The Story

Recently I went through an experience of purchasing a house/flat for myself. The entire process took me over a month and I visited multiple building sites from different builders. Every builder was having different rates, layouts, USPs(Unique Selling Points), locations, contact numbers etc. I used to note down details from builders on paper and later compared them with other builders once I reached home. Also I have to keep track of all previous visits and discussions. There is a lot that needs to be considered before you shell out a huge chunk of your earnings.

This sparked an idea to create an app that could work as a personal assistant for buyer. The goal will be to first collect all information in proper structural format so that nothing from checklist is missed and then later analyze the information based on various preference parameters and comparisons.

Segmentation

Real Estate Industry offer flats based on various parameters and Unique Selling Points (USPs).

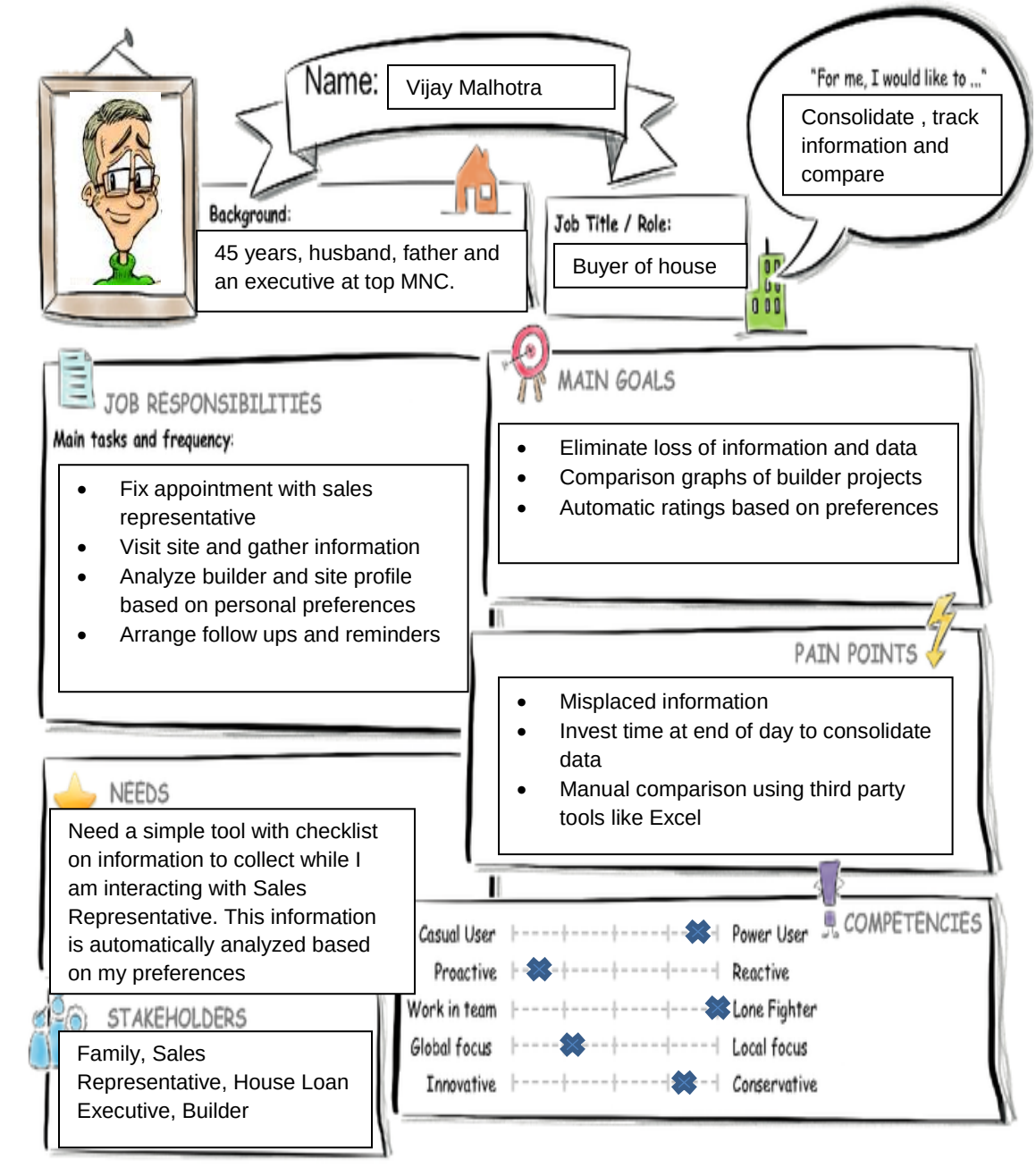
Targeting

This app will be used directly by end-users who are probable customers of Real-Estate industry.

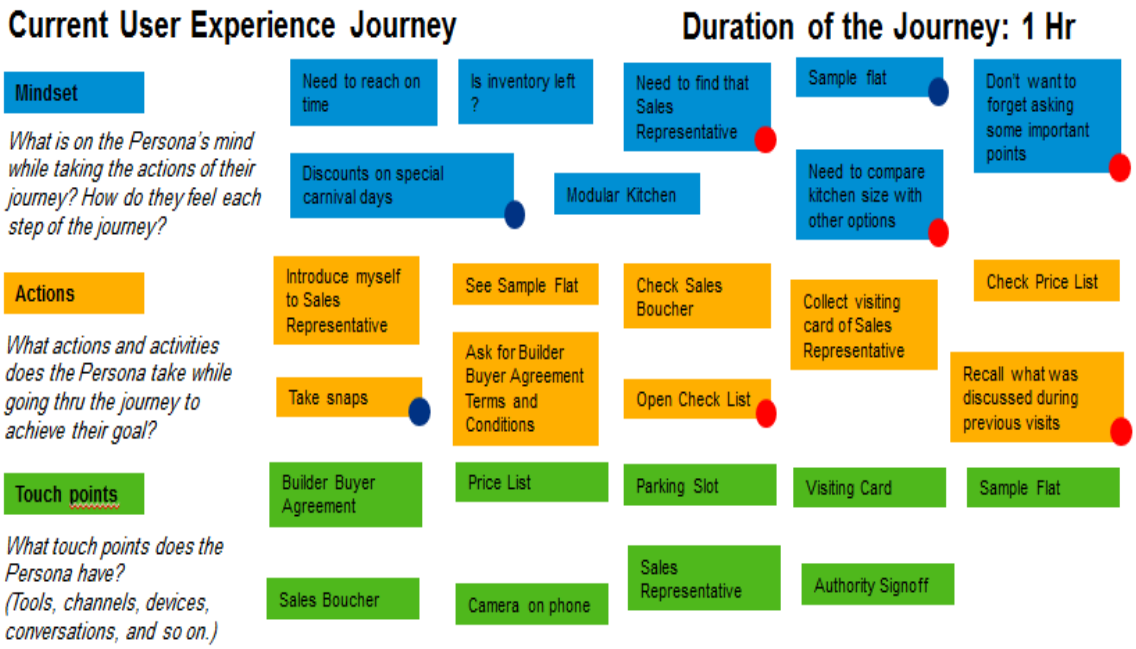
Positioning

This app can provide a central repository to manage and analyze all data related to various builder construction sites and will assist buyer while making final decision.

The Persona


Name:
Vijay Malhotra
"For me, I would like to ..."
Consolidate , track information and compare
Background:
45 years, husband, father and an executive at top MNC.
Job Title / Role:
Buyer of house
JOB RESPONSIBILITIES
Main tasks and frequency:
Fix appointment with sales representative
Visit site and gather information
Analyze builder and site profile based on personal preferences
Arrange follow ups and reminders
MAIN GOALS
Eliminate loss of information and data
Comparison graphs of builder projects
Automatic ratings based on preferences
PAIN POINTS
Misplaced information
Invest time at end of day to consolidate data
Manual comparison using third party tools like Excel
NEEDS
Need a simple tool with checklist on information to collect while I am interacting with Sales Representative. This information is automatically analyzed based on my preferences
COMPETENCIES
Casual User
Power User
Proactive
Reactive
Work in team
Lone Fighter
Global focus
Local focus
Innovative
Conservative
STAKEHOLDERS
Family, Sales Representative, House Loan Executive, Builder

User Experience Journey



Point Of View

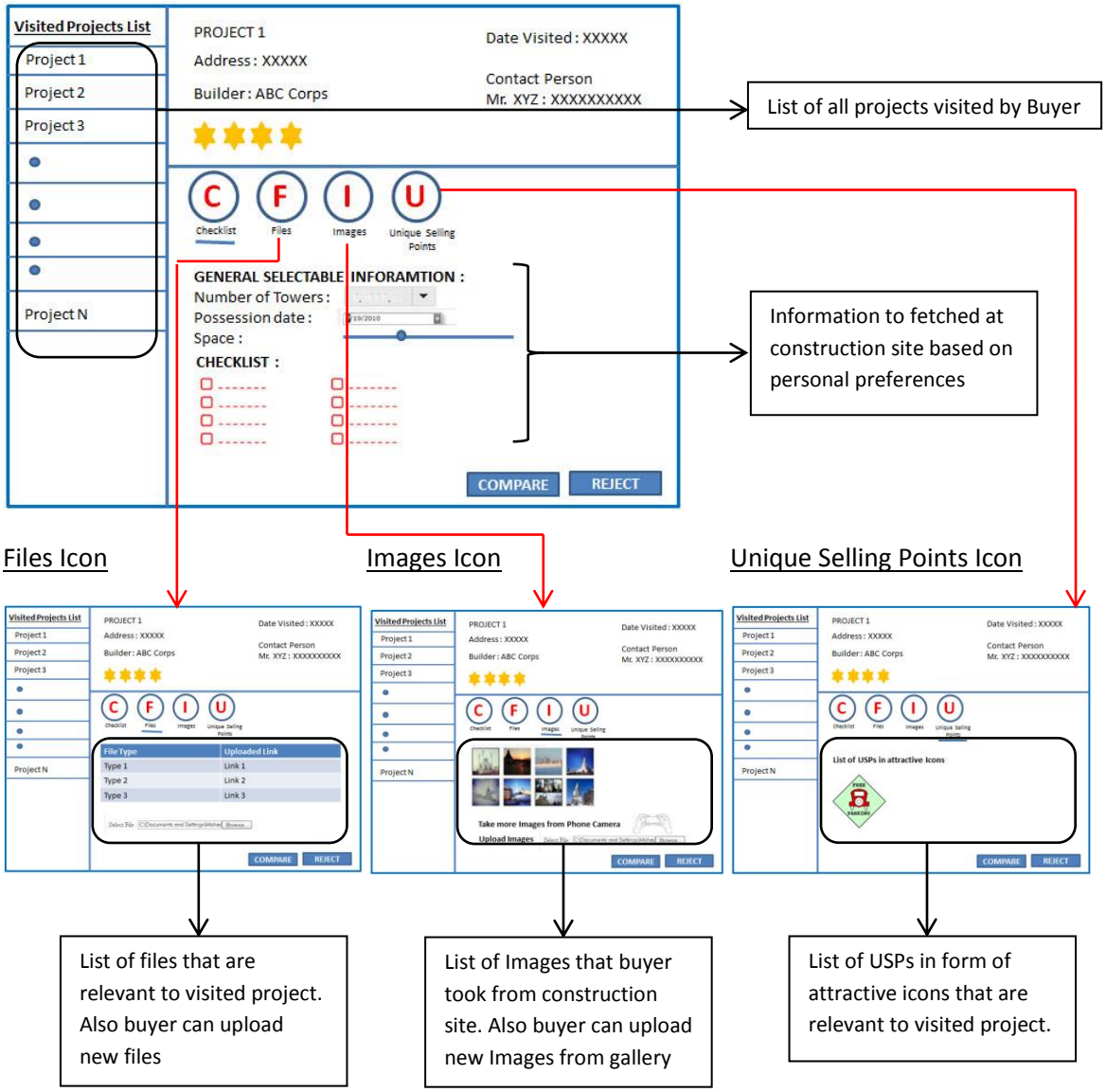
1. **Vijay, the buyer** needs a way to **systematically collect information from Sales Representative** so that **he does not miss on to any important points.**
2. **Vijay, the buyer** needs a way to **consolidate and arrange all data automatically** because **he wants to spend time with family in evening.**

The Mockup (Link)

https://standard.experiencesplash.com:443/api/projects/7e92ac1d9ecb17870bcdf1f0/prototype/snapshot/latest/index.html#/1460346669292_S0

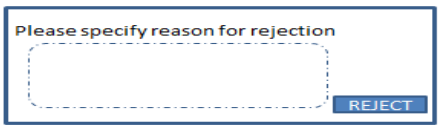
The Mockup (Screen Shots)

Below is a master detail “BuyerAssistant” screenshot with initially selected “CheckList” icon.



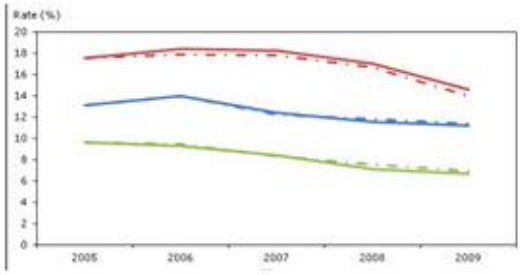
Reject Button:

Buyer can select this button to reject a project that he does not wish to purchase anymore. Once user selects the “Reject” button a popup will be displayed asking for reason of rejection.



Compare Button

Buyer selects this button to compare current project with other projects that he visited earlier. A Popup will be displayed with all comparison related information.



BACK

BuyerAssistant Application (As Created in WebIde)

YouTube Link:

https://youtu.be/i9kvh36pO74