

99.co

Book a Property Viewing

99.co. is a Singapore real estate database company, helping 600+ million Southeast Asians find their dream home.

Agents today schedule viewings manually outside of 99.co. They want to experiment with more robust features to deliver better quality leads to agents while increasing their usage of our platform. 99.co's hypothesis is that users who are willing to schedule a viewing upfront have a greater intent to purchase a property.



Scheduling Feature →

Duration:

6 hours

Skills & Tools:

Adobe Creative Suite
Figma

Role:

UI/UX (individual project)

Process

Empathize and Understand

Constraints and Assumptions

Business Goals and Competitive Analysis

User Journey, Personas, and Workflow

Sketch, Wireframe, Prototype

Project Takeaways



The Challenge

**Currently, agents schedule viewing
manually outside of 99.co.**

How might we help agents and users setup offline or virtual meetings more efficiently without back and forth messaging?

Empathize

Creating Proto-personas:

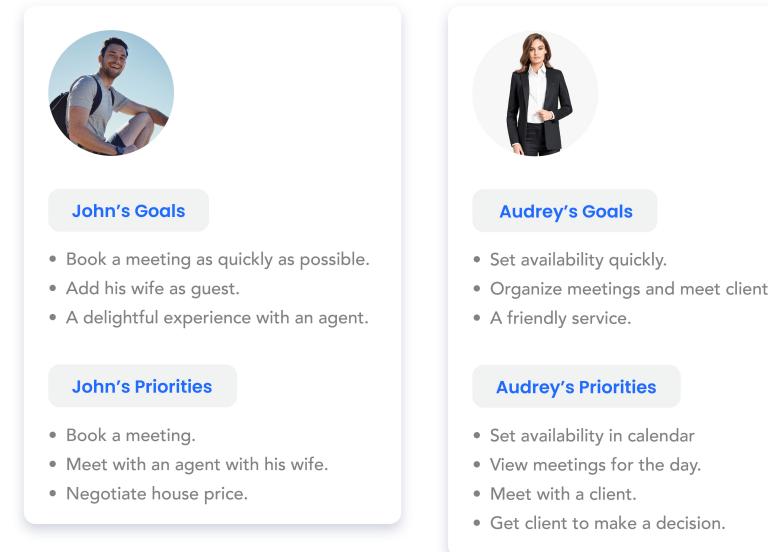
When it comes to finding a home, seeing a perfect listing online is only the beginning of making the big decision of purchasing a home. Throughout the experience, agents have to be personable and friendly to provide a delightful service. As the real estate experience gains a digital platform, it is important not to take away from the perks of the in-person experience for both agents and customers.

Customer Narrative

After seeing a house listing that John and his wife find within budget, good location, and fits their style; he wants to book a virtual house tour just to be sure before they make a purchase.

Agent Narrative

Agent Audrey Lim wants to book virtual and offline property viewing more efficiently, while providing a delightful and friendly experience.



Identify

Constraints & Assumptions:

I created some constraints to focus on a linear flow. The assumptions are based on what I already know exists within 99.co's App.

Constraints

- Meetings are set between one agent and one client (each client can add additional guests.)
- Meetings are only 30 min., 1 hour, or 2 hours long.
- Agents can only set their availability by weeks.
- Agents can only work from 8am to 9pm.

Assumptions

- If a meeting is virtual, it will be on 99.co's built-in virtual meeting feature.
- If a meeting is in-person, client will be directed via 99.co's built-in map.
- After a meeting and the client would like to purchase the property, the transaction will be done outside of 99.co's platform.

Design Challenge

Since agents today schedule meetings manually outside of 99.co, 99.co's platform is not being used as much as it can. Also, quality of leads to agents can be scattered and varied.

Design Goal

Allow agents to schedule meetings via 99.co App to deliver better quality leads to agents while increasing their usage of the 99.co platform.

Design Solution

A robust feature for users to schedule property viewings virtually and/or offline with an agent on App.

Hypothesis

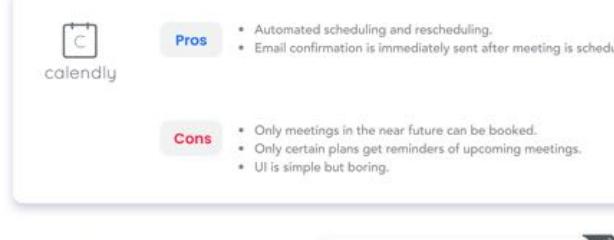
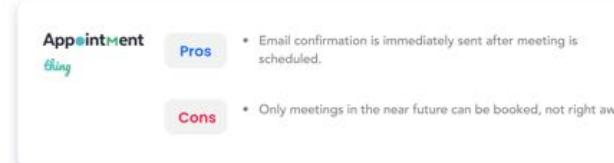
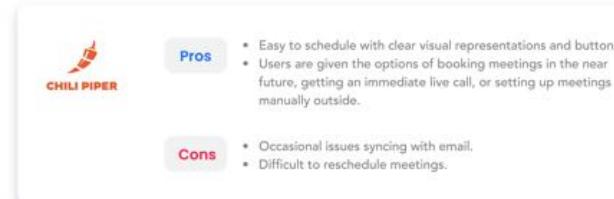
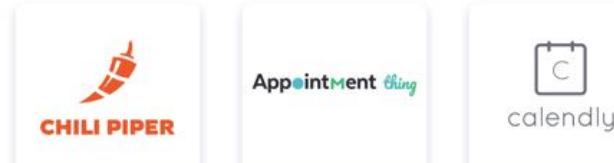
If a user is willing to schedule a viewing upfront, then the user will have a greater intent to purchase a property.

99.co's Business Goals

With more property being purchased from a robust scheduling feature, 99.co can make more money and gain loyalty to stand out against its competitors.

Competitive Analysis

The following are appointment scheduling softwares that I will be analyzing.



Competitive Analysis

- + Easy to schedule a meeting.
- + Give users options of booking meetings in the near future, getting an immediate live call, or setting up meetings manually outside to fit a wider scope of customer personas.
- + Easy scheduling & rescheduling.
- + Booking confirmation sent via email.
- + Booking time notification automatically set of App.

The image shows three mobile phone screens from the 99.co app. The first screen displays a listing with a red callout box around the 'See listing I like *tap*' button. The second screen shows a photo of a house with a red callout box around the 'After seeing photos, I love it! *tap 'Enquire'' button. The third screen shows a confirmation message with a thumbs-up icon and three options: 'Chat with agent', 'Call agent', and 'Cancel'. Red lines connect the callout boxes on the first two screens to the 'Enquire' button on the third screen.

User Testing Current Feature

99.co

See listing I like *tap*

After seeing photos, I love it! *tap 'Enquire'*

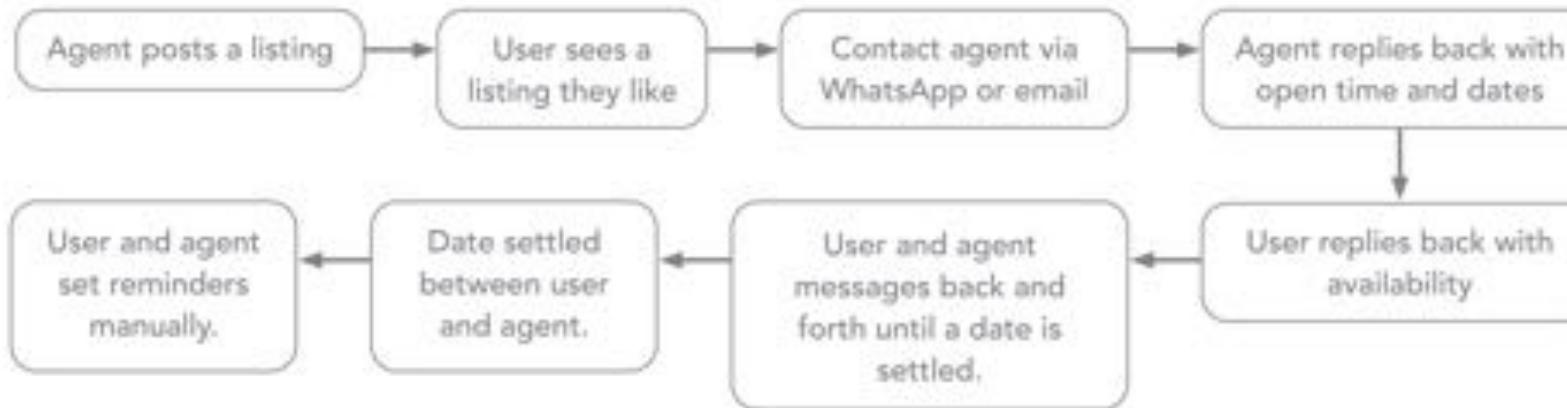
The options provided prolongs the house tour meeting date. The user has to wait for a response, and by then, they can be less interested. Scheduling manually also makes it difficult for agents to manage their plethora of meetings.

User Testing

After downloading 99.co's app, I understood necessary touchpoints to reach customers' and agents' goals. This also allowed me to understand where my new feature can be implemented.

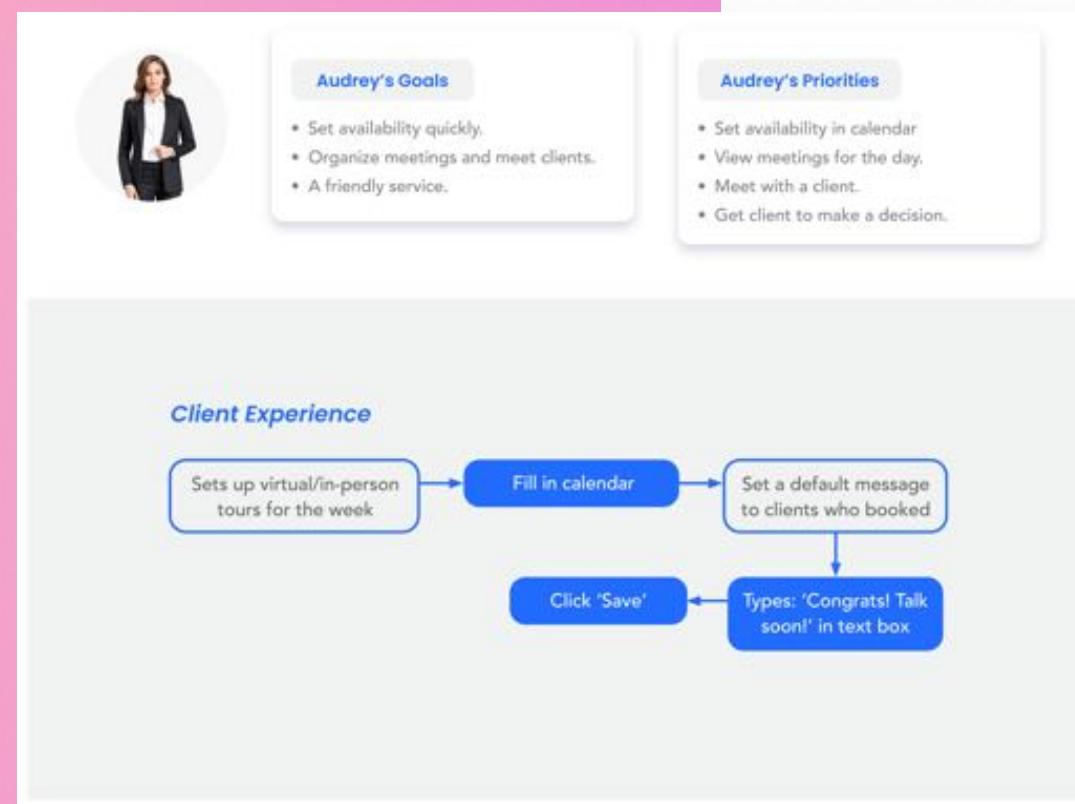
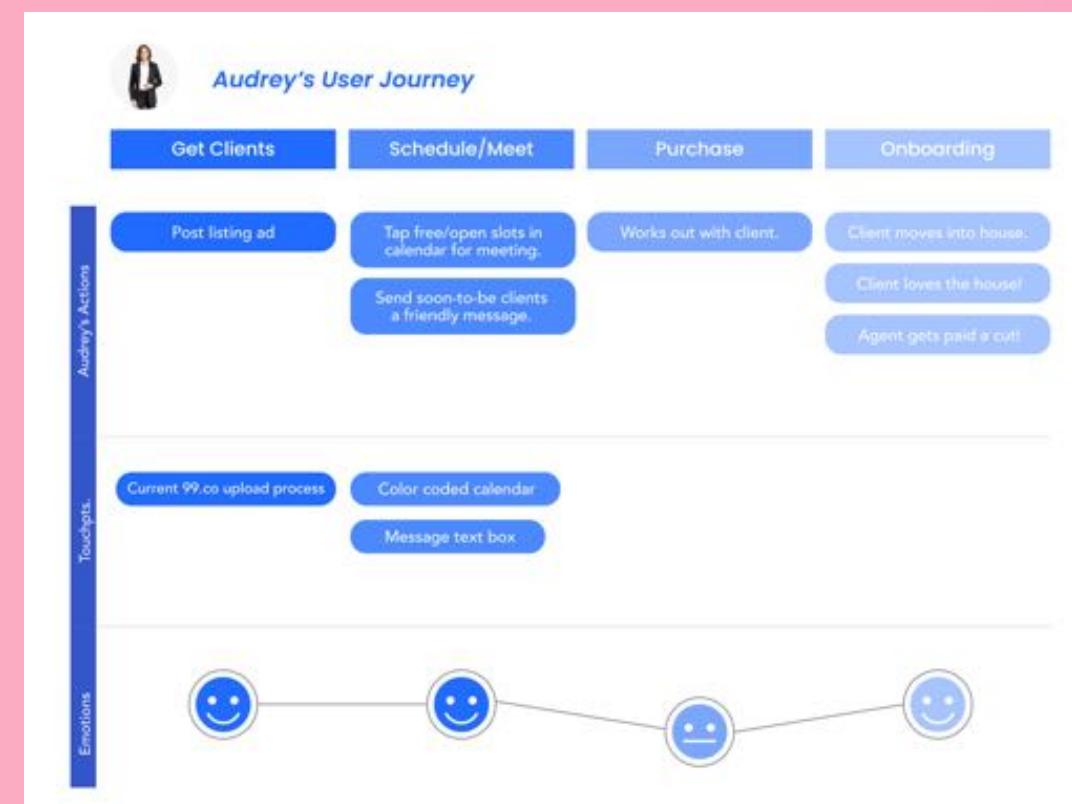
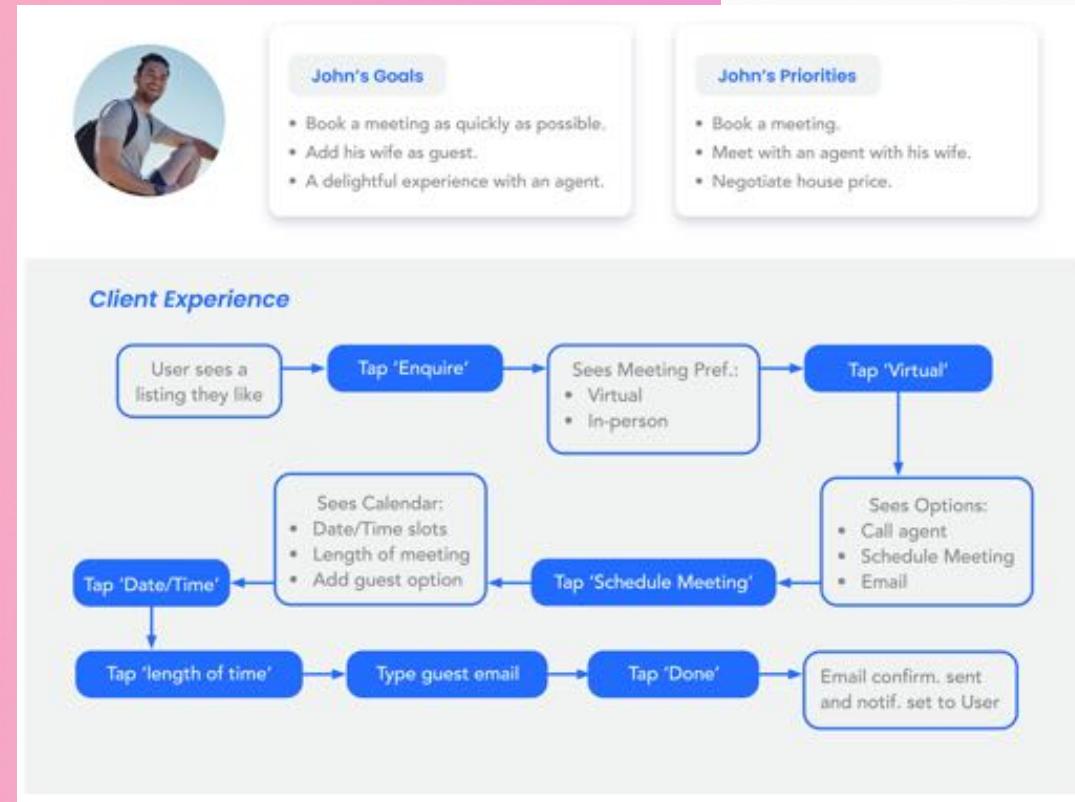
Solution

Existing Experience



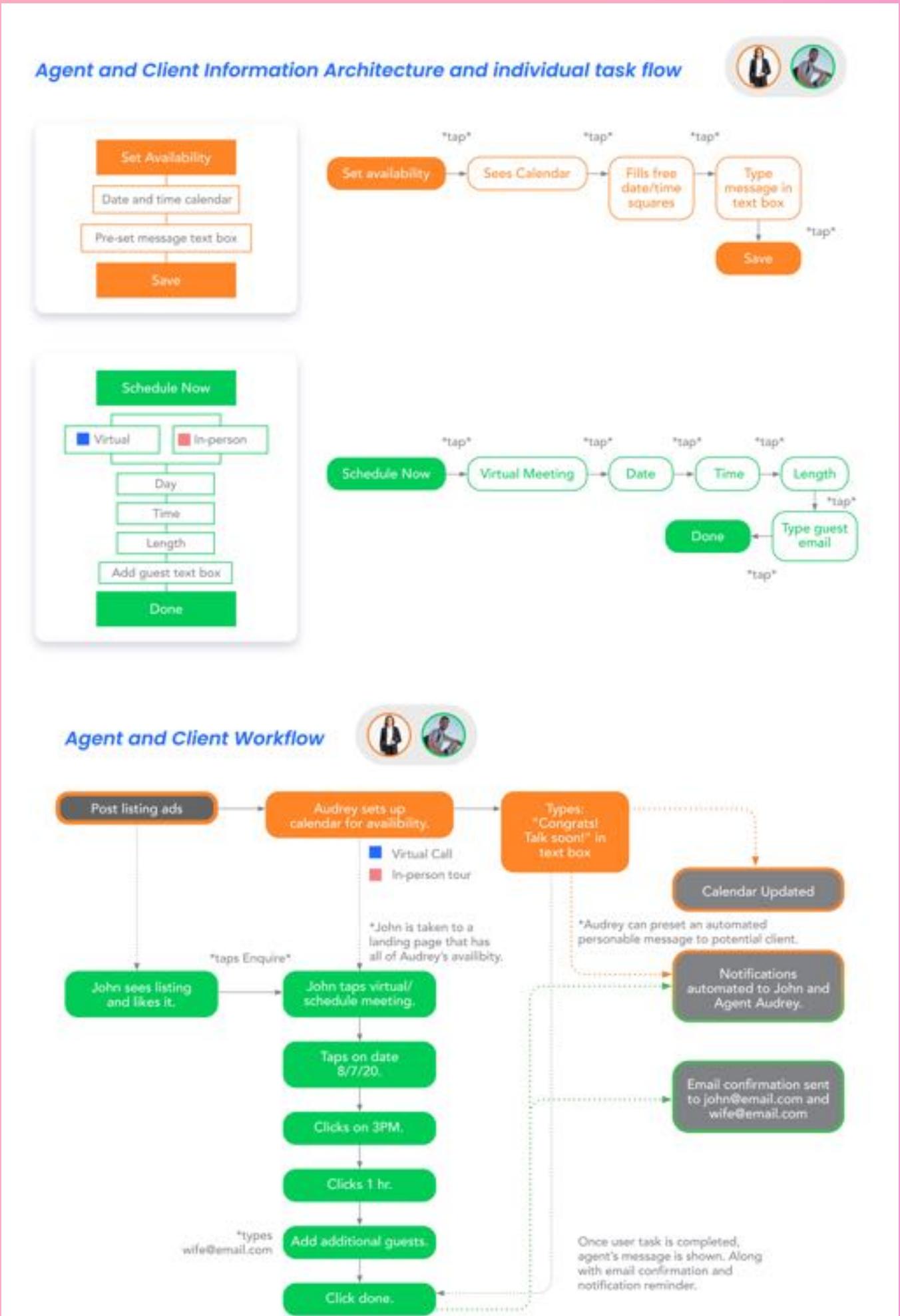
New Experience





Workflow

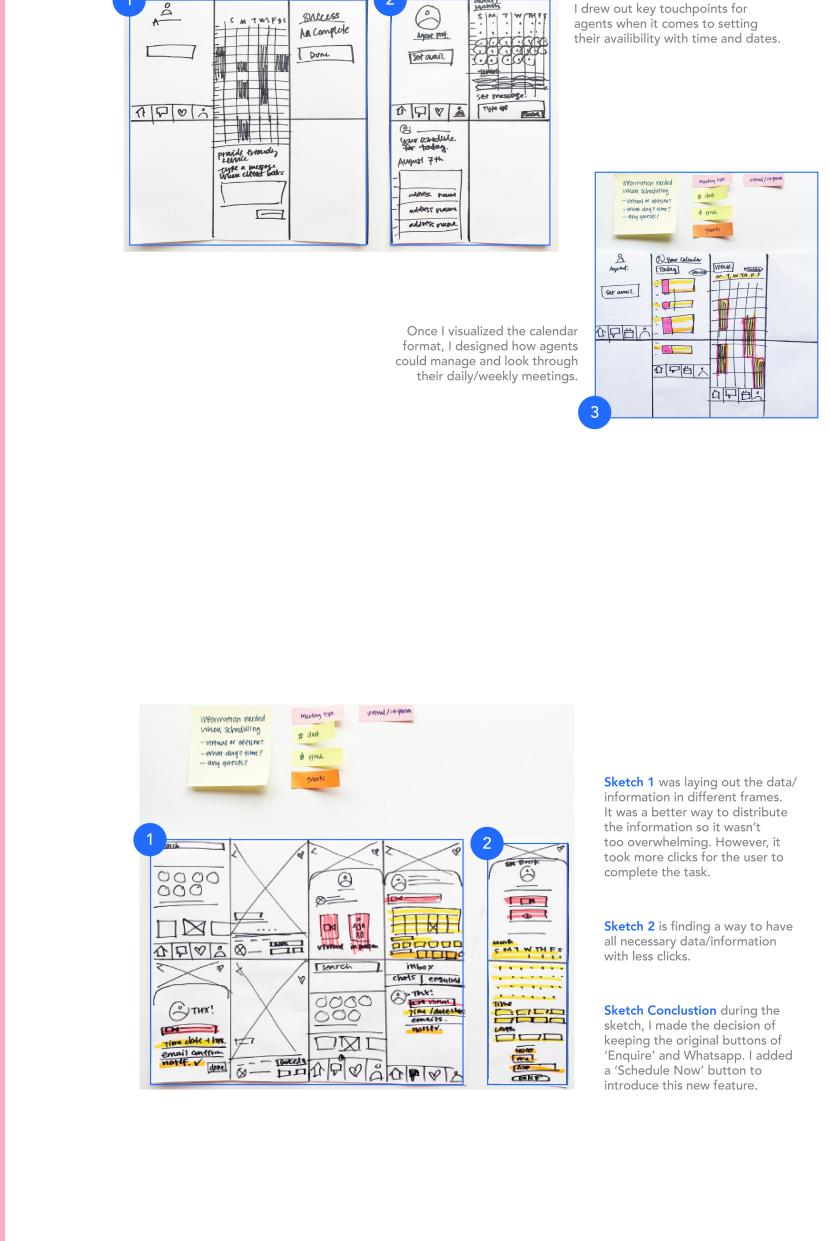
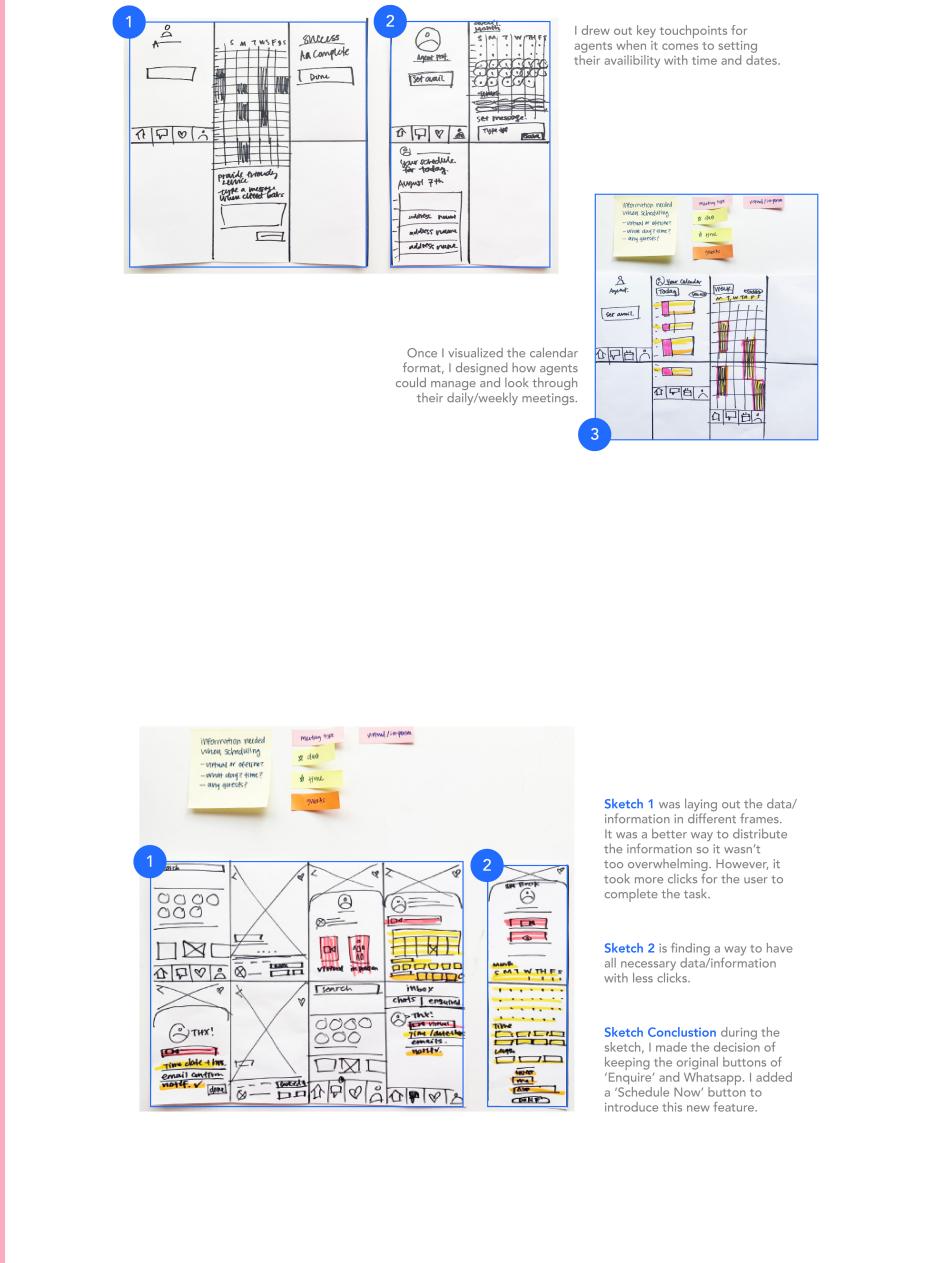
After getting a holistic view with user journeys, I was able to understand touchpoints and data needed from each user. It's also important to remind myself of user goals and priorities.



IA & Task Flow

Let's get more specific.

I first crafted information architecture to organize and structure content, which were then applied to individual task flows. After, I put client and agent workflows together to understand how their interactions align.



Agent Setting Availability Wireframe

Set Availability

Scalable I designed the calendar with editing availability in mind. Agents can easily go back to the calendar and untap days and times they decide don't fit.

Task Complete

Completed!

User Wireframe

AB Testing After user testing myself, it was nice that the information was more spread out so it wasn't overwhelming. However, it took more clicks than the original task flow.

AB Testing Conclusion I decided having all the information in one layout was less tedious. I solved the original problem of have the page be saturated with too much information by spacing out text and buttons more.

Agent Checking Schedule Wireframe

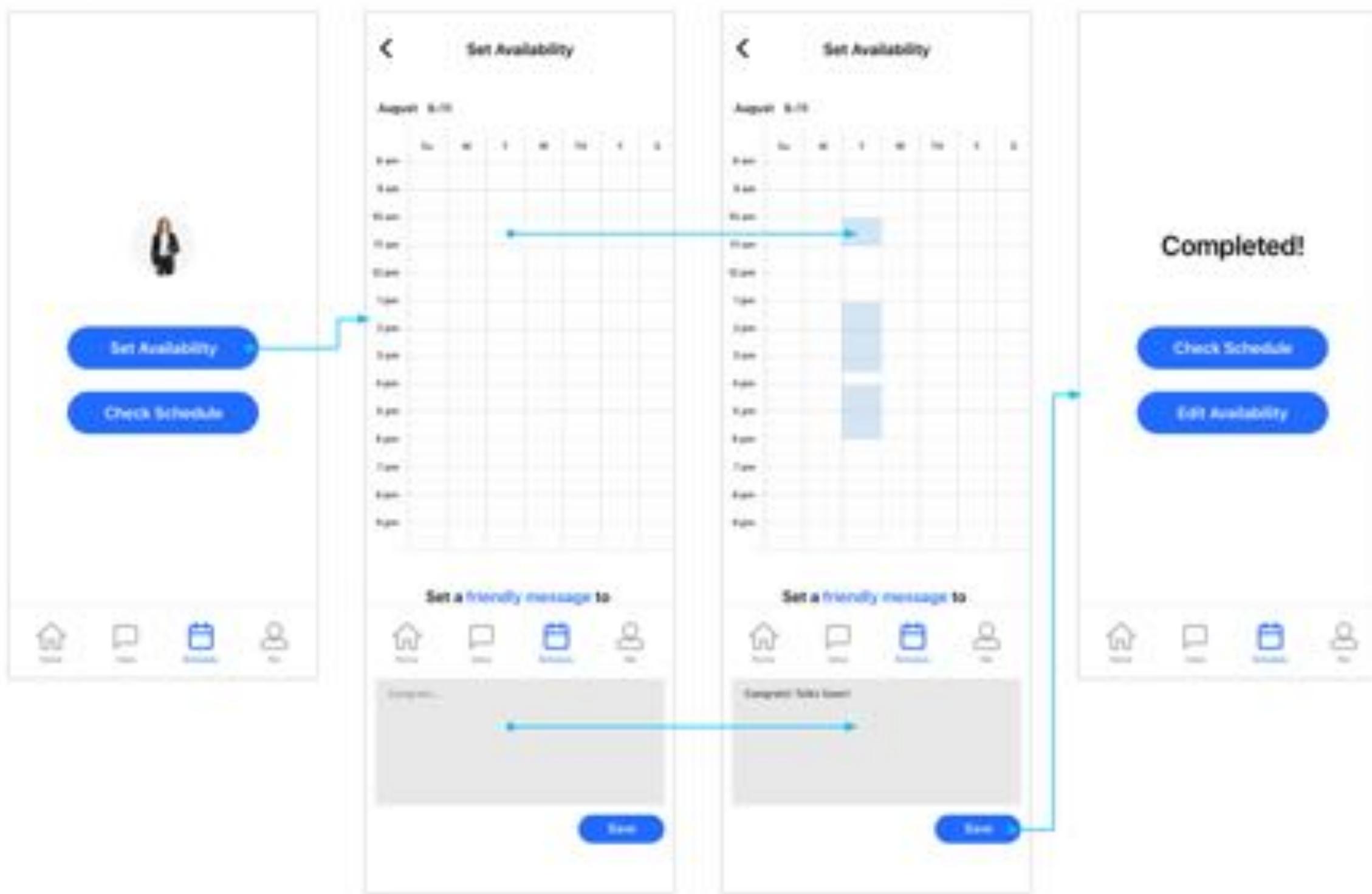
Daily Schedule Agent will have necessary information of all meetings. The agent can efficient connect to a call if it's virtual or locate the real estate propert if the meeting is in-person.

Weekly Schedule Agents can have the flexibility of viewing their schedule holistically and stay organized.

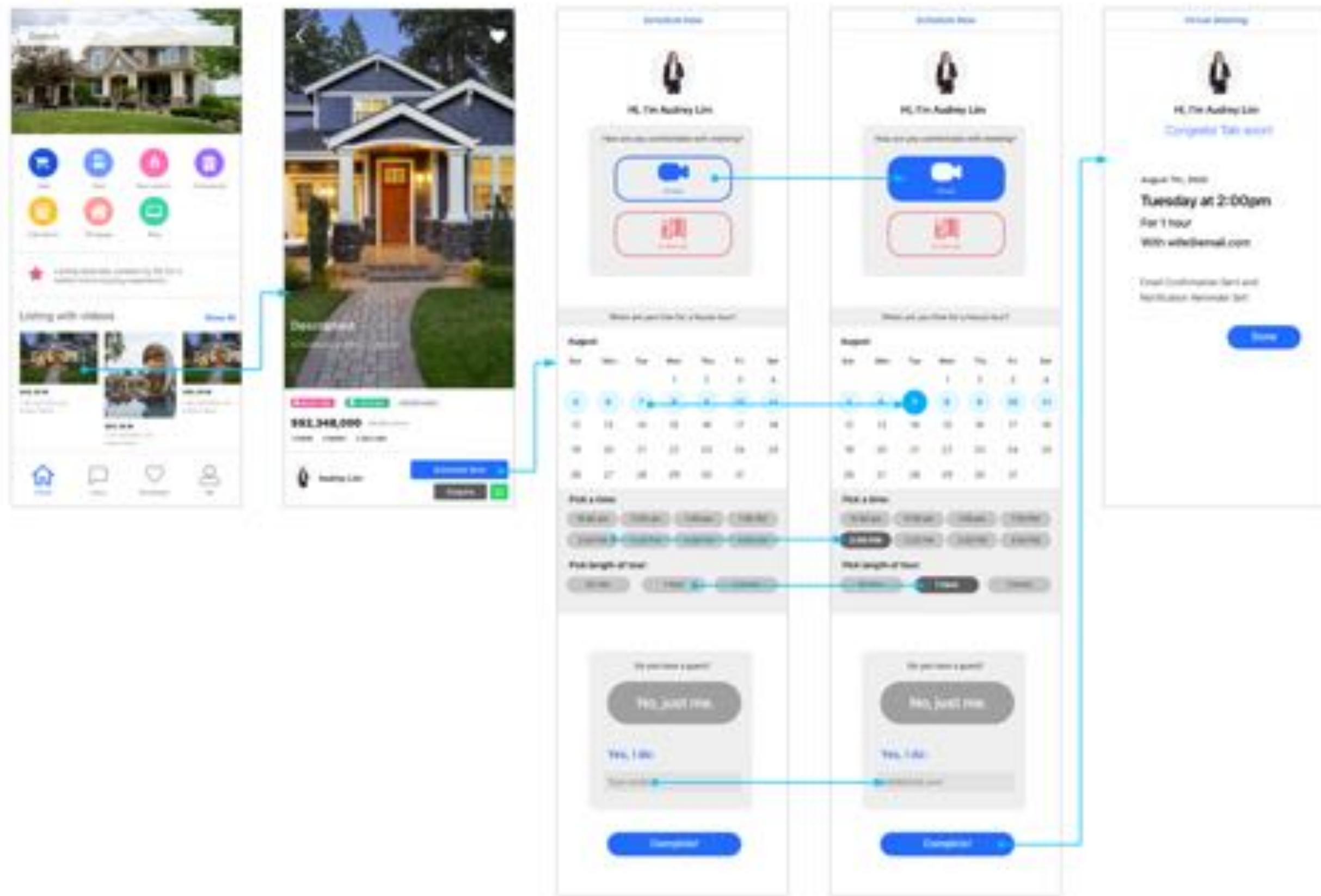
Sketch, Wireframe, Prototype

- + How can a client reschedule?
- + How can an agent edit their calendar?
- + How can the design hit business goals?
- + How can the design be easily implemented?
- + Why is the user motivated to complete their tasks?

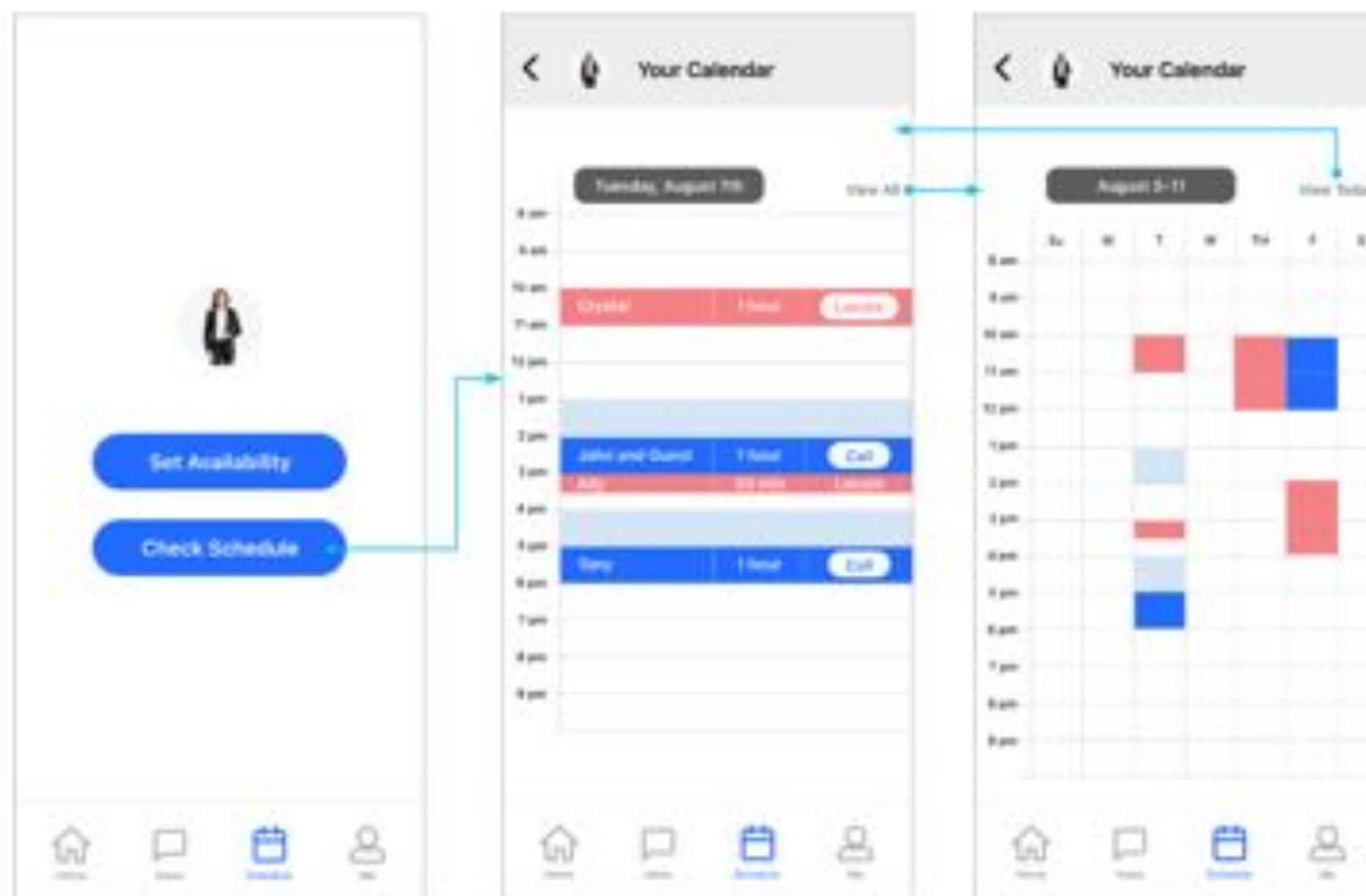
Audrey sets up her availability...



So John can book a meeting at an available time.

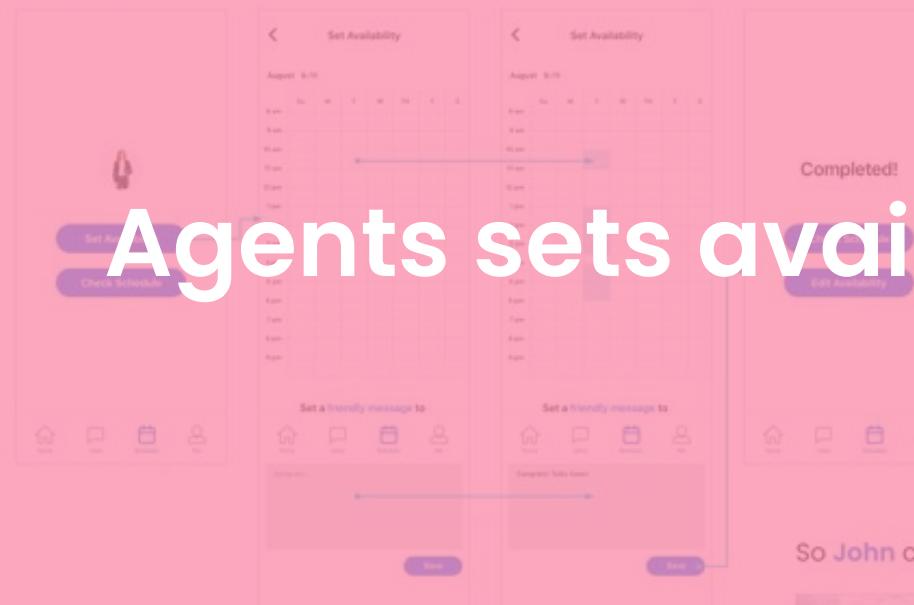


After **John** books a meeting, **Claudia's** schedule will be updated—
along with other clients.



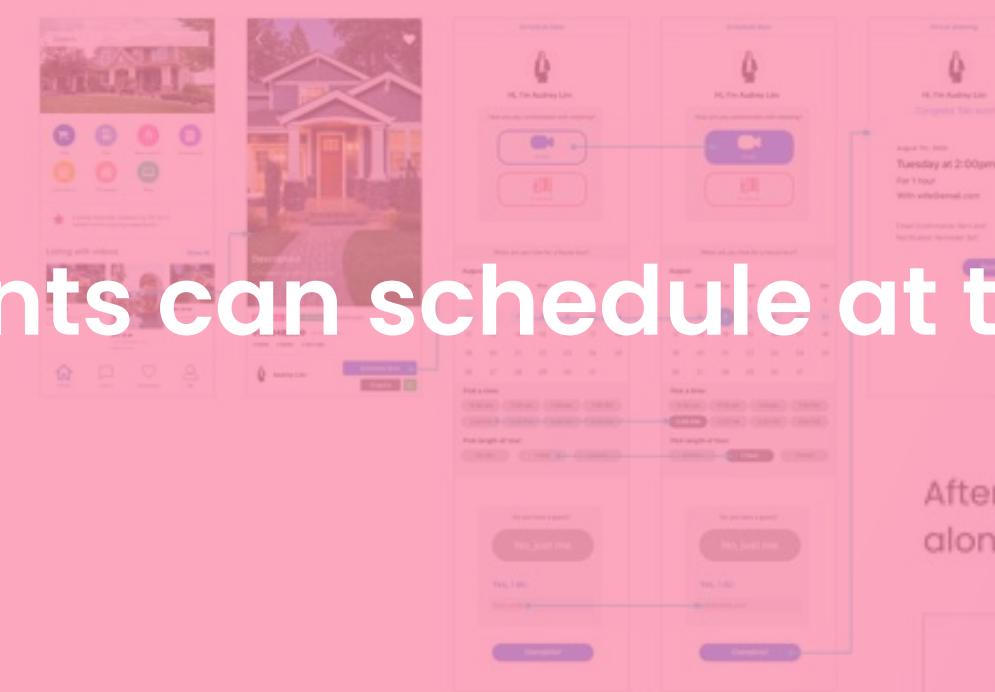
Claudia's can check her schedule to stay organized!

Claudia sets up her availability...



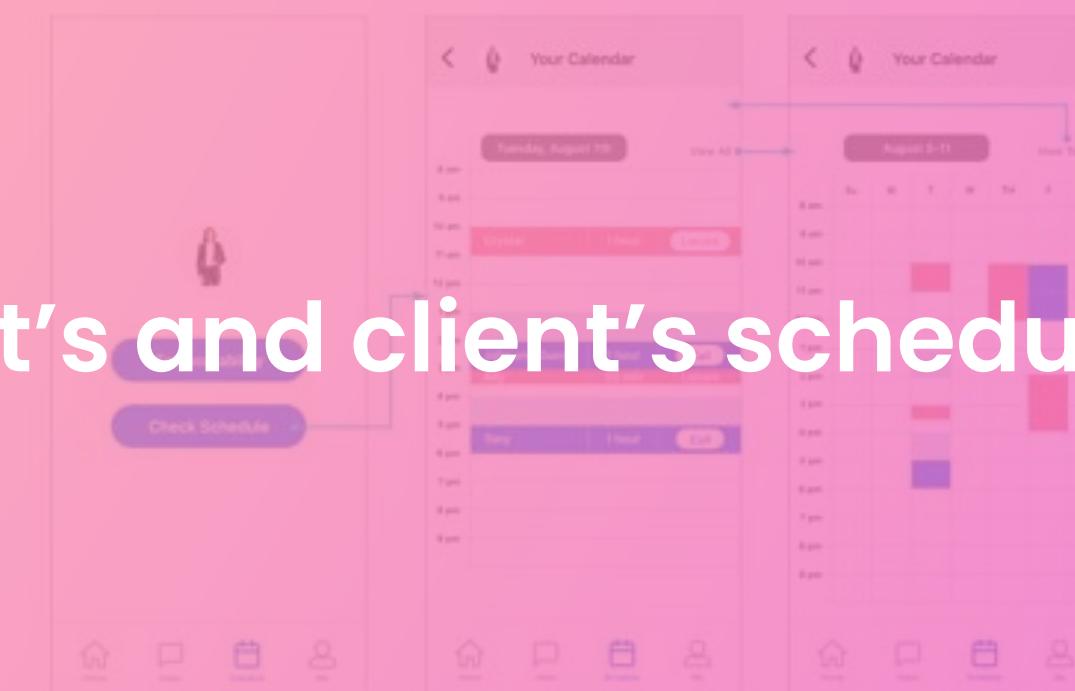
Agents sets availability

So John can book a meeting at an available time.



So clients can schedule at time accordingly

After John books a meeting, Claudia's schedule will be updated—along with other clients.



That way, agent's and client's schedules can align.

Claudia's can check her schedule to stay organized!

Takeaways

Applying Design Feedback

After user testing, I realized that when scheduling, the squares are too small, so I'll probably make them 44 X 44 pixel touch target.

Parts of the work flow and button sizes for client-facing can be reiterated as well.

Walk in Their Shoes

It's important to imagine myself in the shoes of the users I'm designing for. When coming up with proto-personas, it was crucial to identify potential pain points.

Stay Organized

As a designer, you're constantly working against the clock. It's important to set the stage to stay organized, be on top of time management, and work methodologically to keep quality of work consistent.