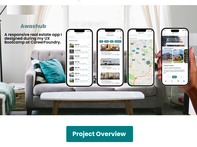
AwasHub



Project Overview

AwasHub is a real estate app that helps people buy, sell, and rent properties easily. Users can browse listings, connect with agents, and manage their profiles in a user-friendly interface. The app's key emphasizes a seamless user experience through advanced search filters and a responsive design optimized for various devices.

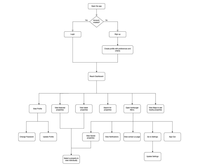
My Role
Solo UX/UI Designer

Project Duration
3 Months

Tools
Figma

Getting Started

The product is a concept project, with UX research and personas already defined. My focus was on UI design, and the next step was creating a user flow that ensures easy, intuitive navigation for a seamless experience. The app's design prioritizes clarity and simplicity, with a clean interface that minimizes clutter, enhancing usability and guiding users through the app's core features in a seamless, efficient manner.

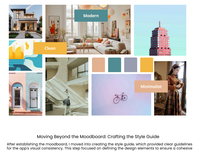


Low-Fidelity Wireframes

I started with low-fidelity wireframes to establish the basic layout and functionality of the app. This approach helped me quickly visualize the flow and ease interactions, allowing for quick adjustments to enhance the user experience before moving into more detailed design work.

Moodboard

I created a modern, minimalist mood board for the app to capture a clean and user-focused aesthetic. The goal was to evoke a sense of trust, simplicity, and ease, with a color palette that balances warmth and artificial distraction. This style keeps the app user-friendly and visually uncluttered, enhancing the experience of browsing properties effortlessly.



Moving Beyond the Moodboard: Crafting the Style Guide

After establishing the moodboard, I moved into creating the style guide, which provided clear guidelines for the app's visual consistency. This step focused on defining the design elements to ensure a cohesive look throughout the app.

Typography

Typefaces

Header font - Headings
Open Sans: Bold and other

Body font - Text
Open Sans: Regular and other

Heading

Heading 1	font-size
Heading 2	font-size
Heading 3	font-size

Body Text: Default 16px

I chose Montserrat for the headings because it's a clean, modern sans-serif font that adds a touch of elegance while maintaining a professional look. The bold weight draws attention without being too heavy. For the body text and button, I chose Open Sans because it's highly readable and versatile, ensuring that the overall design makes long paragraphs easier to read, offering a nice balance between modern and traditional styles.

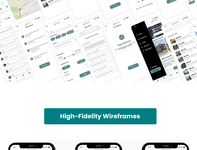
Body

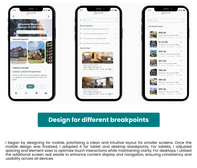
Name	Font-size
Extra Large Text Bold Extra Large Text Regular Extra Large Text Light	18px
Large Text Bold Large Text Regular (Default) Large Text Light	16px
Base Text Bold Base Text Regular Base Text Light	14px

Icons

UI elements

Color





High-Fidelity Wireframes

Design for different breakpoints

I began by designing for mobile, prioritizing a clean and intuitive layout for smaller screens. Once the mobile design was finalized, I adapted it for tablet and desktop breakpoints. For tablets, I adjusted spacing and element sizes to optimize touch interactions while maintaining clarity. For desktops, I utilized the additional screen space to enhance content display and navigation, ensuring consistency and usability across all devices.

Takeaways

- **Mobile-First Design Approach:**
  Designing for mobile first taught me to focus on the essentials, ensuring a seamless experience in smaller spaces before scaling up for larger screens.
- **Responsive Design Mastery:**
  Creating designs for multiple breakpoints helped me understand how to adapt layouts and elements for various devices, maintaining consistency and usability.

- **UI Fundamentals in Practice:**
  Applying principles like typography, color theory, and spacing helped me create a visually appealing and user-friendly interface.
- **Problem-Solving Through Design:**
  Working on the real estate app emphasized the importance of addressing user pain points and market needs, translating research into practical solutions.

Next Steps

Next, I plan to refine the visual design to make it more polished and consistent. I will work on creating high-fidelity prototypes to showcase interactions and ensure the user journey feels smooth. I also want to expand the designs for more breakpoints and conduct usability testing to gather feedback and make further improvements based on real user insights.