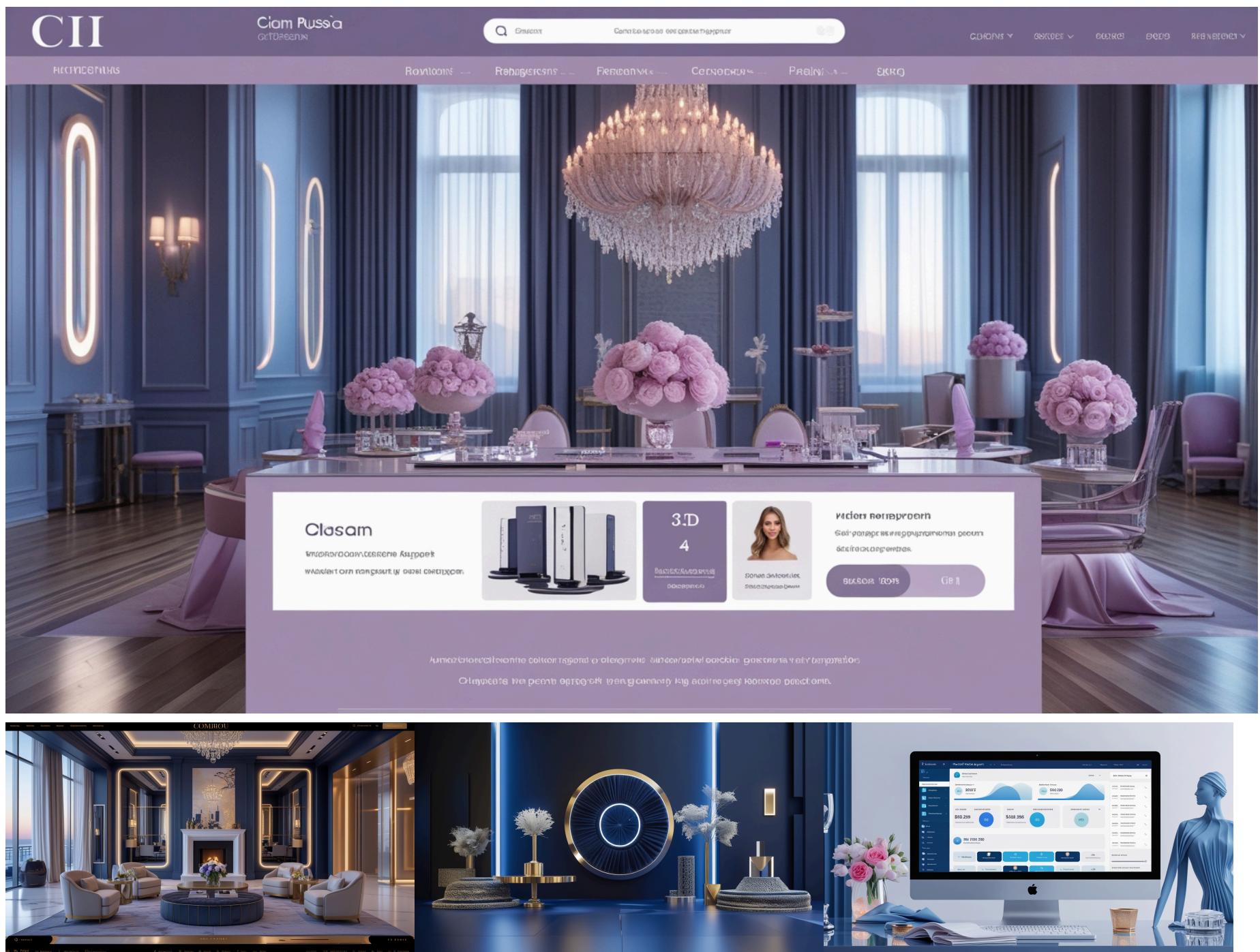


## Cases in design, IT and real estate



### 1. Redesign of a real estate agency website

- 📌 **Client:** real estate rental and sales agency
- 📌 **Task:** improve UX/UI, increase conversion
- 📌 **Solution:**
  - ✓ Create a **convenient search for properties**
  - ✓ Optimize the mobile version
  - ✓ Design of real estate cards with 3D reviews
- 📌 **Result:** 40% increase in applications

### Project: Redesign of a real estate agency website

#### 1 Client's choice (real analogue)

- CIAN (Russia) - a powerful database, but a complex interface

For inspiration, you can analyze the websites of \*\*Zillow, Rightmove, identify their strengths and weaknesses.

#### 2 Redesign Action Plan

##### 🔍 Research and Audit of Current Website

- ✓ Analysis of Current UX/UI: What problems do users experience?
- ✓ Competitor Analysis: What can be improved?
- ✓ SEO Audit: How Well Is the Website Indexed?

# 🔍 Analysis of UX/UI of the CIAN website (<https://www.cian.ru/>)

## 1 Problems in user experience (UX)

- ✓ **Overloaded interface** – too much information on the screen, overloaded lists, complex navigation
- ✓ **Complex filters** – many fields, inconvenient checkboxes, it is not always obvious how to search for the desired property
- ✓ **Long page loading** – especially when changing filters or updating the list of ads
- ✓ **Unobvious CTA buttons** – the "Call" and "Write" buttons are sometimes lost among the page elements
- ✓ **Confusing registration and login** – users complain that it is difficult to log in through third-party services

## 2 Problems in design (UI)

- ✓ **Old-fashioned appearance** – the interface is overloaded with elements, visually outdated in places
- ✓ **Poor contrast** – on some pages the text merges with the background, difficult to read
- ✓ **Not always convenient property cards** – small photos, lots of text, poor data structuring
- ✓ **Identical property lists** – no unique visual style for different types of real estate (rent, sale, commercial)

## 3 Problems with the mobile version

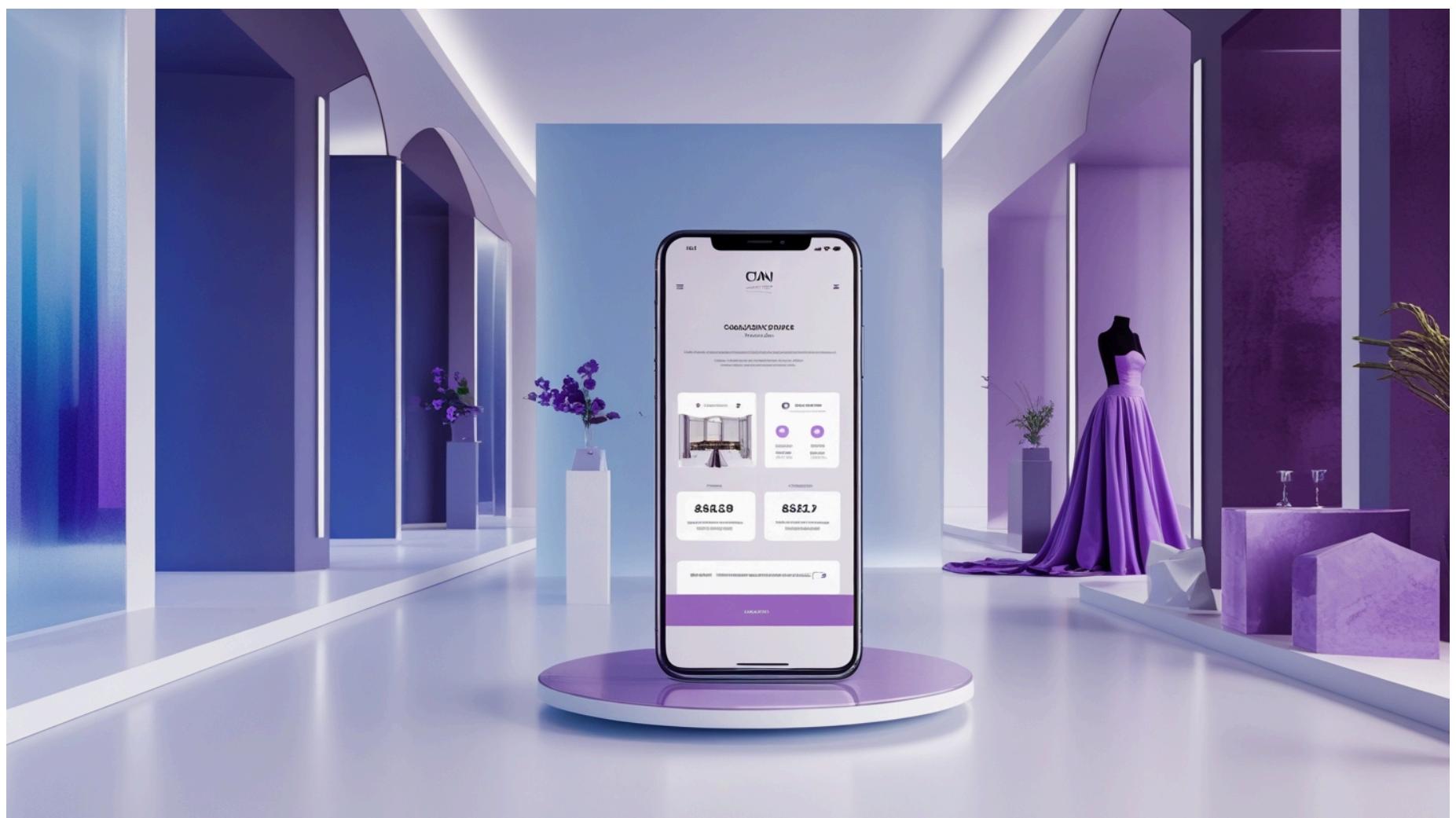
- ✓ **Weak adaptation** – not all elements are correctly adapted to mobile screens
- ✓ **Long loading on phones** – especially when changing filters
- ✓ **No convenient map navigation** – map search is inconvenient on mobile devices

## 🛠 What can be improved in redesign?

- 🔥 1. **Clean and modern UI** – remove unnecessary elements, improve contrast, make the interface more minimalistic
- 🔥 2. **Improve property cards** – add large photos, structured characteristics, convenient 3D reviews
- 🔥 3. **Improve search** – make filters more intuitive, add preset search scenarios
- 🔥 4. **Speed up loading** – optimize images, reduce the number of HTTP requests
- 🔥 5. **Optimize the mobile version** – make it convenient to work with the map, improve filters

### 📌 Next step:

We make a **redesign prototype** – you can do it in **Figma** or directly in the code (React/Vue). 



## ✍ UX/UI Solutions Development

- Homepage Redesign** – make navigation clear
- Search Filters** – improve search by price, area, type of housing
- Property Card** – add 3D reviews, convenient gallery, floor plans
- Mobile Version** – adapt for smartphones and tablets
- Reviews and Rating** – ability to leave real reviews
- Contact Form** – convenient booking of viewings

To adapt the site for mobile devices in **Figma**, let's start with the following steps:

## 1. Let's define the requirements for the mobile version:

- **We are designing for smartphone and tablet screens.** To do this, we need to create two main layouts: one for **mobile devices** (tablets and phones) and another for **desktops**.
- **Simplify content and navigation.** Make elements more accessible for finger interaction, reduce the number of steps to obtain information.

## 2. Mobile version structure:

Based on the site we are redesigning, we can identify several key elements that need to be adapted:

- **Main menu and navigation:**
  - First, we make a drop-down menu with a burger icon.
  - Menu items with key categories: “Sale”, “Rent”, “Search”.
  - Navigation buttons should be large and easy to click with a finger.
- **Property cards:**
  - Use high-quality images, but optimized for loading speed.
  - Add compact and clear blocks with description and price.
  - Add “Call” and “Write” buttons with clear visual separation.
- **Search filters:**
  - Simplify filters: collapse them into drop-down menus or use sliders to quickly select a price range.
  - It is recommended to make filters collapsible so that the user can see only the main parameters.
- **Map:**
  - For mobile devices, you need to make a map with minimal functional buttons, large labels for objects and a button for quickly switching to filters.

## 3. Creating layouts in Figma:

### Step 1: Creating a new file in Figma:

- Create a new file and add frames for mobile devices. Select the sizes:
- **iPhone 13 Pro (390x844 px)** or
- **iPad Pro (768x1024 px)**

### Step 2: Develop mobile interface elements:

- **Home page:** Include navigation elements, property cards, filters and buttons.
- **Property card:** Create a card layout with an image, price, name and the “Call” and “Write” buttons.
- **Filters and search:** Develop vertical filters, sliders for selecting price ranges.
- **Search results table:** Use grids to display a list of properties, but with smaller intervals and larger text.

### Step 3: Optimize for mobile:

- All elements should be large, buttons with a large distance between them to avoid accidental clicks.
- Add adaptive blocks with a map and filters to avoid overloading the screen.
- Ensure fast loading for all images.

### Step 4: Prototyping in Figma:

- Use interactive Figma prototypes to simulate clicks and switching between screens.
- Create animations for pop-up filters and page transitions.

## 4. Testing and Feedback:

- Once the adaptation is complete, test the prototype on real mobile devices to identify navigation and speed issues.
- Conduct user testing to assess the usability of the interface.

Once the layout is ready, it can be exported for subsequent layout and implementation into the project!

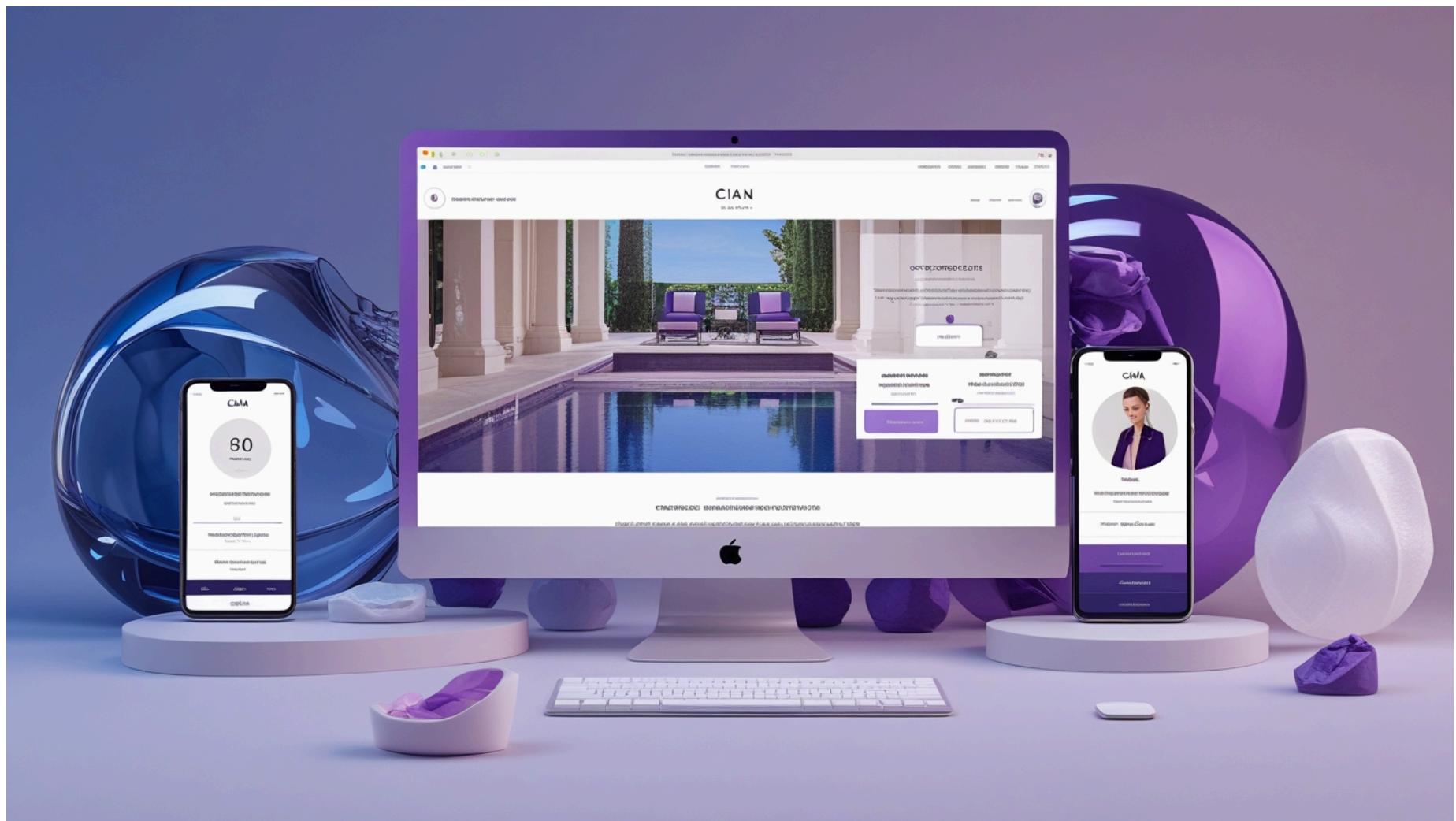
If you are ready to get started, I can help with the design of the initial elements, such as the main page layout or the object card.

## Development and testing

- Layout of the new design
- Integration with the database of objects
- Improvement of loading speed
- A/B testing to increase conversion

## Final result

- Improvement of the convenience of searching for real estate
- Increase in applications through the site
- Increase in the time spent by users on the site
- Reduction in the bounce rate



## 2. Development of a CRM system for realtors

-  **Client:** private realtors, agencies
-  **Task:** simplify management of clients and deals
-  **Solution:**
- CRM with filtering** by deal statuses
- Automatic reminders** about meetings and calls
- Synchronization** with the calendar
-  **Result:** reduction of time on routine tasks by 50%

For the **case of developing a CRM system for realtors** on your portfolio, let's create a detailed description. This will help to highlight the entire process of working on the project and its results.

## **Project: Development of a CRM system for realtors**

### **1. Client:**

- **Client type:** A real estate company providing real estate sales and rental services.
- **Goal:** Automation of customer interaction processes, property management, transaction tracking and improving agent efficiency.

## 2. Task:

- **Client task:** Create a CRM system that will provide realtors with convenient tools for:
  - Managing client contacts.
  - Tracking the status of real estate.
  - Automating routine tasks.
  - Maintaining the history of transactions and communications with clients.
  - Integration with external services to obtain up-to-date information about real estate.
  - Creating reports on transactions and analyzing agent performance.

## 3. Solution:

- **Technologies:**
- **Backend:** Node.js, Express, MongoDB (for data storage).
- **Frontend:** React.js, Material-UI (for a user-friendly interface).
- **Authentication:** JWT and OAuth2 for secure login and authorization.
- **API integrations:** Integration with external services to obtain real estate data (e.g. parsing from real estate websites).
- **Functional components of the CRM system:**
  1. **Control panel:** Home page with an overview of all real estate properties, scheduled meetings, transactions.
  2. **Property management:** Maintaining cards of real estate properties with fields for photos, descriptions, statuses (sale/rent), prices and detailed information.
  3. **Client contacts:** Database with the ability to search and filter clients by criteria (secondary market, primary market, rent, etc.).
  4. **Interaction history:** Automatic recording of all actions with clients, meetings, calls and transactions.
  5. **Report generation:** Creation of reports on transactions, completed tasks, agent efficiency.
  6. **Reminders and notifications:** Notifications about meetings, calls, transactions, reminders about important tasks.
  7. **Analytics and visualization:** Graphs and charts for analyzing the efficiency of realtors, for example, the number of transactions per month, the average price of properties, etc.
  8. **Mobile version:** Adaptation of the interface for ease of use of the system on mobile devices.

## 4. Result:

- **Increase in the efficiency of realtors by 50%:** Automation of routine and centralized data storage made it possible to significantly speed up the sales/rental processes.
- **Reduction in time spent searching for information:** All data on clients and properties is now easily accessible in the CRM.
- **Increased deal conversion:** The notification and analytics system helped realtors respond to client requests and close deals faster.

## 5. Strategy and stages of work:

### 1. Research of client needs:

- Conducted a series of meetings with realtors to understand their daily tasks and problems.
- Assessed the current tools they worked with and identified their weaknesses.

### 2. Developing interface prototypes:

- Creating several interface options in Figma with a focus on convenience and minimalism.
- Including all the necessary functions, but without overloading the interface.

### 3. Implementation of functionality:

- Developing an API and a database for storing information about clients and real estate.
- Creating authentication for realtors with the role of administrator and regular user.

### 4. Testing and refinement:

- Regular testing of the system with the participation of realtors.
- Collecting feedback and optimizing the interface and functionality.

## 5. Launch and training of personnel:

- Preparing training materials for realtors.
- Conducting webinars on using the CRM system.

## 6. Screenshots and visual materials:

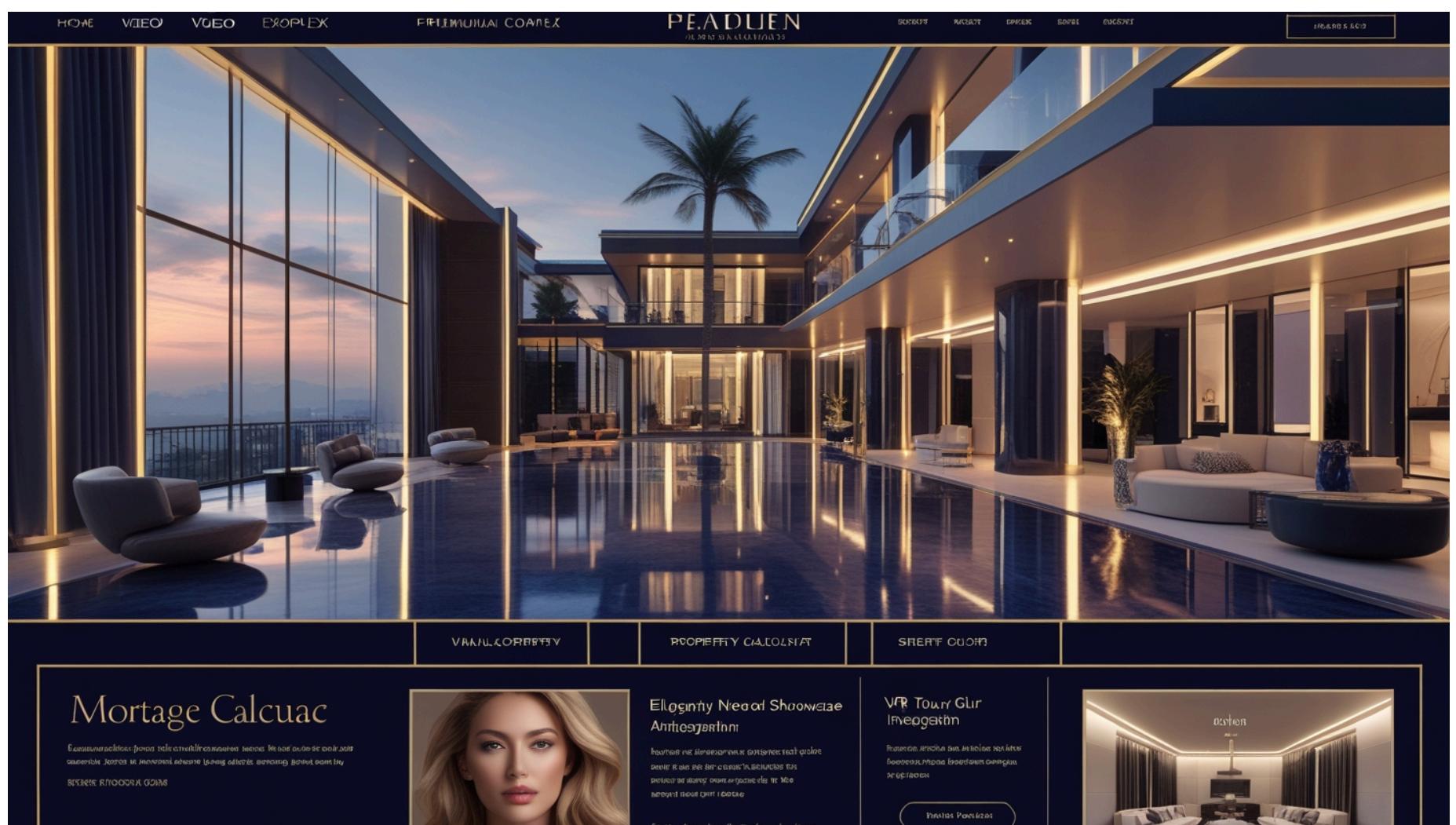
- Screenshots of the main control panel, property cards, reports and notifications.
- Demonstration of the mobile version of the system.

## 7. Video presentation of the work process:

- Video review of all stages of development: from research to launch.
- Video with realtors who share their feedback on working with the system.

## 8. Client Feedback:

- Quotes from realtors and managers confirming how the CRM system has helped improve their work.
- Increased number of successfully closed deals due to improved communication and time management.



## 3. Landing page for an elite residential complex

- ❖ **Client:** premium housing developer
- ❖ **Task:** create a sales website with an emphasis on emotions
- ❖ **Solution:**
- ✓ **Animations and video review of the complex**
- ✓ **Mortgage calculator**
- ✓ **Built-in VR tour of apartments**
- ❖ **Result:** +30% of records for viewing

Below is a detailed case for a landing page for an elite residential complex:

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## **Case: Landing page for an elite residential complex**

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### **1. Client:**

- Premium housing developer, specializing in an elite residential complex with unique architecture and a high level of comfort.
- 

### **2. Task:**

- Create a selling landing page that emotionally engages potential clients, demonstrates the exclusivity of the project and encourages signing up to view apartments.
- 

### **3. Solution:**

- Animations and video review of the complex:
    - We developed dynamic animation transitions, spectacular parallax scrolls and a video demonstrating the interior, exterior and surroundings of the residential complex.
    - The video review is integrated directly on the main page so that the visitor can immediately immerse themselves in the atmosphere of premium housing.
  - Mortgage calculator:
    - We created an interactive calculator that allows users to estimate monthly payments under various lending conditions.
    - The calculator helps remove the entry barrier by showing the real availability of luxury housing.
  - Built-in VR tour of apartments:
    - Implemented a virtual tour using 360° photos and videos, allowing potential buyers to view the apartments and infrastructure of the complex in detail.
    - The VR tour helps create the effect of presence and trust in the project.
- 

### **4. Result:**

- +30% bookings for viewing:
    - Increased involvement of landing page visitors due to emotional design and interactive elements.
    - Increased number of bookings for viewing thanks to convenient interaction tools (calculator and VR tour).
- 

### **5. Project implementation stages:**

#### **1. Analysis and audit:**

- Study of the target audience and competitive environment in the luxury real estate market.
  - Definition of key messages and visual accents that can highlight the uniqueness of the project.
- 2. Development of the design concept:**
- Creation of a moodboard and selection of a color palette corresponding to the premium segment.
  - Development of prototypes of the main page, object cards and interactive blocks (calculator, VR tour).
- 

#### **2. Visual design and animation:**

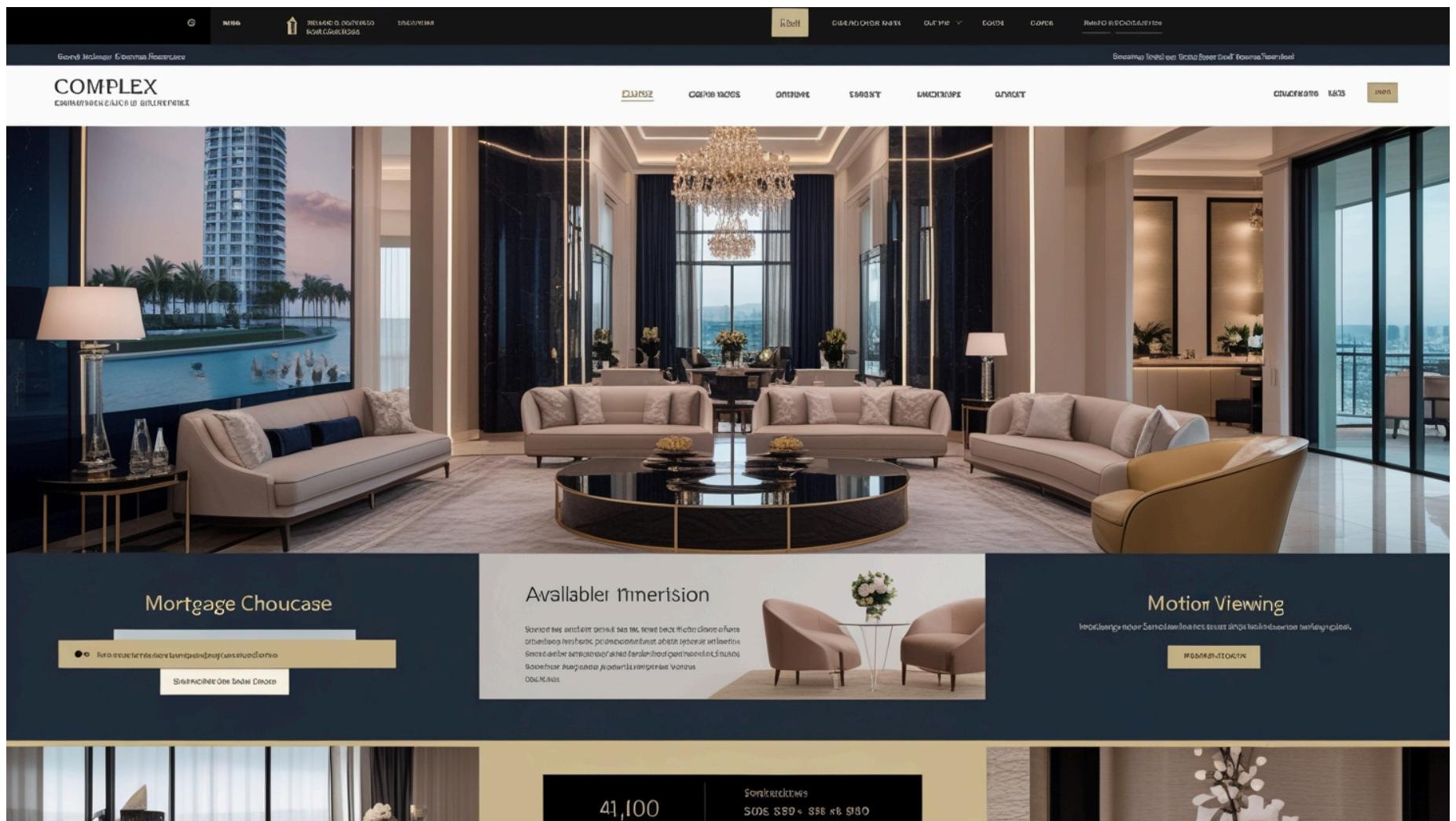
- Creation of high-quality animation elements, videos and photo sessions of the complex.
  - Development of an adaptive design for mobile and desktop devices.
- 

#### **3. Integration of interactive elements:**

- Implementation of a mortgage calculator and a VR tour, their testing and optimization for different devices.
  - Integration of video materials with autoplay and playback control.
- 

#### **4. Launch and analysis of effectiveness:**

- Conducting A/B testing of landing page elements (for example, CTA variations, placement of a calculator).
- Analysis of visitor and conversion statistics, adjustment of elements to improve effectiveness.



## 6. Visual materials and demonstration:

- **Before/after screenshots:**
- Examples of the old landing page (if any) and the new solution.
- **Video presentation:**
- Video review of the site's functionality, demonstration of the calculator and VR tour.
- **Interactive prototype:**
- Possibility to conduct an interactive demonstration of the landing page in real time for potential clients and partners.