Property Solutions & Services (PSS)

1. Competition analysis

To find our competitors I used simply Google and phrase "renting market uk mobile app apple" to find the most promoted results.

Participants

Zoopla property search UK

Zoopla is the UK's most comprehensive property destination, providing you with everything you need to stay on top of your search for your dream home. Whether you're buying, renting, selling or letting, our app keeps you up to date with the latest properties along with information on prices, running costs and market trends. With Zoopla you'll never miss a thing.

Link to AppStore

OnTheMarket Property Search

The OnTheMarket property search app is a clean and simple way to search for the latest homes on the UK and Overseas property markets and offers hundreds of thousands of houses and flats for sale or to rent, at all price points.

Link to AppStore

Rightmove property search

With over a million properties, to buy or rent, at any one time, Rightmove is the only app you need to find your next home. Incorporating all your favourite features from the website, you can browse floorplans, check nearby schools and scroll through super-sized images, all with the Rightmove app.

Link to AppStore

Movelobbie - Homes to Rent

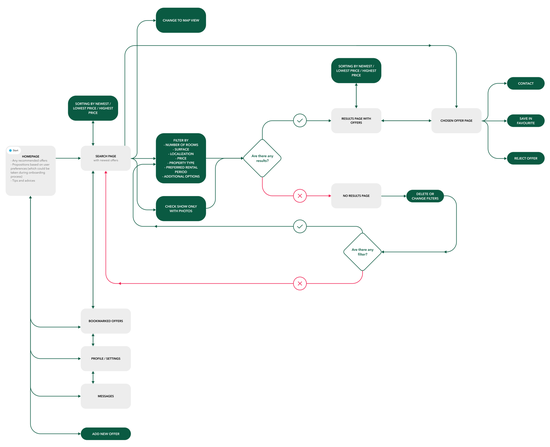
Watch 1,000's of Video Walkthroughs of flats, houses and properties in London and Manchester with Moveloabbie, and instantly secure the one that's right for you! At Moveloabbie, we know that renting can be a total nightmare. That's why we're here with the tools you need to secure your dream home in London and Manchester.

Link to AppStore

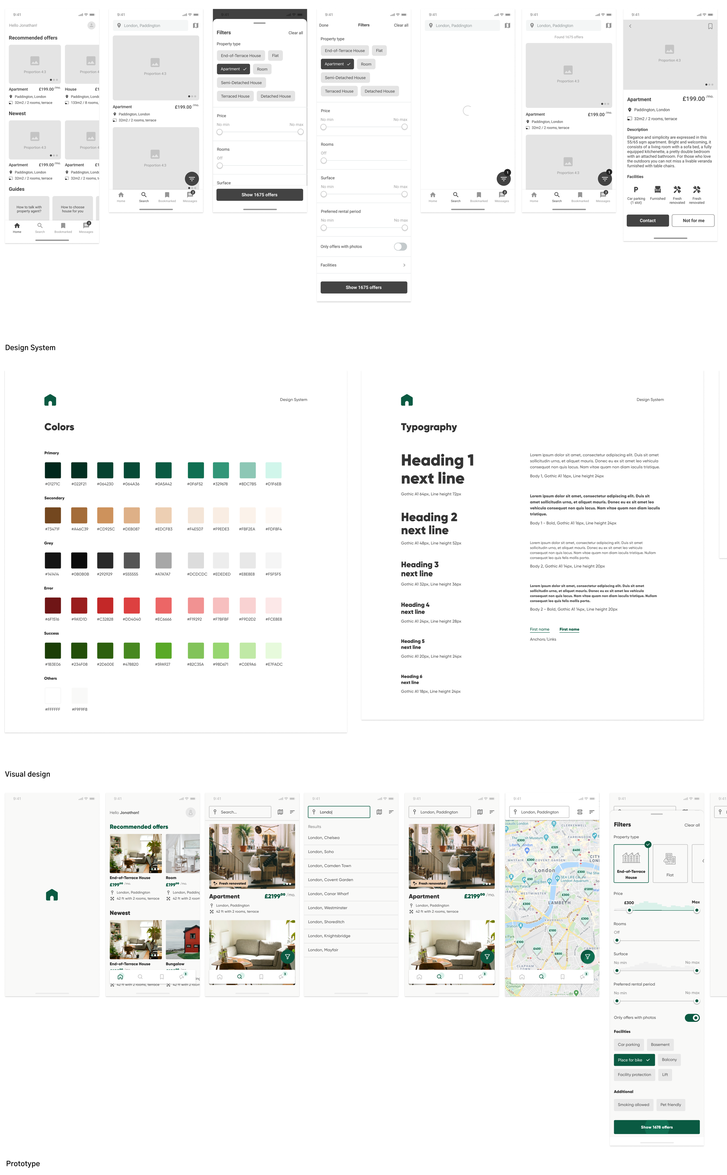
Juxtaposition

	Zoopla	OnTheMarket	Rightmove	Moveloabbie
Only UK	✓	✓	✓	✓
Main Colors	Purple	Dark blue, Red	Sea color	Blue, Green, Red
Map mode	✓	✓	✓	✓
Sort	✓	✓	✓	✕
Filter by location	✓	✓	✓	✓
Filter by property type	✓	✓	✓	✓ (home type)
Filter by price	✓ (monthly price)	✓ (monthly price)	✓ (monthly price)	✓ (monthly price)
Filter by rooms	✓ (amount of bedrooms)	✓ (amount of bedrooms)	✓ (amount of bedrooms)	✓ (amount of bedrooms)
Filter by distance	✓	✓	✓	✕
Filter by furnishings	✓	✓	✓	✓
Filter by time added	✓	✓	✓	✕
Filter by keywords	✓	✕	✕	✕
Gallery on listing	✓	✓	✕ (only in offer)	✓ (+ video)
Available from info	✓	✕	✓ (only in offer)	✓
Type of rooms info	✓	✓	✓ (only floorplan)	✓
Filter by features	✓ (only in keywords)	✓	✓ (much here / don't know)	✓
Saving localizations	✓	✕	✓	✕
Bookmark offers	✓	✓	✓	✓
Share offer	✓	✓	✓	✓
Map in offer	✓	✓	✓	✓
List of nearest places	✓	✓	✓	✓
Price division in offer	✓	✕	✕	✓
Filter by let length	✕	✓	✓	✕
Filter by shared accommodation	✓	✓	✓	✓

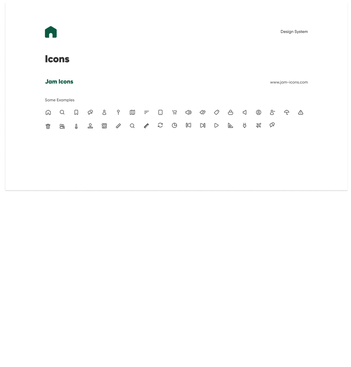
2. Userflow

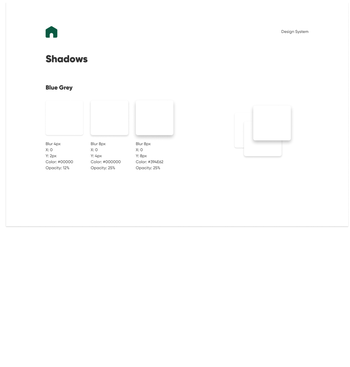


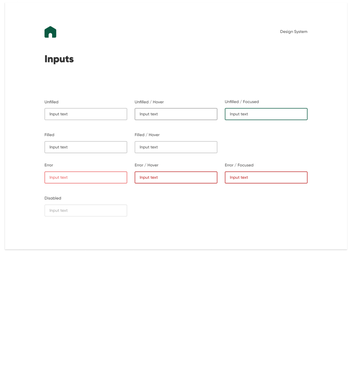
Wireframes

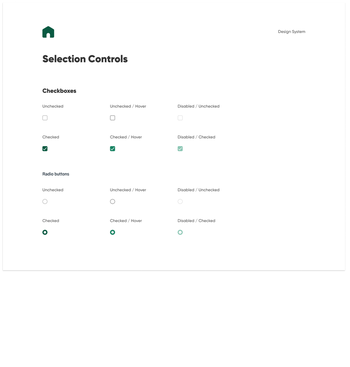


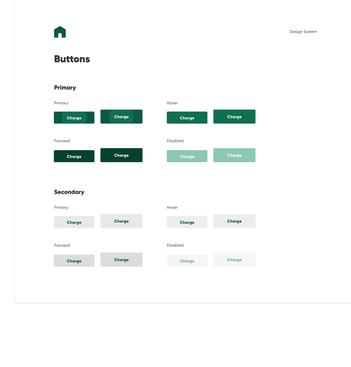
Design System



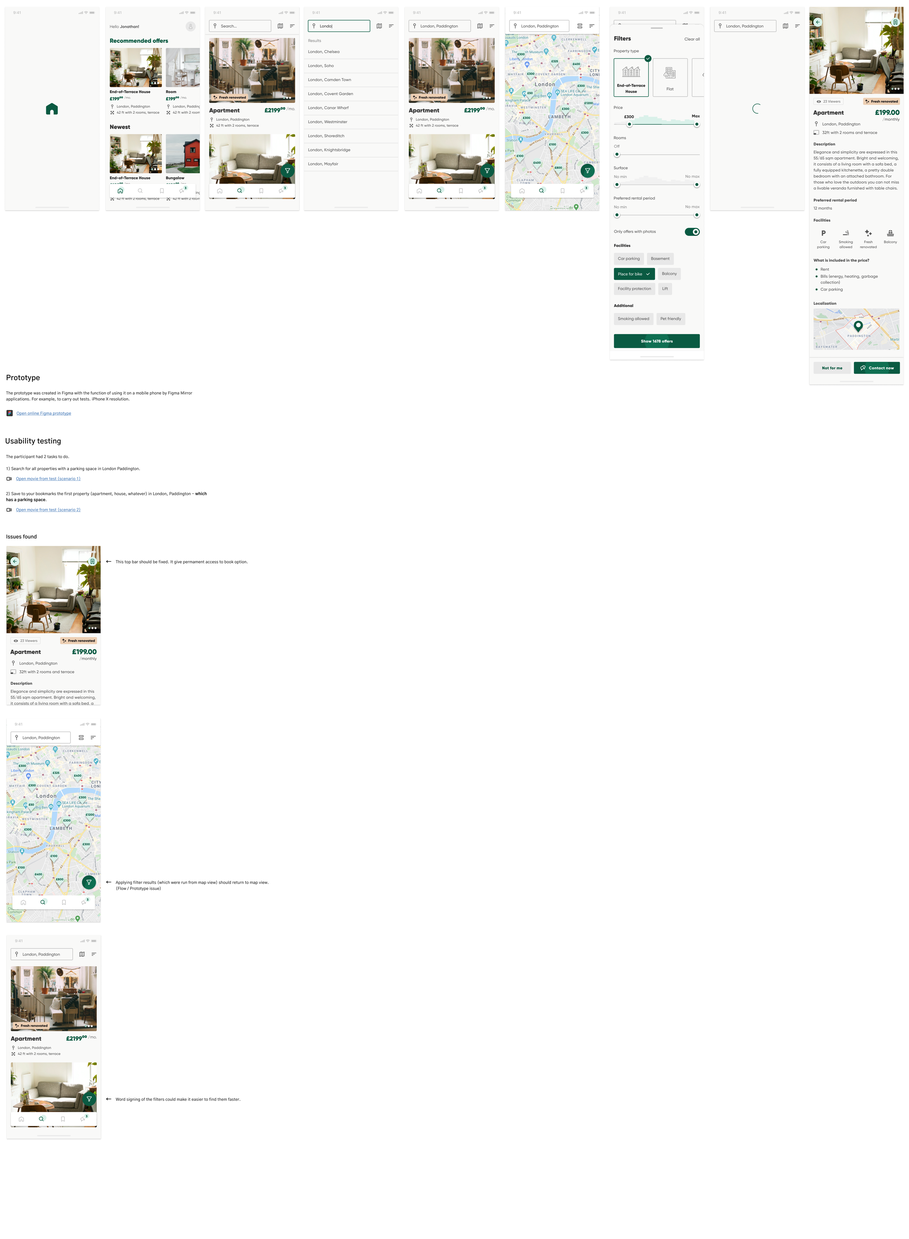








Visual design



Prototype

The prototype was created in Figma with the function of using it on a mobile phone by Figma Mirror applications. For example, to carry out tests. iPhone X resolution.

Open online Figma prototype

Usability testing

The participant had 2 tasks to do.

1) Search for all properties with a parking space in London Paddington.

Open movie from test (scenario 1)

2) Save to your bookmarks the first property (apartment, house, whatever) in London, Paddington - **which has a parking space.**

Open movie from test (scenario 2)

Issues found

← This top bar should be fixed. It give permanent access to book option.

← Applying filter results (which were run from map view) should return to map view. (Flow / Prototype issue)

← Word signing of the filters could make it easier to find them faster.