

# AEL

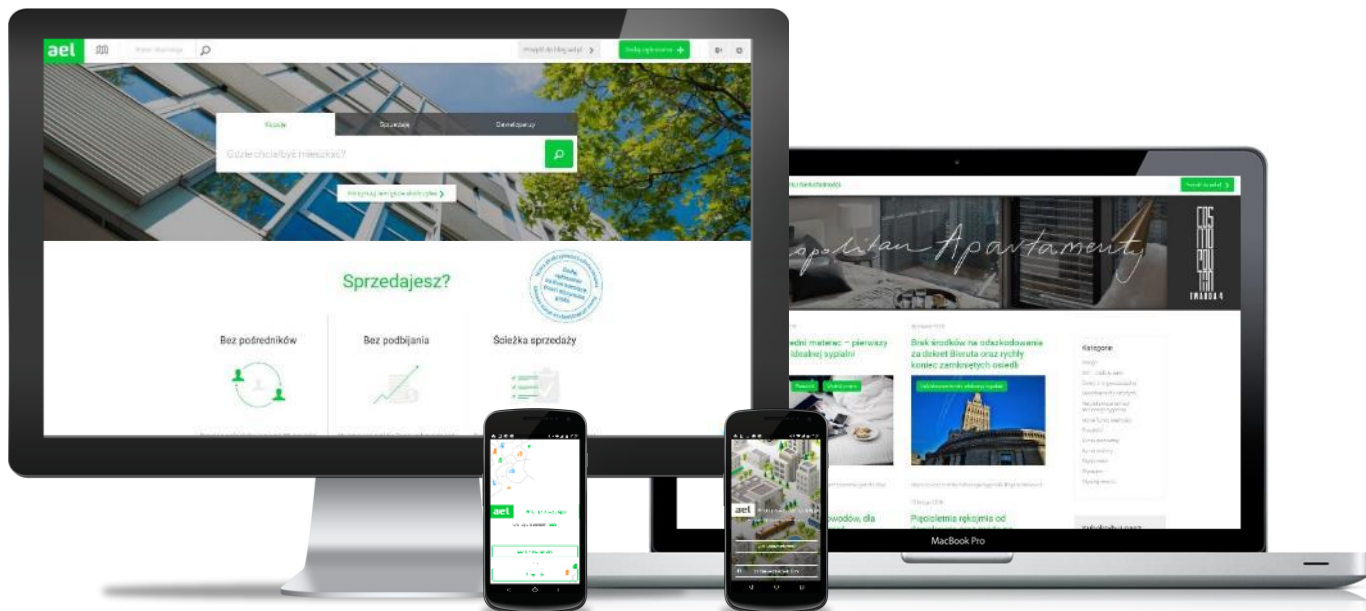
## UX DESIGN CASE STUDY

// GATHERED AND COMMENTED BY SwA

# LIST OF DELIVERED PRODUCTS

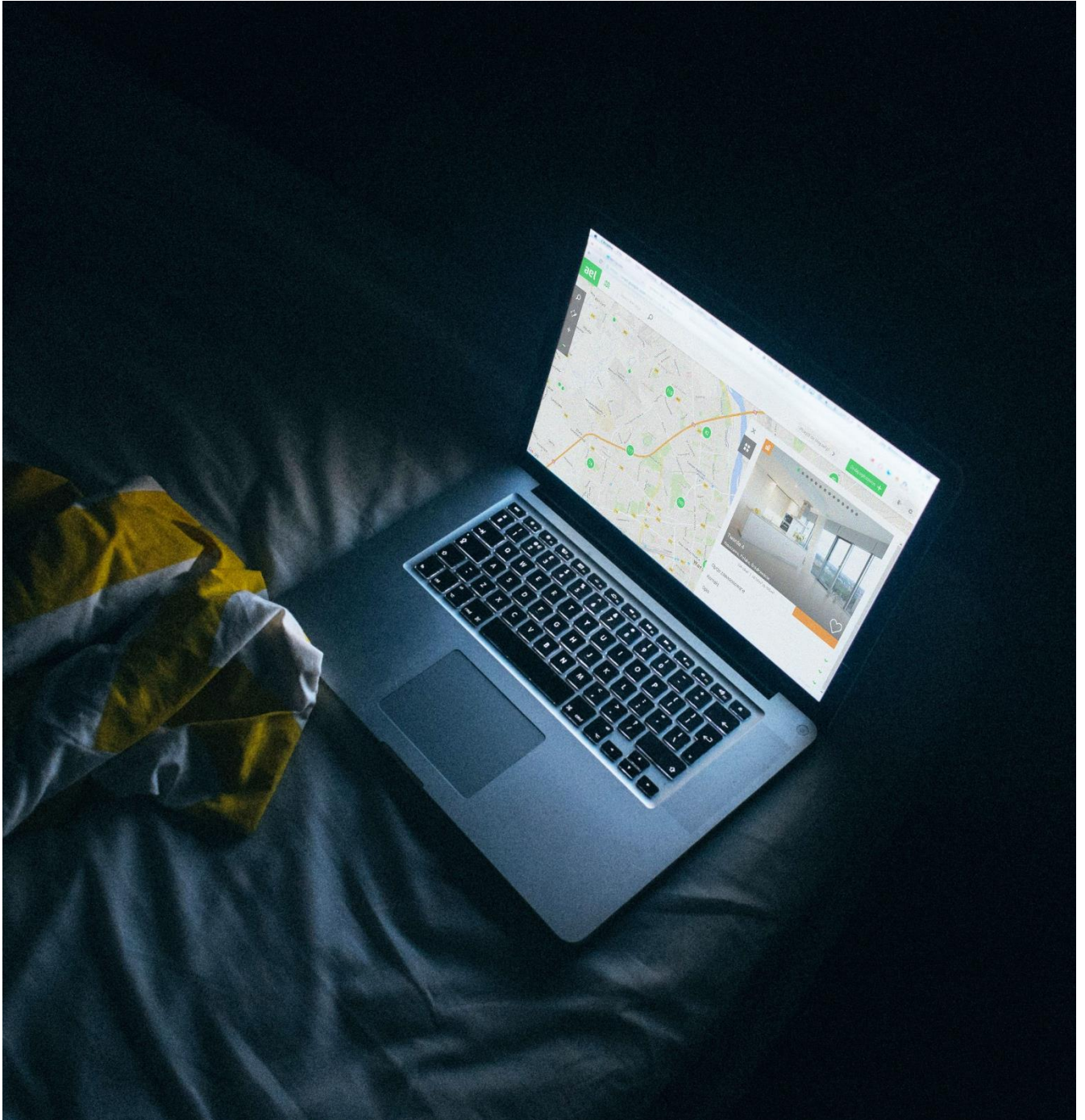
## COMPLETED PROJECTS

- AEL.PL, Web Application for Real Estate Market  
Check it live: [here](#)
- AeL App, Android App conversion from ael.pl  
Fully in Material Design by Google  
Check it live: [here](#)
- AeL Wynajem App, Android App dedicated for Leases  
Fully in Material Design by Google  
Check it live: [here](#)



# AEL.PL

AEL.PL





# AEL.PL

## MY ROLE

### RESPONSIBILITIES:

- UX Designer
- Product Manager
- Product Owner in Scrum methodology
- Copywriter
- Cooperating with Graphic Designer, Frontend Developer and Project Manager

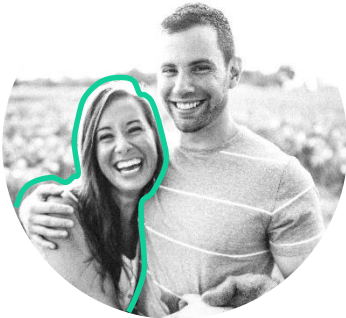
### UX ACOMPLISHMENT

- UX Personas in UCD methodology
- User Flows using AARRR model and 4 Personas model
- Site Map
- 31 designed views in Axure
- Prototype in Axure and InVision
- Conducting tests with users
- Optimization



# AEL.PL

## UX PERSONAS



### KASIA (primary persona)

*„We drive by Uber to work, use Airbnb for vacations. Why can't we have decent tool for real estate?"*

#### KEY CHARACTERISTICS

- Happily engaged
- Familiar with technology
- Own several devices
- Been renting since college
- Likes to double-check everything

#### DRIVES

- Desire to be modern and trendy



### ZDZISIU (secondary persona)

*„What if I wouldn't I pay for something I can do by myself? I dreamed about such a situation."*

#### KEY CHARACTERISTICS

- Selling a flat in Soviet-era MDUs
- Not familiar with technology – looking for something simple
- Engages whole family
- Doesn't want to pay commission

#### DRIVES

- Desire to save money whenever it's possible

source: Newspix / MATEUSZ TRZUSKOWSKI CYFRASPORT



### AGNIESZKA (secondary persona)

*„I don't have much time. Please be very specific."*

#### KEY CHARACTERISTICS

- Works at developer company constructing residential houses
- Responsible for getting new Leads
- Have lots of work, so doesn't like to waste time

#### DRIVES

- Getting job done asap

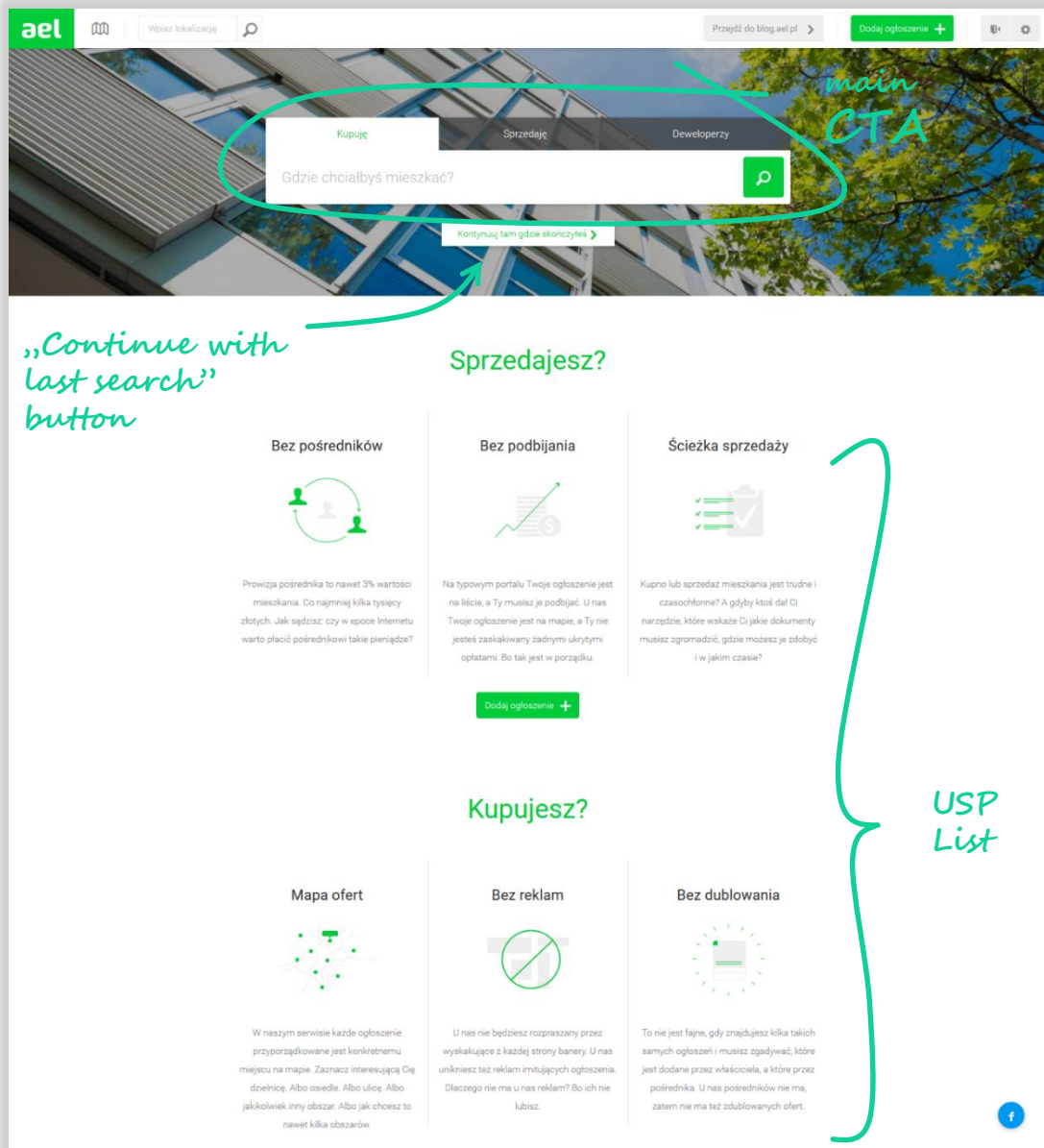
```

graph TD
    subpage[subpage view] --> JS[JavaScript view]
    JS --> Landing[Landing Page]
    Landing --> Login[Login]
    Landing --> Registration[Registration]
    Landing --> Developers[Developers List]
    Landing --> AddOffer[Add an offer]
    Landing --> Map[Map]
    Landing --> Tutorial[3-step tutorial]
    
    AddOffer --> Payment[Payment]
    Payment --> Dashboard[Dashboard]
    Dashboard --> Docflow[Docflow]
    Docflow --> Newsfeed[Newsfeed]
    
    Registration --> FacebookAds1[Facebook Ads AdWords]
    FacebookAds1 --> Blog[Blog]
    Blog --> Article[Article]
    Article --> EEmailMarketing[EEmailMarketing AdWords]
    EEmailMarketing --> LPClients[LP: Clients]
    LPClients --> FacebookAds2[Facebook Ads AdWords]
    FacebookAds2 --> LPAndroidApp[LP: Android App]
    
    Developers --> Developer[Developer]
    Developer --> Search[Search AdWords Other CPC]
    Search --> LPOffers[LP: Offers]
    LPOffers --> Offer[Offer]
    Offer --> InvOffer[Inv Offer]
    InvOffer --> Apartments[Apartments List]
    
    Map --> MapSearch[Map: Search]
    MapSearch --> MapOffer[Map: Offer]
    MapOffer --> MapInvOffer[Map: Inv Offer]
    MapInvOffer --> MapList[Map: List]
    MapList --> MapAlert[Map: Alert]
  
```

# AEL.PL

## MAIN LANDING PAGE

We tested several pattern of main landing page. Our constant goal was to lead user to Map View and present our USPs for those who are interested.

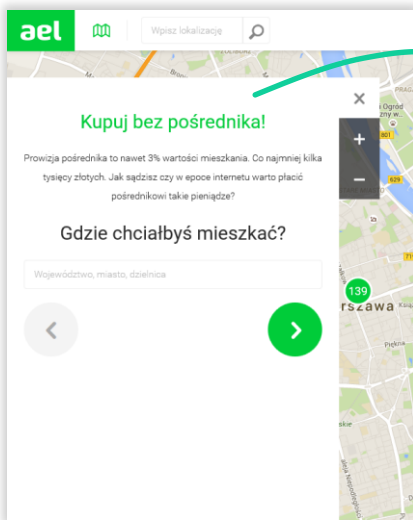


# AEL.PL

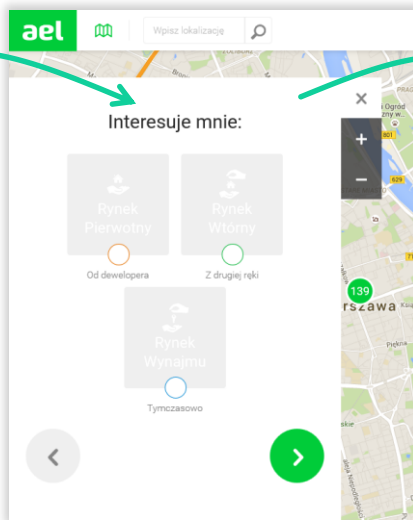
## 3 STEP TUTORIAL AND MAP VIEW

Adding a 3-step tutorial to our Map View was an effect on our works to optimize user flow on website. The purpose was to make great first impression by showing full potential of ael.pl

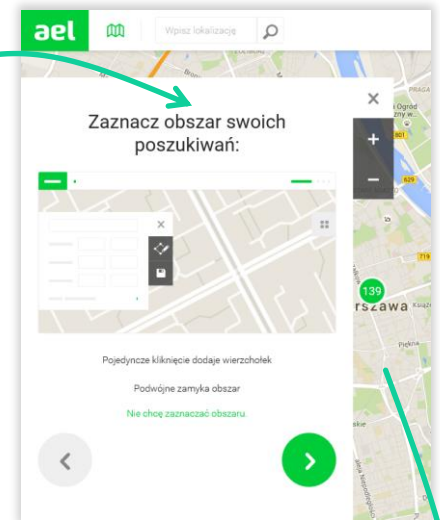
### Step 1



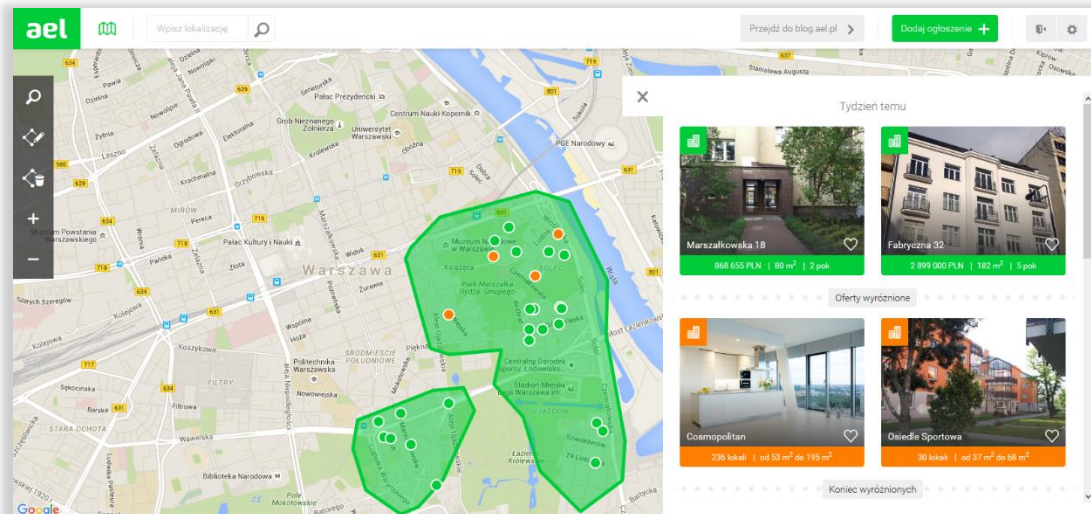
### Step 2



### Step 3



### Map view

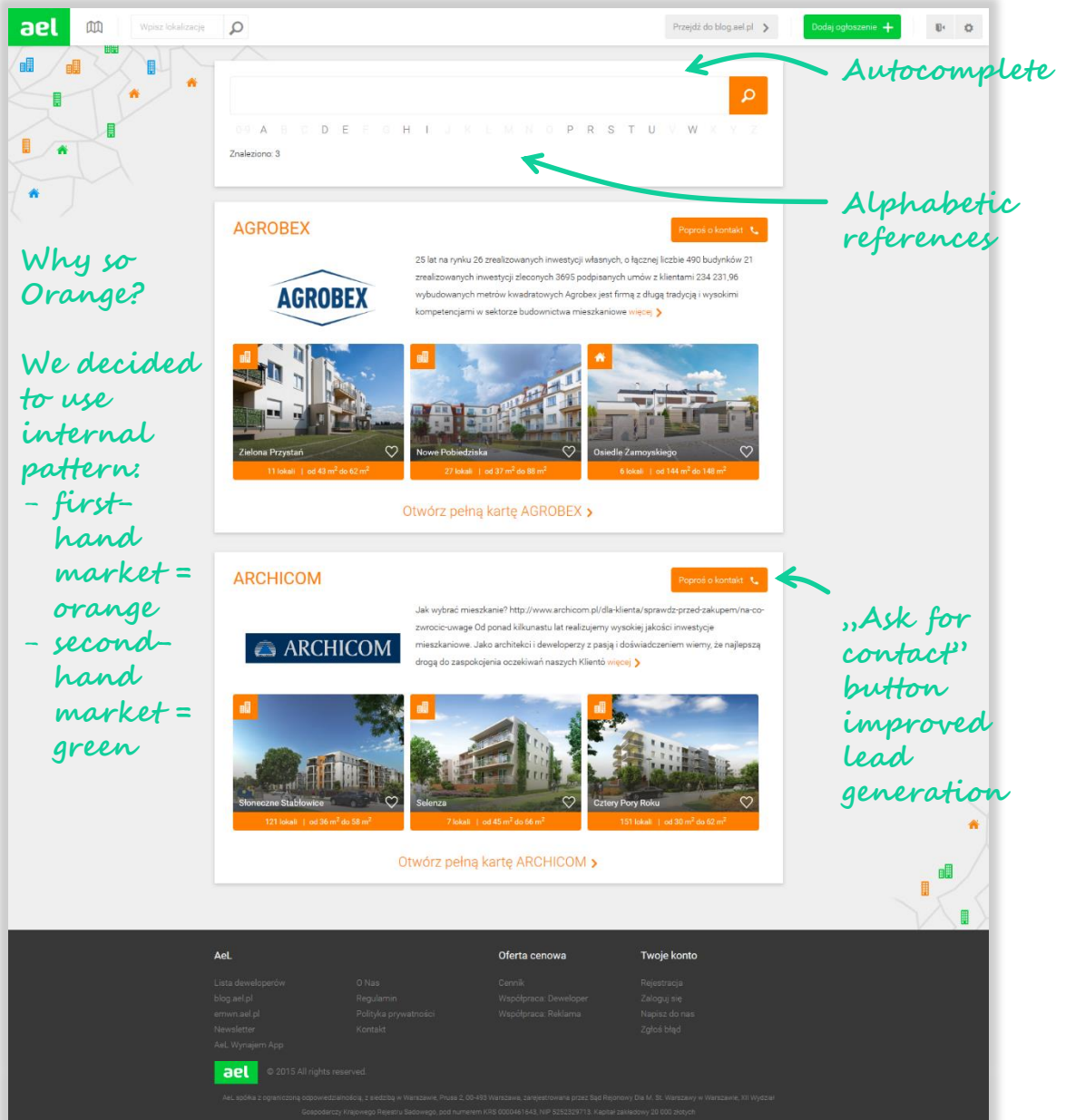




# AEL.PL

## LIST OF DEVELOPERS VIEW

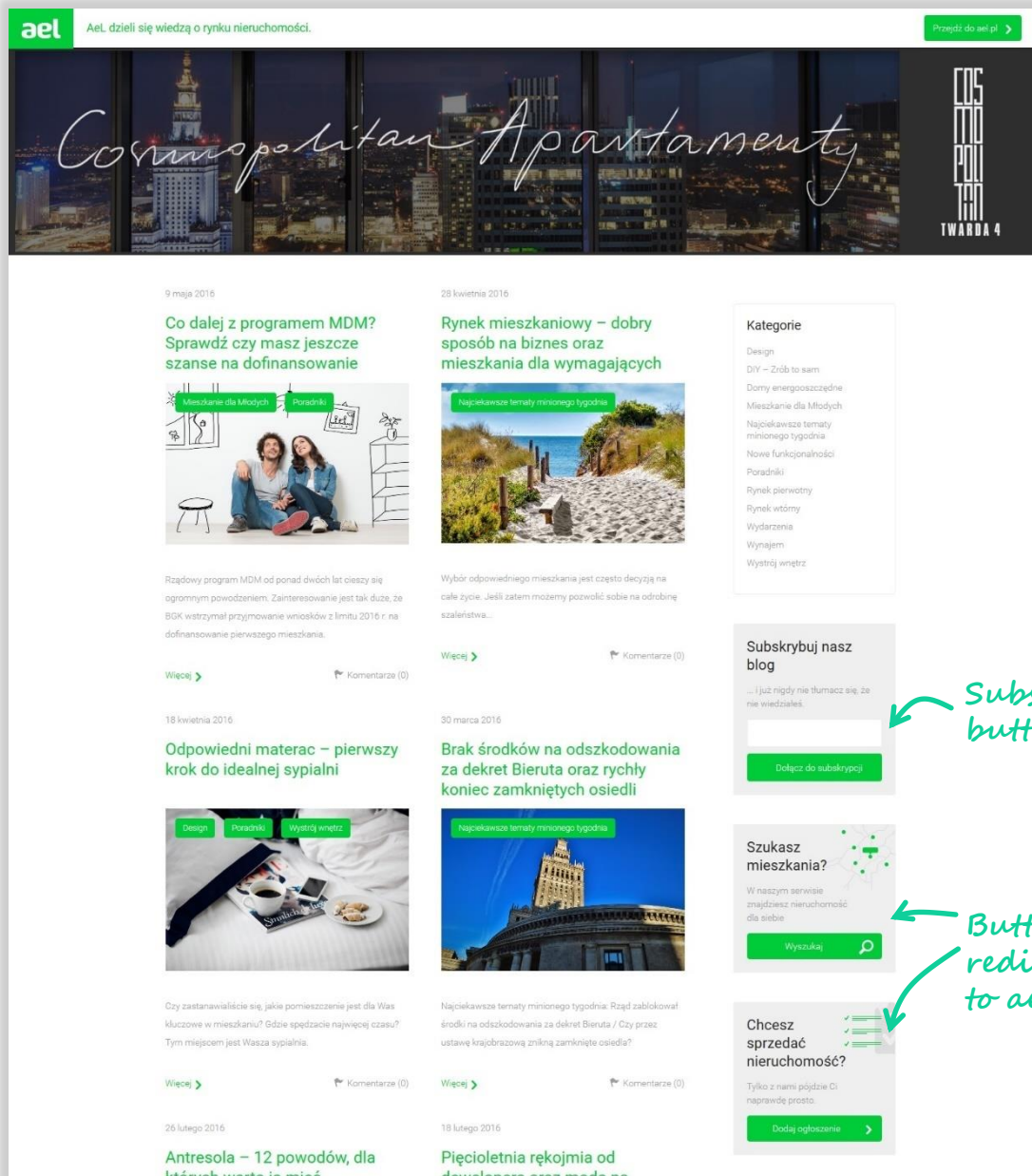
In October 2015 we introduced new dedicated view to browse through development companies and their projects.



## AEL.PL

## BLOG TEMPLATE

Content Marketing was one of our marketing pillars. The idea was to redirect blog traffic to website.



## AEL.PL

## OPTIMIZATION OF ADDING AN OFFER VIEW

Due to feedback from Google Analytics we completely redesigned multi-staged Adding an Offer customer journey. It was simplified by switching to single-page path.

The screenshot shows the 'Dodaj ogłoszenie' (Add Offer) form on the AEL.PL website. The form is divided into three main sections, each with a green arrow pointing to it, indicating the steps of the process:

- Step 1:** 'Sprzedajesz czy wynajmujesz?' (Are you selling or renting?). It features two buttons: 'Chcę sprzedać' (I want to sell) and 'Chcę wynająć' (I want to rent).
- Step 2:** 'Określ typ nieruchomości' (Specify the type of property). It features two buttons: 'Mieszkanie' (Apartment) and 'Dom' (House).
- Step 3:** 'Określ lokalizację' (Specify the location). It includes a map of a city area with a red pin indicating the location. A green button labeled 'Zatwierdź lokalizację' (Confirm location) is visible.

Below the map, there is a section titled 'Dodaj informacje opisowe' (Add descriptive information) with various input fields for property details, including 'Cena' (Price), 'Ilość metrów' (Number of meters), 'Ilość pokoi' (Number of rooms), 'Ilość pięter' (Number of floors), and 'Opis słowny' (Verbal description).

Handwritten green text and arrows indicate the flow: 'Step 1' points to the first section, 'Step 2' points to the second section, 'Step 3' points to the third section, and '... and so on' points to the 'Dodaj informacje opisowe' section.

# AEL APP

## AEL APP





# AEL APP

## MY ROLE

### RESPONSIBILITIES:

- UX Designer
- Product Manager
- Copywriter
- Cooperating with Android Developer

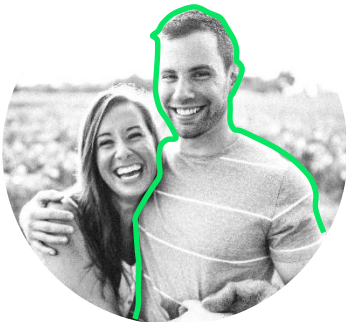
### UX ACOMPLISHMENT

- UX Personas in UCD methodology
- User Flows
- 16 designed views in UXPin
- Prototype in UXPin
- Tests with users



# AEL APP

## UX PERSONA



### TOMEK *(primary persona)*

*„In the summer I spent every weekend at my Kitesurfing spot.“*

### KEY CHARACTERISTICS

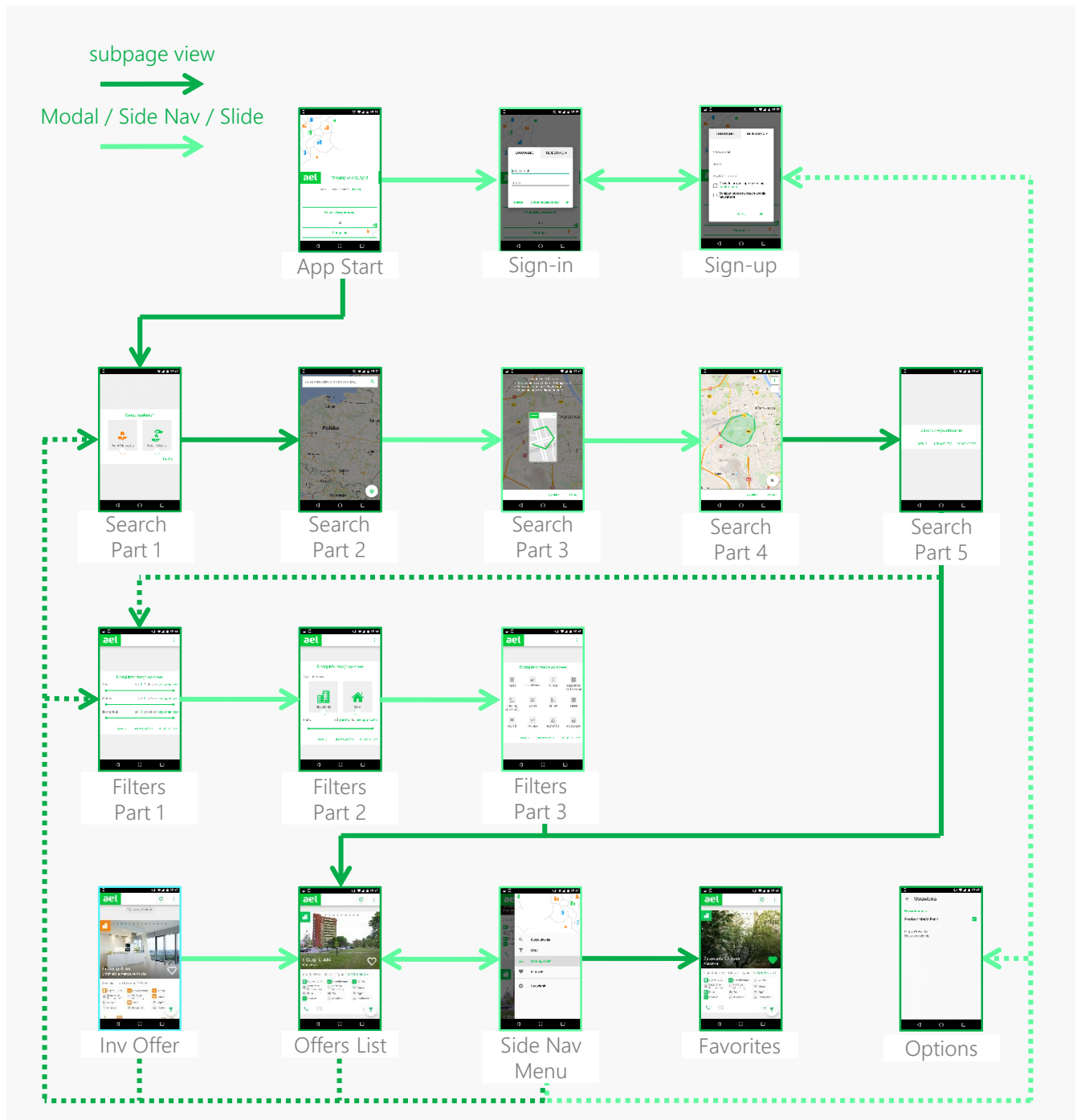
- Happily engaged
- Dynamic person – doing sports at free time
- Mobile as a natural environment
- Associates desktop only with work

### DRIVES

- Staying up-to-date and self-reliant at the same time

# AEI APP

## APP MAP

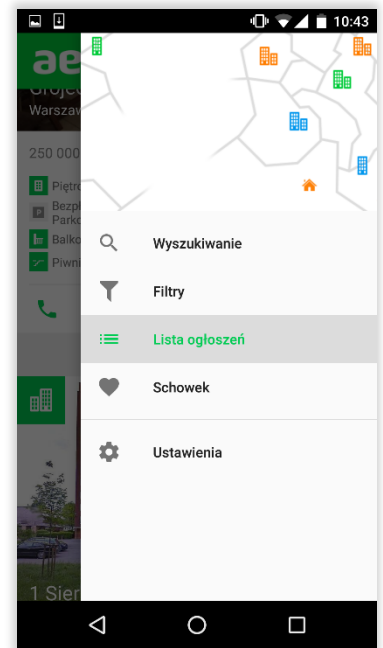
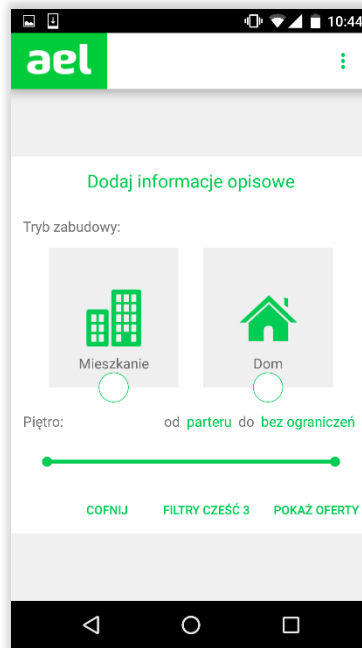
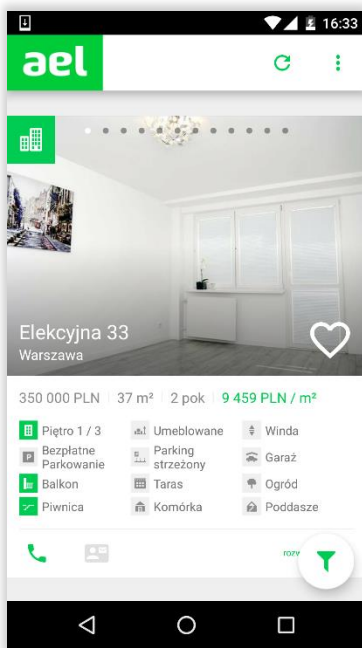


# AEL APP

## MATERIAL DESIGN

To Material Design or not to Material Design? That was the question! - Our graphic designer was not familiar with Material Design and urged to stick to concepts we worked out while designing version for web browsers. Even though we decided to take a try... without him.

We figured out that Material Design guidelines are so well described (basing on Google [source](#)), that sticking to them will spare us PSD slicing. We also used a lot of pre-made patterns delivered by UXPin. All works were conducted in our micro-team containing Android Dev and UX Designer (me). Risky, but eventually successful!



*We tried to achieve patterns close as possible to Material Design guidelines*



# AEL WYNAJEM APP

## AEL WYNAJEM APP



# AEL WYNAJEM APP

## MY ROLE

### RESPONSIBILITIES:

- UX Designer
- Product Manager
- Copywriter
- Cooperating with Android Developer

### UX ACOMPLISHMENT

- UX Personas in UCD methodology
- User Flows
- 9 designed views in UXPin
- Prototype in UXPin
- Tests with users

# AEL WYNAJEM APP

## UX PERSONA



**RAFAŁ** *(primary persona)*  
*„Friends are best flat mates!”*

### KEY CHARACTERISTICS

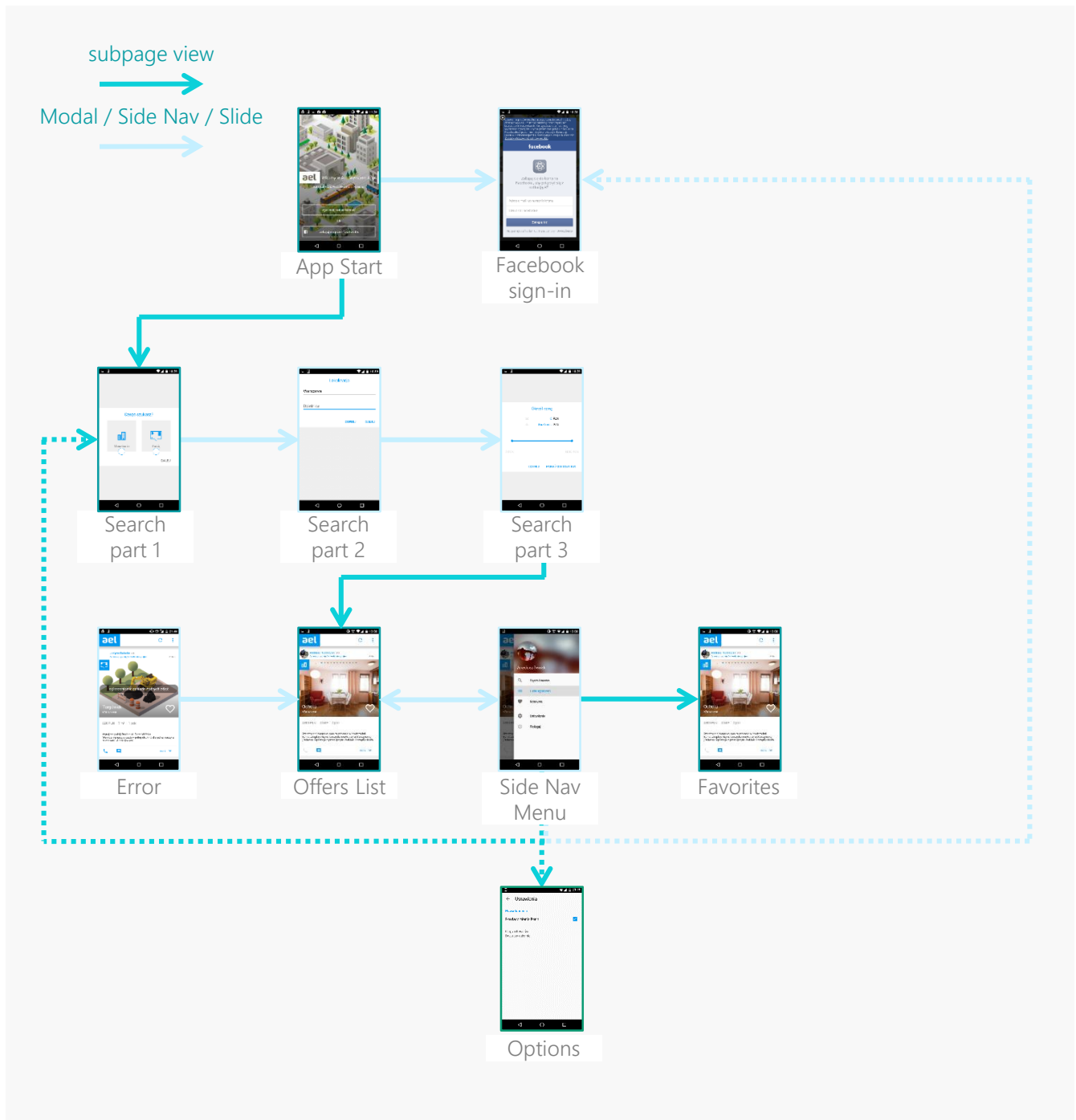
- Moved to Warsaw because of studies
- Shares flat with 2 friends
- Favorite food: Pizza

### DRIVES

- Avoiding time-consuming processes... errrr... Ok, this guy is kinda lazy.

# AEL WYNAJEM APP

## APP MAP





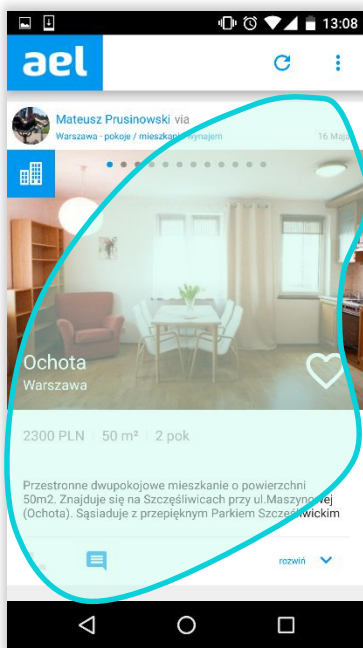
# AEL WYNAJEM APP

## ONE-HAND-FRIENDLY APP

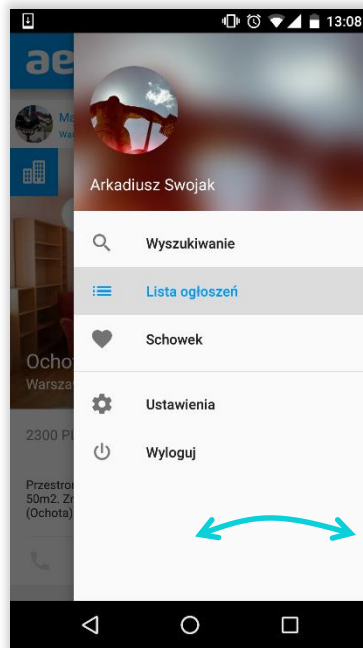
Have you ever been so frustrated at design, that you introduced your private doctrine? Well, we did.

The only thing I don't like about Material Design is the fact, that it doesn't count in that in many cases I use my phone while my other hand is busy. Maybe it does not happen so often in US, but in Eastern Europe... Most of the time I use my phone on subway/tram/bus. Get the picture right: I am holding myself on tight to the handrail with the left hand and... try to click this damn button on top-left side of the screen with the right hand! Impossibru!

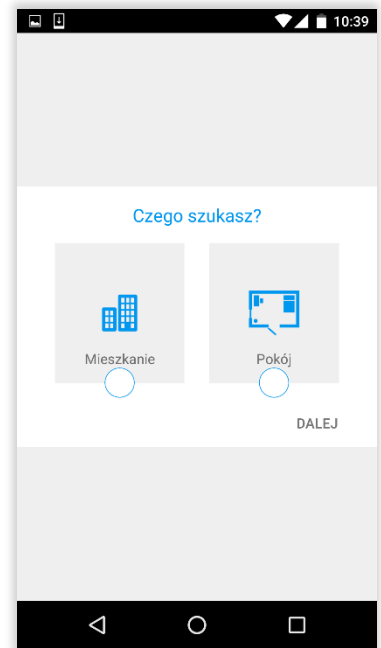
This is the reason why our motto became: „All elements should be clickable with one-hand grip. Period.”



*All elements in a comfort area*



*Menu bar on right side and openable by slide-from-edge*



*Large and icon-based buttons*

# PASSION FOR DETAILS

'LITTLE THINGS MAKE BIG THINGS HAPPEN' – JOHN WOODEN

