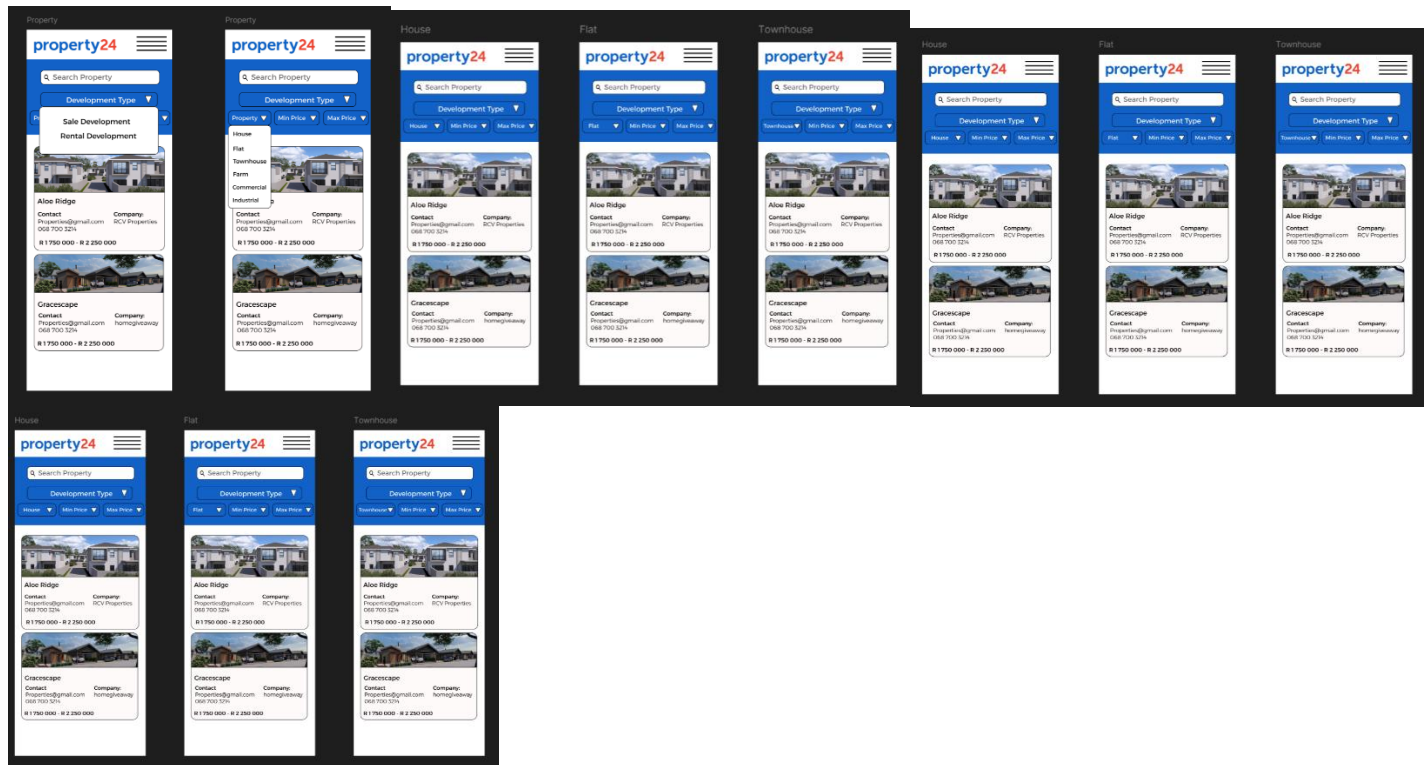
Content & Media

Property Listings



The property listings section shows how users can apply filters like price, bedrooms, and property type to narrow down results. Each card includes an image, location, price, and description for quick scanning. By showing different filter states, the prototype demonstrates how the listings update dynamically, giving users a clear and interactive search experience.

Neighborhood Guides



The Neighborhood Guides section allows users to explore different property developments and areas with filters for development type (sale or rental) and property type. Each card displays an image, contact information, company details, and price range.

This shows how users can:

Learn about different areas and developments before making a decision.

Compare prices and property types across neighborhoods.

Access direct contact details for agents or companies linked to those developments.

By including Neighborhood Guides, the prototype goes beyond just property listings and gives users extra context about the areas they're interested in. This improves trust and decision-making.

Mortgage Calculator

Calculate - Home

property24

Search Property

Calculator Type

- Bond Repayment
- Affordability
- Transfer Costs

Purchase Price: _____

Deposit(Optional): _____

Interest Rate: _____

Loan Term: _____

Calculate - Home

property24

Search Property

Bond Repayment

Bond Repayment Calculator

Purchase Price: R1,000,000

Deposit: R100,000

Interest Rate: 11%

Loan Term: 20 years

Calculate

Calculate - Home

property24

Search Property

Affordability

Affordability Calculator

Monthly Income: R25,000

Monthly Expenses: R8,000

Interest Rate: 11%

Calculate

Calculate - Home

property24

Search Property

Transfer Costs

Transfer Calculator

Purchase Price: R950,000

Deposit: R100,000

Calculate

Calculate - 1

property24

Search Property

Bond Repayment

Bond Repayment Calculator

Purchase Price: R1,000,000

Deposit: R100,000

Interest Rate: 11%

Loan Term: 20 years

Estimated Monthly Repayment: R8,230

Based on standard repayment formula, excluding transfer fees.

Reset

Calculate - 2

property24

Search Property

Affordability

Affordability Calculator

Monthly Income: R25,000

Monthly Expenses: R8,000

Interest Rate: 11%

Maximum Property Value You Can Afford: R1,200,000

Assuming 20-year bond and good credit record.

Reset

Calculate - 3

property24

Search Property

Transfer Costs

Transfer Calculator

Purchase Price: R950,000

Deposit: R100,000

Estimated Transfer Duty: R0 (below tax threshold)

Registration & Attorney Fees: R28,000

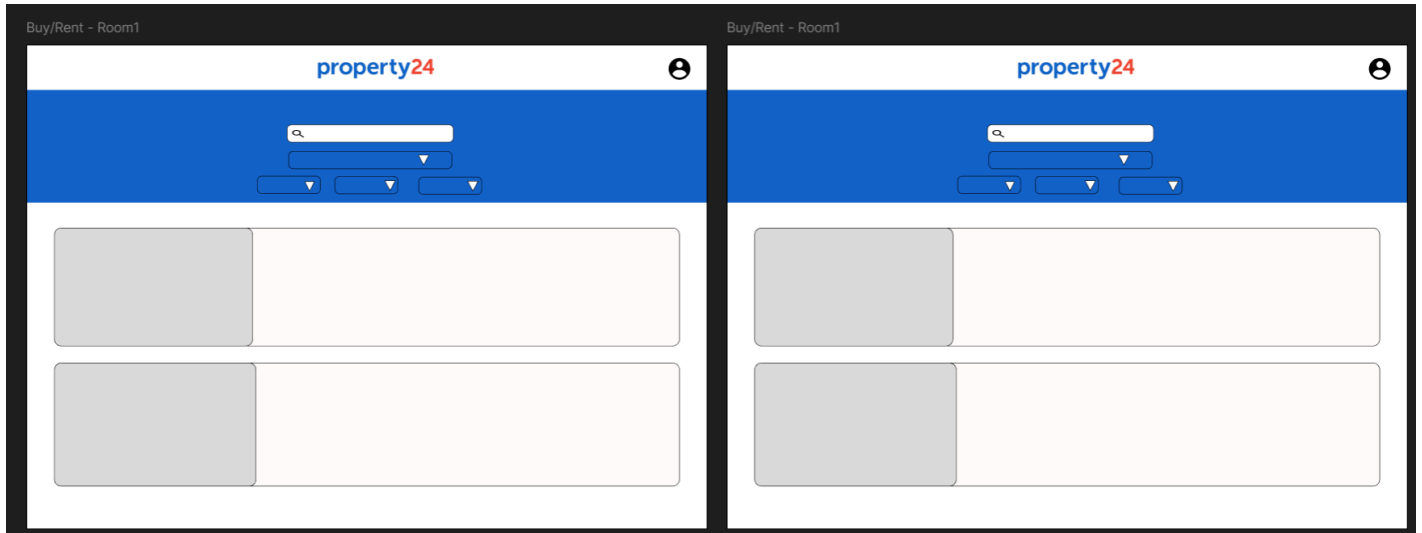
Total Transfer Costs: R28,000

Reset

In my prototype We showed how the three main parts of the platform connect together. The property listings display available homes with filters like price, bedrooms, and property type, so users can quickly find options that match their needs. The neighborhood guides add more context by giving details about areas, such as housing styles or local information, which helps people make better decisions about where to live. The mortgage calculators are included as tools to check affordability, repayments, and transfer costs before committing. Together these features make the site practical, user-friendly, and supportive for anyone looking to buy or rent.

Media

In my prototype We added placeholders for media content. This shows where property images, videos, and 360° virtual tours would appear on the listing pages. The idea is that every property will have a main image at the top, a gallery of additional images underneath, and if available, a short video or virtual tour option. These media elements help buyers or renters get a better sense of the property before arranging a viewing.



Usability Test Results

Issue 1: Navigation Menu (Mobile)

Before: The hamburger menu overlapped with the logo on smaller screens.

Fix: Adjusted spacing and alignment so that the logo and menu don't clash.

After: Menu opens smoothly without breaking the layout.

Issue 2: Calculator Inputs

Before: Input boxes were not aligned properly, making it look messy.

Fix: Standardized padding and line spacing.

After: All inputs are aligned and easier to read.

Issue 3: Property Listings

Before: All listings used the same photo, which made it confusing.

Fix: Replaced with different placeholder images for each property.

After: Users can now clearly distinguish between listings.

Issue 4: Button Colors

Before: Some buttons didn't stand out enough against the background.

Fix: Updated to signature blue (#1261C7) with white text.

After: Buttons now grab attention and improve accessibility.

Final Presentation

PROPERTY24 REDESIGN PROTOTYPE

Nadine & Dian

INTRODUCTION

- Redesign of Property24 website
- Goal: modern, user-friendly, responsive
- Features: filters, saved homes, guides, calculators

RESEARCH & PLANNING

- Current site analysis: strengths & weaknesses
- Competitor research: Private Property, Remax, MyProperty
- Personas, site map, and user flows created

DESIGN PROCESS

- Low-fi wireframes → layout planning
- High-fi wireframes → colours, fonts, branding
- Prototypes built for desktop, tablet, mobile

KEY FEATURES

- Advanced search & filters
- Property listings with images + details
- Neighbourhood guides for area insights
- Mortgage calculator (bond, affordability, transfer costs)
- Account / Login with saved homes

USABILITY TESTING & FIXES

- Issues found: alignment, spacing, duplicate images
- Fixes applied: improved buttons, better layouts, unique listings
- Before/after screenshots to show improvements

CONCLUSION

- Modern, responsive, user-friendly design
- Works across desktop, tablet, and mobile
- Integrates listings, guides, and calculators
- Helps users make smarter property decisions
- Strengthens Property24's brand trust

References & Sources

Property24. (2025). Property24 official website.

<https://www.property24.com>

Private Property. (2025). Private Property official website.

<https://www.privateproperty.co.za>

Nielsen Norman Group. (2024). 10 Usability Heuristics for User Interface Design.

<https://www.nngroup.com/articles/ten-usability-heuristics/>

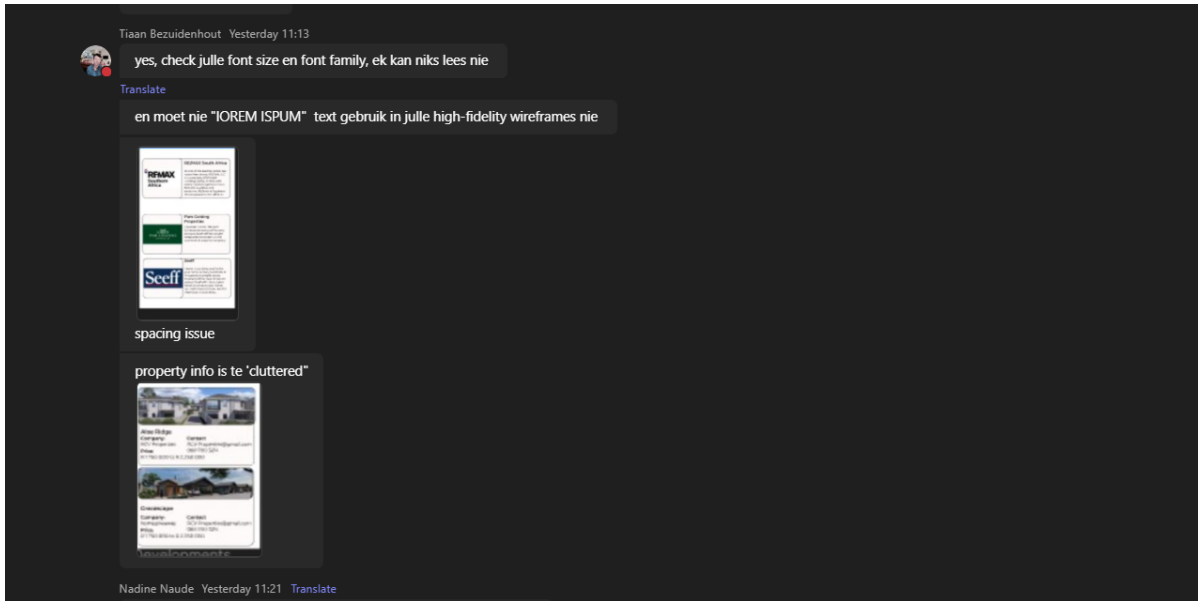
Interaction Design Foundation. (2024). Responsive Web Design – Key Principles.

<https://www.interaction-design.org>

MyProperty. (2025). MyProperty official website.

<https://www.myproperty.co.za>

Lecturer Consultation & Feedback

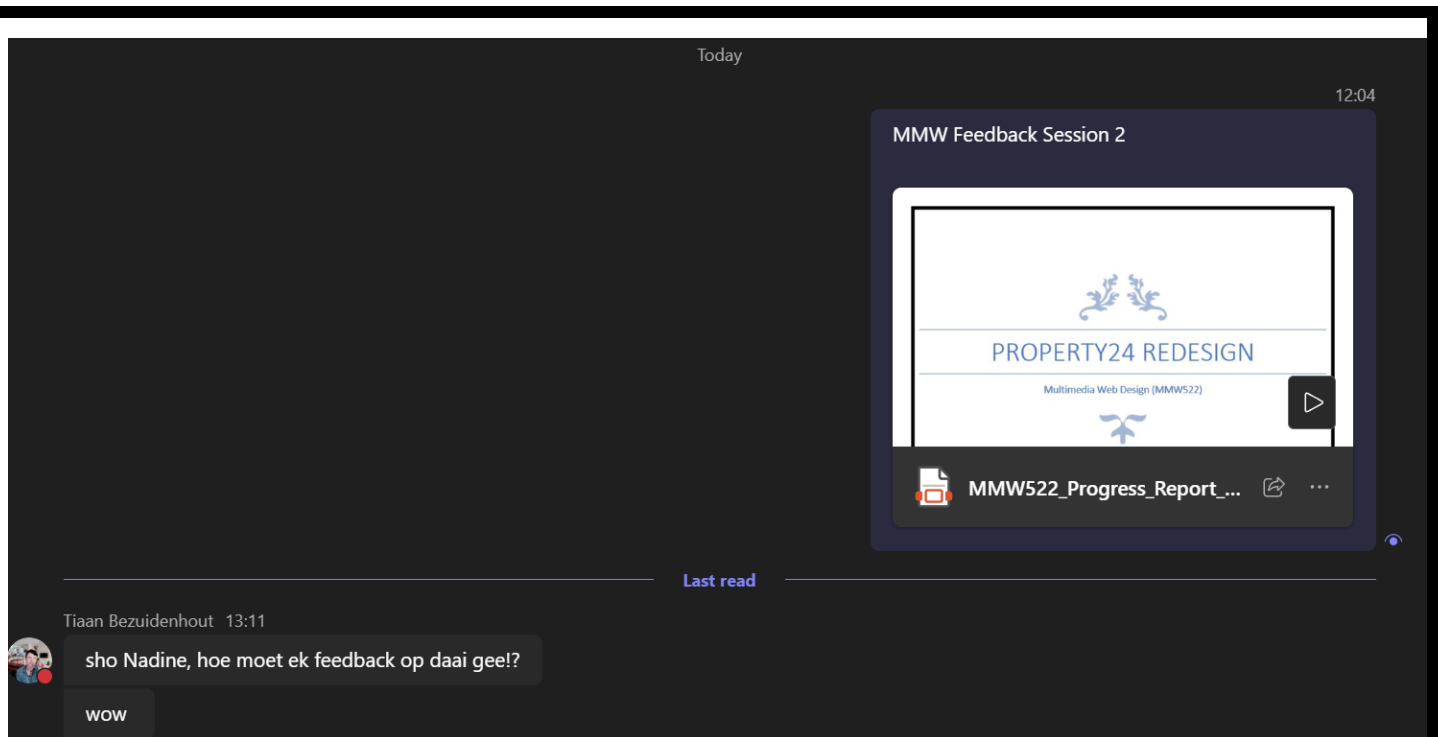


What feedback was given?

The lecturer pointed out that the font size and font family were not clear enough, which made the text difficult to read. He also mentioned that we should avoid using placeholder text like “Lorem Ipsum” in high-fidelity wireframes, since it reduces professionalism. There were spacing issues in some layouts, and the property information looked too cluttered, making it hard for users to quickly scan.

What changes did you apply in response?

I adjusted the font size and ensured consistency in the font family across screens. I replaced all placeholder text with real content. The property cards were redesigned with better spacing, clearer alignment, and simplified information blocks to reduce clutter and improve readability.



What feedback was given?

The lecturer was impressed with the level of detail and quality of my progress report and prototype. He mentioned that the work already looked very strong and professional, and even joked that it was difficult to give further feedback because everything seemed in place.

What changes did you apply in response?

Since no critical changes were suggested, I continued refining smaller design elements and prepared for the final submission.