One of our advanced function is the “see detail” button of each of our apartment. This button will direct user to a page that fully illustrate any detail of this particular apartment. Besides displaying the comprehensive information of the apartment, we divide those information to 4 aspects: rent, privacy, reputation, and amenities. This allows users with preference to concentrate more on what they really need. In each aspect, we generate a short comment based on the apartment’s performance in this aspect. For rent, we generate comment based on the how expensive is the apartment compare to all other choices. For privacy/reputation, we generate comments showing the number of apartments with better privacy/reputation but lower rent. And we provide a button to a search result to display those apartments. At the end of the page, we have our “HomeNow Score” which is calculated by a formula developed by us to take full consideration of every aspect.

This advanced function is challenging because of the workload. The comment part and the color of numbers we display is value-dependent, which means we have to generate different comment and color based on the value. We developed formula for “rent rank”, “privacy score”, “reputation” and “HomeNow Score”. In order to make those values unbiased, we mainly use the concept of rank (how many apartments are better than this one in a certain aspect) to determine good and bad. This involves multiple long and complicated queries both when calculating the number of better apartments displayed in the “see detail” page, and when showing those apartments’ information in a search page after users click “take a look”.   
 This advanced function is useful because it provides the user with a bigger picture. Our prototype is “Apartmentfinder.com”. When users look at the detail of an apartment in “Apartmentfinder.com”, they only get information about this particular apartment. However, we want to provide users a view to their “best shot”. People always want better rewards with less expense. And this idea is essential to our design. With this advanced function, users not only see this apartment itself, but also see the position of this apartment among all other apartments. At the beginning, we hope to do some data visualization. But finally, we found out that users would not care if the data of one apartment is visualized or not. However, users care more about if there are lower prices available or if there is better living condition. Therefore, we developed this functionality because it is more meaningful and applicative to an apartment searching website.