

COSC 3P94

Stage 1 of 4

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User requirements:

1. Role of each actor:
 - a. Buyer - Buyer is going to be responsible for making an informed decision and setting up negotiator meetings with the homeowner and the respective home that they're interested in.
 - b. Seller - Seller is going to be responsible to list their home, provide accurate and matching verification for the home and homeowner, and get in contact with prospective buyer(s) of the home based on their own client evaluation process.
2. Security:
 - a. Since this is an open ended system connecting one individual to another, someone listing their home for sale using the service will be required to provide a bill from the home, two valid pieces of ID, and a lease agreement. All the details on these documents must be consistent for them to be able to list their home for sale.
 - b. For a buyer, in order to make sure a confirmed deal isn't pulled out by the seller, a written document of certification between the two parties outlining the overall transfer of assets and home in general is going to be required to be signed in order to authenticate that the deal has been made. This can occur once both parties have agreed to the terms set by one another and negotiations have ended.
3. What services are presented:
 - a. Services that could be presented could include getting in touch with a local financial advisor to make a more informed decision, bringing in a realtor/ agent to evaluate the process and give professional input, the assumed service of being able to list your home online as a seller, and having a chat service on site in order to speak to the buyer and/or seller directly before moving to in-person talks.
4. Navigation:
 - a. Navigating around the service needs to be easy to do and minimal. Cluttering the screen with too much info in order to make things accessible in one go might be overwhelming to the user. As such, having separate pages, each one to serve its function and having the option to switch between pages when you're on any page would be a better, more fluid idea. Furthermore, having an interface that prompts or hints the user towards the next step of the process rather than have them figure it out increases efficiency and overall user satisfaction of the service. For example, when a user searches a neighborhood for houses for sale and finds a property that interests them, clicking it once should present them with the property details but also the option to book a meeting regarding the property on the same page (with the option being highlighted and clearly standing out from the other interactive buttons). They shouldn't have to go to a separate page or enact a separate sequence of actions in order to deal with a property that they want to book a meeting for.
5. User input:
 - a. For a buyer - User input would include location where you're looking to buy property, certain filters to map out the exact attributes they might be looking for in regards to the property and the ability to get in contact with the seller - inputting their contact info (two

or more contact mediums would be appropriate), and a date and time that would work for them in order to get a better idea of the property and owners in person.

- b. For a seller - User input would require things such as uploading pictures, videos of the property, uploading documents to verify validity of home sale, entering detailed descriptions about the house in regards to offerings in areas such as interior, exterior, amenities, utilities et cetera.
6. Tools to personalize experience:
- a. Having a user login system in place would allow the separation of the world that the general public would see on the site from the world that the user wants to see. Some tools could include adding certain properties as 'Favorites' or 'Liked' and having a system in place that would allow the user to come back and visit those specific listings. Another tool that would personalize the experience would be able to save a filter once logged in as a unique user. That way, when searching, they can scroll through their saved filter combinations, and find the type of listings they're looking for with less effort.
7. Organization and layout
- a. Organization and layout of the site needs to be self explanatory in order to minimize the overall level of effort that the user would have to expend when browsing through the service. Thus, the page can have divisions for different types of users, one section belonging to the buyer while another to the seller. Another section could include support in case the user has any question that falls under frequently asked questions. The layout would ideally be symmetrical, ordered, and would push the goal of the user using it. The user must have a brief idea of what they're getting into before taking the necessary actions to access a function of the service. Ordering it as such would allow the user's efficiency to increase and time spent trying to figure things out to decrease.
8. User experience:
- a. A good user experience would have to come from things such as ease of use, maximizing accessibility, proving credibility of the sight not just through credentials but through the overall look and feel as well, and creating a valuable experience by making sure that the goals that a user might be aiming for are more or less achieved in their visit or use of the site.

Analysis

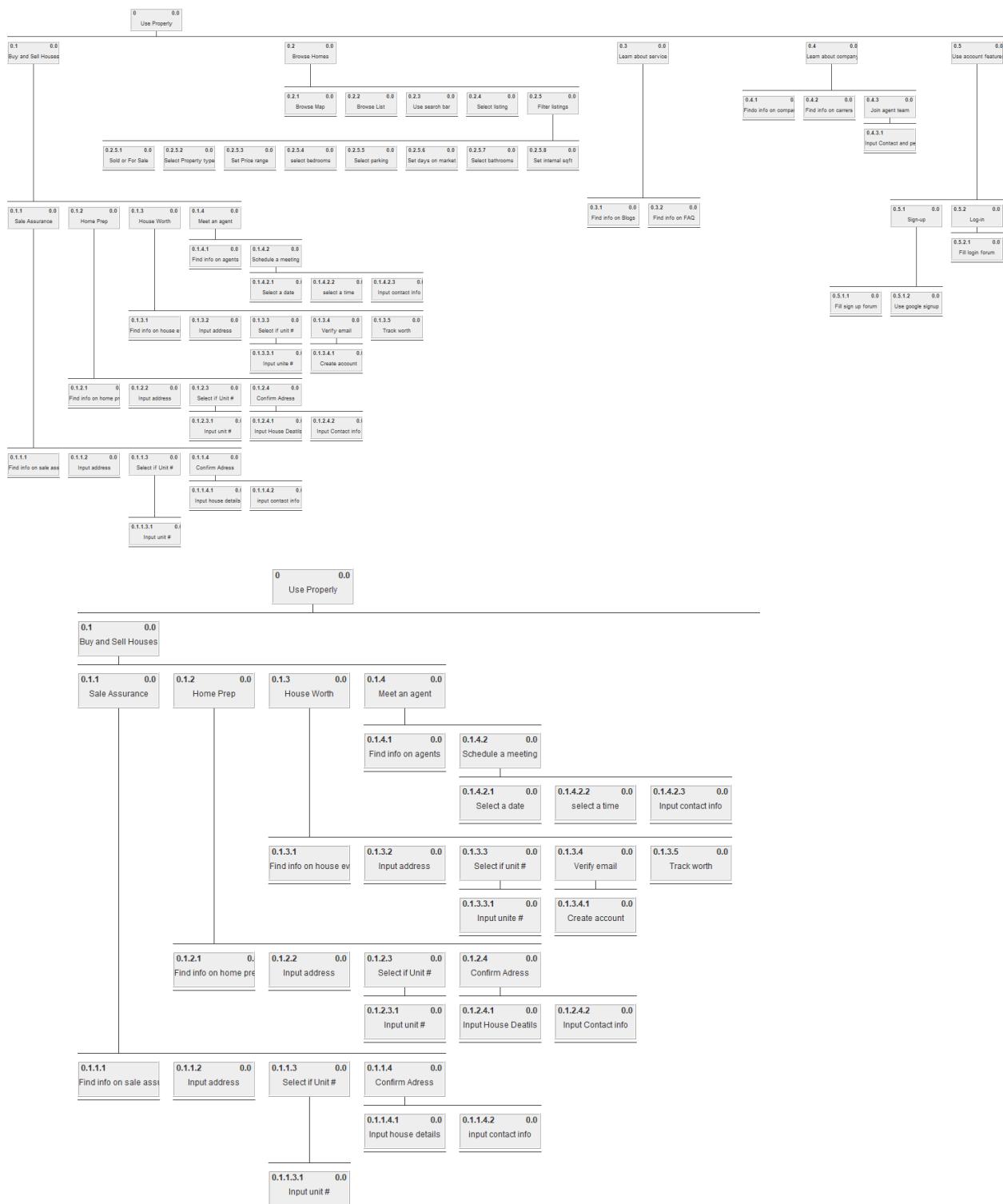
Properly.ca

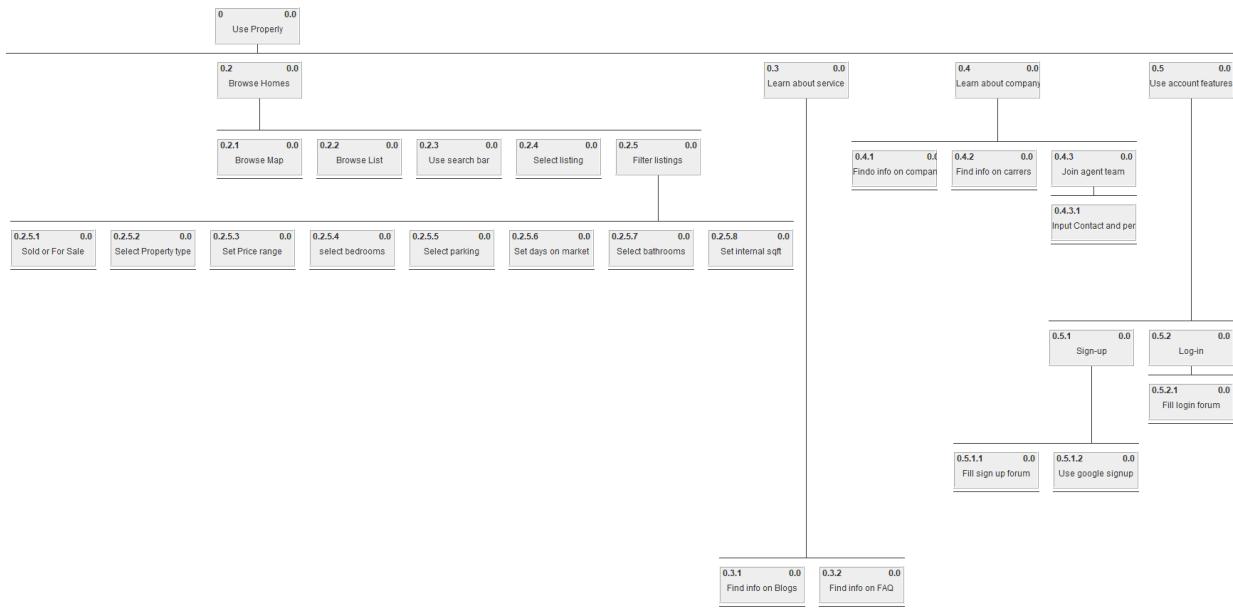
- Buy Houses / Browse
 - Opens up a map with listings on it, and the option to see it in list form
 - There are filters and search bar available
 - Filters include: Property Type
 - Detached, semi, town, lowrise, highrise
 - Price range
 - Min - max
 - Bedrooms
 - Any, 1+, 2+, 3+, 4+, 5+, 6+
 - Parking
 - Any, 1+, 2+, 3+, 4+, 5+, 6+
 - Days on market
 - Less than/more than → # select
 - Bathrooms
 - Any, 1+, 2+, 3+, 4+, 5+, 6+
 - Internal sqft
 - 100 - 4500 min max slider
 - An option to get alerts for homes matching these filters
 - Filter for sold and for sale properties
 - When clicking on a listing, it brings up a page that allows you to see all the details as well as book a viewing
 - Requesting a view will prompt you to fill out your name, email and number
- Sell Houses
 - Selling starts with inputting your house address you wish to sell
 - Then fill out a form for: House type, Storeys, Bedrooms, full bathrooms, partial bathrooms, square feet, and parking spaces
 - Finally you fill out a form with full name, email and phone number
- Meet our agent
 - This page lets you schedule a day and time on a calendar, then asks for your name, email, number and home address to match you with an agent.
- What's my home worth
 - This page allows you to see the worth of a property by inputting the address and confirming your email (i.e. creating an account on the site)
 - Sign in with google or fill out the form
- Blog page for new articles and news on houses
- FAQ page
- More pages that have info on the company
- Login and sign up buttons

Bode.ca

- Find a home to buy
 - Presented with a map on the page
 - Listings available on same page
 - Search bar to adjust location of interest
 - Filters such as property types, bedrooms, baths, price, listing type, finished area, land size, year built available to users to personalize and find a property better tailored to what they're looking for.
 - Once a generated listing that interests the user, they can click on it to get a more detailed insight on it
 - At the same time, on the same page, they can book a viewing/ meeting with the current homeowners to discuss the property further.
 - Booking requires user info such as name, preferred date and time to meet, and contact info to reach the user on.
- Sell your home
 - Once entering the selling section, the user is prompted to enter the rough location of the property in order to start the process.
 - A list of user inputs is required at this stage. These inputs are sequentially made:
 - Address of property
 - Map location of property
 - Ownership details/ verification
 - A summary description of the home
 - Condo details
 - Property details
 - Exterior details
 - Interior details
 - Utilities details
 - Parking details
 - Highlights & description
 - Upload photos and videos of property
 - Signature to verify listing and showing preferences
- Checklists
 - Both buyers and sellers have a checklist section available to them that allows them to better track the overall process required for their respective use of the service.
 - The checklist also offers a hyperlink to buyers in order to get approved for loans to purchase a home.
- Data
 - Bode also has a public data compilation section that displays detailed market data and data of customers that will be used in the future in order to offer a more detailed insight into the service and maintain a high level of transparency with their customers.
- Login and sign-up page

Properly.ca HTA





Plan 0

- S1 Do 0.1, 0.2, 0.3 and 0.4 in any order, if required
 S2 If you want to see more details in house listings, do 0.5 first

Plan 0.1

Do 0.1.1, 0.1.2, 0.1.3 and 0.1.4 in any order, if required

Plan 0.1.1

Do 0.1.1.1 then 0.1.1.2.
 If the address has a unit number then do 0.1.1.3,
 else skip 0.1.1.3 and do 0.1.1.4

Plan 0.1.2

Do 0.1.2.1 then 0.1.2.2.
 If the address has a unit number then do 0.1.2.3,
 else skip 0.1.2.3 and do 0.1.2.4

Plan 0.1.3

Do 0.1.3.1 then 0.1.3.2.
 If the address has a unit number then do 0.1.3.3,
 else skip 0.1.3.3
 If you don't have an account do 0.1.3.4,
 else skip 0.1.3.4 and do 0.1.3.5

Plan 0.1.4

Do 0.1.4.1 then 0.1.4.2.

Plan 0.1.4.2

Do 0.1.4.2.1 then 0.1.4.2.2 then 0.1.4.2.3

Plan 0.2

Do 0.2.1, 0.2.2, 0.2.3, 0.2.4 and 0.2.5 in any order, if required

Plan 0.2.5

Do 0.2.5.1 then 0.2.5.2 then 0.2.5.3 then 0.2.5.4 then 0.2.5.5 then 0.2.5.6 then 0.2.5.7 then 0.2.5.8

Plan 0.3

Do 0.3.1 and 0.3.2 in any order, if required

Plan 0.4

Do 0.4.1, 0.4.2 and 0.4.3 in any order, if required

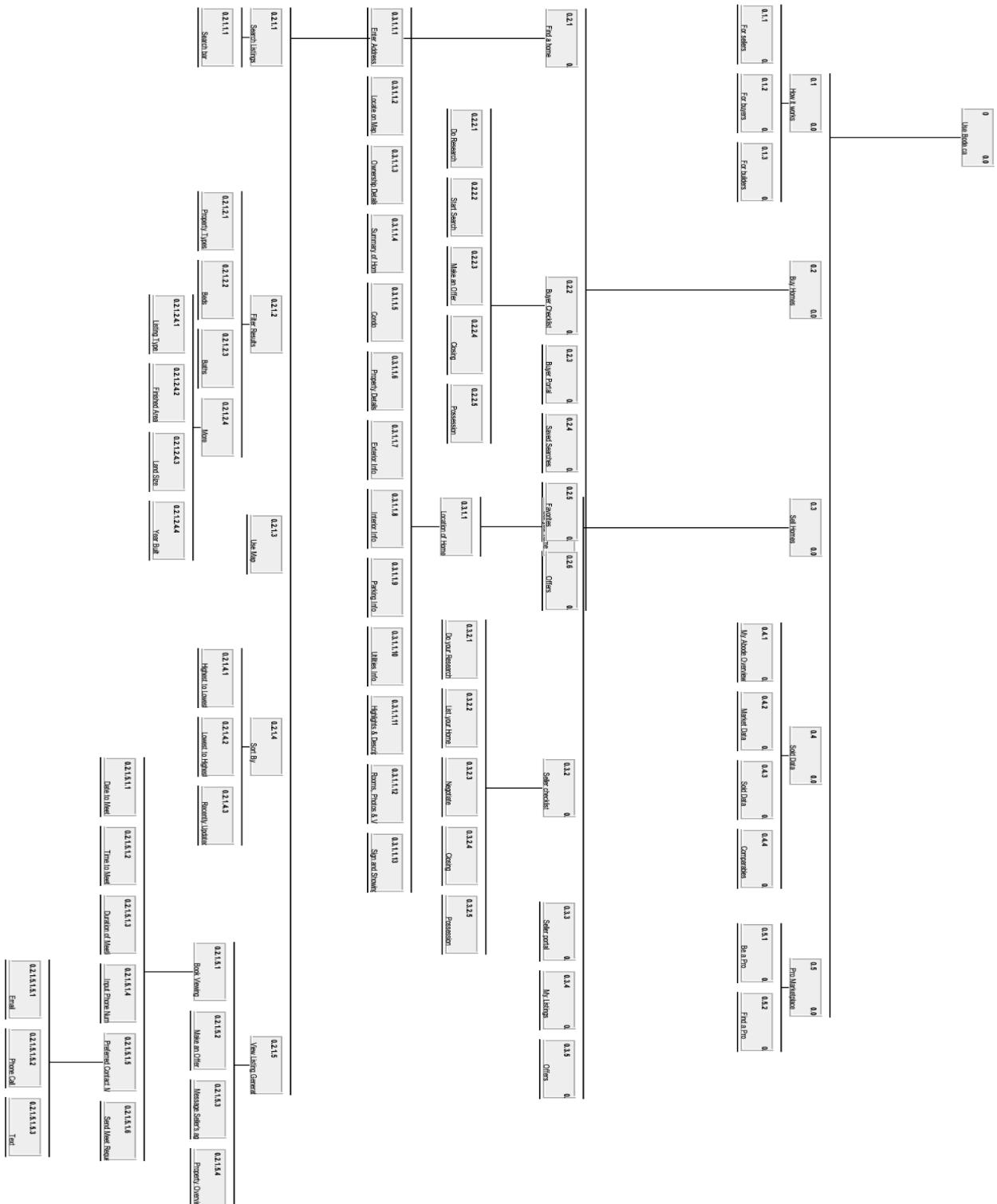
Plan 0.5

Do 0.5.1 if you have no account, else do 0.5.2

Plan 0.5.1

Do 0.5.1.1 or 0.5.1.2 if you want to use your google account

Bode.ca HTA



Critique of Properly.ca

Properly offers a simple to use and user friendly interface that has all its services just a few clicks away. The layout of the tasks are all repetitive and easy to get used to. The tasks on the site can be split up into either inputting your home address or browsing the page. If you are planning on selling a house, preparing a house, seeing how much your house is worth, or just wanting to connect to an agent, you will be required to input in your house address and/or some other piece of personal information. On the other hand, the rest of the tasks you can do on the sites require you to browse around the page with some minor exceptions. Some examples of these tasks are browsing houses you can buy, or finding more information on the services and company. There was not much on admin features, but there was the option to create an account to have access to house details and make other tasks shorter because the need for confirming address and email is not needed.

For each task, the user accesses it through the navigation bar or menu button, the following will go into detail about each task and its behavior.

When selling a house the user has the option to read more about Properly's service or they can fill a form with their address that they wish to sell. From there, the user has to confirm their address by filling in their contact information. The same procedure is done for checking the house preparation feature and checking a house's worth. The only difference is for tracking a house's worth, instead of contact info, an account or filling out an email address is needed. Finally there is the option to skip inputting a home address and just requesting a meeting with an agent, this task requires the user to select a date on a calendar and time as well as fill out a form with contact information, so you get connected on the phone and through email.

When looking to purchase a home, the user is presented with a list and map view of all the house listings, the option to apply filters and change for sold or for sale listings is available. If a user wants to find more info on the services properly offered, find answers to a question or learn more about agents and the company, users are just one to two clicks away from pages that contain blogs and articles.

If you are interested in working for the company as an agent, you are able to fill out a form with personal information and contact info so that you can be reached through email. And if you are planning on using properly's services multiple times, you can create an account or login to an existing one. This will help with being able to find more info on houses for sale and track your own house's worth.

While exploring the features of properly's site, I came across no deficiencies. There was a slight redundancy when it came to inputting your address three different times, but other than that nothing felt out of place or over the top. Properly is a good example of a user interface.

Critique of Bode.ca

Bode was a rather easy to use, simple, and fluid service when it came to the buy/sell homes services that connected both ends without any middle-man.

The tasks that Bode.ca required in order to perform general browsing differed based on who you were browsing as. If you were browsing as a buyer, you could simply use the navigation bar at the top to access the buyer section, search a location for available listings, adjust the variables available in the filters in case you want a more tailored list of listings, and once you find a listing that you're interested in, you would have to input in details such as preferred date and time to meet with the homeowner, contact info for the homeowner to reach you and simply book a viewing/ meeting. The interface for a buyer was quite simple from my overall usage.

However, when you get into the selling section of the house, things change up. For instance, in order to even go through the main selling process and list your home, you will need an account on their site. Furthermore, once an account is made and you're in the 'bulk' of the selling your home section, user input work is maximized and it's done in a way where the user cannot jump from one section to another unless the sections prior to the one you want to jump to have been completed. It's a very linear, sequential process. The user is also presented, as a sidebar, with short phrases in regards to each section which would give the user a good idea of what's to come.

The site data insight section is open to any and all. It allows you to see market data and dial down the data of properties in your neighborhood which is quite good. This section does not require any user input.

The buyer section also has options such as "favorites", "saved searches", "offers", and a buyer portal. The seller section has the seller portal, "my listings", and "offers". These areas all require a login key/ account to be made on the service in order to access them. With an account, they provide a more tailored experience to the user in order to make their time and use of the site/ service more efficient.

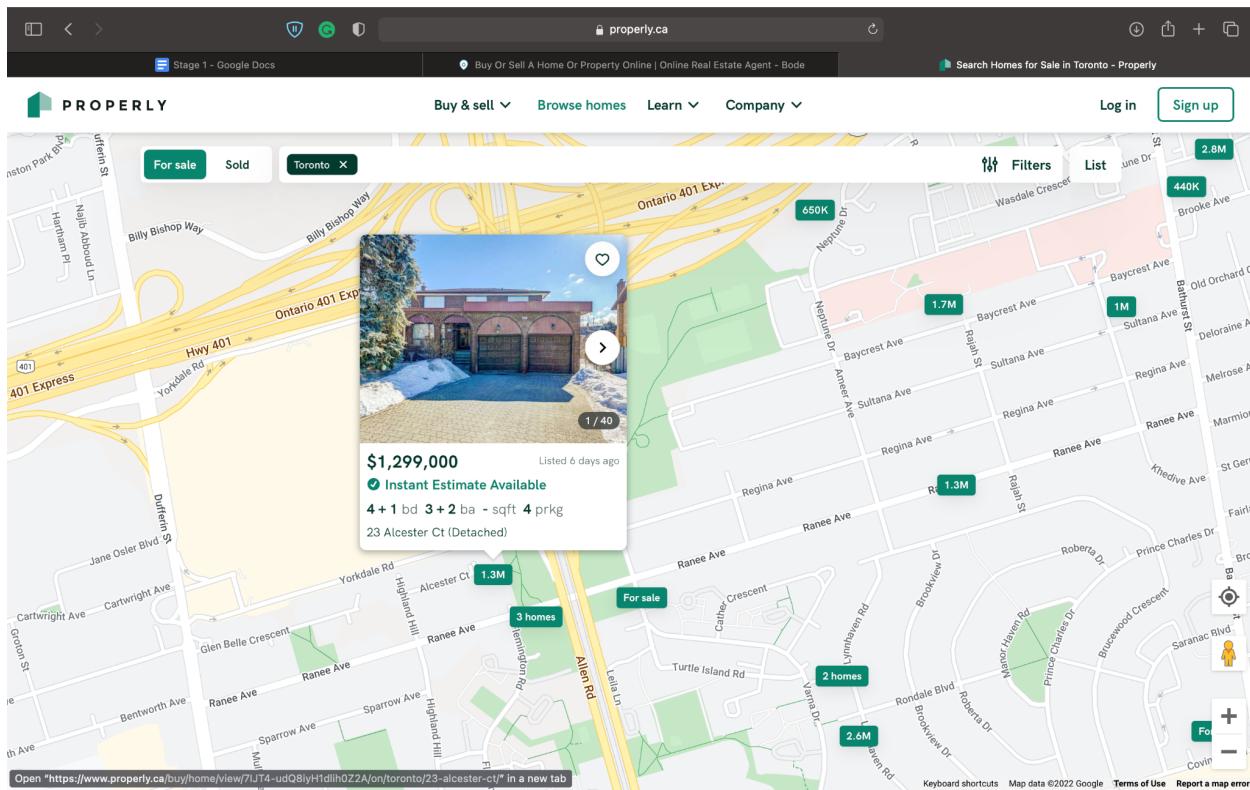
Overall, Bode.ca was very well laid out for a user. The site offered good visibility and feedback when interacting with it. The main critiques that I would have for the site is in the seller section. One, the site asks you for a location of the home that you're planning on listing for sale on their site. You can do this without an account. But once you hit the next button, it asks you to login and/ or create an account. It would make more sense to prompt the user regarding login/ account creation before anything in order to not give them the false sense of progress at the beginning. Second, the seller section doesn't allow you to jump between sections when listing your home. Allowing a seller to go through the sections would allow them to assemble and grab all the necessary documentation and prepare any media of sorts regarding the property. Essentially, the user would have a better idea of what they need in one go rather than one at a time. All in all though, in terms of UI, Bode.ca was quite good.

Screenshots of Bode.ca

The screenshot shows the Bode.ca search results page. At the top, there's a search bar with "Address, city or neighbourhood" and a magnifying glass icon. To the right are filter options: "Filter Results" with dropdowns for "Property Types", "Price", "Beds", "Baths", and "More". There are also "Reset Filters" and "Save Search" buttons. Below the search bar, it says "1476 homes match your search". A "Sort By" dropdown is set to "Highest to lowest". On the left, there's a large image of a house at night with the price "\$6,950,000" and address "27523 Highway 633, Rural Parkland County". Below it are two smaller thumbnail images of houses. In the center, a blue box contains the text: "Bode listings are listed by the homeowner which means savings for the buyer & seller." To the right is a map of a rural area with a lake labeled "Lesser Slave Lake".

The screenshot shows the Bode.ca address entry form. On the left, a sidebar lists various sections: Address, Map Location, Ownership, Home Summary, Condo, Property Details, Exterior, Interior, Parking, Utilities, Highlights & Description, Rooms, Photos & Videos, and Sign & Showings. The main form has fields for "Address", "Unit", "City", "Province" (set to AB), "Postal Code", and "Community". A message at the bottom says "Unable to find your address?". A note at the bottom right says "Please note, all required fields must be completed before submission." At the bottom are "Continue" and "Save Draft" buttons. A "Need Help?" button with a question mark icon and a "Contact the Bode Team" link are also present.

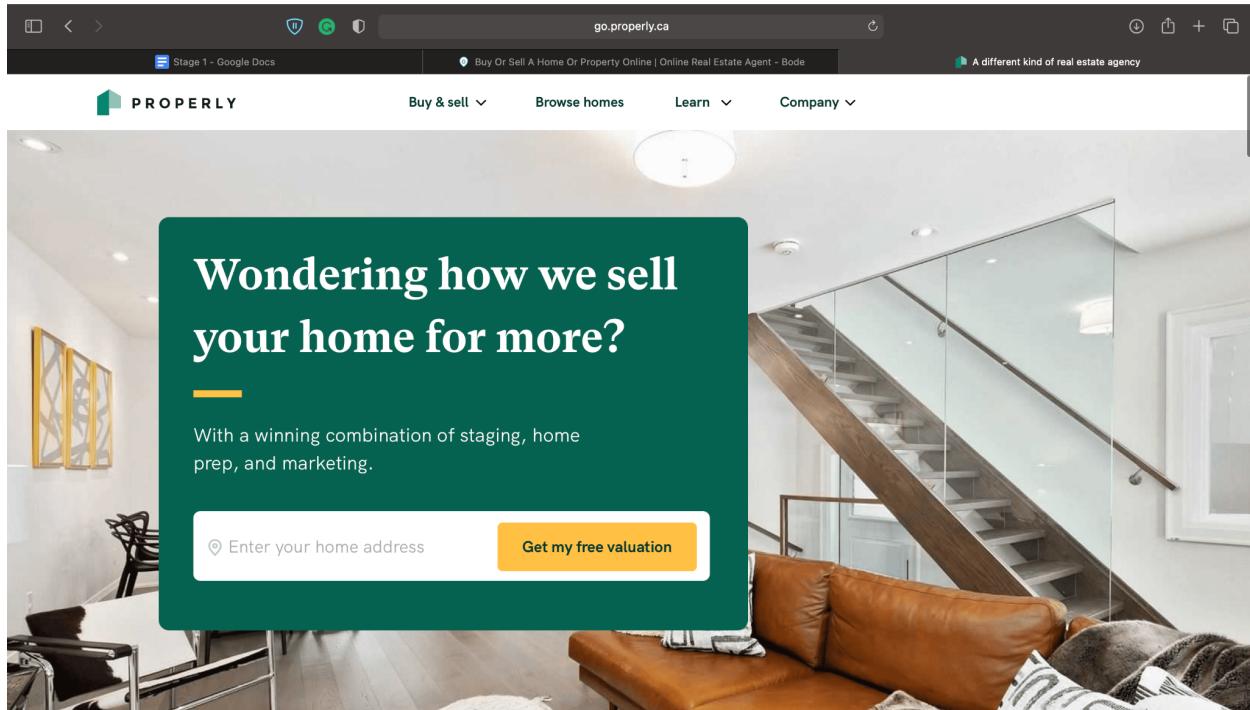
Screenshots of Properly.ca



A screenshot of the Properly.ca website's map interface. The map shows a residential area in Toronto with several green shaded regions indicating different neighborhoods or price ranges. A specific house listing is highlighted in the center of the map. The listing details are as follows:

- \$1,299,000**
- Instant Estimate Available**
- 4 + 1 bd 3 + 2 ba - sqft 4 prkg**
- 23 Alcester Ct (Detached)**

The listing is marked as "Listed 6 days ago". The map also shows major roads like Ontario 401 Express, Hwy 401, and Billy Bishop Way.



A screenshot of the Properly.ca landing page. The main feature is a large teal-colored call-to-action box with white text that reads:

Wondering how we sell your home for more?

With a winning combination of staging, home prep, and marketing.

Below the text is a form field with a placeholder "Enter your home address" and a yellow button labeled "Get my free valuation". The background of the page shows a modern interior space with a brown leather sofa and a glass-enclosed staircase.