



PERFECT PROPERTIES

“Finding the perfect property
shouldn’t be hard.”



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OVERVIEW

OVERVIEW

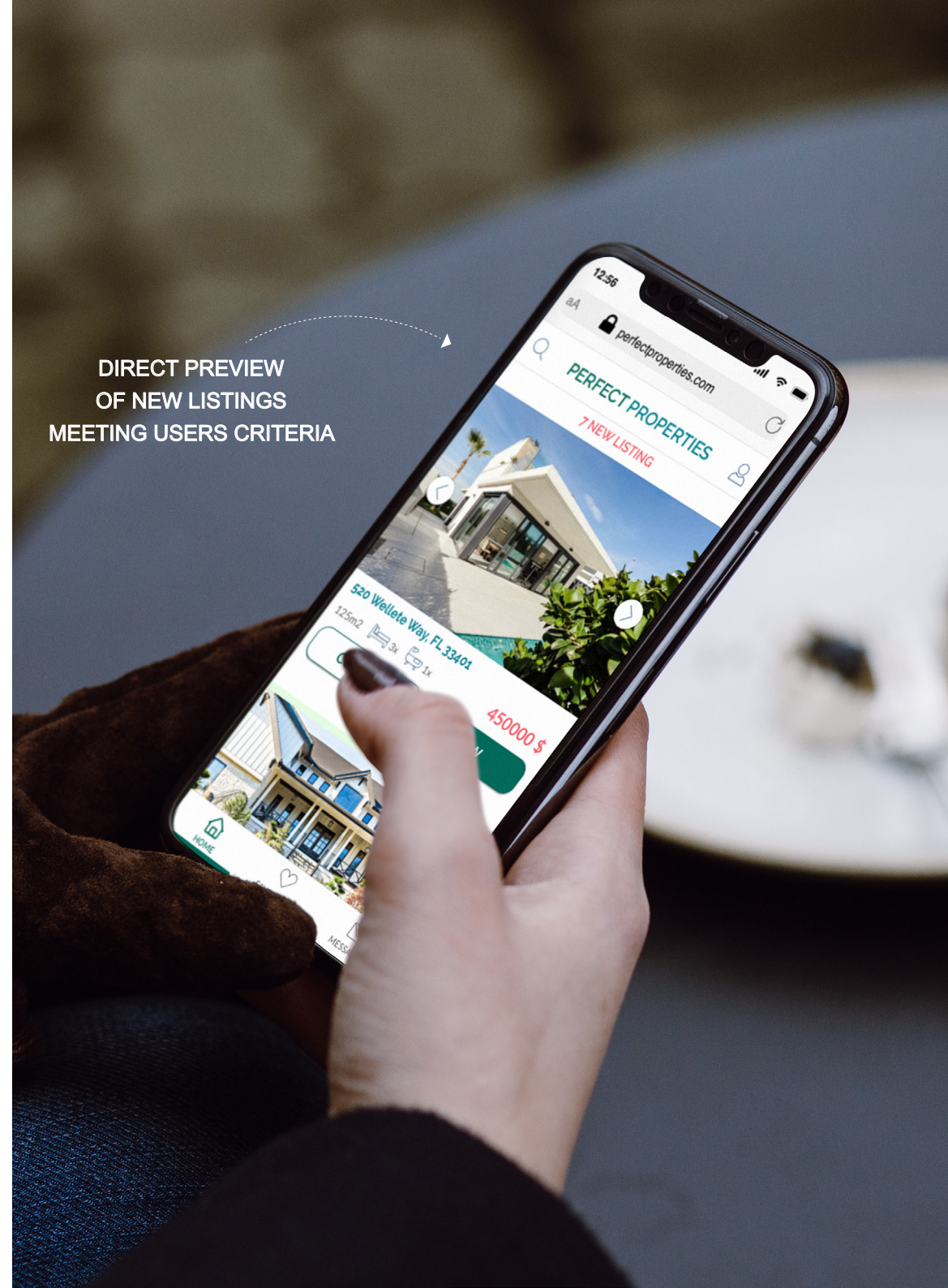
Perfect Properties is a responsive web app that I designed for a UI for UX designers course at CareerFoundry. This app provides the new small-scale property buyers with the expertise needed to get started efficiently to buy a property. A database of available residential properties as well as comprehensive information on each listing is presented in a user friendly manner. Buyers can use this tool at home or on the go as long as they are logged in on a device.

MY ROLE

User Flows, Wireframes, Usability Testing, Affinity Mapping, UI Design and High Fidelity Prototype.

TOOLS

Paper and pencil, Balsamiq, Sketch, InDesign, Illustrator, Photoshop, After Effects, InVision.



PERSONA

Based on the research Rashida
is the primary persona for this application.



RASHIDA

AGE: 42
LOCATION: USA
FAMILY STATUS: MARRIED
CHILDREN: 2
OCCUPATION: IT CONSULTANT
EDUCATION: MSc ADVANCED
COMPUTER SYSTEMS

GOALS AND NEEDS

- Rashida makes a good living and wants to invest in property side of the city to increase financial security of her family.
- She wants to find the right information for fast decision process.
- She wants a tool to help her find the right properties and not to waste her time.

TASKS

As she is new to real estate market, she needs a tool that is easy to use and that helps her to find the right property she's looking for.

- Search for properties, input of criteria relevant to what she's looking for.
- Easy 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 to take an interest, 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 to schedule her work, social life, and communicate with friends, family, clients, and colleagues. The tools she uses are functional, easy to use, and intuitive.

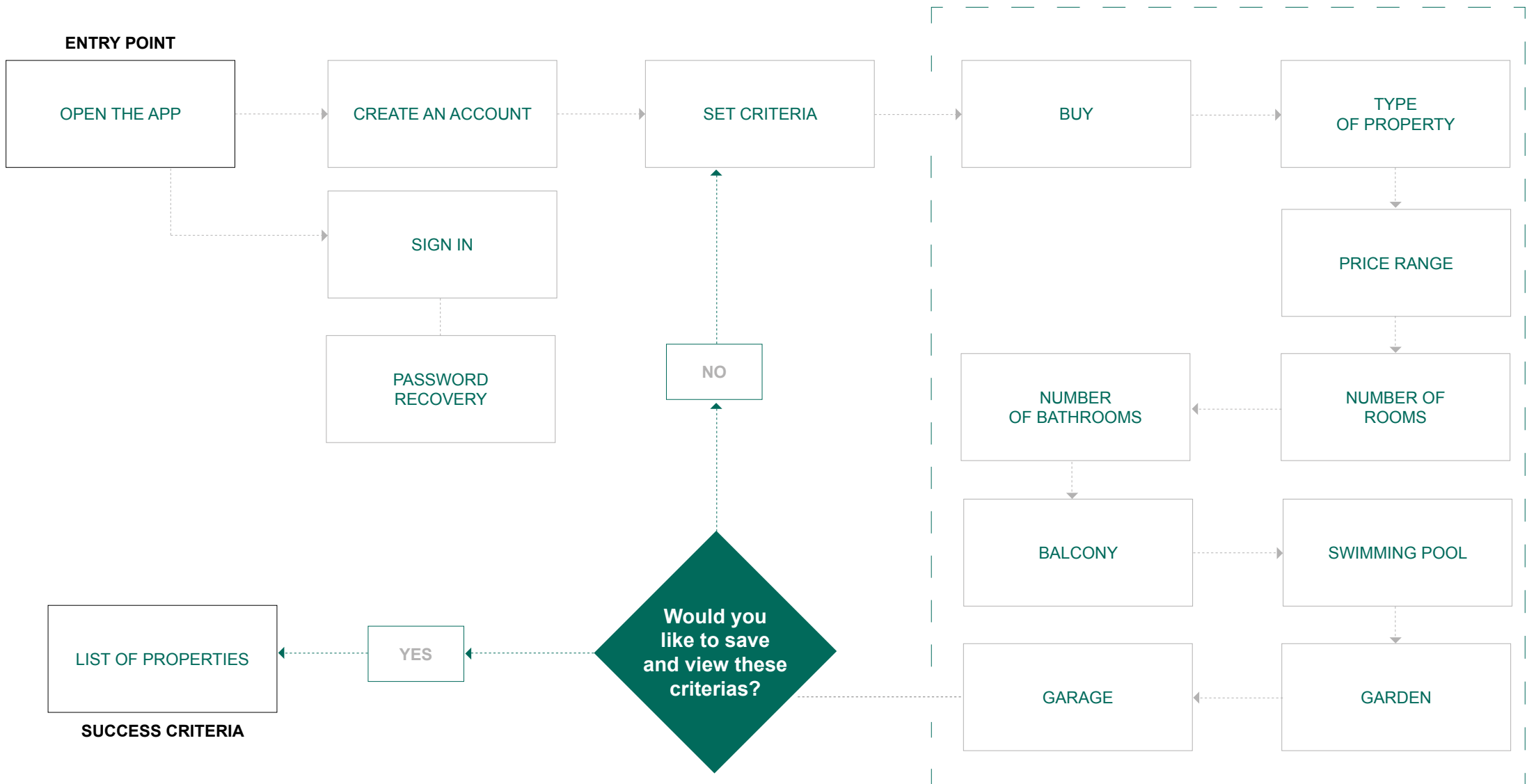
EXPERIENCE

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 the technology to help her with her life.

"I want to provide my family with financial security. I've been considering buying a property for some time, and I am looking for a tool that can help me to find what I'm looking for, quickly."

USER FLOWS

OBJECTIVE	INFORMATION GATHERING	TASK ANALYSIS
As a user, I want to create a profile containing all my property criteria, so that I am recommended results most relevant to me.	• Rashida wants to avoid searching over and over again when she opens the app. • She wants to be able to set her property criteria to have recommended results. • She wants to have an easy access to all the listed properties that meet her criteria to be able to apply fast-decision making about the properties. • She wants to view only the properties that she might be interested in to avoid time wasting by viewing properties that don't meet her criteria. • She will know this is complete once she will create a profile and input criteria relevant to what she is looking for.	Entry point: Open the app Success criteria: Home screen showing recommended results 1. open the app 2. create an account 3. set criteria 4. confirm and save 5. home screen showing recommended results



WIREFRAMES

*“As a user, I want to **create a profile** containing all my property criteria, so that I am **recommended results** most relevant to me.”*

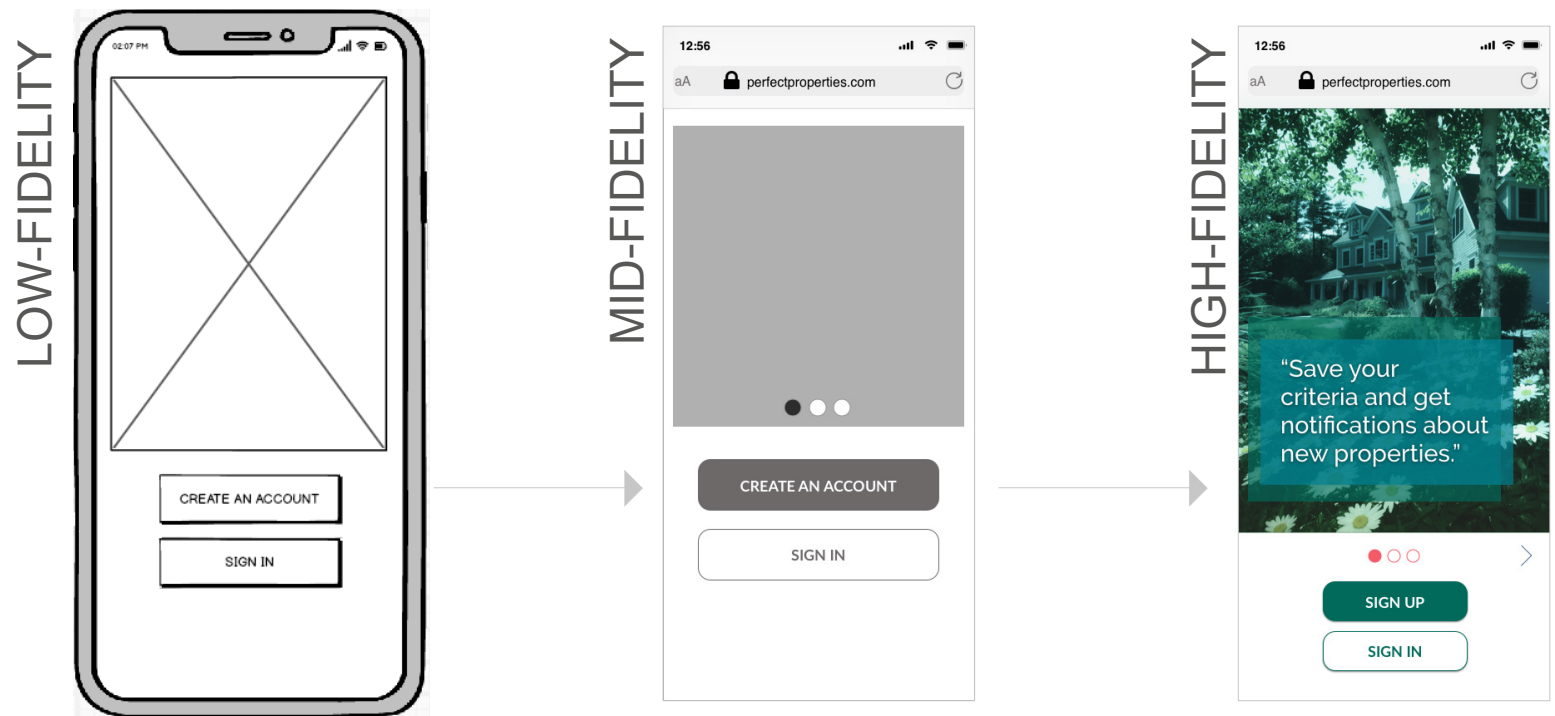
1. STEP

LANDING SCREEN



2. STEP

ONBOARDING



3. STEP

SIGN UP



4. STEP

CRITERIA SETTING

LOW-FIDELITY

02:07 PM

SET YOUR CRITERIA

Buy Rent

LOCATION

search

MIN PRICE MAX

100000 500000

MIN SIZE MAX

80m2 200m2

TYPE OF PROPERTY

HOUSE

N. OF ROOMS N. OF BATHROOMS

4+ 2

OTHER CHARACTERISTICS

☐ BALCONY ☐ GARDEN

☐ GARAGE ☐ SWIMMING POOL

CONDITIONS OF PROPERTY

SECOND HAND/GOOD CONDITION

CANCEL CONFIRM

MID-FIDELITY

12:56

perfectproperties.com

SET YOUR CRITERIA

BUY RENT

LOCATION

Search

MIN. PRICE MAX.

100000 500000

MIN. SIZE MAX.

80m2 200m2

TYPE OF PROPERTY

House

N. OF ROOMS N. OF BATHROOMS

4+ 2

OTHER CHARACTERISTICS

BALCONY GARDEN

SWIMMING POOL GARAGE

LIFT STORAGE ROOM

PARKING SPACE TERRACE

CONDITIONS OF PROPERTY

SECOND HAND/GOOD CONDITION

CANCEL CONFIRM

HIGH-FIDELITY

12:56

perfectproperties.com

SET YOUR CRITERIA

BUY RENT

LOCATION

Search

SEARCH IN THE MAP

MIN. PRICE MAX.

100000 500000

MIN. SIZE MAX.

80m2 200m2

TYPE OF PROPERTY

HOUSE

N. OF ROOMS N. OF BATHROOMS

4+ 2

CONDITIONS OF PROPERTY

SECOND HAND/GOOD CONDITION

OTHER CHARACTERISTICS

BALCONY GARDEN

SWIMMING POOL GARAGE

LIFT STORAGE ROOM

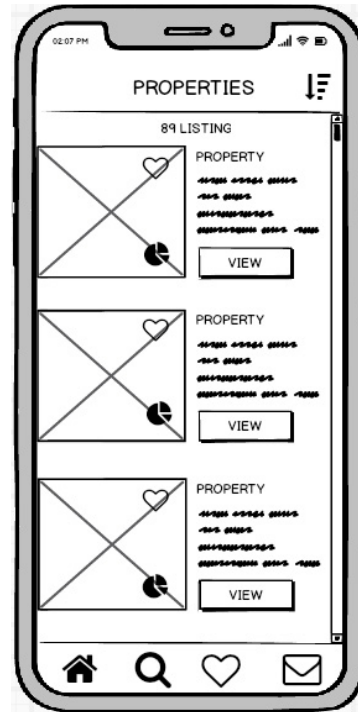
PARKING SPACE TERRACE

CANCEL CONFIRM

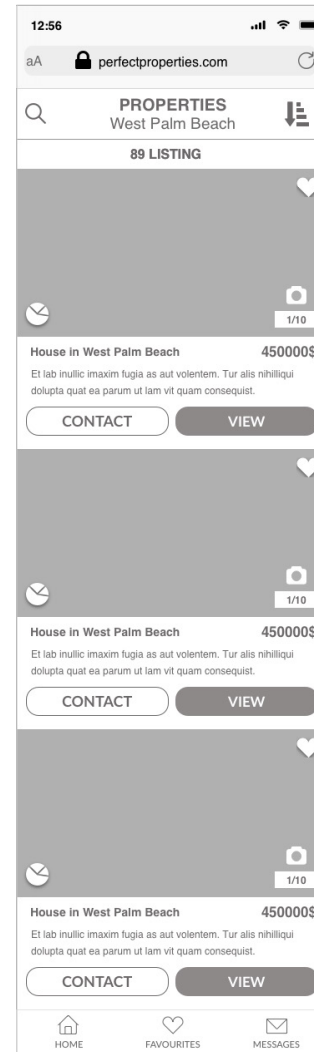
5. STEP

PROPERTY LISTING

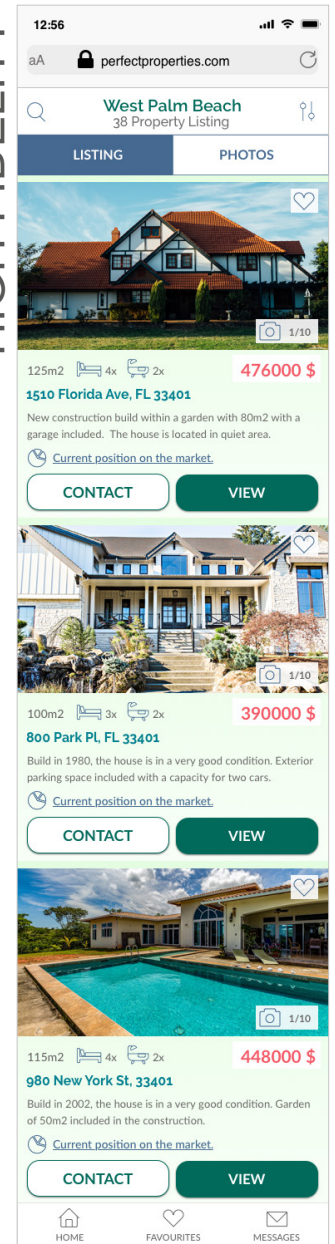
LOW-FIDELITY



MID-FIDELITY

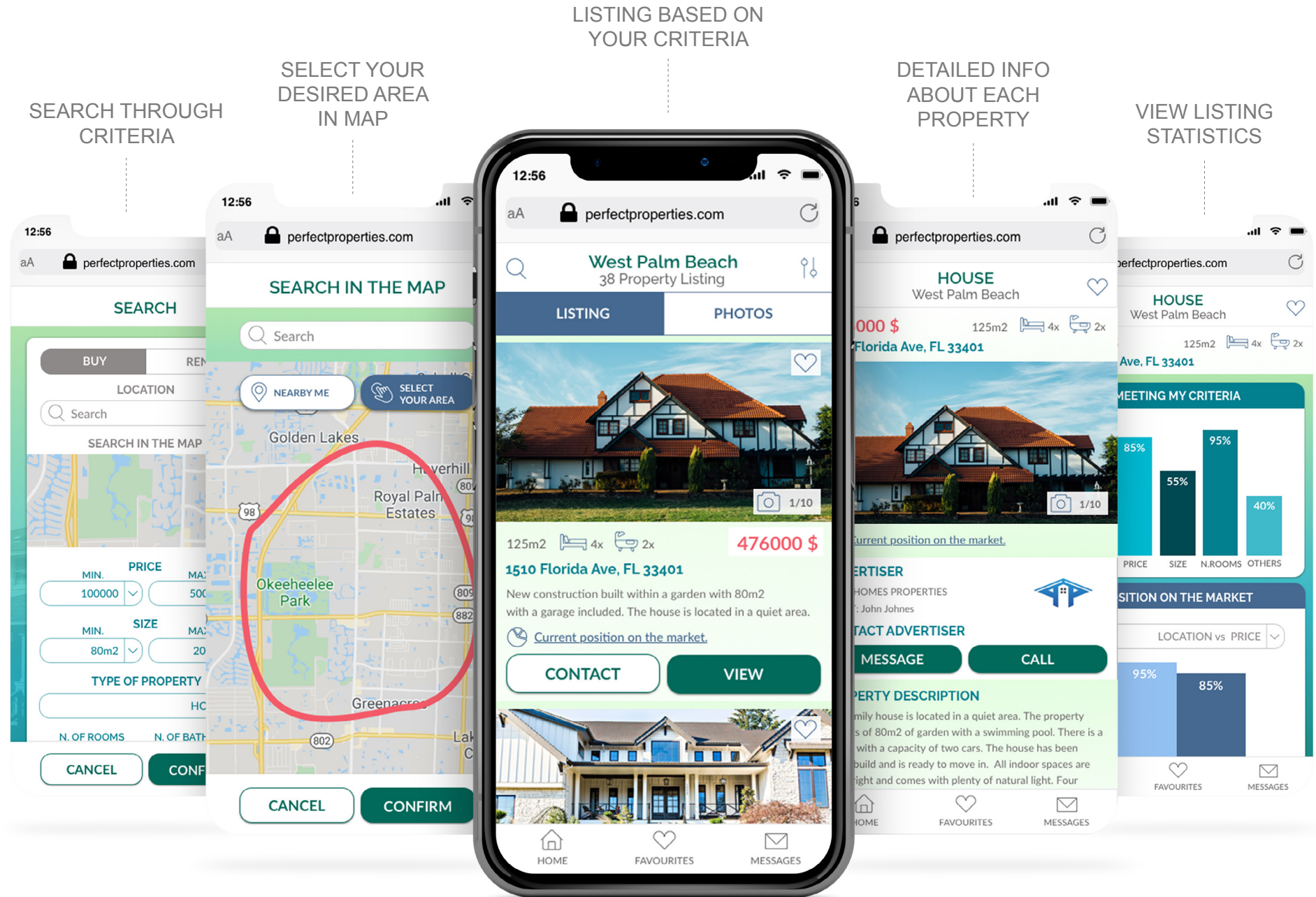


HIGH-FIDELITY



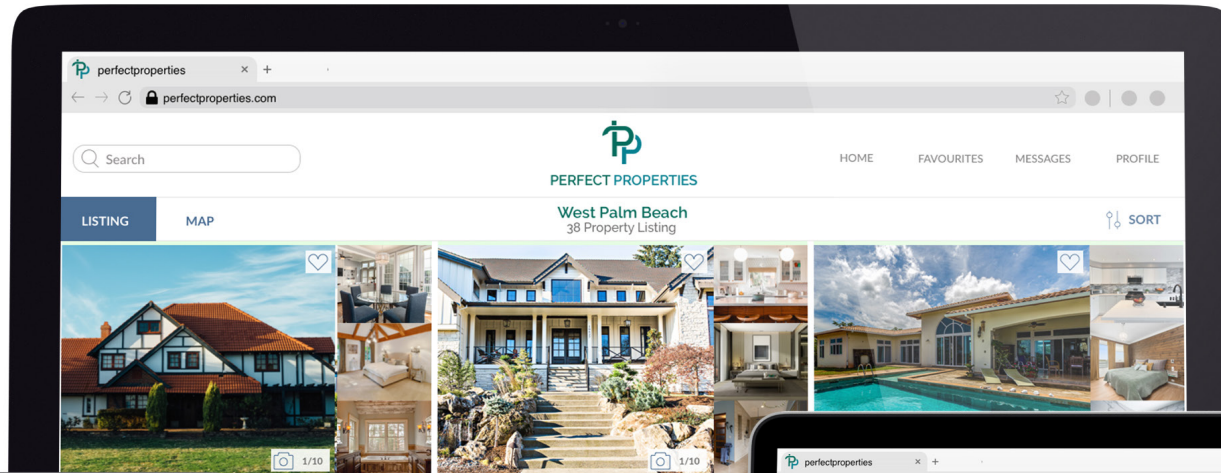
SEARCH

Easy way to find property that meet specific criteria.



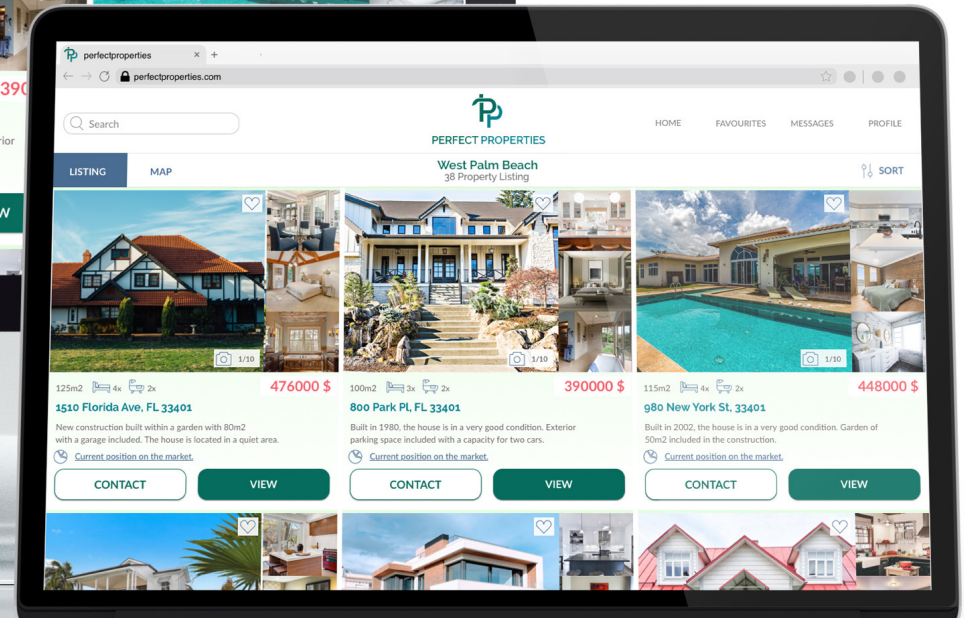
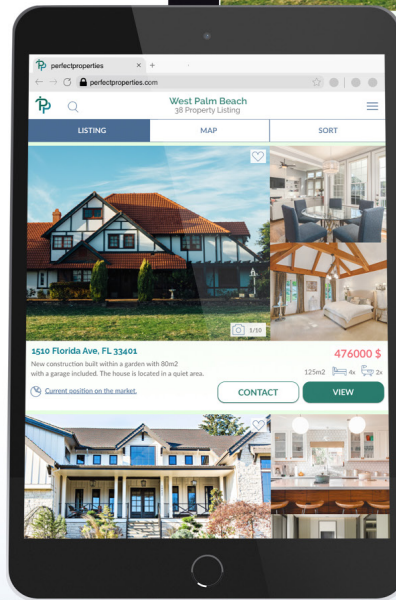
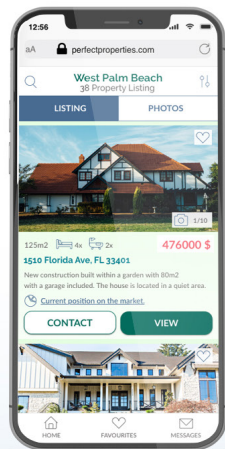
VARIOUS DEVICES

Various ways of listing views adjusted to wide range of devices.



BASIC LISTING VIEW

BASIC LISTING VIEW





MAP VIEW
ON TABLET AND
DESKTOP

PHOTO SLIDER
ON MOBILE

DESIGN PROCESS

MOODBOARD

This moodboard was chosen to represent **cosy** and **home friendly** atmosphere.

CLEAN, QUICK, SMART
RALEWAY (SEMIBOLD)

“Finding the perfect property shouldn’t be hard.”
LATO (Regular)



BUTTON

BUTTON

STYLE GUIDE

PART 1.

1. LOGO DESIGN

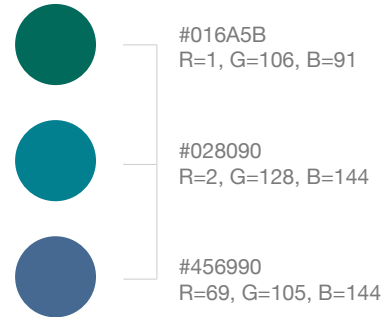


PREFERABLE VERSION

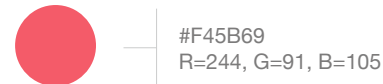


MOBILE ICON

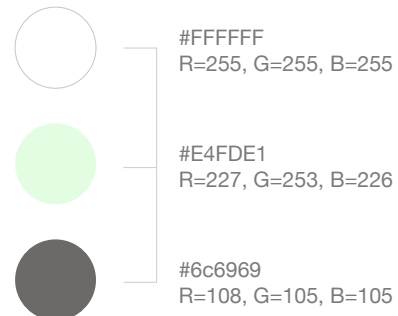
2. COLORS



PRIMARY COLORS



ACCENT COLOR



SECONDARY COLORS

3. TYPOGRAPHY

Heading 1 | Raleway Bold, 26pt

Heading 2 | Raleway Semibold, 22pt

Heading 3 | Raleway Semibold, 20pt

Heading 4 | Raleway Bold, 16pt

Heading 5 | Raleway Semibold, 16pt

Heading 6 | Raleway Medium, 16pt

BODY TEXT

Facessimus dis magnam quae. Ut ium conseed etur, cus, sit quaectatio illant lacerum vendus delectas ut dundant enderum as exceaquis apel et esequae pedigent.

Lato Regular, 13pt

TEXT EMPHASIS

Lato Bold, 13pt

Lato Italic, 13pt

[Lato Regular, 13pt \(hyperlink\)](#)

CONTENT LISTS

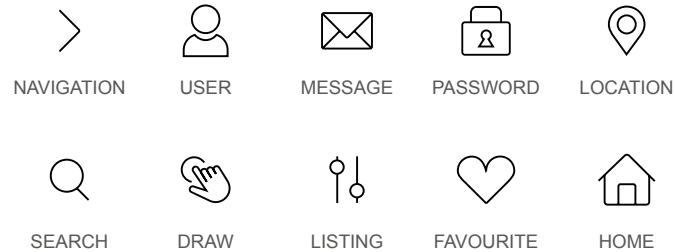
- | | |
|-----------------|------------------|
| 1. Ordered List | • Unordered List |
| 2. Ordered List | • Unordered List |
| 3. Ordered List | • Unordered List |
| 4. Ordered List | • Unordered List |

STYLE GUIDE

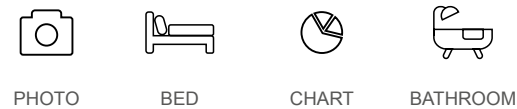
PART 2.

4. ICONS

NAVIGATION



PROPERTY INFO

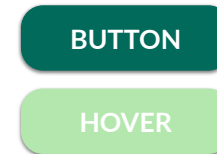


OTHERS



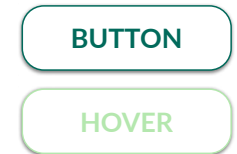
5. BUTTONS AND CONTROLS

CONTAINED BUTTON HIGH PRIORITY



Dimensions: W 141px, H 44px. Radius (round corners) 15. Text: Lato, Bold, 18pt. Shadows: color - #000000, alpha 50; X 0, Y 1, Blur 2, Spread 0. Padding - 8px. (min.). BUTTON - #016A5B. HOVER - #E4FDE1.

OUTLINED BUTTON MID PRIORITY



Dimensions: W 141px, H 44px. Radius (round corners) 15. Text: Lato, Bold, 18pt. Shadows: color - #000000, alpha 50; X 0, Y 1, Blur 2, Spread 0. Padding - 8px. (min.). BUTTON - #016A5B. HOVER - #E4FDE1.

TEXT BUTTON LOW PRIORITY



Text: Lato, Bold, 18pt. Shadows: color - #000000, alpha 50; X 0, Y 1, Blur 2, Spread 0. Padding - 16px. (min.). BUTTON - #016A5B. HOVER - #E4FDE1.

PICKER



Text: Lato, Bold, 18pt. Shadows: color - #000000, alpha 50; X 0, Y 1, Blur 2, Spread 0. Padding - 16px. (min.). BUTTON - #016A5B. HOVER - #E4FDE1.

STEPPER



Dimensions: W 294px, H 35px. Radius (round corners) 15. Text: Lato, Medium, 15pt. Color - #028090. Padding 8px (min.).

STYLE GUIDE

PART 3.

6. UI ELEMENTS

TOP BAR

HOUSE
West Palm Beach

BAR MENU

HOME

FAVOURITES

MESSAGES

INPUT FIELD REGULAR

EMAIL

rashida@gmail.com

PASSWORD

●●●●●●●●

PASSWORD STRENGTH

INPUT FIELD ERROR

CONFIRM PASSWORD

●●●●●●●●

! THE PASSWORD DOESN'T MATCH!

SENT MESSAGE

Hello John,
I have seen your advert and I am interested...

1510 Florida Ave, West Palm Beach
FL 33401

125m2 4x 2x 476000 \$

RECEIVED MESSAGE

Good afternoon Rashida,
Thank you for your message. I would like...

800 Park Pl, West Palm Beach
FL 33401

100m2 3x 2x 390000 \$

SLIDER - HOME SCREEN

7 NEW LISTING

520 Wellete Way, FL 33401

125m2 3x 1x 450000 \$

CONTACTVIEW

PROPERTY CARD

100m2 3x 2x 390000 \$

800 Park Pl, FL 33401

Build in 1980, the house is in a very good condition. Exterior parking space included with a capacity for two cars.

[Current position on the market.](#)

CONTACTVIEW

SORT WINDOW

SORT

MOST RECENT

LEAST RECENT

HIGHEST PRICE

LOWEST PRICE

RELEVANCE

CANCELCONFIRM

VIEW COMPLETE STYLE GUIDE

<https://company-184283.frontify.com/d/924zGFFdw6q1>

LINK TO INTERACTIVE PROTOTYPE

<https://invis.io/4WWERHYEV8R>

