

HomeClear



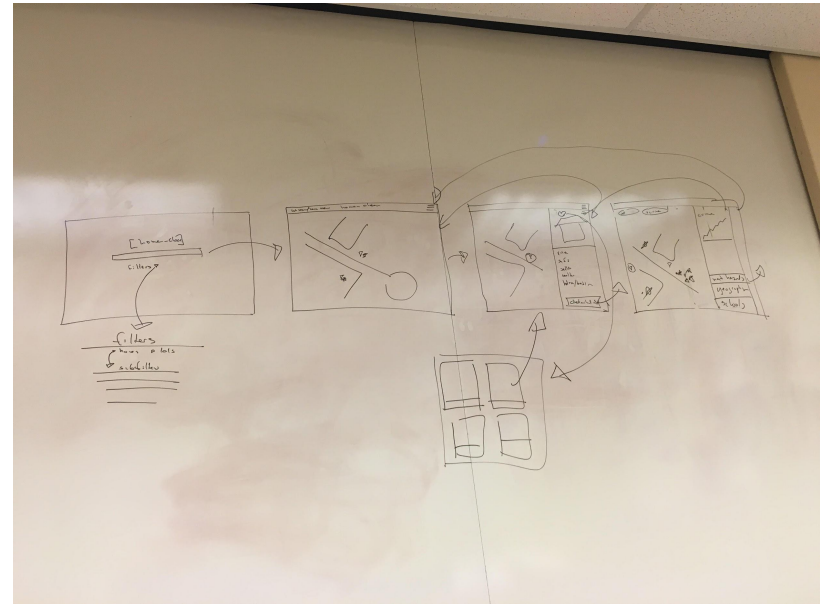


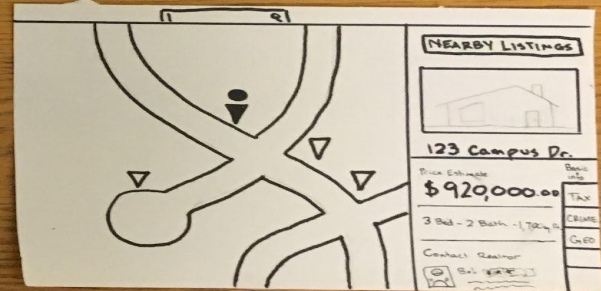
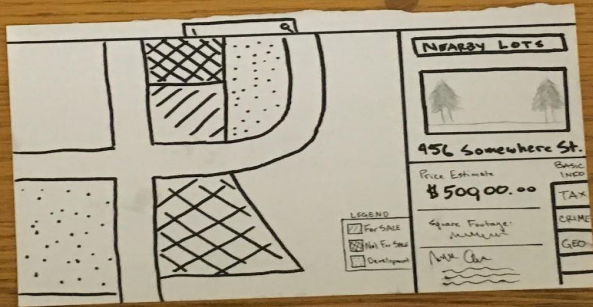
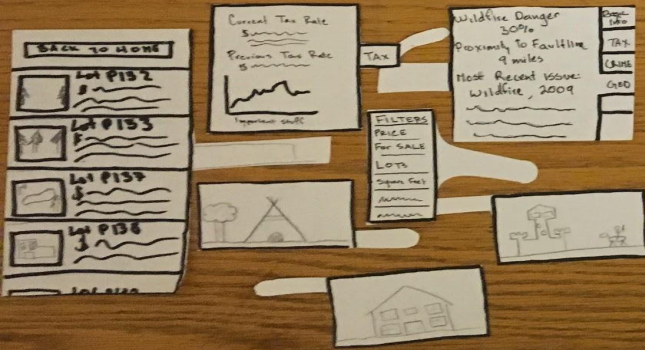
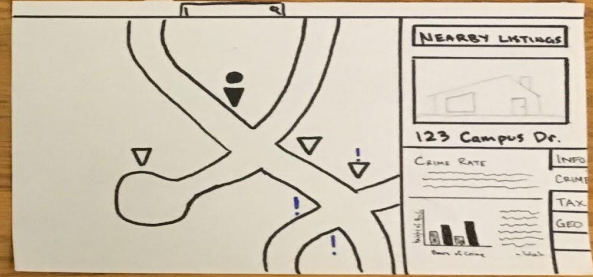
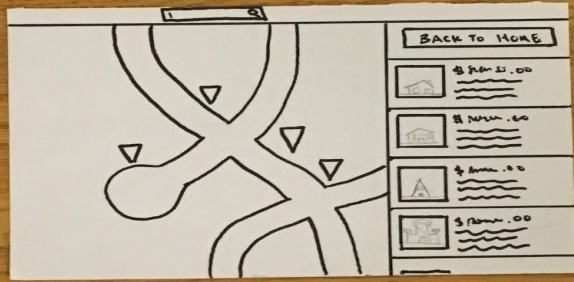
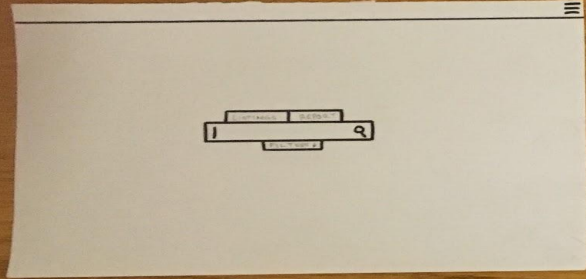
**Bringing
Transparency to
Home Buying**



Selected Interface

- Flexibility between platforms
- Consistent UI
- Short & intuitive taskflows





Low-fi Prototype



Tasks & Task Flows

1. Browse Listings
2. Research
3. Filter Specifics





Experimental Method

- Sought out older individuals
- Relevant experience

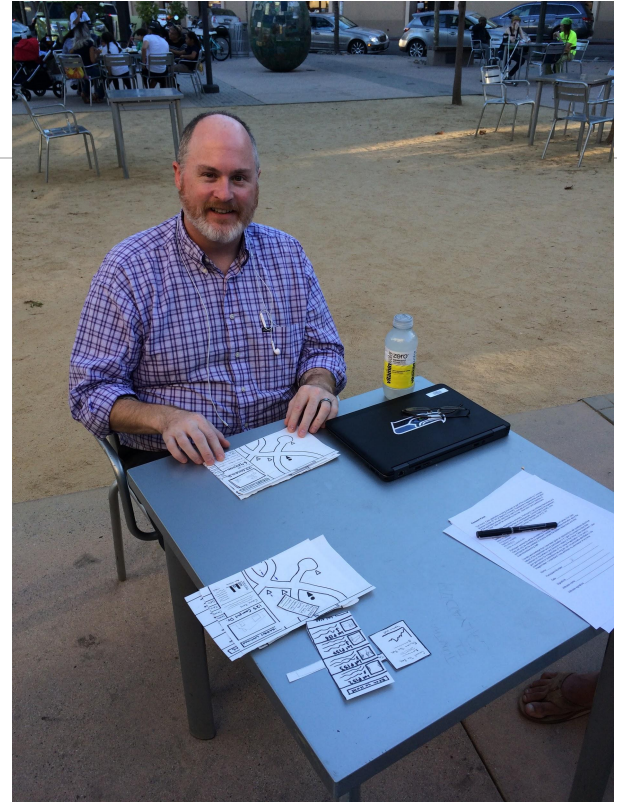
Shirdella



- Handled all tasks well
- Versatility to the prototype
- Struggled with task #3
- Unsure about certain UI elements

Darren

- Found the interface intuitive
- Suggested Tooltips
- Also unsure about UI elements





Allen & Florencia

- Worked as a couple
- Map overlays
- More Images
- Side-by-side comparisons



**Suggested UI
Changes**

Paper Prototyping led to issues
with understanding UI
elements.

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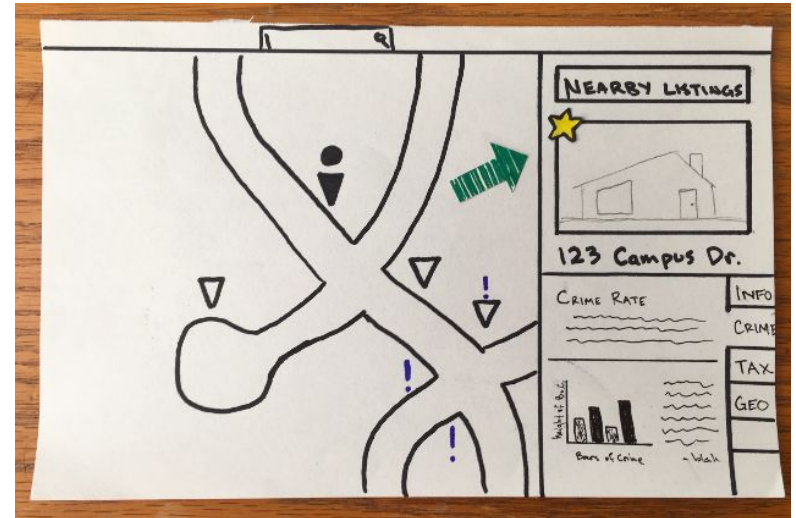
New Users

- ◎ Tooltips vs. Onboarding
- ◎ More Pictures
- ◎ Solution: **Simplicity**



Frequent Users

- Side-by-Side Comparisons
- Favorite Listings





Thanks!

Any **questions** ?