

Hello Lyft.

Hi, I am Aaron No  
A product designer from  
**South Korea**

I study Information Science at  
**Cornell University**

Last two summer  
I was a ...

Product Designer at **Jungdo UIT**  
Front End Developer at **StartupTree**

## **Fun facts about me ...**

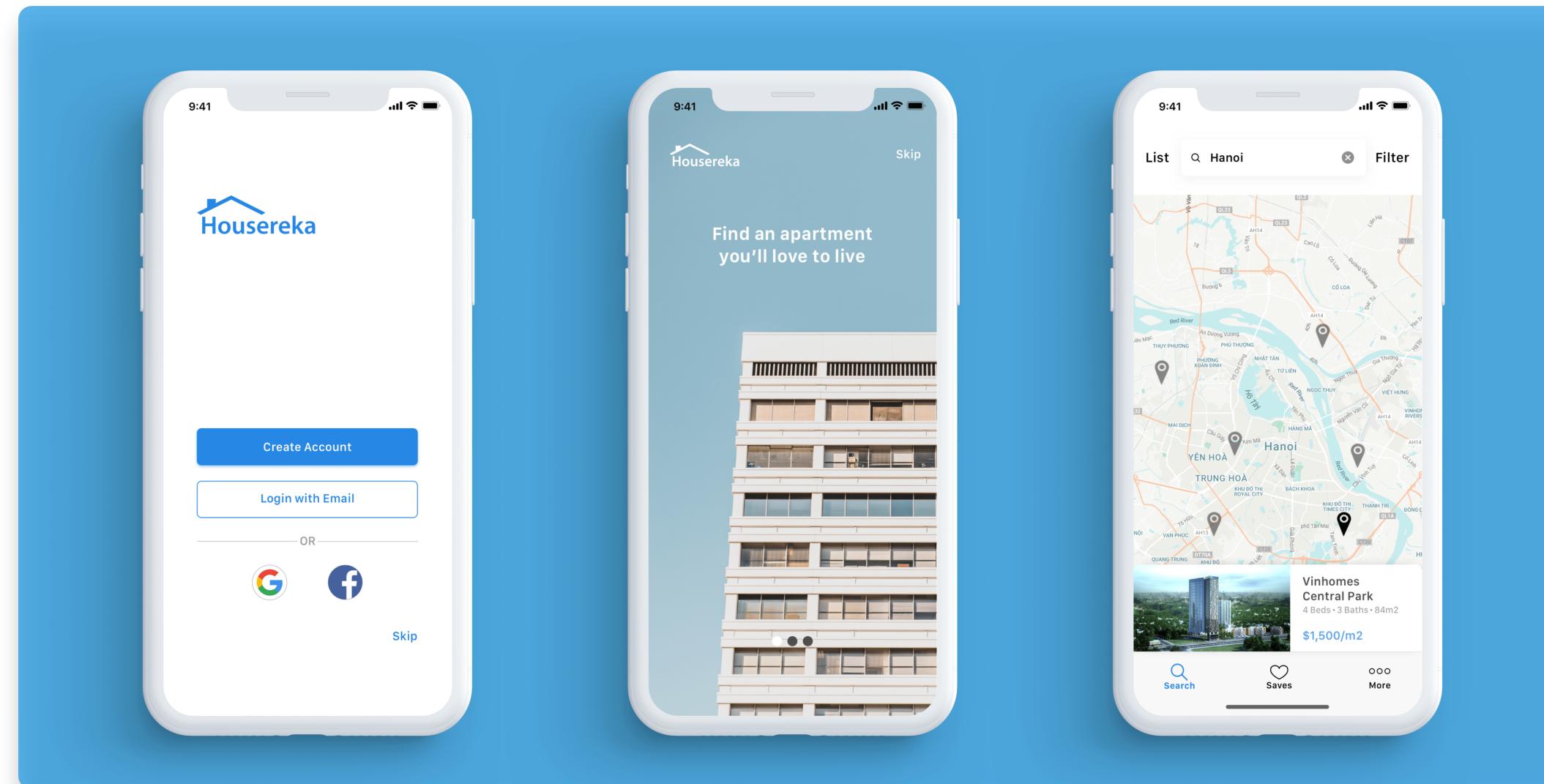
**I am a Movieholic**

**I am a Non-Soda Drinker**

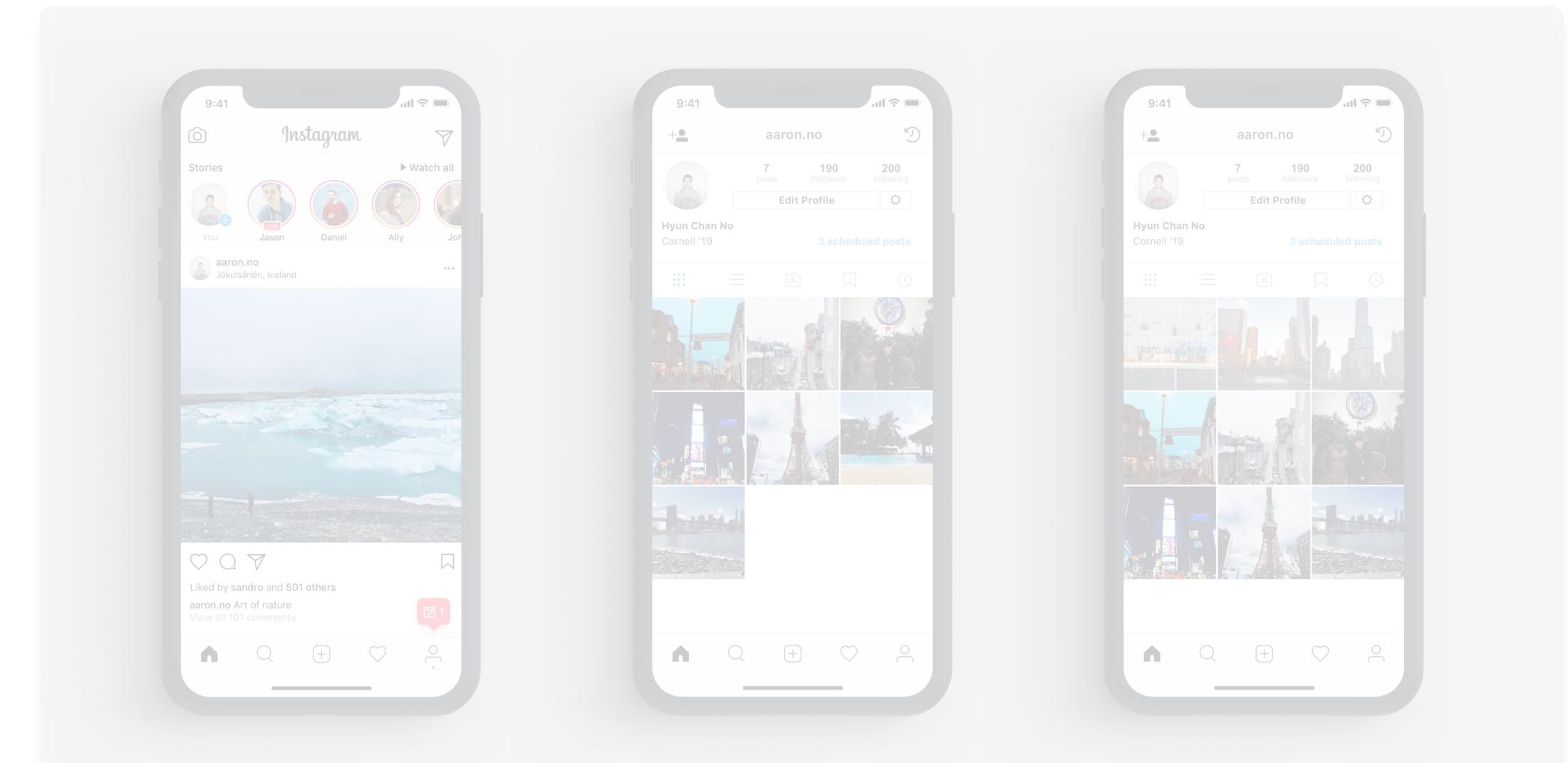
**I am a Bit OCD**

# Latest Projects

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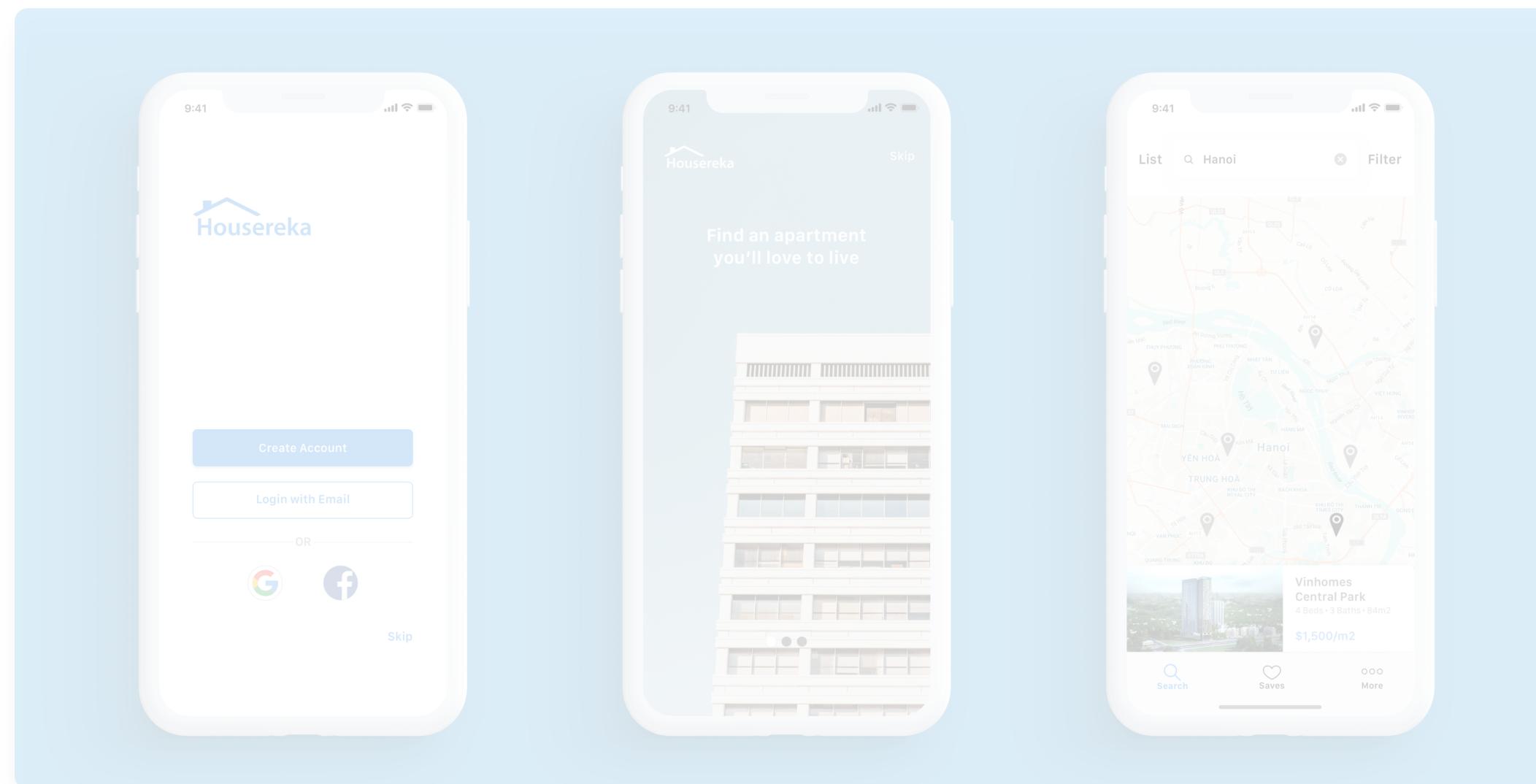
I. Housereka



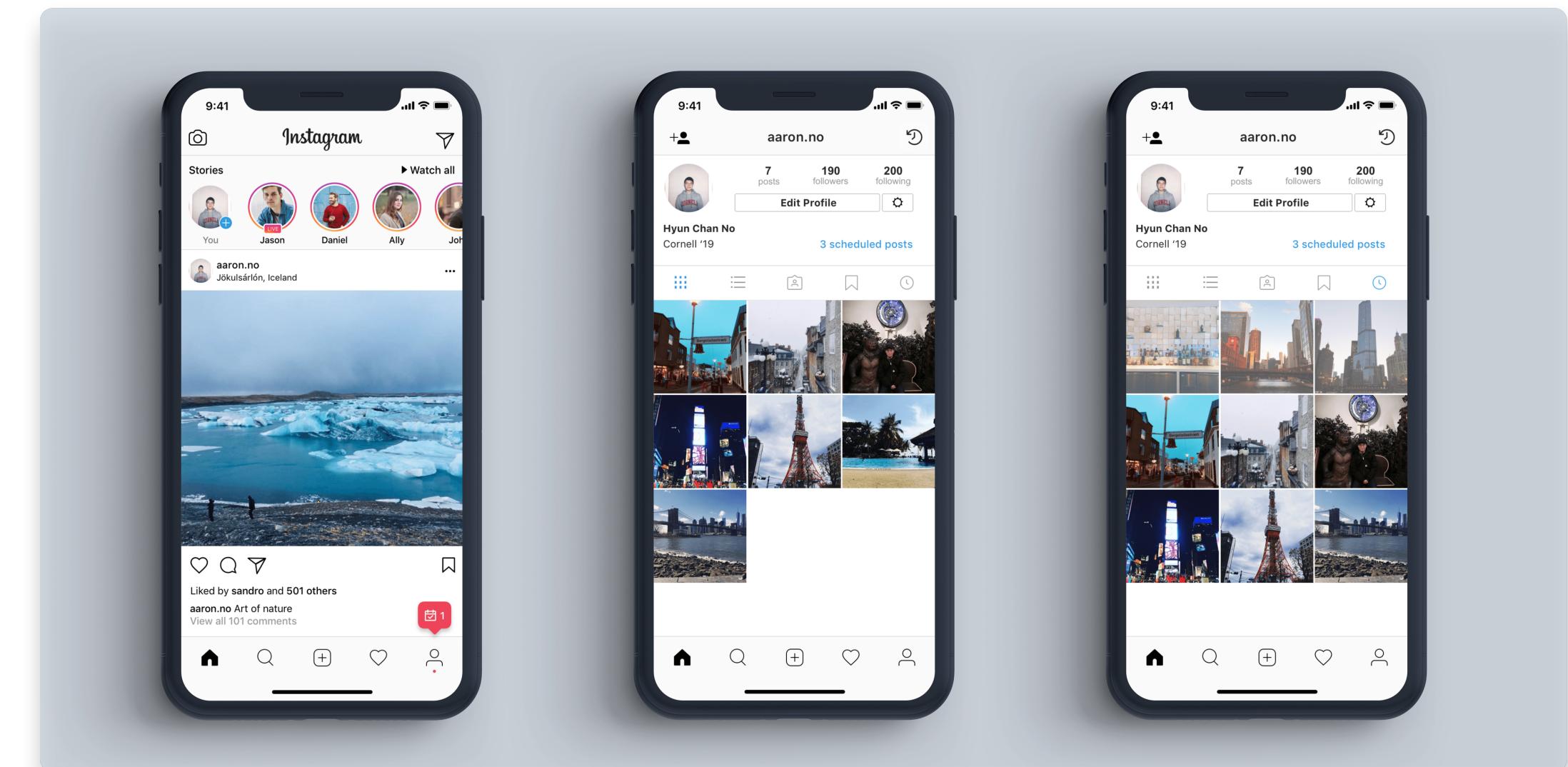
II. Instagram Concept

# Latest Projects

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I. Housereka



II. Instagram Concept

# Project Overview

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**COMPANY** Jungdo UIT

# Project Overview

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COMPANY Jungdo UIT

ROLE MVP, UI/UX, User Research

# Project Overview

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**COMPANY** Jungdo UIT

**ROLE** MVP, UI/UX, User Research

**DURATION** Jul 2018 - Aug 2018

# Project Overview

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**COMPANY** Jungdo UIT

**ROLE** MVP, UI/UX, User Research

**DURATION** Jul 2018 - Aug 2018

**MISSION** Build a MVP mobile app

What is the Goal?

## Goal

**Design a simple and coherent  
mobile app that greatly improves  
Vietnam pre-sale apartment  
buying experiences**

What are Challenges?

## Challenges

# 1. Understanding Vietnam apartment market

## Challenges

1. Understanding Vietnam apartment market
2. Identifying Vietnam people's pain points

## Challenges

1. Understanding Vietnam apartment market
2. Identifying Vietnam people's pain points
- 3. Deciding features to focus on MVP**

# What are Current Solutions?

Tìm kiếm bất động sản

Nhà đất bán      Nhà đất cho thuê

Hoàn Kiếm, Hà Nội

Tỉnh/Thành phố      Hà Nội

Quận/Huyện      Hoàn Kiếm

Mở rộng

Loại nhà đất

Diện tích

Mức giá

Hướng nhà

Số phòng ngủ

Bất kỳ      1+      2+      3+      4+      5+

Lưu tìm kiếm

Bỏ chọn      Tìm kiếm

Nhà đất bán

Danh sách      Bản đồ

26 triệu/m<sup>2</sup>  
82 m<sup>2</sup>  
SO HOT từ 22/10 - 4/11 CĐT ra giỏ hàng  
đặc biệt 25 căn tòa S4, Giỏ hàng một giá...

Mỗ Lao - Hà Đông

1.73 tỷ  
100.6 m<sup>2</sup>  
Bán suất ngoại giao chung cư IA20  
Ciputra, 16,6 tr/m<sup>2</sup> + chênh 60 triệu/căn....

Đông Ngạc - Bắc Từ Liêm

1.7 tỷ  
76 m<sup>2</sup>  
Hot, CC cao cấp Goldseason 47 Nguyễn  
Tuân, nhận nhà ở ngay, tặng ô tô Rush 7...

Thanh Xuân Trung - Thanh Xuân

2.2 tỷ  
76 m<sup>2</sup>  
CC Rivera Park, 69 Vũ Trọng Phụng, TT  
30% nhận nhà ở ngay, hỗ trợ vay miễn lãi...

Thanh Xuân Trung - Thanh Xuân

42.6 triệu/m<sup>2</sup>  
96 m<sup>2</sup>  
Mở bán nhà phố shophouse Eastern Park  
trung tâm Long Biên, dự án sinh lời kép v...

Thạch Bàn - Long Biên

35 triệu/m<sup>2</sup>

Sắp xếp      Chia sẻ      Nhận tin      Lưu tìm kiếm

Nhà đất bán

Chi tiết      Tiện ích

Hình ảnh (8)      Video (1)

Bán suất ngoại giao chung cư IA20 Ciputra,  
16,6 tr/m<sup>2</sup> + chênh 60 triệu/căn.  
038.227.6666

1.73 Tỷ      100.6 m<sup>2</sup>

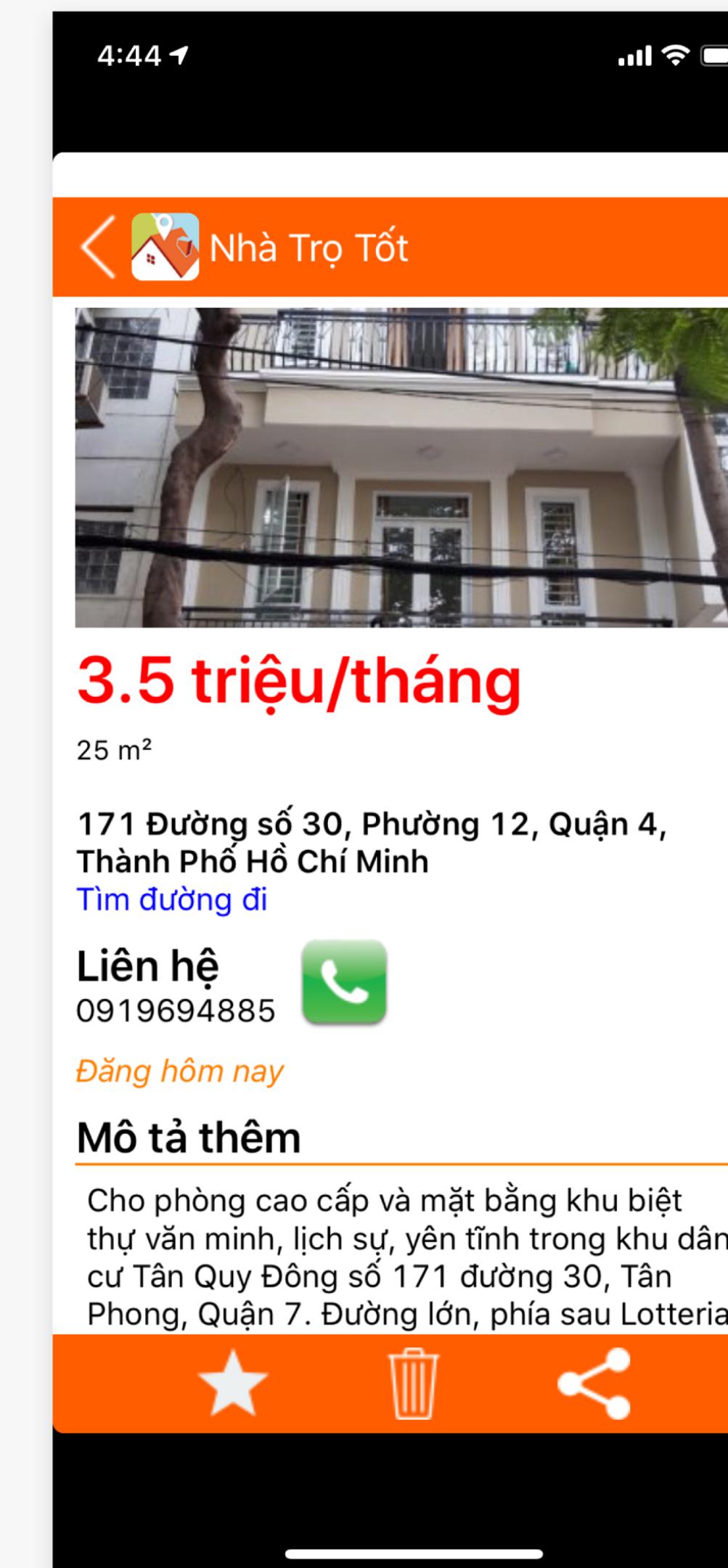
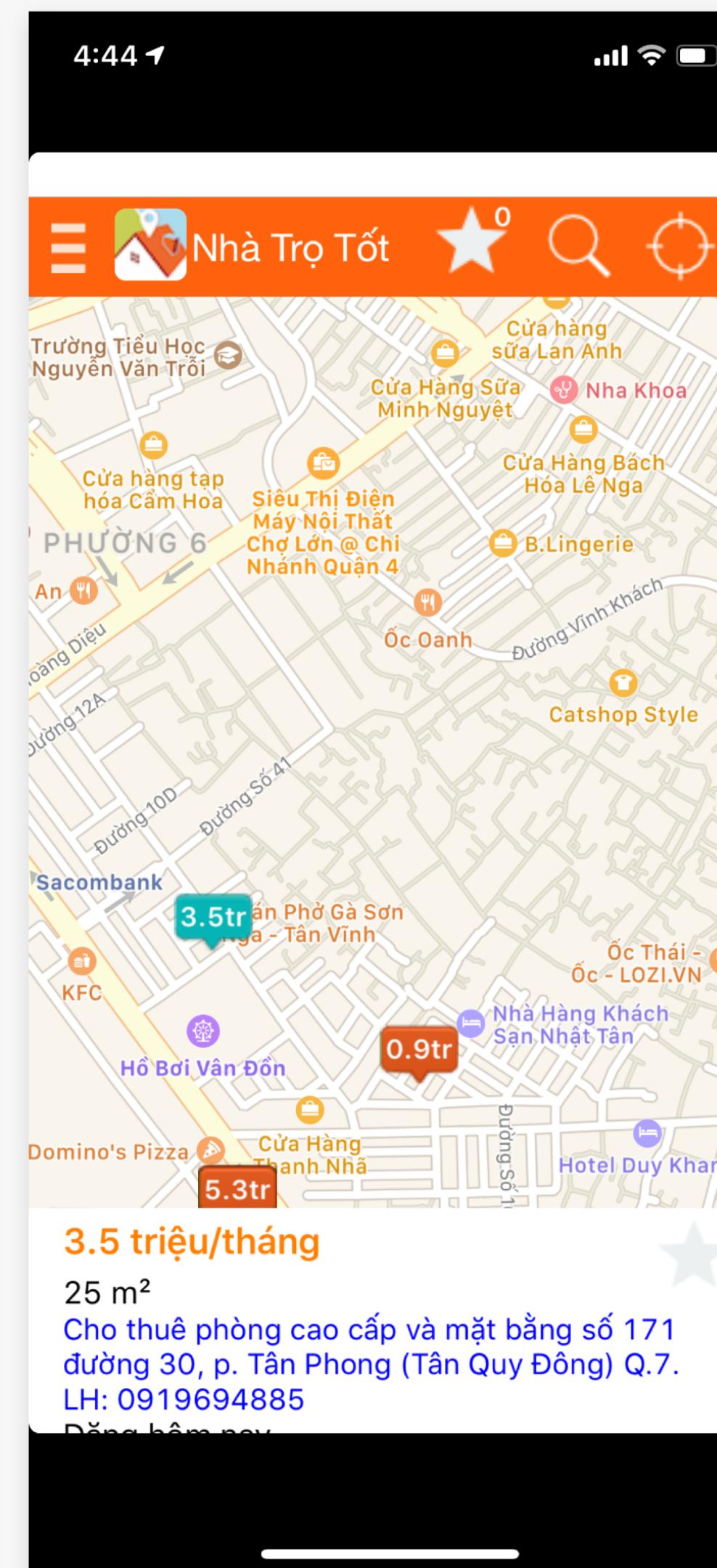
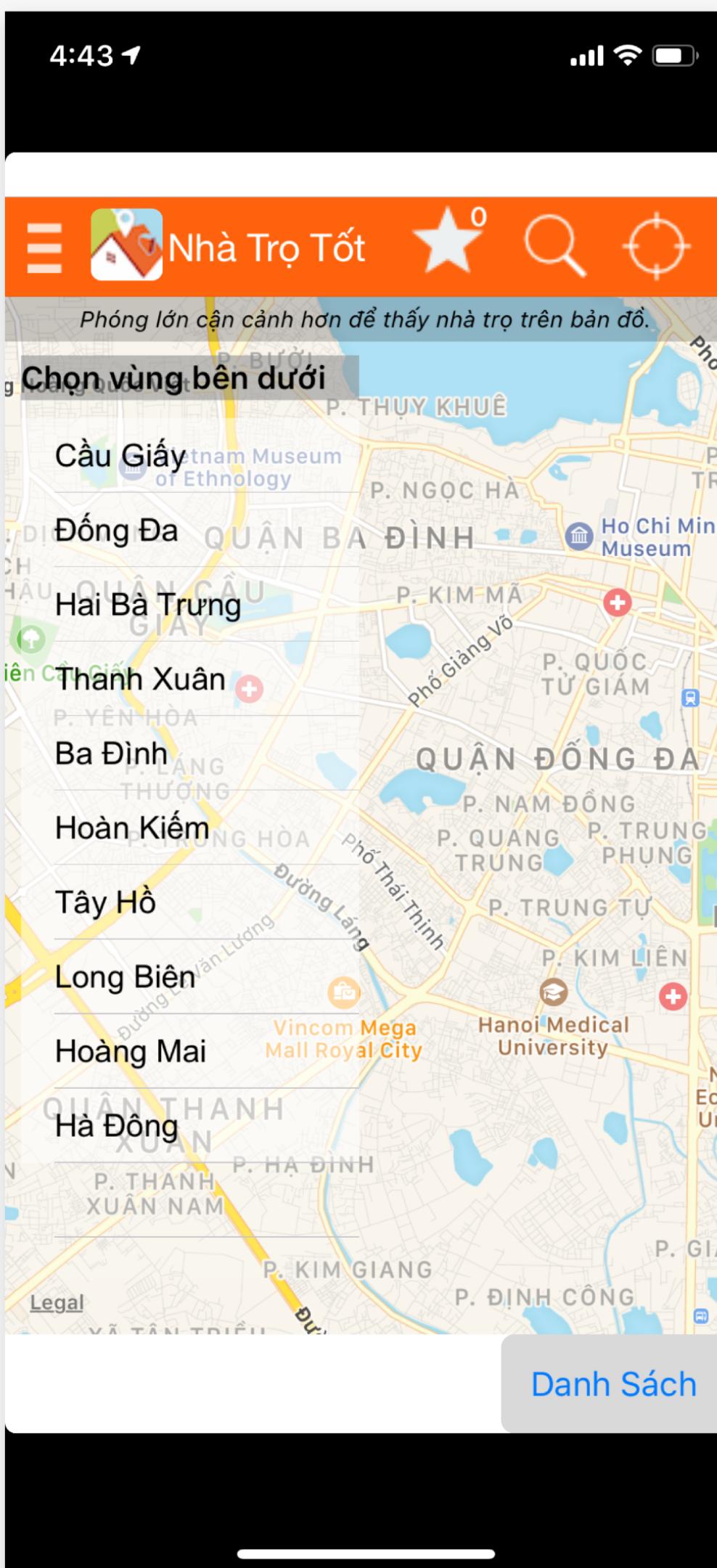
Thông tin mô tả

Để đảm bảo quyền lợi khi mua căn hộ - xin vui lòng  
liên hệ trực tiếp quản lý dự án để chọn căn - tầng.  
- Mr. Thành: 038.227.6666.

Hiện tôi đang có mua bán chung cư IA 20  
Ciputra nhà ở chính sách của thành phố Hà Nội dành  
cho cán bộ cấp cao. Dự án nằm trong quần thể KĐT  
Ciputra tiếp giáp với hai trục đường huyết mạch chính  
là Phạm Văn Đồng Võ Chí Công. Chung cư IA 20  
Ciputra KĐT Nam Thăng Long được thừa hưởng toàn

Chia sẻ      Nhận tin      Ghi chú      Lưu tin

# Nhà Trọ Tốt



**Understand the Real Problem.**

## Interview Objective

**1. Why/who/how buy pre-sale apartments**

## Interview Objective

1. Why/who/how buy pre-sale apartments
2. What are important criteria for buying

# Interview Insights

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Current apps lack  
reliability,  
completeness,  
and coherence

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Many recently  
married couples  
buy apartments

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Prefer apartments  
with great location,  
reasonable price,  
and good developer  
reputation

## Problem Statement

**Current apps are confusing,  
incomplete, and hardly providing  
a comprehensive apartment  
searching experience**

**Suggested Solutions.**

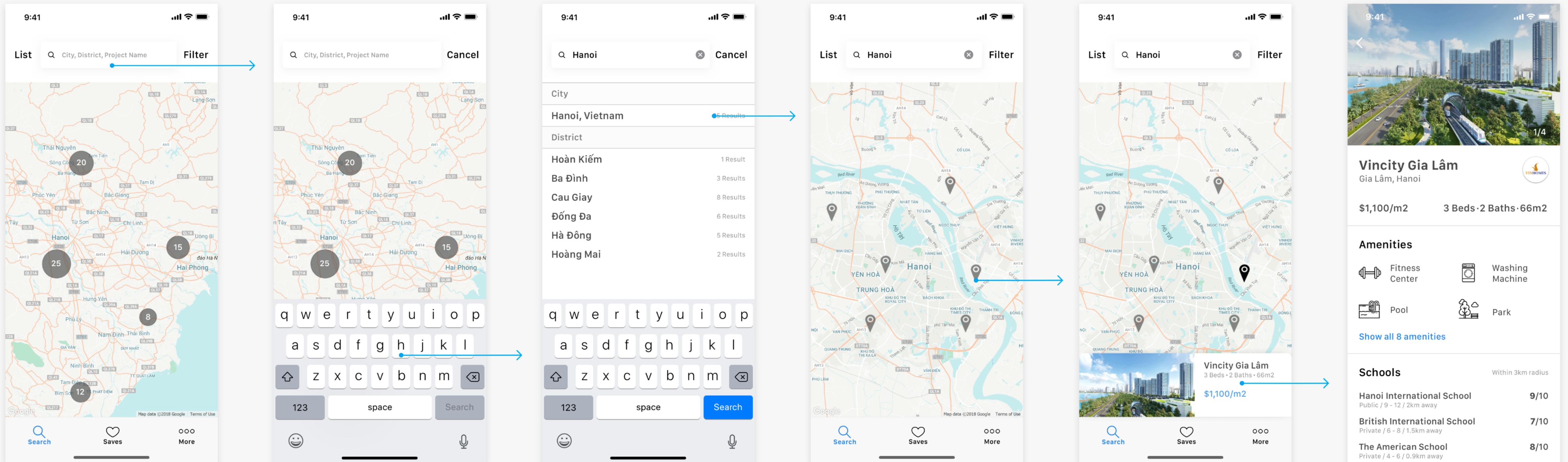
## Solution Scope

The MVP app should be easy to navigate but comprehensive enough to prevent browsing different web sources

# Information Architecture



# 1. Easy apartment searching



## 2. Simple and relevant search filters

The sequence of screenshots illustrates the search filter process on a mobile application:

- Initial Search:** The user is on a map of Hanoi, Vietnam, with a search bar at the top showing "Hanoi". A blue arrow points from the "Filter" button on the top right to the second screenshot.
- Filters Modal:** The "Filters" modal is open, showing various filtering options. A blue arrow points from the "Price Range" input field to the third screenshot.
- Price Range Selection:** The user has set the price range from "\$100K" to "\$150K". A blue arrow points from the "Done" button to the fourth screenshot.
- Advanced Filtering:** The user has selected "3+" bedrooms and "South" orientation. A blue arrow points from the "See 22 Results" button to the fifth screenshot.
- Final Results:** The user sees 6 filtered results on the map. A blue arrow points from the "See 6 Results" button to the final screenshot.

### 3. Comprehensive pre-sale apartment information

The screenshots show a detailed listing for an apartment at Vincity Gia Lâm, Hanoi. The listing includes:

- Image:** A large image of the building complex.
- Title:** Vincity Gia Lâm, Hanoi
- Price:** \$1,100/m<sup>2</sup>
- Bedrooms:** 3 Beds
- Bathrooms:** 2 Baths
- Area:** 66m<sup>2</sup>
- Amenities:** Fitness Center, Washing Machine, Pool, Park, Library, Hospital, Parking, Security.
- Schools:** Hanoi International School (9/10), British International School (7/10), The American School (8/10).
- Neighborhoods:** Me Tri Ha Market (★★★★★), Vinmec International Hospital (★★★★☆), Red River Chinese Restaurant (★★★★☆).
- Overview:** Developer: Vin Group, Constructor: Coteccons, Total area: 420 ha, Bedroom: 3 beds, Bathroom: 2 baths, Unit size: 66m<sup>2</sup>, Orientation: South, Number of stories: 40 stories, Commencement date: 07/2018, Completion date: 08/2020, Move-In date: 10/2020, Interior: Fully furnished, Number of units: 2,200 units.
- Description:** As one of the leading real estate companies in Vietnam and one of the most influential real estate developers in the world, Vingroup continues to bring the mid-range apartment market. The price is attractive, suitable for many customers who want to own apartments with full facilities but lack financial resources to own luxury apartments Vinhomes.
- Contact:** Call or SMS buttons.

# If I had more time ...

I would do more user testings /  
explore untouched features of IA /  
ideate easy onboarding tutorials

# Q & A

Thank You.