



UI & UX Case Study

Real Estate Property Management App

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Project Overview

Client Introduction:

MaxiBlues is the world's largest commercial real estate services & investment company. It has clients in 100+ countries, including over 90 of the top 100 companies on the Fortune 100. The Company provides capital markets (property sales, commercial mortgage brokerage, loan origination and servicing), property leasing, investment management, property management, valuation and development services, among others.

Problem Statement:

As the global brokerage leader, MaxiBlues is the strategic partner across the entire investment lifecycle of its customer. During the Risk Review of MaxiBlues Capital Markets conducted by an external vendor it is identified that MaxiBlues is behind its competitors specifically in technology.

Goals Highlights:

- Create mobile app by utilising latest technology and security to provide a world-class user experience to its borrowers.
- All features which are essential for the borrowers to get insights of their Property Loans should be catered.
- Online payment facility is highly recommended.

Design Approach

The Challenges:

To design a platform that provides fine brokerage experience to its's borrowers in a convenient quick and hassle-free way for possible customers as well as existing customers with this property management application for mobile devices.

My Preferences:

Here I preferred to segregate the whole exercise into five parts:

1. Context Objectives: Problem Statement, Key Assumptions
2. Understand Needs: Competitive Analysis, Persona Synthesis
3. Develop Structures: Information Architecture, User Journey Map
4. Implements Design: Low Fidelity Wireframe, Clickable Prototype
5. Final Consideration: Annotation Synopsis, Delivery Submission

Key Assumption:

- Assume that existing users are facing problems to make online payment that leads to them opt-out the service.
- All features which are essential for the borrowers to get insights of their property are not properly structured.
- Due to two way authentication process not able to re-enrolled themselves or update their primary mobile phone number.
- Existing system is not convenient to track payment history and provision to pay on both tablet devices and smart phones.

Competitive Analysis

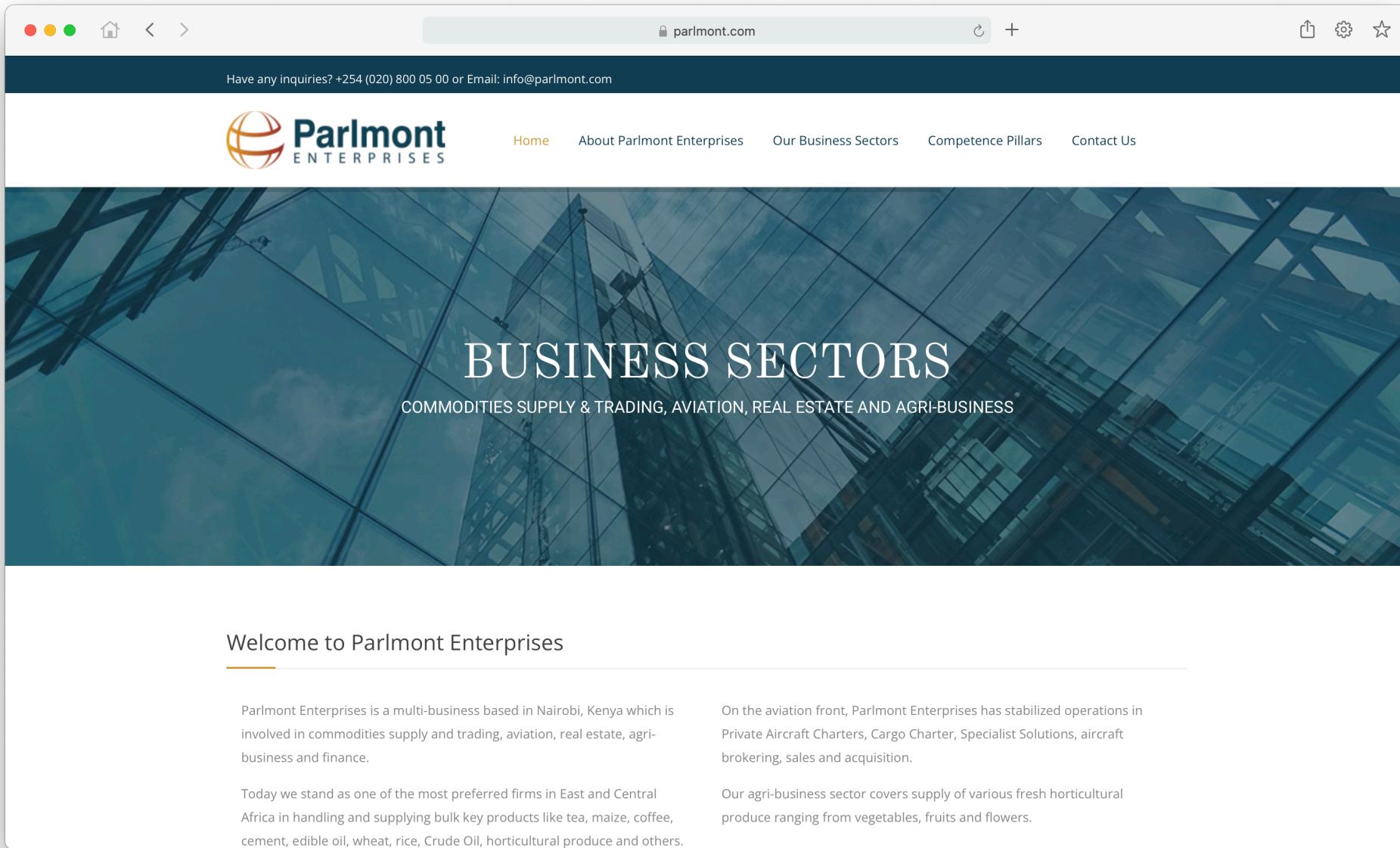
1. Northland Investment Corporation

The screenshot shows the desktop version of the Northland website. The header features the word "NORTHLAND" in white capital letters on a dark background. Below the header is a large, scenic photograph of a residential neighborhood at sunset, with palm fronds in the foreground. Overlaid on the image is the text "Providing Home Building Community" in white. At the bottom left, there is a call-to-action button labeled "LEARN MORE ABOUT NORTHLAND" with a circular arrow icon. The top navigation bar includes links for "OUR FIRM", "PHILOSOPHY", "STRATEGY", "PORTFOLIO", "CONTACT", and "INVESTOR LOGIN". The URL "northland.com" is visible in the browser's address bar.

The screenshot shows the mobile version of the Northland website. It has a similar layout to the desktop version but is optimized for a smaller screen. The top navigation bar includes "NORTHLAND" and a three-line menu icon. Below the header is a smaller version of the sunset photograph from the desktop site. The main headline "Providing Home Building Community" is displayed prominently. A call-to-action button "LEARN MORE ABOUT NORTHLAND" with a circular arrow icon is located below the headline. To the right, there is a section titled "Residents First" with descriptive text and another call-to-action button "EXPLORE OUR RESIDENT EXPERIENCE" with a circular arrow icon.

Competitive Analysis

2. Parlmont Enterprises



The screenshot shows the Parlmont Enterprises website. At the top, there's a dark header bar with a globe icon and the text "parlmont.com". Below it is a navigation bar with links for Home, About Parlmont Enterprises, Our Business Sectors, Competence Pillars, and Contact Us. A banner image of a modern glass building is prominent, with the text "BUSINESS SECTORS" and "COMMODITIES SUPPLY & TRADING, AVIATION, REAL ESTATE AND AGRI-BUSINESS" overlaid. The main content area features a "Welcome to Parlmont Enterprises" section, followed by two columns of text about the company's operations in aviation and agri-business.

Have any inquiries? +254 (020) 800 05 00 or Email: info@parlmont.com

Parlmont ENTERPRISES

Home About Parlmont Enterprises Our Business Sectors Competence Pillars Contact Us

BUSINESS SECTORS

COMMODITIES SUPPLY & TRADING, AVIATION, REAL ESTATE AND AGRI-BUSINESS

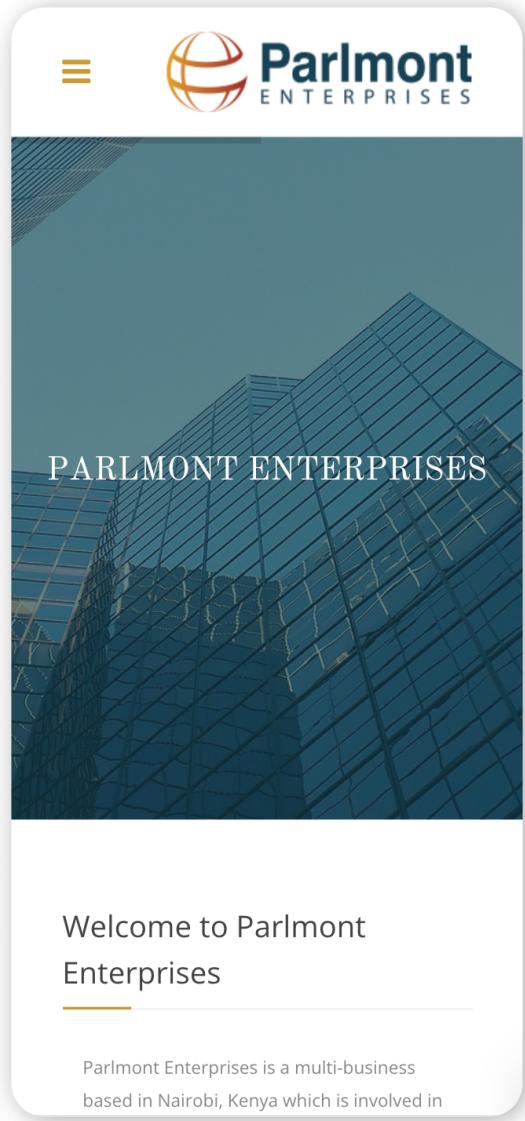
Welcome to Parlmont Enterprises

Parlmont Enterprises is a multi-business based in Nairobi, Kenya which is involved in commodities supply and trading, aviation, real estate, agri-business and finance.

Today we stand as one of the most preferred firms in East and Central Africa in handling and supplying bulk key products like tea, maize, coffee, cement, edible oil, wheat, rice, Crude Oil, horticultural produce and others.

On the aviation front, Parlmont Enterprises has stabilized operations in Private Aircraft Charters, Cargo Charter, Specialist Solutions, aircraft brokering, sales and acquisition.

Our agri-business sector covers supply of various fresh horticultural produce ranging from vegetables, fruits and flowers.



The screenshot shows the Parlmont Enterprises website on a mobile device. It features a large globe icon and the text "Parlmont ENTERPRISES" at the top. Below this is a blurred background image of a modern building. The text "PARLMONT ENTERPRISES" is visible in the center of the blurred area.

Welcome to Parlmont Enterprises

Parlmont Enterprises is a multi-business based in Nairobi, Kenya which is involved in

Competitive Analysis

3. West, Lane & Schlager

The screenshot shows the desktop version of the West, Lane & Schlager website. At the top, there's a navigation bar with links: COMMITMENT TO DIVERSITY, SERVICES, EXPERTISE, FIRM, TEAM, CASE STUDIES, SUBLEASES, INSIGHTS, and CONTACT. The main header features a large, stylized blue building icon above the text "WEST, LANE & SCHLAGER" and "THE TENANT'S EDGE". Below the header, a banner for their 25th anniversary is displayed, featuring the text "25 YEARS TRUSTED PARTNERS WITH REAL RESULTS". The main content area has a dark background with a blurred image of two people shaking hands over a tablet. The text "GLOSSARY OF REAL ESTATE TERMS" is prominently displayed in white. Below it, a subtitle reads "Your go-to guide for hundreds of real estate glossary terms, from Assignment to Work Letter." A teal "READ MORE" button is visible. At the bottom of the page, there's a series of small dots indicating a scrollable section.

The screenshot shows the mobile version of the West, Lane & Schlager website. The header includes the "WEST, LANE & SCHLAGER" logo and "THE TENANT'S EDGE" tagline. Below the header is a large, horizontal image of the U.S. Capitol building at night. To the right of the image, the firm's name is written vertically: "WEST, LANE & SCHLAGER". Below this, a purple text block states: "We aren't just another commercial real estate firm." Further down, another text block reads: "We work exclusively with tenants – it's our business and our passion. Our mission is to ensure that our clients receive the highest quality representation, at the lowest price, without the inherent conflicts of interest. For".

Competitive Analysis

4. Caton Commercial Real Estate Group

The screenshot shows the desktop version of the website. At the top, there's a navigation bar with links for PROPERTY LISTINGS, SERVICES, COMMUNITIES, OUR TEAM, INDUSTRY INSIGHTS, PORTALS (with a phone number 815.436.5700), and CONTACT US. Below the navigation is a large banner featuring a group of business people in a meeting. Overlaid on the banner is the text "Find the right commercial real estate property for you." Below the banner are two search input fields: "LOCATION" and "PROPERTY TYPE", both with dropdown menus labeled "Select a Location Type" and "Select a Property Type". To the right of these fields is a large green "SEARCH" button. At the bottom of the page is a map showing the Chicago metropolitan area.

The screenshot shows a mobile application interface for the website. It features a header with the "CATON COMMERCIAL REAL ESTATE GROUP" logo and a menu icon. Below the header is a large text overlay that reads "Find the right commercial real estate property for you." followed by a blurred cityscape background. At the bottom of the screen is a search bar with three input fields: "LOCATION", "PROPERTY TYPE", and a large green "SEARCH" button. The background of the app shows a blurred view of a city skyline.

Research Observation



Northland Investment
Corporation



Parlmont Enterprises



West, Lane & Schlager



Caton Commercial Real
Estate Group

1. Application Mobility Features	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2. Pay Transparency Attributes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3. Online Payment Vulnerability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4. Payment Alerts Reminder	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5. Categorical Property Type	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6. Sitemap Hierarchy Insights	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7. Virtual Support Assistance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Persona Synthesis

Target Audience:



Accountant



Administrative Assistant



Chief Financial Officer



Controller



Legal Counsel



Principal Owner



Limited Partners

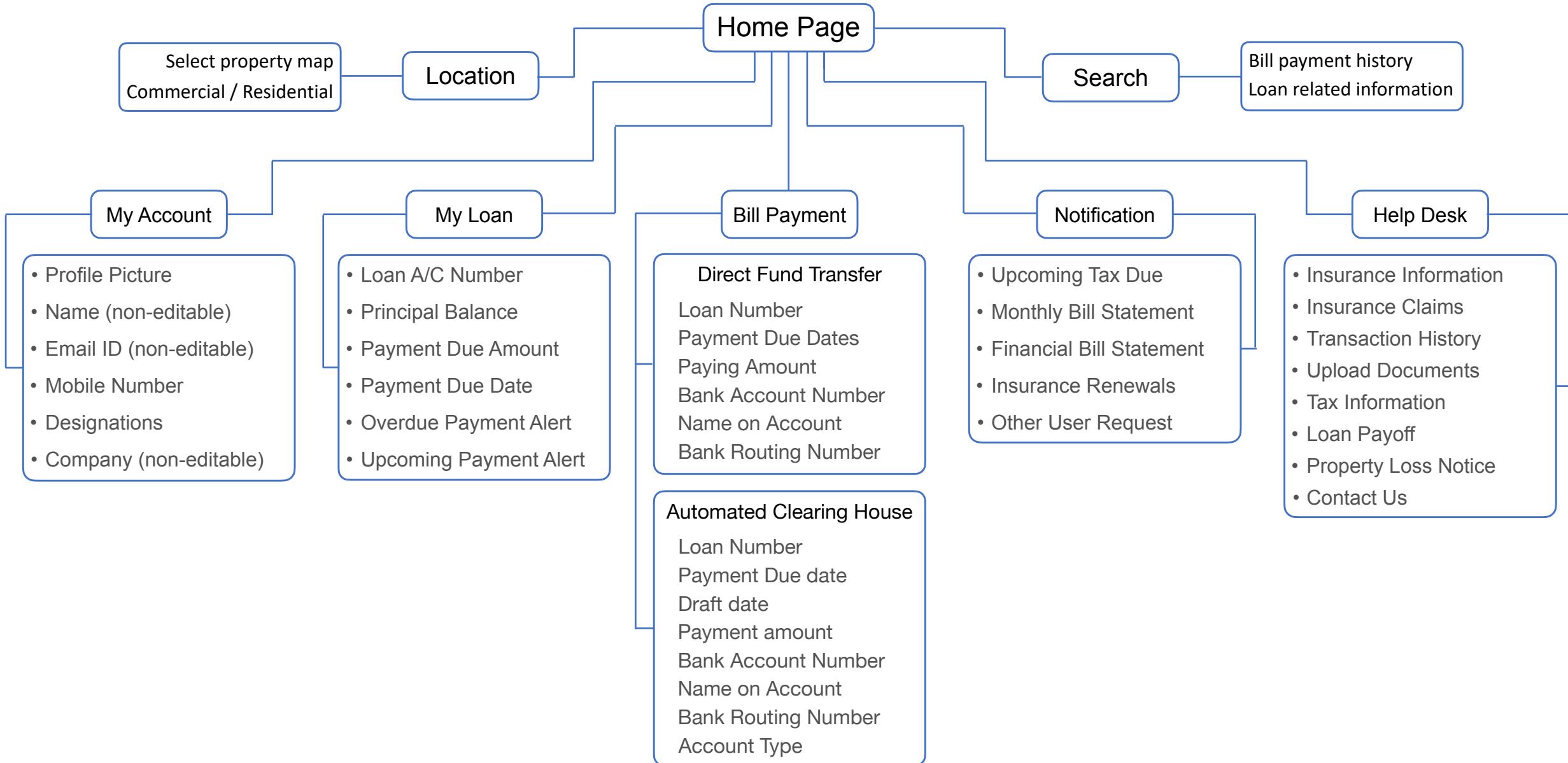


Property Managers

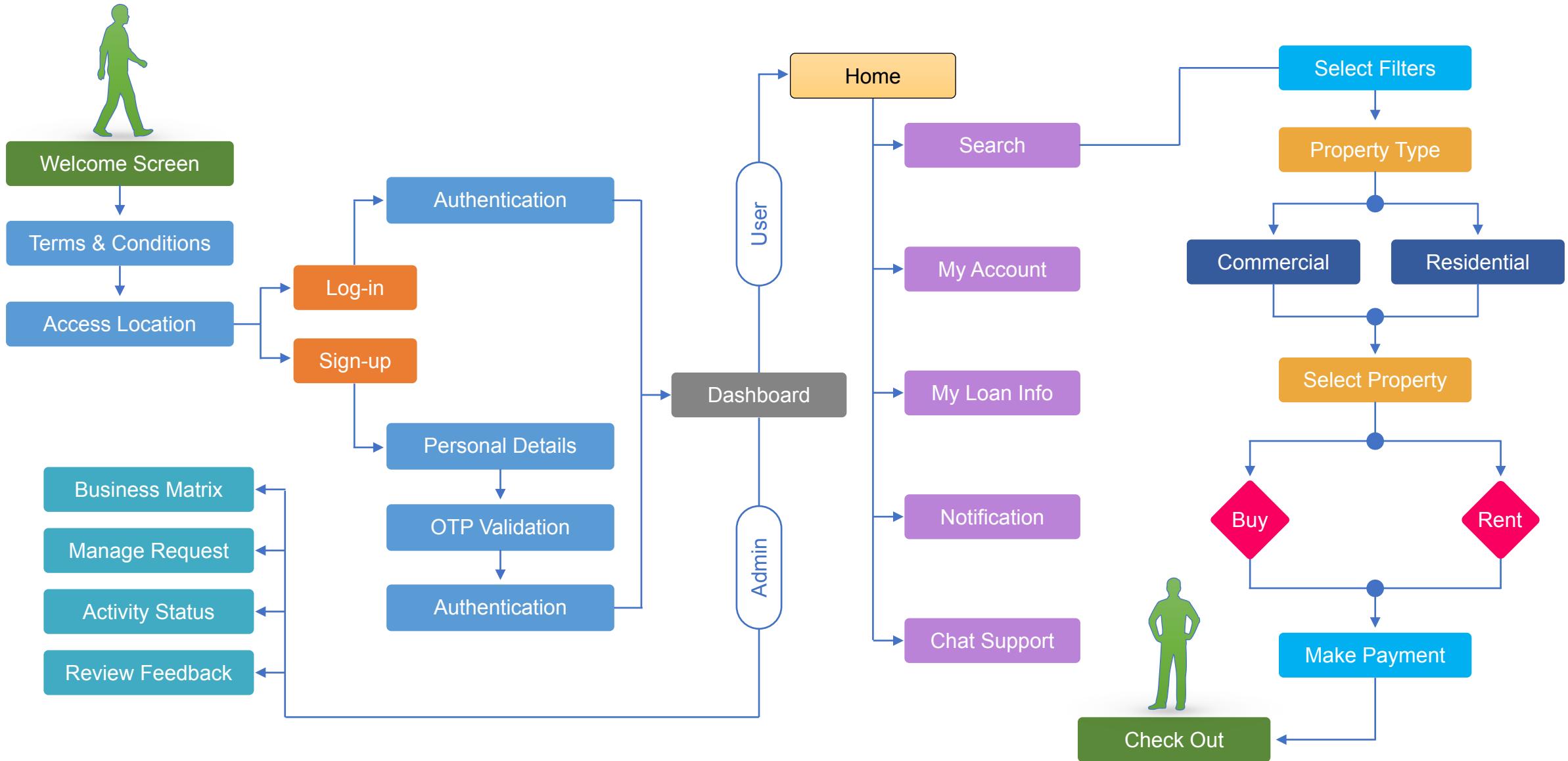
User Category:

1. There will be a few different groups of professionals who uses the app for their number of respected customers.
2. Also certain individuals who are self manages their own property, investments and loan related issues.*
3. One principal owner may have multiple properties and loans can be associated with same property in different locations.
4. To manage this application set of administrative user groups of technicians are also uses this application.*

Information Architecture

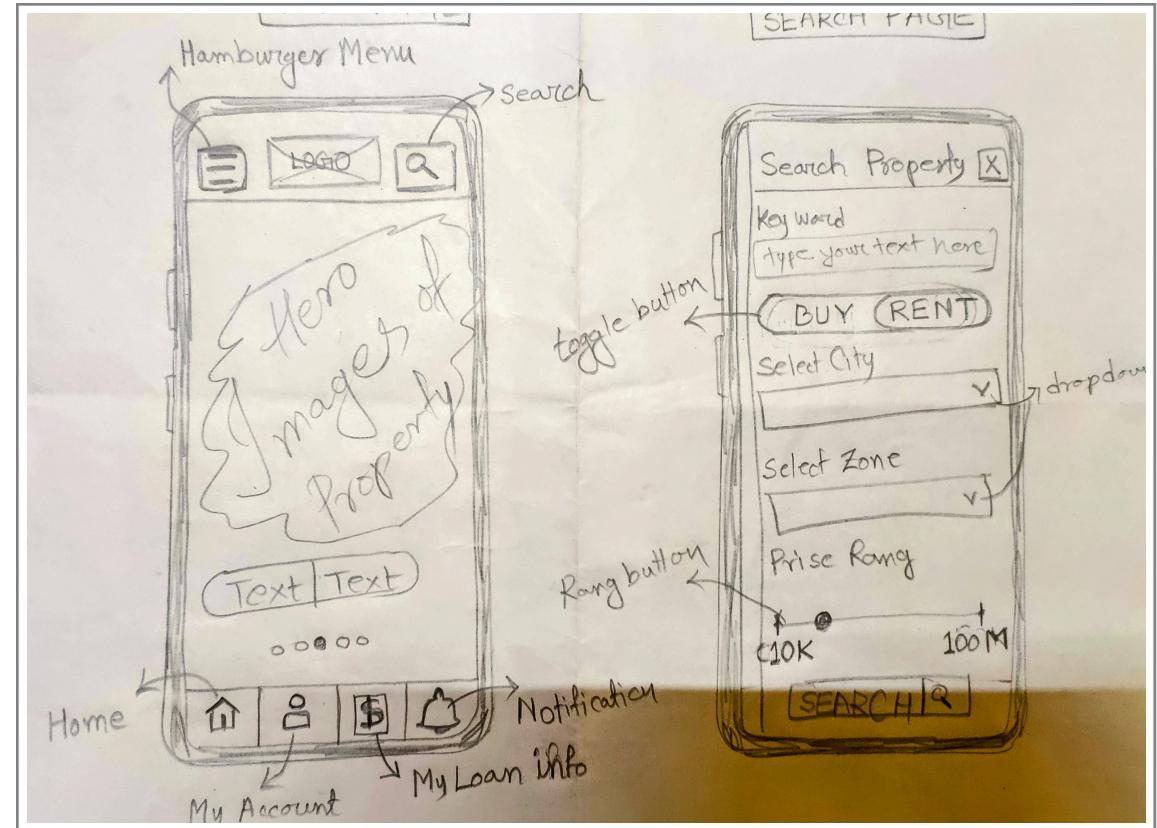
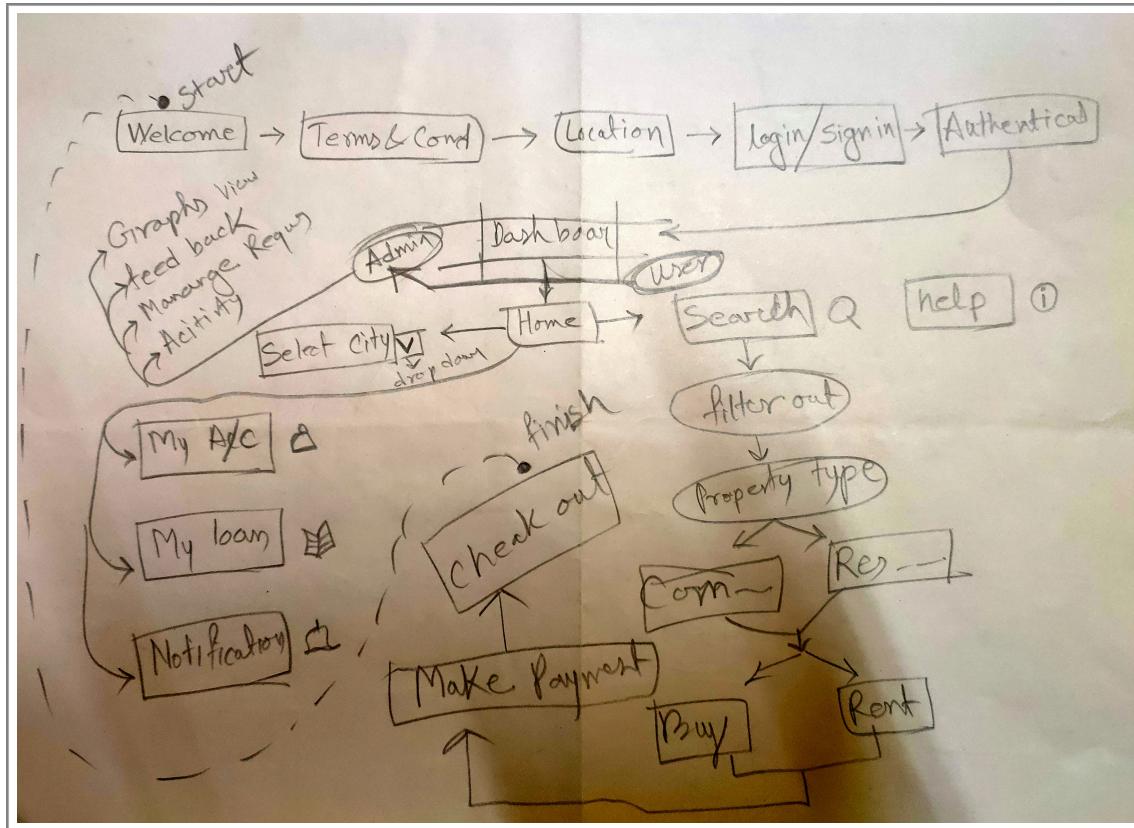


User Journey Map



Wireframe & Prototype

Low Fidelity Wireframe:



Clickable Prototype Link:

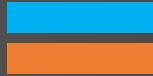
<https://xd.adobe.com/view/07ef6547-2143-44e5-acdb-b673eb61a6d4-52bc/?fullscreen>

Annotation Synopsis

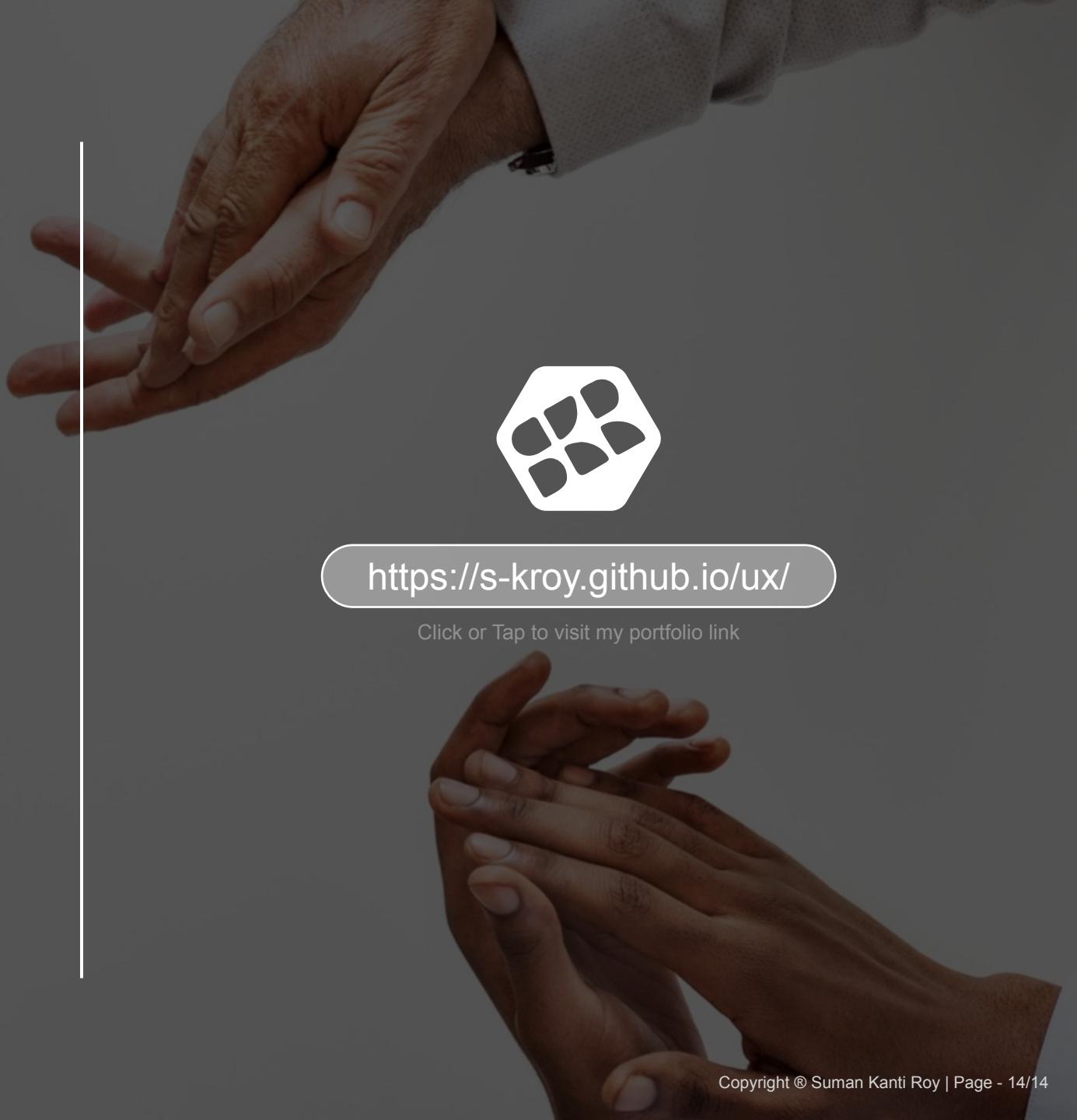
Edge Learnings:

- A. Feedback is critical to UX designer. Being able to take and apply constructive criticism will be my biggest takeaway with this assignment with Tata Consultancy Services.
- B. In this presentation document I have covered competitive analysis, information architecture, wireframe & prototype link as mentioned via mail and video meets.
- C. To complete this design test I have stretched myself bit more to achieve this delivery submission timeline. And I have enjoyed while working this task.





Thanks for your time



<https://s-kroy.github.io/ux/>

Click or Tap to visit my portfolio link