

# Proposed Website Design

**Introduction:** In this document, we are presenting the work we are doing, as well as the progress we have made. We will discuss the features that can improve our website's ranking, the preferred type of hosting for our website, and the number of pages we are creating. Furthermore, we will outline the features of each page and explain our process for completing the website.

**Potential Problems:** We identify possible issues or areas to make websites better using design and user experience guidelines. Here are a few possible areas for improvement:

- **Overwhelming Home Page:** The home page of some websites appears to have a lot of content, including featured listings, various search options, and additional sections. It may benefit from a cleaner and more streamlined design to avoid overwhelming visitors with too much information at once.
- **Navigation and Categorization:** While the website offers multiple search options, it might be helpful to improve the visibility and accessibility of these options. Enhancing the navigation and categorization could make it easier for users to find the specific property type or location they are interested in.
- **User Feedback and Testimonials:** Including user feedback or testimonials from satisfied customers could help build trust and credibility, particularly for visitors who are new to the platform.
- **Enhanced Property Details:** Providing more detailed and comprehensive information about each property listing, such as including information on nearby amenities, neighbourhood descriptions, and property history, could

enrich the user experience and help potential buyers make informed decisions.

- **Accessibility Considerations:** Ensuring that the website adheres to accessibility standards, such as providing alternative text for images, clear labelling for form fields, and keyboard navigation support, can help make the website more inclusive and usable for individuals with disabilities.

**solutions we are proposing:** We aim to enhance our website by improving its features and functions, providing a better user experience, and making it simple to use. Our goal is to create an all-in-one platform that fulfils all the needs of our users in a single place.

- **Property Listing:** By listing properties on a real estate website, we can gain greater exposure to potential buyers or tenants. This increases the chances of attracting interested parties and generating leads.
- **Advance Search Filter:** Real estate websites with property listing functions usually provide advanced search filters that allow users to narrow down their search based on specific criteria, such as price range, location, property type, and more. This feature simplifies the search process and improves user experience.
- **Property Details:** This function enables the inclusion of comprehensive details about each property, such as location, size, amenities, price, and photos. This information helps users make informed decisions and saves time by providing all the necessary information in one place.
- **Locality Information:** The "Locality Information" feature in our real estate website provides detailed area insights, supports decision making, offers convenience for users,

enhances transparency and trust, improves the user experience, enables targeted marketing, and helps differentiate the website from competitors.

- **Contact and Inquiry Options:** Property listings typically offer contact forms or inquiry options, allowing interested parties to get in touch with the property owner or agent directly. This facilitates communication and streamlines the process of arranging property viewings or obtaining additional information.
- **Alerts:** The "Alerts" feature in our real estate website offers customized notifications, helps users stay updated, saves time, increases opportunities, provides personalization and flexibility, offers a competitive advantage for agents or property owners, and enhances user engagement and retention.
- **User Reviews & Ratings:** The "User Reviews & Ratings" feature in our real estate website offers trust and credibility, authentic feedback, transparency and accountability, better decision-making, feedback for improvement, community engagement, and competitive advantage.
- **Property Valuation Tools:** The "Property Valuation Tools" feature in our real estate website offers accurate property estimates, price benchmarking, financial planning assistance, pre-listing support, user engagement, lead generation opportunities, and a competitive advantage in the real estate market.
- **Neighbourhood Insights:** The "Neighbourhood Insights" feature in our real estate website offers comprehensive area information, supports informed decision-making, saves time, enhances the user experience, enables targeted marketing,

provides a competitive advantage, and showcases local expertise.

- **Property Comparison Tool:** The "Property Comparison Tool" feature in our real estate website offers efficient property evaluation, supports informed decision-making, highlights unique selling points, allows for personalized customization, provides market insights, facilitates lead generation and conversion, and enhances the user experience.
- **Property Management:** The property listing function allows real estate agents or property owners to efficiently manage their property inventory. They can easily add, edit, and remove property listings as needed.
- **Local Service providers:** The "Local Service Providers" feature in our real estate website offers convenient access to services, saves time and effort, provides trustworthy recommendations, offers a comprehensive real estate solution, enables partnership opportunities, increases user engagement, and helps differentiate the website from competitors.

### **How We Different from Our Competitors:**

Our real estate website is the best platform that differentiates itself from competitors in several ways and provides consumers with an exceptional and unique experience. The primary characteristics that differentiate us unique are outlined below:

- A comprehensive database of properties that are for sale or rent is available on our website. We go above and beyond to make sure that the locales, property kinds, and price points represented in our listings are diverse. Users can easily choose their desired house thanks to this diversity.

- **User-Friendly Interface:** By offering a clean and simple interface, we place a high priority on user experience. Visitors can easily browse, filter, and compare homes because of our website's user-friendly design and layout. Making the property-seeking experience effective and interesting is our aim.

## **Website Outline**

### **1. Website Pages**

#### **a. Primary Home Page**

- i. In the hero section, we have the primary poster featuring Bharat Mata with the flag waving on the left side. It includes all the real estate business-related images. On the right side, we have the images related to exports and imports business. Additionally, there is a home button on the left side and another home page button on the right side, which will redirect to another page.
- ii. In another section, we have included a categories section where we list our services and products. We have also placed buttons that, when pressed, will redirect to the Exim's Services and Properties pages.
- iii. In the next two sections, we will provide a brief introduction to our two services: real estate and exports and imports business. In this section, we will utilize two buttons. Once the button is pressed, it will redirect us to the "About Us" pages.
- iv. In another section, we listed the affiliations, government-related documents, and permissions. Additionally, we showcased the awards we have received.

- v. In another section, we will create testimonials where customer reviews and photos will be placed.

**b. Secondary Home pages**

- i. **Life Spaces:** On this page, we have created various sections. In the hero section, there are three secondary posters overlaying an advanced search filter option, which redirects to property details. Another section displays different categories of life space. We have also included a section for top projects and another for featured projects. Additionally, there is a section for recently added properties. In another section, we highlight the top localities, and each locality redirects to a new page where we can find information about that specific area. Lastly, there is a section dedicated to various tools.
- ii. **Exams:** On this page, we have created different sections. In the hero section, there are three secondary posters showcasing exam's, products portfolio, and the countries and states we serve.

**c. About Us Pages**

**d. Contact Us Pages**

**e. Property Listing Pages**

**f. Locality Information Pages**

**g. Footer and Header**

**Website Hosting Options:**

- **Cloud Hosting:** Cloud hosting is a type of web hosting that utilizes multiple virtual servers to distribute resources and provide scalability. It allows websites and applications to be hosted on a network of interconnected servers, providing

flexibility, reliability, and the ability to handle increased traffic and varying demands.

- **Shared Hosting:** Shared hosting is a web hosting service where multiple websites are hosted on a single server, sharing its resources such as storage, bandwidth, and processing power. It offers an affordable and convenient solution for small to medium-sized websites, but may have limitations in terms of scalability and performance due to resource sharing.
- **Pricing:** Both cloud and shared hosting are available in Hostinger. The price for shared hosting with 100GB SSD is 2300 rupees, while cloud hosting costs 12000 rupees with unlimited SSD storage.

**Technology to develop a website:** We used HTML, CSS, JavaScript, and related technologies to develop a website that offers customization, performance optimization, cross-browser compatibility, responsive design, SEO-friendliness, integration capabilities, and code reusability.