

# VISUGENIE

## Website Redesign Case Study

*Transforming AI Real Estate Visualization for Agencies*

<b>ROLE</b> Product Designer Frontend Developer	<b>TIMELINE</b> 3 weeks (Design & Implementation)	<b>Tools</b> Html,CSS,JS, Figma,Cursor
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## The Challenge

Visugenie is an AI-powered real estate visualization platform that helps agencies like RE/MAX and Century 21 transform property listings with AI-generated staging and renovations. The original website **failed** to communicate the product's value proposition clearly, resulting in high bounce rates and low conversion.

The site suffered from three critical issues: unclear messaging that left visitors confused about what the product actually does, weak visual hierarchy that buried key features, and a cluttered layout that distracted from the core value proposition.

## Problem Statement

Real estate agencies need to understand Visugenie's capabilities within 10 seconds of landing on the site, but the existing design made them work too hard to find answers. **Our research showed that 68% of visitors left without scrolling past the hero section.**

### BUSINESS GOALS

- Reduce bounce rate by 40%
- Increase demo requests by 25%
- Improve time-on-site metrics

### USER GOALS

- Understand value in <10 seconds
- See real before/after examples
- Find pricing & contact quickly

## Research & Discovery

I started by analyzing user behavior data and conducting interviews with 5 real estate agents who I knew in my connections and tested our current landing page all the way to the product itself to first image generation.

### Key Insights

#### **Users scan, they don't read.**

Agents are time-starved and need to evaluate tools quickly. The hero section has 3-5 seconds to communicate value before they bounce. Technical jargon doesn't land—showing beats telling.

**No onboarding caused confusion.** When users signed up, they weren't onboarded and were straight up dropped into the product with all the modes served to them, which overwhelmed them. If a user is a realtor, **they should ONLY see realty-related products.**

### Competitive Analysis

#### **Most competitors fell into two camps:**

Overly technical (targeting developers, not agencies) or generic AI-generated templates with vague lifestyle marketing—beautiful but uninformative. The opportunity was to split the difference: professional and clear, but with a distinct voice that feels human, not algorithmic.

## Design Strategy

The redesign followed three core principles: clarity over cleverness, proof over promises, and speed over perfection.

### Information Architecture

I restructured the site to answer the user's mental model in order:

1. 1. What is this? (Hero with clear value prop)
2. 2. Does it actually work? (Before/after gallery)
3. 3. Who uses it? (Client logos + testimonials)
4. 4. How does it work? (Feature breakdown)
5. 5. What's next? (CTA: Book demo/sign up)

## Visual Design Principles

Clean, not sterile. The design needed to feel professional without being too corporate. Generous white space, bold typography, and a restrained color palette (off-white, dark grey, soft gold accent) created breathing room for the content to shine.

Image-first hierarchy. Before/after comparisons became the visual anchor. Interactive sliders let users explore transformations themselves—engagement, not passive consumption.

## Before & After

### Before: The Old Homepage

The original homepage attempted to do everything at once and ended up communicating nothing clearly.

*[INSERT BEFORE: Old Homepage Gif]*

#### Problems Identified:

- Vague headline that targets one-fix all solution offered no clear value *“your design supercharged with real estate ai photos”*
- Buried value prop: What the tool actually did was hidden below the fold
- Generic stock imagery: No proof of actual transformations
- Weak CTA: "Schedule live demo" button lacked urgency
- Uninteresting color palettes with no consistency. We needed to stand out visually while maintaining credibility.

### After: The New Homepage

The redesigned homepage communicates value immediately and guides users through a clear narrative.

*[INSERT AFTER: New Homepage Screenshot]*

#### Improvements Delivered:

- Clear headline: "Turn raw photos into listing images that buyers cant scroll away"
- Immediate proof: right under hero section the first thing users see is a before and after comparison of **real work** done by real users of the product
- Consistent brand language
- Strong CTA: "Start for free" with urgency copy underneath
- Clean hierarchy: Single visual focus per section, generous spacing

## Feature Section Redesign

Each feature now pairs with a real example and demonstrates tangible value.

*[INSERT AFTER: New Features Section Screenshot]*

### Improvements:

- Image-first layout: Screenshots of actual transformations
- Specific use cases: "Virtual staging", "Add or remove furnitures", "Exterior/interior renovation"
- Results-oriented copy: "71% Of sellers are more likely to hire an agent who uses interactive media professional photography."
- Alternating layout: Breaks up visual monotony, guides eye down page

## Interactive Before/After Gallery

The most impactful addition was an interactive gallery where users can drag a slider to compare before/after transformations. This replaced static side-by-side comparisons and dramatically increased engagement.

*[INSERT: Interactive Gallery Component Screenshot]*

*Show the slider UI with before/after states*

## Why It Works

Active engagement beats passive viewing. Users spend 3x longer on this section compared to static galleries. The slider gives them control—they explore at their own pace and convince themselves of the transformation quality.

## Technical Implementation

Built with React and a custom drag handler for smooth 60fps interactions. Images are lazy-loaded and optimized for fast initial render. The component is fully responsive and works on touch devices.



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### Mobile-First Responsive Design

45% of traffic came from mobile devices, but the old site wasn't optimized for small screens. The redesign prioritizes mobile experience without compromising desktop quality.

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### Results & Impact

The redesign launched 3 weeks after kickoff. Here's what happened (based on limited amount of users <1000:

<b>52%</b> Bounce Rate Reduction	<b>38%</b> Increase in hero CTA clicks	<b>3.2x</b> Average Time on Site
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### What's Next

**Intent-Based Onboarding** Redesigning the onboarding experience with what I call "intent-based onboarding"—users answer a few quick questions about their use case, and we serve only the modes relevant to them. A realtor sees staging and renovation tools. An interior designer sees furniture and decor modes. Clean, focused, zero overwhelm.

**Personalized Product Experience** Once onboarding is fixed, users land in a product that feels built for them—not a generic dashboard crammed with every feature. They see only what matters to their workflow, with the option to explore other modes later if needed.

**Image History Redesign** Shipping fixes to the image history section—better organization, faster access to previous generations, and clearer version tracking.

**Brand Consistency** Aligning the product interface with the landing page's visual language. Same typography, same color palette, same voice. The experience should feel continuous, not like two different products.