

# [Product] Redesign

## User Survey Results

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## Summary of Results

We received responses to our survey from nine [Product] users. They generally consider themselves proficient in using technology, and are regular users of spreadsheet programs such as Excel. They largely reported that [Product] makes their jobs easier, and that it was somewhat easy to learn how to use.

Many respondents use [Product] for both a detailed and high-level view of real estate data. The most important data types to them were Buying and Selling Realtors, Buying and Selling Realty Agencies, and Title Company, with others ranking notably lower. All respondents preferred to retrieve data from [Product] in a CSV format.

When answering how they would prefer to visualize data in [Product], a number of users left the question blank, likely indicating that they would prefer to interact with data outside [Product]. For those who did complete this question, they reported preferring graphical, geographic, and infographic formats for visualizing data, with each of these options selected by about a third of respondents.

While there wasn't one new feature that users reported wanting to see in [Product], nearly every respondent desired improvements in [Product]'s data fields and data availability, with many specifically writing this in 'Other.' All other improvements were requested by a third or fewer of respondents. Only about a third of users reported having used similar tools to [Product], but one user who has said that, compared to its competitors, "[Product] has inferior data consistency/consolidation."

## Impact on Redesign

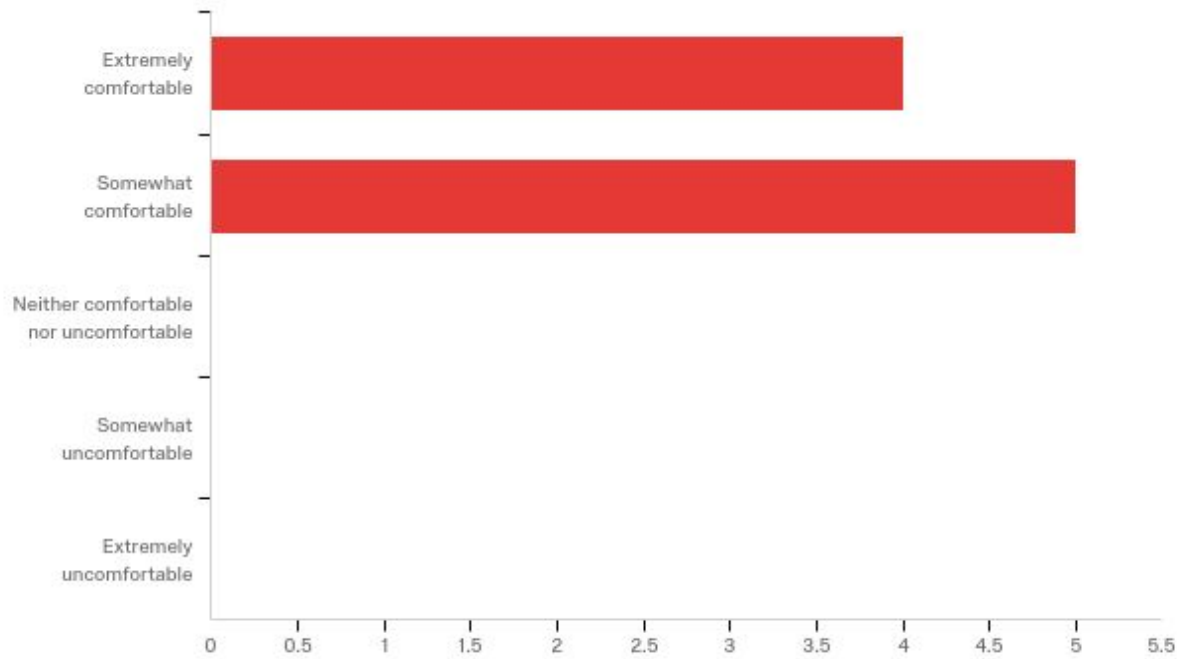
The results of this survey show that [Product]'s users value accessing its data over any other feature it has.

We still think a UI modernization would be valuable—in particular, the survey confirmed that there is room for improvement in ease of use. However, users did not report significant demand for new data visualization features. This could mean that users would not use these features. However, data visualization features might make using [Product] easier for new users. In developing new visualizations, we will focus on the Buying and Selling Realtors, Buying and Selling Realty Agencies, and Title Company fields, since these are ranked as most important by users.

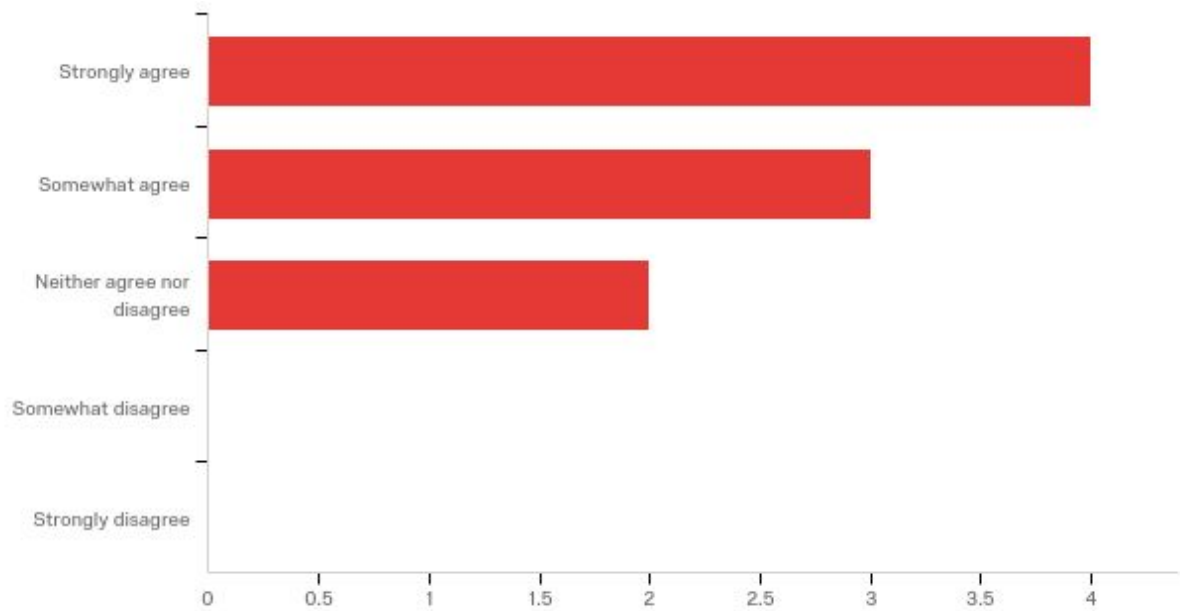
The survey revealed that a redesign should include restructuring of data fields to be more consistent and allow for more useful filters, work to make [Product] run faster, and improvements to data coverage, especially for new homes. However, these improvements are outside the scope of our team's work.

## Survey Data

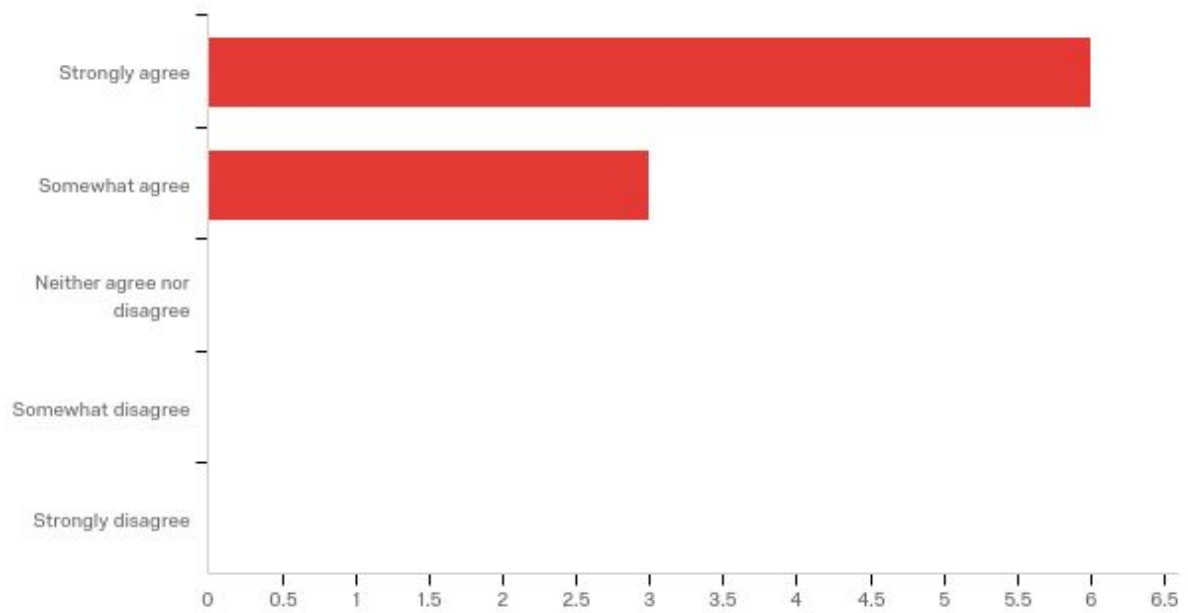
1. I am comfortable learning new technologies on my own.



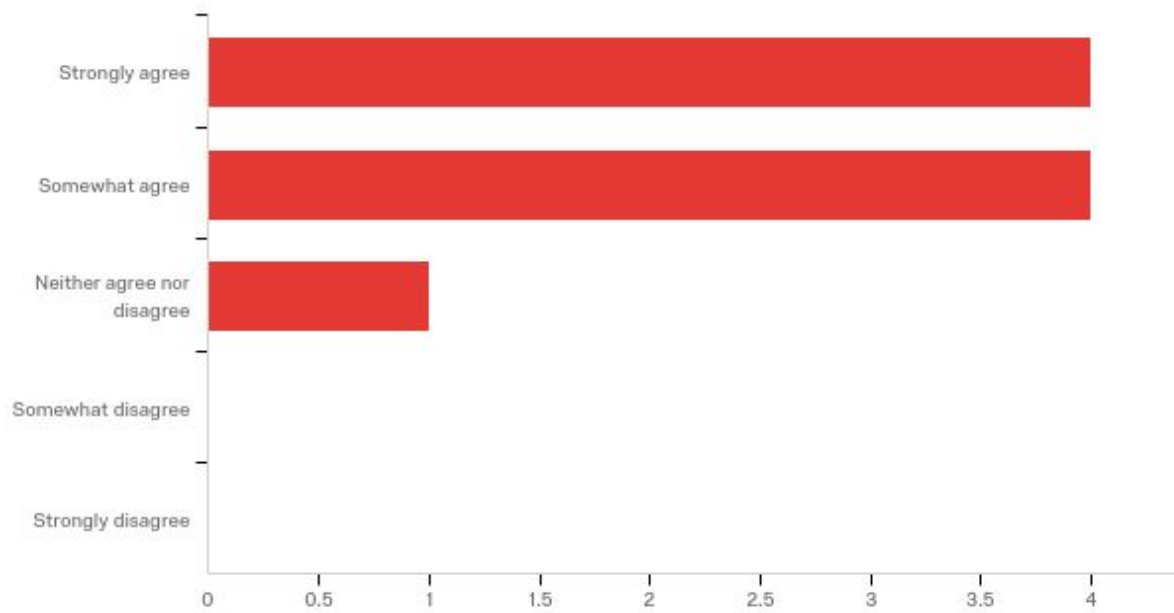
2. I consider myself computer/technology savvy.



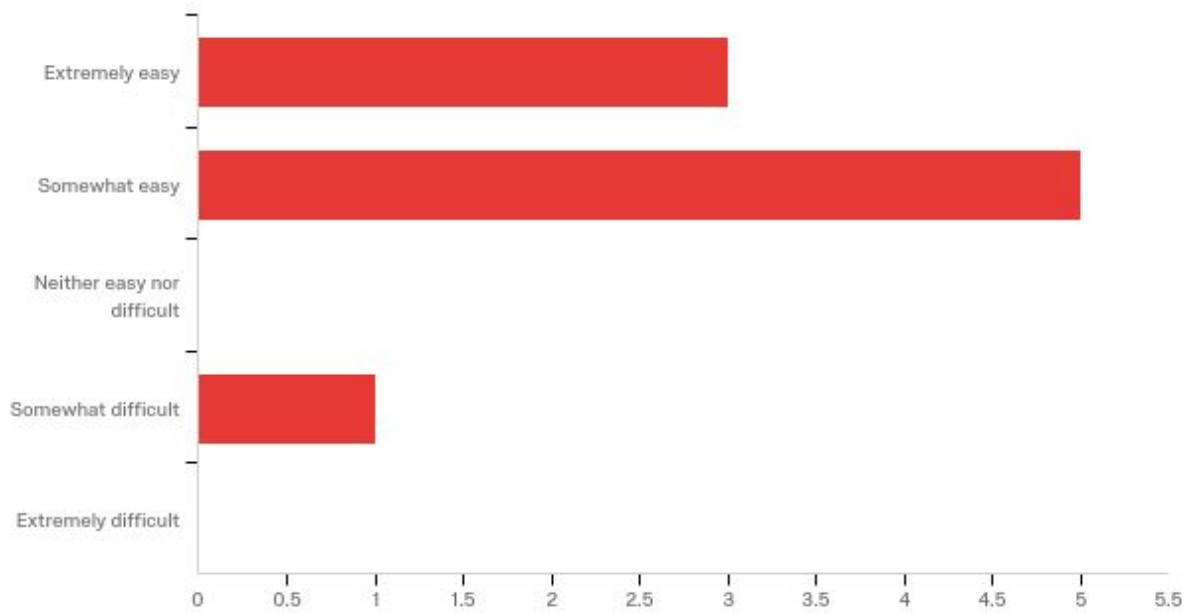
3. I use spreadsheet programs like Excel on a regular basis.



4. [Product] makes my job easier.



5. [Product] was easy to learn how to use.



6. What is your job title?

*SVP Mortgage Lending*

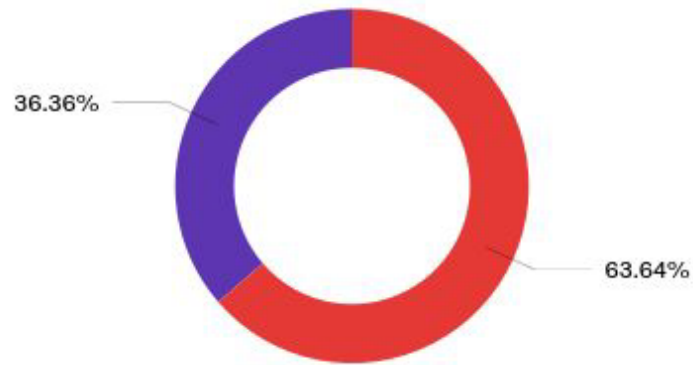
*VP*

*Mortgage Recruiting Consultant*

*Strategy Consultant*

*Business Analyst*

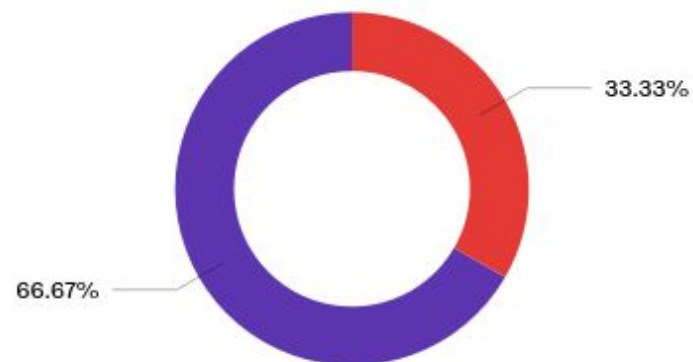
7. How do you use [Product]? Select all that apply.



☒ I use [Product] to see details about individual real estate transactions.

☐ I use [Product] to see a high-level view of real estate data—trends and analysis.

8. Have you used similar tools to [Product]?

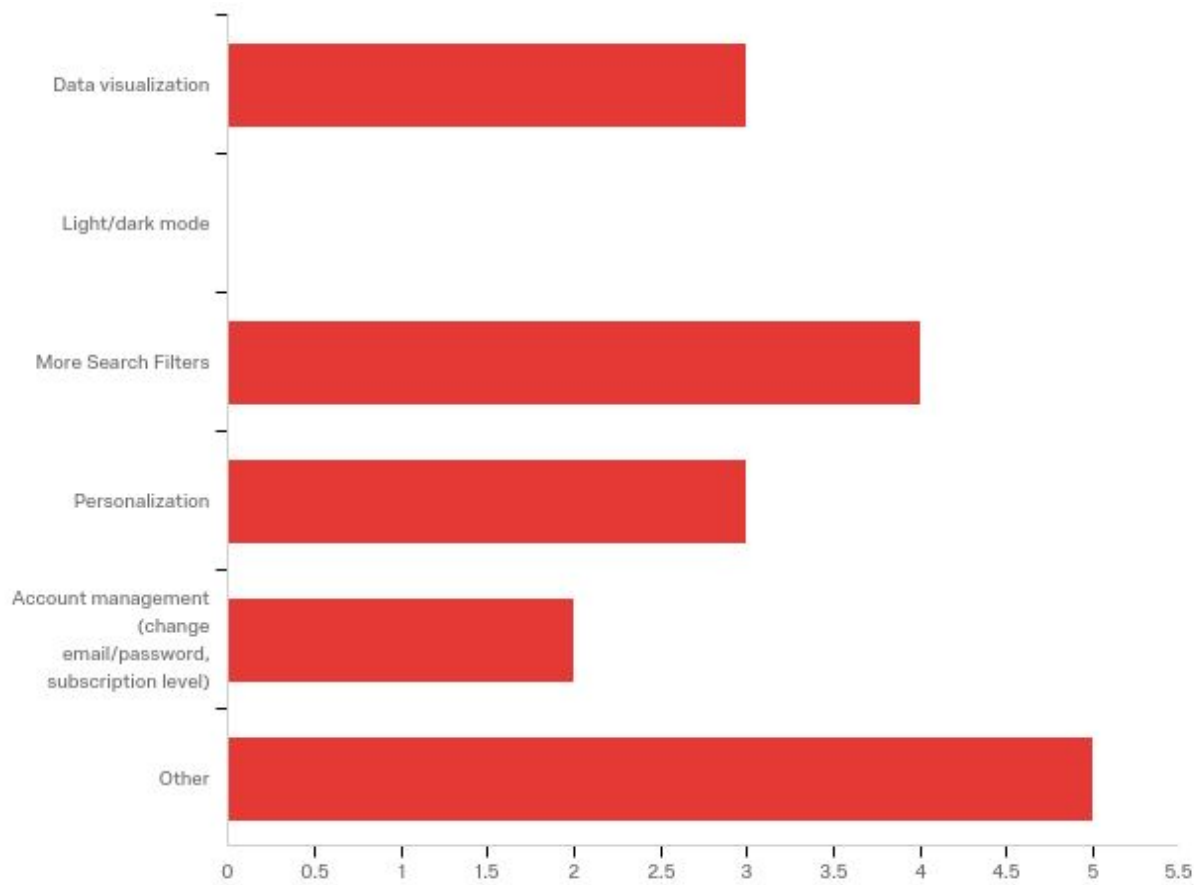


☒ Yes ☐ No

9. What makes [Product] better or worse than similar tools? (optional)

*[Product] has inferior data consistency/consolidation*

10. What new features or improvements would you like to see in [Product]? Select all that apply.



Other responses:

*Consolidate builder names and put in "Builder" column.*

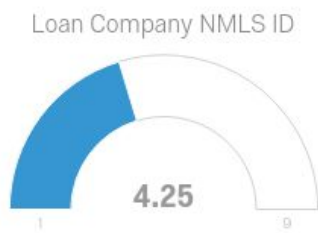
*The turn times for reports are very long.*

*More timely update of data!*

*Improved coverage in the Northeast, improved tracking of new home data*

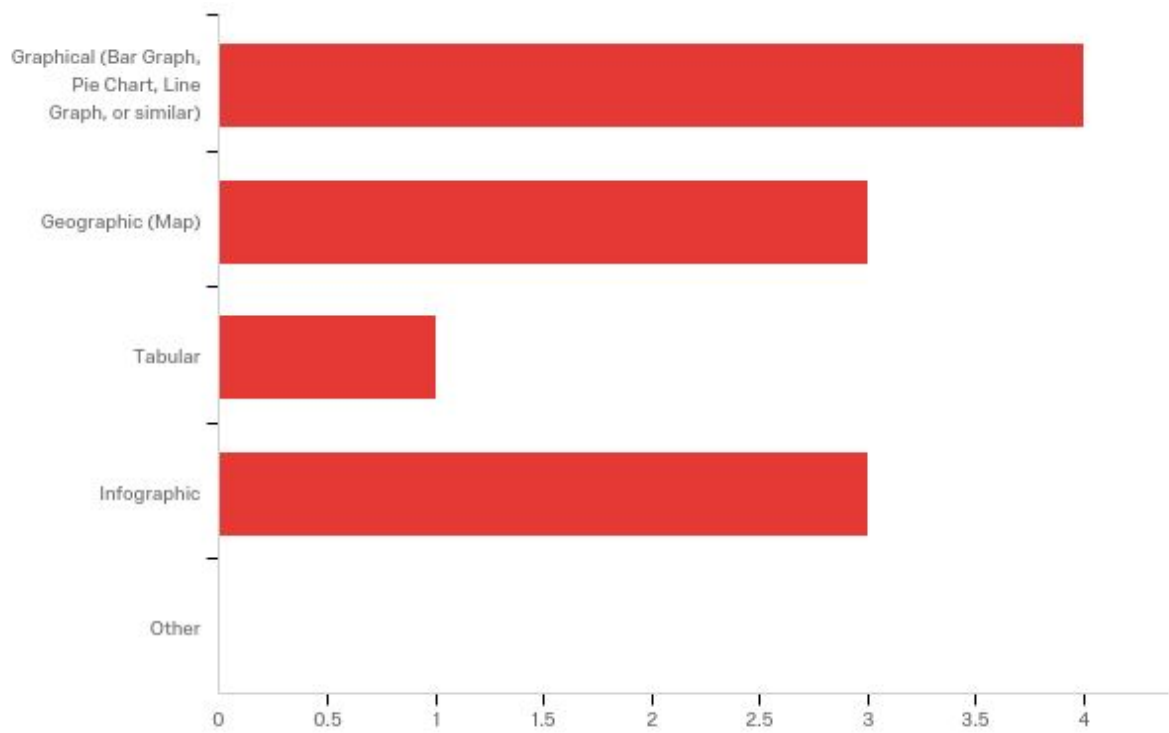
*A Primary key within the transaction data and a way to automate delivery of data (SFTP).*

11. Rank the following data types that [Product] offers in order of importance, most important at the top.





12. Which formats would you prefer to use to visualize data from [Product]? Select all that apply.



13. In which formats do you prefer to retrieve data that you get from [Product]? Select all that apply.

