Project Title
Prime Management Realty

Project Type
2019

Project Role
Visual Design
UI Design
Development

Project Description
Responsive website for a real estate company in greater Houston, Texas area

Background

Prime Realty is a real estate company in Houston, Texas. Through the company established themselves in Houston's real estate market, they started an online presence I was responsible for the visual design, UI design and front end development of the website.

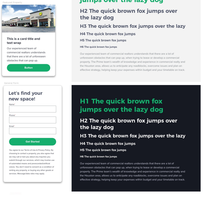
NOTE: This is a visual redesign of the product delivered to the client. While the functionality is the same, I revisited the aesthetics of the website.

Project Goal
The goal of the project was to build an interactive, SEO-optimized website that would be ready for quick-paced, ongoing information as necessary. Ultimately this would position them for growth in the digital scene without the reliance of references or physical signage.

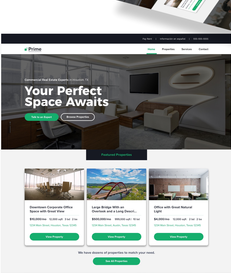
Design

Research was conducted to assess both direct competitor and larger competitors in the Houston area such as Zillow, Trulia, Vrbo, Zillow and Vrbo. Functionality. Participants was interested in the functionality, information hierarchy, and the customer journey process (i.e., where does the rate of the website and and the risk of the realtor begin?).

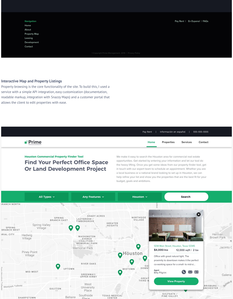
I took a modern, minimalistic approach to the visual design. Using a modern, scalable and highly legible typeface paired with a simple color scheme allowed user generated property images to stand out and be the primary focus of the site (see Interactive Map & Property Listing below).



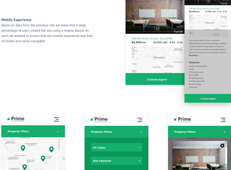
Homepage Design
The visual design of the homepage adhered to the modern, minimalistic approach. Emphasis was placed on the functionality of the site. The design prioritizes focus on two objectives, guiding the user to browse properties and contacting a real estate agent.



Interactive Map and Property Listings
Property browsing is the core functionality of the site. To build this, I used a service with a simple API integration, easy customization (documentation), available markup, integration with Google Maps and a customer portal that allows the client to edit properties with ease.



Mobile Experience
Based on data from the previous site, we knew that a large percentage of users visited the site using a mobile device. As such, we wanted to ensure that the mobile experience was fine of clutter and easily navigable.



Property Listings
Property listings are simple, providing focus on property images and contact information. Content is user-generated, so the use of UI elements such as "Read More" tags and a thumbnail carouset ensure the page design remains clean and consistent regardless of information provided by the user.