

Home Pro

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Our persona

Mr Ben Holmes

Story

A typical day starts by waking up at 6 am, getting ready to catch the train/carpool with wife to office in Downtown Boston. Throughout the day there are multiple client/team meetings, and the day ends around 5 pm and a long commute back home. Dinner is usually cooked together and eaten while binge watching newest tv serials. Heads to bed by 10 pm. Weekends he likes to hike with his wife, or make dinner plans in the city with his friends, who all live in Boston.

"It's nice to be important, but it's important to always be nice."

Careful Homebuyer

- 34 Year Old
- Male
- Marketing Exec at KPMG
- Lives with wife, who is a Creative Director, in Littleton

Goal 1
In budget home.
2 bed 2 bath 2 parking

Goal 2
Close to Boston city with nearby day care centres (They plan on having kids soon)

Goal 3
Make the best informed decision and get their moneys worth.

Frustrations

- Time constraints while searching for the home
- Financially competing with the market
- access to correct/enough resources

Persona Characteristics
Map persona to variable categories

Motivation

Family Need

Investment

Tech Savvy


Savy

Novice

Savy

Previous Home Buying Experience


No Experience

Experience

Financial Knowledge


No Knowledge

Great Knowledge

Our Prototypes

Application 1 - My Home Story

Aimed at helping homebuyers

- navigate through the process
- view and examine roadmap of how far they've come
- seek help on the next steps in the process.

Application 2 - Home Pro

Provides users with

- an expert panel as a dependable source for information
- a videos page, where users could view videos on the go and learn
- an events page, where current events were listed for users knowledge

Addressing Persona Frustrations

- With videos on the go, the user can access information when they want, how they want
- Discussion board feature made to create a community of home-buyers, helping each other through the home buying process.
- Expert panel is a one-stop-shop for relevant answers from dependable sources.



Design Requirements

Functional Requirements

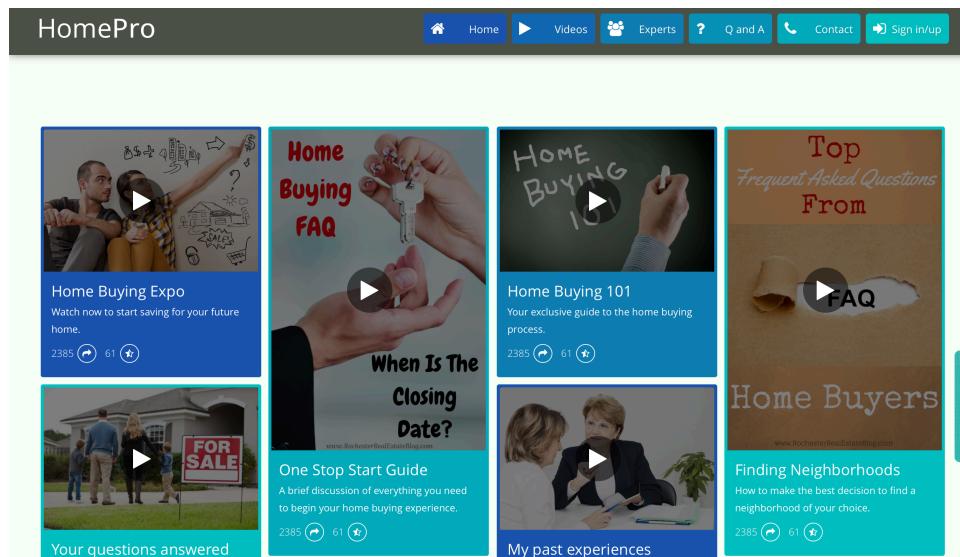
- Display a list of informative videos that the user can go through.
- Provide a discussion board where users can view, read or ask questions about the home buying process.
- Allow users to ask a question (privately) to an expert.

Non-functional Requirements

- The website should be available 24x7 to the user.
- New data should be made visible to the user within 5 seconds.
- Simple and well structured website, so our target users can immediately experience its features and will wish to visit the website again.

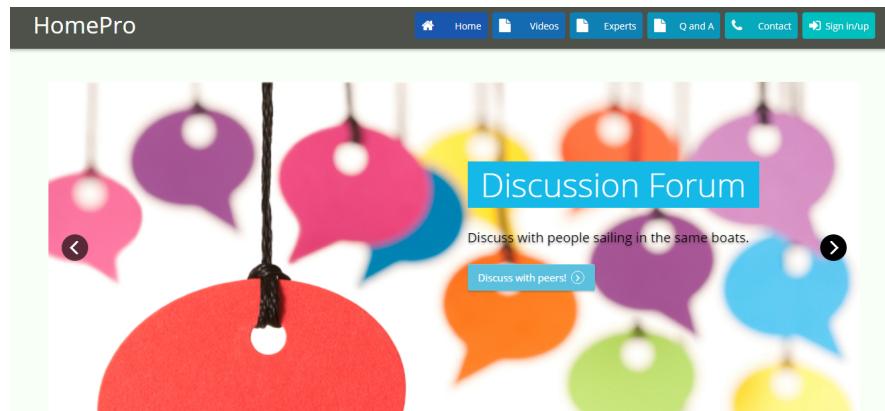
Innovation

- Pulled out an idea from another domain that fit into our requirements.
- Used videos as a form of education as they fit everybody's schedule.
- Videos on-the-go.
- Snippets of the classes, relevant discussions and short streams from experts.



Interface Description

- Discussion Board can be used to:
 - discuss problems with peers.
 - get insights from people sailing in the same boat.
 - network and get to know the neighborhood before moving in.
- Expert panel:
 - acts as a dependable source of information.
 - helps users interact with the expert on a one-on-one-basis.
- Video Library:
 - has videos from every domain of the home buying process.
 - is available to the user 24 * 7 for viewing and sharing.



Home Page

The screenshot shows the homepage of HomePro. At the top, there's a dark navigation bar with the "HomePro" logo on the left and links for "Home", "Videos", "Experts", "Q and A", "Contact", and "Sign in/up". Below the navigation is a large banner featuring a couple lying on a grassy hill under a blue sky with white clouds. The words "Home Pro" are overlaid on the left side of the banner. On the left side of the banner, there's a text box with a left arrow icon containing the text: "Get help with every stage of the home buying process by making use of all comprehensive services we provide." At the bottom of the page, there are three blue callout boxes: one with a quote from Kenny Quinn, one about domains covered, and one for discussions.

HomePro

Home Videos Experts Q and A Contact Sign in/up

Home Pro

< Get help with every stage of the home buying process by making use of all comprehensive services we provide. >

“ There is something permanent, and something extremely profound, in owning a home. - Kenny Quinn

Domains Covered

We at Home Pro aim at providing assistance in the process of home buying in the form of discussions, expert advice and events. The services we provide cover the following domains of the home buying process:

Discussions

- First impressions are lasting!
- Universal Usability
- Minimalist design
- Maintain brand colors

Discussion Board

The screenshot shows the HomePro Discussion Board website. At the top, there is a dark header bar with the "HomePro" logo on the left and navigation links for "Home", "Videos", "Experts", "Q and A", "Contact", and "Sign in/up". Below the header, a large "Welcome to the Discussion Board" message is displayed. A search bar asks "Is there a Question you're looking for?" with a "Type question here" placeholder and a red "Search" button. On the left, a sidebar titled "Recently asked Questions" lists several questions: "What would be a good website to compare various bank offerings?", "How much can you trust the price shown on the house searcing websites?", "Does anyone have some good agent referrals they don't mind sharing?", and "Are the classes offered throughout the week or only on certain days?". Below this is a teal button labeled "Ask a new question". To the right, a section titled "FAQ's" contains two questions: "What are the best house search websites?" and "What are some of the best school districts in Boston?". Each question has a small profile picture of a person and a detailed answer below it. At the bottom of the sidebar, there are two more questions: "I don't know where to start. Could someone explain the roadmap in short?" and "Which banks offer the best interest rates?", each with its own profile picture and answer.

- A new spin on traditional discussion forums
- Quick access to various sections

Ask An Expert



What are the financing options for low-to middle-income urban housing developments in MA now?

What are some tips for someone looking to buy a starter home in the Greater Boston Area in 2016?

How can I find a reputable real estate broker that specializes in bank own/pre-foreclose/short-sale multi-family homes in the Boston, MA area?

Ask a question

Question category

Question

Anything else to help us understand the question better

Email id

Ask an Expert! Reset

Some of our experts

Peter Han
Law Expert
[f](#) [G+](#) [t](#)

Anna John
Finance Expert
[f](#) [G+](#) [t](#)

Jose Van
Home Search Expert
[f](#) [G+](#) [t](#)

- Accessibility to resources
- Consistency in design
- Familiar icons

Video Library

The image shows a grid of six video thumbnail cards, likely from a mobile application, related to home buying. Each card includes a play button icon.

- Home Buying Expo**
Watch now to start saving for your future home.
2385 views, 61 likes
- Home Buying FAQ**
When Is The Closing Date?
www.RochesterRealEstateBlog.com
One Stop Start Guide
A brief discussion of everything you need to begin your home buying experience.
2385 views, 61 likes
- Home Buying 101**
Your exclusive guide to the home buying process.
2385 views, 61 likes
- Top Frequent Asked Questions From Home Buyers**
FAQ
Finding Neighborhoods
How to make the best decision to find a neighborhood of your choice.
www.RochesterRealEstateBlog.com
2385 views, 61 likes
- Your questions answered**
Find most of the frequent questions to home buying answered in this short video.
2385 views, 61 likes
- My past experiences**
View video to see tips on home buying from Jane Doe.
2385 views, 61 likes

- New spin on videos display -Rhythmic movement of eyes
- Mobile screen vertical scroll friendly

Demo

[HomePro](#)

Surprise(s)

- People we interviewed turned out to be more tech savvy than expected.
- People preferred a website rather than use a native app.
- People didn't like the storyboard feature from Prototype 1 as much as hoped.
- People wanted everything ready for them and a straight short path to things they were looking for.

Design Challenges

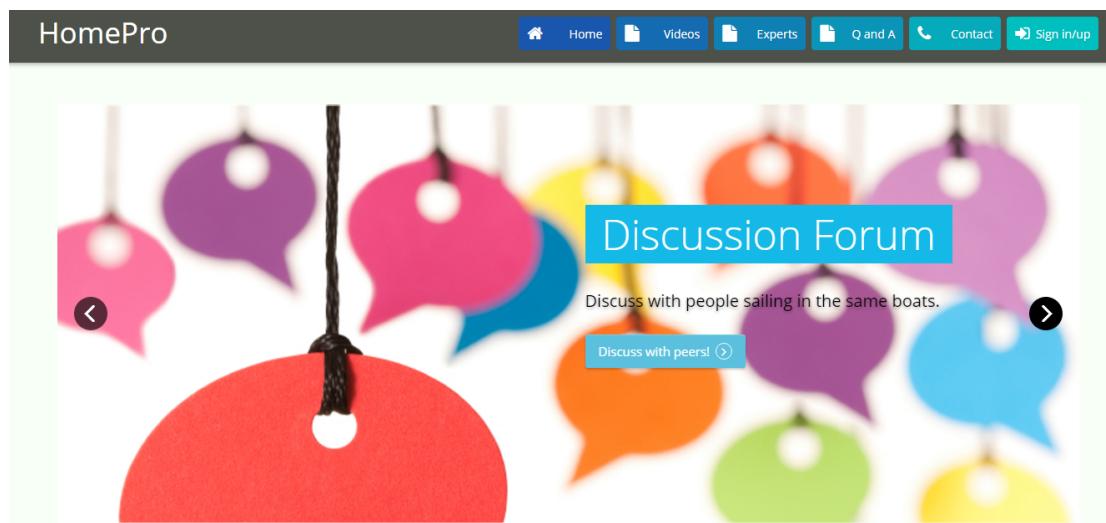
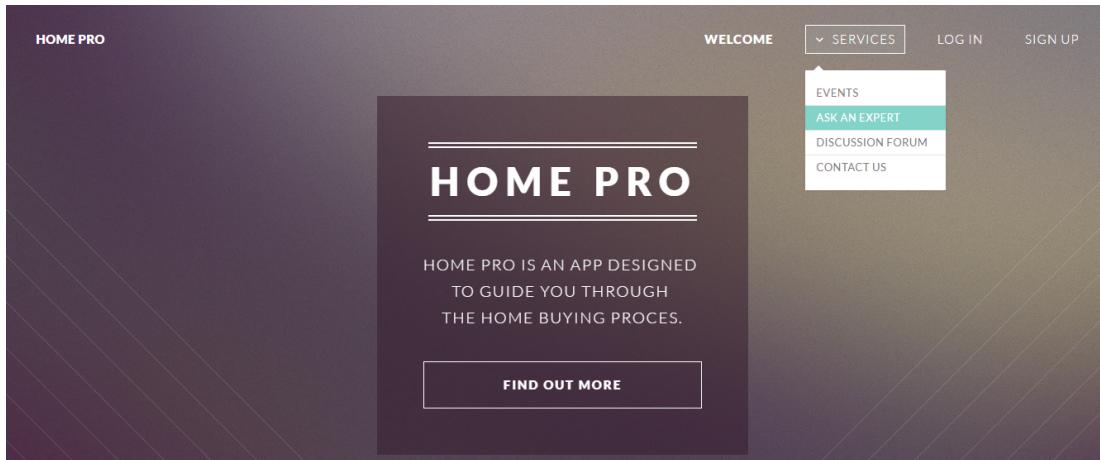
Challenge 1

- The initial layout was bland and not engaging.
- “Tiles” layout of Windows is the newest and most engaging design.

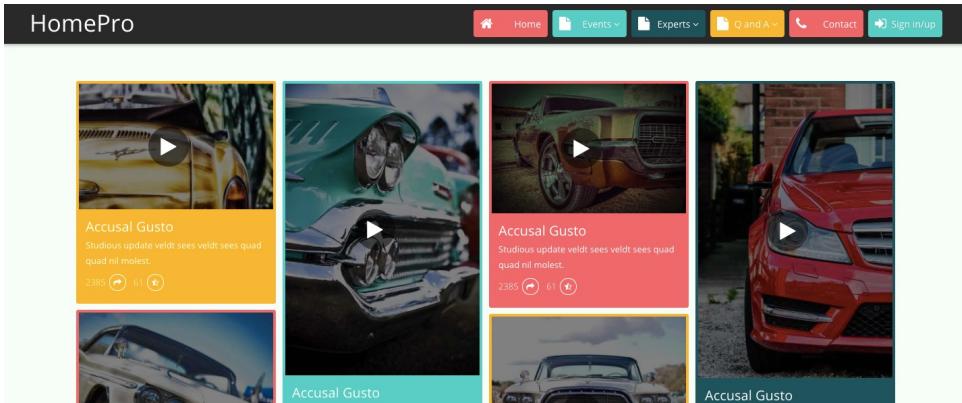
Challenge 2

- Choose a good color scheme.
- Followed Nielsen’s rule of being aesthetic and minimal
- Thought of a color scheme which represents the organization

Old Layout VS New Layout



Color Scheme



"There is something permanent, and something extremely profound, in owning a home.
- Kenny Guinn

Contact Us Videos

Domains Covered

- Finance
- Home Search
- Final Bid
- General

User Login

Report 2016

135 Experts 562 Users

1395 986

Can anyone point me to a really good lawyer. I can't seem to get a hold of a good one!

The future

- Searchable and grouped videos- navigation of videos
- Grouping of tiles in home page based on functionality.
- Shortcuts to help frequent and returning users.
- Tooltips to help the user navigate the website.

The Future Process

- Evaluate the existing website.
- Usability testing in a controlled environment.
- Re-analyze the data collected from the new usability testing and heuristic evaluations.
- Re-construct an affinity diagram in an effort to re-group our layout.

Acknowledgements

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- Boston housing center for giving us this opportunity.
- Our interviewees who were gracious enough to take time to come and help us research.
- Group2 for giving us feedback and their interview transcripts.
- Windows tile design since we based our design based on that.
- wrap bootstrap for the template we used (<https://wrapbootstrap.com/theme/flatmania-unique-flat-theme-WB048D702>).
- The textbooks we referred to better understand the concepts.
- Fellow classmates with whom we have had helpful discussions.