

AEL

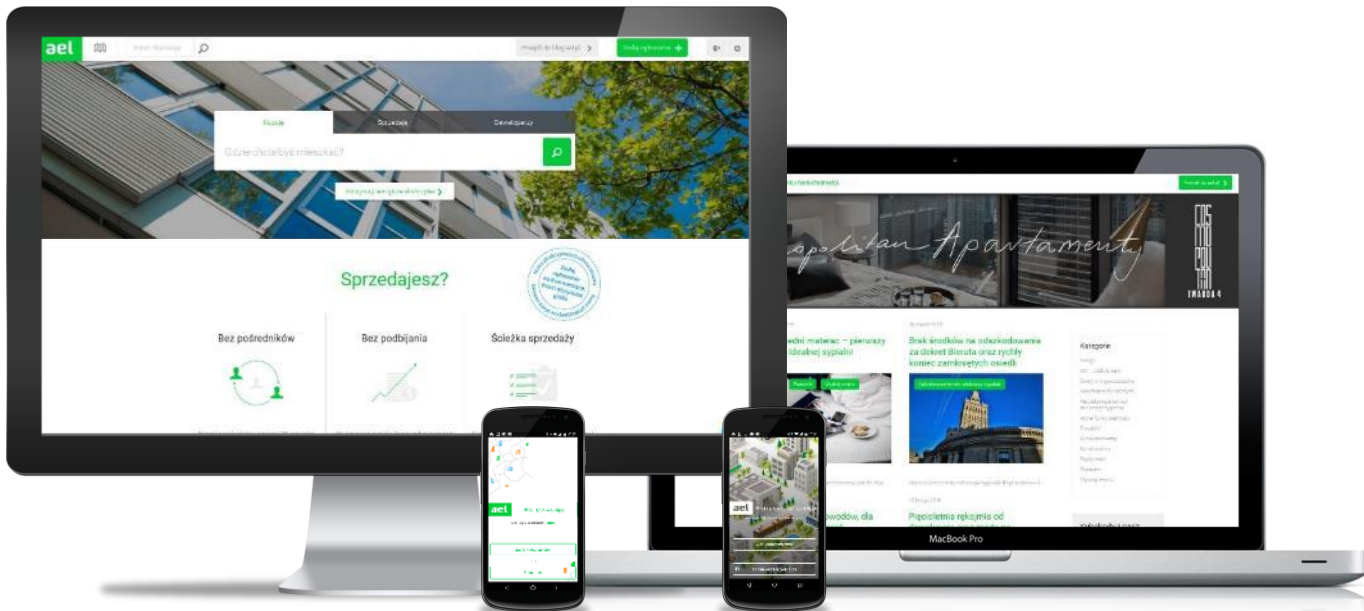
UX DESIGN CASE STUDY

// GATHERED AND COMMENTED BY SwA

LIST OF DELIVERED PRODUCTS

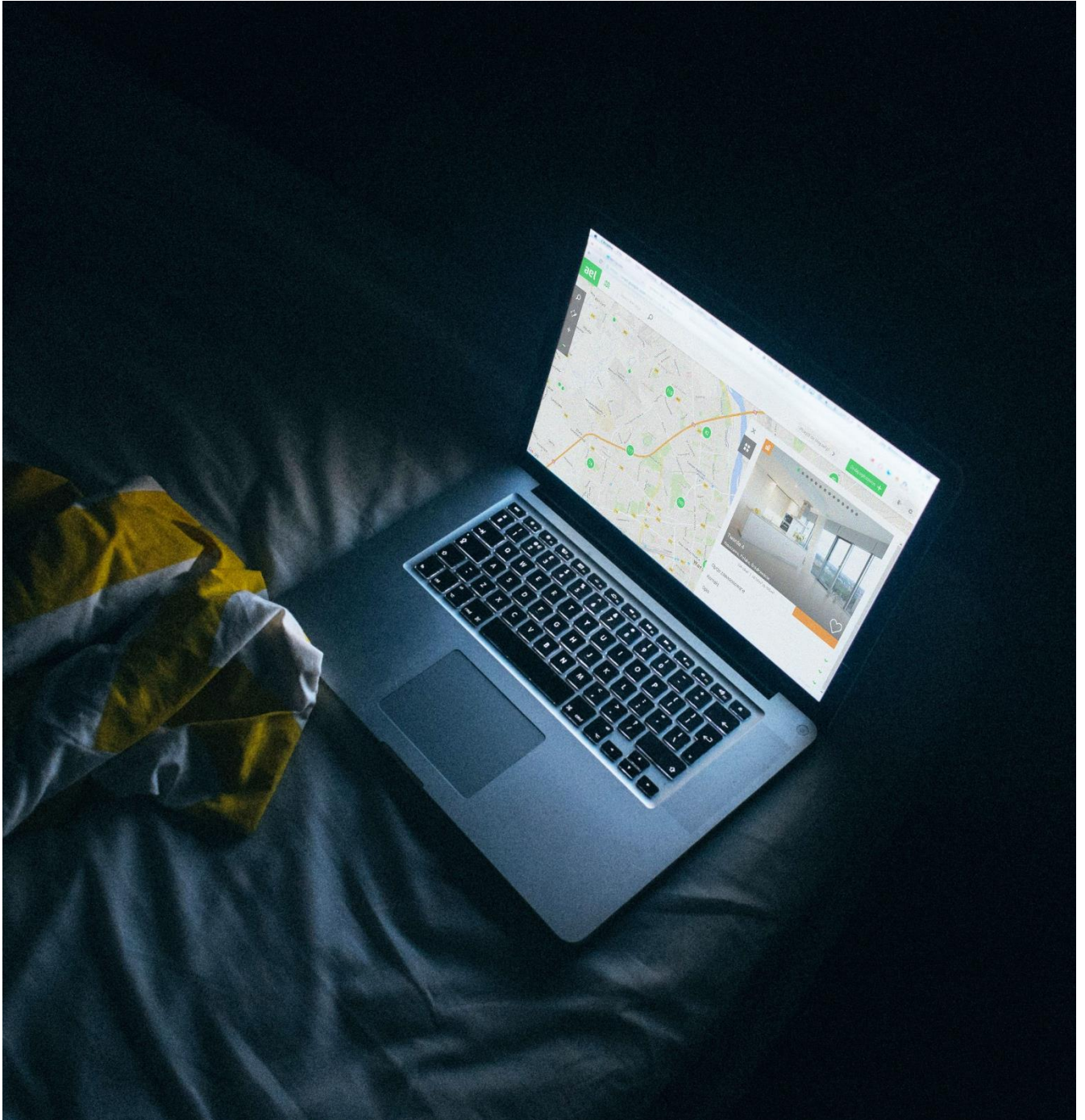
COMPLETED PROJECTS

- **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

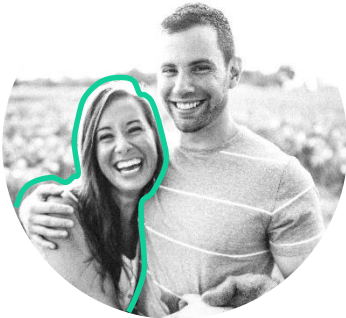
UX ACOMPLISHMENT

- 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 time much time. Please be very specific."

KEY CHARACTERISTICS

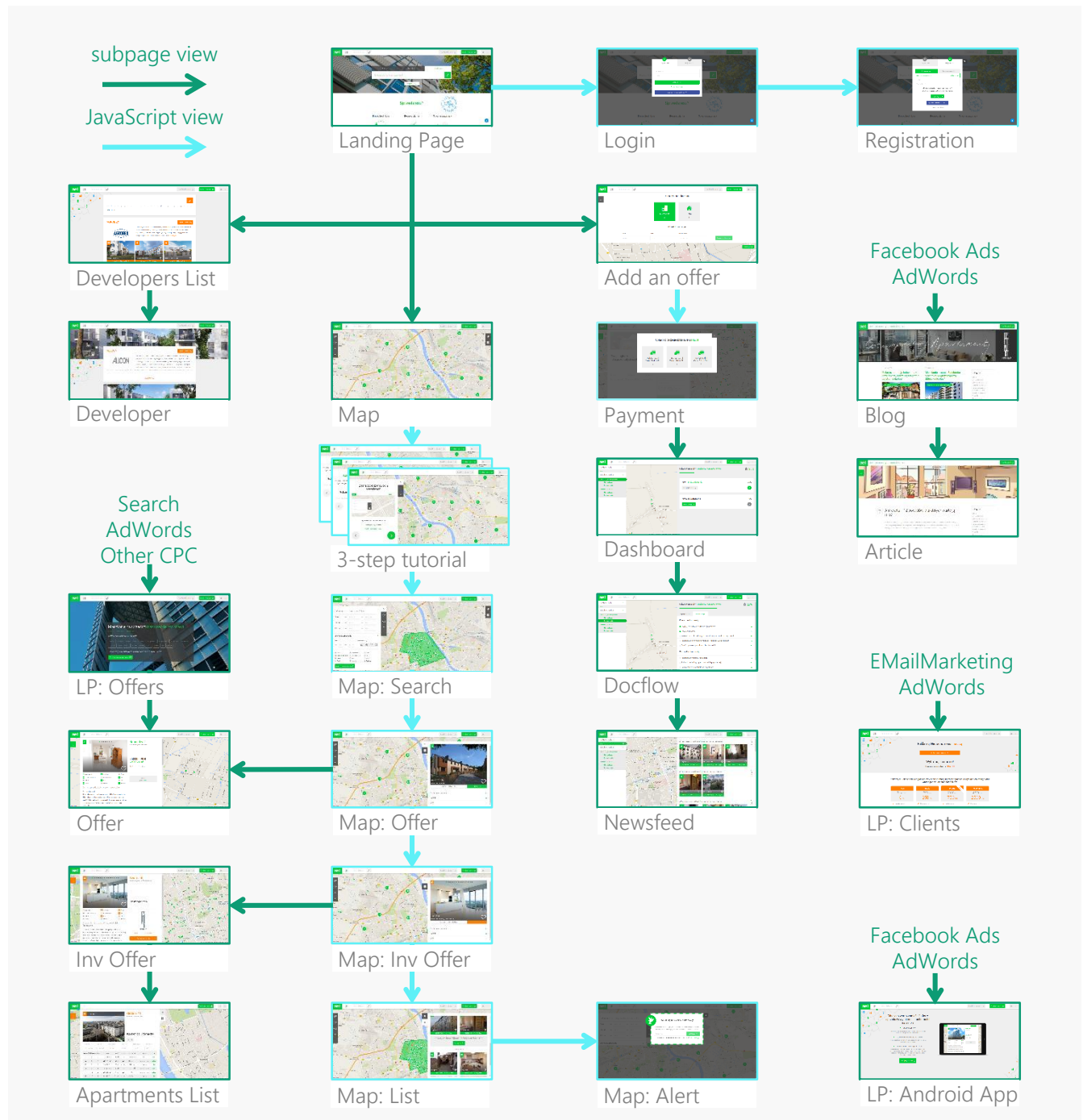
- Works at developer company constructing residential houses
- Responsible for getting new Leads
- Have lots of work, so doesn't like to waste time

DRIVES

- Getting job done asap

AEL.PL

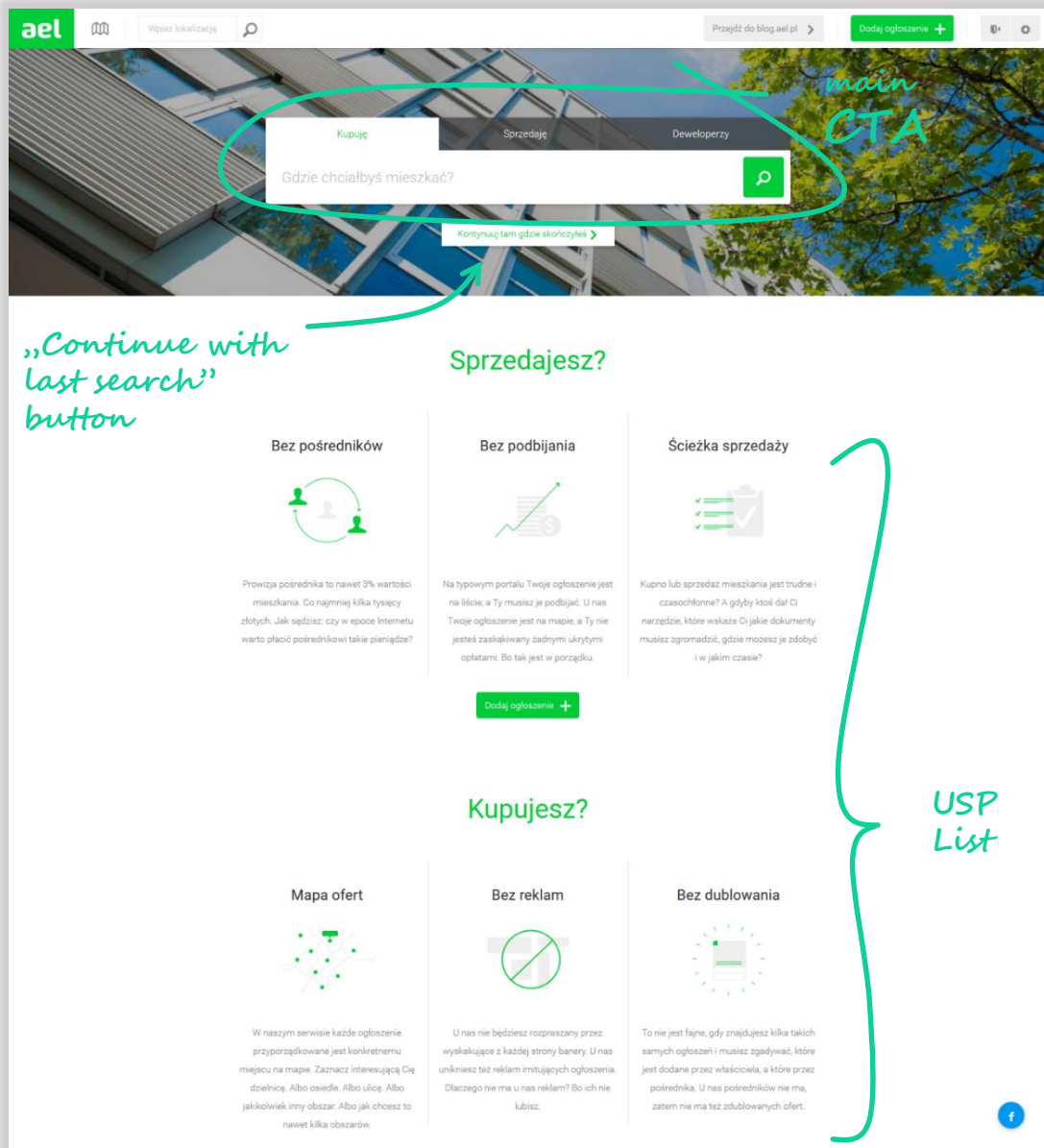
SITE MAP



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.

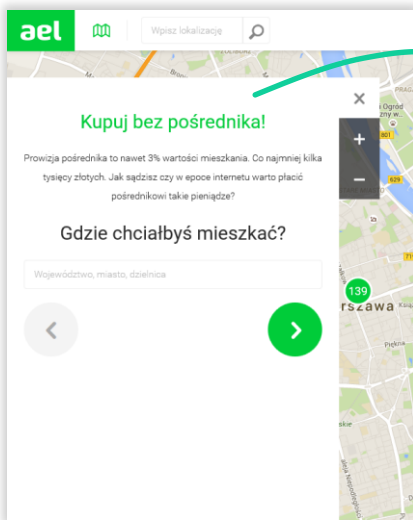


AEL.PL

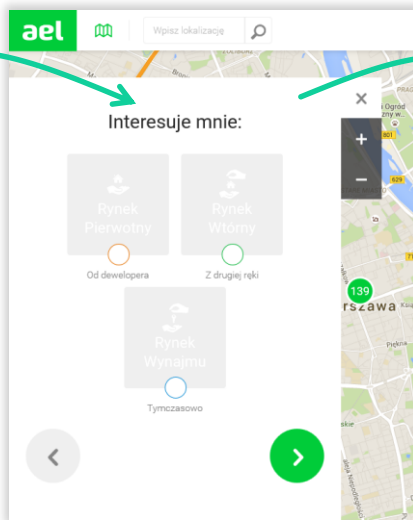
3 STEP TUTORIAL AND MAP VIEW

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

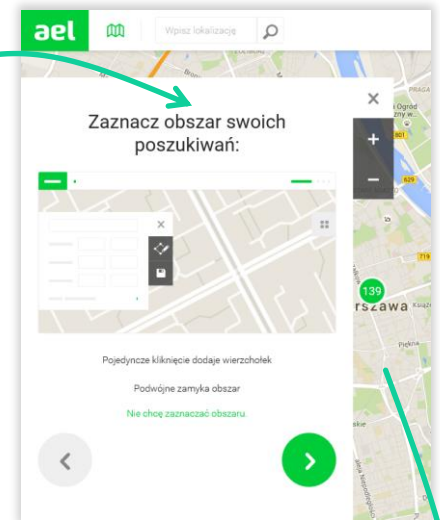
Step 1



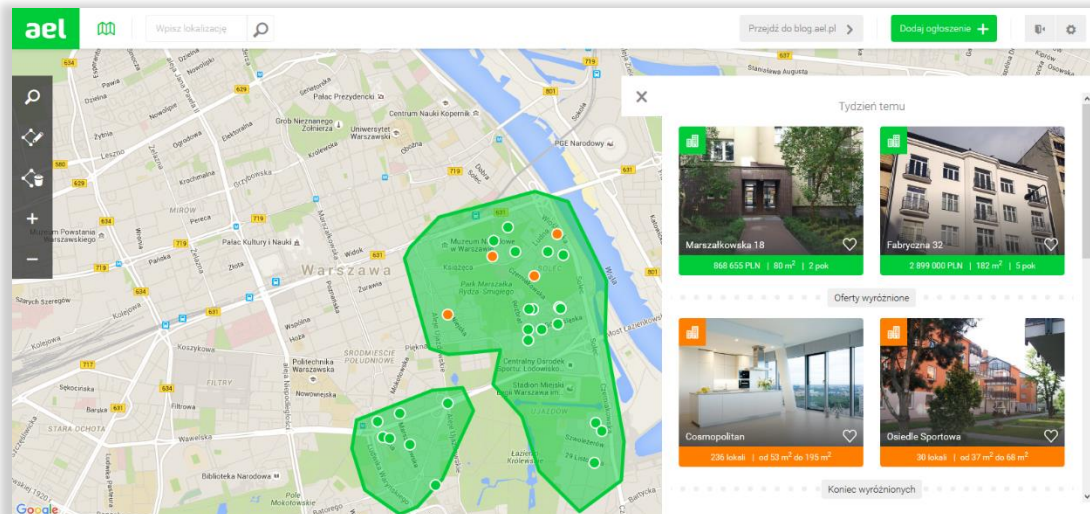
Step 2



Step 3



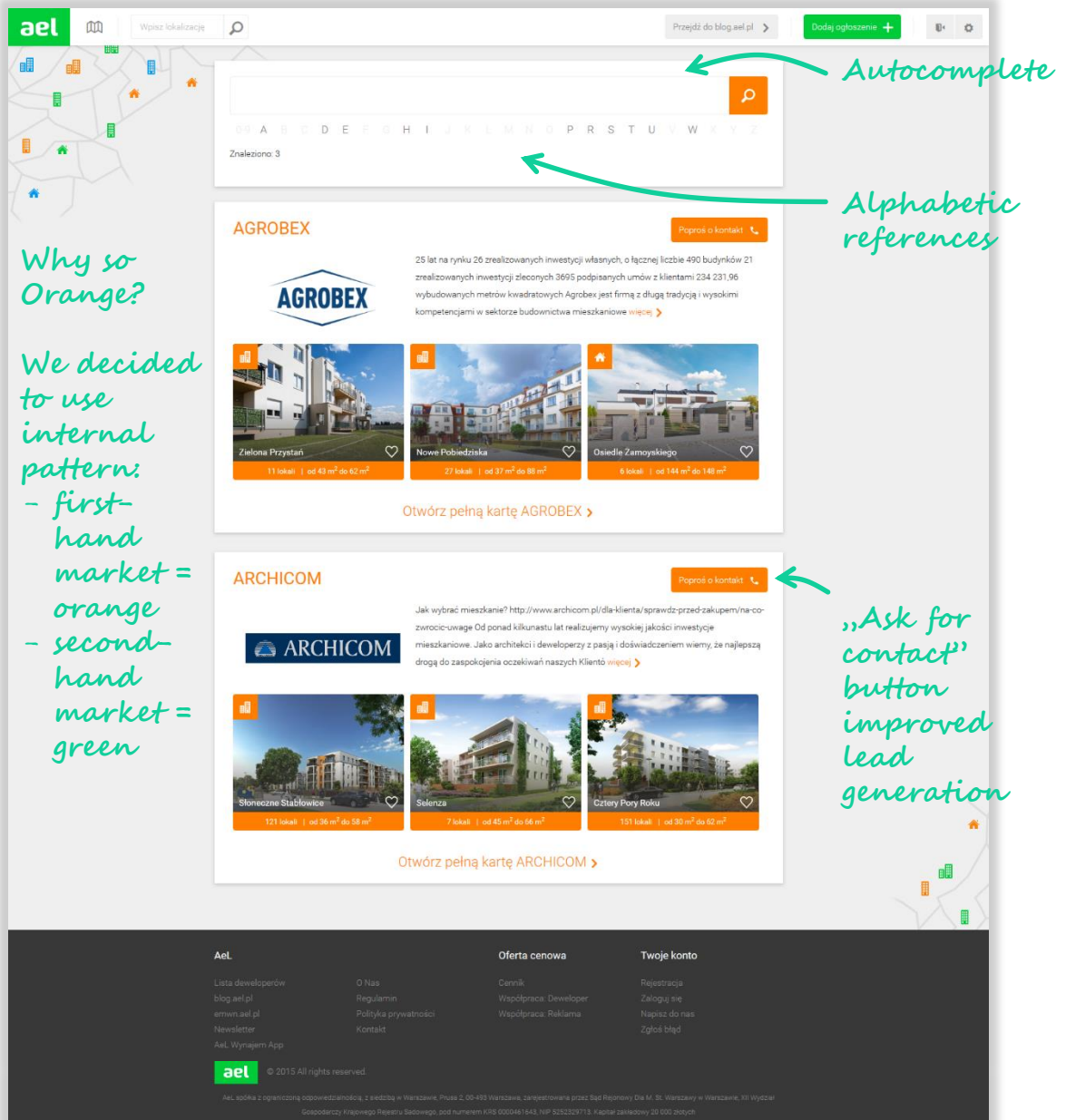
Map view



AEL.PL

LIST OF DEVELOPERS VIEW

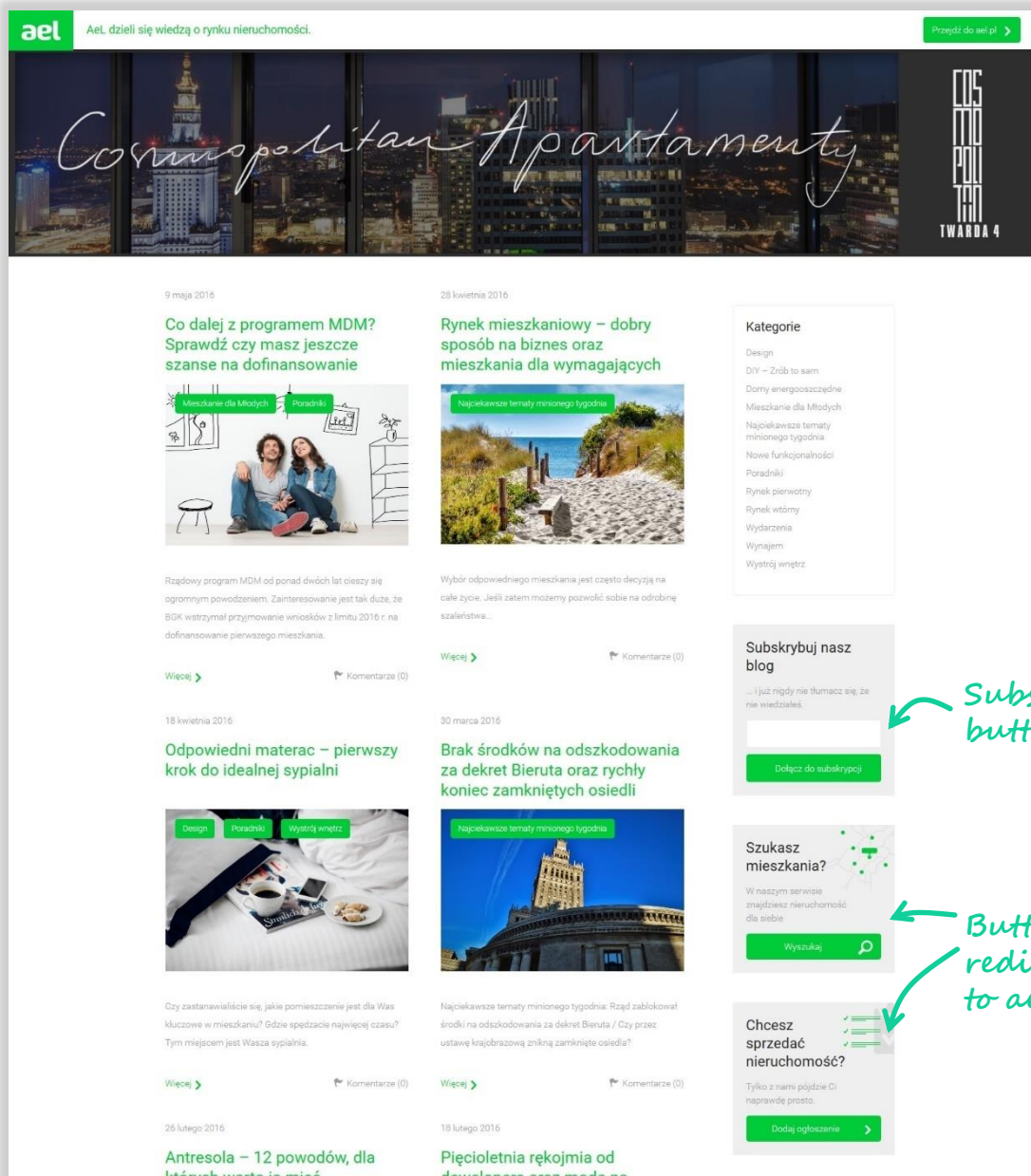
In October 2015 we introduced new dedicated view to browse through development companies and their projects.



AEL.PL

BLOG TEMPLATE

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



AEL.PL

OPTIMIZATION OF ADDING AN OFFER VIEW

We completely redesigned multi-staged Adding an Offer customer journey, due to feedback from Google Analytics. We simplified it 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 title and a set of buttons:

- Sprowadzasz czy wynajmujesz?** (Are you selling or renting?): Two buttons, 'Chcę sprzedać' (I want to sell) and 'Chcę wynająć' (I want to rent). The 'Chcę sprzedać' button is highlighted with a green checkmark.
- Określ typ nieruchomości** (Specify the type of property): Two buttons, 'Mieszkanie' (Apartment) and 'Dom' (House). The 'Mieszkanie' button is highlighted with a green checkmark.
- Określ lokalizację** (Specify the location): A map view with input fields for 'Miasto' (City), 'Ulica' (Street), and 'Numer domu' (House number). A green arrow points to the 'Zatwierdź lokalizację' (Confirm location) button.

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' (Description). A green arrow points to the 'Opis' field with the text '... and so on'.

Green arrows and text labels indicate the flow of the process:

- Step 1**: Points to the 'Chcę wynająć' button.
- Step 2**: Points to the 'Dom' button.
- Step 3**: Points to the 'Zatwierdź lokalizację' button.
- ... and so on**: Points to the 'Opis' field.

AEL APP

AEL APP



AEL APP

MY ROLE

RESPONSIBILITIES:

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

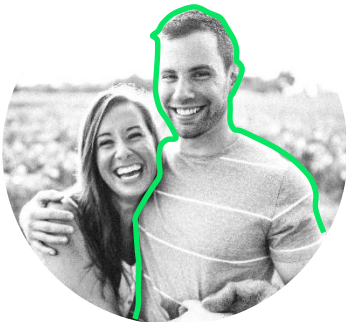
UX ACOMPLISHMENT

- 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

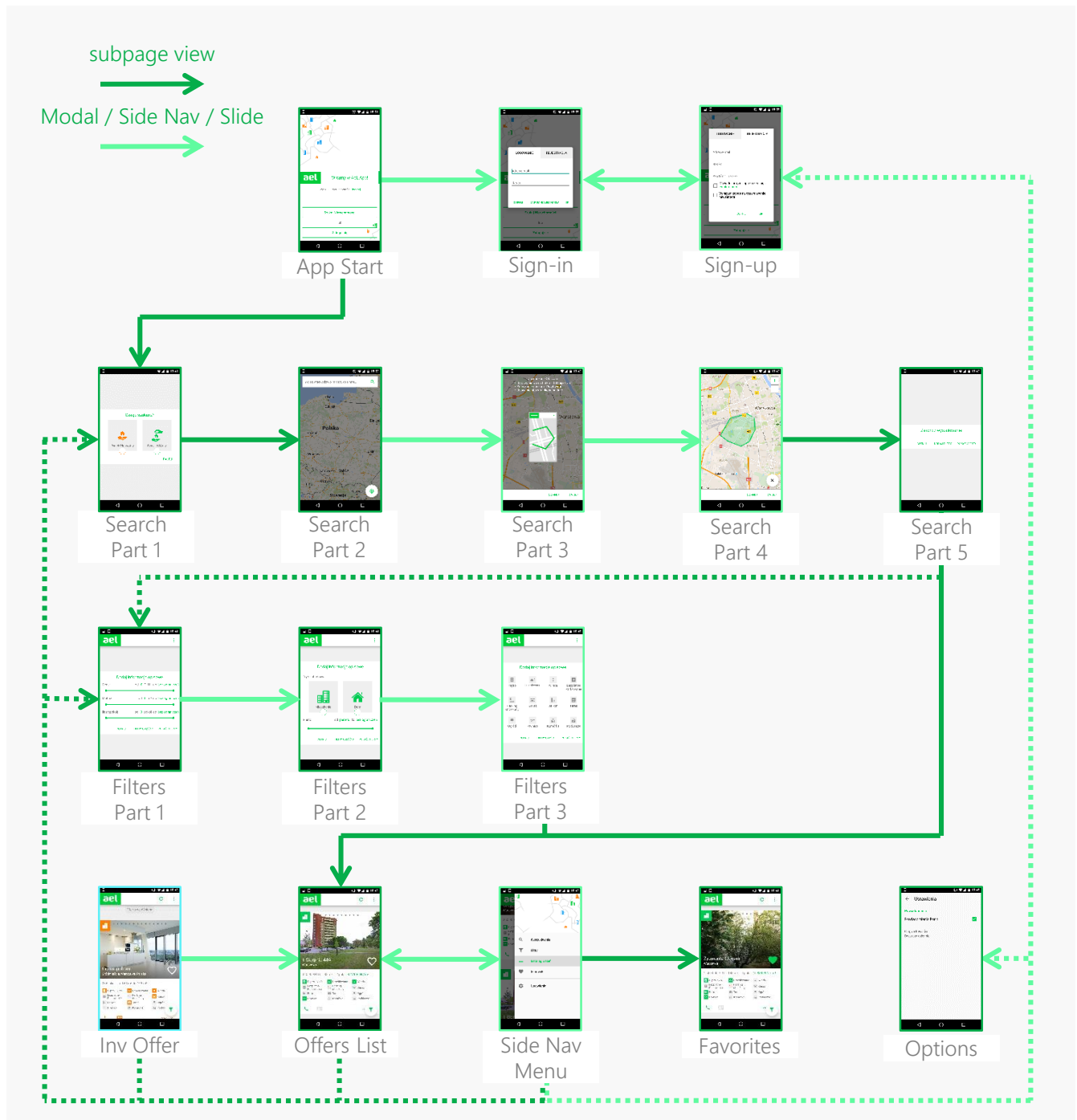
- Happily engaged
- Dynamic person – doing sports at free time
- Mobile as a natural environment
- Associates desktop only with work

DRIVES

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

ael APP

APP MAP

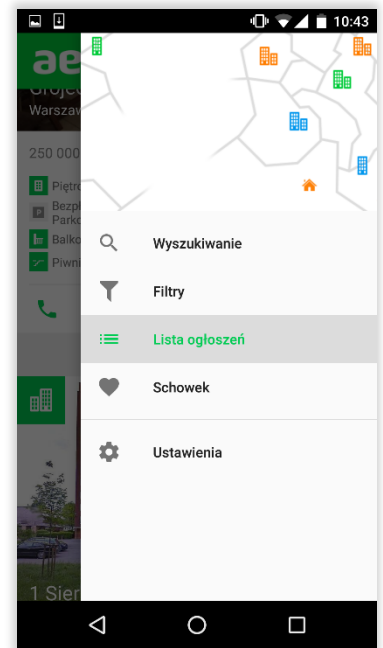
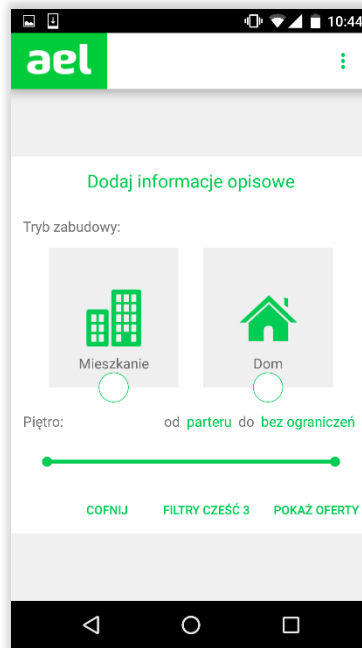
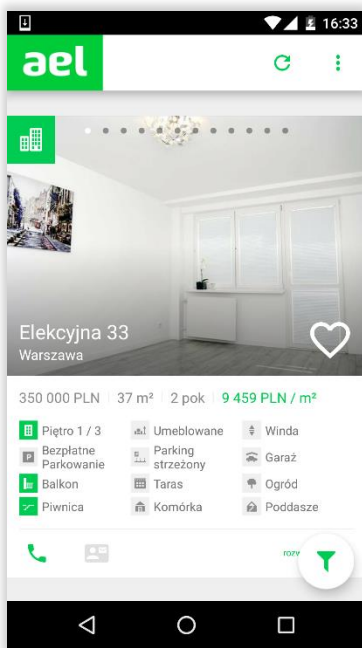


AEL APP

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

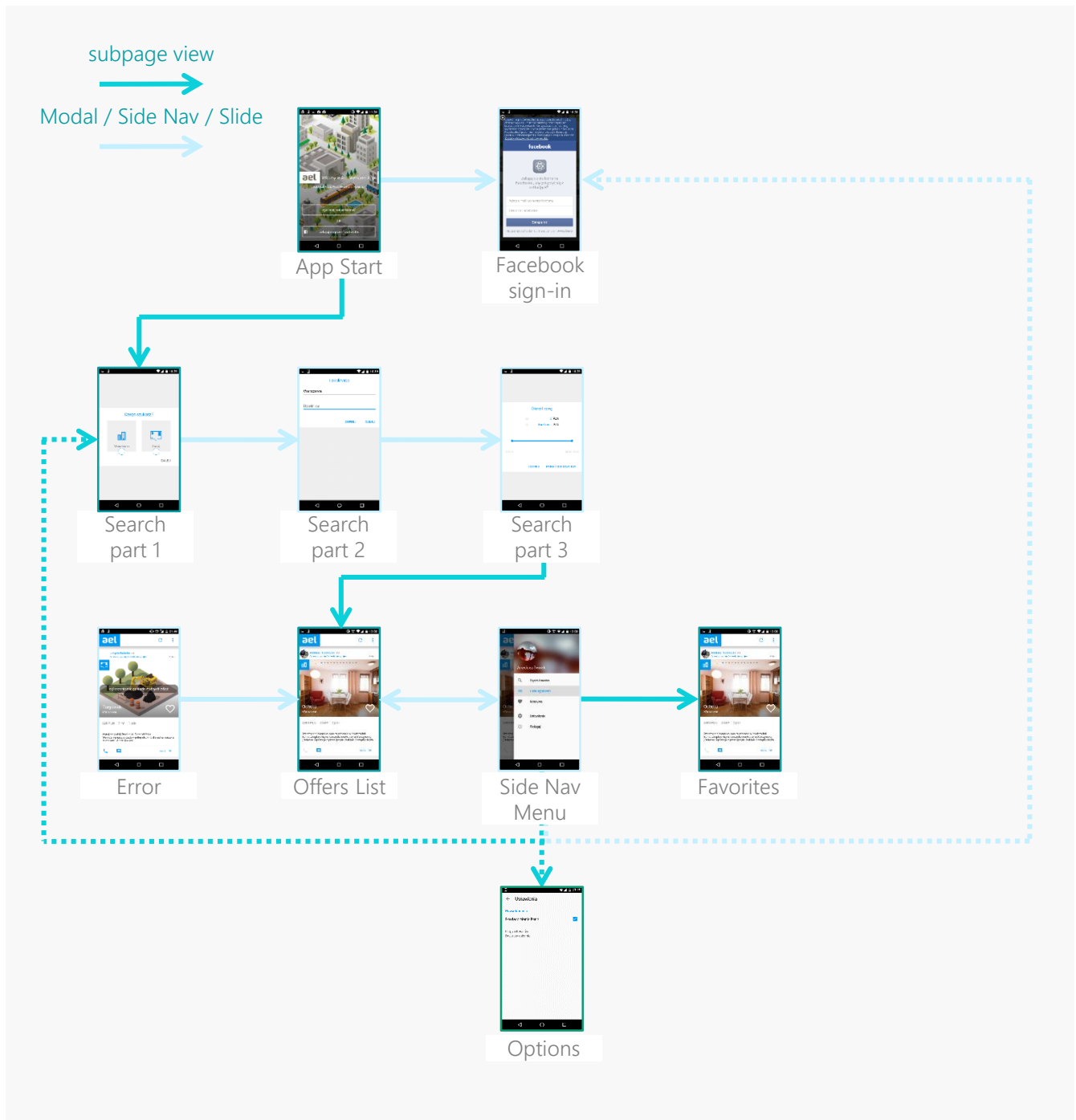
- Moved to Warsaw because of studies
- Shares flat with 2 friends
- Favorite food: Pizza

DRIVES

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

AEL WYNAJEM APP

APP MAP



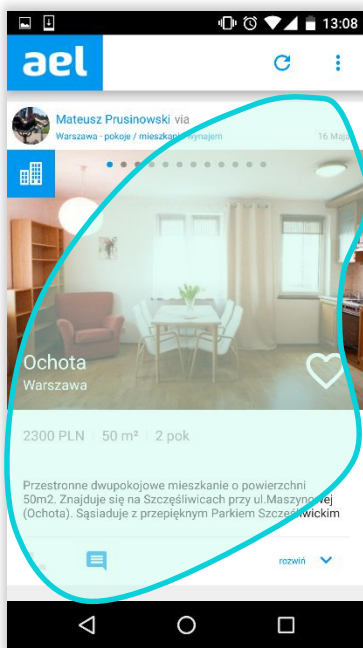
AEL WYNAJEM APP

ONE-HAND-FRIENDLY APP

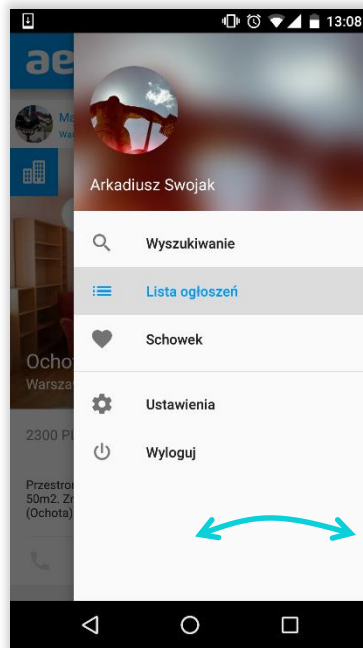
Have you ever was so frustrated at design, that you introduced your private doctrine? Well, I did.

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 with the left hand and... try to click this damn button on top-left side of the screen with the right hand!

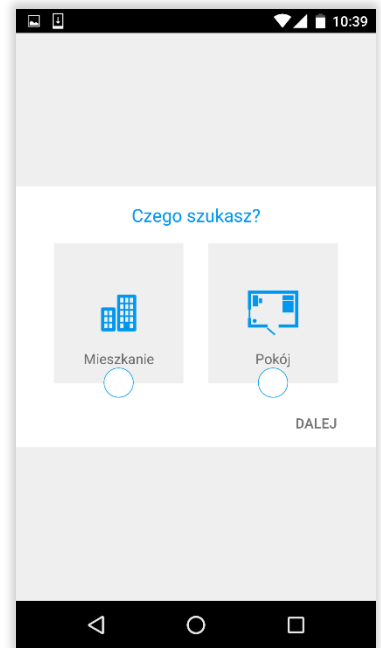
This is the reason why our motto became: „All elements should be clickable with one-hand grip. Period.”



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

