WRITTEN ASSIGNMENT

Unit 2

Introduction

The field of user interface and user experience (UI/UX) has become increasingly important in modern business organizations. Researchers in this area have studied the benefits of incorporating UI/UX design principles into products and business practices, focusing on how it can improve user satisfaction and ultimately lead to increased profits (Mendoza, 2018).

This paper analyzes problems in the non-automated process of a real-estate company that works in selling and renting apartments, houses, and building. After that, it identifies the target users. Then, it proposes a suitable solution based on the requirement and users. Finally, the paper ends with a conclusion that summarize the content.

Conduct research on UI/IX and its use in business organizations

User interface (UI) and user experience (UX) design are two terms that are often used interchangeably, but they differ in their objectives. UI design is focused on the look and functionality of a product's interface, while UX design is concerned with creating an intuitive and enjoyable user experience. In the modern business landscape, the importance of excellent UI/UX design is undeniable, as it can be the crucial difference between a successful and an unsuccessful product or service. This research delves into the significance of UI/UX design in business organizations. UI/UX design is an essential aspect of any product or service development process, and it plays a pivotal role in ensuring the success of the product/service. Effective UI/UX design helps businesses to increase customer satisfaction, reduce bounce rates, improve conversion rates, and ultimately, drive revenue (Mahamud, 2022). In today's competitive global market, businesses that prioritize UI/UX design in their operations tend to outperform their peers that neglect it. One of the key advantages of prioritizing UI/UX design in business organizations is the enhancement of customer satisfaction. A well-designed UI/UX improves user experience, making it more

efficient, engaging, and user-friendly. When customers enjoy the experience of using a product or service, they are more likely to return or recommend it to others, resulting in increased brand loyalty and a positive reputation (Huss, 2022).

A company called Telal Al-Masaken for real estate services is a case study for this paper. The company has multiple services related to real estate business including selling, renting, and building. The company is an old fashion company with no technical infrastructure. Due to the modernization requirements by the business and the market, the company decided to perform digital transformation. The following topics describes the business problems and the proposed solutions.

Problem: Identify a problem within a company that could be resolved by the development of an application

Telal Al-Masaken is an old company that has been in the real estate business for a while. It provided a variety for services in the field. All its work is done manually and using papers. This situation was suitable to its business in the past. However, the new digital transformation started locally. The contracts have been digitalized and they need to be done on a system that is connected with the ministry of interior. The company is free to choose or design its system as it is connected to the ministry server's API. In addition, competitors now using special mobile applications for fast preview and compare of the offers instead of leaning on verbal communication. The COVID-19 encouraged people in general to use digital solutions. For these reasons, the company decided to start its digital transformation process by creating and app the digitalize its paper work and enable the customers to preview the offers and compare them using their phones before coming for negotiation in the office.

Target users: Who will use this application?

There are four main users for this system:

1- The first user is the customer who will:

- Navigate the system

- Observe the offers.

- Compare the offers.

- Book an appointment with and agent of the company to negotiate the offers and observe the it on land.

2- The second user is the owner of the real-estate who will:

- Define the specifications of his building.

- Upload images and videos.

- Update the availability status of the building.

3- The third user is the agent who will:

- Communicate with customers based on their scheduled appointments.

- Get contact with the owners to aid them in registering their buildings and get familiar with them to promote their offers to the customers.

- Track their balances.

4- The fourth user is the company administration who will:

- Confirm newly registered buildings and approve them.

- Manage the agents' appointments and rates.

- Conduct and authorize the contracts.

Solution: Describe a possible solution to the problem

To perform the digital transformation, a cross-platform application is proposed that fulfill the requirements of the transformation process. This application should run easily on desktop as well as mobile devices. It is crucial to use easy and spontaneous controls. The application should include the features in the following functional hierarchy structure.
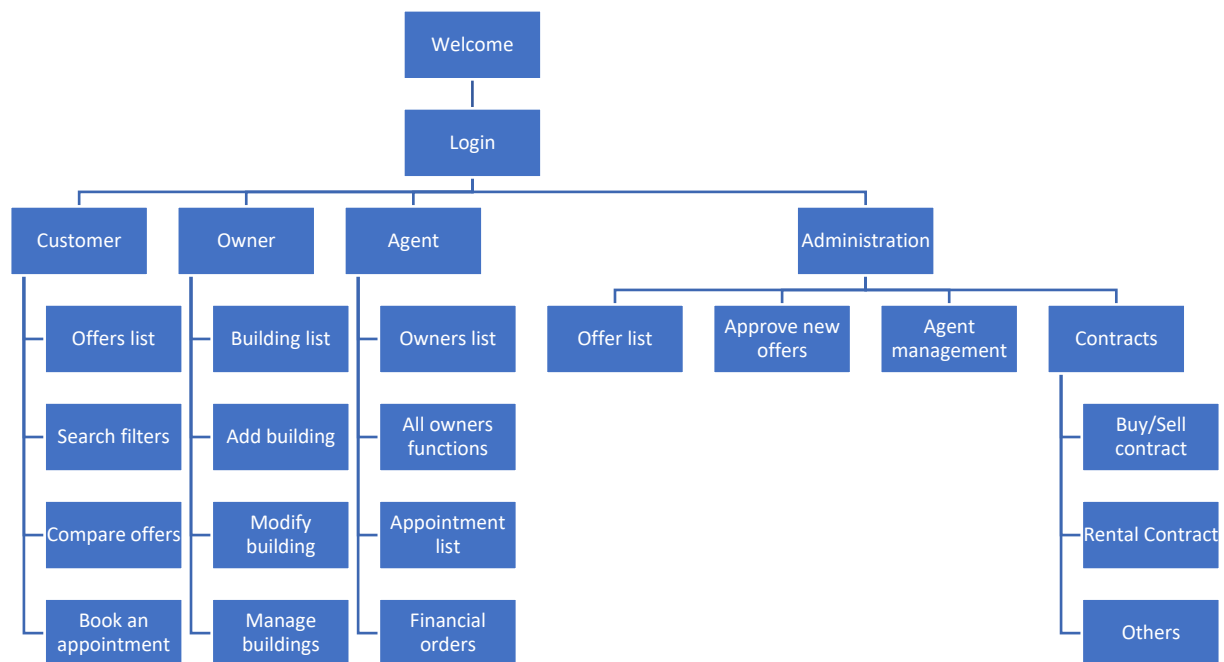
The interface that you envision

The interfaces proposed correspond to the functional hierarchy structure. Some of the functions require more than on screen. The interface screens are as the following:
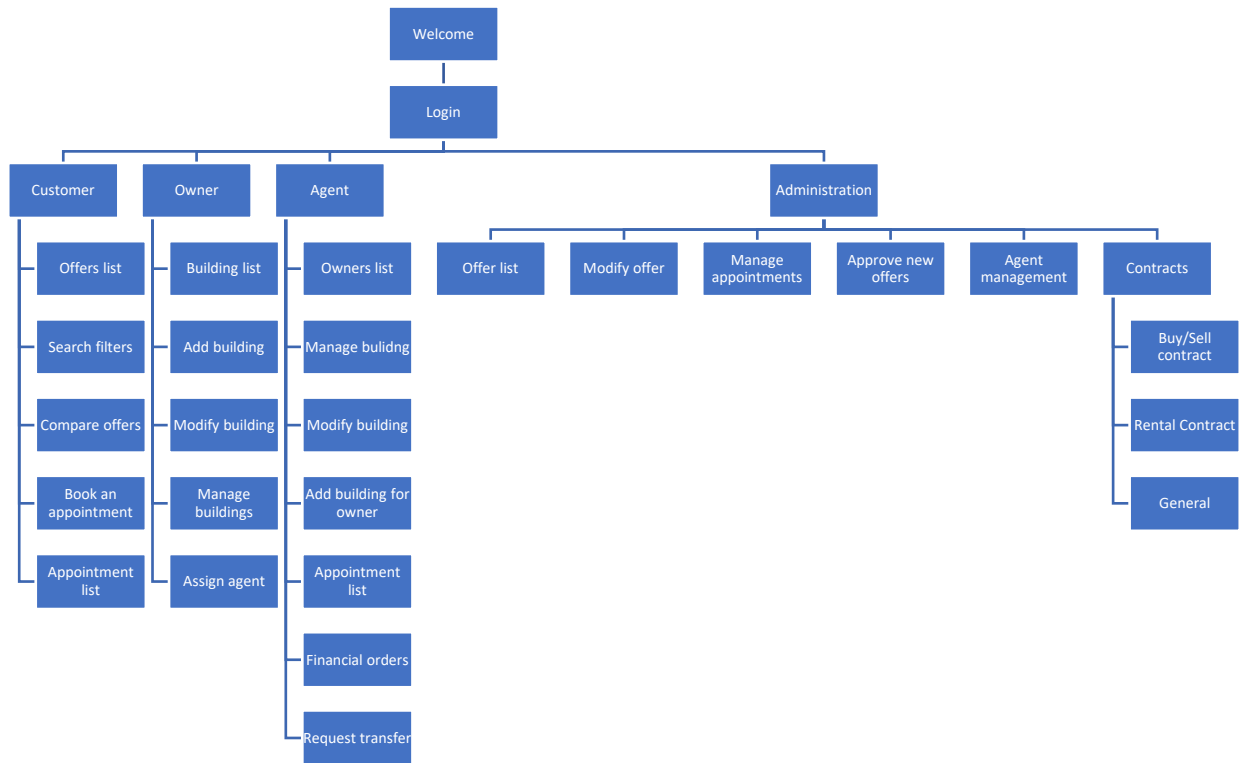
As noticed, all the functionalities have controlling interfaces. The structure is almost the same with some additions.

How it will address the problem

The proposed application can efficiently implement the digital transformation for the company. All the stakeholders will have their objective satisfied. The user would be able to utilize the online platform of the company for navigating and comparing the offers pre-coming to the office. The owner and agent will have sufficient control over their functionalities without the need for direct contact to the administration. The administration will have its tasks organized with full access to all running processes.

Conclusion

By the end, this paper came to confirm the importance of UI/UX for business. The real-estate company and its digital transformation is a good example of the importance of considering the GUI at the designing and planning phase. The paper proposed a new application that can satisfy the requirements of the companies as we as the objectives of the stakeholders.

References

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