

SnagR Home

SnagR Home is part of the construction management solution to be sold to real estate developers, while the primary users of the app are home owners.

[Learn More](#)

Company SnagR

My Role Product / UX / UI Design

Duration June - November 2018



Defining Requirements



External Stakeholders

Home Owners - to make the handover process easier
Property Managers - to reduce their workload by reducing manual admin work
Real Estate Developers - to save on-site staffing and improve customer satisfaction

Internal Stakeholders

Sales Team - to increase their stake to successfully sell the app to real estate developers
Client Excellence Team - to minimise training and support to be provided to users

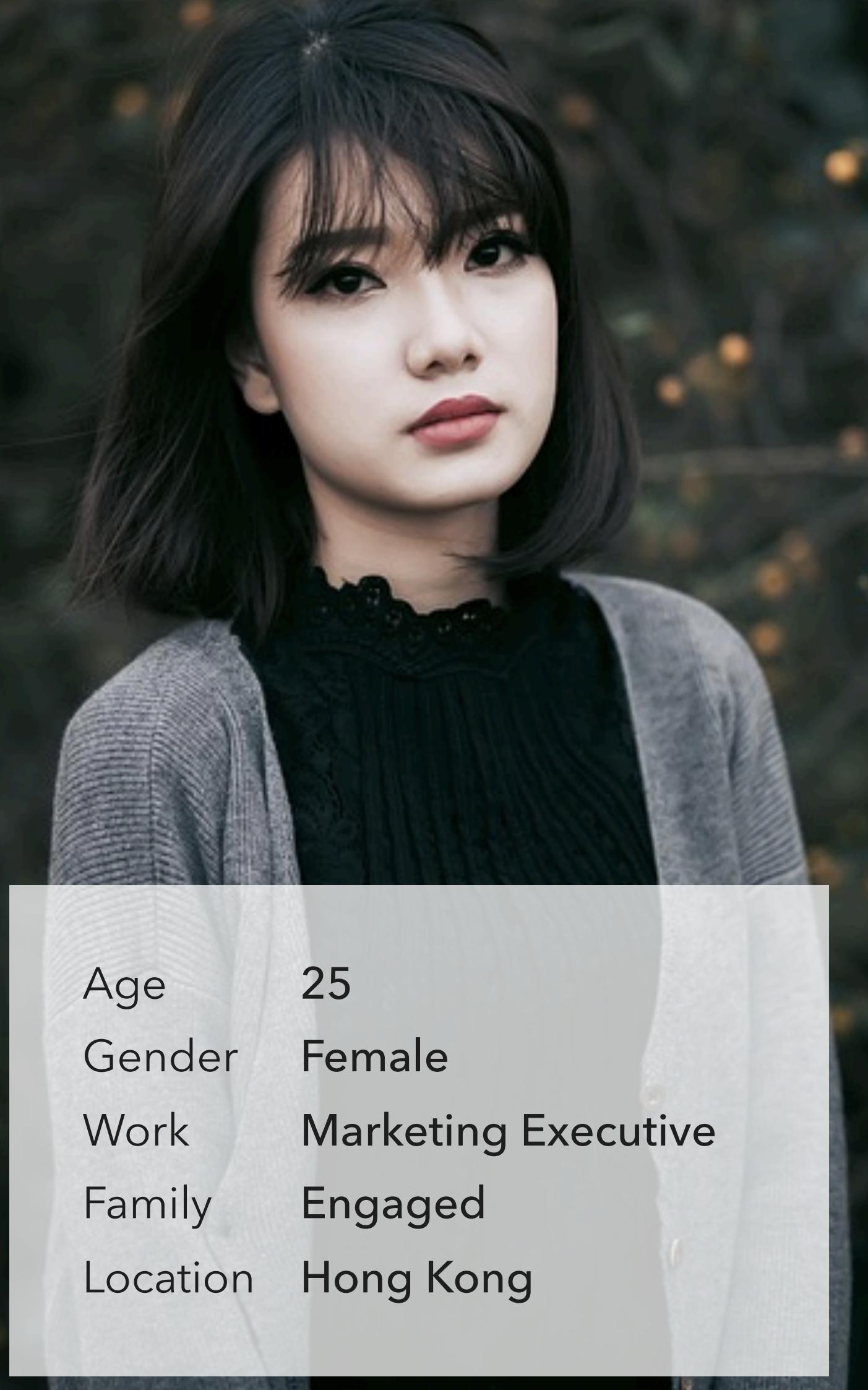
Think Global



As the app will be released globally, users a.k.a. home owners are expected to come from different age groups, languages and technology adaptation level.

Several **personas** were created to better understand their functional and non-functional requirements.

Person example



Age	25
Gender	Female
Work	Marketing Executive
Family	Engaged
Location	Hong Kong

Cathy Chiu

"I'm in love with anything fast and easy"

#HomeSweetHome

#iOSrules

#SocialMedia

Goals

Inspect the newly bought unit with her fiancé

Take defects easily by themselves

Check against if defects are all fixed before signing off the handover

Share documents with renovation companies easily

Less in-person visits during the handover process

Frustrations

Would like to inspect the apartment with fiancé only, but the property manager had to be there taking defects for them

No systematic record of defects - fear of missing critical fixes

Disorganised documents of forms, contracts, manuals and warranties

Tech-savviness

Value for convenience

Value for CS services



User Goals



Record defects with photos to property managers easily



Keep track of and submit signed forms as required



Be instantly notified on the defect-fixing progress



Get access to floor plans, warranty cards, manuals and other documents

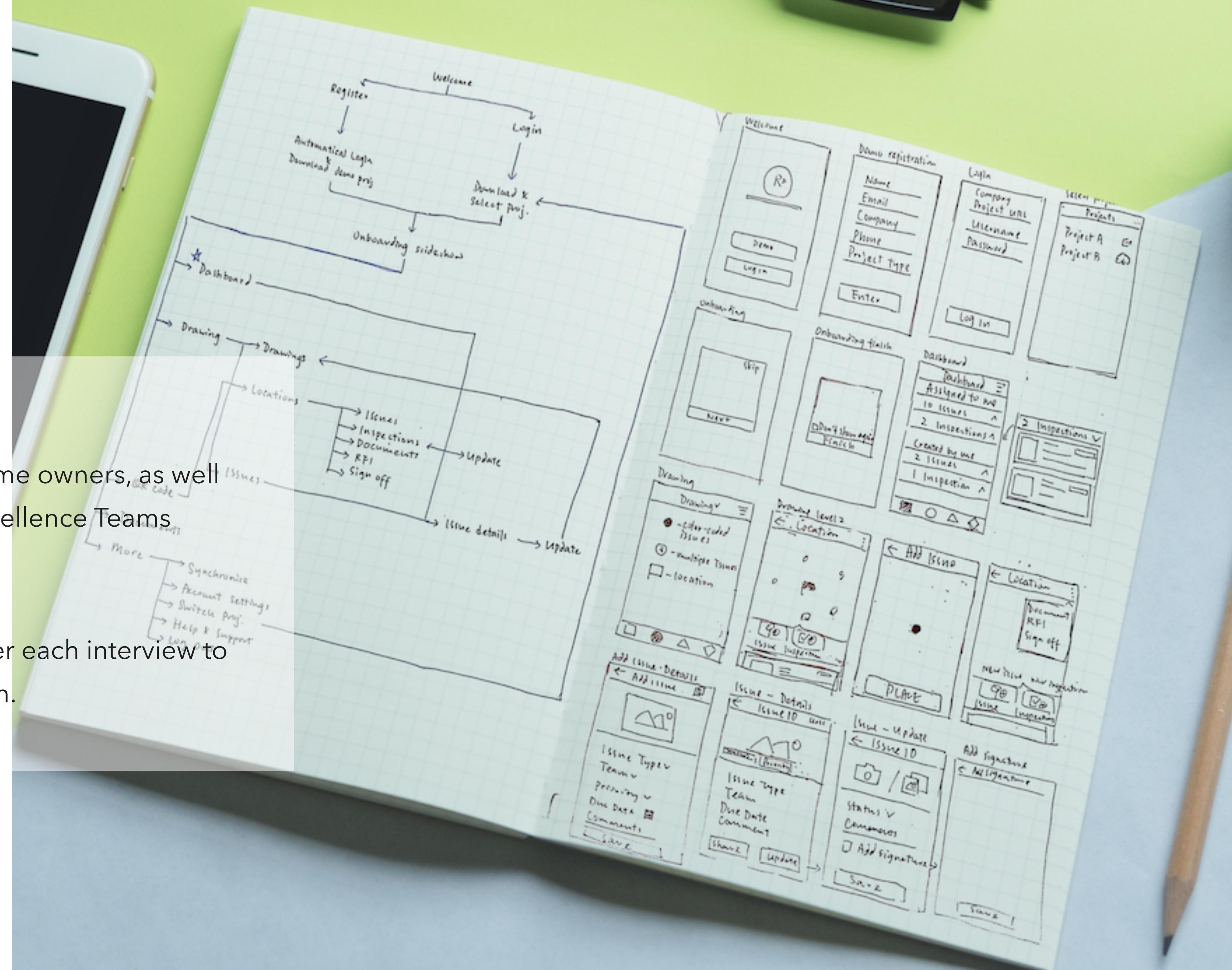
User Testing



User Flow

User interviews were conducted with home owners, as well as internal users from Sales and Client Excellence Teams from global offices.

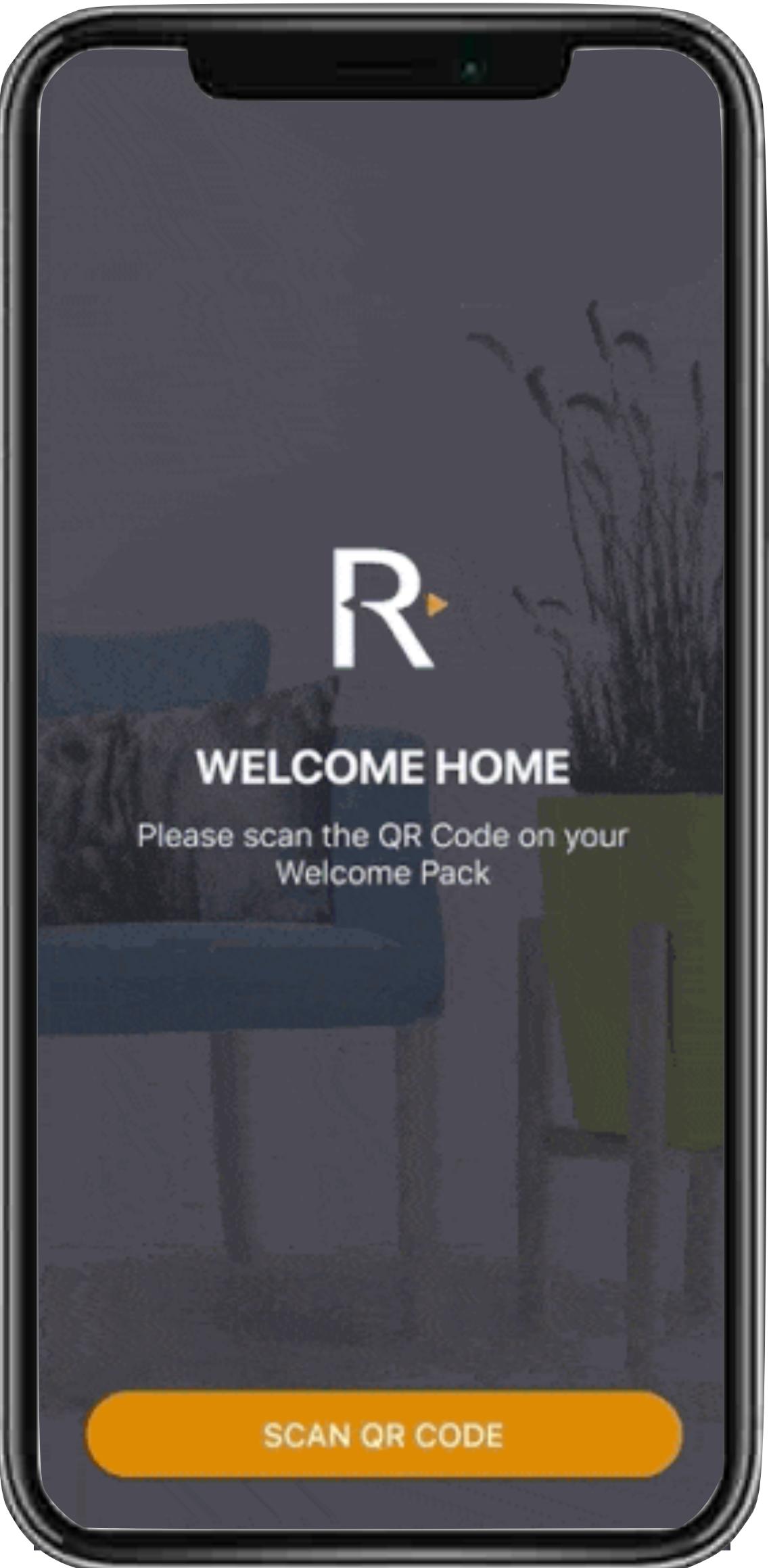
The user flow was iterated and refined after each interview to come up with a logical and intuitive design.



Prototypes

I used InVision to create the transitions between screens and motions of elements to provide a more precise **interactive experience** preview for test users.

Try it Out



User Interface Design



Color Palette



The color scheme was developed for the mobile app, and further its coverage to all marketing materials including website, presentation deck and brochure to create a cohesive **brand presence**.



Typography

Styles	Weight	Size (Points)	Color
Large Title	Bold	34	#666666
Title	Semibold	17	#666666
Body	Light	17	#666666
BUTTON	Medium (All Caps)	17	#ff9500
Placeholder Text	Regular	17	#a6a6a6
Text Field Input	Regular	17	#000000
Text Field Label	Regular	12	#a6a6a6
Label	Regular	17	#ff9500
Subtext	Regular	15	#a6a6a6
Tag Label	Regular	15	#ffffff

Iconography

SnagR Home Logos

No Background



Gradient Background



System Icons



Back



Next



Collapse



Expand



Search

Issue Pins on Floor Plan



Open



Fixed



Signed Off



MC Closed



Not a Defect



Late



Closed

Other Icons



Issue



Form



Folder



JPG



Doc



PDF



No Issues

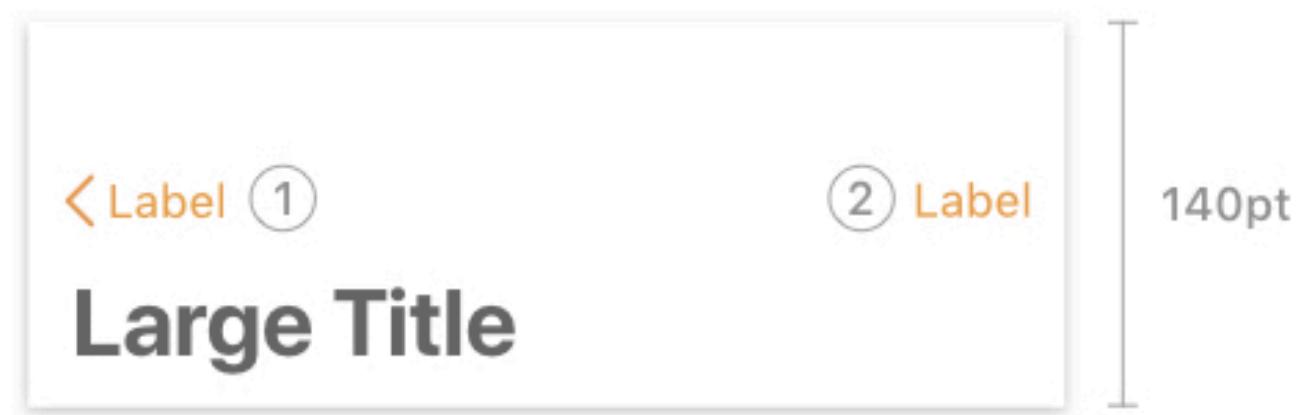


No Form

Bars



Navigation Bar



① Back

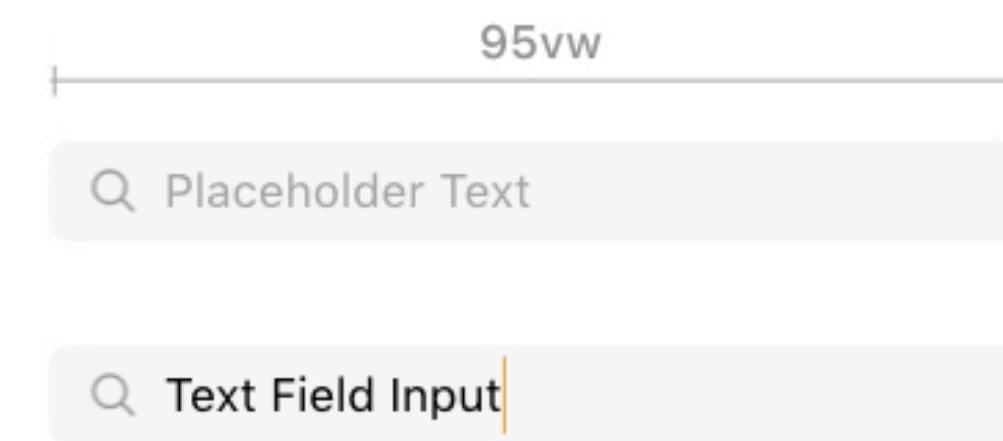
Cancel

② Share

[View on Floor Plan](#)

Note: Right actions are optional, text-only and always start with a verb

Search Bar



Tags



Issue Statuses

Open

Fixed

Signed Off

MC Closed

Not a Defect

Late

Closed

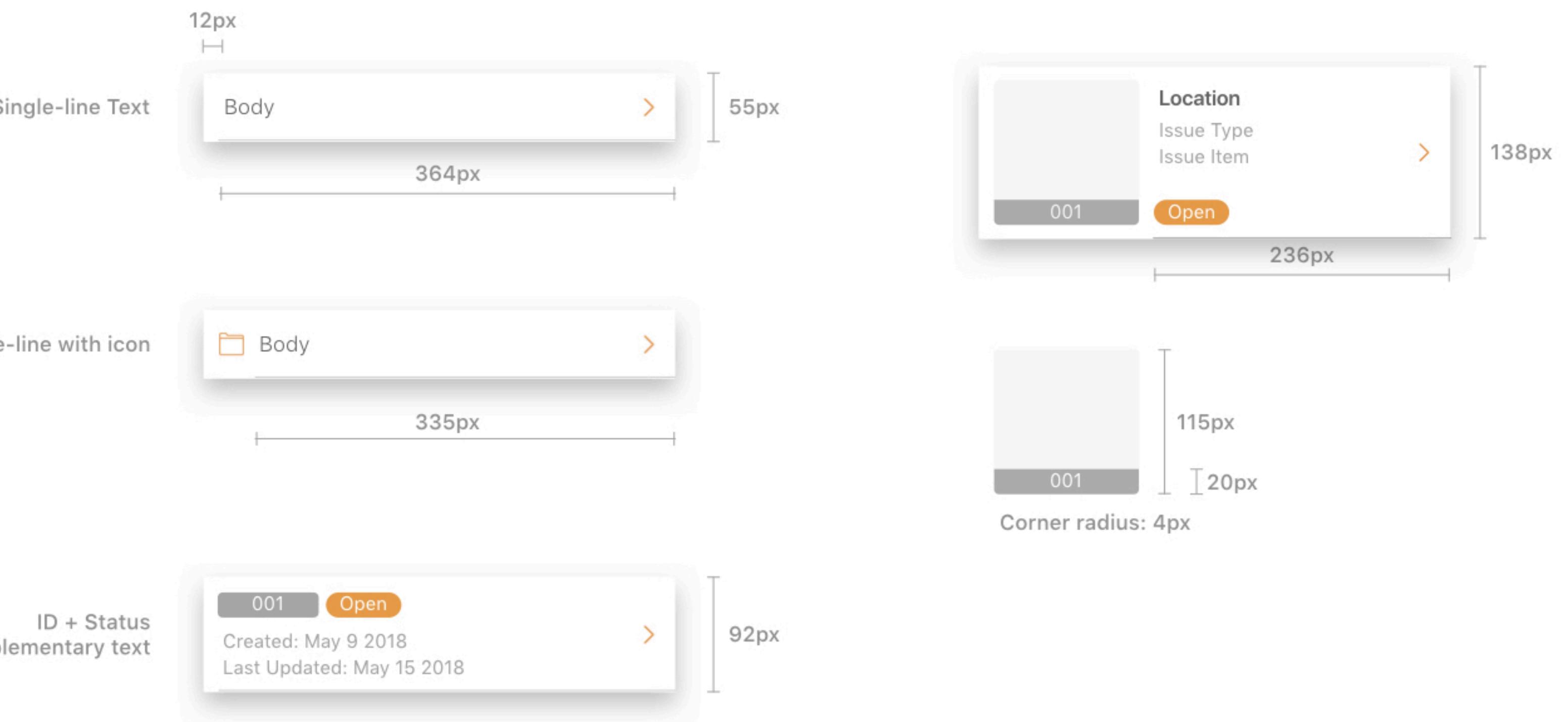
Form Statuses

Open

Non-closed

Closed

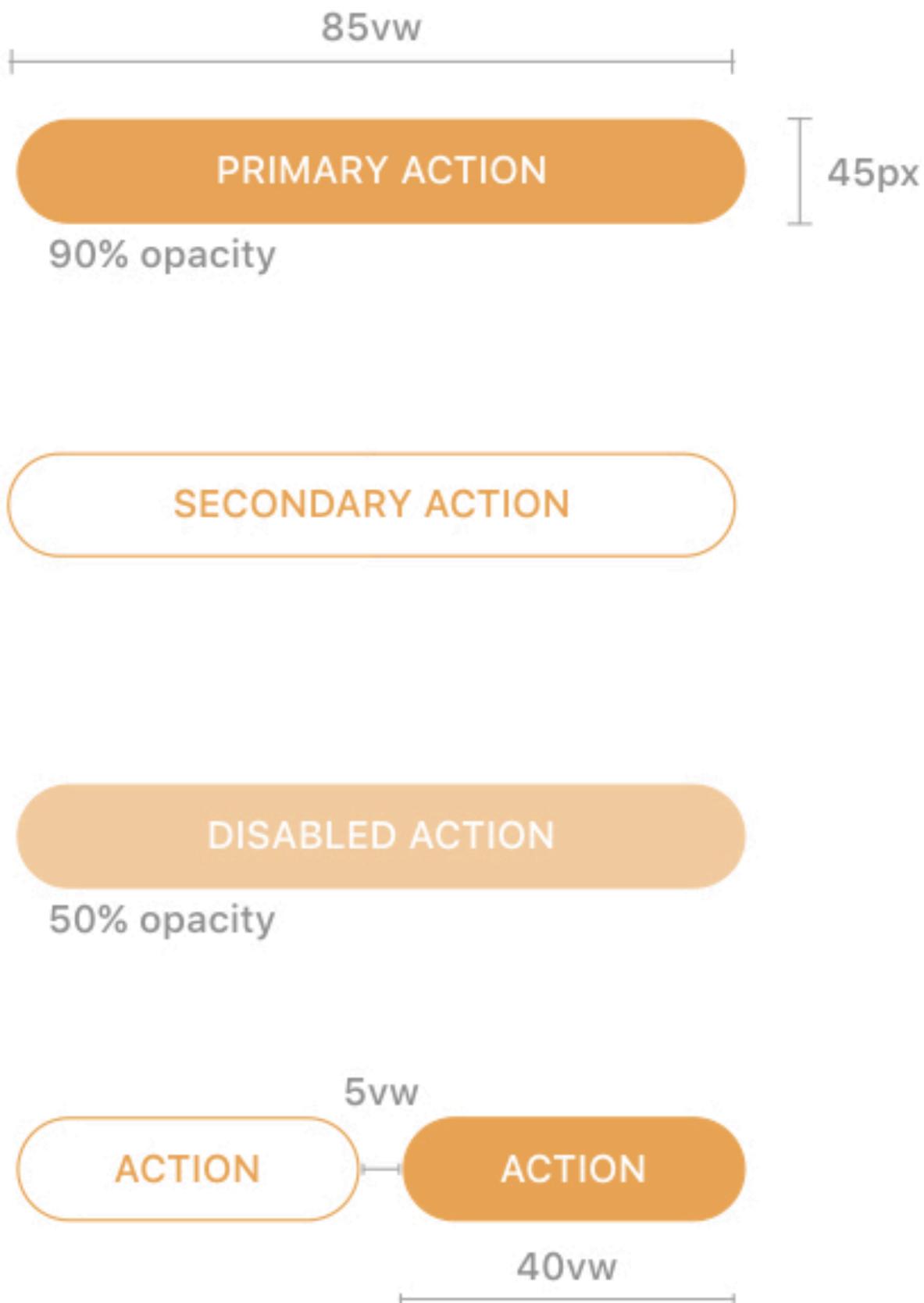
Lists



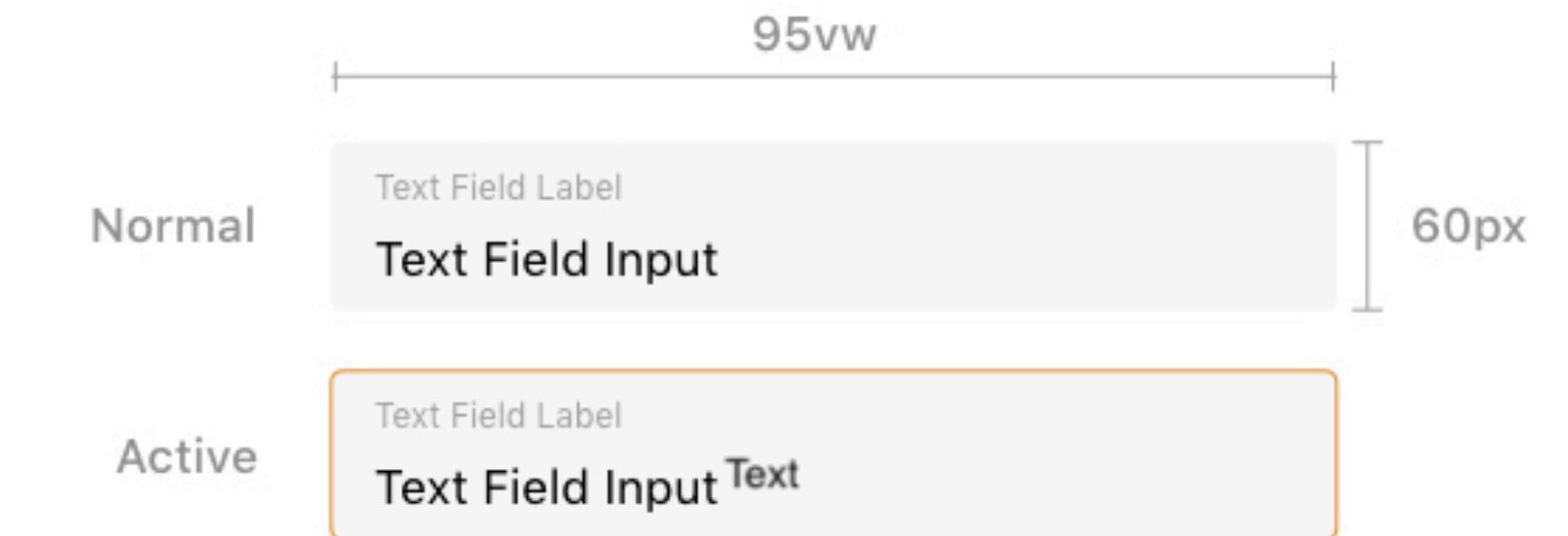
Controls



Buttons



Data Entry



States



Empty State



No Issues created



No form created



75px

Loading State



Loading
Please wait a moment

Error State



Oops...something went wrong.
Please go back or try again later

States



Empty State



No Issues created



No form created



75px

Loading State



Loading
Please wait a moment

Error State



Oops...something went wrong.
Please go back or try again later

[Back](#)

Issue Details

Issue Type

Window

Issue Item

Scratches on glass

Description (Optional)

 Lorem ipsum dolor sit amet, consectetur
 adipiscing elit, sed do eiusmod tempor
 incididunt ut labore et dolore magna
 aliqua.

PRIMARY ACTION

[Label](#)

Label

Large Title

May 15

Closed

May 15

Signed Off

Comment

May 15

Fixed

Comment

May 15

Open

Comment

115px with gradient
white background

40px

[Back](#)

Submit

DRW Inspection 01



No issues created.

ADD ISSUES

224px

Corner radius: 4px

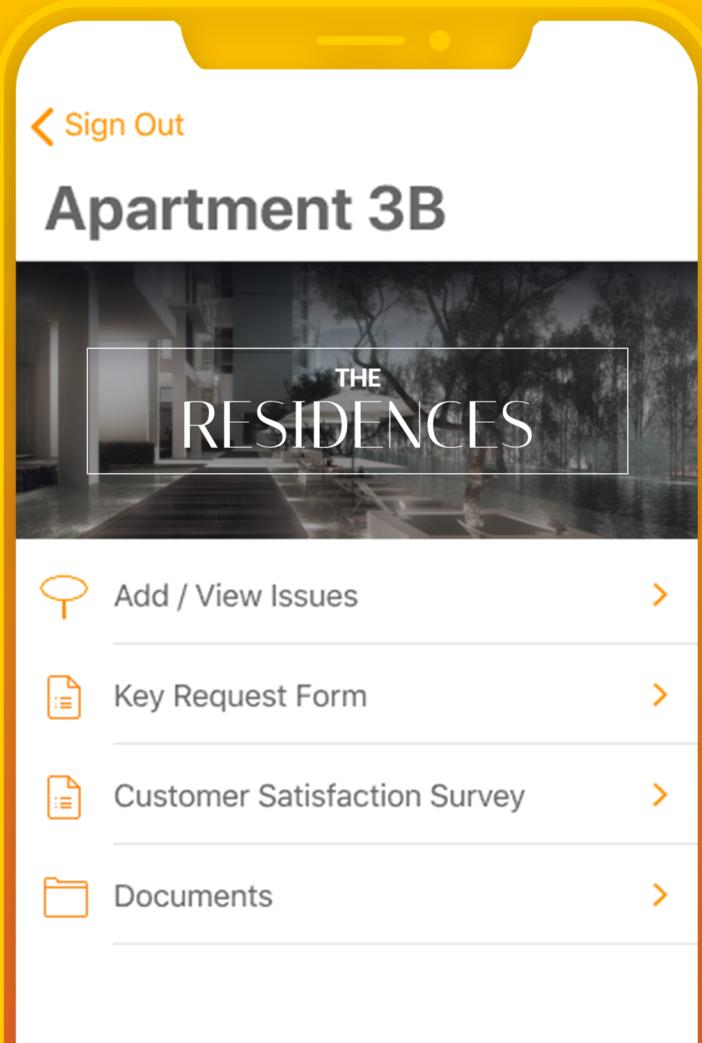
SnagR Home on iOS and Android



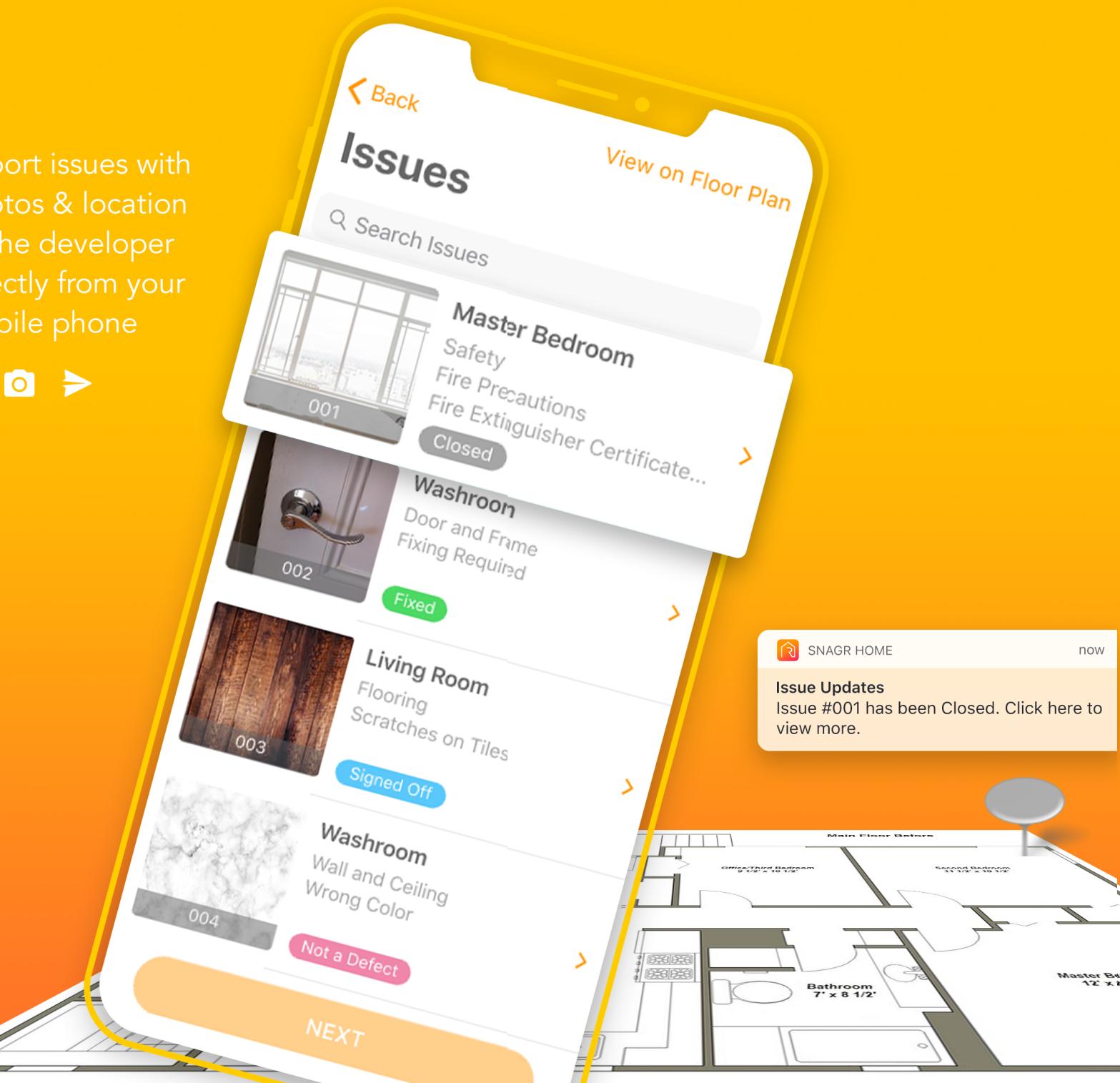
Download on the
App Store

GET IT ON
Google Play

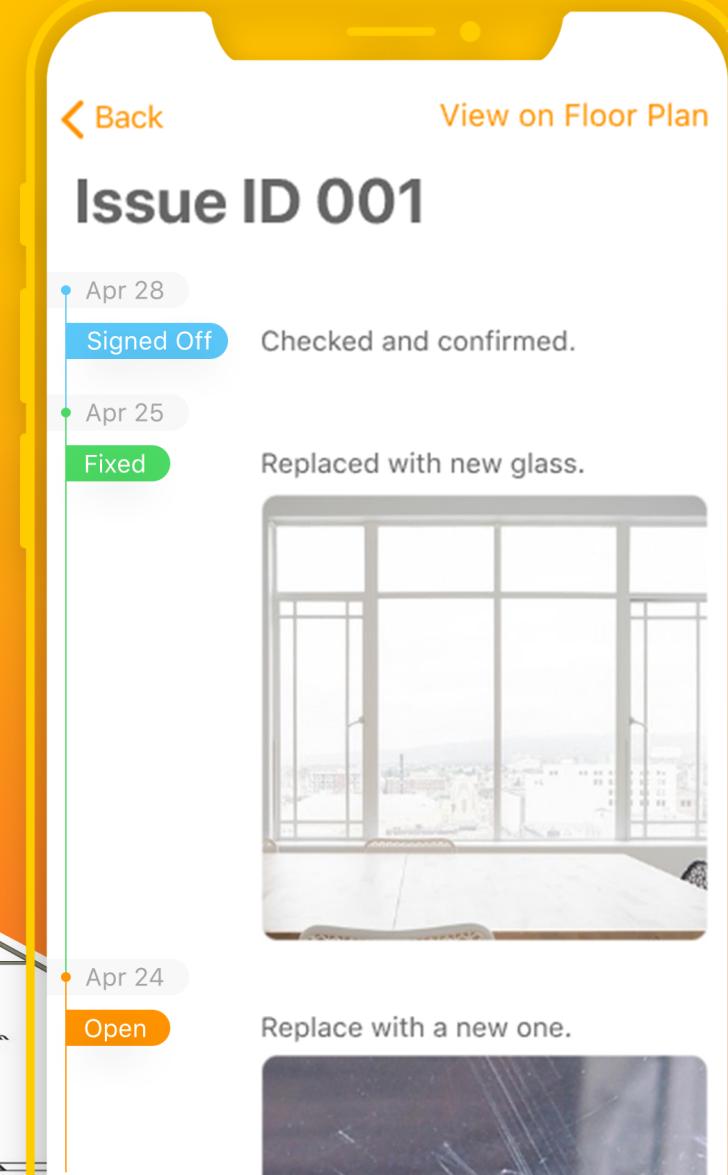
RESIDENT
HANDOVER



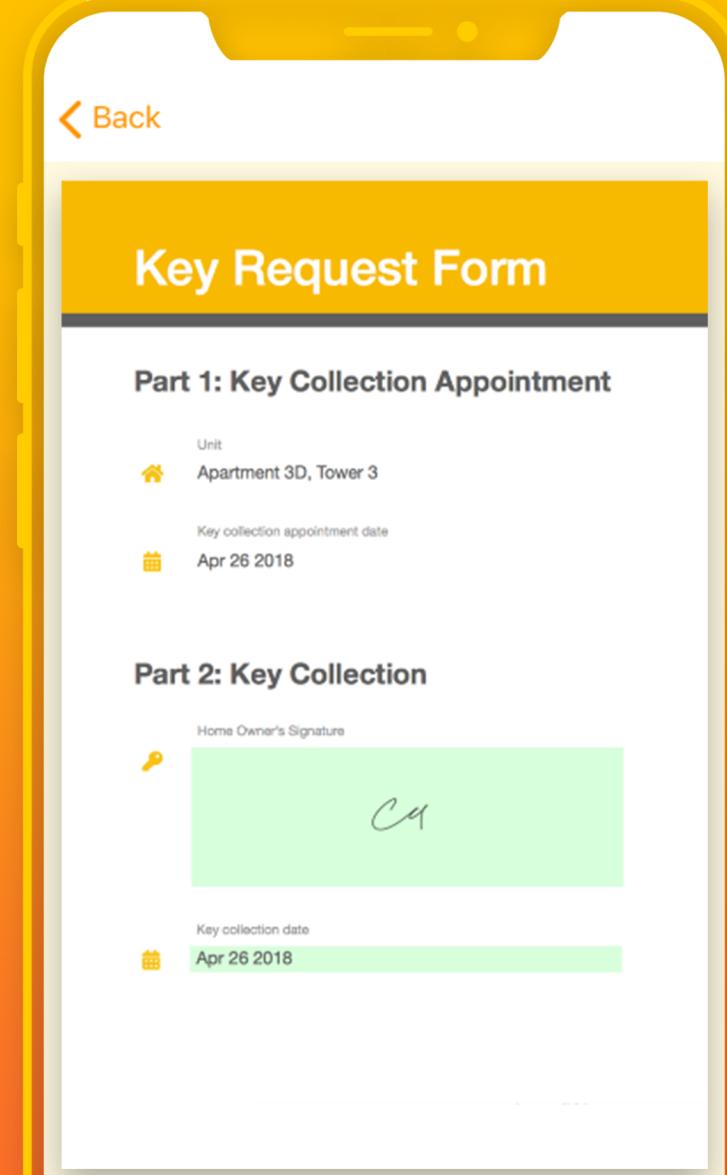
Report issues with
photos & location
to the developer
directly from your
mobile phone



Get notified for updates &
record everything on your phone



Fill and submit forms in one tap



Download & share floor plans, warranty
and other documents easily

