Goal: Why Dashboard?

Discovery & Dashboard

We want to clarify the complementary relationship between the Discovery process and Dashboard tool.

We think of a Real Estate Advisor because he/she would help you with both the discovery phase and the **decision making phase**. However there is a "tell me about yourself" component as well as a "crunching the numbers" component.

Discovery is defined as enabling the user to generate, realize, and refine his/her **preferences**. This is the key to a productive search. Nearly all of discovery happens outside the control panel tool.

Dashboard is the term for the entire profile, this includes Draft Applications/ Shortlist/ Alerts/ Contacted/ Chats and Control Panel.

Control Panel is the core of the dashboard, it's the tool targeted for the next step. It should provide all those calculators and charts you wish you had instead of that messy (perhaps inaccurate) spreadsheet. **It helps you narrow it down and understand the costs and benefits** to your decision. It primarily enables a cost benefit analysis, however if it seems like the user is making bad decisions based on the input and user preferences/ patterns we've seen, we'd provide recommendations based on the inputs, the primary areas where discovery and control panel could overlap. It can help with decisions like: Bigger deposit vs bigger rent? New Project in Locality X vs Resale in Locality Y? 2BHK in <sublocality> vs 1BHK in <sublocality>? What's the financial implication of the properties I shortlisted?
https://docs.google.com/document/d/12mjQulVbVAfVcoAR2UxoZcEI4LcvxkmcWU-0F7aHkL0/edit#heading=h.3152ulygbi54

Home Feed will provide relevant content and suggestions based on a user's behavior, the pattern we detect explicitly or implicitly.

Next Steps
Manu & Vaish - Force rank all features and add more by Next Wednesday.

Example:

Let's say a user wants to buy a 3BHK flat in City X. He goes through the usual flow and shortlists 10+ properties - **but do we know what he intends to do with this property?** Perhaps it's meant only as an investment? In which case, the ROI is probably the most important (or only?) consideration. While 'Discovery' would lead the user to numerous 3BHK options, the Control Panel could capture his real intent and perhaps recommend a plot that would deliver a much higher return. It would be the tool for the user to finalize the decision. Result? You've identified the user's unsaid need and delivered!

Questions that Arose

FAQs
- How will the discovery experience not be hampered by the dashboard experience?
  - The Dashboard is everything related to that user (shortlist/alerts/control panel…). The Control Panel will mainly be a tool for users to keep track of their costs/benefits of each decision and enable an informed decision. The Discovery process will mainly be in the Home Feed & Seed elements users encounter in the initial stages of their search.

- What if a user's preferences change, how can we get him/her to update the Control Panel?
  - That will be in the notifications and usefulness of the tool. The Control Panel should be a tool that the user engages with, so if the user wants to see some chart or data related to a decision, he/she will update the info in it.
  - We can learn about changing preferences in all sorts of ways, like a user ignoring or dismissing a notification, or detecting a new pattern in properties a user selects.
- What about all that Offline Decision Making?
  - The Control Panel should be compelling enough for a user to want to add more of the offline decision making into the model we create. Of course offline processes will be there, but the more we can support these offline happenings in our model, users may begin to integrate the digital and offline worlds...ana

Rules
- think about how info is shown, what is placed between you and the experience
- Inspiration: linkedin's profile (vs late 90s job boards)
- Dont take search and recreate in dashboard
- Dont set filters - keep some questions in the discovery phase
- Each question should give outputs - don't ask questions without an output
- Use terms like "Portfolio" vs "Control Panel"
- Dont have compare cards at first, have cards not linked to compare
- Requirements: Deep link the cards on the dashboard so we can have seed elements that link to those cards
- Add to my dashboard

KPIs
- Interaction with the Control Panel
- Understanding users
- Lead generation

What widgets can we show?
- Track localities: Add areas in the "portfolio", see trends within those localities

Ideas for Dashboard

Thanks for your great ideas, here is what you indicated in your postits:

Inputs, some of these are more discovery based, others are fitting for the control panel

- Prioritize (BHK type, budget, commute, park, parking) //Discovery
- Capture real intent (What will you do with this property? Rent-out, re-sell, hold?)

- What % of your income are you willing to spend on housing?
- Move in date (How much time do you have?)
- Participants in the decision-making process (Spouse? Friends?)
- Moving in with? (Spouse, kids, parents/flatmates)
- Commute (Mode and max commute time)
- Occupation (working/student etc)
- Add tags (quiet, safe, 10th floor, near markets and restaurants)
- Points of interest (Partner's office, daughter's school, friend's studio)
- City familiarity (New/ local?) //Discovery
- Age bracket
- Pet friendliness
- View from flat?

Outputs

- Quality of neighbourhood
    - Crime rate/security
    - Non-industrial area? Pollution levels?
    - Happening (nightclubs, pubs) or quiet (retired)
- Price growth, ROI
- Historical trend; what did this property cost last year?
- Locality-wise price/rent comparison
- Tax implications
- Tagged results ([Property A]<Green, Schools, Gym>, [Property B]<Beach, ice cream>)
- Live close to your friends (alerts when flats open up in their building)
- Commute time to points of interest (friend's house 5 minutes away)
- Society Amenities
- proximity to highways/metro

Buy Inputs & Outputs

@Manu: What are the user questions? Buy 2BHK <locality x> vs Rent 2BHK <locality Y>? Cost difference: Live closer to work or my daughters school?

1. Should I buy or rent?//Change to ROI calculator instead. Aim for simpler tools!
2. The max. loan I can avail ?
3. Whether I am overbuying or not ? Going beyond my budget would affect my savings
4. Resale trends of localities in a city, across cities. User selects a city, selects a locality and gets to see the price per sq.ft. trends.Rental yields to be shown as well.
5. Which locality should I buy in, given a budget of <>?
6. Is this the right time to buy?
7. What does my financial outflow look like, if I were to buy Under construction vs. Ready to move property?

8. What will be my return on investment(based on existing resale prices) if I were to partly finance my purchase with <x %> loan? This will help me in deciding whether I should invest in real estate or not.
    a. Also, the expected rentals in a locality where I am going to invest. These would help me know the expected income I'll get by letting out my property and later selling it.
9. Tax treatments while buying the first home, when going for the second one ?
10. Tax loss implications in case an Under construction project gets delayed ?
11. What is the actual cost of the property ?
    a. It's not only the property price. Include the interest that you pay in case you take a loan.
    b. And add to that, for an investor, the opportunity cost of investing that money in some other asset to possibly get higher returns.
12. Should I buy a 2BHK instead of a 1BHK for an incremental price in a particular locality ?Buyers tend to be a little flexible with their budget and won't mind buying a bigger property. So, tell me the supply, the property type and its price for a locality[polygon profiling]
13. Top 5 localities in every city where the price trend for new projects(not resale) has risen sharply. This will help an investor pick and choose a city and a locality. The price trends would be from the time the project came on our platform till it got into Ready to move state.

Rent Inputs & Outputs

User Questions:

- 1. Which locality is better? [input localities]
    - Crime rate/security - ask **Vaishnavi/DSL for data that can apply to a locality**
    - Non-industrial area? Pollution levels?
    - Happening (nightclubs, pubs) or quiet (retired)
    - Locality-wise price/rent comparison
    - We have: Locality & transit access
- 2. Whats the difference in time (V1)/cost (V2)of commute to my work from n flats? [input 1 location, input mode of transit (V2), use flat locations to map]
    - From your work, it'll take X minutes and Rs.Y
- 3. Compare Rent vs Deposit options
    - [input: rent & deposit options, investment potential (w 3% investment as default) - output is cost including opportunity cost]
- 4. **Cost of furnished vs unfurnished vs appliances vs semifurnished** [input # of beds, chairs, etc, output is a price range for buying furniture or renting furniture, and the avg per month for 1 year]
    - **average cost of <n> - high to low range**
        - **bed ($-$$$)**

- ■ **chair**
- ■ **table**
- ■ **dresser**
- ■ **Give summary**
  - ○ **appliances - rent vs buy them**
    - ■ **AC**
    - ■ **fridge**
    - ■ **washer**
- 5. //think of generic inputs// Cost of commute vs cheaper rent across localities (differently situated)
  - ○ should I live in this flat or this flat
  - ○ or near this POI or this POI
- ? What's the cost of living in <locality X> vs <locality Y>? (schools, restaurants)
  - ○ tagged results with cost
- ?. Which society is better based on your tags?

Inputs
- Prioritize (BHK type, budget, commute, park, parking) //Discovery
- Move in date (How much time do you have?)
- Participants in the decision-making process (Spouse? Friends?)
- Moving in with? (Spouse, kids, parents/flatmates)
- Commute (Mode and max commute time)
- Occupation (working/student etc)
- Add tags (quiet, safe, 10th floor, near markets and restaurants)
- Points of interest (Partner's office, daughter's school, friend's studio)
- City familiarity (New/ local?) //Discovery
- Age bracket
- Pet friendliness
- View from flat?
- Vastu?

Outputs

- List of potential localities
  - Discovery Phase, control panel is when user has localities narrowed down
- Quality of neighbourhood
  - Crime rate/security
  - Non-industrial area? Pollution levels?
  - Happening (nightclubs, pubs) or quiet (retired)
- Locality-wise price/rent comparison
  - Locality pages (compare between two localities)
- Tagged results ([Property A]<Green, Schools, Gym>, [Property B]<Beach, ice cream>)
- Live close to your friends (alerts when flats open up in their building)

- Alerts/notification/did you find your flat
- Commute time to points of interest (friend's house 5 minutes away)
- Society Amenities
- proximity to highways/metro
  - done already

DSL inputs

Idea for Rent vs. Buy// Paul

The reason the NYT made it (their Rent vs Buy Tool) abstract was because they didn't have inventory, but we do - so we can take it out of the abstract and connect it directly to real comparisons. Instead of an abstract tool - we connect it to our inventory

you select a buy or rent flat during your search - then we match it against closest properties in the other category and give you the rent/buy calculator for those two properties

we forecast and tell you the date at which it would make sense to buy rather than rent
and allow you to adjust just a couple of parameters

and then you can go select any two properties you please to make your own direct comparisons

The matching just happens for those who haven't yet understood the process - to make it simpler and more intuitive.

This is a basic crap-up of how I imagine it might look. Our market forecast will serve as the baseline, and then we'll allow them to see how a slightly more optimistic or pessimistic forecast would affect the calculation (we won't ask them to explicitly identify their forecast, we'll just allow them to marginally adjust ours upwards or downwards). They can similarly see how adjustments in their interest rate and loan payments would affect the calculation.

Your Rent/Buy Investment & Savings Forecast

In March of 2017 your investment in this property will begin to save you money over renting.

How optimistic are you about the housing market?
(↑)(↓) Adjust Market trend

How optimistic are you about your loan interest rate?
(↑)(↓) Adjust Interest Rate

How optimistic are you about your loan payments?
(↑)(↓) Adjust Loan Payments

Total Cost — Date

—— Accumulated Rent Cost   —— Buy Cost

User Flows/User Stories

(how does main interface affect the dashboard)

<A young professional, new family, relocating within the same city, looking to rent>
Ashwin shortlisted 5 properties, goes to control panel and sees _____

26 year old Ashwin just got married to the love of his life. He's been living with his parents and elder brother, but now wants a place of his own. While he will miss the comforts of living with family, he and his bride can't live in the cramped 3 BHK in Juhu anymore. Ashwin will someday have kids, so he wants to plan accordingly. He's financially stable but doesn't wish to invest in buying a home just yet, perhaps after 30?

He spent a great deal of time chalking out this list of priorities:
a
1. I want to live close to Parel (work)
2. I feel guilty about moving out of my parents home. I want to be easily accessible because they are old and frail.
3. My wife is a freelance Sushi chef, so she's pretty flexible about 'where' to live. Also she's from Delhi, which means she really has no preferences in Bombay (what a relief!)
4. We plan to host family and friends often, so a 2 BHK would be ideal
5. Willing to spend <65k on rent and 2L deposit
6. I have some furniture but not everything I would need. A semi-furnished flat would be ideal, because I don't want to discard any of my stuff. Not too sure about spending on new furniture. How much would it cost?
7. My wife and I are very particular about crossfit, would be a plus if that's nearby
8. We don't have a car, so we would rely heavily on public transport
9. Recreational spots within a 15 min radius would be an extra bonus

He is fully aware of his constraints and preferences but doesn't have a "place" in mind. He starts with his place of work:

- Ashwin begins a search [Parel] [2 BHK] [65k] and sees 29 listings.
- He then adds a hard filter [semi-furnished] and sees his listings drop to just 1. Clicks [Add to shortlist].
- To view more he must either consider fully furnished/unfurnished flats or check out a different location. He switches back to no filter on furnishing type but sees the Rent shoot up to 75k.
- He revises his willingness to spend. 3 more listings appear. All of which he shortlists.
- He now considers searching for a midpoint between juhu and parel. He tries searching in Mahim, Khar East but sees 0 listings.
- Finally he searches for Dadar! Here he finds 2 unfurnished flats within his original budget. This is what his shortlist now looks like:

    - 1 semi-furnished 2 BHK, Parel@ 65k+3L deposit
    - 3 furnished 2BHKs, Parel@75k+2L deposit
    - 2 unfurnished 2BHKs, Dadar@60k +2.5L deposit (No ACs)

Suddenly Ashwin notices an icon and clicks on it [think about how to draw user's attention to the Dashboard? What are the hooks?] **This actions opens up the fabulous User Dashboard →**
[What should the Dashboard show?]
- Dadar vs Parel Rent comparison chart //Locality-wise price/rent comparison (Localities can be added/removed. Not more than 4 at a time)
- Widget asking for POIs to show// Work in Parel, Parent's home in Juhu, Crossfit etc
    - difference in time/cost of commute?// Pay more>travel less>more family time
    - Cost of commute vs cheaper rent across localities
- Cost of living in Dadar vs Parel (schools, restaurants)
- Cost of furnished vs unfurnished vs appliances
- Rent vs Deposit
- Locality comparison based on:
    - Crime rate/security
    - Non-industrial area? Pollution levels?
    - Happening (nightclubs, pubs) or quiet (retired)
Armed with this information (presented in an easy-to-scan manner), Ashwin can narrow down his choices and get closer to achieving his goal.

<A young professional moving to a new city, looking to rent>
Sakshi hasn't done anything/or run a city search on housing, but opened the side menu and sees the "control panel." She is asked if she plans to rent or buy

Control Panel: Are you looking to rent or Buy? [Rent] [Buy]//Needs a really cool screen that compels a user to return; funky greyed out widgets, interesting copy etc.

Sakshi: <clicks on> [Rent]

Control Panel: <Directs to Home page and displays this message during screen transition>

<Return to the Dashboard to see the magic//Basically arouse interest for a revisit>

She starts with discovery and returns to the Dashboard to see magic as promised, based on her inputs.

<An old couple ready to retire in their hometown, looking to buy>

Calvin and Stella are deciding between two buildings/flats...

They are about to spend 60% of their savings on buying a home. Both options look equally good and the couple hasn't been able to decide. How should the user dashboard invite them in?

<THINK!> When Calvin sees the Dashboard he should see:

- Price growth, ROI/ Historical trends (inheritance for their son/daughter)
- Quality of neighbourhood
    - Crime rate/security
    - Non-industrial area? Pollution levels?
    - Green open spaces/walking parks/Health and fitness
    - Happening (nightclubs, pubs) or quiet (retired)
- Resident demographics - 45% of residents in A are young families, 70% of residents in B are retired couples (support system potential)//input dependent
- Add POIs to see proximity(Daughter's place, Son's place, Yoga centre, hospital for regular checkups)//input dependent

Calvin and Stella choose to buy B thanks to Housing. They leave a nice long review recommending Housing to the world.

<A College Student, looking to rent>

Kelly has searched on the housing app but hasn't logged in

She started using Housing after a friend recommended it. She's looking for a 1RK near her college but hasn't found anything in her budget. She notices a cool icon [the dashboard of course!] and taps. The app should be able to capture previous intent (before logging in). The Dashboard should encourage her to log in to expand her search:

[Log in to access these cool widgets that we'll use to help you find a home]

Once she logs in, she should be asked for some inputs before redirecting to search:

<What are your POIs?> [Add 1] [Add 2] [Add 3]...

<Mode of commute> [Car] [Bus] [Train] [Walk]

<Willingness to commute> [Set time or distance]

Based on previous inputs (prior to login) and new inputs (prompted by Dashboard post login) she should see:

- Localities closest to her POIs, that fit her budget along with rent comparison
- Rent vs commute (cost/time) comparison charts// PG A for 10k/month within walking distance vs PG B for 5k/month, 40 minutes away by bus (costs 3k/month). Perhaps A is a better choice?
- PG/Hostel recommendations
- Use flatmates woman!

Actions

Conversations (Messaged/Contacted)

  - All contacted brokers/landlords appear here
  - "Remove" from shortlist option should be retained even if the concerned broker has been contacted.
    - When a User removes a "contacted" property from the shortlist the broker should get a notification that user is no longer interested
    - User can't delete messages. Need to add "empty/trash" sent items button

Shortlist

Shortlist Goals:
- Decide on a property from online and offline
- Support the offline process
- Help to get to next step

Features in Shortlist
- Share shortlist
  - social sharing
- When am I visiting this property?
  - make call reminder/ invite

- Invite a collaborator
- User can Add Notes / photo / video / text/ audio
- Owners Notes
- Compare feature
- Sort around themes
- See on Map
- Best route for visit
- Popularity of this listing
- Stickies/tags - make your own
- Broker/owner should be able to reach out to those who shortlisted their flat
- Similar properties / cross linking features
- Maybe - Shortlist
- Ranking - adding stars or smilies
- Notifications
    - you called and didnt get in touch, try calling again/ message to call back
        - remind people when the brokers pickup rate is high
    - Follow up - you shortlisted this - did you want to schedule an appointment?
    - you're nearby this property / try visiting
    - Any changes in shortlisted flats

- Analytics
    - what do people do after they shortlist?
    - what actions are shortlist correlated with?

//Aneesa// I've force ranked features based on how much value they add and "How Soon?"; for instance, an " Add photos/other media" feature would be great, but I won't be using it till I actually visit the property! so features like "Ranking" and "Compare" would be more relevant first. We can take a call once you guys share your ranking preferences.
//Rachel resolved the comment to Manu and Vaish by Aneesa)

How does a user interact with a potential "<3" property?

By:
- Assessing it
    - See on map
    - Popularity of listing
    - Owners notes
    - Stickies, make your own tags
- Comparing it
    - Compare features

- ○ Similar properties
- ○ Ranking - adding stars or smilies
- ● Validating it
  - ○ Invite a collaborator
  - ○ Share shortlist (social sharing)
- ● Planning a visit
  - ○ When am I visiting this property?
  - ○ Best route for visit
  - ○ Notifications
- ● Paying a visit
  - ○ User can add notes, photos etc

Shortlist Features Force Ranking Buy
<Manu add here>

Shortlist Features Force Ranking Rent
Starting from helping him arrive at the final shortlist, to validating the decisions with collaborators, getting owner's inputs and finally help complete the offline process.

Share and edit
Message all
Notes

How to promote shortlist usage
on app (onboarding)

On web:

Notifications	1
See on map	2
Compare features	3
Ranking	4
See similar	5
Popularity of listing	6
User can add notes, photos etc	7

Invite a collaborator	8
Social sharing	9
Broker/Owner should also be able to reach out when their flat is shortlisted	10
Maybe Shortlist	11
Owners notes	12
Planning a visit	13
Best route for visit	14
My tags/stickies	Not sure

Feature Priority		
Low	Medium	High
1. User can add notes, photos etc 2. Broker/Owner should also be able to reach out when their flat is shortlisted 3. Maybe Shortlist	1. Owners notes 2. My tags/stickies 3. Best route for visit 4. Planning a visit	1. Invite a collaborator 2. Compare features 3. Popularity of listing 4. Ranking 5. See similar 6. See on map 7. Notifications 8. Social sharing

Feature Priority		
Low	Medium	High

4. User can add notes, photos etc 5. Broker/Owner should also be able to reach out when their flat is shortlisted 6. Maybe Shortlist	5. Owners notes 6. My tags/stickies 7. Best route for visit 8. Planning a visit	9. Invite a collaborator 10. Compare features 11. Popularity of listing 12. Ranking 13. See similar 14. See on map 15. Notifications 16. Social sharing

Global Shortlist

- Request login on click, (similar to mobile web)
- Heart icon should animate for every add/remove action

Alerts

- Link to related deck:
  https://docs.google.com/presentation/d/10Cc8_5tMP9e1eu-Vhju14AxfCyoLbOuuIDEH4b4_XD8/edit#slide=id.p3
- Stories:
  https://docs.google.com/spreadsheets/d/15sg-p7CuntfECxe4_MdpzQAsl3CYUYgurfTmjrmtwa0/edit#gid=281500095
- Use cases for notifications:
  https://docs.google.com/presentation/d/1_fXVYmo1Ww_kAFF9xJeI7Z-MM6Rwxr4sWg7N-jB99BE/edit#slide=id.ga474ac434_0_45

- **Goal: Why Alerts?**
  - User should not miss out on any new properties.
  - To enable him to be the first in the know
    - As a user I want to get Alerts for Powai Because when I'm looking for a rental or property to buy and I want to be the first to know about what's new
  - Re-engagement with the user
  - //Saved search should be in Home screen- Saved Search: Instead of searching each time and applying the same filters he can save his preference, like a "Saved Search".
    - As a user I want to save my search

Because my requirements remain the same and I don't want to apply the same filters anew while searching.

- **Context:** When a user makes a search, there is a "Get Alerts" button for him to Subscribe to Email/ Push Notifications as per frequency set by the user. Sometimes on the web, there is a recommendation to get alerts if it seems that the inventory is appropriate for alerts

- **Use cases:**
    1. Not satisfied with current listings (*Also recommend similar localities/ filter changes*)
    2. Not enough current listings, or no current listings! (*Inform ops team to get more listings in that area*)
    3. I am on the "lookout for a new property" in the next few months, so I have time and want to see the inventory while I wait (*Collect user move date, so we can cater to that user's move/"watch" needs*)

- **Frequency:** As a User who Set Alerts, I should be able to get Alerts as I request them so I don't miss an opportunity on flats.
    - Daily digest: V1 (done)
    - Weekly digest: V1 (done)
    - As soon as listed: V2 - this would be a new option, requiring Backend support //Email to Kailash and cc me, introduce yourself and ask if someone can work on this, and if so, when

- Whenever Alerts finds a new properties for a user, it should trigger a:
    - Send Email digest (weekly, or daily) //look into immediate - how many emails would someone get, should we make "immediate" emails limited to digests X times per day?
    - Send Push notifications (immediate, daily, or weekly, depending on user preference)
    - Add icon badge red dot with count of new alerts/ "!" on User Dashboard profile pic (on desktop), Profile icon in App, and count on "My Alerts" (on Web Menu & App)

- **On Desktop:**
    - **Alerts screen:**
        - View Details: User should be able to view all Alerts subscribed by him with the following details (in tiled view):
            - Locality
            - BHK type
            - Filters set by him: Lease type, Furnishings, Amenities
            - Buy/Rent (colour coded tag)
            - Frequency

■ New Listings Count: There should be an icon badge red dot with number/"!" on each Alert div, showing the # of new listings in each Alert.
■ Suggested Alerts: There should be a pane with recent searches of the user (with the filters the user applied) as Suggested Alerts. On click the user should get subscribed to that new Alert, with immediate, daily, weekly option.
■ Calendar View (V2): We can show day by day additions on a chart so user can determine how frequently flats are added in that locality.
■ Copy feature (V3): To copy an alert and change locality, keeping preferences (filters) same.
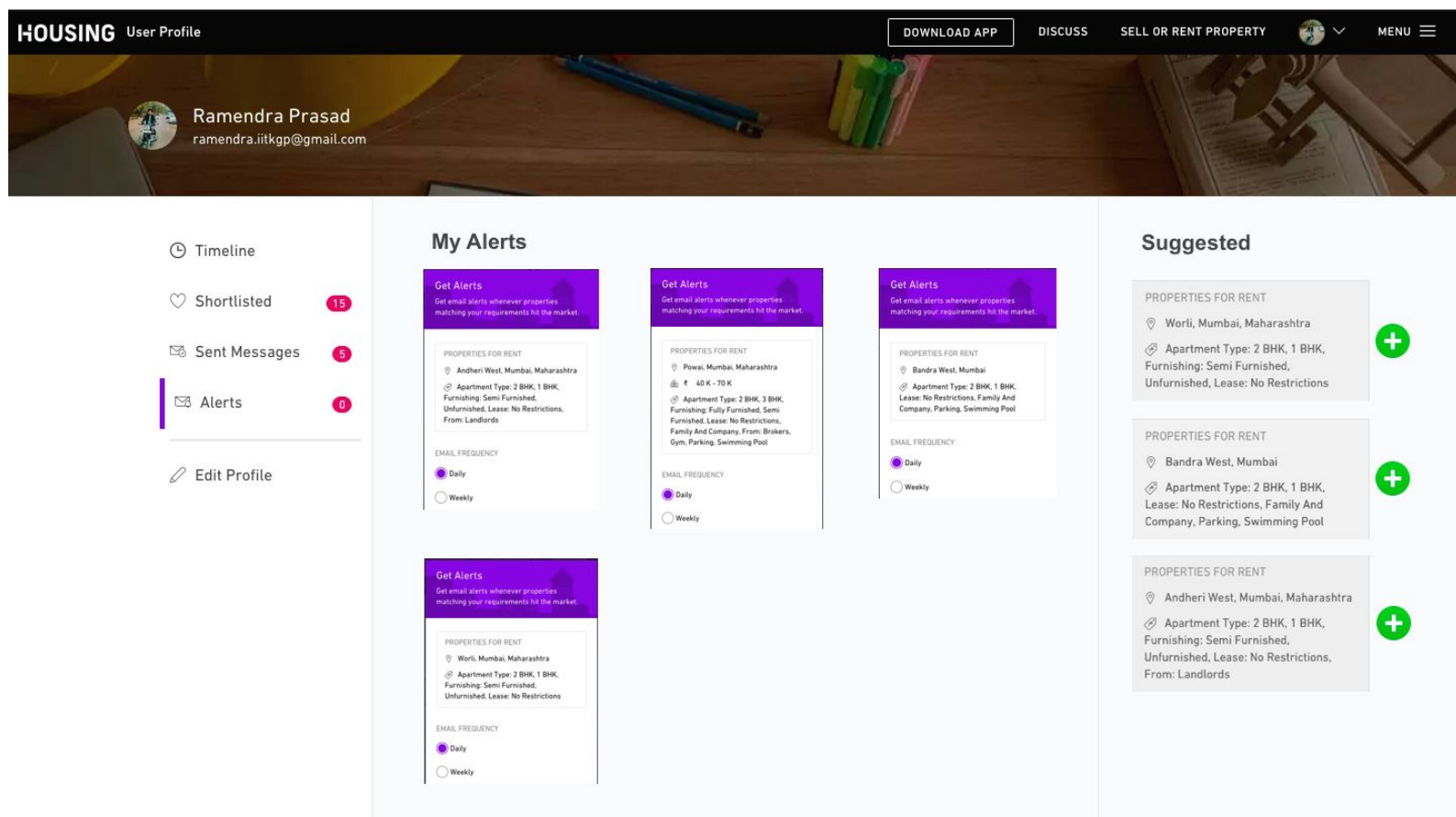
Alerts Screen

○ **On Mouse Click** on any Alerts div he should get the following options:
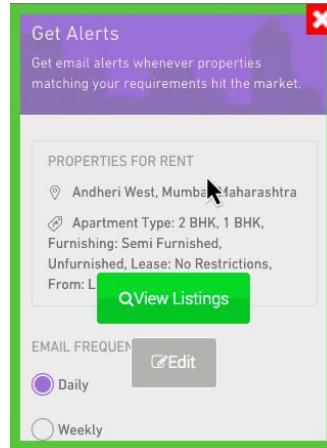
- **View Listings:** he should be taken to the Saved Search for that Alert.
- **Edit:** User should be able to Edit:
    - Frequency
    - Preferences (filters)

    It should look like the filters screen with a frequency section on top
- Delete: User should be able to delete the Alert by clicking an "X" on the corner of the div (with a confirmation prompt)
- It should open the Preview Panel at the side of the page
○ **Preview Panel**:
There should be a Panel on the right which shows users a glimpse of the new flats picked up by Alerts for that locality/filters set.

It should contain the following:
- Preview of one flat with basic details (may be different for buy & rent):
    ○ BHK
    ○ Furnishing
    ○ Price
- Buttons for that flat
    ○ Add to Shortlist
    ○ Contact Agent / Request callback
- Carousel below:
    ○ Items in Images in carousel should contain the basic details
    ○ User should be able to click on any image on the carousel to open preview for that flat.
    ○ User should be able to click on the arrow keys to swipe the carousel left/right to view more listings
    ○ View All: Should take user to the Saved Search for that Alert.
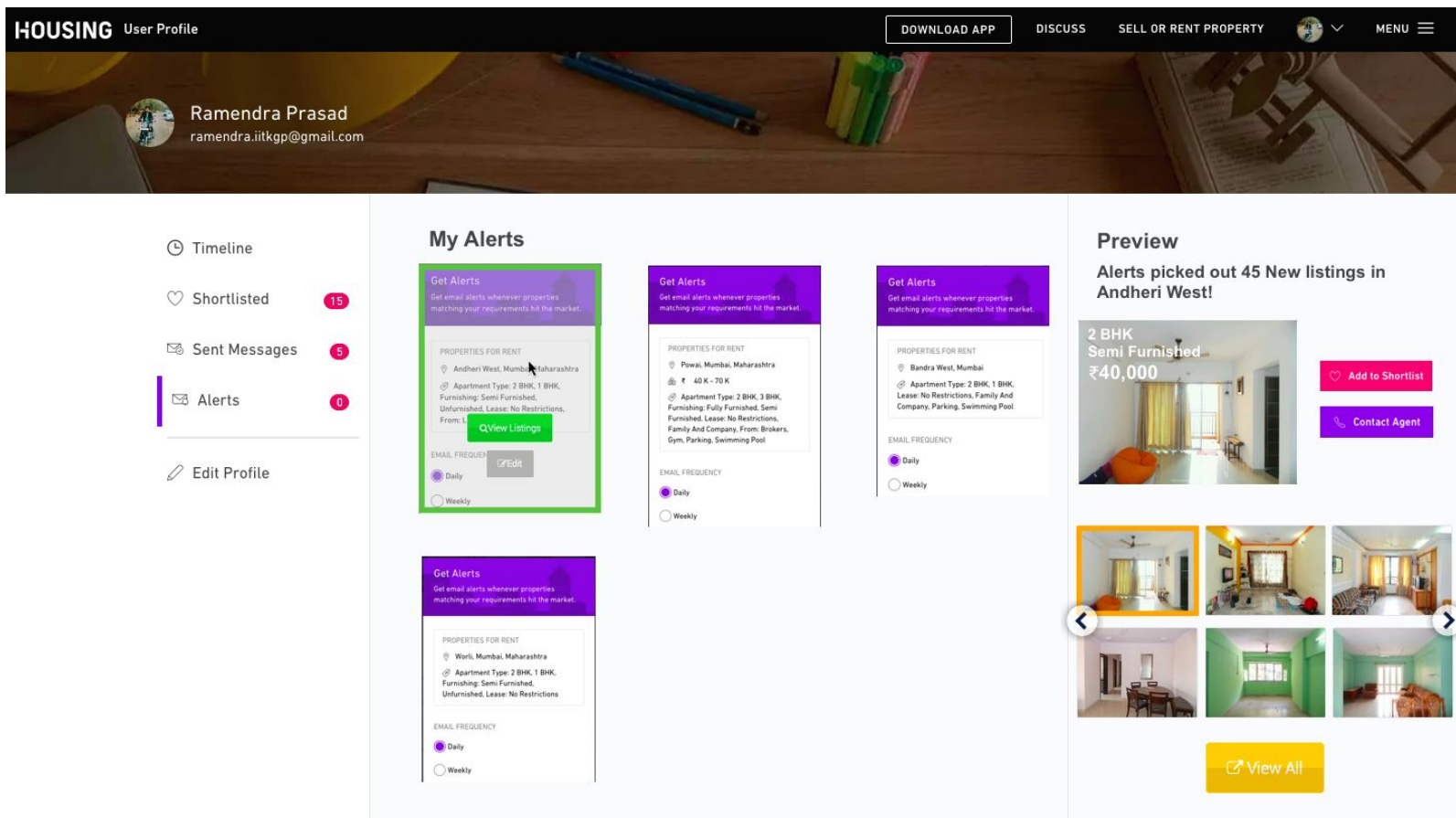
<u>Preview Panel</u>
//can this be mimicked on the app? how so? adding photos in the "My Alerts" screen?

- **Saved Searches (On desktop)**:
  - As a user who has searched for a locality and applied his preferences (filters), I want to be able to save my search so that I won't have to apply the same filters /locality again while searching
  - Easy access in the Search Bar:
    - Both alerts and saved searches should show up in the search bar
  - Inspiration:
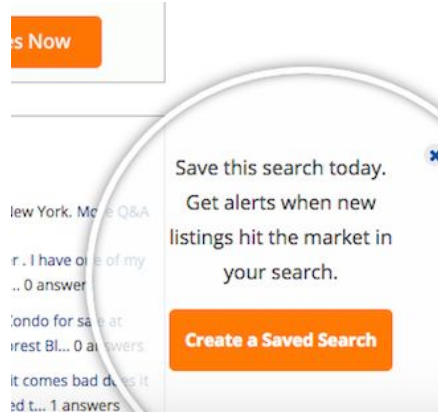
- Prompt for Saved Searches (design ideas):
    - Change button
    - New button/ drop down
    - Bottom right prompt box
    - Have a header

- When to show prompt?
    - After 2-3 second delay
    - After user has done activity
    - After user has made repeated search
    - Everytime?

- Once a user sets a saved search he can access it from the Alerts screen (It will show up as an alert but with "Frequency: none")

- Modal for Saved Search: like alerts modal but with "Frequency: none"

- **On App:**
    - **My Alerts Screen (Alert Cards)**:
        - User should be able to view the following:
            - Locality
            - BHK type
            - Filters set by him: Lease type, Furnishings, Amenities
            - Buy/Rent (colour coded tag)
            - Frequency
        - View All: he should be taken to the Saved Search for that Alert.
        - Edit: User should be able to Edit:
            - Frequency
            - Preferences (filters)
   It should look like the filters screen with a frequency section on top

- Delete: User should be able to delete the Alert by clicking an "X" on the corner of the div (with a confirmation prompt)
- Turn off Notifications: Have a checkbox to turn off Push Notifications
- New Listings Count: There should be an icon badge (red dot) with number/"!" on each Alert div, showing the # of new listings in each Alert.
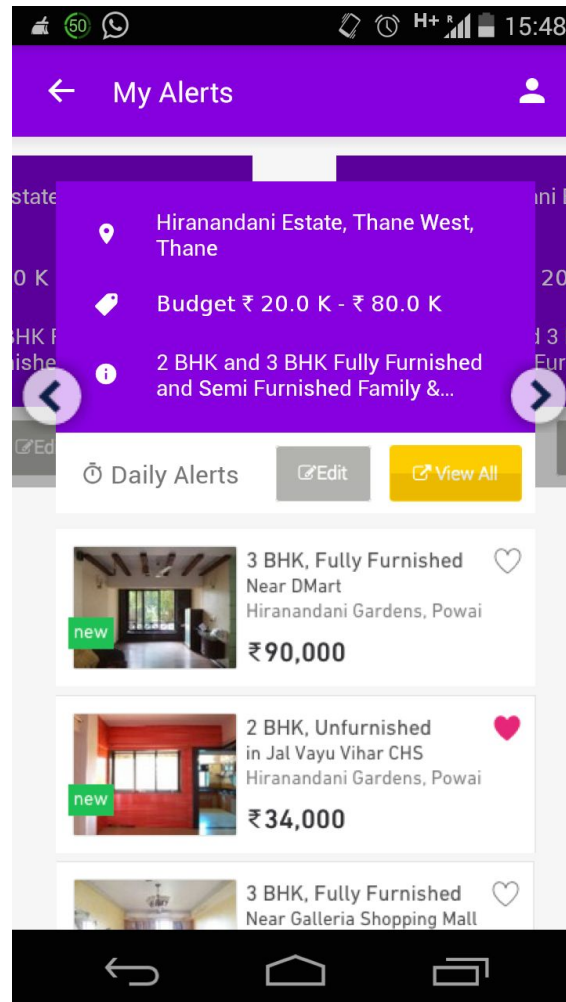

Alerts Screen + Preview Stream on App

- **Preview Stream**:
  There should be a Preview Stream below the Alert card which shows all the properties matching the locality/filter set for that Alert
  - The property should have the following details:
    - Pic of the flat
    - BHK, Furnishing details
    - Address
   - Price
    - New/Seen tag

- User should be able to shortlist in the Preview Stream itself
- Clicking on the property should take the user to the dedicated page for that property
- On swiping left/right anywhere on the screen, the Alert card should change accordingly, along with the Preview Stream matching the Alert card

- Empty State of Alerts Screen :
  - Empty state text: Drats, you have not subscribed to any Alerts! Why don't we start by adding an Alert for <locality> (based on recommendation engine)
  - Prompt user to set Alerts on recent or current searches, depending on supply/demand

- Home feed/ Push Notifications (For App): Prompts to set Alerts (based on user behaviour), as home feed item or push notification:
  - If user has not set any Alerts previously and has been active in searches/shortlists, he should be prompted to set Alerts for <locality> (blank to be filled in by user or Recommendations engine).
  - If user has been searching for same locality/filters set multiple times he should be prompted to set an Alert for the same.

- **Saved Search (on App):**
  - Set a Saved Search: When a user applies filters while searching for a locality, change "Get Alerts" to "Save this Search?"
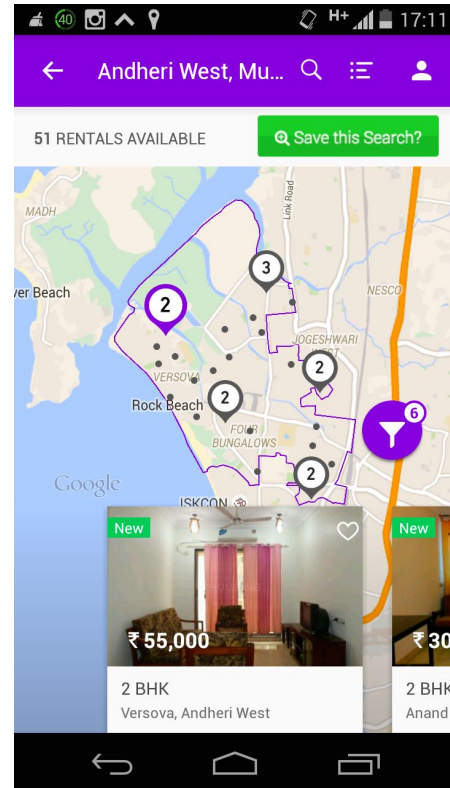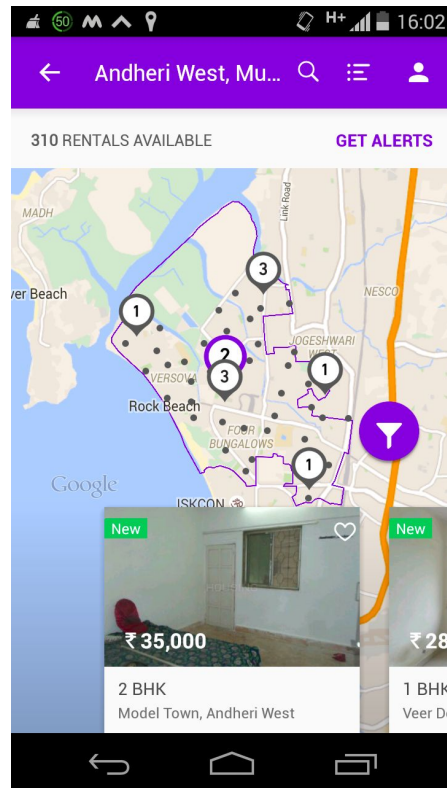
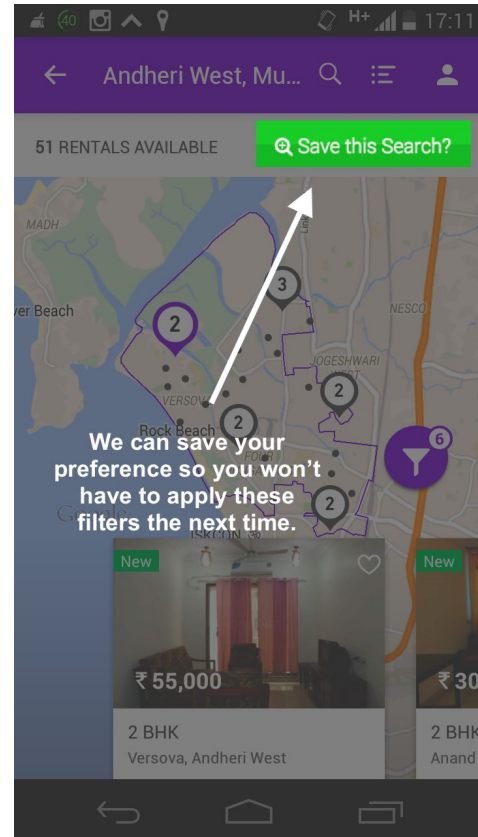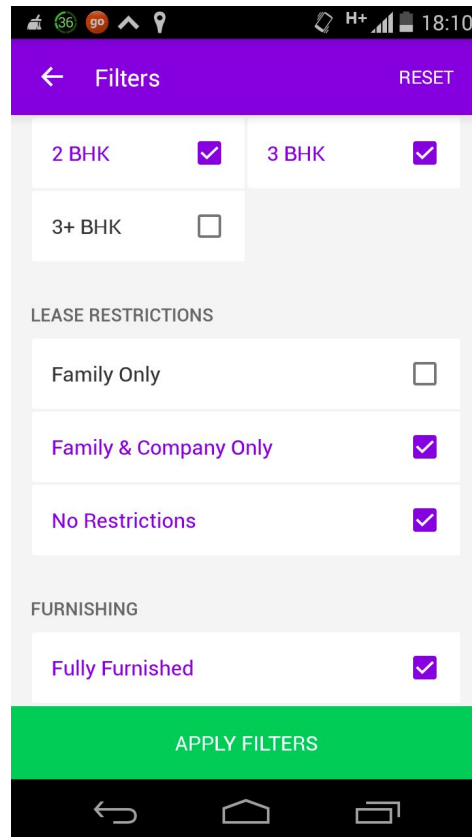○ Button On-Click: Show details and Create an Alert Card
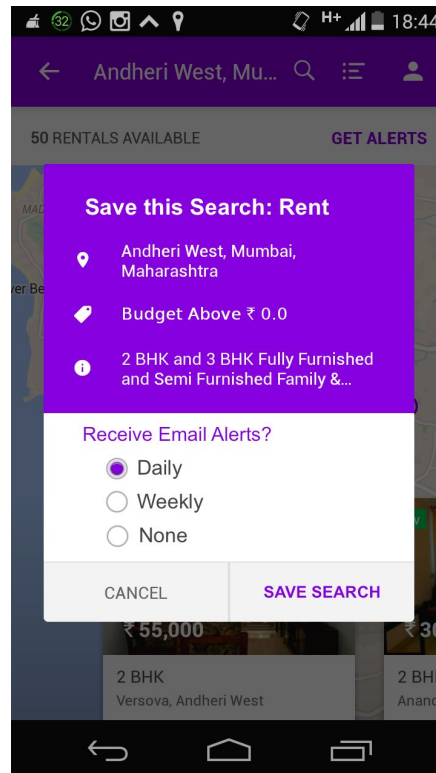
- ○ Display Saved Searches: In Search Bar
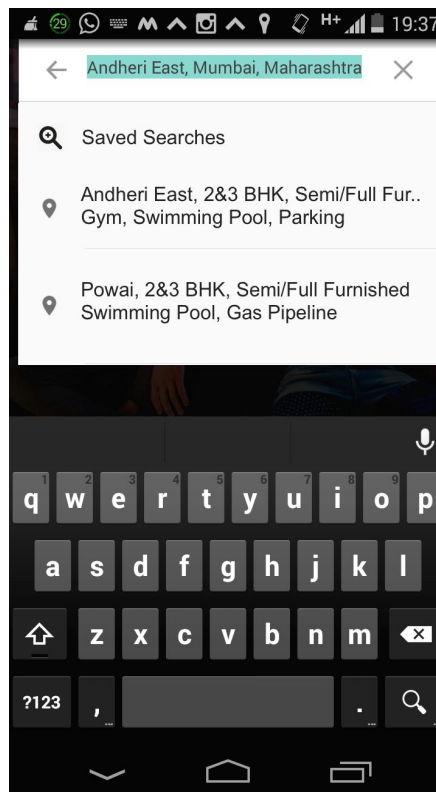
- ○ Saved Search- FTUE (First Time User Experience)

When a first time User clicks on Apply Filters show a prompt:
"Do you wish to Save this Search? We can save your preference so you won't have to apply these filters the next time."


- Search Screen with "0 new Listings":
    - Search results that show up no new listings or with 0 results (but which have a potential to show more results) should show up a prompt to set Alerts so user can be notified anytime a new listing is added. (Served by Robin- recommendations Engine)

- Tutorial:
    - Once a user has subscribed to an Alert. Show a prompt in home screen for him to know where to access/view/edit Alerts (if the user has new alerts and didn't open "My Alerts")

- Edge Cases/ Rare Scenarios:
    - A User signs up for both buy and rent and gets two separate emails a day

- Alert emails should be a daily/weekly digest with all the Alerts set by the user (be it buy or rent) and the email should contain buy and rent listings with different colour codes.
    - No properties ever come to a user in Alerts
        - Send a recommendation (home screen or push) of a similar locality or a filter to remove to get more listings

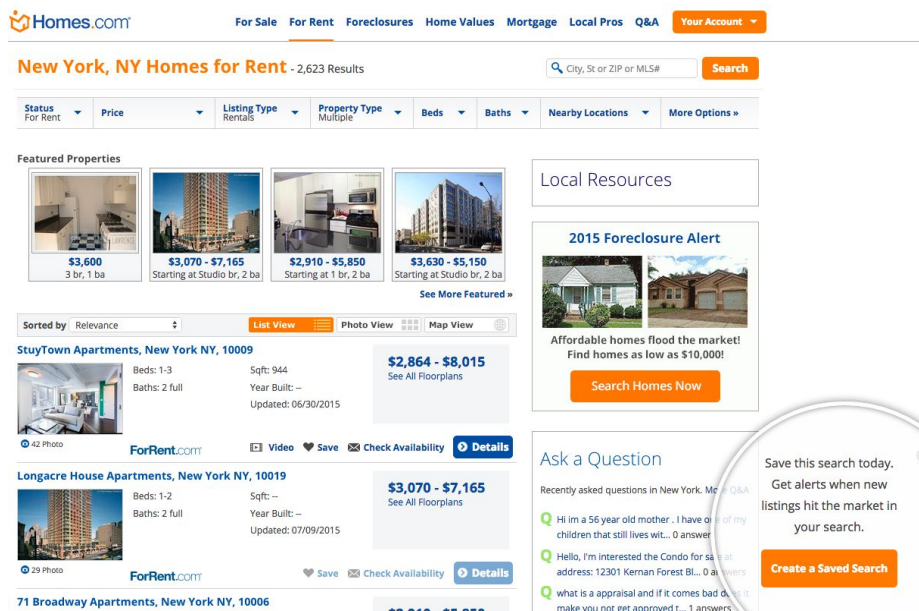- Share Alerts (V2): User should be able to share one/all Alerts with friends.

Eg.
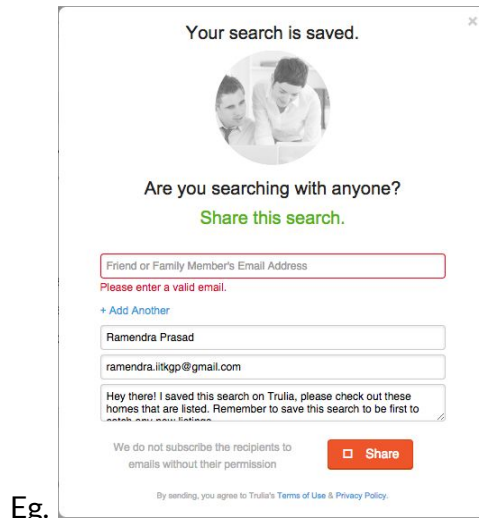
Notes: "Alerts" vs "Saved Search":
  - Pros of Saved Search:
    - Saves user time and effort to type locality and select filters
    - Can be prompted in search bar:
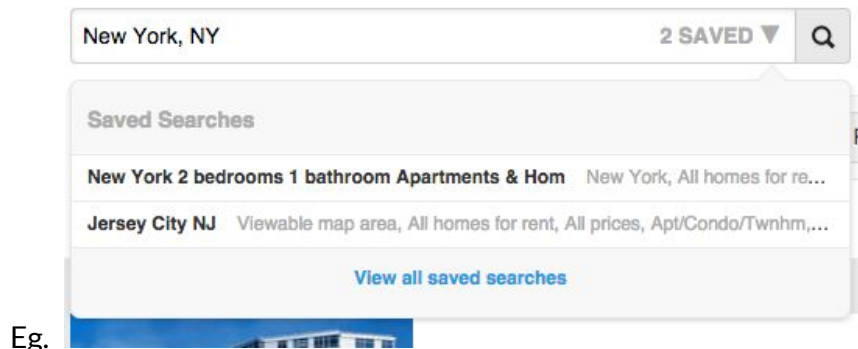
Eg.
  - Users can be prompted to Save the Search and in the process register them up for Alerts as well

Eg.

- Companies that use Saved Search feature (not as a standalone feature but a replacement for Alerts): Trulia, Realtor.com, Homes.com, Movoto, Zillow

  - Pros of Alerts:
    - Is more clear in intent about sending users regular updates/alerts of new listings.
    - User can relate to Daily/Weekly/Immediate Alerts.

-> We should have saved / recent searches on the home screen near the search bar

Behavior of "New" - What is an alert? what should we show the user?
What is New? Should we maintain all flats as a saved search?

Treating My Alerts as a Saved Search vs A Showcase of what's new since I created the Alert		
Saved Search	"Container" of New Alerts	Just New Alerts since last visit
-Saves user time and effort -Convenient on the Home Screen (Search Bar)	-Like the daily digest, but on app/desktop -User does not have to switch back and forth between email and product -Eg. Trulia -Housing App follows this (housing.com IDs) Times for push: 10:00 & 19:00	-Good for user who wants to keep track of all properties in the inventory -Too many listings for user to follow if he has been dormant for long

How do we conveniently display Alerts?

Apps Screen Options	
Vertical Scroll View	Cover Flow View
-No way to preview flats for an Alert -To see the listings user is taken to another screen -Cumbersome to switch back and forth for listings corresponding to different Alerts	-Can see preview of flats for each Alert as Stream/Feed -Easy to switch between listings of different Alerts (just swipe left/right) -Can Shortlist flats across different Alerts in the same My Alerts screen

For apps, what is the user flow, walk me through 3 situations:

1 New property:

2+ new properties in a single Alert set:

Multiple new properties across Alert sets:

	1 Alert card set	**>1 Alerts cards set**
1 New Property	Heading: Flat for rent in <xyz locality> ! Text: New Flat added. Touch to view. Deep Linked details of that property: Eg. Picture, "2BHK, Semi Furnished, Nahar Amrit Shakti, Rs 45000"	**For engaged user:** Show separate localities as different pushes. (If same locality then count++) User opens Push Notification > Taken to Alert card for that locality corresponding to push opened by user https://docs.google.com/presentation/d/1_fXVYmo1Ww_kAFF9xJeI7Z-MM6Rwxr4sWg7

	User opens Push Notification > Taken directly to the dedicated page of the property If user clicks on "back" > taken to My Alerts screen https://docs.google.com/presentation/d/1_fXVYmo1Ww_kAFF9xJeI7Z-MM6Rwxr4sWg7N-jB99BE/edit#slide=id.ga466924fe_0_0	N-jB99BE/edit#slide=id.ga474ac434_0_4 **For unengaged user:** Heading: Housing - New Listings Added Text: <count> new homes found matching your requirements. Touch to view. +Deep Linked details of one property User opens Push Notification > Taken to My Alerts screen https://docs.google.com/presentation/d/1_fXVYmo1Ww_kAFF9xJeI7Z-MM6Rwxr4sWg7N-jB99BE/edit#slide=id.ga474ac434_0_17
>1 New Properties	Heading: Flats for Rent in <xyz locality> ! Text: This & <count-1> others added. Touch to View. Deep Linked details of one property: Eg. Picture, "2BHK, Semi Furnished, Nahar Amrit Shakti, Rs 45000" User opens Push Notification > Taken to the Alert card for that locality. https://docs.google.com/presentation/d/1_fXVYmo1Ww_kAFF9xJeI7Z-MM6Rwxr4sWg7N-jB99BE/edit#slide=id.ga466924fe_0_11	**For engaged user:** Show separate localities as different pushes. (If same locality then count++) User opens Push Notification > Taken to Alert card for that locality corresponding to push opened by user https://docs.google.com/presentation/d/1_fXVYmo1Ww_kAFF9xJeI7Z-MM6Rwxr4sWg7N-jB99BE/edit#slide=id.ga474ac434_0_45 **For unengaged user:** Heading: Housing - New Listings Added Text: <count> new homes found matching your requirements. Touch to view. +Deep Linked details of one property: User opens Push Notification > Taken to My Alerts screen https://docs.google.com/presentation/d/1_fXVYmo1Ww_kAFF9xJeI7Z-MM6Rwxr4sWg7N-jB99BE/edit#slide=id.ga474ac434_0_17

Features

Epic 1

Story: "As a <role>, I want <goal>, so that <benefit>."

Epic 2

Global Shortlist & Shortlist Screen

A few notes on the design:

- When unavailable
    - move the "unavailable" to the center of the list - [#Status DONE]
    - add button to view similar properties - then show similar properties right under the listing - [#Status On hold. V2]
- contacted state of cards : Mark as "contacted" - to let users add a contacted [#Status, feature discarded.]
- move: share and report- [#Status DONE, added under "more actions"]
- click any shortlisted item, should take me to the listing [#Status DONE]
- click on the agent and agent name - get the Agent's listings [#Status DONE]
- Add labels on each property in the "All" section [#Status Service specific labels to be added]
- When click on photos - go to details to gallery in new tab [Will open in a modal screen, but clicking on any text will open a new tab with the listing in the SEO-list view]
- Shortlist view - same as SEO list view "show_amenities_grid"
- Dropdown/Global shortlist - launch 10 July [#Status Design to check with buy and use mobile format]
    - Dropdown - add card for "view more" post- 5 results
    - Add tags to each based on service-type (Rent, Buy etc)
    - Dropdown view in header - same as mobile web list view (v1)
    - Demarcate the service in the shortlist dropdown (v2)

Notes:

18/06/2015 (Aneesa+Kanupriya)

- Better CTA - [message again]
- Ask analytics team (keerti) for data on recent searches and average number of shortlists (from active users) Maximum Shortlists?
- Kanupriya to talk to buy about labels, and decide placement accordingly
  - Labels to specify service (Rent, Buy etc)
- updates in V2, after feedback from usability tests
- Global shortlist - use mobile format - clarify with Buy

18/06/2015 (Aneesa+Rachel+Prashant)

- Global Alerts? (V2)
- Hide numbers on seo dedicated page and shortlist
- add tags on the images
- Tile view of shortlist more dashboard like? V2

8/7/2015 (Aneesa+Rachel+Manu+Vaish)

Alerts

  - - Updates
- Keep only unsubscribe and Search.
  - remove Edit and Share for now
- Tablet- buy shortlist view missing
- Share shortlist feature by next friday (7th August)
- Web in testing by this week - share shortlist and view listings under alerts
- Mobile web same as desktop

What to show supply side users in the control panel?
what would they want to interact with