

CS 352 Project 1-2-3

Proposal: (PRICPE)

1. Name of team members

Emily Snyder - Leader
Rebecca Emory - Designer
Alisha Crawley-Davis - User Communicator
Jens Bodal - Writer

2. Project description (what do you want to do)

A website/app for reviewing realtors. Currently reviews seem to be scattered across sites that also have listings, such as Zillow or Redfin, but there is not much focus on rating the actual realtor/company that was involved in the transaction. All realtors and offices have a license # which should easily usable to uniquely identify different parties.

- What potential users will you have access to (being able to talk to potential users is REQUIRED)
 - (Becca): I have access to a lot of future home buyers. I live in the downtown area, so most people live in apartments, and the ones that do have homes are in smaller starter homes.
 - (Alisha): I have access to at least two families who have just sold their houses in the last few weeks, as well as plenty of people who have bought and sold houses over the last few years. Most of them are in their 30s and 40s with families. The two who have just sold their houses are in the Seattle area, and the other potential users I have access to are both in the Seattle area and in the midwest (Wisconsin, Illinois).
 - (Emily): My dad has been a realtor for 20+ years and could provide insight into how realtors would view this service.
 - (Jens): I have recently gone through the homebuying and selling process and had two very different experiences on each end.
- Reasons you think you are the best team for this, and why you'll be able to complete this before the end of the term
 - One of our team members has just bought a house, one of our team members has a family member who is a realtor, and one of our team members has bought two houses and sold one. We will be able to complete this before the end of the summer because we are an organized, motivated team who communicates well.

Usability: Difficult for users to find and leave reviews for websites

- Goal is to provide users with a central location to decide what company/individual to use when buying or selling a home. Since there are so many licensed realtors and many have different values with regards to real estate (how to price your house, how to make a good bid, etc) it can be difficult to find one that will do a good job and who matches your goals. Currently, the only good way to find a realtor is through recommendations by personal friends, however this does not work well if you don't know anyone who has used a good realtor in your area.

- Ideally, the realtors will encourage their customers to use this service. The realtor should be able to post pictures of verified housing sells. If the realtor is invested, there are more likely to be good and bad reviews, instead of just bad ones.
- Ease of use is important to ensure that a wide variety of home buyers/sellers use the service, otherwise it won't provide useful data. It should also be easy to provide a detailed review of your real estate agent. There should also be a star rating system, but the detailed accounts of how the home buying experience with the realtor will be important.
- Homebuyers can range anywhere from adults in their twenties through seniors who may not have much experience with technology. Target users would be anyone who has bought/sold or is thinking of buying/selling a house.
- Good rating system for companies as well as individual realtors and possibly including other professionals used when buying/selling houses such as mortgage brokers or home inspectors.

3. "P": predispositions. (From the perspective of factors that could affect USABILITY, what do you know, what do you NOT know?)

Know:

- People use technology in the home buying process (according to the [National Association of REALTORS Home Buyer and Seller Generational Trends Report 2015](#)).
- Buyers and sellers both rely on referrals from friends, neighbors, and relatives (word of mouth) to find realtors (according to the [National Association of REALTORS Home Buyer and Seller Generational Trends Report 2015](#)).
- People use online reviews to help make decisions about service providers (e.g., yelp.com, angieslist.com).
- Reviews for realtors are currently scattered across sites that also have listings (e.g., redfin.com, zillow.com, the realtor and/or company's own website, etc.)
- There is no central location that focuses exclusively on reviewing realtors and real estate companies.
- Because there is no central location, it is difficult to find a place to leave an unbiased review for a realtor and/or company that will be widely read.
- It is also difficult to find a place to read unbiased reviews about a realtor and/or company.

Not Know:

- What types of people are most likely to utilize a website/app like this (age, gender, marital status, etc.)? For those who would not, what types of things would entice them to use it?
- In what ways would the format (website vs. app) affect the types of users (age, gender, etc.)?
- Would users prefer a standalone rating site for realtors or would they prefer it to be connected to listings or specific companies, as it seems to be currently?
- What features would make users more likely to leave feedback about a realtor?
- If a user would like to read realtor ratings, what would they do to seek out a site like this? (e.g., search terms they might use)

- In what ways would the user being a buyer or a seller affect how they use a website/app like this?
- What are the most important features to users in a website/app like this (e.g., linking to the reviewed realtor's current listings, ease of leaving reviews, review rating system, moderated reviews, etc.)
- What type of information in the review would be most helpful to the user?
- What would the effect of negative review have on realtors?
- How to get a wide range of reviews. For example, apartment complexes on yelp are almost all reviewed poorly because most people that review their apartment complex are mad that management is not listening to them. This makes it difficult to take these reviews seriously. It would be important that the reviews are from as representative of a sample as possible.