Sellie

Research Report

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Research Outline

This study aims to understand the significant issues buyers and sellers experience when dealing with real estate agents and management companies, and how they can contribute to pain points in the buying/selling process.


Research questions

- How might we create a safe environment for home buys/sellers?

- How might we remove the obstacles from the buying/selling process?

- How might we support home buyers/sellers through this process?

Methodologies

One-on-one interviews and surveys were conducted to better understand the target audience and empathize with their needs.

Participant Demographics

Buyers

35-44

25-34

Age

Gender

Male

Female
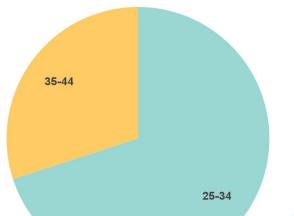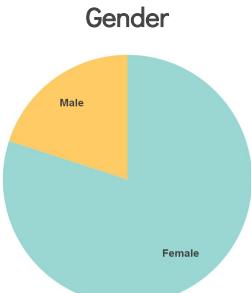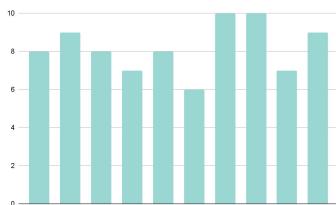
Technical Proficiency

Sellers

60+

25-34

Age

Gender

Female
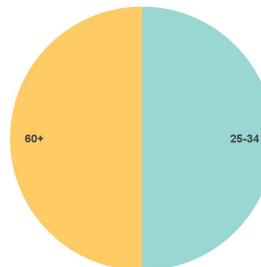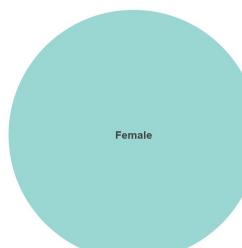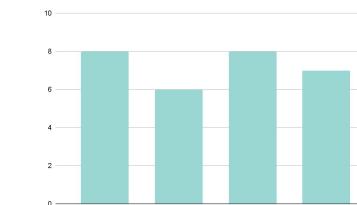
Technical Proficiency

14
participants

2
interviews

12
survey
responses

Interview Questions: Buying and Selling

1. Have you bought or sold (or attempted to buy or sell) a house in the last five years?

2. Tell me about your overall experience buying or selling a house? What did you and not like about the process of buying or selling a property?

3. Are there parts of the process that you wish you could complete online?

4. Are there any parts you wouldn't feel comfortable with being virtual?

5. What was your experience with the real estate agent that you used?

   a. What were the benefits of using a real estate agent?

   b. Were there parts of using a real estate agent that you did not like or found frustrating?

6. Did you use a website or a platform during any point during (i.e. Zillow or Realtor.com) If so, how did you use them?

   a. What did you find useful or frustrating about them?

Interview Questions (continued)

1. (Buying Only) Talk about a time when you lost a property that you really wanted.

    a. What were some things that you wish were different about that particular process?

2. (Selling Only) Tell me about a time when a buyer backed out of buying your property?

3. Is there any additional information you'd like us to know?

Findings: Affinity Map
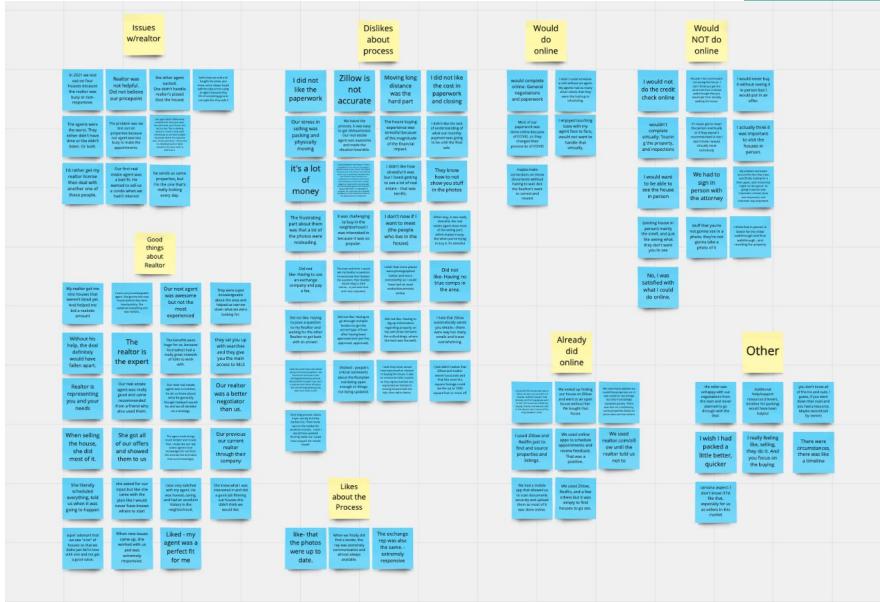
After conducting the interviews we found that the interviewee's answer's fell into the following categories:

- Issues with their Realtor
- Good things about their Realtor
- Dislikes about the process
- Likes about the process
- What they'd be willing to do online
- What they wouldn't do online
- What they are already did online
- Other answers about their overall experience

Comparison of Findings

What do they all have in common?

Buyer

Seller

Photography and staging can be misleading

Financial commitment/ impact is stressful

Would not buy a house without seeing it in person

Easy to get disheartened in a seller's market

Open to scheduling house showings without agent or online

There is too much paperwork

Realtors are very helpful throughout the process

Would complete paperwork online

Closing costs can be very expensive

Buyers focus too much on what a space is rather than what it could be

Having to pack and move everything quickly can be difficult

Takeaways

01
Industry Knowledge
Realtors are a vital important part of the buying and selling process

02
Simplify
Everyone would like the process of buying or selling to be simplified

03
Virtual Format
Everyone is open to doing some if not most of the process online
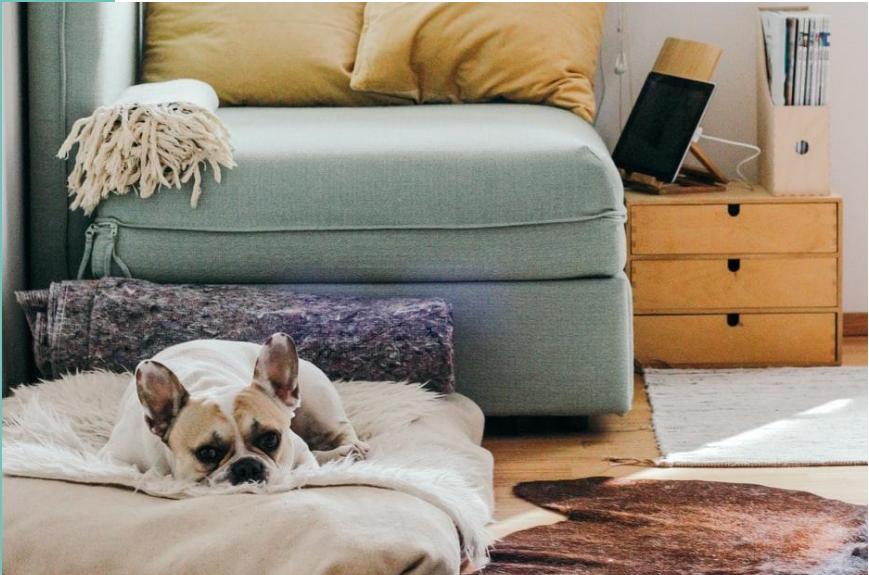
Next Steps

- Decide must-haves for platform

- Preliminary wireframing/journey mapping/user stories/personas

- Figure out how to bring the realtor experience to an online platform