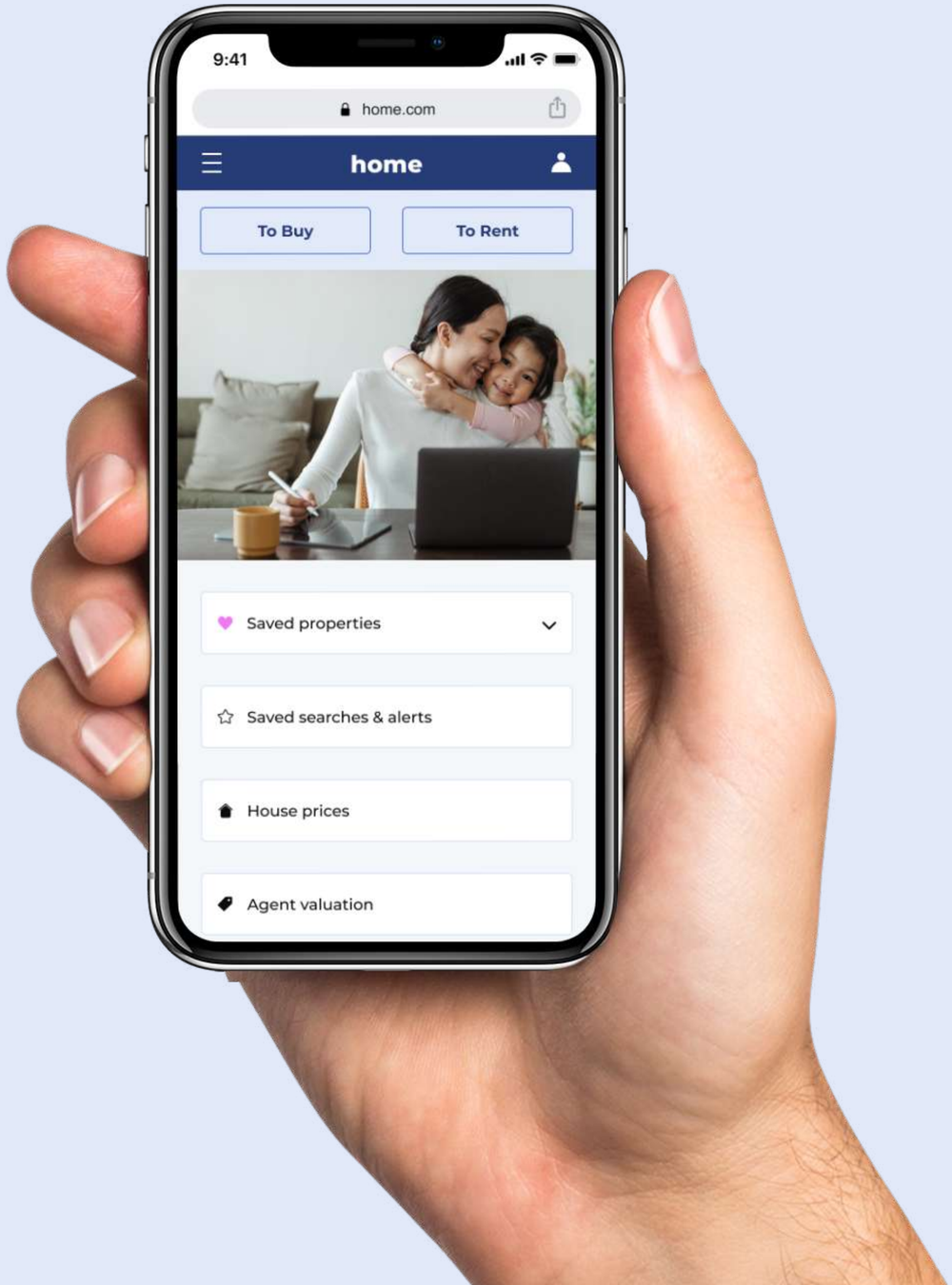
home


9:41
home.com
home
To Buy
To Rent
Saved properties
Saved searches & alerts
House prices
Agent valuation

Overview

Project made during my UI Design course at CareerFoundry.

Process

Design Thinking
User-centred Design

Duration

September-October 2022

Role

UI Designer

Tools

Pen & Paper
Figma

Methods applied

Information Architecture
Responsive Design Principles
Wireframing
Prototyping

Project Overview

Real estate investment has become a popular way of achieving financial security, yet, to many, it may seem like a complicated process. People new to property investment may struggle to get started without professional guidance and waste time and money trying to find the right property to invest in.

Home is a responsive web app built to address the issues new investors and buyers might be experiencing and make the process effortless, from the comfort of their sofa. Let’s see how :)

The User Persona

Before I got down to any designing at all, I wanted to know who I am designing for and understand their needs, goals, behaviours, pain points and motivations. For the purposes of this project, I was provided with a user persona and stories. Please meet Rashida, my user representative.

“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!”

Rashida, 42
PROFESSION: IT Consultant
FAMILY STATUS: Married with 2 children

User Stories

As a user, I want to be able to search and filter properties, so that I can find good matches based on my needs.

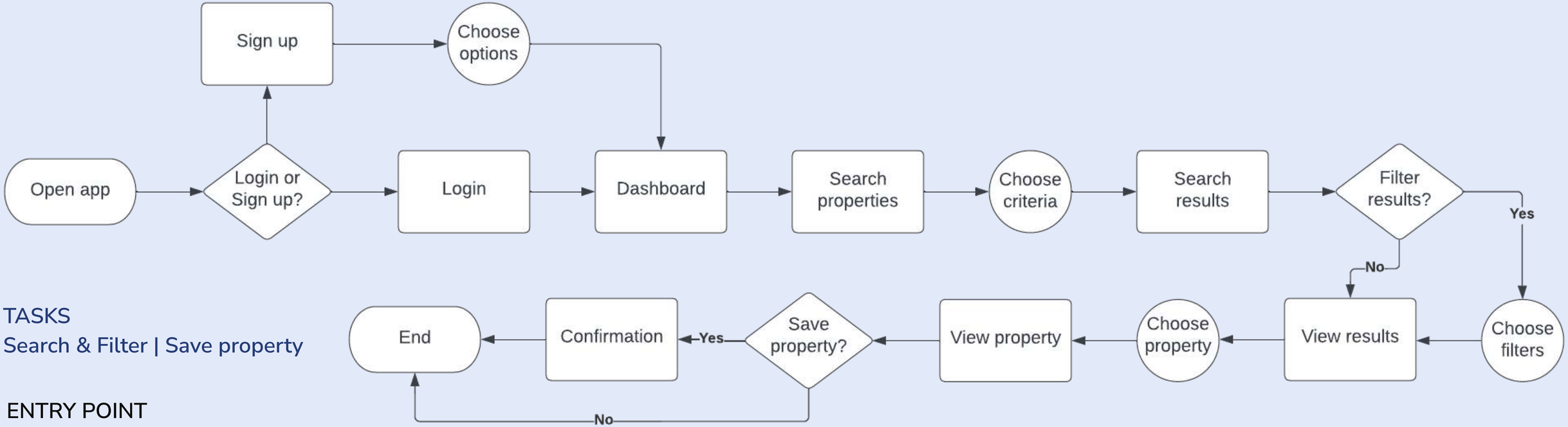
As a user, I want to be able to contact the right people if I am interested in viewing a property, so that I schedule a viewing.

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 save or mark properties I am interested in, so that I can easily revisit them.

Task Analyses and User Flows

Once I got to know Rashida a bit better, I was ready to carry out task analyses and draw user flows based on her needs and goals.



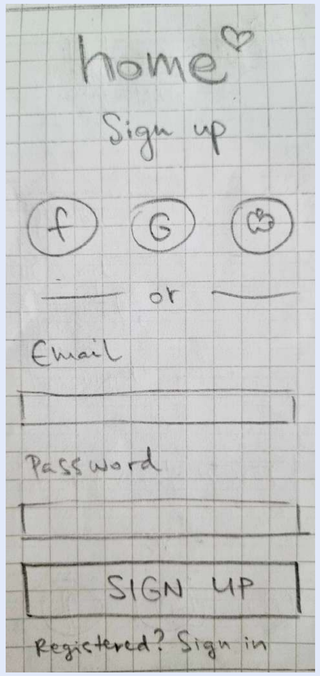
TASKS
Search & Filter | Save property

ENTRY POINT
Open app

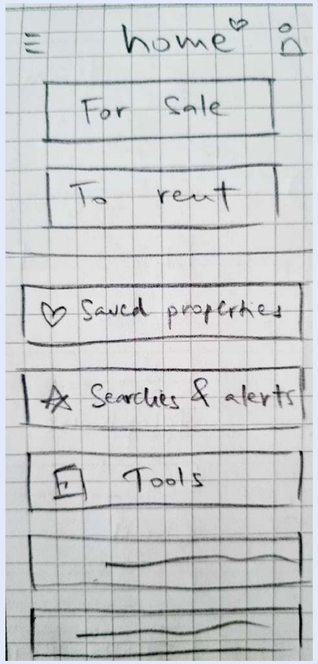
SUCCESS CRITERIA
Property saved

Wireframing

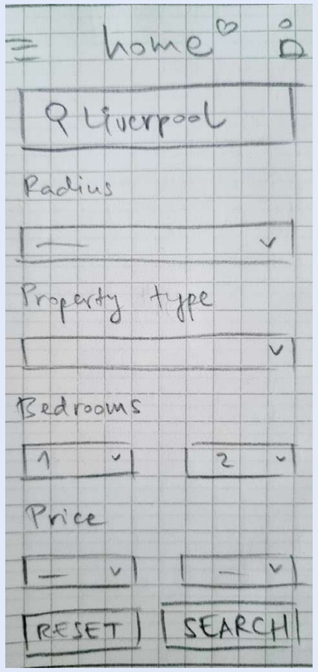
When the flows were ready, it was time to get creative and draw simple sketches of my web app, focusing on layout and navigation, but also responsiveness. My goal was to come up with an easy-to-navigate design that also scales nicely and translates well to other devices.



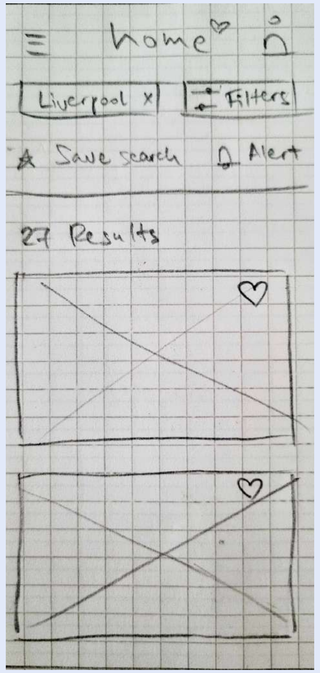
SIGN UP



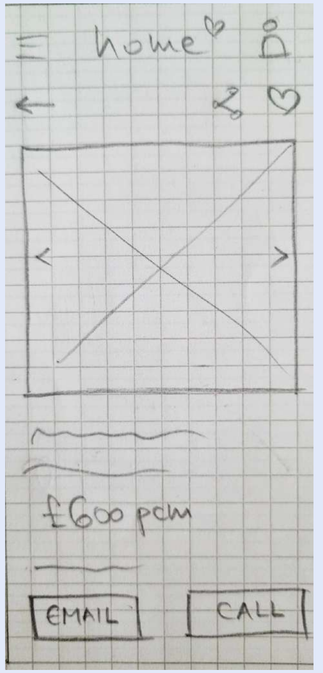
DASHBOARD



SEARCH



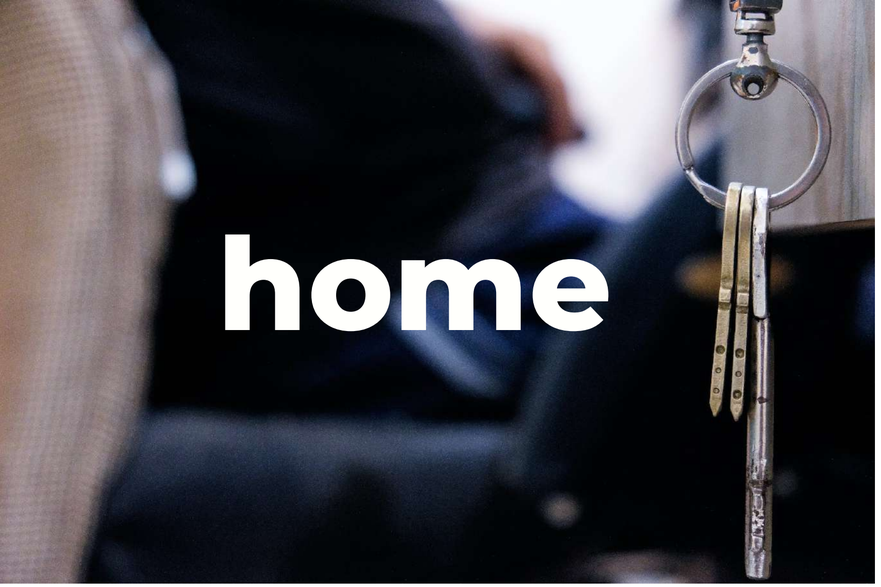
SEARCH RESULTS



CONTACT AGENT

Visual Concepts & Iterations

When I was happy with the basic layout and navigation of the app, I wanted to set up how it would look and feel. First, I created a moodboard to define a visual direction for the app and show the concepts and values it was going to be built on.

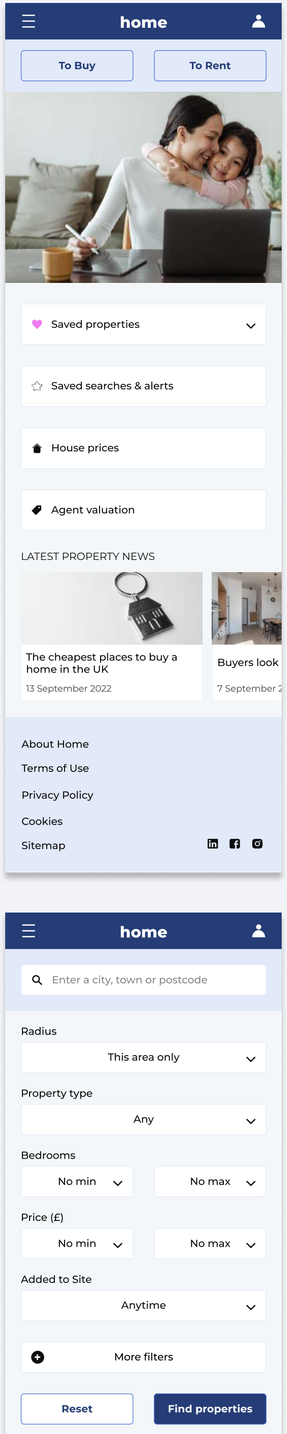


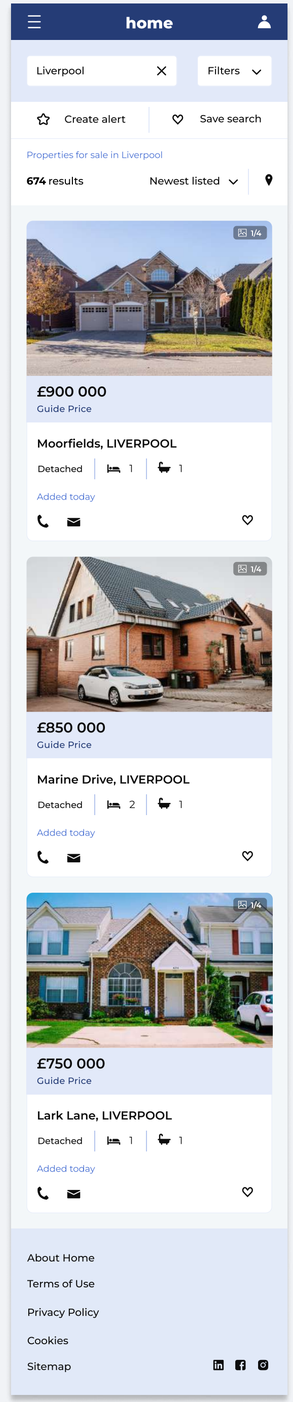
Clean.

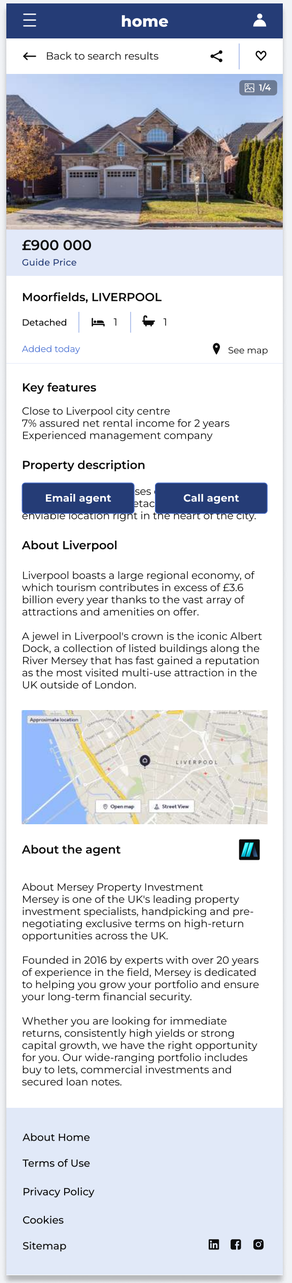
Smart.

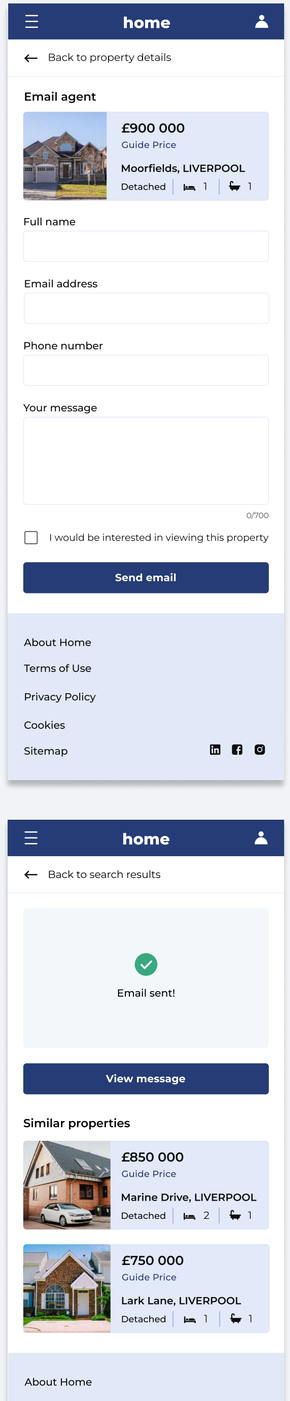
High-fidelity Wireframes

Next, I translated my design inspiration and visual concept into high-fidelity wireframes. This was a gradual process that involved a lot of rethinking, redesigning and iterations. I was trying to implement solutions Rashida would find useful and was guided by the moodboard when creating visual elements.



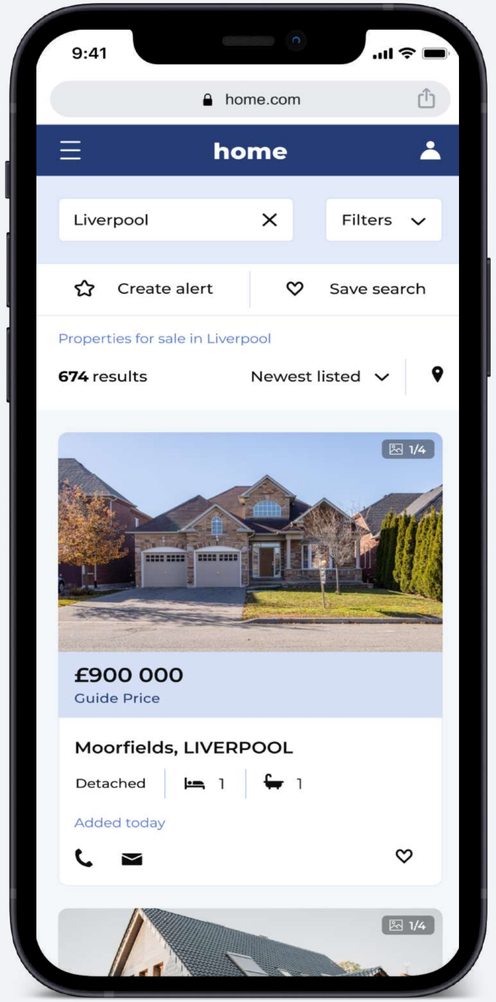






Prototyping & Animations

Home was now ready to come to life and become an app :)
I prototyped the screens and added animations to buttons and certain elements. Feel free to interact with the prototype here.



Finally, I created a style guide to ensure branding and visual consistency. View full style guide here.

Colours

PRIMARY

nav bar / primary buttons
HEX: #253C76
RGB: 37 60 118

cards / footer / outlines
HEX: #D5E0F6
RGB: 213 224 246

background [cards, menus]
HEX: #F3F7F9
RGB: 243 247 249

main background
HEX: #FFFFFF
RGB: 255 255 255

primary text / icons*
HEX: #0D0D0D
RGB: 13 13 13

SECONDARY

highlighted text / links
HEX: #4767D3
RGB: 71 111 211

like icon [heart] fill
HEX: #EF7AF0
RGB: 239 122 240

secondary text
HEX: #3D3D3D
RGB: 61 61 61

lines on sign up / sign in page
HEX: #CFCFCF
RGB: 207 207 207

STATUS

success icon fill
HEX: #38A880
RGB: 56 168 128

error icon fill
HEX: #A83860
RGB: 168 56 96

Icons

Typography

TYPEFACE: Montserrat

TITLES & HEADINGS

Heading 1 | ExtraBold, 32px

Heading 2 | ExtraBold, 24px

Heading 3 | Regular, 22px

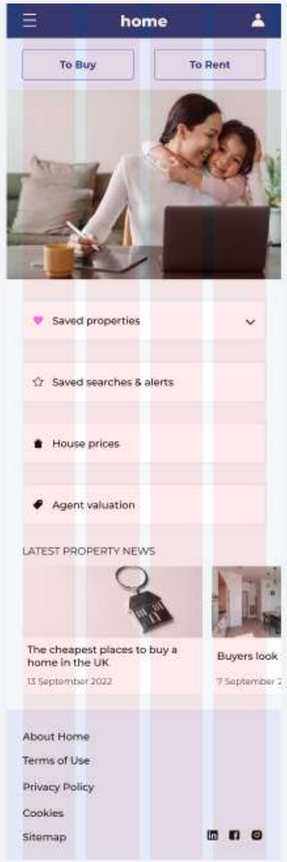
Heading 4 | Regular, 20px

Heading 5 | SemiBold, 18px

Heading 6 | Medium, 16px

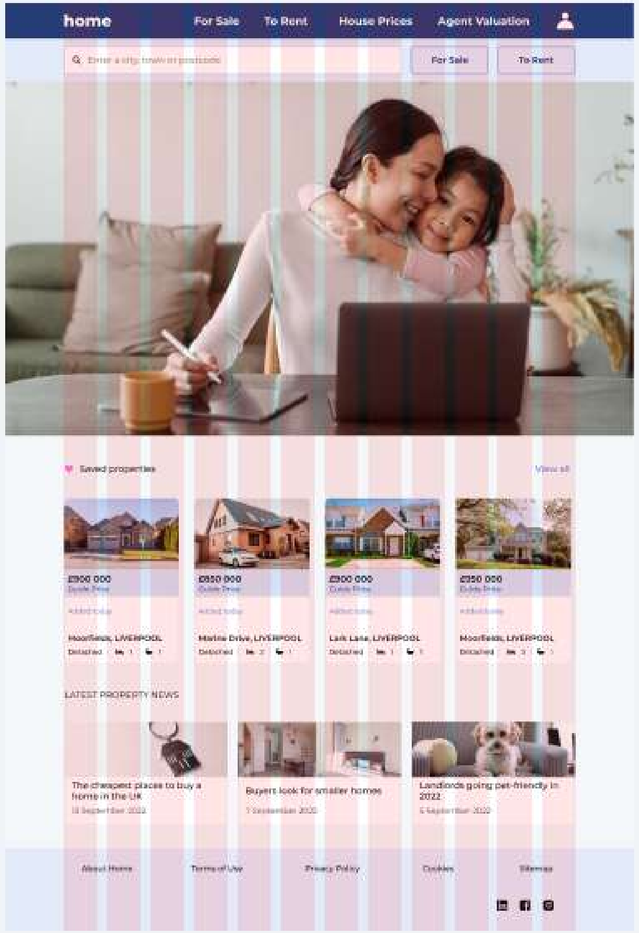
Going Responsive

To make my designs responsive, I selected my tablet and desktop breakpoints, applied the relevant grids and styled the elements in accordance with the style guide.



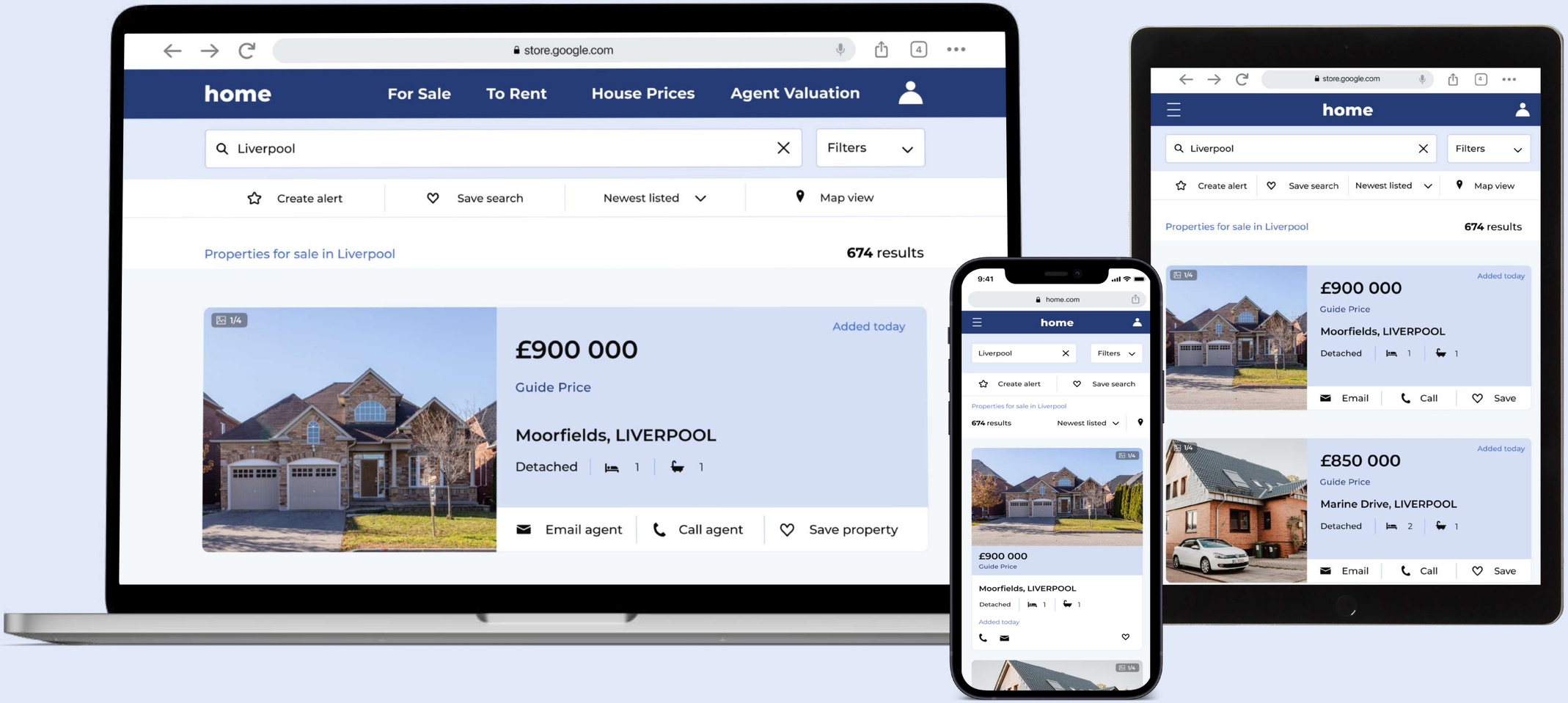
Mobile
<768px

Tablet
≥768px



Desktop
≥1280px

home


store.google.com
home
For Sale
To Rent
House Prices
Agent Valuation
Liverpool
Filters
Create alert
Save search
Newest listed
Map view
Properties for sale in Liverpool
674 results
1/4
Added today
£900 000
Guide Price
Moorfields, LIVERPOOL
Detached
1
1
Email agent
Call agent
Save property
9:41
home.com
Liverpool
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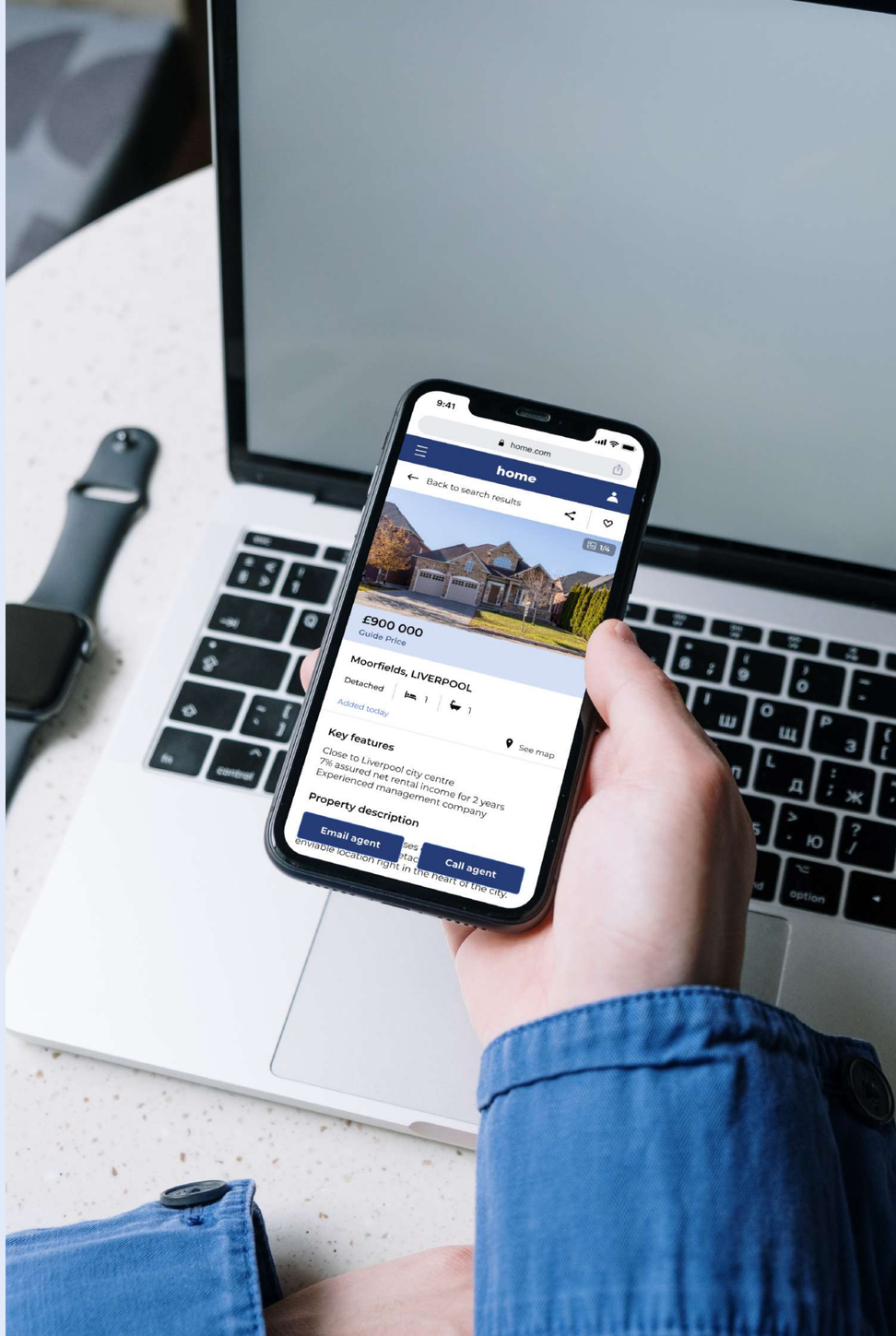
Detached
1
1
Email
Call
Save
1/4
Added today
£850 000
Guide Price
Marine Drive, LIVERPOOL
Detached
2
1
Email
Call
Save

home


9:41
home.com
home
Back to search results
1/4
£900 000
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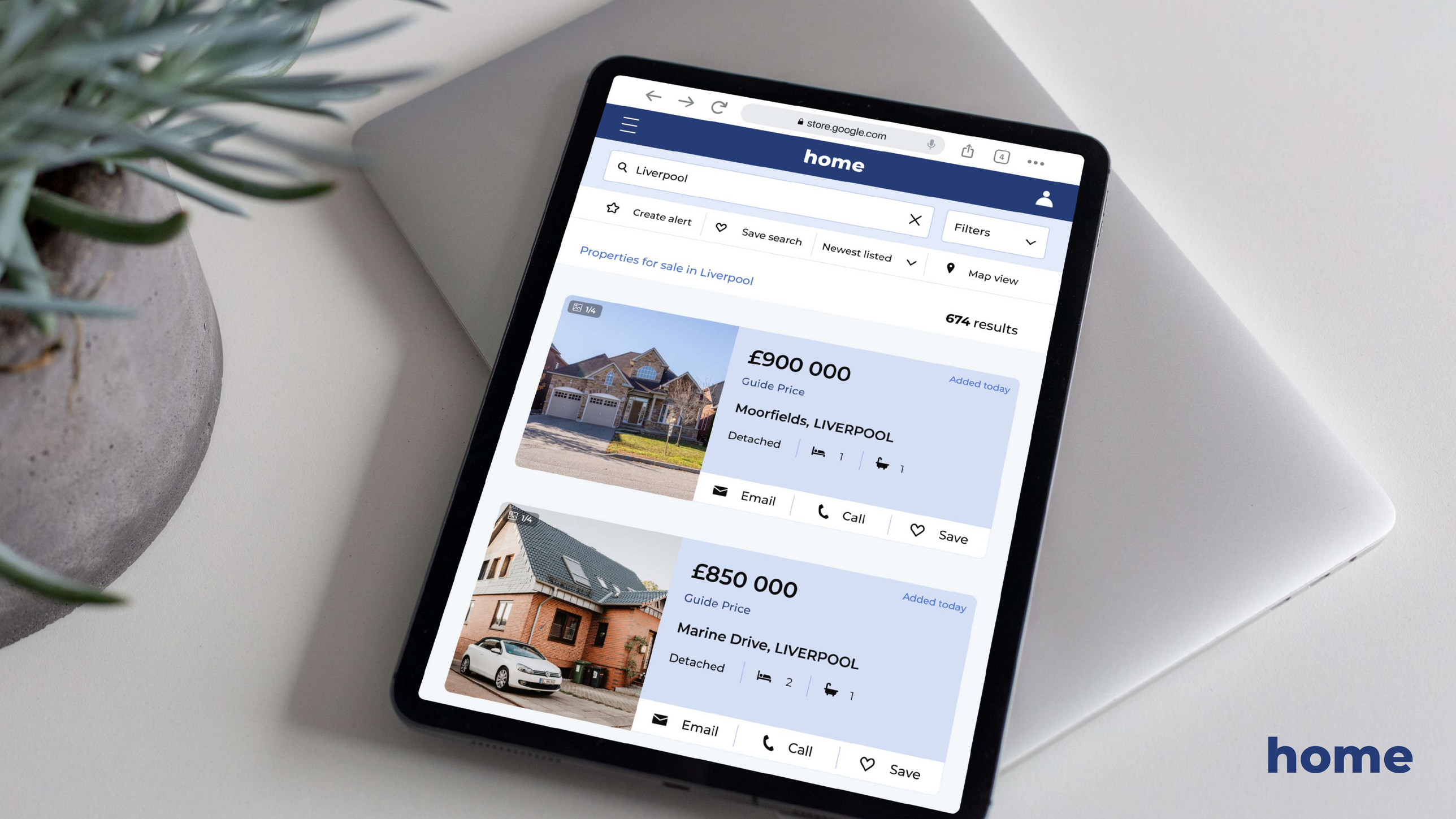
Moorfields, LIVERPOOL
Detached
1
1
Added today
Key features
See map
Close to Liverpool city centre
7% assured net rental income for 2 years
Experienced management company
Property description
Email agent
Call agent
enviable location right in the heart of the city.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Email
Call
Save
1/4
£850 000
Guide Price
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Marine Drive, LIVERPOOL
Detached
2
1
Email
Call
Save

home

home

For Sale
To Rent
House Prices
Agent Valuation
Enter a city, town or postcode
For Sale
To Rent

Conclusion

Thinking in a responsive web app was quite a challenge! :) When doing mobile-first and then bigger breakpoints it’s important to consider how to organize information and elements, how to adjust the design to provide a consistent visual and user-friendly experience and have a holistic vision of how things will come together.

The journey through this UI design project enhanced my UI design skills, added new tools to my workflow, deepened my knowledge about colours, typography, icons, grids, UI elements, style guides, prototyping and responsive concepts.

Thanks for reading! :)