House Hunters

**Real Estate app**
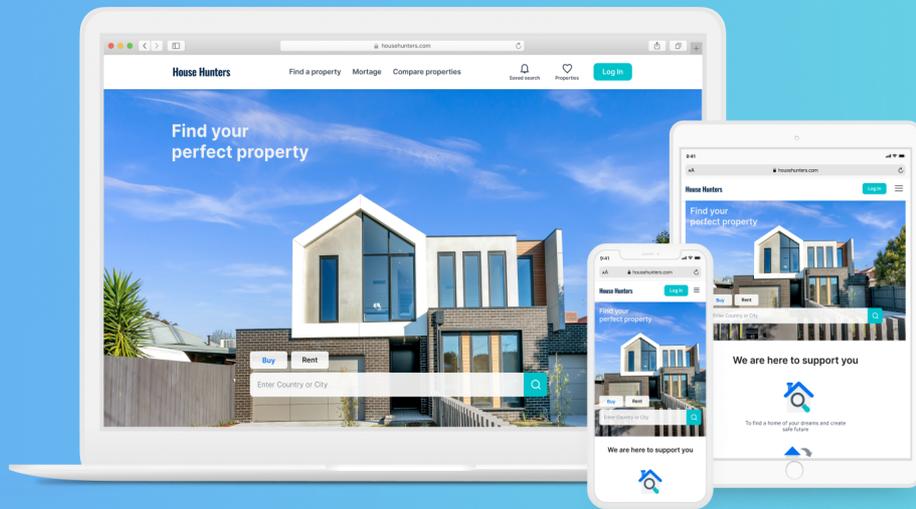
UI case study   February 2021

Project

House Hunters is a concept of responsive web app containing a database of available residential properties and land, and comprehensive information on each listing. Buyers get a feel for a place by viewing comprehensive information about the property and its neighborhood before spending time-on-site and further decision-making.

Skills   ## Tools

User Flows   Figma
Wireframing
Prototyping
UI design

Persona

Rashilda

💼 IT consultant for a growing tech company

🏠 Lives with her family in a city on the east coast

🏠 New to real estate
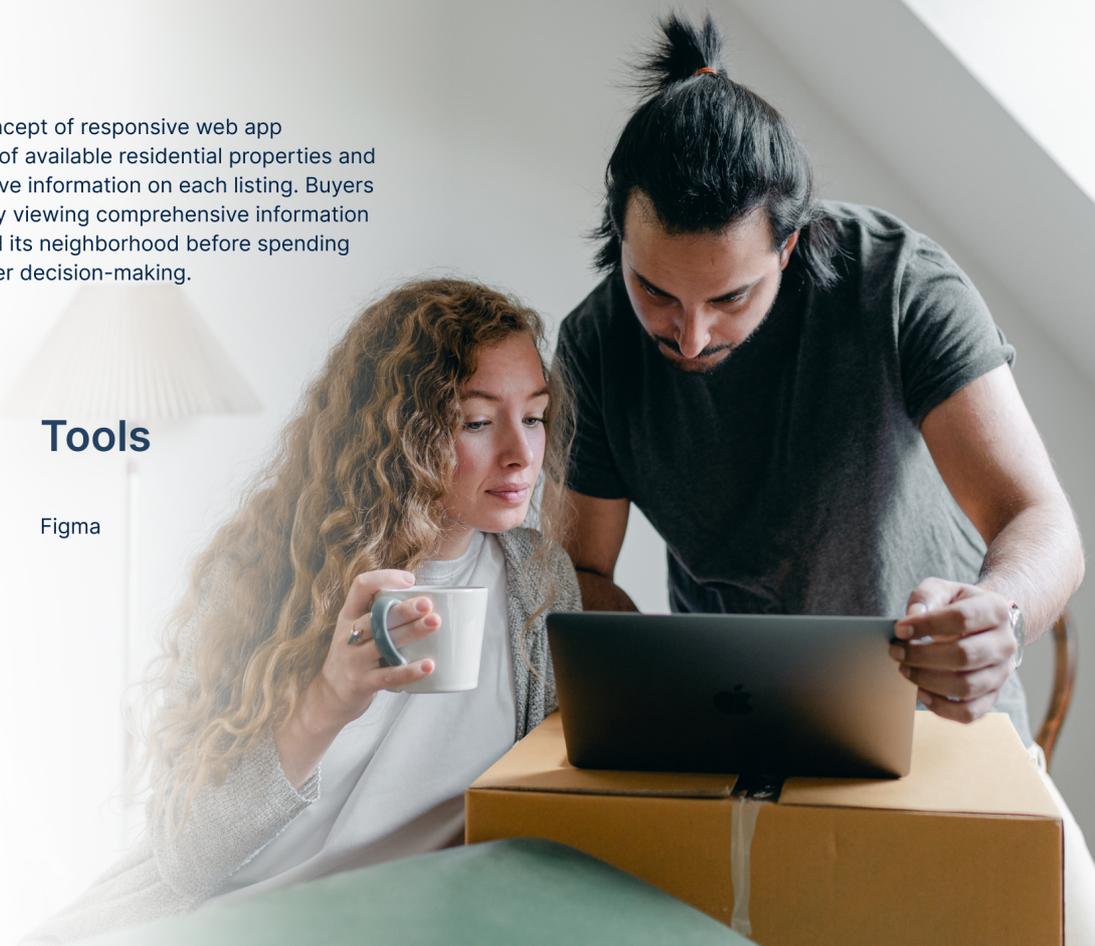
> ❝ *"I want to provide my family with financial security. I've been considering buying property for a while, and am looking for a tool that can help me find what I'm looking for, quickly!"*

Needs and Goals

- Invest in property beyond the city for increased financial security.
- Find the right information for fast decision-making.
- Need a tool that is easy to use and that will help to find the right property.

Tasks

- Search for properties, inputting criteria relevant to what she's looking for.
- Easily view and return to listings she's interested in.
- Receive relevant and comprehensive information about properties.

Visual direction

The mood board inspiration I get from coastal properties. House on the sea is a bit of a privilege and always represents value and the right investments.

For smart, fast people on the go (like Rashilda) is crucial to have good data with simple access. So the app intends to be clean, clear, with quick access to the core information. Blue will present stability and reliability, as green - new beginning or renewal.
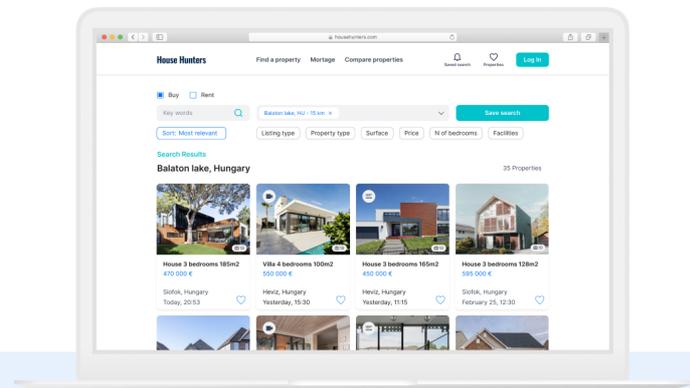

Perfect properties

"Finding the perfect property shouldn't be hard"

Coast, view, clean, windy.....

DREAM.
PLAN.
DO.

User flow

Choose: Location, property type, listing type, prise, size

Review property detailed information, value, investment interest, photo, video, recommendations, etc.

Landing page → Set up property criteria → Search results screen → Property details screen

Contact agent

Schedule a view

Compare to another property (s)

Launch a new search

Sign In / Up screen

Save property criteria

Filter

Save / mark property

Log into app if want to save preferences, property, contact agent or schedule the view.

Choose: Location, proproperty type, listing type, price, size, number of bedrooms, facilities.

Wireframes

When the app structure became clear, I created low-fidelity wireframes and turned them into a clickable prototype to test if navigation and main features respect all the user flows. Then I made mid-fidelity wireframes to see if layout, visual hierarchy, and spacing works well. After that, I took time defining the style guide and finish with high-fidelity wireframes.

Low   Mid   High

UI Style

COLORS

#0070F0
0/112/240

#00C2CB
0/194/203

#002248
0/34/72

#F2F2F3
242/242/243
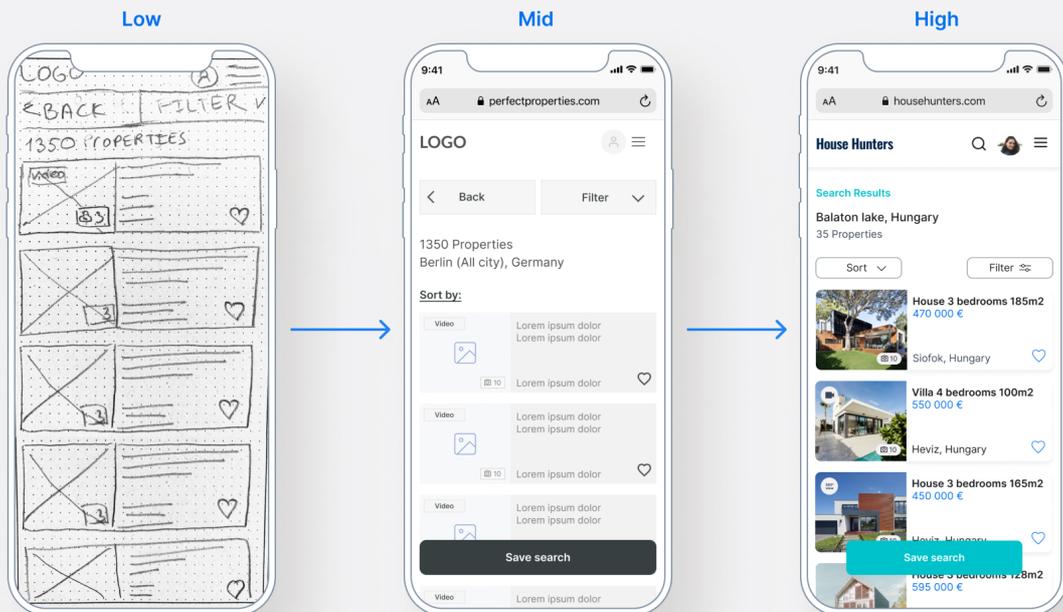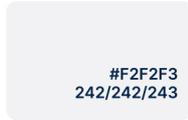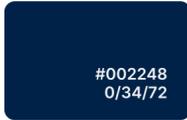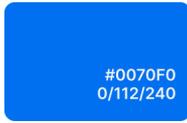
TYPOGRAPHY

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Inter

ICONS & UI ELEMENTS
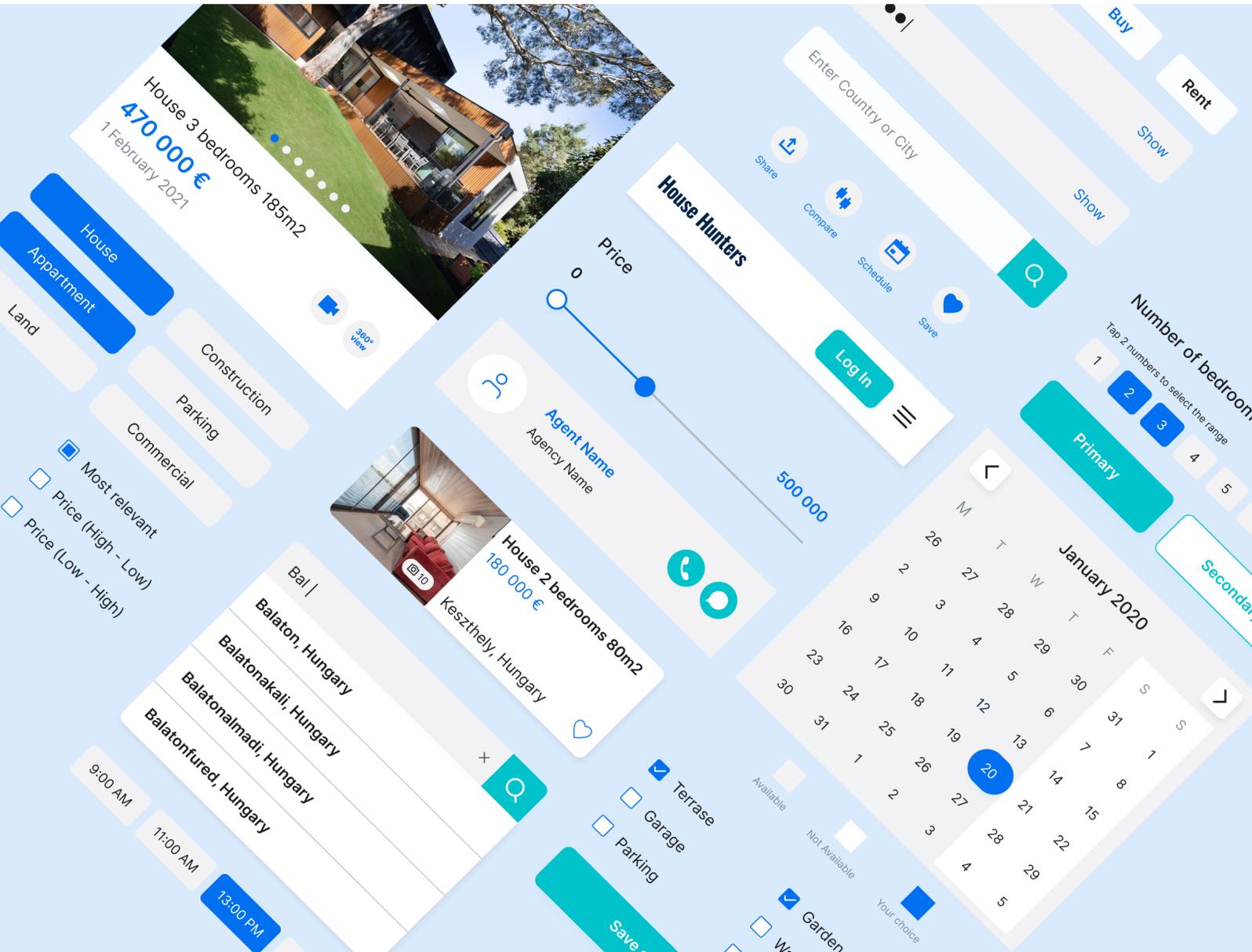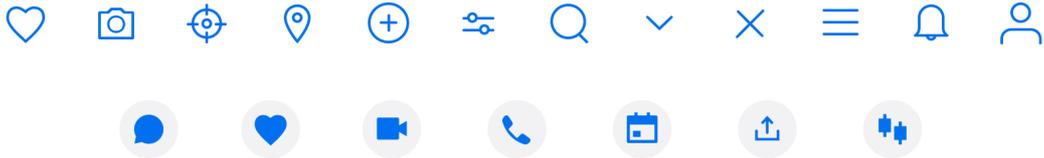
Responsive design

I applied mobile-first approach and below are examples of "Property details" screens for different breakpoints: mobile - 375, tablet - 768, and desktop - 1280 and "Search results" for 1280.

## PROPERTY DETAILS
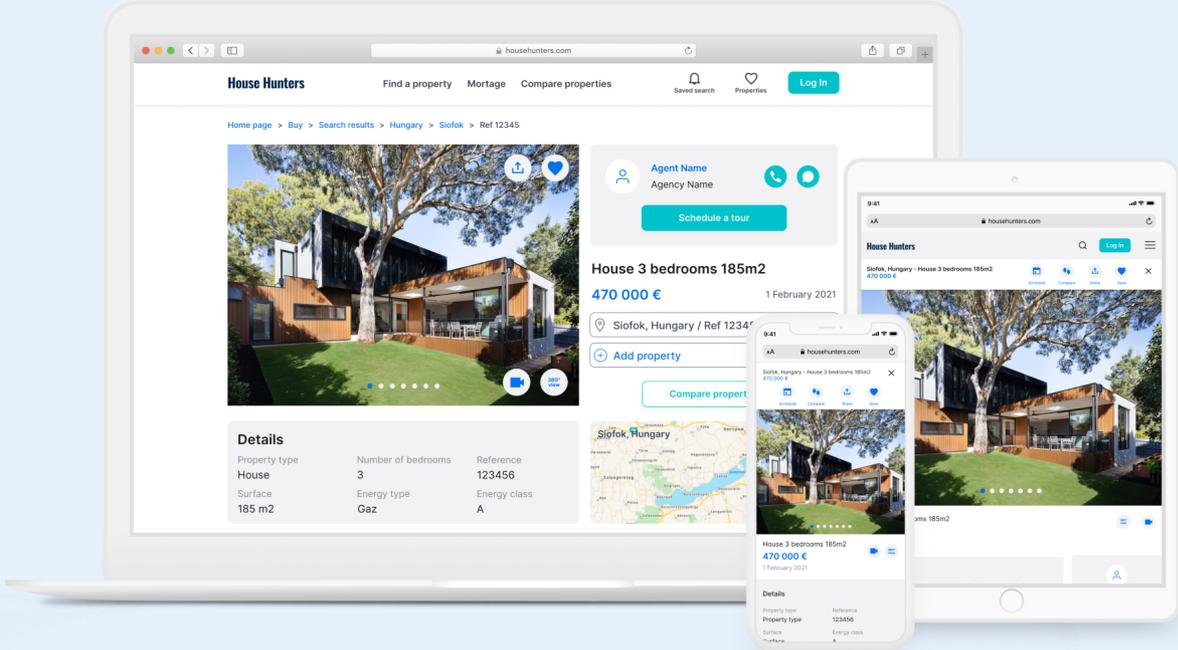
SEARCH RESULTS
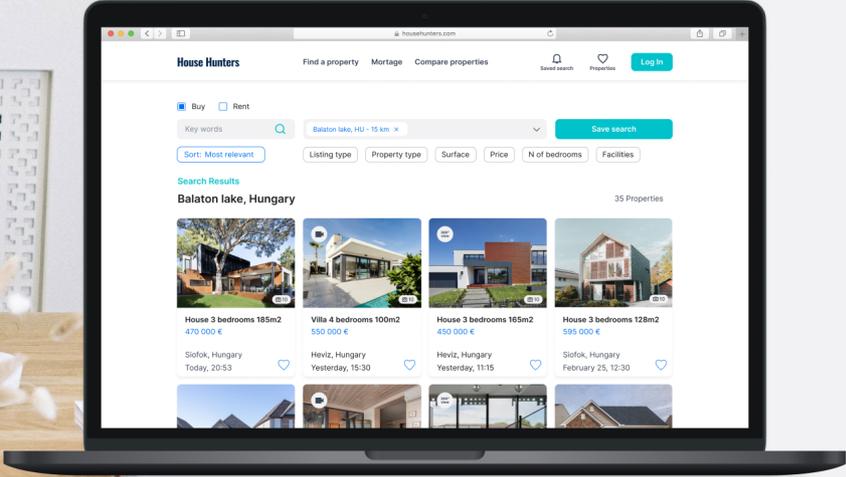
Final screens

LANDING PAGE

Landing page clean, minimal information. The user only needs to choose the option to buy or rent and the preferable location. These will be the first criteria applied for the search result. By scrolling, there will be short onboarding of main apps features.

It is possible to use an app without login until the user wishes to save search criteria, properties, book a tour or contact a real estate agent.
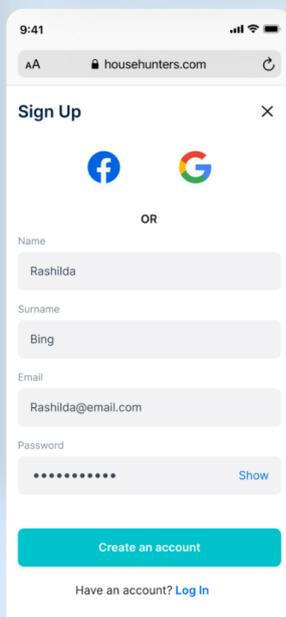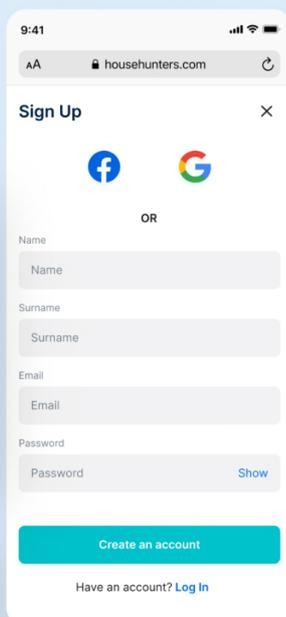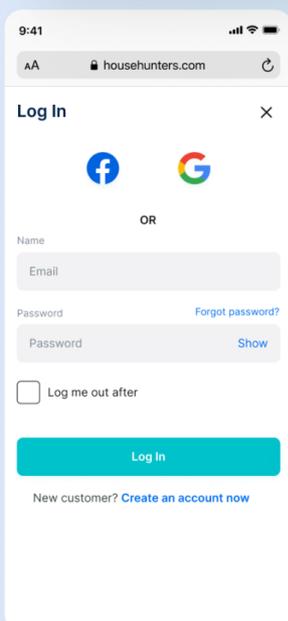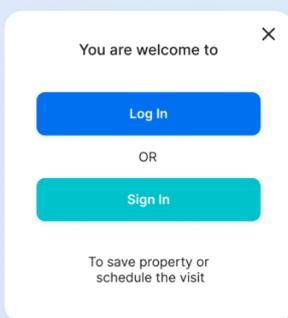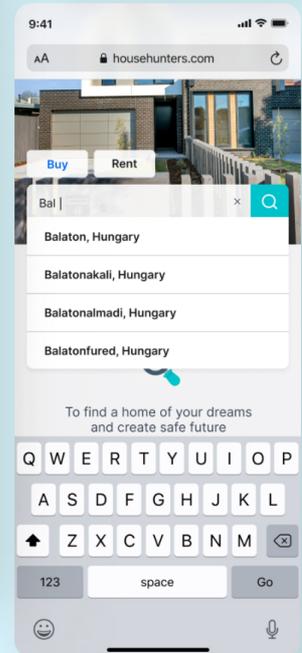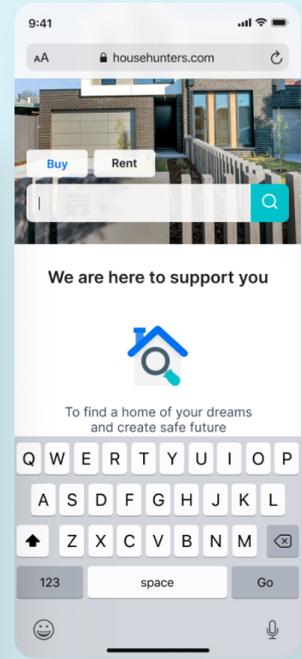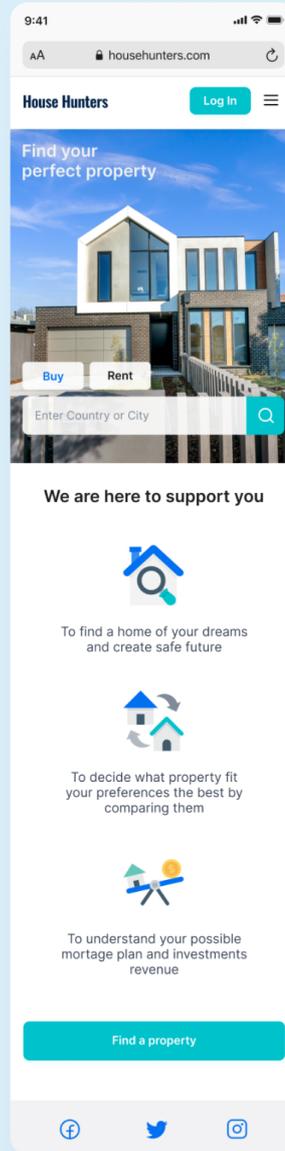

LOG IN & SIGN UP

Users are requested to log in or sign up if they want to save preferences, properties, or organize a call or visit.

Login is available via Facebook or Google accounts, or the user can use his preferable email address.

MENU & PROFILE

The menu is simple and can direct the user to the section he needs.

The profile has all the saved preferences, search, properties, settings, and scheduled visits. It is also possible to sign out from this page.

Menu

Find a property

Sell a property

Mortage

Compare properties

House Hunters

Name Surname
Budapest

Saved properties

Saved searches

Scheduled views

Preferences

Settings

Sign out

House Hunters   Log In

Search Results

Balaton lake, Hungary
28 Properties

Sort   Filter

House 3 bedrooms 185m2
470 000 €
Siofok, Hungary

House 3 bedrooms 165m2
450 000 €
Heviz, Hungary

House 2 bedrooms 130m2
340 000 €
Zamardi, Hungary

Save search

House 2 bedrooms 80m2
180 000 €
Keszthely, Hungary

Filter

Location
Balaton lake, HU - 15 km

Listing type
New   Ancient   In process

Property type
House   Construction
Appartment   Parking
Land   Commercial

Surface (m²)
0   500+

Price
0   500 000

Number of bedrooms
Tap 2 numbers to select the range
1 2 3 4 5 6 7 8+

Facilities
☑ Terrace   ☑ Garden
☐ Garage   ☐ Waterfront
☐ Parking   ☐ Swimming pool

Keywords
e.g Sea view, swimming pool

Sort by
☑ Most relevant
☐ Price (High - Low)
☐ Price (Low - High)
☐ Date (Newest - Oldest)
☐ Price (Oldest - Newest)

Reset   Apply

SEARCH RESULTS & FILTER

Once the user enters the place he will be directed to the search result page, which he can filter by a range of parameters. It is possible to save these parameters and set up alerts on the profile page.

Users can save property directly from the search result screen, to view it later.

Floating CTA button is avaliable at any moment.

House Hunters

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House 2 bedrooms 130m2
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Save search

House 2 bedrooms 80m2
180 000 €

PROPERTY DETAILS

Property details screen has all necessary information the user needs to take desition and then take an action: to book a tour, contact an agent, etc. It is possible to launch comparison of current property with any other(s). The top panel with actions is fixed during scrolling, like that users can react at any moment.

On this page, users can see similar announces based on defined preferences earlier.
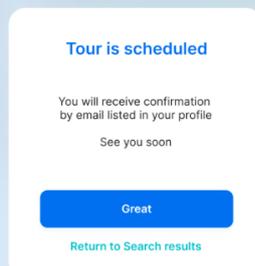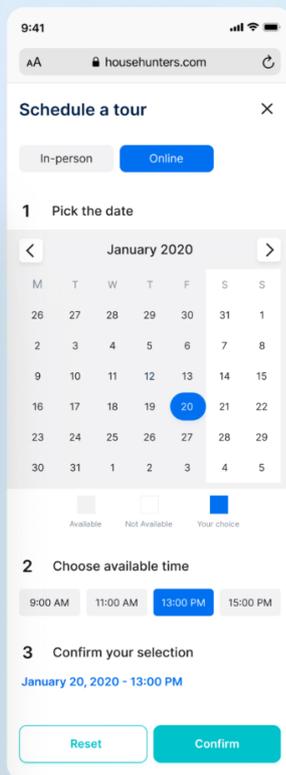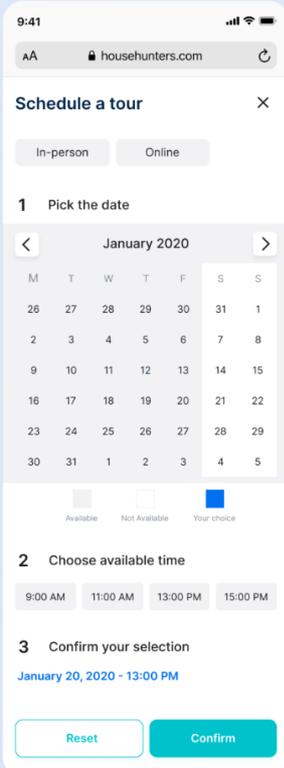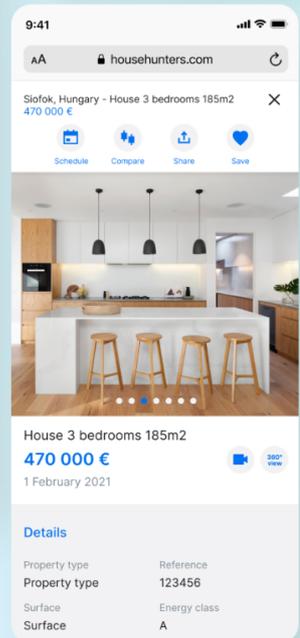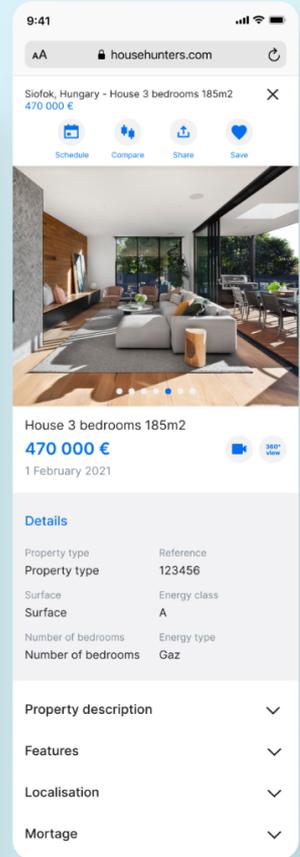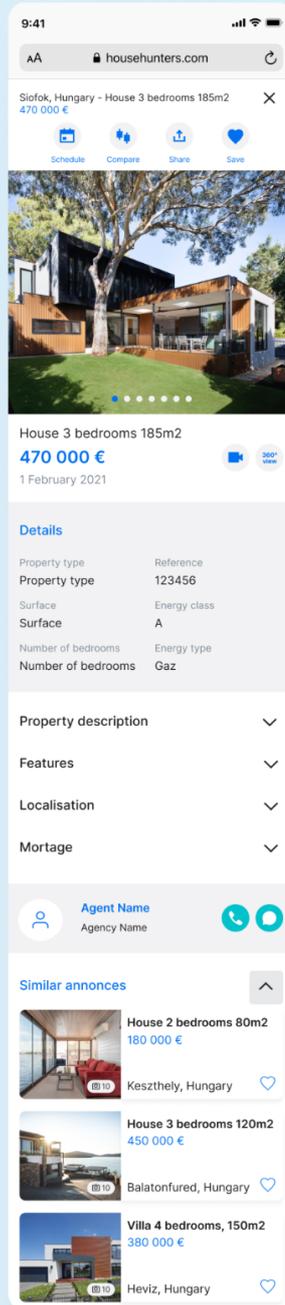
SCHEDULE A TOUR

Users can book an in-person or online tour (visit) for the chosen property using a calendar. And then will receive a confirmation email. Booking will be saved in a profile.

Thank you for watching!