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<div align="center">Assignment 2: UX/UI</div>

Case study: Mobile app redesign

Part A: What changed?

Home:
In home page, the logo and [list your property] was removed.
The search bar moved up, the content in search bar gives a different message, the font change from medium blue to light gray. Next to the search bar there is a notification bell when isn't one before.
Right below the search bar there is now a categories bar.
The listing now had tags attached to them and can add to favorite.
The menu icon changed from profile to three dots.

Filter:
In the filter's workflow, we keep the top part yellow just like main switch reset to clear all, keep the [rent or sale] button the same. When applying filter, the type changed from a static all type to having tags recommended for you to select, we also remove the property type feature from the old one. Other features like Price, surface area, number of bathrooms changed from having to select a range with number box in another window to selecting it in the filter page using a bar for min and max.

Search result:
In the old search result, a map showing some properties location is located between the properties listing and the search bar/ categories bar. In the new ones, it only shows the listing result and to access the map you need to press the map toggle next to the search bar. Before to change search you either press the edit search near bottom of the page or the icon next to the search keyword, now you can change it directly on the search bar itself. Also, now the selected categories are orange and the header are orange consistent with menu.

Listing views:
Comparing the old one, the new one has less redundant or repeating buttons such as notes, location and CTA. In the new one, color for fonts and fills is more weighted, features are listed cleanly such as amenities in tags, other features have ticks as bullets. Location in the new are more advanced to give a feel of local. Less large button in the new one. Examples of color weight are: description, the tailored mortgage, amenities and others...

Menu:
In a repeating theme we can see the header is in orange. The icon now have highlights in blue and purple. The features changed by removing some like saved properties and saved search, adding others like movers, renovation, messages, my listing…

Part B: Why the change?

For search filters, the old design which was 4 click per filter which is redundant and time-consuming customer would feel annoyed to be doing such a repetitive task instead when you allow for a bar drag to set those value, you can adjust the value within 2 drag right within the filter page. This would align with the usability principle and accessibility.

As mentioned above the headers in the new version are all orange and the margin are all the same except inside the menu, this gives the app a sort of personality, while switch from the old one we didn't just add this header alone but some other tools inside the header margin too with icons align with the brand image. Another revamp was the fonts color, icon changing, icon highlight into a more vibrant pop out look that still follow the brand by making use of color contrast and shapes imagery. This would align with the consistency and aesthetics principle of UXUI.

Another thing I noticed was how the new design removed all the redundant button or option, like the notes, the location in the listing views, the saved tab, save properties and others. When removed the user is able to learn to use it faster the flow is smoother. The shrinking of header in home and removing [list your property] allow user to see more instead of constricted, this would drive more view. This would increase the usability.

Part C: Is it successful? What's next?

Based on my analysis the decision is justified because the design allow the app to be more Consistent and simple. It gives the app more feature to connect business with client and business with business. This would allow fast adaptation driving more consumer to use the app and keep the consumer by being clean.

We can use lighter weighted font on less important data or text, In the redesign using black all the time could take away its emphasis.

Another feature we could also make the listing smaller to fit at least 2.2 listing instead of not even seeing 2 entire listing in home.