

Analysis of Existing Design

Major Issues:

1. There are some functions that are relevant to each other but are separated/repeated throughout the page. Such as function 10,12,14 and 16, these are all about signing up to get more information, it could be confusing to have different entrances to do the same thing.

2. Visual hierarchy is not clear

- It is odd to see the information 1 and 2 on the top, is it a title for the page or just some additional information that user can ignore?

- Information 6,7,12 are on grey background which is different from other information. This cause visual inconsistency that breaks the flow of this page.

3. Lack of visual emphasis on important information

- Information 9 is something that could really motivate people to sign up to get more info or register to bid. But it is currently buried among all types of information.

4. The live updates should have its own section.

5. Social sharing information 4 is put at the most important spot of this page (top left) but is it important enough to take this spot? If not, then it could potentially distract people from more priority information.

6. Footer section is too long and not well organized. I did not redesign this part because it would be another big project :)

This screenshot shows a real estate listing for a villa. At the top, there's a navigation bar with links like 'UPCOMING', 'RESULTS', 'COMPANY', 'VIDEOS', 'PREFERRED AGENTS', 'LOGIN', and 'CONTACT'. A search icon is also present. The main header reads 'CONCIERGE AUCTIONS' and 'PUNTA DE MITA, MEXICO // VILLA CASCADAS'. Below the header is a large, scenic photograph of a sunset over a beach and ocean. On the left side of the page, there are several numbered callouts: 1 (top left), 2 (top right), 3 (above the photo), 4 (above the photo), 5 (below the photo), 6 (below the photo), 7 (below the photo), 8 (below the photo), 9 (top right of the sidebar), 10 (middle right of the sidebar), 11 (top left of the map), 12 (top right of the map), 13 (top left of the related properties), 14 (bottom left of the newsletter), 15 (top left of the Villa Cascadas page), 16 (bottom left of the newsletter), and 17 (bottom left of the footer). The page includes sections for 'LOVE THIS HOME', social sharing buttons, a 'LISTING SPECS' table, and a 'VILLA PARADISE COVES 1 PUNTA DE MITA, MEXICO' address.

This screenshot shows a 'Live Updates' section. It features a thumbnail image of a windmill in a field, with the date '4/16/2015 11:12 PM' above it. To the right is a sidebar with a 'REGISTER TO BID' button (labeled '308'), a 'GET MORE INFORMATION' form (with fields for First Name, Last Name, Email, and Captcha), and a 'Request Info >' button. Numbered callouts 8, 9, 10, and 11 are visible around this section.

This screenshot shows the 'Villa Cascadas' page. It has a large image of the villa and surrounding landscape. Below the image, there's a section titled 'Villa Cascadas Features' with a detailed description of the property's location, design, and amenities. A 'MORE >' link is at the bottom. Numbered callout 15 is located at the top left of this section.

This screenshot shows a map of a coastal area with a red marker indicating the property's location. The map includes a zoom control and a 'Google' logo. Below the map is a 'DILIGENCE DOCUMENTS' section with a login form for 'Username' (liang) and 'Password' (redacted). There are also 'Remember Me' and 'LOG IN' buttons. A 'Log In with Social ID' section with social media icons (Facebook, Twitter, Google+, LinkedIn) follows. Numbered callouts 11, 12, and 13 are visible around this section.

This screenshot shows a 'Related Properties' section with three images of other villas: one in McLean, VA, one in Spicewood, TX, and one in Freeport, Bahamas. Below this is a 'SIGN UP' for 'AUCTION ALERT*' newsletter. The newsletter sign-up form includes a 'Your Email' input field and a 'SIGN UP' button. Numbered callouts 14 and 16 are visible near the newsletter section.

This screenshot shows a 'Footer section' with a 'SIGN UP' button for the newsletter. Numbered callout 17 is visible at the bottom left of this section.

New Design

Design Goal:

Guide users to navigate through key information and motivate them to take further action.

Major Improvement:

1. Simplified the information by combining similar information and remove redundancy.
2. More clear visual hierarchy through graphics, typography, and alignment.
3. Give more highlights to key information and actions like sign up to get more info and sign up to bid.
4. Provide more contextual information to help audience make decision.

CONCIERGE AUCTIONS

UPCOMING RESULTS COMPANY VIDEOS PREFERRED AGENTS PREMIUM ACCESS CONTACT

3D Tour

Time Before Auction:
20 Days 16 Hours 35 Minutes
Bidding 121 Bids

RANCHO SANTA FE, CA

2.12 acres Lot Space 7727 Sq.Ft 5 Bedrooms 5 full/ 3 half Bathrooms

Previous Offer: \$6,200,000 | Auction Date: 04/17/2015 | Agent: Christoffer Groves | Contact 212.257.5018

Award-winning landscape design. Coveted southern exposure. Winding walking trails. Welcome to southern California living at its best. Designed by architect David Lorimer and built from the ground-up in 2011 by Chuck Lang — renowned for attention to detail and quality — Casa de Los Morros is truly a work of art. Optimally located in one of California's best-kept secrets, the renowned community of Rancho Santa Fe boasts top-rated schools, robust amenities, and close. Award-winning landscape design. Coveted southern exposure. Winding walking trails. Welcome to southern California living at its best. Designed by architect David Lorimer and built from the ground-up in 2011 by Chuck Lang — ...More

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LIVE UPDATE
04/15/2015 At Entrance
Gorgeous start to Easter weekend with Spring flowers blooming!

NEIGHBOURHOOD

Wolfdancer Golf Club 8 min drive
The history and respect of this land is reflected in our championship golf course, Wolfdancer Golf Club ...More

Map Satellite

Google

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PEOPLE ALSO LOOKED AT

McLean, VA 46 Bids

McLean, VA

McLean, VA 81 Bids

McLean, VA

Popular Locations:	Popular Cities in California:	Popular Categories:	Featured Agents in California:
CALIFORNIA	THOUSAND OAKS	LUXURY HOME	LAURA BARRY // RANCHO SANTA FE, CA
COLORADO	RANCHO SANTA FE	LAND	JEFF HYLAND // BEVERLY HILLS, CA
HAWAII	LOS ANGELES	RANCH	JOYCE REY // BEVERLY HILLS, CA
FLORIDA	CALABASAS	LUXURY CONDO	MARIE HARTLEY // BEVERLY HILLS, CA
MONTANA	MALIBU	LUXURY INN	NICKI LAPORTA // AGOURA HILLS, CA
TEXAS	DANA POINT		ALL PREFERRED AGENTS
ALL LOCATIONS			

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