

Project 5

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Abstract—We are designing a website that will be used for reviewing realtors. Currently, reviews are scattered across sites that also have listings (like Redfin and Zillow), but there is not much focus on rating the actual realtor or real estate company that was involved in the transaction. We aim to rectify this problem by designing a website that focuses on rating realtors. Our target users are those who are looking for realtors to help buy and/or sell their houses. We are also targeting users who have already used realtors and would like to have a place to leave reviews about them.

DESIGN DECISION: WEBSITE VS. APP

Our user research indicated that people would be more likely to use this type of site as a website. Users who would leave reviews would want to sit down at a computer in order to be able to more easily write comments. Users indicated that they would prefer to be at a computer (as opposed to mobile) when searching for realtors as well. Because of our user research, we decided to focus on a website design as opposed to an app.

DESIGN DECISION: SEARCH BY LOCATION

Users who were looking for a realtor indicated that they would like to be able to search by location. It was important to them that their realtor had experience in their desired location, so would like to choose from a subset of well-rated realtors in a certain search area.

DESIGN DECISION: SEARCH BY REALTOR ID

Users who wanted to leave feedback for their realtor indicated that they would like an easy way to find the realtor and ensure that it was the correct one. Because of this, users are able to search by name or by realtor ID.

DESIGN DECISION: SEARCH RESULTS

The search results page includes the average number of stars of the realtor, their picture, and links to their past and current properties that were bought/sold. User research indicated that users looking for realtors would like to see a list of their current and past properties. Because of this, we include pictures with links of the realtors houses. We also made sure to include the price of the houses because users indicated that they would like to know the price points of the houses that the realtors typically help to buy/sell.

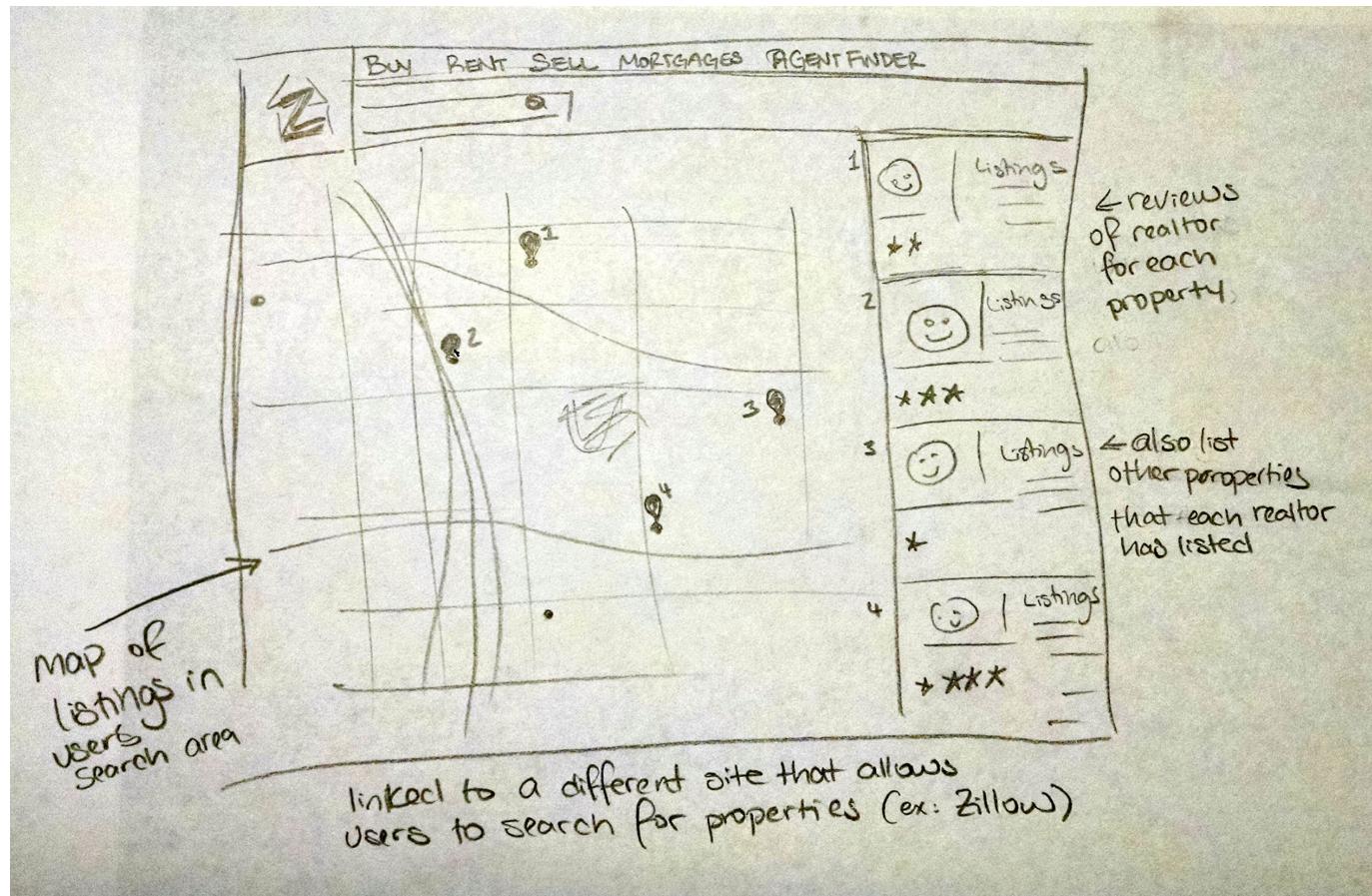
DESIGN DECISION: REVIEWS

The users who wanted to find realtors indicated that there was certain information that was important to include in reviews. The top categories that the users were interested in were how communicative/available the realtors were, how much they listened to the client, and knowledge of the area. Because of this, we called those topics out and ask the rater to specifically rate those categories. They can comment on each category as well. These categories are in addition to an overall, general star rating and review.

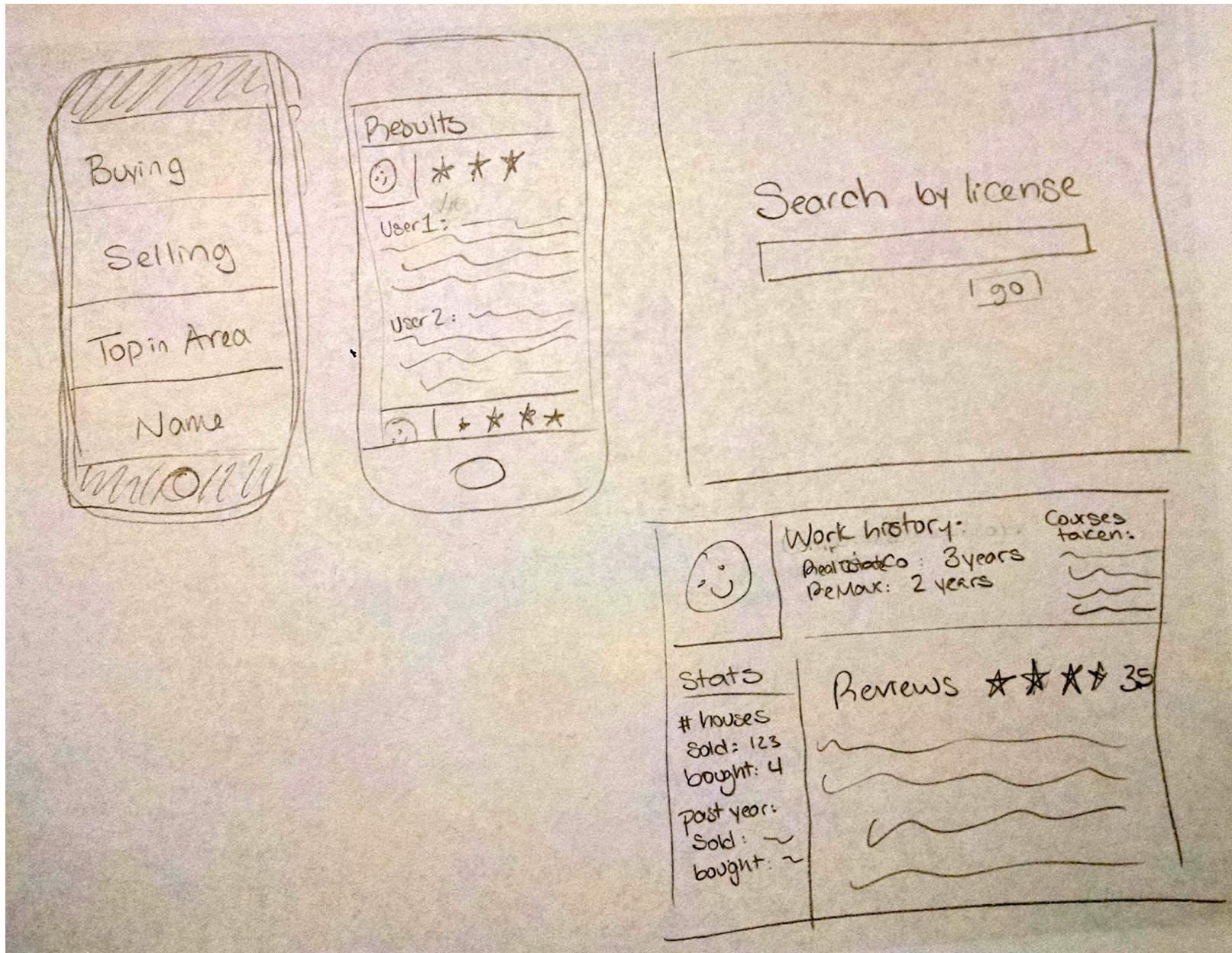
DESIGN DECISION: SIMILARITY TO OTHER REVIEW SITES

We found that users indicated they would be more likely to use the site if it were easy to use. Because of that, we based the design on current review sites. Since many users are familiar with how general review sites work, we decided to capitalize on that familiarity. This supports the usability principle of external consistency, which helps with learnability and memorability. Note we will still design our site to be easy enough to learn and use even if it is the first review a user has read or written.

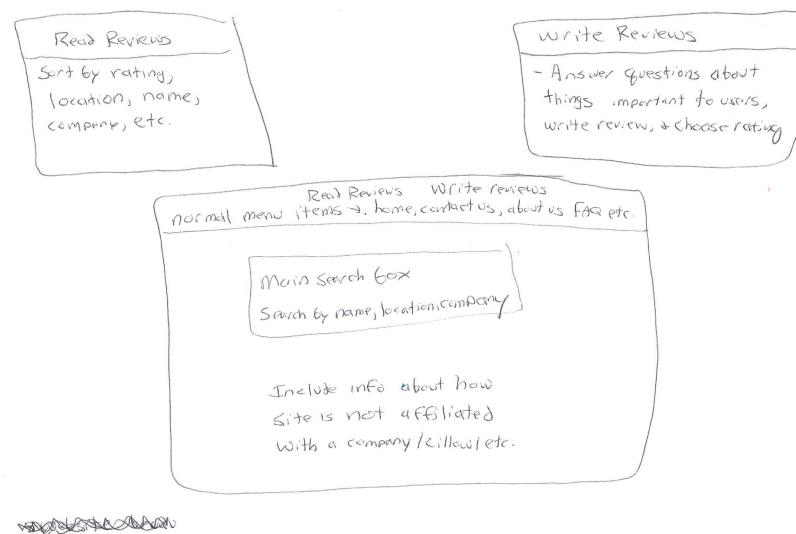
CONCEPT # 1



CONCEPT # 2

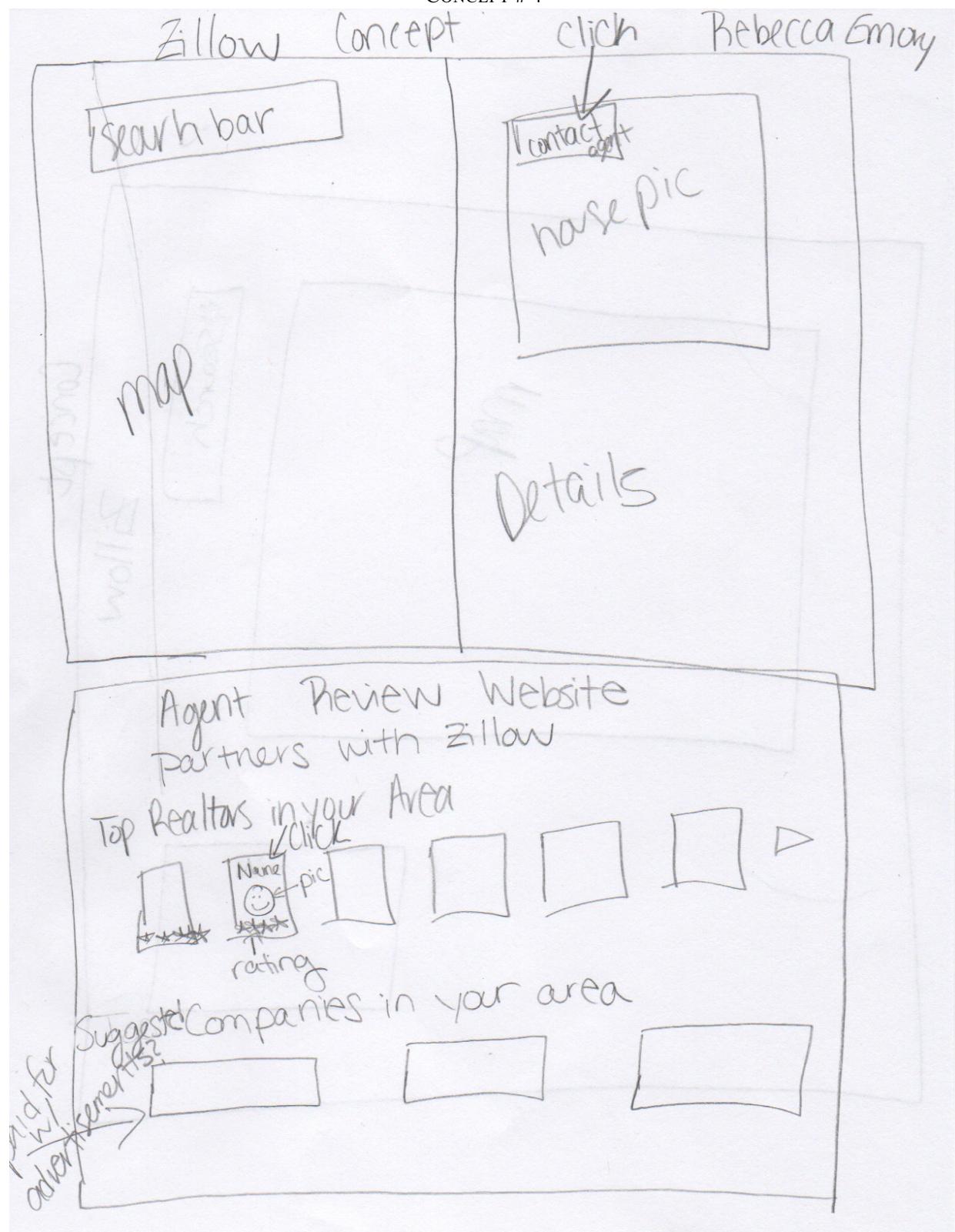


CONCEPT # 3

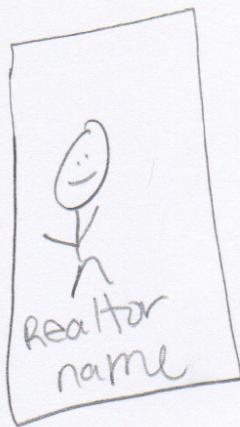


- During the initial research phase, we found that users would be more likely to use this as a website, so I focused on designing a website.
- We found that the site needed to be easy to use, so I based it on current review sites. This also supports the usability principle of external consistency, which also helps with learnability and memorability.
- We found that, while users would like the site to be focused on reviews, they would also like links to other real estate-related content. (Oops - I forgot to add this in my drawing and don't want to re-scan!)
- We found that users would want to find realtors with experience in certain locations, so I included a way to search by location.

CONCEPT # 4



CONCEPT # 5



Realtor
name

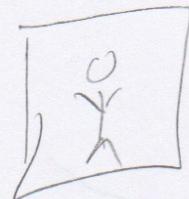
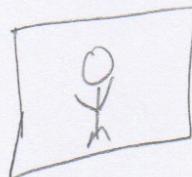


Write a Review

Reviews



↑
click to write
your own
review



{ other
realtors
near
you



{ well-
rated

by John Smith
verified



by Karen Smith

STORYBOARD



Fig. 1. Home Page

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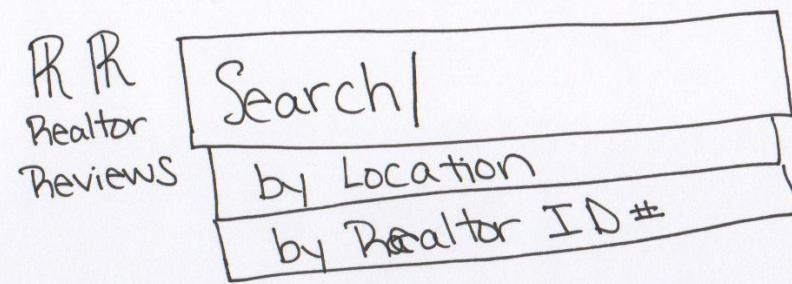


Fig. 2. When user hovers over search bar, they see that they can also search by location or realtor ID #

Search by Location

Zip Code: *

Search Radius

Realtor Name:

* Indicates a required field

SEARCH

0m ▾
5 mi
10mi
15mi
20mi

} appears when dropdown arrow is clicked
(optional)

Fig. 3. If user decides to search by location, they need to enter a zip code and a search radius (choices appear when the dropdown arrow is clicked). Optionally, they can enter a realtors name. They will then click the search button.

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Search by ID number:
Realtor ID #: *

Fig. 4. If user decides to search by realtor ID number, they would just enter it in and click the search button.

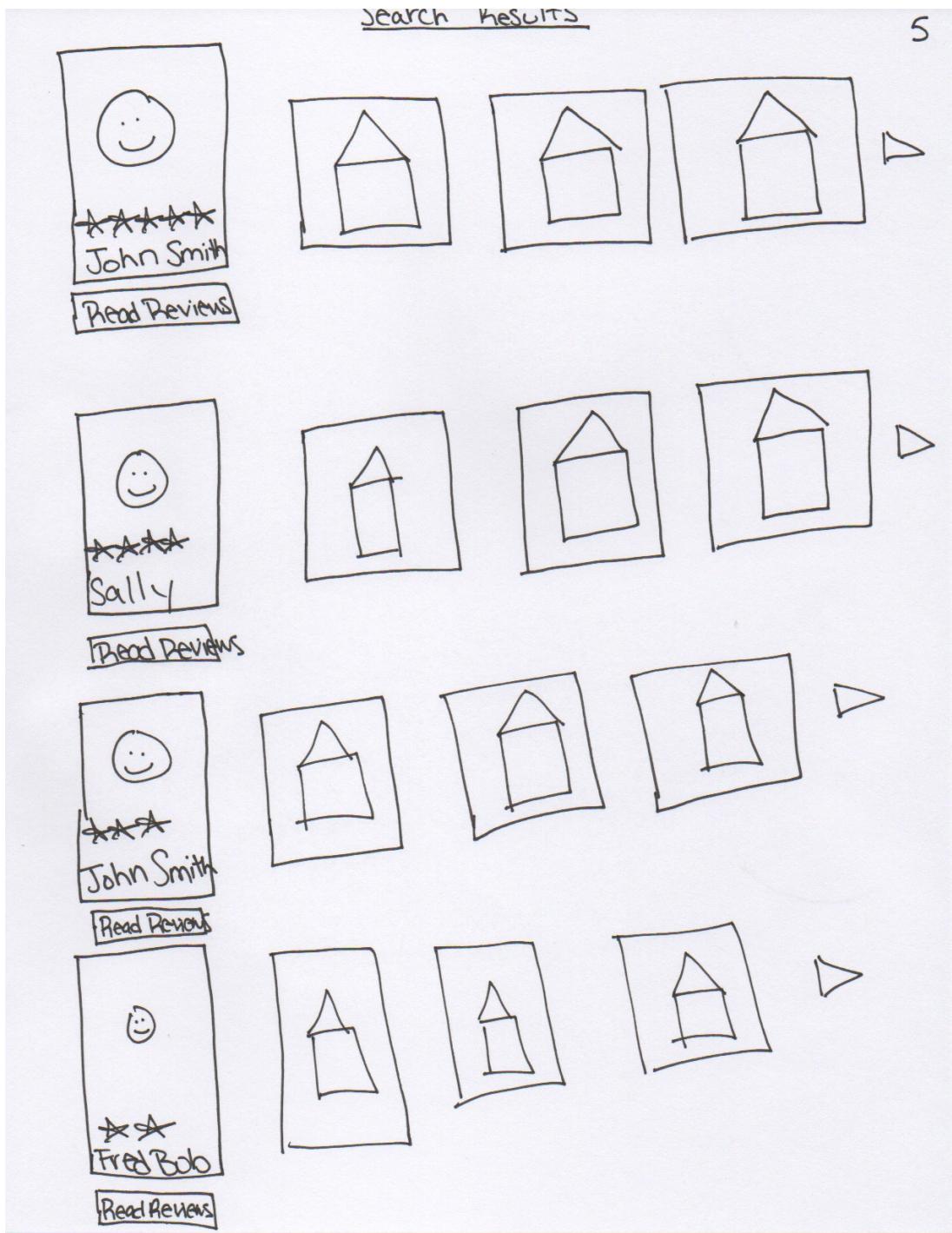


Fig. 5. The search results are then displayed with the name of the realtor, their picture, their average number of stars, a link to their page, and links to their houses that are currently for sale.

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John Smith

Ralf Sells Houses Inc.

Bio:

10 houses sold last year in the Lake Washington area.
Worked for 10 years

★★★★★

1209 Cherry Dr.
Seattle, WA 98104
Sold 4/3/2015
for 1.2 million

Reviews

Sort by

Date	High to Low	Low to High
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★★★★★ Review by Susy S.
"I loved having John Smith as our realtor..."

Fig. 6. Each realtor has a page that includes their name, picture, contact information, average number of stars, reviews that are sortable by date or number of stars, and links to houses that have been sold or are currently for sale.

Reviews

Leave a Review

***** Review by Susy S.

"I loved having John Smith as our realtor..."

Communication *****

Ability to Listen ***

"John wanted our price range higher than it was. It took him awhile to listen to my requests for a cheaper place."

Knowledge of Area *****

"He's been selling here forever!"

Price range looking for \$ 200,000 - 300,000

Price range Purchased \$ 350,000

***** Review by John

"

scroll
down for
more

Fig. 7. Each realtor has a page with detailed reviews that include a rating of their communication, ability to listen, and knowledge of the area (as well as comments and an overall rating). There is also a button to leave a review.

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Name: []

Communication ★★★★
comments: []

Ability to Listen ★★★★
comments: []

Knowledge of Area ★★★★
comments: []

Additional Comments: 250 word max
[]

If you bought a house from this realtor:
Price range looking for [] - [].
Price range purchased [] - [].

Submit Review

Scroll down ▾

Fig. 8. This is the page that pops up when a user wants to leave a review. It includes places to leave stars for overall ratings, communication, ability to listen, and knowledge of the area. It also includes places to leave comments and the price you wanted to buy/sell for and the price you ended up with.