



Home buying and selling
for the 21st century



Problem Statement

Original Directive: Create a new platform that you can enable homeowners and buyers to list and buy homes completely online without any realtors and or agencies

Realtors

The knowledge and expertise that a realtor brings to the buying and selling process is invaluable. But managing the process for several different clients at once can become cumbersome - between document management, project planning, and client communication, it is easy to see why things fall through the cracks, especially with a larger client base.

Buyers and Sellers

With an increasingly competitive real estate market, buyers and sellers are often overlooked. They need a central place to communicate with their real estate agent and receive real-time status updates for every aspect of the process. Without the knowledge of a real estate agent, sellers would be unsure of how to price their property, and buyers would lose out to more competitive bids.

Possible Solution



A digital solution that creates a safe environment for buying or selling a home, allowing for transparency into the process from all sides. A website that pairs every client with a realtor, outlines the many complicated processes, and allows for the constant tracking of progress from a centralized dashboard.

Sellie

Sellie is a website that reduces the stress of home buying and selling by allowing users to complete almost everything online with the oversight of a Sellie-certified realtor. Sellie makes the process feel more personal, and expedites the process on both sides of the negotiating table.



Overview

Project Duration

7

weeks

60+

screens

Tools Used



Project Considerations

Constraints

- Limited time to recruit and interview participants
- Relied on existing networks
- No budget
- Nuances of virtually navigating working in a group

Roles

- UX Researcher
- UX Designer
- Content Strategist

Design Process



Discover

Competitive Analysis
User research
Findings and Analysis



Define

Personas



Ideate

Brainstorming
User Flows



Design

Wireframes
Visual + Content Design
Branding



Testing

Usability Testing
Feedback
Implementation

DISCOVERY

Competitive Analysis



- Can sell directly to zillow for cash
- Zillow 360 walks you through buy/sell process
- Listings can become inaccurate or out of date quickly



- Low commission real estate company
- Does not allow FSBO listings
- Only shows listings in locations where Redfin has a team of in-house agents.



- Insurance agency that employs real estate agents
- Helps find attractive offer before starting selling process
- Only available in certain states



- Buys homes directly from homeowners
- Offers a "trade-in" policy where users can sell their home and buy a new one all in one process

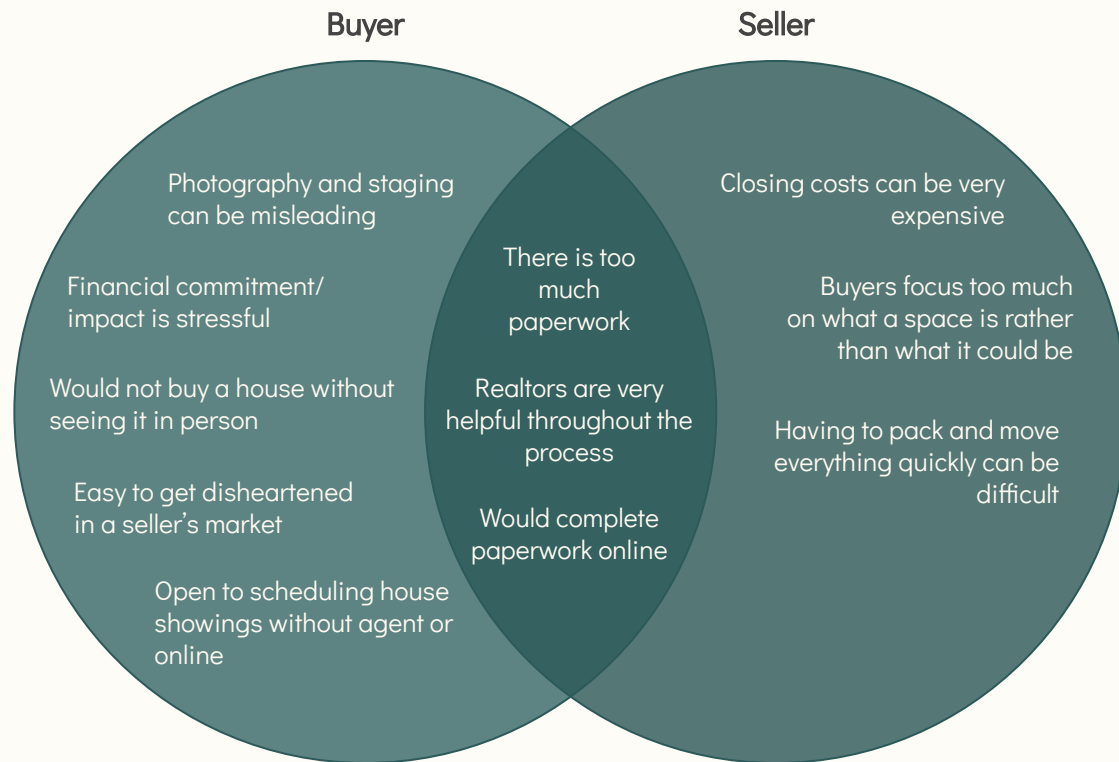


- Helps buyers find next home without having to sell their current home first
- Works with pre-determined agent or pairs you with an agent to go through the process

DISCOVERY

Qualitative Research

We interviewed 14 participants via surveys and one-on-one interviews to understand the significant issues they experience when dealing with real estate agents and management companies, and how they can contribute to pain points in the buying and selling process.



DISCOVERY

Quantitative Research



We surveyed participants using Google forms, to better understand the target audience and empathize with their needs, as well as derive any frequent pain points with the current process. 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

Key Takeaways

01

Industry Knowledge

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

02

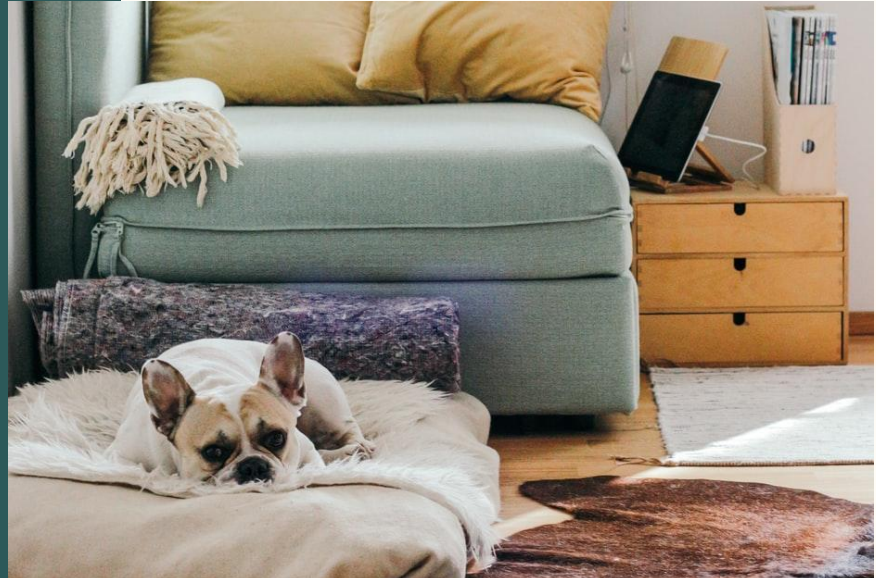
Simplify

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



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About them

“We want a quiet place where we can have fun with neighbours and build our family”

Profile

- Age: 30 - 40
- Location: Florida
- Married
- Worked at the same company for 10 years

Buyer persona

Goals

- 01 Find a house big enough to start a family
- 02 Wants a house close to work
- 03 Wants a backyard for future kids to play in

What they're looking for



Room to
Grow



Yard



Pet
Friendly



About them

“We would love a smaller place that is relaxing and has more space for our hobbies”

Profile

- Age: 50-60
- Location: Florida
- Married
- Empty Nesters

Seller persona

Goals

- 01 Wants to downsize since kids have left home
- 02 Wants to be able to pay off mortgage with sale
- 03 Sell house before the holiday season

What they're looking for



Ocean
View



Garden



Security

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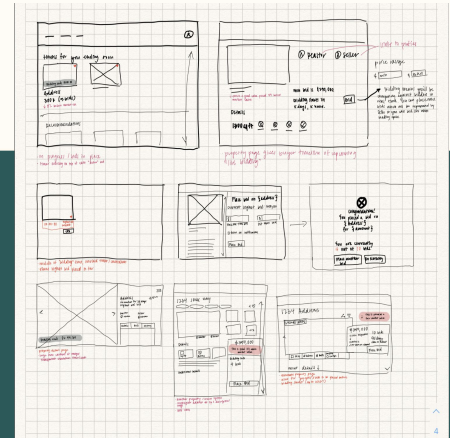
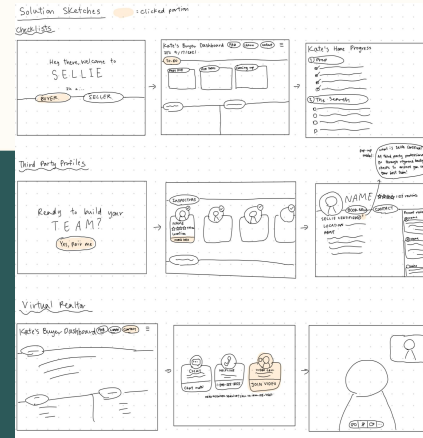
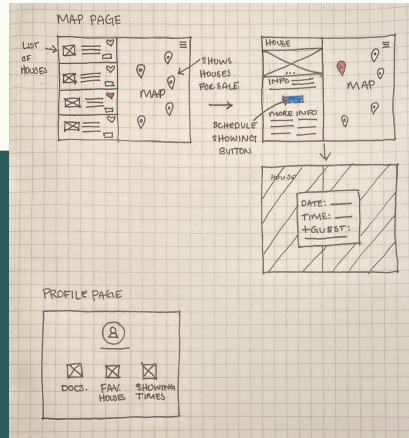
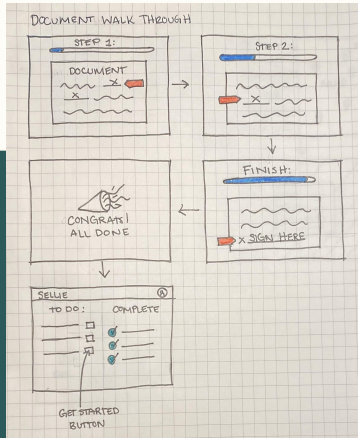
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IDEATE

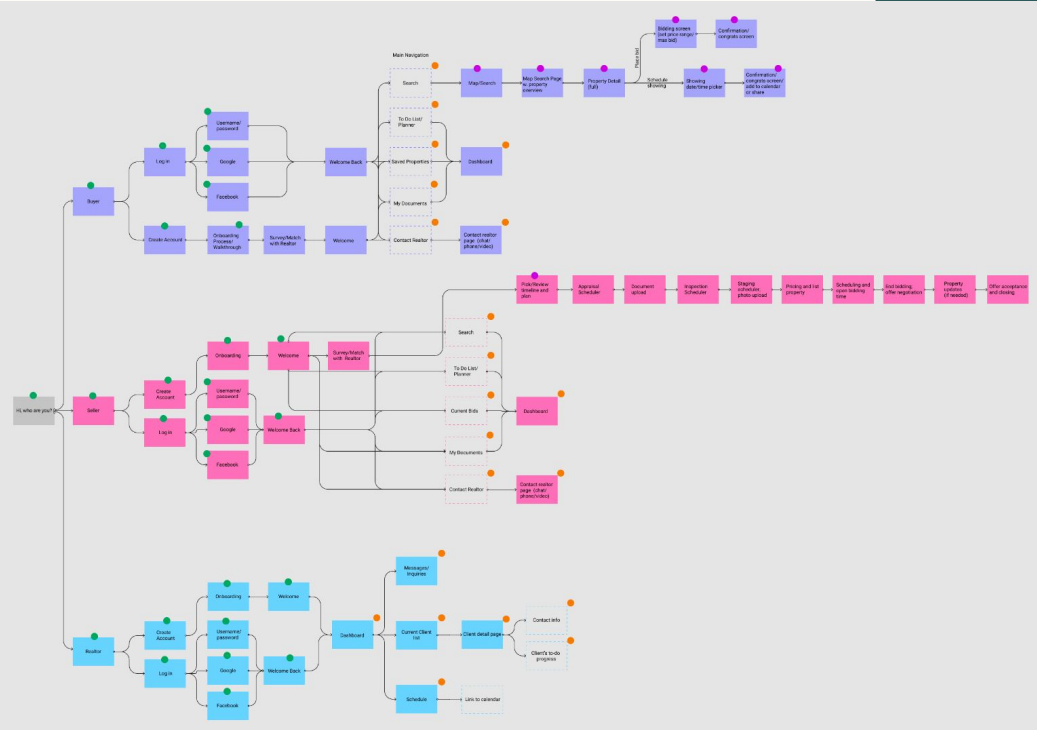
Brainstorming

Based on the interviews and survey data, we started brainstorming features and screens that we could include in the final product.



IDEATE

User Flows



We explored three user types: Buyers, Sellers, and Realtors. We then diagrammed the most common path each user would take through the product.

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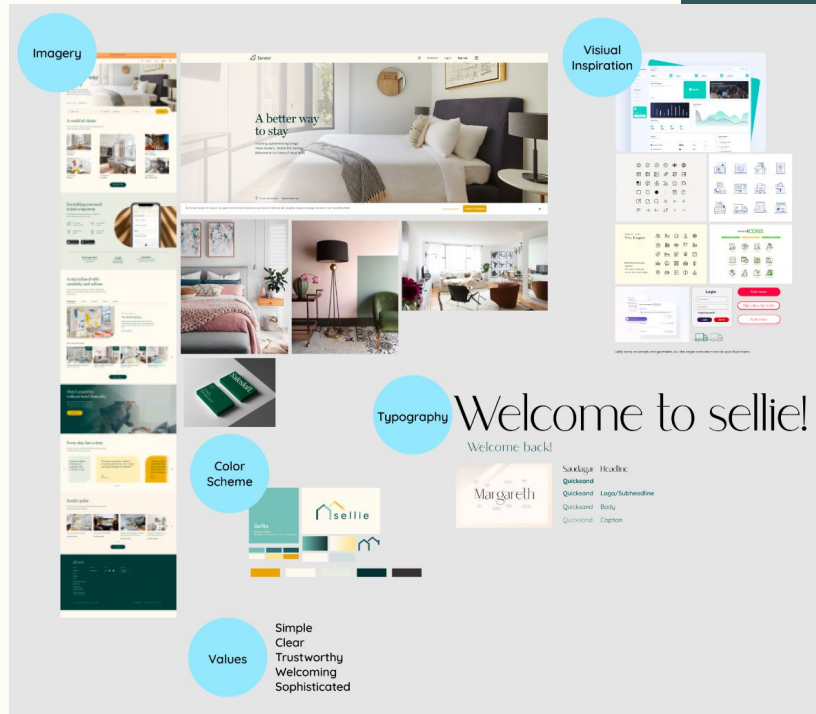


Testing

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DESIGN

Branding and Visual Design



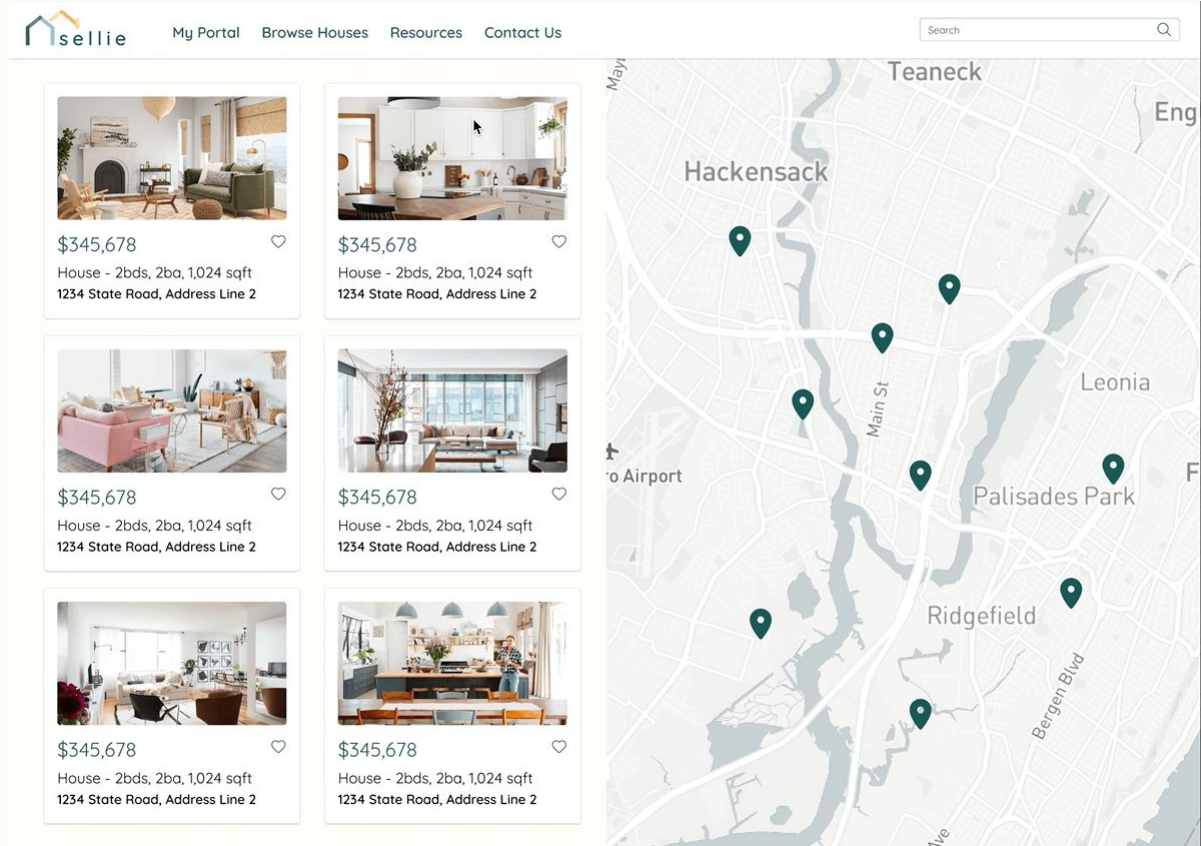
Our goal was to create an online portal/ dashboard that would have everything a buyer or seller would need.

- Simple
- Clear
- Trustworthy
- Welcoming
- Sophisticated

DESIGN Wireflows

Buyer

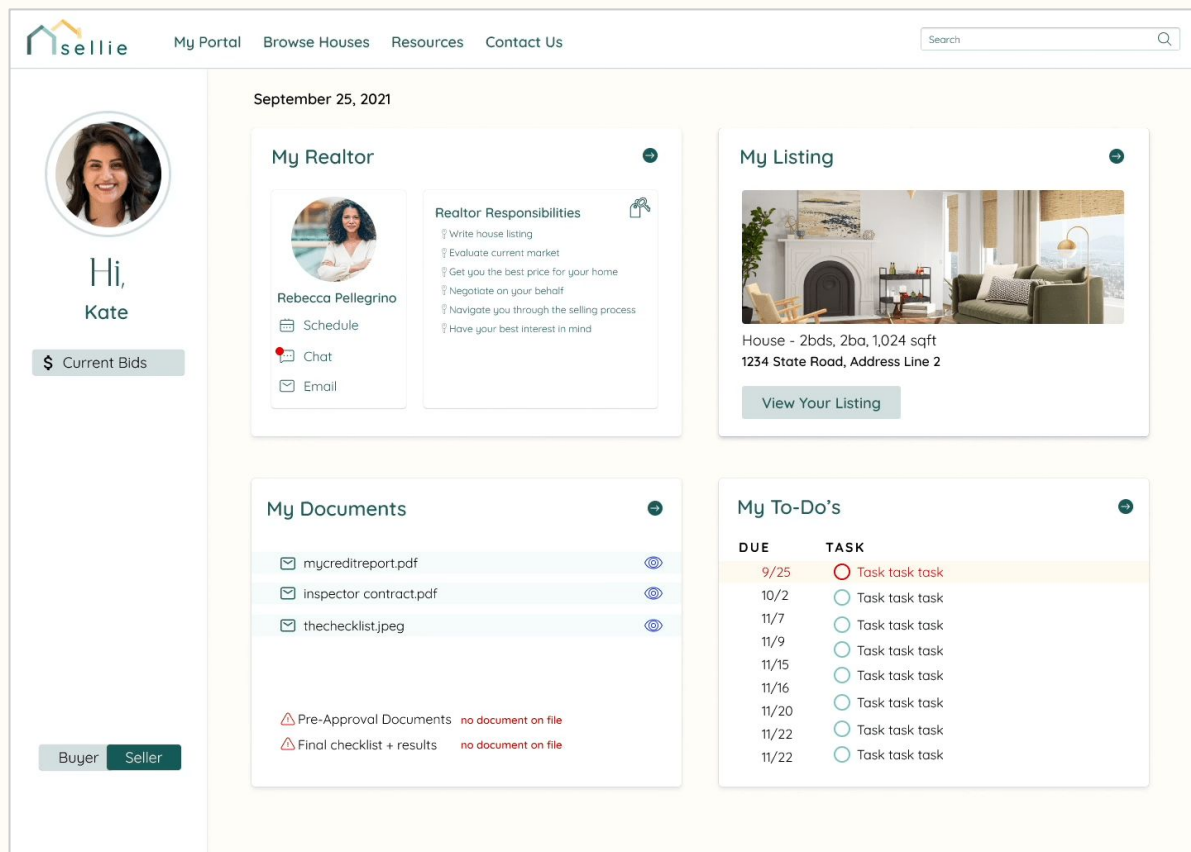
This flow illustrates the process of searching for a property, discovering more information, and placing a bid on a house from the buyer's perspective.



DESIGN Wireflows

Seller

This flow walks through the process of viewing your realtor's team and contacting your realtor through the user's portal.



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TESTING

Usability Testing: Buyer

After the design was completed, we built and tested a prototype with four participants to test product viability. The test was conducted over Zoom and we walked through four scenarios:

Scenario 1: Initial Setup and Onboarding

Scenario 2: Realtor Match

Scenario 3: Explore Dashboard

Scenario 4: Choose and Bid on a Property



TESTING

Usability Testing: Seller

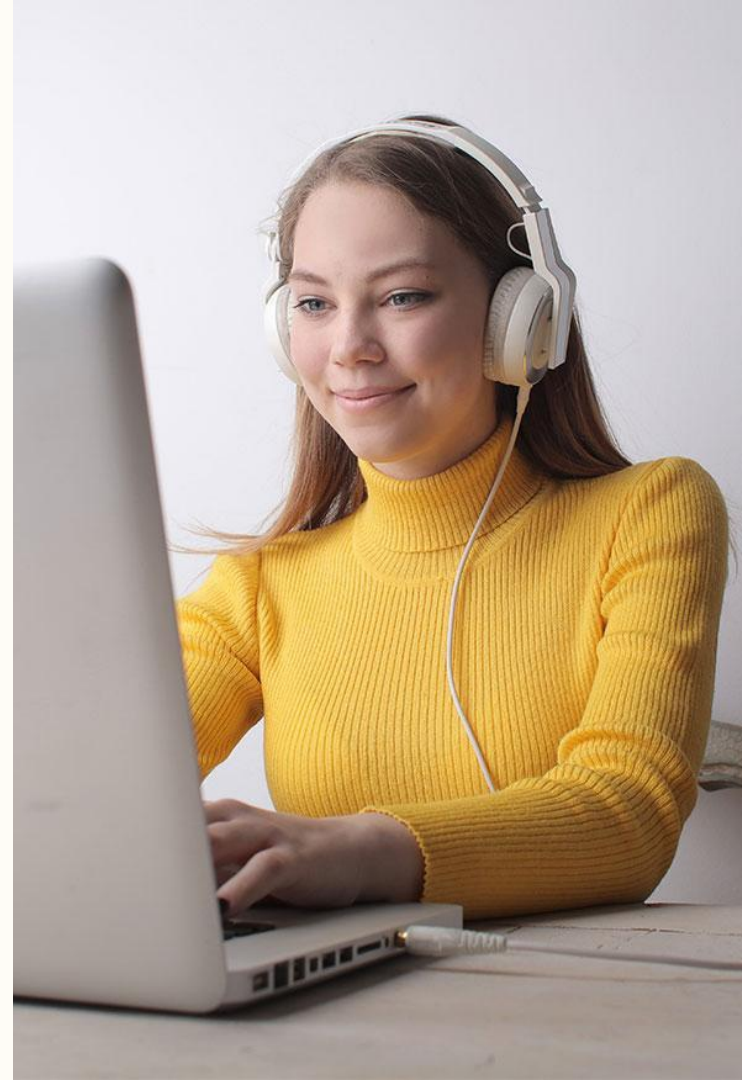
After the design was completed, we built and tested a prototype with three participants to test product viability. The test was conducted over Zoom and we walked through four scenarios:

Scenario 1: Initial Setup and Onboarding

Scenario 2: Realtor Match

Scenario 3: Contact Realtor from Dashboard

Scenario 4: Build Listing



01

Clarify Language

Ensure that all language makes sense to all users in all flows

02

Explain Realtors Role

Identify and explain what parts of the process pertains to the realtor versus buyer/seller

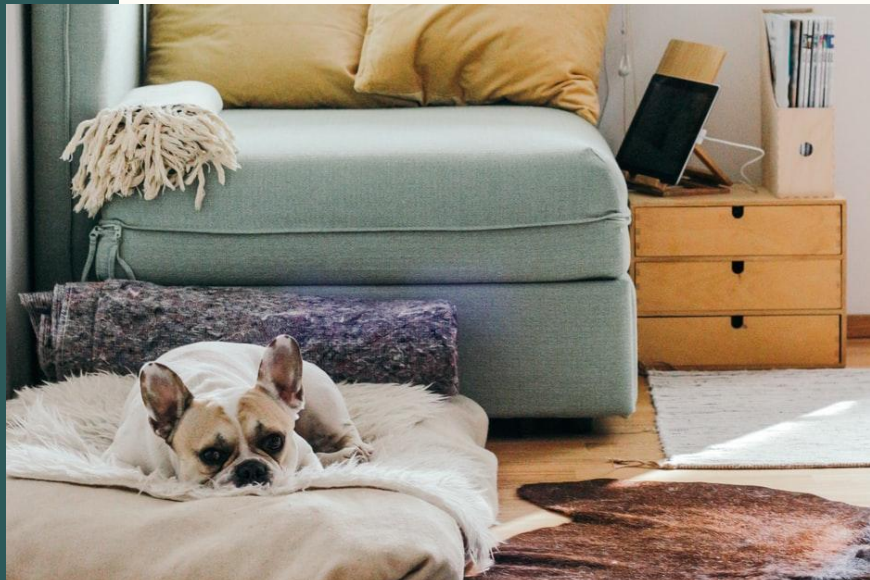
03

Increase Trustworthiness

Compare features of product to competitors in order to place product in the market

TESTING

Usability Testing: Results



TESTING

Implementing Feedback

After receiving feedback from potential users we decided to make some changes to the website.

Our focus was to increase product trust, define user roles, and change the market placement.

The suggestions from the usability tests were considered and implemented in the following ways:

- Add confirm listing to portal flow
- update copy on homepage to help sellie standout in the competitive market
- Update Realtor section on portal to make it clear what the realtor's responsibilities are
- Add notifications portion to buyer/seller slides
- Add button to toggle between buyer and seller portals
- Change 'dashboard' to 'portal' to make it seem more secure
- Change tagline something more universal than avocado toast
- Update the teams portion of portal to make it clear that the Realtor is in charge of the team
- Add option to add existing relationship with realtor

Next Steps

- Interview realtors and test product viability among that user group
- Increase security levels and add legal language
- Finishing building out portal
- Create realtor back end (different way of accessing the site)
- Add tooltip walkthrough
- Market toward Realtor's to use with new/existing clients



Resources

Lillian Boot

Kate Goldkamp

Laura Kowalczyk

- The affinity map can be found in [Miro](#).
- The branding inspiration and mood boards can be found in [Figma](#).
- The final design system can be found in [Figma](#).
- Wireframes at various levels of fidelity can be found in [Figma](#).
- The final Sellie prototype and accompanying wireframes can also be found in [Figma](#).