

IDS 411 Sec. 55  
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### Project 3: Information

Julia is a 29-year-old interior designer, and native of Chicagoland. Having grown up in the northern suburbs, her knowledge of Chicago and its neighborhoods is like the back of her own hand. She stresses that what drew her to interior design was her ability to express creative freedom while simultaneously giving back to others by giving them a home. Rarely one to follow the beaten path, she's ready to move out of Lakeview East, as she feels it's becoming "too suburban in feel, and too pricey for what it is. Value," she mentioned, "matters to my boyfriend and me." Instead, they have decided that they'd like to move into a larger apartment in Wrigleyville.

Julia is already busy with her job as an interior designer, calling clients via Zoom chat and traveling around to find swatch samples for her clientele. Thus, searching for an apartment, though important, is often too time-consuming for her to really explore properly. After days of searching, Julia's getting exhausted by how many sites, options, and filters there are for finding a new apartment. Finally, she finds Wrigleyville Properties, which is where her user journey begins.

The home screen asks a simple prompt- "I care most about..."- and presents its users three choices:

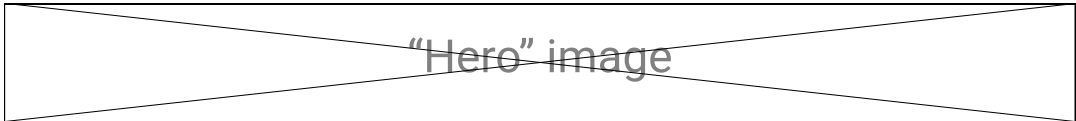
Location, which focuses on the street address of the listing.

Price, which focuses on the monthly price of renting out the listing.

Size, which focuses on how many bedrooms a listing has inside the property.

There is also a search bar at the bottom in the event that a user wants to enter a custom search for a property, in case the previous options don't suffice.

## Wrigleyville Properties



"Hero" image

I care most about...

Location

Price

Size

Julia, not realizing that she's searching for the wrong prompt, accidentally clicks on the "Location" tab. She realizes her mistake when the next screen asks another question- "What building numbers would you like to see?" In addition, the following selections she can make list "Addresses" rather than monetary values. Realizing her error, she's able to get to the right category back at the top of the screen, where the main menu of categories can be found. She clicks on "Price" to swap categories and land on the correct page.

**Wrigleyville Properties**

**Location**   Price   Size

Addresses 400-720

Addresses 721-1000

Addresses 1001-3449

Addresses 3450-4000

What building numbers would you like to see?

**Wrigleyville Properties**

**Location**   **Price**   Size

Addresses 400-720

Addresses 721-1000

Addresses 1001-3449

Addresses 3450-4000

What building numbers would you like to see?

Now that she's in the right place, she can see a simple breakdown of listings based on their price, each with a simple range. Remembering her budget, she selects the "\$1,001 - \$1,800" range, and reaches the listings matching that price range in Wrigleyville.

**Wrigleyville Properties**

**Location   Price   Size**

<\$1,000/month

\$1,001 - \$1,800

\$1,801 - \$2,600

\$2,601+

What's your monthly budget?

Wrigleyville Properties

Location

Price

Size

<\$1,000

\$1,001-\$1,800

\$1,801- \$2,600

\$2,601+

Map

Price: \$XXXX/mon.

Price: \$XXXX/mon.

Price: \$XXXX/mon.

Once she finds a specific apartment she likes, Julia is able to click on its listing and find more information on the listing. It is here that she finds the most detailed information, with price, street address, and other information all available on one page. Now that she's satisfied with her search result, she records the listing information for further discussion with her partner.

Wrigleyville Properties

Location

Price

Size

← Go back

Address: 1234 Main St.

Price/Mon: \$xxxx

Size: X bed(s)

More Information

Near school district ABC

Gym within walking distance

Local Restaurants: X, Y, Z

Images of property

If Julia happened to be searching for apartments while on-the-go, she could also discover the same information and follow the same procedure while using her mobile device. Opening the app or mobile site, the orientation of the screens would simply be vertical, rather than presented in landscape format.

Wrigleyville Properties

"Hero" image

I care most about...

Location

Price

Size

🔍

I'll do it myself

Wrigleyville Properties

Location

Price

Size

What building numbers do you want to see?

400 - 720

721 - 1000

1001 - 3449

3450 - 4000

← Go Back

Wrigleyville Properties

Location

Price

Size

What building numbers do you want to see?

400 - 720

721 - 1000

1001 - 3449

3450 - 4000

← Go Back

Wrigleyville Properties

Location

Price

Size

What is your monthly budget?

<\$1,000

\$1,001 - \$1,800

\$1,801 - \$2,600

\$2,601+

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Wrigleyville Properties

Location

Price

Size

<\$1,000

\$1,001 - \$1,800

**\$1,801 - \$2,600**

\$2,601+

Address #: X

Price: \$XXXX/mon.

Address #: X

Price: \$XXXX/mon.

Address #: X

Price: \$XXXX/mon.

Address #: X

Price: \$XXXX/mon.

← Go Back

Wrigleyville Properties

Location

Price

Size

Address: #X

Price: \$XXXX/mon.

"Hero" image

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tempus, viverra proin non sapien habitasse dignissim parturient massa. Posuere commodo feugiat maecenas nunc auctor nullam. Risus nulla hendrerit lobortis tellus platea. Ultrices adipiscing posuere ultrices pulvinar sit sem quis vitae facilisi.

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Julia’s search is made easier and faster thanks to the simple arrangement of information on the real estate website.