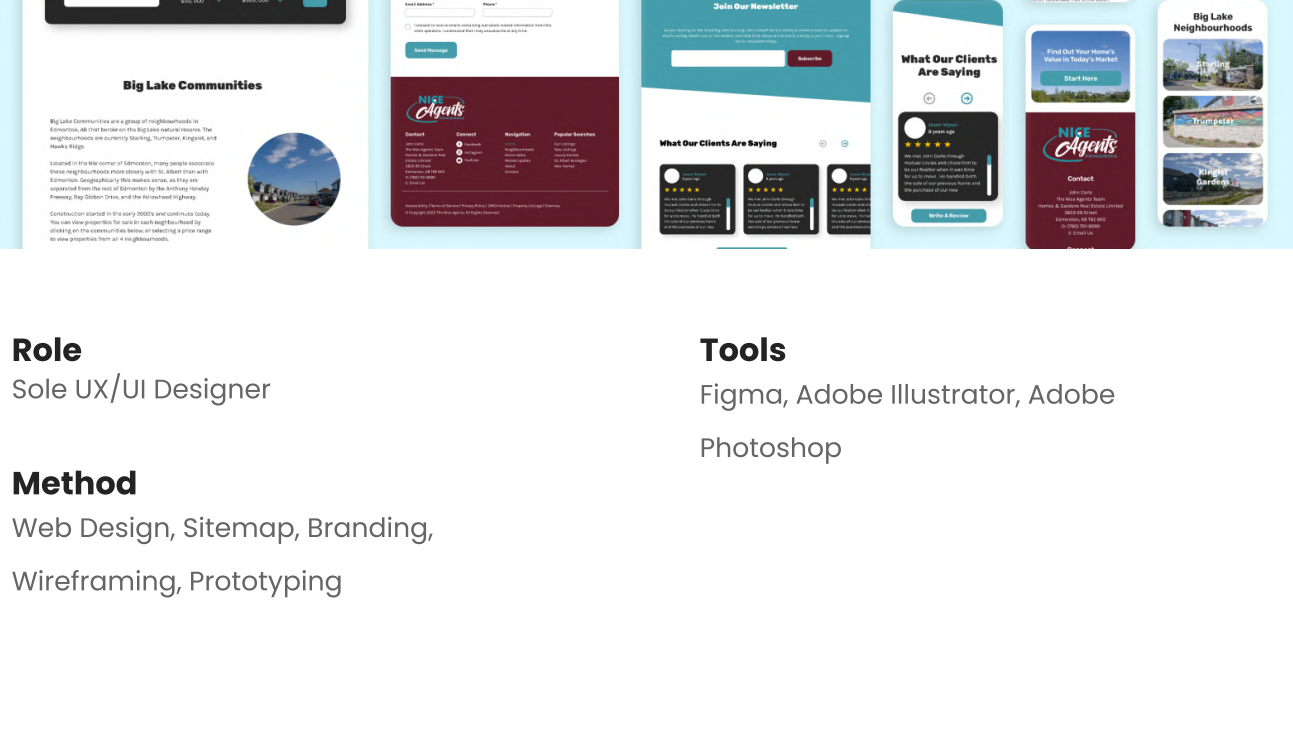


Nice Agents – Big Lake Homes

Real Estate Website UI Design



Role
Sole UX/UI Designer

Tools
Figma, Adobe Illustrator, Adobe Photoshop

Method
Web Design, Sitemap, Branding, Wireframing, Prototyping

Context

This was a Capstone project I worked on with a colleague to develop a website for a client working in real estate. Our client already had an established website which included properties in the Big Lake Community as well as other properties throughout the Edmonton and St. Albert area. Our challenge was to design and develop a new website for Big Lake Homes for the purpose of generating buyer and seller inquiries into the Big Lake community.

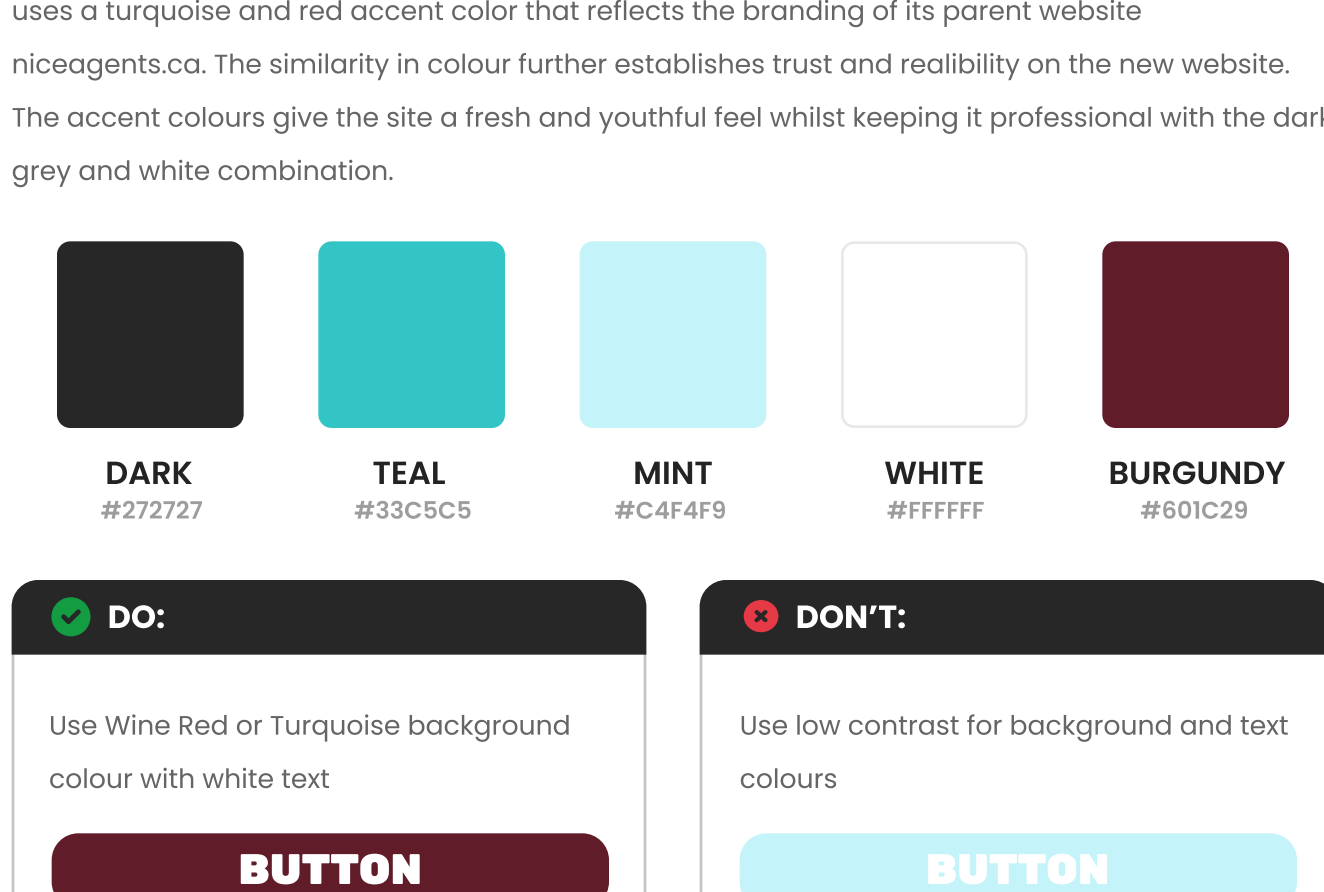
Planning

Project Goals

The main goals for this project were:

- For residents considering selling to be able to contact our client and find the value of their home.
- For people looking to buy a home to be able to find the right property.
- For our client to be able to send newsletters to residents in order to position himself as the area expert.

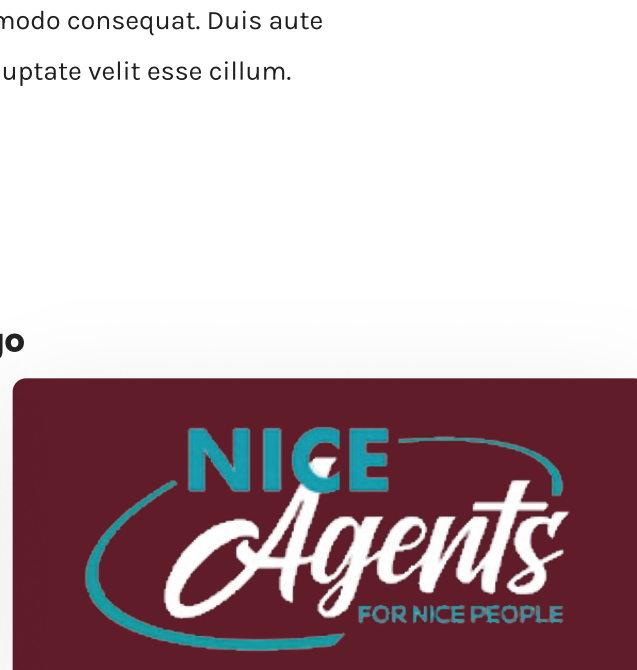
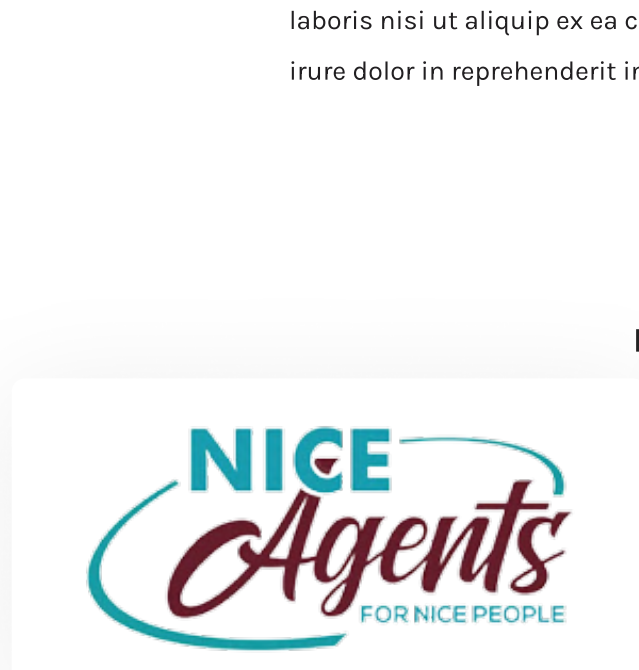
Sitemap



Mood Board

Colour Palette

Big Lake Homes uses color in order to make the user's interaction easier and more predictable. It uses a turquoise and red accent color that reflects the branding of its parent website niceagents.ca. The similarity in colour further establishes trust and reliability on the new website. The accent colours give the site a fresh and youthful feel whilst keeping it professional with the dark grey and white combination.



Typography

Big Lake Homes' typography aims for minimalism and ease of readability. Big Lake Homes makes use of two fonts, one for the website headings and another for the rest of the content within the website.

Title

Rubik - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Heading

Rubik - Bold

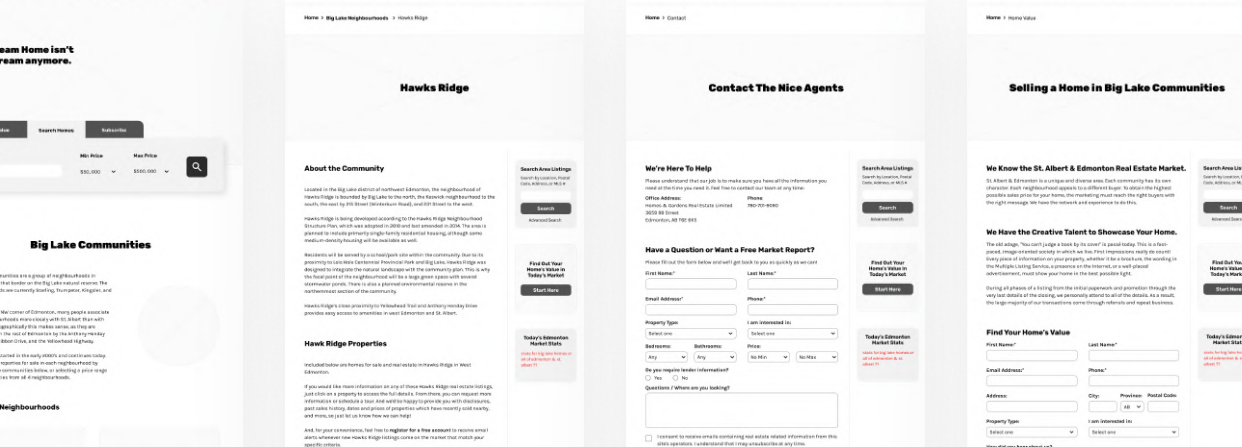
abcdefghijklmnopqrstuvwxz

Copy

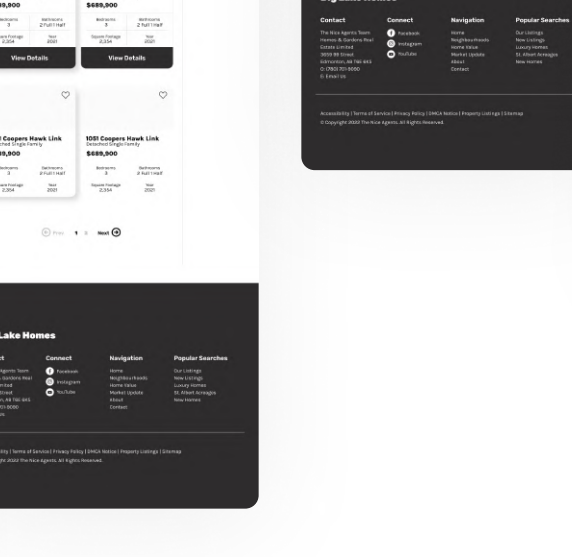
Karla - Regular

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Logo

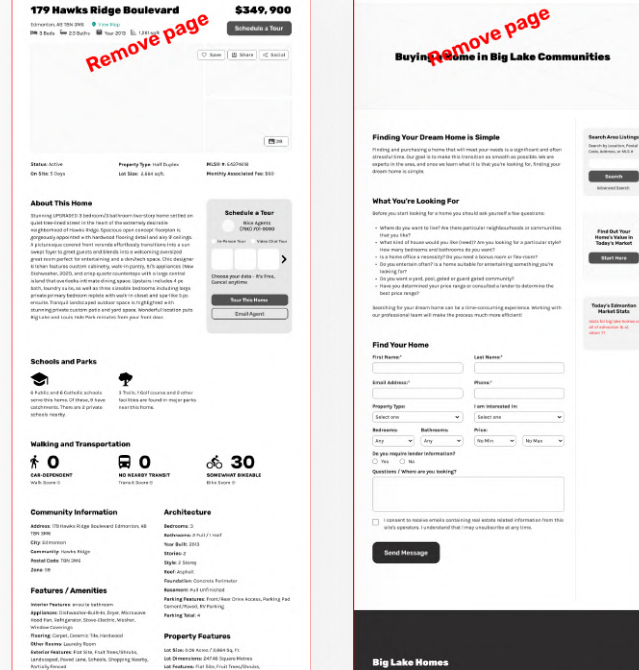


Icon Set



Wording Choices

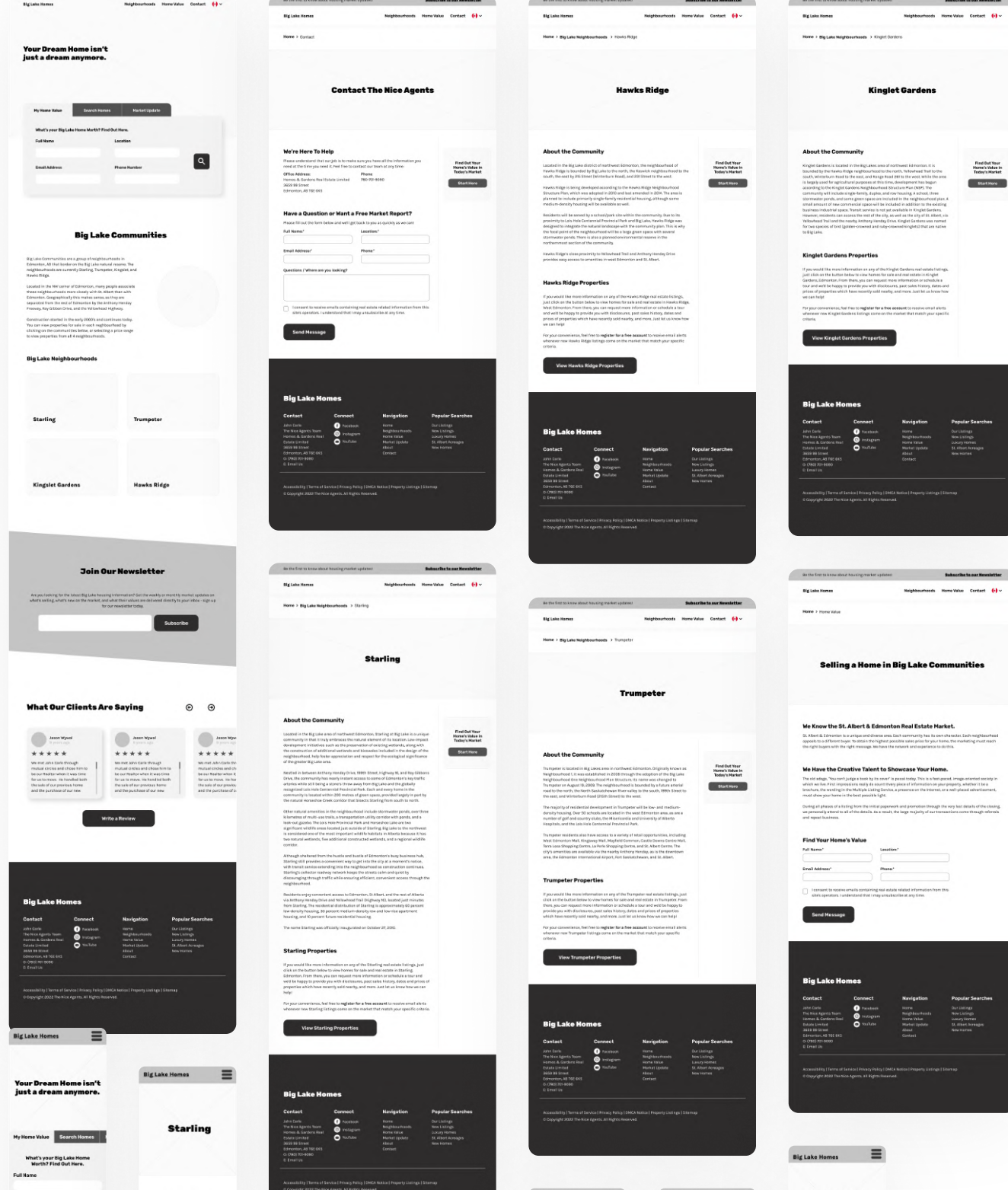
The communication for Big Lake Homes is friendly, polite, direct, user-focused. The wording choices is customer focus with clear call-to-action buttons and headings. Content should be written as if you were writing to a friend in a polite manner.



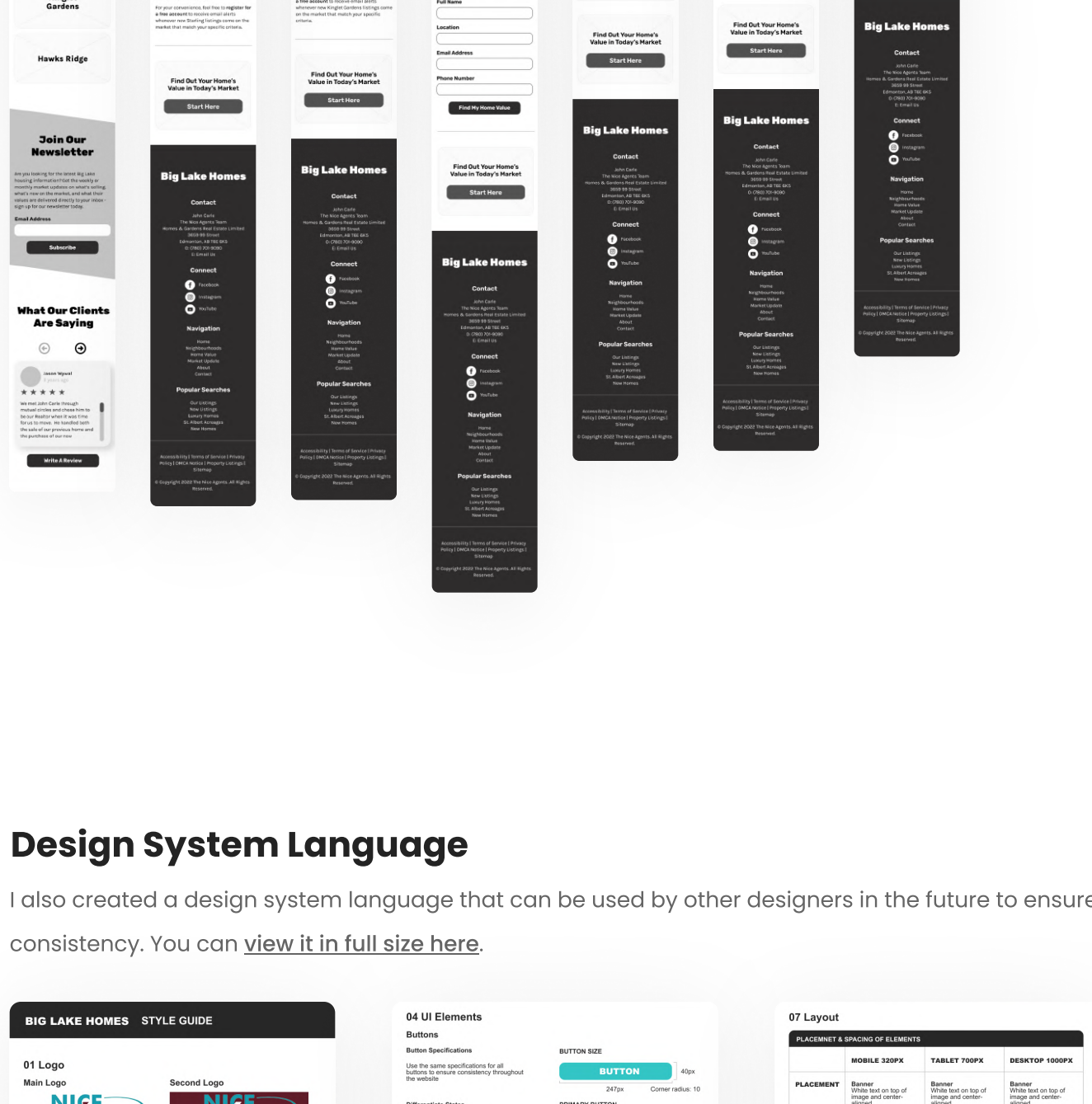
We're Here To Help
Buying a Home Should Be Fun!
About the Community

Design

Initial Mid-fidelity Wireframes

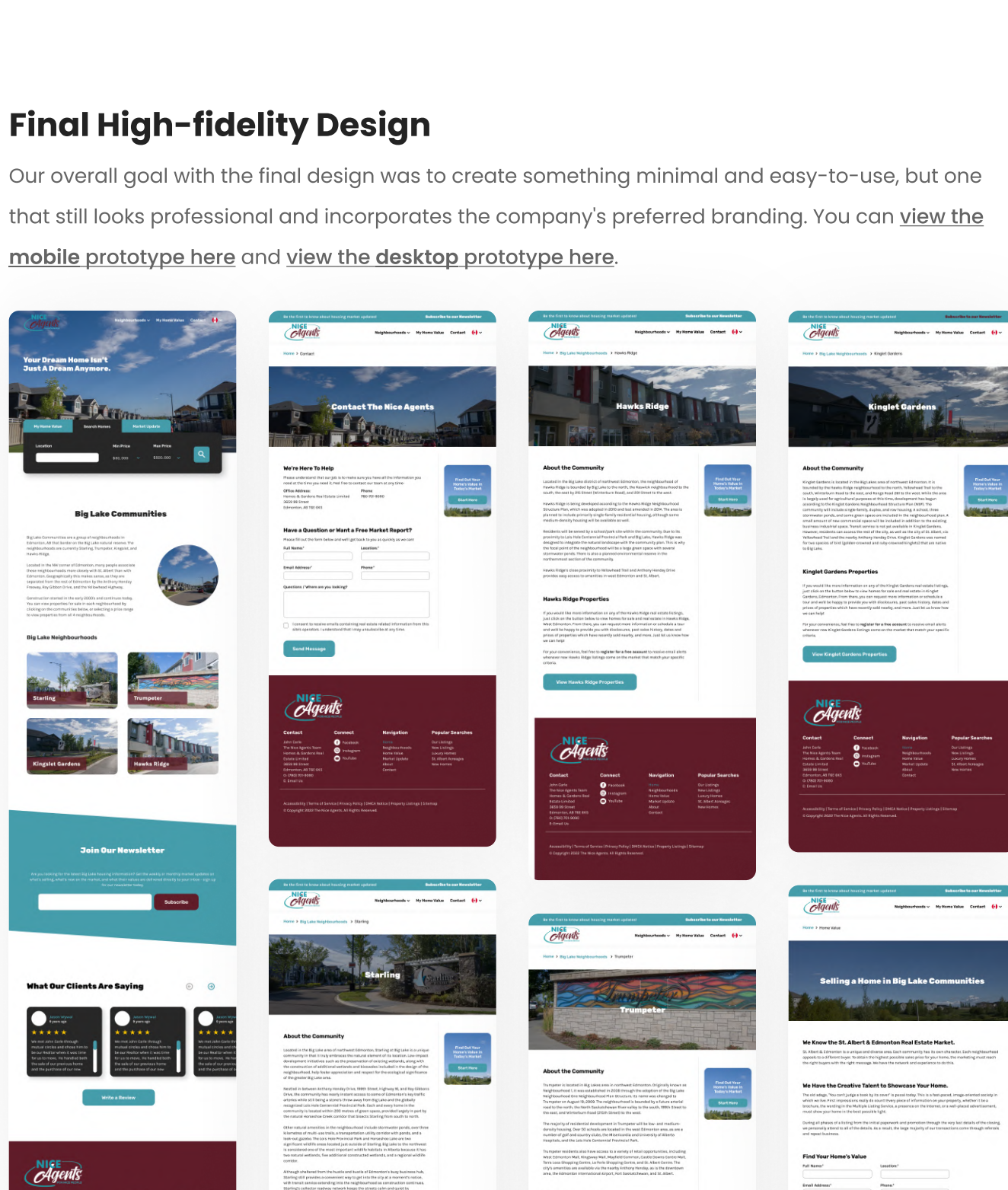


One of the major changes we encountered at the design phase was removing the individual property pages and property listings. This was due to a decision to not include the MLS database anywhere and instead, use button links to lead the user to the specific property page on the client's main website.



Final Mid-fidelity Wireframes

After making a few changes, this is what we developed for the mid-fidelity wireframes. The website is mostly dedicated to delivering information to users about the community, having a way to contact our client, and for users to be able to subscribe to newsletters. You can view the mid-fidelity prototype here.



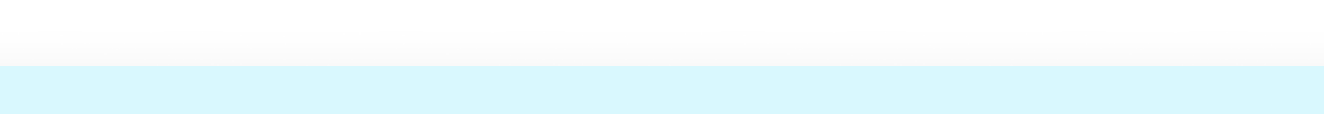
Design System Language

I also created a design system language that can be used by other designers in the future to ensure consistency. You can view it in full size here.



Final High-fidelity Design

Our overall goal with the final design was to create something minimal and easy-to-use, but one that still looks professional and incorporates the company's preferred branding. You can view the mobile prototype here and view the desktop prototype here.



Thanks for scrolling!
If you have any feedback, want to collaborate or just say hello, don't hesitate to send me a message :)