**Visual Component**

**How it works**

* The user will open our app in a web browser. They will begin by entering an address of a housing location they like. The app is designed to handle full addresses, as well as many partial addresses in case the user doesn’t know the full address.
* The app will capture the address entered by the user and use the address to trigger the clustering algorithm.
* Once results are returned from the clustering algorithm, the app will display a map of recommended relocation locations, along with a table showing the top 3 returned locations.
  + One of the innovations of the app is how the search results are focused on location searching. While there are many apps that search for houses, there are much fewer that search for locations.
  + Another innovation of the app is how the search results are not limited to a certain region of the United States. AreaVibes provides a similar feature search. However, the results of their searches have a maximum radius, which keeps results regional. Relo improves on this by taking into account all potential relocation locations and provides users with the best results possible.
* To further the user interactivity of the app, the user may select any of the top 3 relocation locations displayed in the app. Once selected, the map will zoom in to show the selected location, as well as some amenities offered in this area.
  + The dynamic map is innovative since competitors such as AreaVibes or Niche only provide manual zoom. Relo allows for dynamic zoom once a search result is selected, reducing the amount of work the user must do to investigate their search results.
* The user will also be able to search for another address from the results page. This provides an exceptional user experience since the user doesn’t have to travel back to the homepage to search for another address.
* The user interface improves on competitors such as AreaVibes or Niche since the style is welcoming and simple. Many competitors provide industrial-looking apps that return an excess of information. This can quickly overwhelm users. Relo focuses on just a few amenities per search results and crafts them in an easy-to-navigate and simple manner to leave the user well-informed without being overwhelmed.