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SCHOOL OF COMPUTING AND INFORMATICS TECHNOLOGY

Course	Bachelor Of Science In Computer Science
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Report on Low-Fidelity and High-Fidelity Prototypes for Real Estate platform

Introduction

This report presents the design process and outcomes of creating both low-fidelity and high-fidelity prototypes for a real estate platform . The aim of this project was to develop a visually engaging, user-friendly interface that caters to users interested in buying, renting, or listing properties. Both desktop and mobile versions were designed to ensure a consistent and responsive user experience across different devices.

Project Objectives

Usability and Accessibility: To design an interface that is easy to navigate and accessible on both desktop and mobile devices.

Engaging Visuals: To create an appealing aesthetic with appropriate use of colors, images, and typography, enhancing the user experience.

Responsive Design: To ensure that the website adapts seamlessly to mobile devices, maintaining functionality and usability.

User-Centered Design: To create prototypes that prioritize user needs, making it easy to explore properties and take action (e.g., contact landlords, search listings).

Low-Fidelity Prototype

The low-fidelity prototype was an essential first step in laying out the structure and flow of the real estate platform. It provided a skeletal view of the website, focusing on content placement without detailed visuals.

Purpose of the Low-Fidelity Prototype:

Served as a basic blueprint for content layout, helping to outline major sections like the navigation bar, hero section, property listings, and testimonials.

Allowed early feedback on the overall structure and flow, making it easier to identify and address potential usability issues.

Key Features of the Low-Fidelity Prototype:

Layout Structure: Each section was represented using wireframe elements (e.g., boxes for images, lines for text) to illustrate where primary content blocks would be located.

Content Prioritization: Emphasis was placed on organizing the most important information first, such as the hero banner with a call-to-action, followed by features, property listings, and testimonials.

Feedback and Iteration: The low-fidelity prototype enabled quick testing and adjustments, providing insight into potential navigation and layout issues before investing in detailed visuals.

This prototype was instrumental in defining the flow and overall user journey, ensuring that users could move effortlessly through the platform to achieve their goals.

High-Fidelity Prototype (Desktop Version)

The desktop high-fidelity prototype transformed the initial wireframe into a polished, interactive design. With refined visuals, it provided a realistic representation of the final interface, showcasing elements like colors, images, and typography.

Key Design Enhancements in the High-Fidelity Prototype:

Hero Section: A vibrant hero image and a prominent call-to-action button invite users to explore the platform, immediately drawing them into the main purpose of the website.

Feature Section: Added custom icons and explanatory text to highlight the platform's benefits for tenants and landlords, enhancing clarity and usability.

Property Listings: Displayed properties with thumbnails, prices, and basic details to engage users visually. The layout encourages users to scroll through listings based on location, enhancing usability.

Testimonials and Calls to Action: Testimonials from previous users added credibility, while an invitation for landlords to list properties made it easy for them to join the platform.

Usability Considerations:

Colors, images, and typography were carefully selected to create an inviting look.

The prototype ensured a balanced layout that avoided clutter, making navigation intuitive for users.

High-Fidelity Prototype (Mobile Version)

The high-fidelity prototype for mobile was created to ensure that the platform provides an optimal user experience on smaller screens. This version included responsive design adaptations to maintain functionality and aesthetic appeal on mobile devices.

Responsive Design Adaptations:

Simplified Navigation: A collapsible menu was used to conserve screen space, providing easy access to core features while keeping the interface clean.

Touch-Friendly Interactions: Interactive elements such as buttons and cards were designed with adequate spacing, making them easy to tap without errors.

Stacked Layout: Elements like property listings, testimonials, and call-to-action sections were arranged in a single-column format to accommodate vertical scrolling. This approach allows users to navigate through content seamlessly on mobile.

Visual Consistency: The mobile version retained the same color scheme, icons, and typography as the desktop version to ensure brand consistency and a cohesive user experience across devices.