



CASE STUDY • UX/UI DESIGN

Real Estate

From property search to a home-finding experience.

Web

Mobile

Prototype

Bridging the gap between home seekers and the right property



Problem

Too many listings, weak search and little local insight make finding the right property slow and stressful.

Solution

A clean platform with smart search, detailed listings, maps and clear tools that guide buyers to a confident choice.

From insight to experience

A user-centered process that turns real needs into a simple, intuitive property search.

01

Research

Understand users
and market

02

Define

Identify key
problems

03

Ideate

Explore solutions

04

Design

Create the visual
interface

05

Testing

Gather feedback

Understanding our users

Rahul Verma

First-time home buyer. Software professional, age [__], city [__].

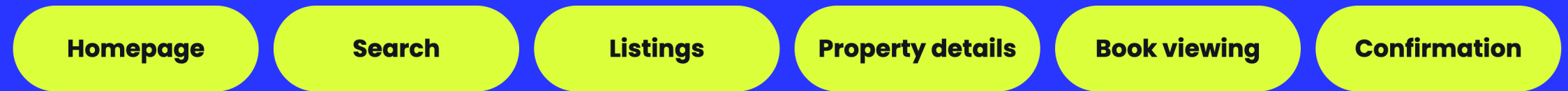
Goals

Compare property features.
Explore neighborhoods. Book viewings easily.

Pain points

Overwhelming listings.
Complicated information. No clear next step.

Mapping the user journey



Each step removes a decision: browse, filter, compare, save, schedule, confirm.

Structuring information around user needs

Properties

Buy · Rent · Virtual tour · Compare

Explore areas

Neighborhoods · Schools ·
Market trends

My account

Sign up · Dashboard ·
Saved properties

Tools

Mortgage calculator · Price alerts

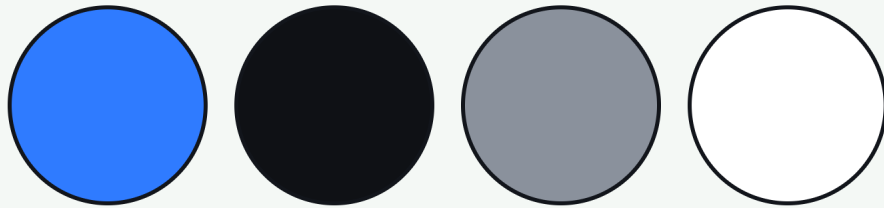
Resources

Blog & tips · FAQs

Services

List your property · Agent contact

Visual identity

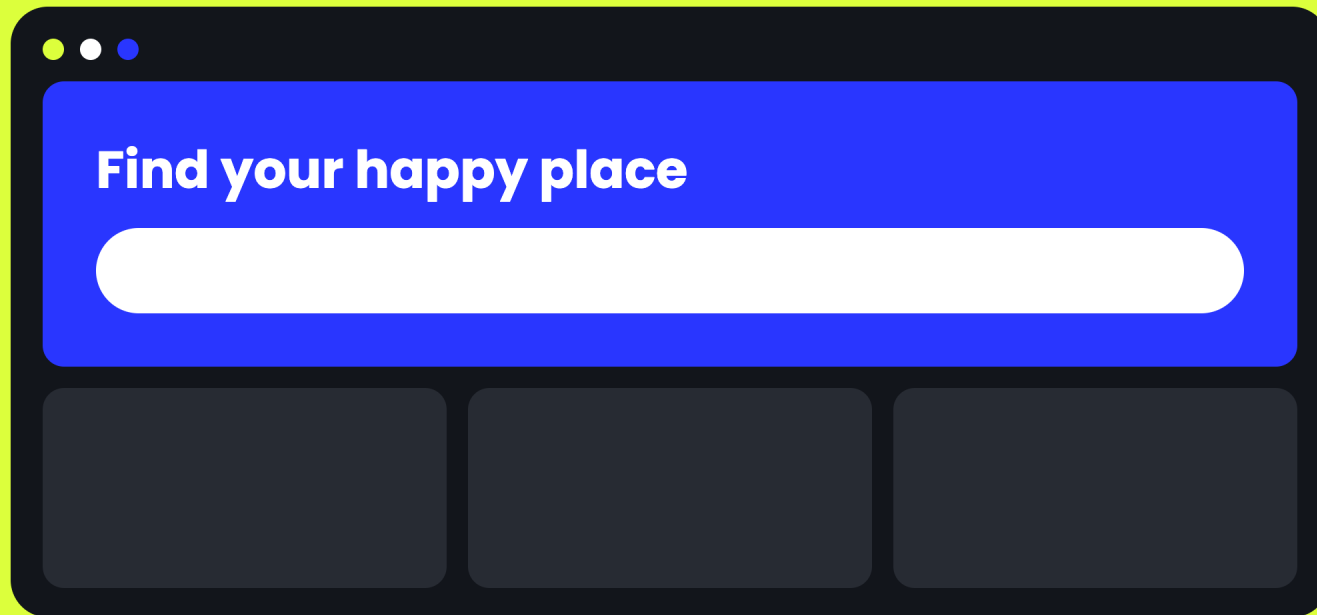


Aa

Poppins · clear type hierarchy

A calm dark-and-blue palette keeps photography and listings in focus.

Home page design



What the page does

- Hero search leads with one clear action
- Top categories speed up browsing
- Featured homes build trust with photography

12+

Years of experience

120+

Modern property designs

540+

Highly rated interiors

Key screens

Login

Simple form, clear inputs and a prominent action.

Password recovery

Email entry, OTP check, new password.

Sign up

Basic details with a fast path to start.

Landing & search

Hero search, featured homes, top categories.



CONTACT

Thank you

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