Emily Snyder
Rebecca Emory
Alisha Crawley-Davis
Jens Bodal

Project 4

Research Questions/Goals

The overall goal of the research is to provide us with insights into users who would be likely to use a website or app to rate realtors. We chose to interview three different types of potential users – those who have or are planning to use a realtor to buy a home, those who have used a realtor to sell a home, and a real estate agent. We chose to use semi-structured interviews in order to ascertain what the different types of potential users would find most valuable in this type of website/app. We were specifically interested in how potential users would feel about the following:

- 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.

Process

Each interview was conducted in a different location by a different interviewer. As the interview was semi-structured, each interview began with a similar set of questions. However, each interviewer received different types of information depending on where the conversation led. Nevertheless, the main questions were answered by all interviewees, which allows for triangulation.

The original set of questions can be found on the following page.

Emily Snyder

Rebecca Emory

Alisha Crawley-Davis

Jens Bodal

Home Buyer/Seller Interview – Retrospective about a home already bought

I am going to ask you some questions about realtors. When answering the questions, I want you to think about your most recent home purchase/sale

1. How did you choose your realtor?
2. Did you use any websites or apps to help choose your realtor? (1)
3. If yes:
    a. Which websites/apps did you use? (1,2)
    b. In what way did you use _____?
4. If no:
    a. Why not? (1)
5. Did you read any reviews about realtors? (1)
6. If yes (they did read reviews about realtors):
    a. Why did you read reviews about realtors? (1)
    b. Where did you read the reviews? (Prompt: Anywhere else?)
    c. How did you find the reviews? (5)
    d. Did you read any reviews about your own realtor?
    e. If yes:
        i. What did you learn about your realtor from the reviews? (8)
        ii. Did the reviews affect your decision about hiring your realtor? (9)
    f. Did you read any negative reviews about any realtors?
    g. If yes:
        i. Did the negative reviews influence your decision on who to hire?
        ii. If yes:
            1. In what way did the negative reviews influence your decision? (9)
7. If no (they did not read any reviews about realtors):
    a. Why didn't you read any realtor reviews? (1)
8. Did you leave any reviews for your realtor?
9. If yes (they did leave a review for their realtor):
    a. Why did you leave a review for your realtor?
    b. Where did you leave the review? (Prompt: Anywhere else?)
    c. How did you find _____? (5)
    d. What made you decide to leave the review there? (4, 7)
    e. What kinds of things did you say in the review?
    f. Why did you say_____(10)

Emily Snyder

Rebecca Emory

Alisha Crawley-Davis

Jens Bodal

  g. What did you hope to accomplish by leaving the review?

10. If no (they did not leave a review for their realtor):

  a. Why didn't you leave a review for your realtor?

Now I want you to think about a website or an app that focuses only on realtor reviews.

1. Would you be more likely to read reviews at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus on them (like Zillow or yelp)? (3)
2. Why?
3. Would you be more likely to write a review at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus on them (like Zillow or Yelp)? (3)
4. Why?

<u>Future Home Buyer/Seller Interview</u>

I am going to ask you some questions about realtors. When answering the questions, I want you to think about your plans for your future home purchase/sale.

1. How are you planning to choose your realtor?
2. Do you plan to use any websites or apps to help choose your realtor? (1)
3. If yes:

  a. Which websites/apps do you plan to use? (1,2)

  b. In what way do you plan to use _____?

4. If no:

  a. Why not? (1)

5. Do you plan to read any reviews about realtors? (1)
6. If yes (they plan to read reviews about realtors):

  a. Why do you plan to read reviews about realtors? (1)

  b. Where do you plan to read the reviews? (Prompt: Anywhere else?)

  c. How do you plan to find the reviews? (5)

  d. What do you hope to learn from the reviews? (8)

  e. Do you think the reviews will affect your decision about hiring a realtor? (9)

  f. In what way do you think the reviews will influence your decision? (9)

7. If no (they do not plan to read any reviews about realtors):

  a. Why don't you plan to read any realtor reviews? (1)

8. Do you plan to leave any reviews for your realtor?
9. If yes (they plan to leave a review for their realtor):

  a. Why do you plan to leave a review for your realtor?

  b. Where do you plan to leave the review? (Prompt: Anywhere else?)

Emily Snyder

Rebecca Emory

Alisha Crawley-Davis

Jens Bodal

      c.   Why do you plan to leave the review there? (4, 7)

      d.   What kinds of things do you plan to say in the review?

      e.   Why do you plan to say those types of things(10)

      f.   What would you hope to accomplish by leaving the review?

10. If no (they do not plan to leave a review for their realtor):

      a.   Why don't you plan to leave a review for your realtor?

Now I want you to think about a website or an app that focuses only on realtor reviews.

1. Would you be more likely to read reviews at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus on them (like Zillow or yelp)? (3)

2. Why?

3. Would you be more likely to write a review at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus on them (like Zillow or Yelp)? (3)

4. Why?

Realtor Interview

1. How long have you been a realtor?

2. Do you know how your last three clients find you and choose you to be their realtor? How?

3. Do you know of anywhere that potential clients can find reviews about you?

      a.   Are the reviews that you are aware of mostly positive, mostly negative, or mostly neutral?

4. Do you encourage your clients to leave reviews for you? (10)

      a.   [If yes] Where do you ask them to leave reviews?

      b.   [If no] Why don't you encourage your clients to leave reviews for you?

      c.   [If unaware of places to leave reviews] If you knew of a place to leave reviews, would you encourage your clients to leave reviews for you?

5. What do you feel are the effects of reviews on realtors? (9)

6. In general, do you feel that reviews help or hurt realtors get clients? Why?

Consider a website or app that focuses exclusively on realtor reviews.

1. Would you be more likely to encourage clients to leave you reviews at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus exclusively on them (like Zillow or Yelp)?

2. Why?

User 1 was interviewed at a home office, which included a computer.

Emily Snyder

Rebecca Emory

Alisha Crawley-Davis

Jens Bodal

User 2 was interviewed at a home office, which included his work computer.

User 3 was interviewed at a studio apartment, which included his computer.

User 4 was interviewed…. (describe where and when data was collected – should be near a computer or phone where user would be filling out reviews as it needs to be a field interview)describe where and when data was collected)

Exhaustive Inventory of Elements we discussed in class

Interview 1:
- The people in the space
  - The only people in the space were the interviewer and the interviewee. The interviewee was an adult male in his early 40s. They were both participating in the interview. The emotions of both interviewer and interviewee were neutral. The interviewee tended to take some time to think about his answers. See below for what he said. There did not seem to be any problems encountered with the activity of the interview.

- The objects (technological and otherwise) in the space and with the people
  - The interview took place in a home office. The objects were books and office supplies, including a computer. The functional elements of the objects were to complete work. The walls were bare and there were no decorational elements. The interviewee did not interact with any of the objects nor did he bring any with him.

- The environment: spaces, architecture, lighting, etc
  - The layout was that of a typical home office. There was a desk against a wall, with a desk chair, which is where the interviewee sat. The environment was quiet and well-lit. The environment influenced the activities people engage in in that it was conducive to getting work accomplished. The environment supported the object above in that the desk held the computer and other office supplies.

Interview 2:
- The people in the space
  - Only people in the space were the interviewer and the interviewee. The realtor/interviewee was an adult male in his mid-60s. Reactions were generally upbeat and interested in the ideas presented in the interview. The realtor had a number of ideas on the topic, although it is not something he currently uses at all in his business. It was not possible to observe the realtor using any technology related to leaving or

viewing reviews since he was not aware of any places to do this. There were no problems in the interview.

- The objects (technological and otherwise) in the space and with the people
    - The interview took place in the realtor's home office. There was a desk with his computer and a couple of printers/scanners. On the desk there were also piles of paperwork and general office supplies. There were not a lot of decorational elements in the office other than some pictures and artwork on the walls. During the interview, the realtor did not interact with any objects.

- The environment: spaces, architecture, lighting, etc
    - The office set up was fairly typical with an L-shaped desk and a number of filing and storage cabinets. There was a closet with office supplies and more storage. The part of the desk holding the realtor's computer faced a wall with a number of windows, providing natural light. Since the work computer is a laptop, it is possible for the realtor to work in other places around his house, but it appears that most of his work occurs in the office.

Interview 3:
- The people in the space:
    - The person interviewed was a man in his early 20s. The only people in the space were this man and the interviewer. He was surfing the internet when I entered the room. He seemed to be in a good mood while at the computer. He was generally very contemplative during the interview. None of the answers seemed to come particularly easy to him. This makes sense as this was a future buyer, so many of these questions he had never considered before. He was very happy to help by offering the opinions he did have.

- The objects (technological and otherwise) in the space and with the people
    - The interviewer had just moved into his apartment, so it was pretty sparse. There was an air mattress on the floor with sheets on it, a little desk with a computer, and a little table to eat at. His apartment did not seem to be very well organized yet, but his computer was set up.

- The environment: spaces, architecture, lighting, etc
    - There was a lot of light in the apartment as there are a lot of windows and built in lighting. There were no lamps in the space, but the interviewee did not seem to need them. He was in a studio apartment in the city, so it was a pretty small space. He was working at a little desk on wheels with a monitor/tower setup instead of a laptop.

Emily Snyder
Rebecca Emory
Alisha Crawley-Davis
Jens Bodal

Interview 4:

- ● The people in the space, the objects, and the environment
    - ○ This interview took place in my kitchen at our kitchen table, I typed answers on my laptop while the interviewee answered questions. There were other people in the room including his wife and other family members. Occasionally he would defer to his wife for answers but they seemed to be in agreement on all of the answers. The other people in the room did not provide input, they had their own conversations going.

Detailed Interview Responses (both verbal and non-verbal)

Interview #1: Home Buyer
I am going to ask you some questions about realtors. When answering the questions, I want you to think about your most recent home purchase/sale

1. How did you choose your realtor?

He was recommended to me from a coworker who had used him before.

1. Did you use any websites or apps to help choose your realtor? (1)

No.

1. ~~If yes:~~
    a. ~~Which websites/apps did you use? (1,2)~~
    b. ~~In what way did you use _____?~~
2. If no:
    a. Why not? (1)

Because he was recommended by someone I trusted and I did not think I had to do any extra checking

1. Did you read any reviews about realtors? (1)

No

1. ~~If yes (they did read reviews about realtors):~~
    a. ~~Why did you read reviews about realtors? (1)~~
    b. ~~Where did you read the reviews? (Prompt: Anywhere else?)~~
    c. ~~How did you find the reviews? (5)~~
    d. ~~Did you read any reviews about your own realtor?~~
    e. ~~If yes:~~
        i. ~~What did you learn about your realtor from the reviews? (8)~~
        ii. ~~Did the reviews affect your decision about hiring your realtor? (9)~~
    f. ~~Did you read any negative reviews about any realtors?~~

Emily Snyder
Rebecca Emory
Alisha Crawley-Davis
Jens Bodal

~~g.~~ ~~If yes:~~

> ~~i.~~ ~~Did the negative reviews influence your decision on who to hire?~~
>
> ~~ii.~~ ~~If yes:~~
>
> > ~~1.~~ ~~In what way did the negative reviews influence your decision? (9)~~

2. If no (they did not read any reviews about realtors):

   a. Why didn't you read any realtor reviews? (1)

Because he was recommended and I had already talked with someone who had worked with him and had a great experience.

1. Did you leave any reviews for your realtor?

No

~~1.~~ ~~If yes (they did leave a review for their realtor):~~

> ~~a.~~ ~~Why did you leave a review for your realtor?~~
>
> ~~b.~~ ~~Where did you leave the review? (Prompt: Anywhere else?)~~
>
> ~~c.~~ ~~How did you find _____? (5)~~
>
> ~~d.~~ ~~What made you decide to leave the review there? (4, 7)~~
>
> ~~e.~~ ~~What kinds of things did you say in the review?~~
>
> ~~f.~~ ~~Why did you say_____(10)~~
>
> ~~g.~~ ~~What did you hope to accomplish by leaving the review?~~

2. If no (they did not leave a review for their realtor):

   a. Why didn't you leave a review for your realtor?

There was no place to leave a review. I didn't want to leave an unfavorable review.

If you had left a review, what would you have said?

I probably would have said he didn't listen as much to our wants and recommended places that he preferred.

Now I want you to think about a website or an app that focuses only on realtor reviews.

1. Would you be more likely to read reviews at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus on them (like Zillow or yelp)? (3)

Probably would expect to see reviews at the same site

Why?

Because I would want to - wouldn't want to go to one place for listings and another place for realtor reviews*

Emily Snyder

Rebecca Emory

Alisha Crawley-Davis

Jens Bodal

1. Would you be more likely to write a review at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus on them (like Zillow or Yelp)? (3)

I would write it at realtor.com or Zillow*

1. Why?

I would expect that is where more people would see it.*

Interview #2: Realtor

1. How long have you been a realtor?
   25 years
2. Do you know how your last three clients found you and choose you to be their realtor? How?
   1. Sold properties for them previously
   2. Referral from neighbor whose property he sold
   3. Family friend
3. Do you know of anywhere that potential clients can find reviews about you?
   95% of business is referral based, doesn't think many people go on and look for him online for reviews. Doesn't think anyone posts reviews for him online and doesn't know of any of him online. Doesn't go on and check. Hasn't been on Linkedin in 2+ years. Never thinks about it.
   a. Are the reviews that you are aware of mostly positive, mostly negative, or mostly neutral?
      If had reviews would mostly be positive. Frequently asks clients throughout process if they are happy or want to make adjustments to try to avoid unhappy clients when the process is over. Is patient. One of the current clients, on a previous house worked with her for 3+ years. Is confident that none of his recent clients have been unhappy, can't think of the last time he had a bad experience.
4. Do you encourage your clients to leave reviews for you? (10)
   No.
   a. ~~[If yes] Where do you ask them to leave reviews?~~
   b. [If no] Why don't you encourage your clients to leave reviews for you?
      Doesn't know of places to leave reviews.
   c. [If unaware of places to leave reviews] If you knew of a place to leave reviews, would you encourage your clients to leave reviews for you?
      Yes would encourage clients. Could be helpful to have somewhere that people would leave reviews for him. Thinks there may be places that people can leave reviews but doesn't know of any. Hasn't heard of places that people have their clients leave reviews, but hasn't asked.
5. What do you feel are the effects of reviews on realtors? (9)
   Negative reviews would hurt realtors. Would have to be able to respond to reviews. Some clients get mad about things out of the realtor's control. Has had experiences in the past where something has gone wrong at the end of the process that was not related to his work,

but which the client blames him for. In those cases would want to be able to respond to/explain the situation and why the review is bad.

For good realtors reviews would generally be helpful and may be good at weeding out bad realtors.

Have had clients who have mentioned that they have worked with bad realtors in the past.

Used to send out a survey at the end of the process to get feedback. Generally felt that he knew in advance what he would get (good reviews). Used the comments for his website. Can't remember a bad experience that has happened recently, not in a long time.

Would link to a review site if there were good reviews. If a really bad review, might affect **that.**

Jokingly mentioned that he wants a site to rate clients. Has had a few with difficult personalities that decided he would never work with again.

6. In general, do you feel that reviews help or hurt realtors get clients? Why?
   Might help, wouldn't hurt him. He currently has no online system for getting referrals. Does some mailings but mostly works off of referrals from previous customers. With the number of realtors in the area, he doesn't feel that it would necessary help with completely new clients who had never heard of him before. But it could help with people who have already heard of him. It might be a good way for them to double check and decided that they want to work with him.

Consider a website or app that focuses exclusively on realtor reviews.

7. Would you be more likely to encourage clients to leave you reviews at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus exclusively on them (like Zillow or Yelp)? Why?
   Would not want it connected to Zillow. Zillow business model not good for realtors: takes all of the data from realtors, generate leads and then tries to sell it back to the realtors.
   Would be better as a stand alone.

Interview #3: Future Home Buyer/Seller

I. How are you planning to choose your realtor?

Largely by geographic location.

II. Do you plan to use any websites or apps to help choose your realtor? (1)

The first place I would look is..what are they called. The realty group with a hot air

Emily Snyder

Rebecca Emory

Alisha Crawley-Davis

Jens Bodal

balloon. (ReMax) That's what I think of when I think of realty. They have done many years of

effective advertising on my subconscious. I would look online for them, but I do value in person

interaction.

Would you look first at that company?*:

> yes, I would see if they have a local office. i would look for an office that is near where I want to
> live so that I can meet with them in person a lot.

III. If yes:

A. Which websites/apps do you plan to use? (1,2)

> 1. (User paused for a while, he did not know what sort of application he would want to user.)
> Google I guess. Scratch that, Bing cause Bing is better.

B. In what way do you plan to use _____?

> To locate a local realtor.

> User is not aware of any other apps to find a realtor. After thinking more, he thought about

> zillow. However, he has had bad experiences finding apartments with zillow, so he thinks they

> would be pretty useless at realtor finding too.

~~IV. If no:~~

~~A. Why not? (1)~~

V. Do you plan to read any reviews about realtors? (1)

> I Would look at yelp I guess, but other than that not really. It mostly depends on how they act

> when I meet them in person.

~~B. If yes (they plan to read reviews about realtors):~~

~~1. Why do you plan to read reviews about realtors? (1)~~

~~2. Where do you plan to read the reviews? (Prompt: Anywhere else?)~~

Emily Snyder
Rebecca Emory
Alisha Crawley-Davis
Jens Bodal

3. How do you plan to find the reviews? (5)

4. What do you hope to learn from the reviews? (8)

5. Do you think the reviews will affect your decision about hiring a realtor? (9)

6. In what way do you think the reviews will influence your decision? (9)

C. If no (they do not plan to read any reviews about realtors):

1. Why don't you plan to read any realtor reviews?

a)   They are not as informative as meeting the person. In this person's opinion they

are a waste of time. It is more reliable meeting in person than reviews are.

VI. Do you plan to leave any reviews for your realtor?

A.   If I meet a realtor that really sucks, yea I would write a nasty review.

B. **If you used a realtor that was really good, would you leave a review?***

1. There's about a 60% chance that I wouldn't. I'm pretty lazy, but would like to think that I would

C. If yes (they plan to leave a review for their realtor):

1. Why do you plan to leave a review for your realtor?
        If they were good, to help them get more business in the future. If they were bad,

to scorn them. It's like modern day revenge, except you don't have to leave your

house.

2. Where do you plan to leave the review? (Prompt: Anywhere else?)
        yelp, a lot of places have Facebook pages, so maybe there. It depends on what

is around when I am buying/selling a house

3. Why do you plan to leave the review there? (4, 7)
        these are central locations in the social media framework

4. What kinds of things do you plan to say in the review?

Emily Snyder

Rebecca Emory

Alisha Crawley-Davis

Jens Bodal

The things I care about: cooperativeness, personality, flexibility, availability, knowledge of industry

5. Why do you plan to say those types of things(10)

information that would be useful to me.

6. What would you hope to accomplish by leaving the review?

a) Gain or lose business for the realtor's year.

~~D. If no (they do not plan to leave a review for their realtor):~~

~~1. Why don't you plan to leave a review for your realtor?~~

Now I want you to think about a website or an app that focuses only on realtor reviews.

VII. Would you be more likely to read reviews at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus on them (like Zillow or yelp)? (3)

A.   one that has them but doesn't focus on them

VIII. Why?

A.   i'm familiar with using those sites already for other reviews.

IX. Would you be more likely to write a review at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus on them (like Zillow or Yelp)? (3)

A.   I would only write a review on an industry specific sight if I gained valuable information

from them when choosing a realtor

I then explained to the participant what our group was trying to create, and this is the advice that

he gave us:

If I went to google and typed in realtor and there was a hit in the first three sights that said

realtor reviews.com, I would click on it. For this user, a good desktop application and a good url

would be important.

This user thinks that it would be most important to focus on the real estate companies. Realtors

Emily Snyder
Rebecca Emory
Alisha Crawley-Davis
Jens Bodal

would be the customer, not people trying to buy houses.

that I would.

Interview #4: Home Seller
1. How did you choose your realtor?
   Through the recommendation of a friend
2. Did you use any websites or apps to help choose your realtor?
   a. If yes:
      i. Which websites/apps did you use?
         Sort of yes. Looked at Zillow, Redfin, Yelp, etc. to look for realtor reviews, but there did not seem to be a single site that showed multiple reviews for multiple realtors. Each site seemed to either have sponsored reviews or reviews of agents specific to the site (Redfin). Yelp proved to be hit or miss as it would either be an experience with the company itself, and if it was a large company the realtor name(s) may or may not be mentioned.
      ii. In what way did you use _____?
         Answered above.
   b. ~~If no:~~
      i. ~~Why not?~~
3. Did you read any reviews about realtors?
   a. If yes:
      i. Why did you read reviews about realtors?
         Wanted to find someone that seemed experienced and had honest reviews of them.
      ii. Where did you read the reviews? (Prompt: Anywhere else?)
         The websites mentioned in question #2.
      iii. How did you find the reviews?
         Searching the internet.
      iv. Did you read any reviews about your own realtor?
         After selecting a realtor based on recommendations from friends they tried finding reviews for the realtor but could not find them.
            1. ~~If yes:~~
               a. ~~What did you learn about your realtor from the reviews?~~
               b. ~~Did the reviews affect your decision about hiring your realtor?~~
      v. ~~Did you read any negative reviews about any realtors?~~
            1. ~~If yes:~~
               a. ~~Did the negative reviews influence your decision on who to hire?~~
                  i. ~~If yes:~~

Emily Snyder
Rebecca Emory
Alisha Crawley-Davis
Jens Bodal

1. ~~In what way did the negative reviews influence your decision?~~
   b. ~~If no:~~
      i. ~~Why didn't you read any realtor reviews?~~
4. Did you leave any reviews for your realtor?
   a. ~~If yes~~
      i. ~~Why did you leave a review for your realtor?~~
      ii. ~~Where did you leave your review? (Prompt: anywhere else?)~~
      iii. ~~How did you find _____?~~
      iv. ~~What made you decide to leave the review there?~~
      v. ~~What kinds of things did you say in the review?~~
      vi. ~~Why did you say _____?~~
      vii. ~~What did you hope to accomplish by leaving the review?~~
   b. If no (they did not leave a review)
      i. Why didn't you leave a review for your realtor?
         There didn't seem to be a single place to go to for leaving the review, and their realtor didn't have any place in mind that he wanted them to leave one.

Now I want you to think about a website or an app that focuses only on realtor reviews
5. Would you be more likely to read reviews at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus on them (like Zillow or Yelp)
   a. Why?
      Yes, it would seem if there was a single place to leave reviews, rather than a multitude of options, it would make sense to take the time to leave one.
6. Would you be more likely to write a review at a site that focuses exclusively on realtor reviews or one that has realtor reviews but does not focus on them (like Zillow or Yelp)?
   a. Why?
      Answered above.

Notes:
Interviewee mentioned that they had looked into one other realtor prior to selecting the one recommended by friends. They had some uncertainties with them and could not find any information on them online, and based on a gut feeling decided to choose one that was recommended by a friend.

In their experience it seems that the most often way of selecting a realtor is either through the recommendation of a friend or family member, or pure random chance in selecting one through the Zillow or Redfin websites.

Results/Insights

Answers to research questions

Emily Snyder

Rebecca Emory

Alisha Crawley-Davis

Jens Bodal

- 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?
  - Users would want to leave a review at a place where people are likely to see it
  - More experienced realtors with a strong referral base might not find it particularly helpful/necessary but it could more helpful for new realtors.
  - Being easy to find and useful would entice people to use it. If someone gets good information from this site, they might also leave a review to help the next person trying to find a realtor.
- In what ways would the format (website vs. app) affect the types of users (age, gender, etc.)?
  - If it is too complicated to use or they can't find the person they want to review they might write it off
  - Users will probably not want to use an app for this. It is something you sit down at your computer and try to figure out for a while, not something you want to spend 5 minutes on your phone looking at.
- 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?
  - Buyer: would prefer for it to be connected to listings in order to not have to go to many different sites for different real-estate related tasks
  - Realtor: would prefer it to be standalone. Definitely not connected to Zillow (or a similar site that tries to sell data to realtors)
  - Seller: Would prefer standalone as otherwise reviews would seem to be sponsored
  - Future Buyer: Would prefer it to be connected to listings, or listed high on a Google search. It should be easy to find.
- What features would make users more likely to leave feedback about a realtor?
  - Ease of access and a central place to do so
- 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)
  - Would likely want to seek out someone experienced, knowledgable about the area they are shopping in, additional credentials the realtor has
- In what ways would the user being a buyer or a seller affect how they use a website/app like this?
  - A seller might be interested in a realtor that focuses mainly on selling homes in a particular area, and a buyer would be interested in a realtor that has purchased numerous homes in the particular area
- 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.)
  - Related to other listings
- What type of information in the review would be most helpful to the user?

- ○ Level of communication, ability to listen, ability to follow-up on requests, availability when needed, length of time spent with realtor, dollar amount of transaction, areas realtor has operated in
  - ○ cooperativeness, personality, flexibility, availability, knowledge of industry
- What would the effect of negative review have on realtors?
  - ○ Negative reviews could easily hurt a realtor's business but could also weed out bad realtors
  - ○ Could potentially provide them insight on how to improve their business
- 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.
  - ○ If a realtor thought they would get a good review they would probably be interested in asking clients to review them
  - ○ If reviews were anonymous, and the realtor gave some kind of incentive to participate. The future buyer I spoke with thought that getting the realtors involved was very important for this application's success for this reason.

Other insights that are relevant to the design

- Users would be more more likely to use this product to leave reviews if it were a website than an app
- The design needs to help make it clear that this is a trustworthy site (not sponsored or just a place that unsatisfied customers could get "revenge")
- The site needs to be easy to use - it might be a good idea to model it on other trusted review sites
- The site can also include links to other related real estate content, as long as it is clear that the reviews are not sponsored
- The design should make it easy to leave reviews that contain the type of content that is most helpful to users - perhaps users can answer specific questions to go along with the review