

COSC 3P94

Website Design Presentation

...

By Hossam Ibrahim and Nilaanjann Misra

Brief History

Basic requirements

In terms of basic requirements, our approach was simple:

- Have a simple, minimal UI design in order to establish a proficient user-website interaction
- Allow the user to get in touch with an agent for proper verification and guidance
- Proper research into a variety of real-estate websites

The logo for 'bode' features the word in a lowercase, sans-serif font. A small blue horizontal bar is positioned above the letter 'o'.

REALTOR.ca®

Analysis of Chosen Websites

- Our two chosen websites were Bode.ca and Properly.ca
- Common pros:
 - Both websites dealt well with task accomplishing interactions such as trying to list a home for sale and searching for houses to potentially buy. Simple, easy to use, and minimal
 - Details required to be inputted were concise and not overwhelming
 - Offered personalized experience
 - Quality documentation in regard to usage of service
 - Well established security base
- Common cons:
 - Degree of options presented may possibly overwhelm the user
 - Limited access to certain information regarding properties

User Base Research

Our next objective was to get a better understanding of the user base of the service we are trying to replicate.

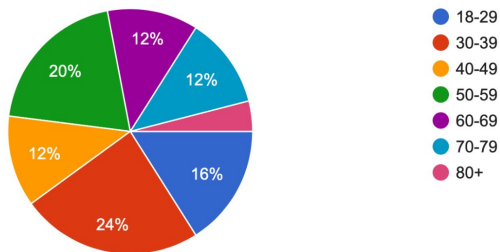
However, we came across a major problem - our group of 3 turned into a group of 2

This lead to incomplete information being collected in stage 1 and thus an incomplete review process. However, research was completed prior to starting work on stage 2 with minimal documentation

Survey Analysis

How old are you?

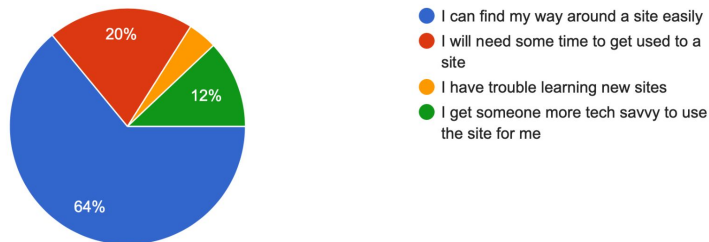
25 responses



Basic questions regarding age, and fluency in learning new website interfaces

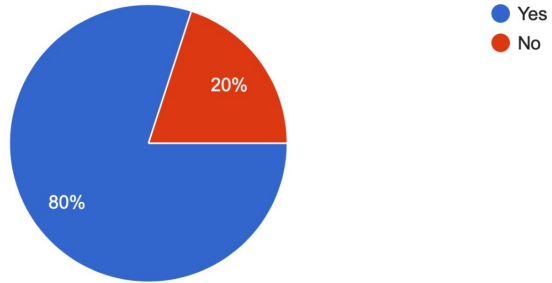
How experienced are you with using new websites?

25 responses



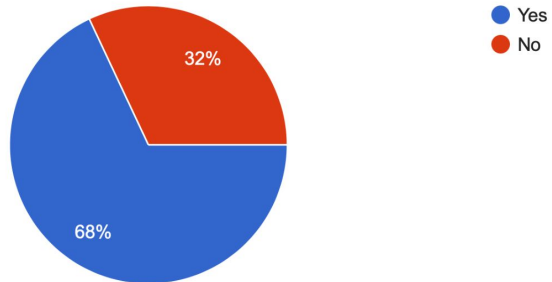
Have you bought property before using third-party real estate services?

25 responses



Have you sold property before using third-party real estate services?

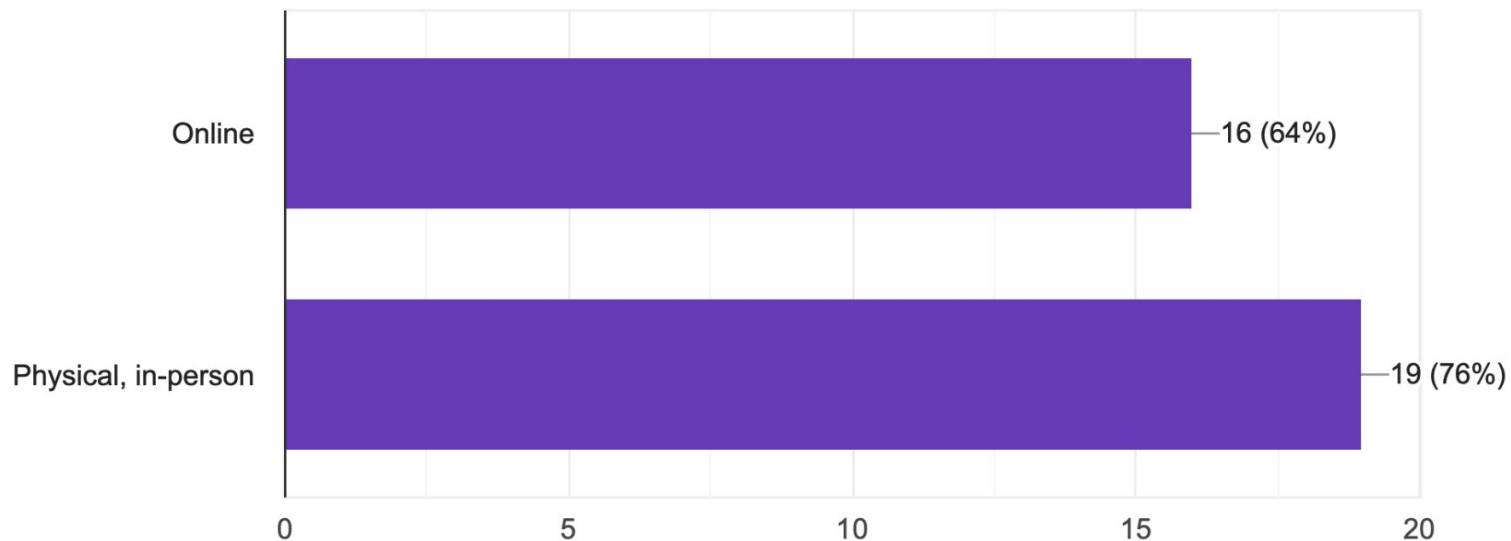
25 responses



Buy/ Sell Comparisons

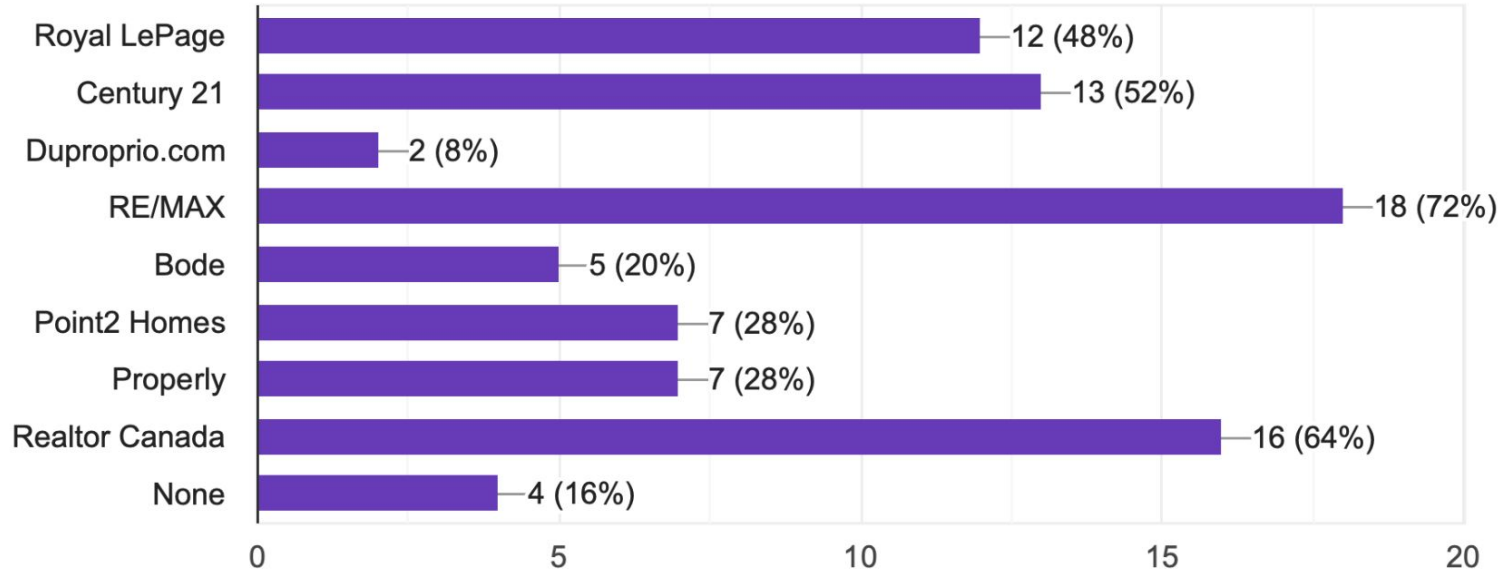
What type of real-estate services have you primarily used?

25 responses



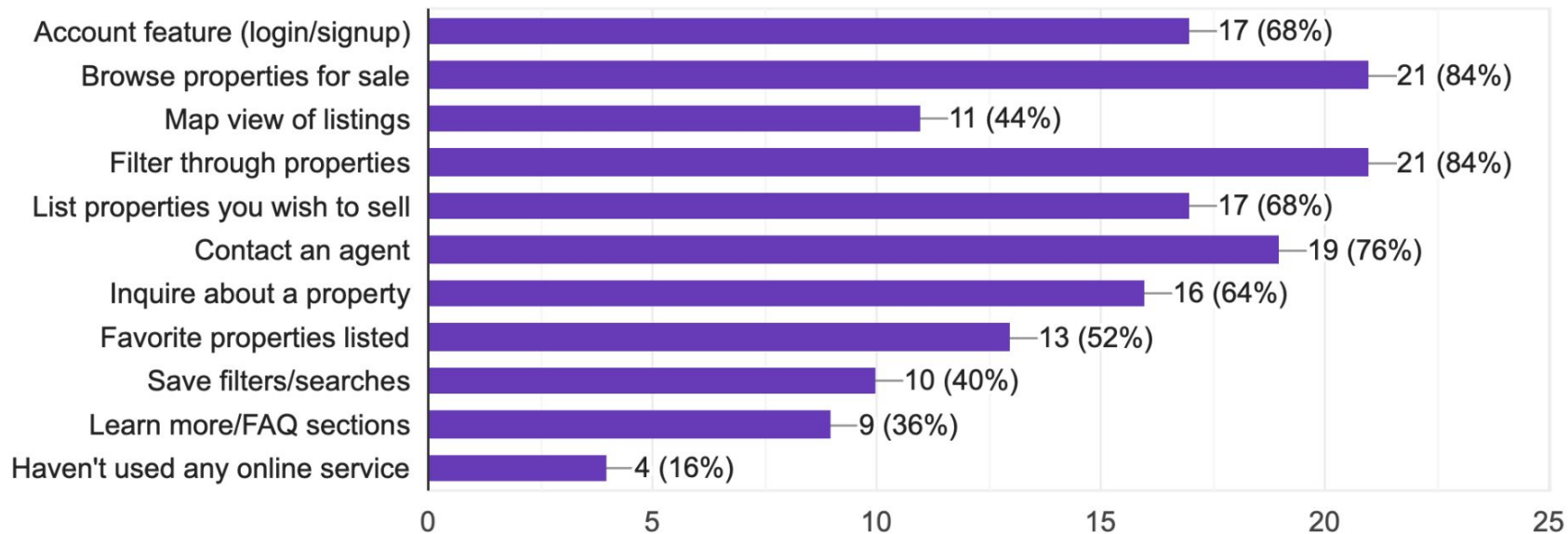
What real-estate websites are you familiar with or heard of?

25 responses

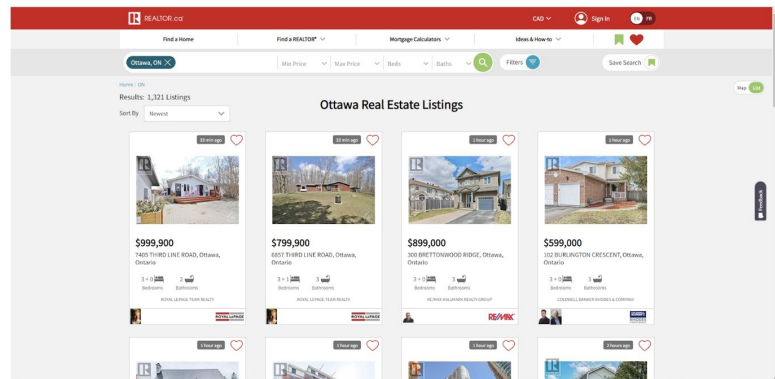


What features would you want on a real-estate website or like in any of the websites you've used?

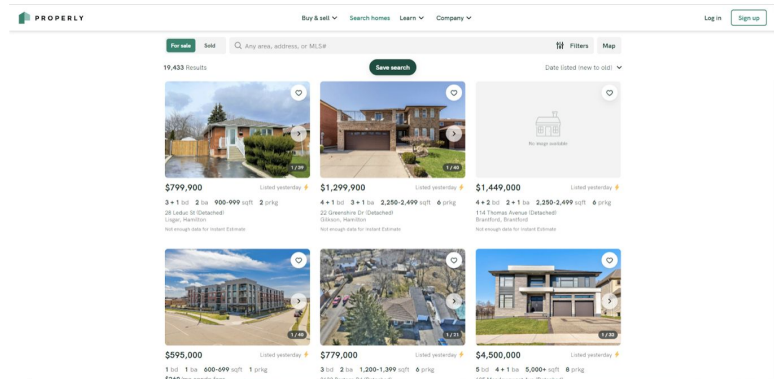
25 responses



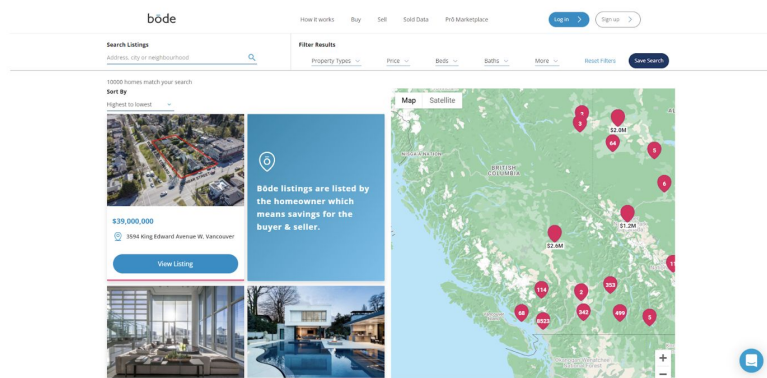
Realtor.ca



Properly.ca



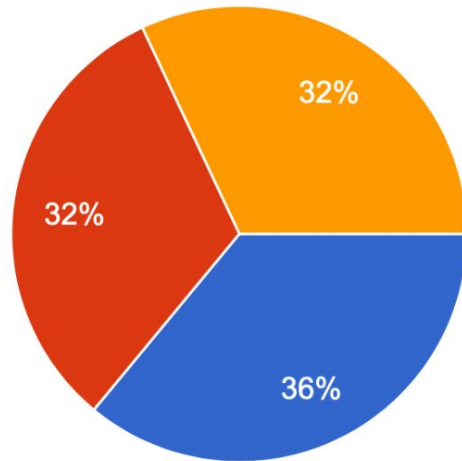
Bode.ca



Website interface comparison

Which site do you prefer based on design?

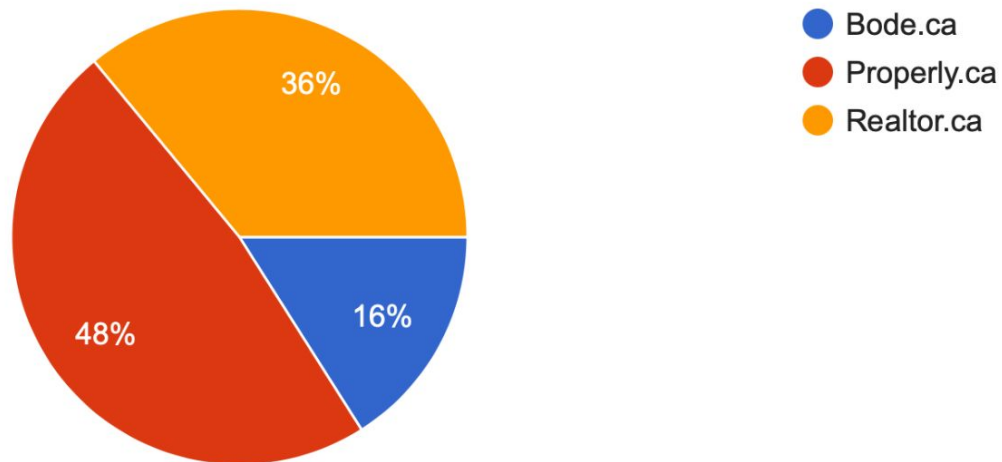
25 responses



- Bode.ca
- Properly.ca
- Realtor.ca

In terms of the amount of information presented regarding the listings, which site do you prefer?

25 responses



Assumptions Made

Assumptions made

- Ideally made for people with non-commercial interests
- Any and all details entered into the system are a responsibility of the client
- Possibility of site undergoing changes from external critique
- Site is assumed to work on handheld devices as well
- Project scope will not undergo any change
- People using the site have a basic knowledge of using websites
- People using the site have a rough idea of real estate
- Have an internet connection
- Have a working email address or phone number

Description of User Group

Persona Formation

- Forming personas held a key role as it allowed us to have a point of realistic reference and acted as our user base representation.
- In terms of the primary persona, here are some examples...

Primary Persona 1

Bio (past and present): 28 years old, has a job in trades, has a wife with no kids yet

Personal Goals: He wants to move out of his parents and start a family. He wants to start his own business, and retire early

Immediate Goals (what they want to accomplish): Buy a home. Expand his clientele for his current job.

Habits, Behavior, Interests: He like to fully explore new things/ideas/concepts and doesn't leave a stone unturned, has a short temper, and is interested in landscaping and renovation

Skills: Electrician, carpentry, some landscaping skills

Frustrations: Things not going his way, people not listening to him, complicated or inconsistent technology (phone, internet, tools)

Social: Has work buddies, goes out drinking on the weekend, friendly to his neighbor and outgoing in general.

Technology: Can work with tools, phones, computers. He needs help when his computer or internet has problems, as he is not an expert in digital tech.

Primary Persona 2

Bio (past and present): 50 years old, has a job in computer science, has a husband with 3 kids and a dog. Studied at Brock

Personal Goals: She wants to be promoted to a managerial position in her company, she plans on getting a larger, more fuel-efficient car for her family

Immediate Goals (what they want to accomplish): She wants to find a new home for her family and sell her current home. Create another stream of income.

Habits, Behavior, Interests: She is forgetful when it comes to home chores due to high workload. She's patient especially when it comes to adjusting to new environments. Interested in computers, and machine learning, as well as her soap operas.

Skills: Coding, problem solving, cooking

Frustrations: When people bother her while she's busy; when her kids overcomplicate, easy tasks assigned to them.

Social: She visits her friends occasionally, as well as sometimes going to the park with her family or friends. Too busy to hang out every weekend

Technology: Can work with computers well, as well as being able to quickly learn new skills for new programs or software.

Secondary Persona

Bio (past and present): 21 years old, has a job in lifeguarding, lives with his parents and siblings. Studied psychology in UFT and recently graduated

Personal Goals: He wants to find a wife, start a family, grow his career in his field of study

Immediate Goals (what they want to accomplish): He wants to move out to a cheap apartment and go on dates to find a girlfriend he can take back to his own home (not his parents). He also wants to start applying for a job in his field of study

Habits, Behavior, Interests: He has a habit to explore and discover things, even though sometimes he shouldn't. He likes to learn new things, he is lazy sometimes, as well as unmotivated. He has interests in psychology and gaming.

Skills: Some sport and swimming skills, he is good at adapting to new environments.

Frustrations: Gets frustrated when given too much work, and hates working with other people.

Social: Has lots of friends and hangs out with them, sometimes when he should be working instead

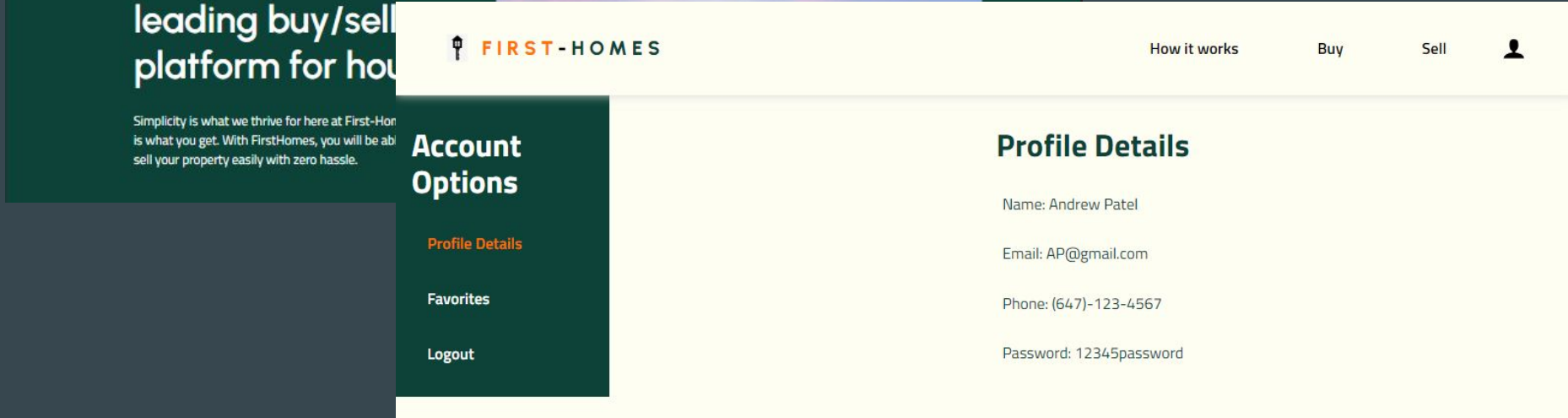
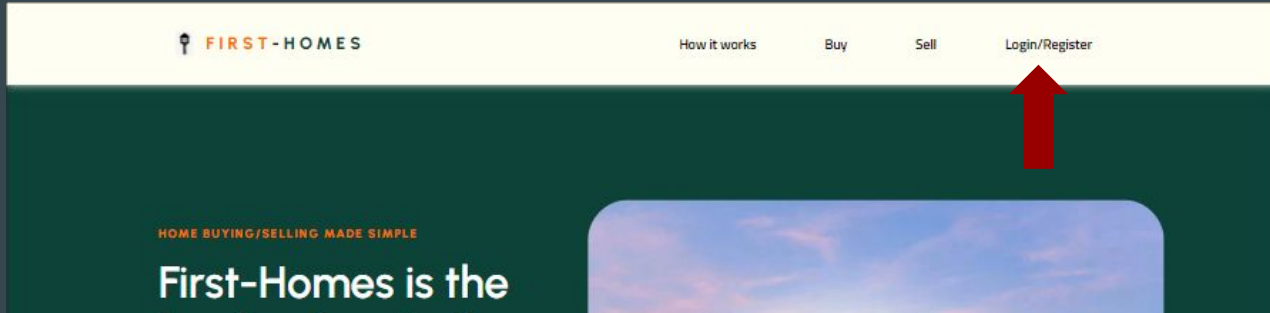
Technology: Well versed in working a computer or phone, can't code but can fix errors or problems by searching them up.

Implemented Changes after Critique

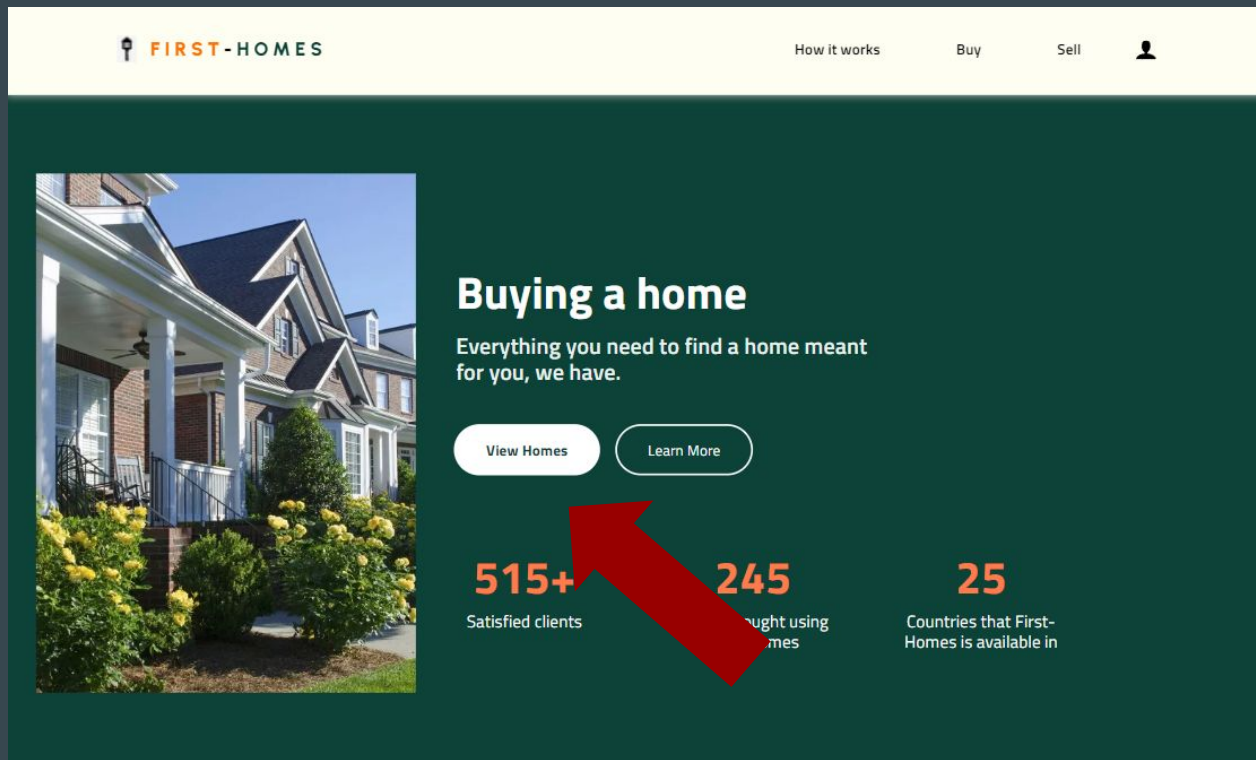
Critiques Made by Peer Review

- No account feature
- Primary buttons looked less important than secondary buttons
- Icons that didn't give enough information/detail
- Add more filter options on the top of the search bar in "browse.html"
- Listings on the browse page needed more information
- If a user scrolled down on the browse page, this listings had no borders so you wouldn't know which address belongs to which image (above or below)
- Not enough info on the listings page or too much empty space
- Positional issues with buttons or text

Account Features added



Button style fixed



Better icons added



Input your address

Enter the address of the property you are attempting to sell



Input contact info

Enter your contact information so we can reach you



Verify Address

We will validate your address based on the documents we will ask from you



Wait for viewings

Once the verification process is complete, we will connect you with prospective buyers



Input your address

Enter the address of the property you are attempting to sell



Input contact info

Enter your contact information so we can reach you



Verify Address

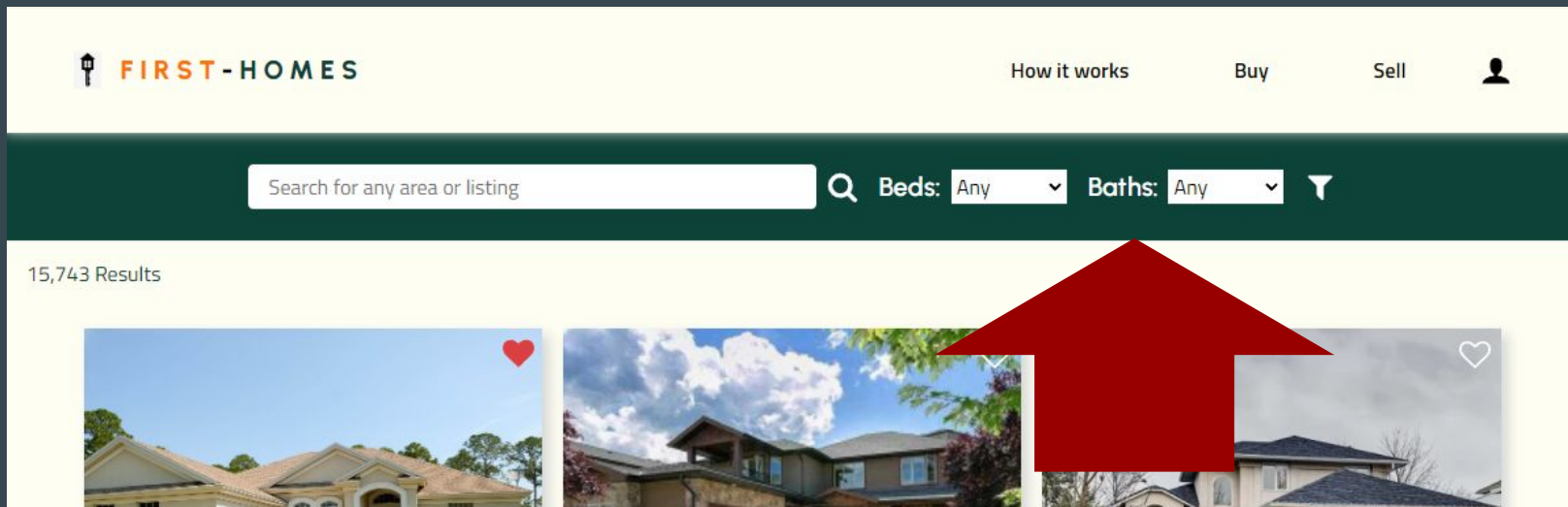
We will validate your address based on the documents we will ask from you



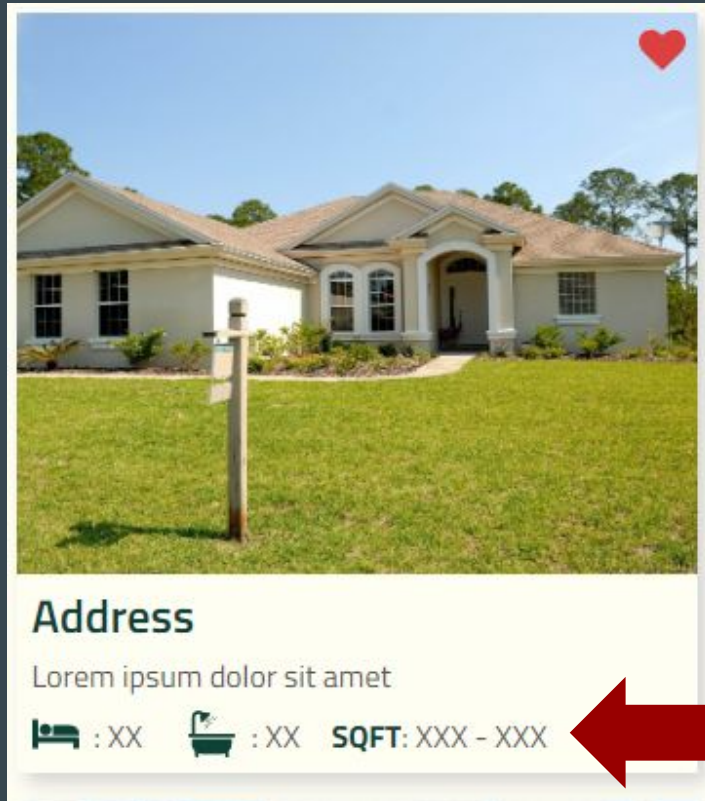
Wait for viewings

Once the verification process is complete, we will connect you with prospective buyers

Better search bar with filters outside the filter button



More info on the listings





Added shadow to prevent confusion



Address



Lorem ipsum dolor sit amet

 : XX  : XX **SQFT:** XXX - XXX



Address



Lorem ipsum dolor sit amet

 : XX  : XX **SQFT:** XXX - XXX



Address

Lorem ipsum dolor sit amet





 : XX  : XX **SQFT:** XXX - XXX



More info on the listing page, and less white space

123 Address St

Area | City



\$500,000

Listed: xx/xx/xxxx

Inquire

Bedrooms: X Bathrooms: X sqft: XXX-XXX Type: Detached Parking: X

Home Details


Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non volutpat turpis. Mauns luctus rutrum mi ut rhoncus. Integer in dignissim tortor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non volutpat turpis. Mauns luctus rutrum mi ut rhoncus. Integer in dignissim tortor. Sed non volutpat turpis. Mauns luctus rutrum mi ut rhoncus. Integer in dignissim orte.

Listing Brokerage

MLS® Listing X2547610

Brokerage RE/MAX Lorem ipsum INC., BROKERAGE



Similar Properties

