

CAREERFOUNDRY

UI for UX Designers: Perfect Properties Project Brief

by InVision



Objective

A responsive web app that provides property buyers with information on properties of interest.

Context

Real estate investment is an increasingly popular way for individuals to achieve financial security. It is an exciting and emotional experience, but often complicated. While there are plenty of blogs and agencies providing information, often, buyers new to the market may struggle to get started without professional guidance and waste time viewing properties out of their range. This web app will provide them with the expertise needed to get started efficiently.

5 W Questions

Who?

- This web app is made primarily for new, small-scale property buyers who are looking to invest for additional income or financial security.

What?

- This will be a user-friendly, responsive web app containing a database of available residential properties and land, and comprehensive information on each listing.

When?

- Buyers will use this tool when conducting property searches, and making a decision about where to invest.

Where?

- Buyers will use this tool at home or on the go. Users can search for properties anywhere, as long as they're logged in on a device.

Why?

- Unseasoned buyers need access to reliable, uncomplicated information about their potential property investments. Buyers get a feel for a place by viewing comprehensive information about the property and its neighborhood before spending time on-site.

Persona: Rashida

Job Title and Experience

As an IT consultant for a growing tech company, Rashida is frequently on the go, and often holds meetings by phone in her car while driving. She is good at multitasking and relies heavily on technology to help her with this.

Goals

- Rashida makes a good living and wants to invest in property beyond the city for increased financial security for her family.
- She wants to find the right information for fast decision-making.
- She wants a tool to help her find the right properties so as not to waste her time.

Tasks

As she is new to real estate, she wants a tool that is easy to use and that will help her find the property she's looking for.

- 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

Environment

- Physical: Rashida lives with her family in a city on the east coast, and spends most weekends in the countryside.
- Social: She likes hiking with her family, and playing basketball with old colleagues and friends from college. A colleague recently invested in property and suggested Rashida look into it, too.
- Technological: As a computer science graduate, she describes herself as highly competent with technology. She is always on top of the latest trends in tech, and always has the latest model of smartphone. She uses online tools regularly to help schedule her work, social life, and communicate with friends, family, clients, and colleagues. The tools she uses are functional, easy to use, and intuitive.

Quote

"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!"

Design Criteria

User Stories

- As a user, I want to create a profile containing all my property criteria, so that I am recommended results most relevant to me.
- As a user, I want to be able to search and filter properties, so that I can find good matches based on my needs.
- As a user, I want to be able to save or mark properties I am interested in, so that I can easily revisit them.
- As a user, I want access to as much written and visual information as possible about properties I'm interested in, so that I can make an informed decision.
- As a user, I want to be able to contact the right people if I am interested in viewing a property, so that I schedule a viewing.
- [Optional] As a user, I want to see how well a property meets my criteria or compares to other properties, so that I can refine my options.

Feature Requirements

- Sign in, create user profile, and input property criteria
- Search and filter available properties
- Access comprehensive information about a given property (e.g., specs, value, previous sales, location, 360° visuals, etc.) and its neighborhood
- Bookmark a property listing
- Property recommendations feature
- Ability to contact real estate professional when wanting to move forward with a property (i.e., guided viewing, ready to invest)

Partial Branding Guidelines

- Key Messaging: "Finding the perfect property shouldn't be hard"
- Style: Clean, quick, smart; greens, blues, purples

Icon Inspiration

These icons have been shared for inspiration. For copyright reasons, you'll have to redesign the icon for your own product, or go for something entirely different!



[Green House Icon](#); [Map and Pin Icon](#); [House Keys Icon](#)

Deliverables

Throughout the course, you will be working on this project. For each Task, you will submit a deliverable that will contribute toward the final product.

As much of the UX research for the project is already complete, you will primarily focus on the UI design of your project as you work through your Achievements.

Below is a breakdown of what you will be working on in each Achievement, all contributing toward your project.

Achievement 1: Composition & Visual Design

- User flow diagram
- Paper wireframes (mobile)
- Paper prototype (mobile)
- Mid-fidelity wireframes (digital, mobile)
- Mood board
- High-fidelity mobile UI mockups

Achievement 2: Advanced UI & the Design Handoff

- Final UI mobile mockups
- Brand icon and icon set
- Interactive prototype
- Animated interaction
- Style guide
- Mid-fidelity wireframes (tablet and desktop)
- Final UI mockups for 2+ more breakpoints (tablet, desktop)
- Presentation mockups for responsive design
- Handoff package
- Video demo of project
- Project case study added to online design portfolio