

UI for UX Designers Project Brief by InVision: Perfect Properties

Objective

An app that provides private real estate investors with information on properties of interest.

Context

Real estate investment is an increasingly popular way for individuals to achieve financial security. At the same time, for non-professional investors, real estate can be a complicated industry. While there are plenty of blogs and agencies providing information on real estate investment, often, individual investors are new to the market and struggle to get started without professional guidance. This app will allow them to get started before reaching out to professional real estate agents.

Private real estate investors need to quickly access relevant information about properties they are interested in investing in. This app will allow them to search through properties of interest and will provide them with recommendations based on their investment criteria. The app will also aid the investor in navigating to properties, and provide on-site information about the property and location in real-time to help the buyer make a more informed decision about their investment.

This is a twist on existing real estate apps in that it is designed for those unfamiliar with real estate investment. A good user experience is a must—real estate investment is complicated, and investment is an exciting and emotional experience. The investor will come to rely on the app, and know that it can be trusted to help make good financial decisions.

The 5 W's

Who: This app is made primarily for new, small-scale real estate investors who are looking to invest in property for additional income and financial security.

What: This will be a user-friendly, responsive app containing a database of available real estate, information on each property, and a map feature to navigate investors to the property. The types of real estate available will be residential properties and plots of land.

When: Investors will use the app when conducting real estate searches, when navigating to properties, and when on-location. This is likely to be in the evening or during the day.

Where: Investors will use the app at home or on the go to conduct searches online. They will also use the app on the road to navigate to properties, and continue to do so once they have reached the property.

Why: While they are looking for real estate, unseasoned investors need access to reliable, uncomplicated information about their potential investments. Investors get a feel for a place by seeing it for themselves, so need to know how to find it, and receive further information about the property and location when on-site.

Persona

Name: George

Job Title and Experience: CTO (chief technology officer) of a growing SaaS company (one that offers a particular software access on a subscription basis). George is frequently on the go, and often holds meetings by phone in his car while driving. He is good at multitasking and relies heavily on technology to help him with this.

Demographics:

- **Age:** 42
- **Gender:** Male
- **Education:** Bachelor's in Computer Science and Master's in Advanced Computer Systems
- **Marital Status:** Married with 2 children, ages 12 and 8

Goals:

- George makes a good living and wants to invest in real estate beyond the city for increased financial security. He has a few years before he has to start paying for his children's college, so he is trying to make good financial decisions so he will be prepared.
- Find good information for fast decision-making.
- Find the right properties the first time, and not waste time when going to see them.

Tasks:

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

- Search for properties, inputting criteria relevant to what he's looking for

- Easily view, read, and return to search results he's interested in
- Navigate to properties
- Receive relevant information about properties

Environment:

- **Physical:** George lives with family in a city on the east coast, and spends most weekends in the country.
- **Social:** He likes hiking with his family, and playing basketball with old colleagues and friends from college. A colleague recently invested in real estate and suggested George look into it, too.
- **Technological:** As a computer science graduate, he describes himself as highly competent with technology. He is always on top of the latest trends in tech, and always has the latest model of smart phone. He uses apps regularly to help him schedule his work, social life, and communicate with friends, family, clients, and colleagues. The apps on his phone are functional, easy to use, and intuitive.

Quote:

"I want to provide my family with financial security, and ensure we can afford for my kids to go to college. I've been considering real estate for a while, and am looking for an app that can help me find what I'm looking for."

Design Criteria

User Stories

- As a user, I want to create a profile containing all my investment criteria so that I find results most relevant to me.
- As a user, I want to be sent property recommendations based on my investment criteria so that I can narrow down what I'm looking at.
- As a user, I want to be able to search and filter properties so that I can find good matches based on my investment criteria.
- As a user, I want to find and share detailed information about any property I am interested in online so that I can work more efficiently.
- As a user, I want to be able to save or mark properties I am interested in or want to view so that I can find them later.
- As a user, I want to visit properties that I am interested in so that I can see if they interest me.
- **[Optional]** As a user, I want to be able to contact the right people if I am interested in a property so that I can easily get the ball rolling.

- **[Optional]** As a user, I want to receive details about a property and area when I am on-location so that I can stay up-to-date and informed.

Feature Requirements

- Sign in, create user profile, and input investment criteria
- Search and filter available properties
- Access and share information about a given property (specs, value, previous sales, location)
- Favorite/star/bookmark a property listing
- Easy to read map, GPS tracking, and directions feature (the screen should take users to their destination)
- Recommendations feature (when real estate that matches investor's criteria becomes available, and when investor is in an area where suitable real estate is available)
- **[Optional]** Ability to contact real estate professional when wanting to move forward with a property (i.e., guided viewing, ready to invest)
- **[Optional]** Receive notifications about property and location when on-site

Partial Branding Guidelines

Key Messaging:

- “Finding the perfect property shouldn't be hard”

Style:

- Clean, quick, smart
- Greens or blues

Icon Inspiration

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



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

Resources:

- [Best Real Estate Apps](#)
- [Real Estate App Awards](#)

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:

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

Achievement 2:

- Final UI mobile mockups
- App 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